

Honorable Chair and Members
of the Torrance Redevelopment Agency
City Hall
Torrance, California

Members of the Agency:

**SUBJECT: Redevelopment Agency – Approve the Establishment of a Farmers Market
in the Downtown Redevelopment Area on El Prado east of Sartori
Expenditure: \$2500**

RECOMMENDATION

Recommendation of the Executive Director that the Redevelopment Agency:

- 1) Approve the establishment of a Farmers Market on El Prado east of Sartori operating every Thursday from 4:00pm until 8:00pm;
- 2) Approve the proposal from the owner of the Buffalo Fire Department as it relates to the management and sponsorship of the Farmers Market; and
- 3) Approve the start up and permit costs associated with the event.

Funding

Funding is available from the City Manager's Economic Development Operating Budget.

BACKGROUND/ANALYSIS

Agency staff has been looking into methods to increase activity in the Downtown Redevelopment Area in the evening hours. Several ideas have been researched and are on a path to be brought before the Agency for implementation. As a component to enhancing night time activities in the Downtown, Agency staff has been approached by a group of business and property owners with a desire to establish a Farmers Market in the Downtown area.

The concept, as proposed, would be to establish a weekly Farmer's Market on the most easterly leg of El Prado bounded by Sartori on the west and the alley at the east. The hope is that the market will grow enough to utilize a greater portion of El Prado and possibly Sartori in the future.

In order to establish the Market, certain criteria must be met. Running water and a restroom facility must be in proximity to the Market; as part of the sponsorship the Buffalo Fire Department will be used as a water provider as well as restroom facilities. In order to qualify for a Farmer's Market status, a sponsor is required. In this case, it is recommended that the Redevelopment Agency be the sponsor of this event. This does not have a cost associated with it; it simply authorizes the market, the operator and the location. The proprietor of the Buffalo Fire Department will be responsible for securing the required insurance for the event.

There may be some permit and start up costs associated with the development of the Farmer's Market. As part of the overall goal of increasing the visibility and utilization of the Downtown area, it is recommended that a budget of \$2,500 be established to help offset permit costs and other set up costs associated with this type of event. Once established it is viewed that financial participation will no longer be needed.

The hours of operation for the Farmer's Market would be 4:00pm until 8:00pm every Thursday. Set up would begin at 2:00pm and final tear down would be no later than 9:30pm.

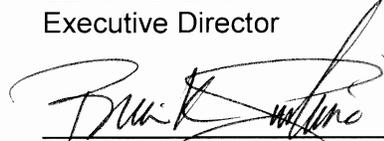
Community Development, Community Services, the City Manager's Office and other departments have been meeting in order to move the farmer's market concept through the process as well as to resolve any circulation and safety issues in the area. The use of the removable bollards in the area for the market will allow for the safety of the public and vendors in the area while securing access when/if needed in emergency situations.

The concept was circulated in the area of the businesses that may be affected by the market; only one business, a realtor, had concerns (Attachment B).

Because this is a new program, it is recommended that the authorization be given for a six month period from November 1, 2010 through April 30, 2011 with review set for March of 2011. The goal is to check the success of the program, ascertain if any changes are needed and then provide for a longer term authorization if deemed successful.

Respectfully submitted,

LEROY J. JACKSON
Executive Director

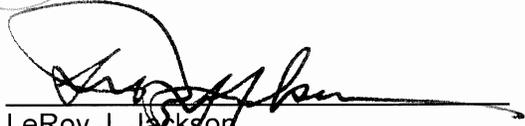


By: Brian K. Sunshine
Assistant to the Executive Director

CONCUR:



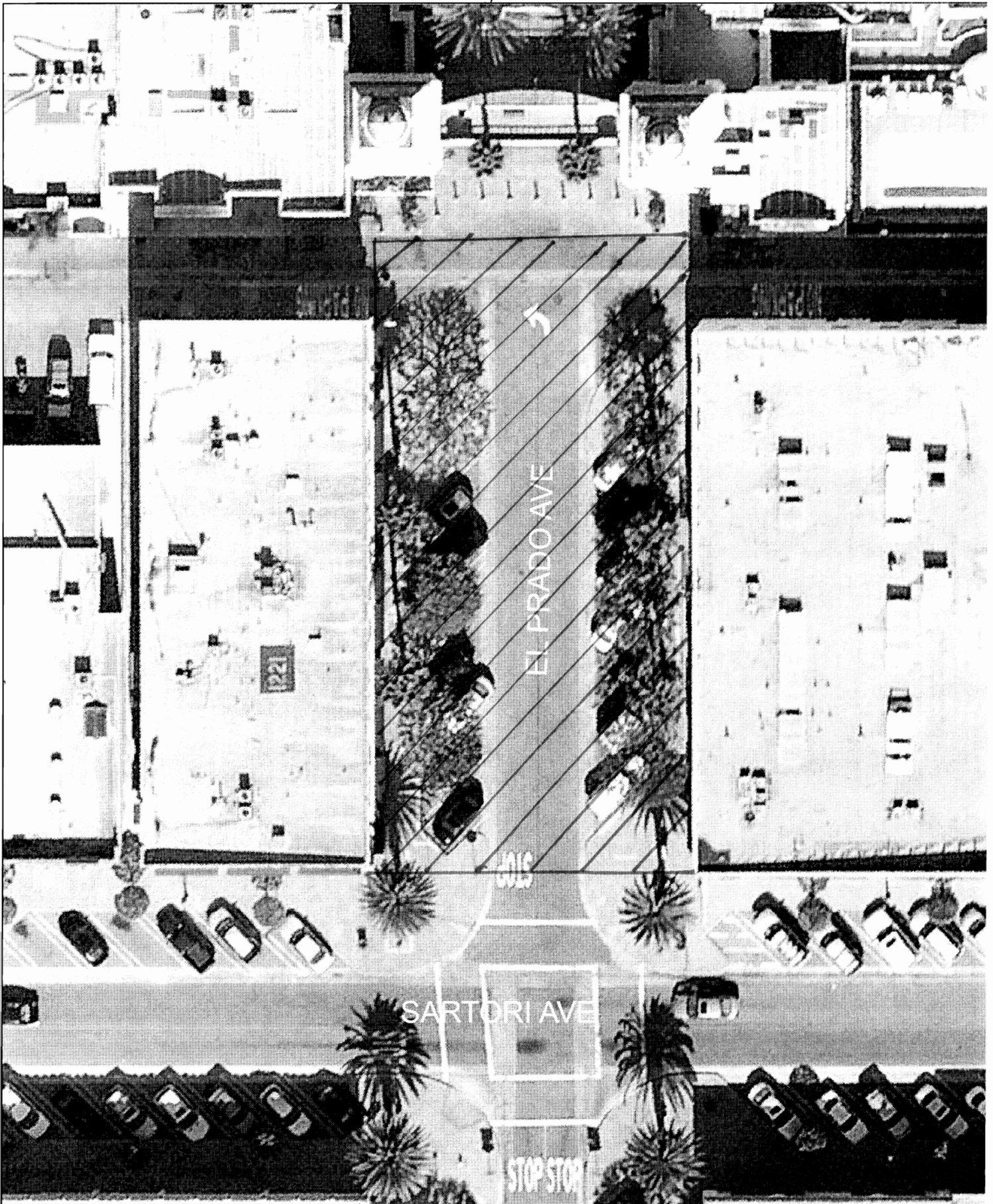
Jeff Gibson
Deputy Executive Director



LeRoy J. Jackson
Executive Director

Attachments:

- A) Area Map
- B) Letter proposing Farmers Market from Michael Schafer
- C) Petition of businesses

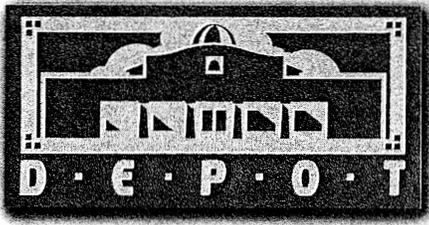


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Lines and photos are approximate, not to be used for establishing absolute or relative positions

PROPOSED FARMERS MARKET AREA





1250 Cabrillo Avenue ■ Torrance, CA 90501
310.787.7501 ■ Fax 310.787.9647

September 22, 2009

Dear Mr. Sunshine,

The following is a proposal for creating a Downtown Torrance Farmers Market and Boutique:

Where: On ^{El Prado} ~~Entrader~~ between Sartori and the courtyard at the Buffalo Fire Department. We already have the street closure ballards installed by the City.

When: Every Thursday from 4p.m. to 8p.m.

The street will have to be closed at 2 p.m. to allow the vendors to move in.

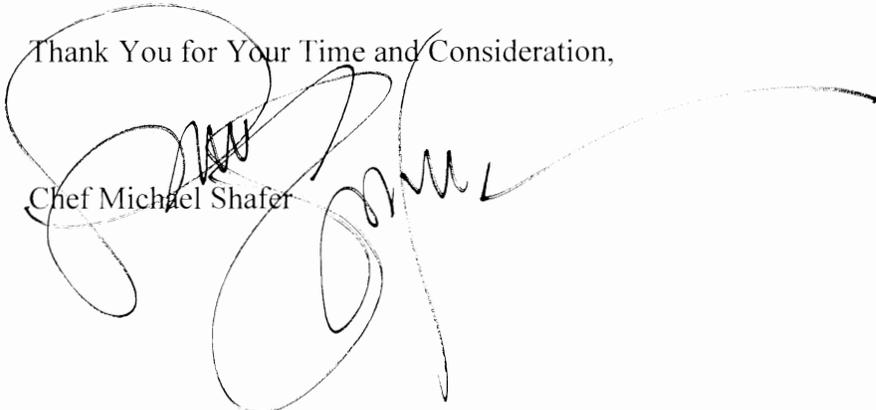
Waste Removal: We have two dumpsters located in the alley way adjacent to El Prado.

Bathroom Facilities: The vendors and shoppers will be able to use the restrooms at the surrounding restaurants.

Responsible Parties: I will be contracting with Mike Kosie, who is a current seller at four markets; he and I will operate the event. We will arrange and conform to all Fire Codes and Health Regulations. We will also be responsible for any fees that need to be paid to the Health Department. We are hoping that the City will waive all permit fees.

This market will bring the community out at night during the week, create a downtown awareness, and hopefully revenue for all downtown businesses.

Thank You for Your Time and Consideration,


Chef Michael Shafer

