

DATE: 7/6/99 AGENDA ITEM # 15
() APPROVED () DENIED
() CONTINUED

TO: JAMES L. APP, CITY MANAGER
FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR *BL*
SUBJECT: PROPOSED MOVE OF FRIDAY NIGHT FARMER'S MARKET
DATE: JULY 6, 1999

Needs: For the City Council to consider its options with regards to a proposed move of the Friday night Farmer's Market.

- Facts:
1. One of the 1993 Economic Development Strategies for Tourism was to "Work with the North County Farmer's Market Association and Main Street to encourage a Friday evening Farmer's Market in City Park with food and entertainment". The 1999 up-date of the Economic Development Strategy includes a policy that the City "Support Farmer's Markets in the downtown."
 2. A subcommittee of the City Council (Councilmen Baron and Swanson) have been meeting with representatives of the Farmer's Market, Chamber of Commerce and Downtown Merchants / Main Street. The purpose of the series of meetings has been to explore opportunities to enhance the Friday night market, including various alternatives to the current location.
 3. Among the options discussed and evaluated have been the possibility of moving the Farmer's Market into City Park, and also a move to 11th Street, between Spring and Park Streets. Additionally, a variety of ideas were discussed which might increase the downtown Market's attraction (entertainment, prepared food sales, more shopping options after 5:00 PM).
 4. At the most recent meeting of this subcommittee, the Farmer's Market representative advised the group that a vote was taken among the Farmers and that they wish to move the Friday night Market to the Wal*Mart property as soon as feasible.
 5. A Wal*Mart representative at the meeting confirmed that Wal*Mart is in support of the move to their property. Main Street representatives indicated they did not oppose the move of the Farmer's Market. No change in the Tuesday morning Farmer's Market on 14th Street is proposed at this time.
 6. Under Table 21.16.200 of the Zoning Code, Certified Farmer's Markets are subject to approval of a Conditional Use Permit (CUP) for property in the Regional Commercial zone (which applies to the Wal*Mart property).

Analysis
and

Conclusion:

Having a Friday night Farmer's Market in the Downtown has been a part of the City's Economic Strategy since adoption in 1993.

The representative of the Farmer's Market Association advises they are seeking a move of the Friday night Farmer's Market to the Wal*Mart parking lot as soon as feasible. It is staff's understanding that their desire to move is based on sales expectations.

On private property, establishment of a Farmer's Market is subject to Planning Commission approval of a CUP. Unless the City Council would appeal the Commission's approval of a CUP, the matter would not come before the City Council.

The earliest a CUP application could be heard would be July 13, 1999. Upon receipt of an application from the Farmer's Market Association, the adequacy of the site and remaining off-street parking area would be evaluated, as would signage.

Should the Friday night Farmer's Market relocate, promotion of downtown pedestrian activity might possibly be accomplished through other activities in/and around City Park. One approach would be to open a dialogue with the Paso Robles Inn, Park Cinemas, restaurants, and those merchants who have chosen to stay open past 5:00 PM. The purpose of the dialogue would be to help identify activities that would be feasible and which would provide the most effective economic support for the area around City Park.

Policy

Reference:

Economic Development Strategy (1993, 1999); Zoning Code

Fiscal

Impact:

The absence of an effective Friday night attraction to the Downtown could result in diminished downtown pedestrian activity and, thereby, possibly adverse fiscal impacts.

Options:

- a. Provide no comment on the proposed move of the Farmer's Market at this time, deferring to the Planning Commission's consideration of a CUP for a new location of the Friday night Farmer's Market and, at the same time, request Paso Robles Main Street and the Chamber of Commerce to open a dialogue with those business interests in the vicinity of City Park that could benefit from a new Friday night activity.
- b. Amend, modify or reject Option "a".

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