

# *City of Brisbane*

## *Agenda Report*

**TO:** Honorable Mayor and City Council

**FROM:** Caroline Cheung via Clay Holstine, City Manager

**DATE:** Meeting of February 6, 2012

**SUBJECT:** Potential Farmers Market in Brisbane

**PURPOSE:**

To provide a healthy and convenient grocery shopping alternative for those who live and work in Brisbane, and which allows the Community to come together as a whole on a weekly basis.

**RECOMMENDATION:**

For the Council to receive staff's presentation and that of West Coast Farmers Market Association's Executive Director Jerry Lami and provide direction and approval concerning Mr. Lami's proposal.

**BACKGROUND:**

Farmers' markets are leading the certified organic boom that is sweeping the nation. There are currently over 650 farmers markets operating within California, with nearly a dozen of those taking place each week in the Peninsula cities of San Carlos, Belmont, San Mateo, Burlingame, Millbrae, San Bruno, South San Francisco and Daly City, which operates two markets during the week (Thursday and Saturday mornings).

**DISCUSSION:**

West Coast Farmers Market Association (WCFMA) is a relatively new company with a highly successful market which opened in Cupertino last October. Within the first five weeks of operation they exceeded 3,000 customers per market. WCFMA is in the developing stages for markets in Redwood Shores, Foster City, and Half Moon Bay, similar to what they are doing in Brisbane. They anticipate these other three markets to be up and running by the end of March.

West Coast Farmers Market Association is proposing opening a year-round farmers' market in Brisbane to run on Thursday afternoons from approximately 3:00pm – 7:00pm in the summer and 2:00pm – 5:30pm in the winter. The original plan was to close 1.5 blocks of San Francisco St. starting from Visitacion, but further thought led to using the Community Park for the farmers' market. The City Engineer agreed with this alternative, as doing so would allow for San Francisco St. to remain open to vehicular traffic for residents coming home from work (see Attachment 1). Due to the new proposed location for the farmers' market, Mr. Lami made a presentation to the Parks and Recreation Commission at their January 16, 2012 meeting. The chief concern that came out of that meeting was the need to monitor the wear and tear on the grass of the Park. Another concern was keeping any hot food vendors to those restaurants located in town, so as to not take away from local business. Mr. Lami discussed the current plan of having the farmers' stalls turned inwards towards the Community Park most weeks, with about 27 vendors along San Francisco St. and 13 along Old County Rd., headed towards the gazebo. During the rainy season, the farmers' stalls would be turned to face the street, keeping foot traffic to the sidewalk. In a former farmers' market he worked in where they were on the grass, mats were put down to help protect the grass. Mr Lami also mentioned how in his experience, businesses have benefitted from the farmers' market with more foot traffic coming to the area. He reiterated this point with the Economic Development Subcommittee at their meeting of January 24, 2012. Specifically, Mr. Lami talked about bringing in hot food vendors which offer something that may not be easy to come by in Brisbane, such as rotisserie chicken.

Mr. Lami anticipates the farmers' market would allow for a social event to take place each week in the Park; that it would serve as a reason for people to gather as well as shop. Musicians could be set up at under the gazebo to entertain shoppers with live music and add to the social atmosphere. In terms of parking, the City would make street parking available along Park Ln. for the farmers to park their trucks, so that San Francisco St. and Old County Rd. would be available for customers visiting the farmers' market spaces to park.

#### **FISCAL IMPACT/FINANCING ISSUES:**

None, besides it being anticipated that local businesses would be able to further get word out about their own business through an information booth that will be offered each week. They may even participate in the market if they choose.

Since the open grassy area of the Community Park and the gazebo will be used each week by West Coast Farmers Market Association, a weekly rental fee of \$200 is recommended. See Attachment 2 for the current Community Park Use Fee Schedule. The Parks and Recreation Commission agreed with this weekly fee. Therefore it may be necessary to update the Fee Schedule to accommodate a new fee for West Coast Farmers Market Association. The Parks and Recreation Commission also talked about having there be a three-month trial period for the market.

**MEASURE OF SUCCESS:**

A certified farmers' market coming to Brisbane which will add a quality alternative to Brisbane's grocery shopping experience, as well as a social benefit to the community.



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Management Analyst  
Caroline Cheung



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City Manager  
Clay Holstine

**ATTACHMENTS:**

- 1 – Aerial map of the location for the farmers market and parking on Park Lane
- 2 – Community Park Use Fee Schedule

Map for West Coast Farmers Market Association

