



*Office of Mayor Lawrence J.
Morrissey*

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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COUNCIL APPROVES ORDINANCE FOR SIDEWALK MERCHANT VENDING

Rockford, IL. September 24, 2012 – Rockford Aldermen tonight approved the ordinance which finalizes the last step in the 2012 Merchant Vending Guidelines. This final step culminates a two year partnership between the City of Rockford and the Rock River Development Partnership to establish a permitting process and policy guidelines for sidewalk merchant vending within the City of Rockford.

Since early 2010 City staff has actively worked with Rock River Development Partnership and downtown business owners to establish various guidelines for use of the City right-of-way to encourage a more walkable community and to bring more business into the downtown area.

In March of 2011 City Council approved the Outdoor Dining Design Guidelines to promote sidewalk cafés and provide standards to those cafés. The Sidewalk Merchant Vending policy is just another step towards promoting business in the downtown area.

Recently, many businesses have asked for the permission to sell merchandise from their store on the sidewalk, especially during the summer and events. There has been little interest in these types of sales in the past; this partnership shows how area businesses are engaging with the community.

The City looks forward to working with the businesses to establish standards for food vendors in the City right-of-way beyond the limits of the City Market. New areas are being developed to provide space for these vendors but guidelines will need to be established.

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