



Farmers Market City Council Subcommittee

December 19, 2019

Purpose of Subcommittee

- Provide input to staff on issues related to relocation of the Saturday Farmers Market.

Timeline



Community Outreach
(Oct.-Dec. 2019)

Listening Workshop
Customer surveys



Information Gathering
(Nov. 2019 – Feb. 2020)

Summarize feedback
during community
outreach

Narrow down list of
sites



PRT Review
Feb. 2020

Submit a Project Review
Team (PRT) Application
through the City's
standard development
review process for
approximately 5 Sites.
Purpose of PRT is to
identify any major red
flags about the potential
sites.



CUP/DART Application
March 2020

New Farmers Market
Site Selected to move
forward with a formal
Conditional Use Permit
Application (CUP) to
the City's Development
Application Review
Team.



New Saturday Farmers Market

Listening
Workshop
Dec. 7, 2019

Workshop Conversation



Next Steps

Farmers Market
needs for success

Consumer needs
for success



Debrief at
City Council
Farmers Market
Subcommittee

December 19, 2019



Short list of
Farmers Market
Location
Opportunities

January/February 2020

What We Heard: Listening Workshop

- **Key ingredients to successful market**

- Variety of farmers/vendors
- Cleanliness
- Walkability
- Easy parking; bicycle parking
- Safe family and dog friendly environment
- Close proximity to shops, restaurants and local landmarks



- Space for conversation/community engagement
- Enclosed area
- Opportunity for music
- Shade
- Visible area for visitors and tourists

What We Heard: Listening Workshop



- **How to make Farmers Market an even better experience**
 - Add arts and crafts/music
 - Add picnic tables/benches
 - Add educational component (food demos, recipes, general info, civic engagement)
 - Cleanliness
 - Have presence of State Street Ambassadors
 - Permanent bathrooms/bicycle parking/trash/electricity
 - Shuttle service



Farmers' Market Basic Operational Needs

● Physical Space and Logistics

- **Size of Space:** All of our current farmers' must fit into a new site, and ideal if room for expansion. Based on both City and SBCFMA calculations, our current location at the Cota Lot can accommodate 2350 linear ft. of selling space. In comparison, our Tuesday market operating on 2 blocks of State Street provides ~830 linear ft. of selling space.
- **Farmer Vehicles Must Remain on Site:** Unloading large vehicles full of produce and then parking off site is not an option, both for logistical reasons and health code considerations.
- **Paved Surface:** Needs to support heavy vehicles. Essential for customers ability to safely and conveniently navigate the site with carts, wagons, strollers, walkers and wheelchairs. Grass surface is not adequate.

● Atmosphere

- **Safe and Family Friendly Environment:** The site should be enclosed in a way that allows visitors to feel safe and have safe walkways to and from the market site from nearby parking areas. Safe pedestrian crossings with crossing guards when needed.
- **Ambiance:** Site should be an attractive destination, as this is one of the most treasured on-going events in Santa Barbara, a destination for both locals and visitors from around the world. Shade is highly desired both for customer comfort and protection of produce.

● Transportation and Mobility Needs

- **Parking:** Ample parking connected to the site is very important for customers who are unable to walk multiple blocks, have small children, or haul large loads from the market site. We also require ample parking within a 2-block radius to accommodate our 3,000-5,000 weekly visitors.
- **Ease of Access:** Location that is easy for the community to get to by car, foot, bicycle and public transportation.
- **ADA Accessibility:** ADA compliant parking connected to the site.
- **Efficient Traffic Flow:** Clear vehicular detour route around the market site for safe and easy navigation to and from the market.
- **Bicycle Parking:** Needs to be in close proximity to market site.

● Additional Site Requirements

- **Restrooms and Handwashing Stations:** Required to be in close proximity to market site.
- **Trash/Recycling Receptacles:** Located at the market site
- **Signage Needs:** Day of event "Farmers Market Parking" signs pointing towards usable parking lots, Permanent "No Parking" signs at the new site indicating "No Parking Saturday's 6am-2pm, with ability to tow. Road Closure signs, barricades, and directional signs. Storage required.
- **Maintenance Needs:** Regular site maintenance following event.

What We Heard: Listening Workshop

- **Where should the Saturday Farmers Market be located (not in order but Downtown locations favored)**

- City Parking Lot 11 (Anacapa and Haley)
- City Parking Lot 8
- City Right of Way (cross or t-shaped formation)
 - Chapala between Gutierrez and Cota and 00 block of W. Gutierrez and 00 blocks of Haley
 - State Street and 00 blocks of Ortega
 - State Street between Carrillo and Victoria and 00 blocks of Figueroa and Anapamu Streets
 - State Street between Anapamu Street to Sola Street and also on the first blocks off Victoria Street
 - State Street between Figueroa and Canon Perdido and the first blocks of Carrillo Street

- Carrillo (from Chapala to Anacapa)
- Cota Lot (current location)
- De La Guerra Plaza (Tuesday Market only)

- **Outside of Downtown**

- Cabrillo Blvd (from Garden to State)
- SBCC West Campus
- Santa Barbara Junior High Parking Lot
- Armory
- Santa Barbara Bowl Parking lot
- La Cumbre Plaza

On-Site Customer Survey Questions

- Where do you typically park when visiting the Saturday market?
- Once parked, what is the maximum number of blocks you would be willing, or able to walk to get to the Saturday market?
- How many hours are you usually parked during a Saturday FM visit?
- Which market layout would you prefer? Street? Lot or Plaza? No Preference?
- Once at the market site, what is the maximum number of blocks you think you would be willing, or able, to walk to do your shopping?
- Do you typically visit other merchants as part of your shopping experience?
- Would you be more or less likely to visit the Saturday Market if it was located (area list)....?
- What do you see as the most important factors for your overall Saturday farmers' market experience when considering a new location?
- Your top 2 alternative site suggestions?

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