

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, September 22, 2008  
7:00 p.m.**

**Room 2A - Hayward City Hall  
777 B Street  
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda the Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Cinema Place Grand Opening Plans
2. Farmer's Market Update

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**DATE:** September 22, 2008

**TO:** Council Downtown Committee

**FROM:** Susan J. Daluddung, Community and Economic Development Director

**SUBJECT:** Relocation of the Farmers' Market

### **RECOMMENDATION**

That the Committee provides feedback to staff on the Marin Farmers' Market request to relocate from its current location at Main Street, between A and B Streets, to Watkins Street in front of City Hall, between B and C Streets.

### **SUMMARY**

For several years the Marin County Farmers' Market has been requesting the relocation of the Hayward Farmers' Market from its current location. Operators believe this move will help them increase the number of vendors and customers who participate in and visit the Market. After meeting with operators and participating vendors, staff supports this request based on the belief that current problems and concerns would be successfully addressed at the new location. While evaluating various locations in-and-around the downtown, the area in front of City Hall appears best suited for an expanded Farmers' Market.

### **BACKGROUND**

The Farmers' Market has been in operation at its current Main Street location since 1993. The City's purpose in seeking a downtown Farmer's Market was to bring shoppers into the downtown area, and enliven it during the weekends. The Market received \$60,000 in start-up funding from the Redevelopment Agency during its first three years of operation, but has operated independently since 1996.

The Market operates year-round between the hours of 9:00 a.m. to 2:00 p.m. under the authority of a Master Encroachment Permit issued by the Planning Division's Design Review Services Engineer. The Permit was recently updated and renewed, with strengthened provisions regarding clean-up after the Market closes. The Hayward Market is the Marin Farmers' Market lowest performing market (approximately 1,000 customers) when compared to Oakland's Grand-Lake Market which attracts 5,000 to 6,000 customers, and Newark's 3,000 to 4,000 customers. The Hayward Farmers' Market has not met its full potential due to its location, lack of customer income

mix, and less than attractive surroundings. The San Leandro and Castro Valley markets were created in response to this unmet market demand. In order to remain competitive and increase the number of customers, the Hayward Farmers' Market has to enhance its appeal.

## **DISCUSSION**

The Marin Farmers' Market operators feel that the close proximity to the L'Amour Shoppe and The Funky Monkey have created a non-family-friendly environment for shoppers. Customers to these establishments are sometimes disorderly and/or have disheveled appearance that create a "fear factor" and detracts from "higher-income" customers' desire to attend the market. In addition, the condition of Main Street (street paving, store fronts, and general appearance) and location size is not conducive to market expansion which could include more room for entertainment, chef demonstrations, and a street café.

Farmers' Markets are an asset to communities by creating a community focal point and by providing fresh food products sold directly from farmers and vendors. For downtown businesses dependant on "foot-traffic", having the Farmers' Market located in the downtown core potentially increases the number of people coming to the area to shop, dine, and utilize other services. (See Attachment 1: Benefits & Concerns of Relocating the Farmers' Market). The Farmers Markets requires wide streets to accommodate booths on both sides of the street, as-well-as foot traffic and emergency vehicles as necessary. Unfortunately, there are a limited number of locations that offer a viable alternative location (See Attachment 2: Alternative Farmers' Market Locations) in and around the downtown. Locating the Market in front of City Hall is not without its challenges, which include the potential for noise complaints from adjacent City Walk residents, as well as disrupted traffic flow. However, by using the same "foot-print" adopted by the Blues Festival, which has been in operation for years, we believe these challenges can be overcome.

Several long-standing annual events are scheduled at the City Hall Plaza, including the Blues Festival and the Cinco de Mayo celebration. During such occasions, it is proposed that the Farmers' Market would be temporarily relocated back to its current Main Street location.

## **FISCAL IMPACT**

Increased and frequent foot traffic in and around the City Hall Plaza could require additional steam cleaning of the Plaza and sidewalks. As a condition of the Encroachment Permit for the new location, the Farmers' Market will obtain a dumpster to ensure effective cleanup after the market. The location of the dumpster is yet to be determined.

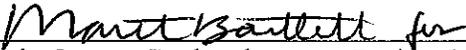
## **PUBLIC CONTACT**

No previous formal public input has been solicited regarding the proposed move of the Farmers' Market.

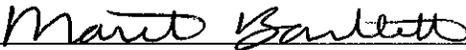
**NEXT STEPS**

Staff will work with the Farmers' Market operators to develop a site map that meets the requirements of the Fire and Traffic Departments. Residents of City Walk will be notified of this relocation proposal and given the opportunity to comment. Pending comments by the Council Downtown Committee, a date for the relocation of the Farmers' Market could be set. Alternatively, the Committee may wish to refer this item to the full City Council for their consideration.

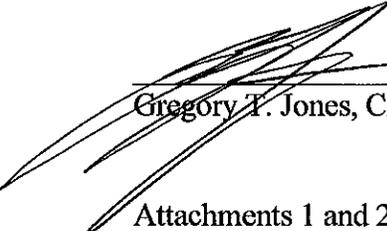
Prepared by:

  
Gloria Ortega, Redevelopment Project Manager

Recommended by:

  
Maret Bartlett, Redevelopment Director

Approved by:

  
Gregory T. Jones, City Manager

Attachments 1 and 2

## **Attachment 1: Benefits & Concerns of Relocating the Farmers' Market**

### **Benefits of Proposed Location on Watkins Street in front of City Hall**

- This location provides a focal point for the downtown along with the improved side walks, landscaping, is very pedestrian friendly,
- City Hall creates a handsome backdrop for the Farmers' Market.
- An enhanced Farmers market could result in an increased number of shoppers from current level of approximately 3,000 to other similar markets that average 4,000 shoppers.
- Increased number of Farmers' Market shoppers who result in increased "foot-traffic" for downtown including Lucy's with shoppers looking for products not sold at the market.
- The Market would be more accessible to BART patrons.
- Day of market dumpster could be located inside of City Hall Parking Structure.
- Port a Potties could be located on B Street side of City Hall

### **Concerns Regarding Location**

- Residents at City Walk Townhomes will be impacted by noise including the set-up and tear down of the market potentially increasing calls for services. Solution: The Farmers' Market would use the same "foot-print" used by the Blues Festival operators allowing for a set-back from the Townhomes.
- Traffic flow from Watkins into the Lucky shopping center would be disrupted. Solution: Lucky could benefit from increased shoppers looking for food and other items not sold at the Farmers' Market.
- The primary entrance (Watkins Street) into the City Hall parking structure would be disrupted. The secondary entrance on Mission Blvd. can only be accessed going south-bound making the garage less accessible for market patron and retail shoppers.
- Trash may be a problem on the grass area, and could result in garbage over-flow of City Hall trash cans. Solution: Farmers' Market operators have agreed to payment for a dumpster, for which the location needs to be determined.
- Plaza may need to be power washed more frequently
- If private events are held in Rotunda, more traffic coming into City Hall for Guard to control (wanting to use Restroom or participate in the event).
- Diagonal parking and street parking will be taken away from townhouse owners/visitors.
- Creates conflict with Revenue generating activities – special events may want to take pictures outside.
- Saturday events may be disrupted because of Farmers Market: MLK March; Cinco de Mayo; Earth Day; Blues Festival; Bands 4 Bands. Solution: The Farmers' Market could be relocated back to its current location when long-standing events conflict with the Saturday schedule.

## **Traffic Impacts**

- Need to ensure that access to the Post Office Driveway will be maintained.
- Need to ensure that C/Watkins is not blocked off so that AC Transit buses can exit BART
- B/Watkins will need to be kept open so as to allow AC transit buses traveling west on B Street to access the BART station. In addition, access to the Lucky's Driveway needs to be maintained. Closing off Watkins will eliminate access to the parking structure for people coming from the south. They will need to take D eastbound to Grand northbound to A eastbound to Mission southbound to access the parking structure.
- On the other hand, after implementation of the 238 project, moving operations to Watkins will help the Route 99 bus by allowing it to use Main Street to reach A Street and then northbound Mission (it would not be able to do this if Main Street is closed – the Market's current location)

## **Fire Department Requirements**

- All vendors doing outdoor cooking would have to meet "Regulations for Outdoor Cooking Booths".
- Emergency fire lanes must be maintained at all times on Watkins Street: access to the City Walk fire lane (102 feet from C Street north on Watkins Street to the third tree on the west side of the street. This area must be kept clear 30 feet from the curb on the west side of Watkins Street. The walkway on the north side of the City Walk Townhomes must be kept clear for fire department access from Watkins Street to the BART driveway.
- Twenty foot wide emergency lane must be maintained at all times on Watkins Streets. Access to all buildings and fire hydrants must be maintained for firefighting/EMS operations.

## **Attachment 2: Alternative Farmers' Market Locations**

### **Alternative Option 1: Main Street between B Street and C Street**

- This location would move the Market away from the L'Amour Shoppe, and the Funky Monkey and the store fronts at the Green Shutter while mostly vacant, are attractive.

#### **Traffic Impacts**

- When the Mini-Loop is fully implemented bus routes would be interrupted.
- Public Parking – 38 spaces are available at this location, Municipal Parking Lot 2 and 1 are accessible from this location

### **Alternative Option 2: B Street – Blocks between Foothill Blvd. and Watkins**

- B Street is too narrow to accommodate vendor booths on both sides of the street, shopper and emergency vehicle access.

### **Alternative Option 3: Mission Blvd. between B Street and C Street in Front of Old City Hall, Giuliani Park and the Library**

- The grounds in front of Old City Hall are underutilized and could offer attractive staging areas for the Farmers' Market. Giuliana Park would provide an attractive feature for families with children.
- The Library Fountain which has become known as the "free-food" staging areas could be revitalized with new energy from the Farmers Market. Additionally, the Library grounds could be attractive staging area for Farmers Market entertainment, or lounging.
- Locating the Farmers' Market in front of the Library could further enhance the image of the library as a community/neighborhood oriented place.

#### **Traffic Impacts**

- Getting permission from the State of California, Department of Transportation will not be easy, and could take a long time. Ultimately, the City will own this street, but traffic interruption could be considered a major inconvenience.

Parking is available at the City Hall Parking Garage