

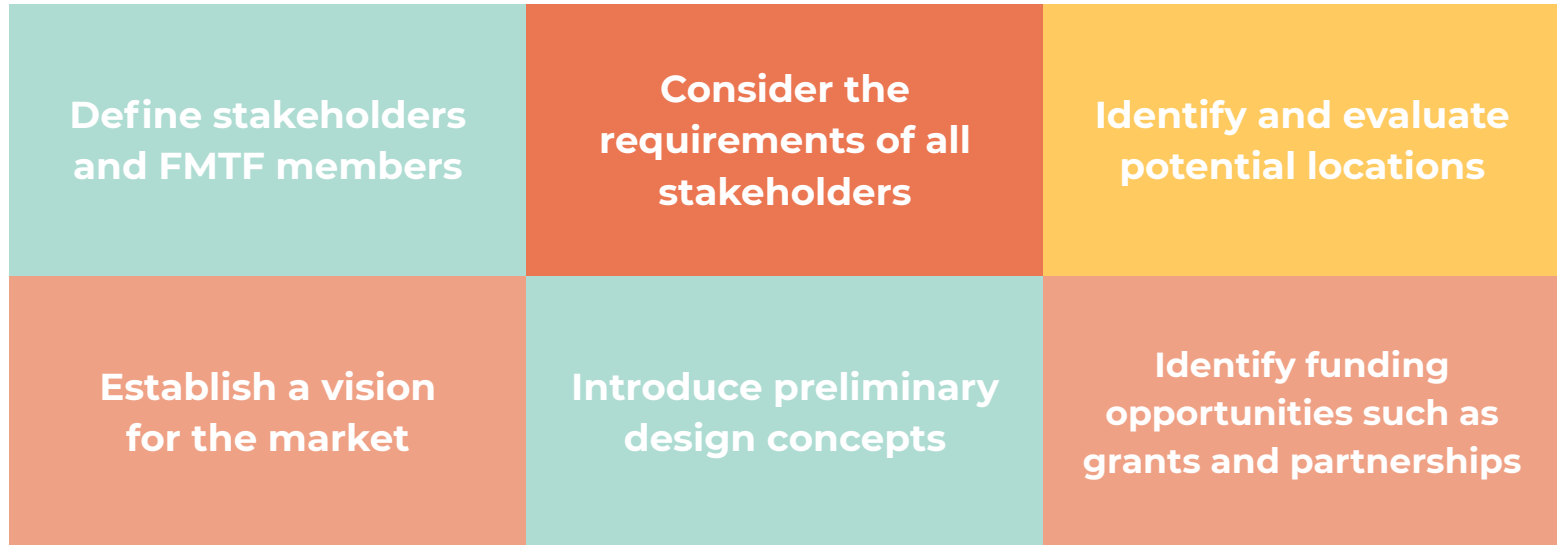
Revised presentation recd 12/7/21

A NEW HOME FOR THE FARMERS' MARKET

CITY OF NORTHVILLE FARMERS' MARKET TASK FORCE UPDATE

Planning Commission Presentation | 12/07/2021

INVESTIGATE OPTIONS FOR FUTURE FARMERS' MARKET OPERATIONS



TASK FORCE MEMBERS

DRAFT

TEAM CHAIR: ANDREW KRENZ

- ❑ Amy Field
- ❑ Ann Turnbull
- ❑ David Hay
- ❑ David Lesmeister
- ❑ David Marold
- ❑ Jennifer Luikart
- ❑ Jody Humphries
- ❑ Kathy Spillane
- ❑ Keith Kohler
- ❑ Lindsey Butzin
- ❑ Lisa Schon
- ❑ Marilyn Price
- ❑ Mark Prelipp
- ❑ Sue Baldwin
- ❑ Susan Haifleigh
- ❑ Trisha Hopkins
- ❑ Zvezda Deuling

PROJECT ASSUMPTIONS



What the market is today will go away. 2 acres have been provided by the Downs with a 7% annual utilization rate for the market



Chamber of Commerce (a 501c (6) nonprofit) operates and will continue to operate the Farmers' Market



Critical to keep the market in the City as a destination opportunity. The Chamber of Commerce could go outside the City.



The Master Plan and Master Plan Update intend for the market to be located within the City



Public survey: 58% in support of an indoor/outdoor public space for market and other events



Northville has a long history of the market in town going back to early 1900's

OUR APPROACH

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REQUIREMENTS

Amy Field
David Lesmeister/**PR**
Jody Humphries/**CoC**
Keith Kohler
Lindsey Butzin/**CoC**
Mark Prelipp/**VR**
Trisha Hopkins
Zvezda Deuling

BENCHMARKING

Ann Turnbull
Lisa Schon
Susan Haifleigh/**ST**

SITE IDENTIFICATION

David Marold
Jody Humphries/**CoC**
Marilyn Price/**CC**
Sue Baldwin/**FF**

CONCEPT REVIEW

Andrew Krenz/**PC/CC**
Keith Kohler
Lisa Schon
Susan Haifleigh/**ST**

MARKET HISTORY

Jennifer Luikart/**HS**

KEY TO ADDITIONAL TEAMS/ROLES

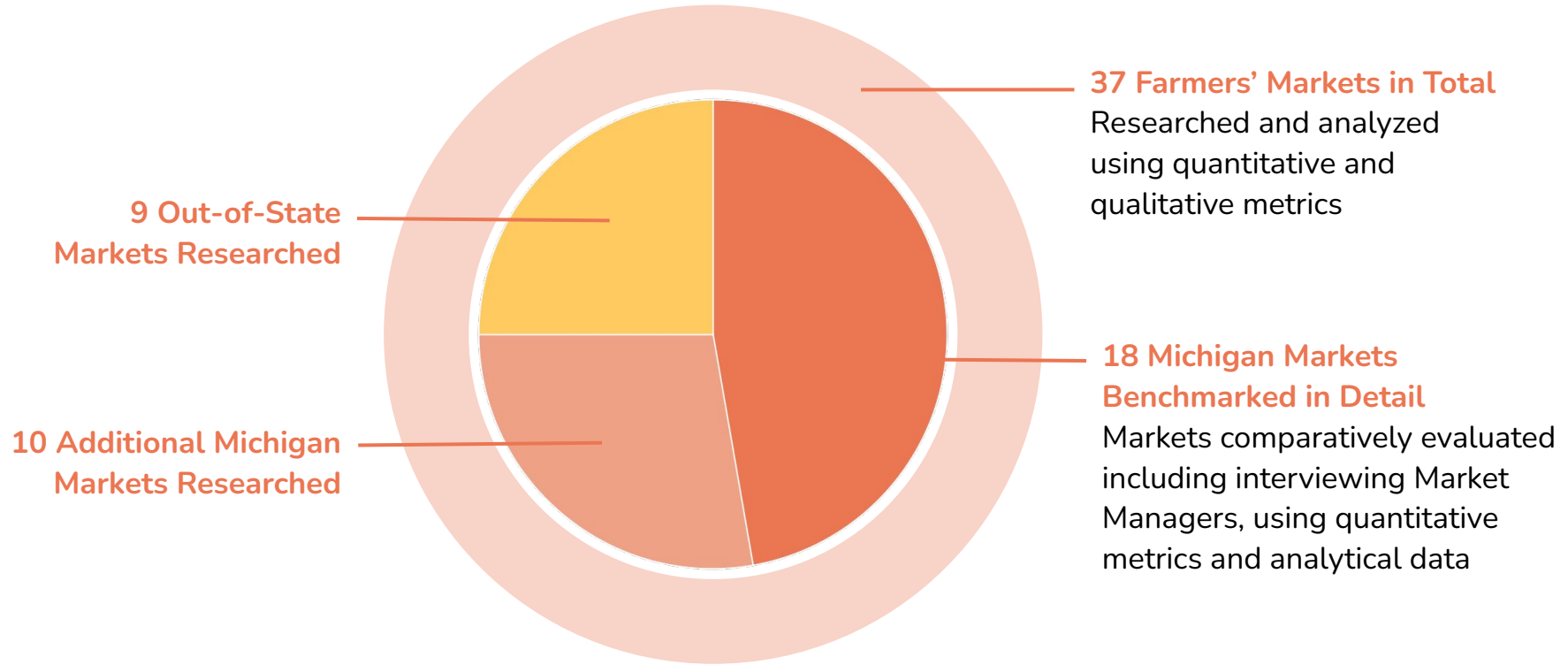
CC = City Council
CoC = Chamber of Commerce
FF = Ford Field Task Force

HS = Historical Society
PC = Planning Commission
PR = Parks & Recreation

RT = River Restoration Task Force
ST = Sustainability Team
VR = Vendor Rep/Farmer

BENCHMARKING: 37 FARMERS' MARKETS RESEARCHED

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BENCHMARKING: 28 MICHIGAN FARMERS' MARKETS

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Market Metrics (Mifma.org & Team Research) w/Analysis Data

18 Markets Researched in Detail, many with interviews

Market	Market Manager	Location	Market Style	Draw Population	Organiz. Type	Season	Day	Time	Visitors/Season	Avg. No Visitors/Day	Avg/Vendors/Day*
Northville Farmers Market	Jody Humphries	Northville MI	Parking Lot	34,455	Chamber of Commerce 501(c)6	May - October	Thursday	8:00AM - 3:00PM	52,000	2,000	75
Allen Farmer's Market	Julie Kramer	Lansing MI	Parking Lot	280,898	501(c)(3)	May - October	Wednesday	3:00PM - 6:30PM	14,040	585	29
Bath Farmers Market		Bath MI	Freight/Shed & Park	75,382	Bath Township	May - October	Saturday	8:30AM - 12:00PM	4,160	160	12
Saline Farmer's Market	Dana Queen (734)681-0860	Saline MI	Parking Lot Park	344,791	City of Saline	May - Oct (Outdoor) Nov - May (Indoor)	Winter Saturday Saturday	8:30AM - 12PM 8:00AM - 12 PM 9:00AM - 12PM	21,950	796	51
Farmington Farmer's Market	Walt Gajewski	Farmington MI	Pavilion	90,000+	City of Farmington	May - October	Saturday	9:00AM - 2:00PM	85,000	3300	45
Ypsilanti Farmer's Market	Dana Popkey	Ypsilanti MI	Street/Pedestrian Area Parking Lot	344,791	501(c)(3) Growing Hope	May - October	Tuesday Saturday	3:00PM - 7:00PM* 9:00 - 1:00PM	32,700		49
Marquette Farmer's Market	Sara Johnson	Marquette Commons	Building/Lot	67,077	Marquette DDA	May - December	Saturday	9:00AM - 1:00PM	65,750	2,121	51
DeWitt Farmer's Market	Elizabeth Miller	DeWitt MI	Street Closure	75,382	DeWitt DDA	June - September	Wednesday	5:00PM - 7:00PM	13,280		29
Michigan Farmers Market at the Capital		Lansing MI	Courtyard	280,895	501(c)(3)	July - September	Thursday Monthly only	10:00AM - 3:00PM	17,870	5,958	74
Sterling Heights Farmers Market	Lorene Laurence	Sterling Heights MI	Outdoor Pavillion/Park	132,476	Parks & Rec/City	June - September	Thursday	3:00PM - 8:00PM	N/A	N/A	40
Flint Public Market	Karianne Martus	Flint MI	Building/Outdoor Pavillion	95,538	Uptown Reinvestment Corp.	All year	Tuesday - Thursday Saturday	9:00AM - 5:00PM 9:00AM - 5:00PM	135,000	4000/2000 4,000	44 35
South Lyon	Timothy Davids	South Lyon MI	Parking Lot	17,000	South Lyon DDA	May - October	Saturday	9:00AM - 2:00PM	14,800	150-400	22
Ann Arbor Farmer's Market	Stefanie Stauffer	Ann Arbor MI	Parking Lot/Overhead Cover	119,180	Parks & Rec/City	All year	Saturday	7:00AM - 3:00PM		16,000	54
Midland Farmer's Market	Emily Lyons	Midland MI	Partial Cover/Outdoor/ Paved Lot	41,701	Midland Business Alliance (Chamber of Commerce)	May - December May - October	Wednesday Wednesday Saturday	7:00AM - 3:00PM 7:00AM - 1:00PM 7:00AM - 1:00PM			27
Kalamazoo Farmer's Market	Katelyn Bekken	Kalamazoo MI	Indoor/Outdoor/Partial Cover	76,200	PFC Natural Grocery Coop	May - November June - October June - October	Saturday Tuesday Thursday	7:00AM - 2:00PM 8:00AM - 1:00PM 12:00PM - 5:00PM	116,000	4000+	45+
Royal Oak Farmer's Market	Shelly Mazur	Royal Oak MI	Indoor/Building	59,277	City of Royal Oak	May - November All year Antiques	Friday (any type) Saturday (farmers) Sunday (antiques)	7:00AM - 1:00PM 7:00AM - 1:00PM 8:00AM - 3:00PM	40,000-45,000	3,500-5,000 summer 1,500-2,500 winter	75
Texas Township Farmers Market		Kalamazoo, MI	Building	250,331	Texas Township	May-October	Saturday	8:00am-12:00am	47,900	1566	34
Traverse City Farmers Market	Nick Viox	Traverse City, MI	Outdoor Pavillion	15,570	DDA/PM Advisory Board	June-August May-October	Tuesday Saturday Wednesday	4:00-7:00pm 7:30-12:00PM 8:00am-12:00pm	33,240	800 1074 266	26 100*

Note: * Pre-Covid statistics

Interviewed Market Manager

Style	Organization Type	Time/Day of Market	Visitors/per season	Avg Vendors/Day
Parking Lot (4)	Chamber (1)			
Covered Parking Area (2)	DDA (4)	Similar to Northville (1)	Similar size to Northville (3)	Similar to Northville (5)
Pavillion (2)	Non-profit Group (2)	Weekday/afternoon/eve (3)	Larger (3)	Larger (1)
Building (2)	Profit Group (2)	Weekday/Weekend combo (9)	Smaller (7)	Smaller (11)
Building + Pavillion (4)	City (5)	Weekend only (4)		
Street Closure (2)	Parks/Rec (2)			
Park (2)				

10 Additional Markets Researched

Walled Lake Farmers Market	Wednesday	7:00AM - 1:00PM
Birmingham Farmers Market	Sunday	9:00AM - 2:00PM
Oakland Co/Waterford Farmers Market	Tues Thursday Saturday	7:00AM - 1:30PM 7:00AM - 1:30PM 7:00AM - 1:30PM
Dearborn Farmers Market	Friday	2:00PM - 7:00PM
Dixboro Farmers Market	Friday	3:00PM - 6:00PM
Pittsfield Township Farmers Market	Thursday	2:00PM - 6:00PM
Lincoln Park Farmers Market	Sunday	11:00AM - 4:00PM
Lathrup Village Farmer's Market	Wednesday	3:30PM - 7:00PM
Rochester Farmers Market	Saturday	8:00AM - 1:00PM
Eastern Market	Saturday	6:00AM - 4:00PM

BENCHMARKING: RESULTS & STAKEHOLDER DATA

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TYPICAL/MICHIGAN MARKETS RESEARCHED

Style:

Most markets have a physical **building and/or pavilion and/or parking lot covering**

Day/Time:

We are an anomaly in **availability of both day/afternoon/and weekend** times. Only two other markets we investigated had a weekday/daytime market; one is a *once/month market* in Lansing and the other is a much smaller market in Walled Lake.

Organization/Governance:

The majority of markets are **run/owned by the City/Municipality/Parks & Rec** of their community

Visitors/Season:

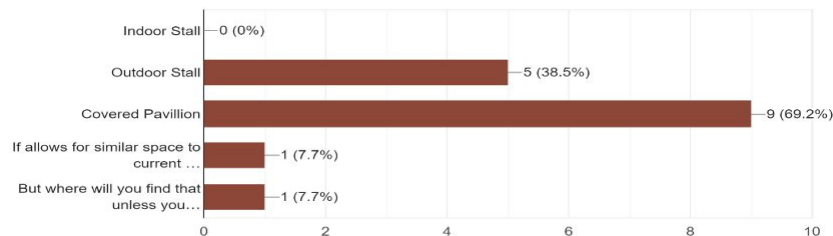
Most **markets are smaller** than Northville and three markets were larger

Vendors/Day:

Most markets have **fewer vendor choices** and only one has more choices

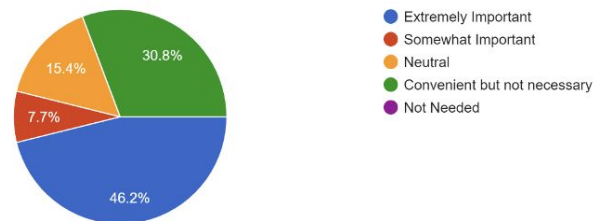
What type of structure would you prefer?

13 responses



How strongly do you value the opportunity to park in your vendor space?

13 responses



BENCHMARKING: BEST PRACTICES

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ROYAL OAK FARMERS' MARKET

Style: Indoor/Outdoor Open Building
Org Type: City of Royal Oak
Operates: Fri, Sat, Sun, Year Round

- Multi-use within the City
- Close relationship to downtown, complete produce, event, alt. market
- Rental & large-scale events
- Very successful platform with multi-stakeholder engagement

Funding:
Self-sustaining through business plan



DODGE MARKET Sterling Heights, Michigan

Style: Indoor/Outdoor Pavilion
Org Type: City Owned + Parks Rec
Operates: Thurs Afternoon-Evening

- Relationship to other public recreation areas and park
- Multi-use building: market, ice rink, future rentals and community center
- Plaza surround, outdoor dining patio

Funding:
Bond funded \$64/family per year, includes 26 parks



ANN ARBOR FARMER'S MARKET

Style: Outdoor Open Pavilion
Org Type: City Owned + Parks Rec
Operates: Wed & Sat
Morning-Afternoon, Year Round

- Close proximity to downtown & other business
- Potential for other events, including food truck rallies
- Future: indoor building & public restrooms

Funding:
City Funding/TBD/Covid Delayed



SARA HARDY DOWNTOWN FARMERS MARKET Traverse City, Michigan

Style: Outdoor Open Pavilion
Org Type: Traverse City DDA
Operates: Wed Morning +
Sat Morning

- Relationship to other public recreation and parks
- Potential for events and rental
- Traditional "shed style" with dining patio & public restrooms

Funding:
TIF97 fund, grants and private funding (\$3 Million)



BENCHMARKING: QUALITATIVE RESULTS

Anecdotal Findings (Interviews & Research)

Infrastructure

- ❑ Create an **“experience”** which is multi-sensory/multi-use/practical
- ❑ Provide flexibility using **shed style enclosures and overhead awnings**
- ❑ **Day/time** most markets have multiple days/times to accommodate the whole community
- ❑ **Public restrooms are favored** and can be shared amenities with parks and rec, etc.
- ❑ Providing **access to utilities and water** is important

Design & Site Selection

- ❑ Often associated with **parks/recreation/urban fabric**
- ❑ Land use/parking **requirements are often minimized through design**
- ❑ **Using structures in multiple ways** is key to best resource deployment & engagement
- ❑ The best site designs **accommodate vendors load/unload**

SITE REQUIREMENTS

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Infrastructure

- ☐ Flat hard surface
- ☐ Adequate vendor space - indoor/outdoor
- ☐ Parking and vendor truck accessibility
- ☐ Permanent restrooms
- ☐ Utilities - electricity, gas, water
- ☐ Permanent storage and/or office for market management
- ☐ Potential for event space - weddings, cooking classes, etc.

Design & Site Selection

- ☐ Connectivity to City/prime visibility
- ☐ Easily accessible by vehicle, foot, bicycle
- ☐ No aversion to noise early (4:00AM)
- ☐ Apply placemaking principles to create a hub of community activity (lingering)
- ☐ Plan and operate sustainably

SITE IDENTIFICATION: PROPERTY ANALYSIS

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Farmers' Market Location - Site Identification

Current State: Thursday Farmers Market - 35,000 sq ft, 85,000 sq ft including parking etc.										
Future State: Thursday Farmers Market, solid surface										
Site Number	Location	Assessment	Space Requirements (85,000 sq ft vendors and parking 37,500 sq ft market)	Location paved market space for vendors (35,000 sq ft), parking (total 85,000sq ft), visible, vendor semi-truck parking and access, safe access for community shoppers, green space	Amenities lighting, electricity, water, restrooms, wifi, storage, office space, green space	Future Opportunities kitchen facilities/refrigeration, sound system, stage, pavilion	Current Ownership/ Viability	Qualitative Benefits/Challenges close to downtown or park, possible increase in shopping or lingering, green space, safe, bordering a high traffic area, noise, distance to parking	Other (i.e. Pavilion, etc)	Total Points
1	Current Location	VIABLE/NOT AVAILABLE	3	3	2	3	Private - owned by Downs	2	Developers plans conflict with continued use	13
2	Former McDonald Ford site	FINAL	3	3	1	3	Private ownership	2*	2.5 acres part of west and south in flood plain, could connect to Hines park and gateway to city center	12
3	Foundry Flask	VIABLE/NOT AVAILABLE	3	2	1	3	Private ownership	3	Not sure about size but looks possible	12
4	South side of 7 Mile , W of Wing w Rural Hill Parking Lot	VIABLE/NOT FEASIBLE	2	2	1	2	Wayne County	2	A lot of environmental unknowns	9
5	Post Office/Dog Park/Wing Land	VIABLE/NOT AVAILABLE	1	2	1*	2	City/Private owned	3	Partially City/ & Privately owned needs to be paved	9
6	Part of the Downs Development- part of current racetrack building	VIABLE/NOT AVAILABLE	1*	1*	1	2	Private - owned by Downs	2*	Not sure a developer is going to give 85,000 sq	7
7	SE Corner of Downs site N of 7 mile W of River	VIABLE/NOT AVAILABLE	1*	1*	1	2	Private - owned by Downs	2*	Not sure a developer is going to give 85,000 sq	7
8	Northeast corner of the Down's property near DTE station and West of River St. near where house referred to as "log cabin"	VIABLE/NOT AVAILABLE	1*	1*	1	2	Private - owned by Downs	2*	Not sure a developer is going to give 85,000 sq	7
9	Main Street	NOT VIABLE	1	1	2	1	City Owned	2	CoC would not participate in this location	7
10	Mill Race	NOT VIABLE	1	1	2	1	City Owned/NHS operated	2	CoC would not participate in this location	7
11	Ford Field with Mill Race- with a wider asphalt path and hard service for trucks with additional changes	NOT VIABLE	1	1	1	1	City Owned	2	CoC would not participate in this location without significant changes	6
12	Ford Field	NOT VIABLE	1	1	1	1	City Owned	2	CoC would not participate in this location	6
13	Beal/River/Cady Street	NOT VIABLE	1	1	1	1	City Owned	1	This would greatly impact the neighborhood, low visibility, noise	5
14	City Property North of the former Ford Valve Plant	NOT VIABLE	1	1	1	1	City Owned	1	CoC would not participate in this location	5
15	Northville Square Parking Lot	NOT VIABLE	1	1	1	1	City Owned	1	CoC would not participate in this location	5

Scale: 3 = has **all** descriptors, 2 = has **some** descriptors, 1 = has **few/none** of the descriptors

* Additional information is needed for a higher score

SITE REQUIREMENTS VS. DOWNS DEVELOPMENT

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Infrastructure

- ☐ Flat hard surface
- ☐ Adequate vendor space - indoor/outdoor
- ☐ Parking and vendor truck accessibility
- ☐ Permanent restrooms
- ☐ Utilities - electricity, gas, water
- ☐ Permanent storage and/or office for market management
- ☐ Potential for event space - weddings, cooking classes, etc.

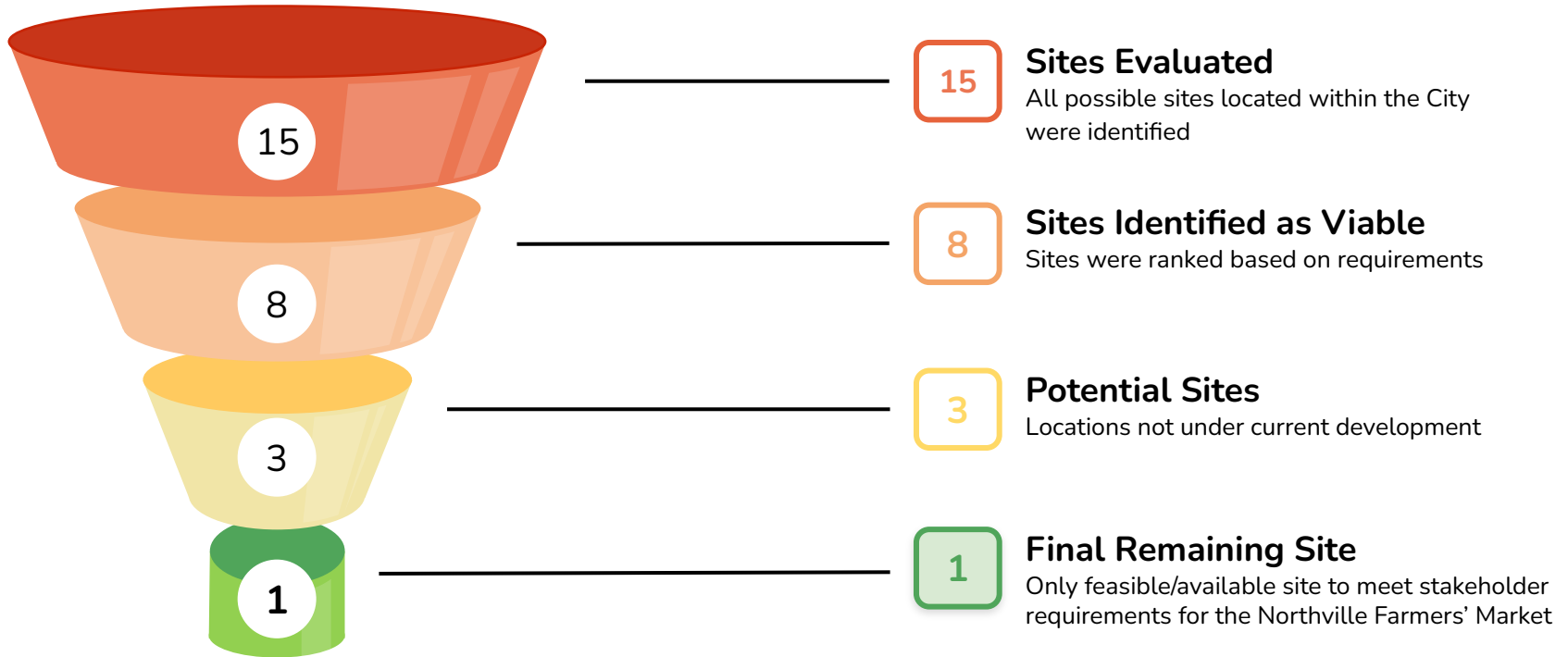
Design & Site Selection

- ☐ Connectivity to City/prime visibility
- ☐ Easily accessible by vehicle, foot, bicycle
- ☐ No aversion to noise early (4:00AM)
- ☐ Apply placemaking principles to create a hub of community activity (lingering)
- ☐ Plan and operate sustainably



SITE IDENTIFICATION PROCESS

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SITE REQUIREMENTS VS. MACDONALD FORD SITE

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Infrastructure

- ❑ Flat hard surface
- ❑ Adequate vendor space - indoor/outdoor
- ❑ Parking and vendor truck accessibility
- ❑ Permanent restrooms
- ❑ Utilities - electricity, gas, water
- ❑ Permanent storage and/or office for market management
- ❑ Potential for event space - weddings, cooking classes, etc.

Design & Site Selection

- ❑ Connectivity to City/prime visibility
- ❑ Easily accessible by vehicle, foot, bicycle
- ❑ No aversion to noise early (4:00AM)
- ❑ Apply placemaking principles to create a hub of community activity (lingering)
- ❑ Plan and operate sustainably



MACDONALD FORD SITE

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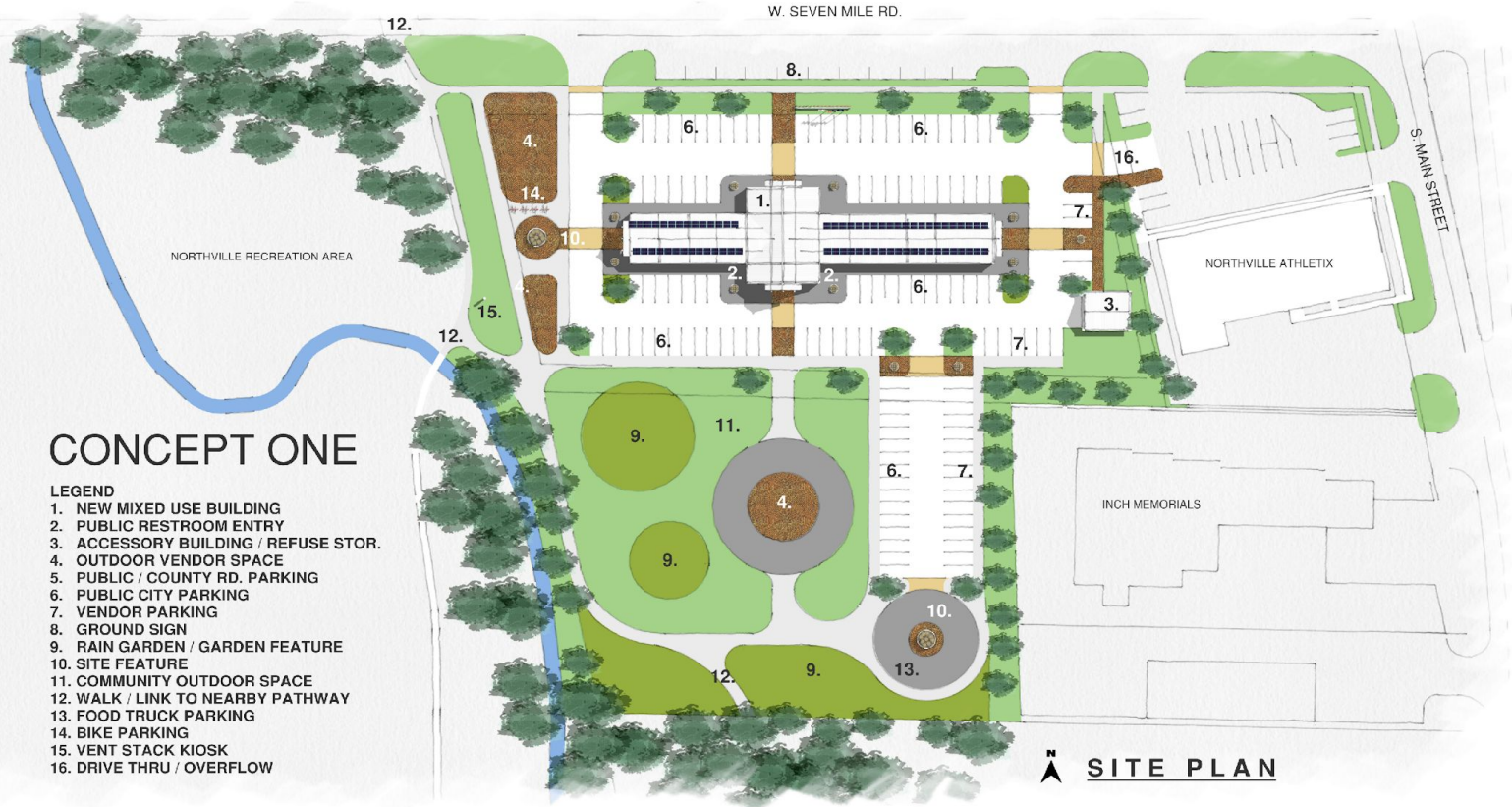
City of Northville Zoning Ordinance

- General Commercial District
- Setbacks: 20' Front, 10' Side / 20' Total, 20' Rear
- Min. Landscape Area 20%
- Max. Bldg. Ht. 30'

City of
Northville
Michigan

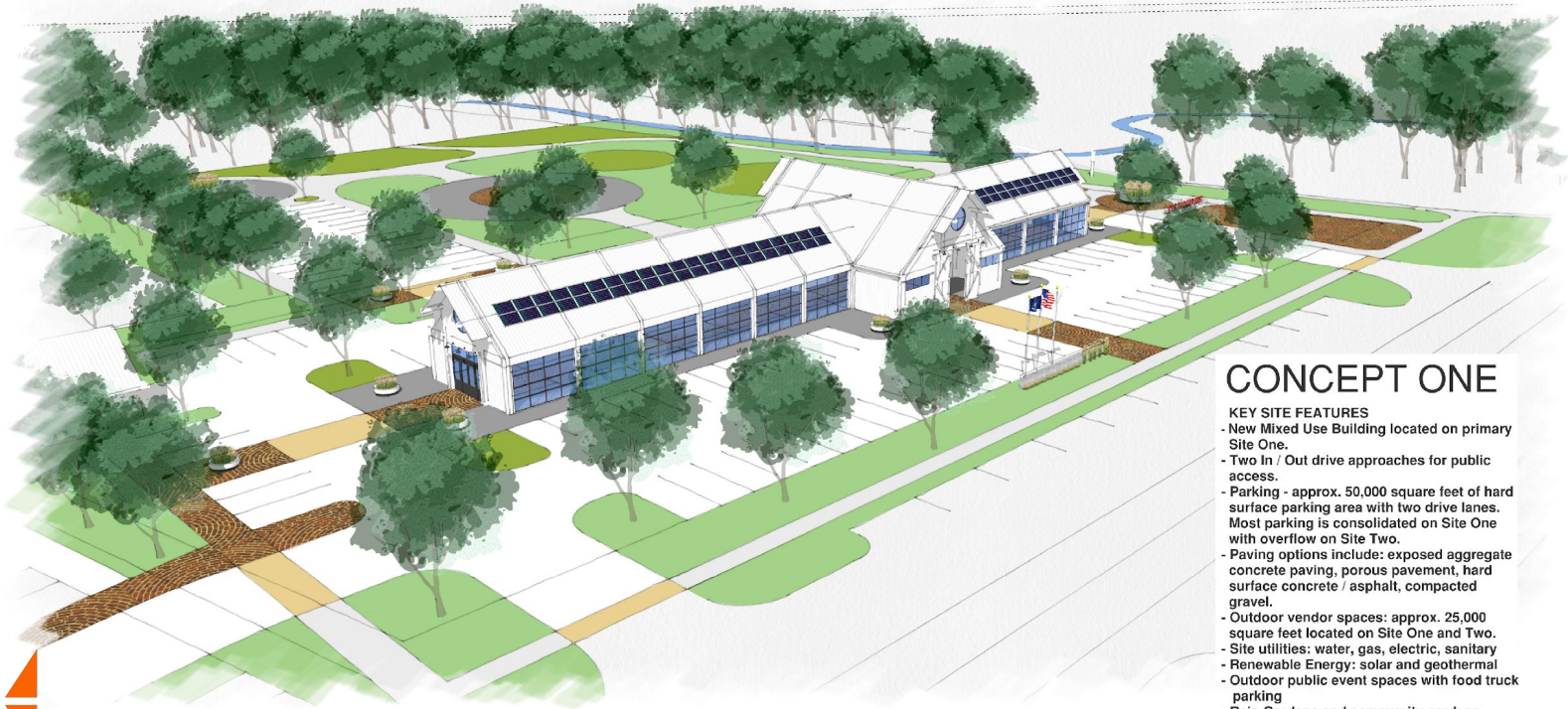
CONCEPT DESIGN ONE

DRAFT



CONCEPT DESIGN ONE

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CONCEPT ONE

KEY SITE FEATURES

- New Mixed Use Building located on primary Site One.
- Two In / Out drive approaches for public access.
- Parking - approx. 50,000 square feet of hard surface parking area with two drive lanes. Most parking is consolidated on Site One with overflow on Site Two.
- Paving options include: exposed aggregate concrete paving, porous pavement, hard surface concrete / asphalt, compacted gravel.
- Outdoor vendor spaces: approx. 25,000 square feet located on Site One and Two.
- Site utilities: water, gas, electric, sanitary
- Renewable Energy: solar and geothermal
- Outdoor public event spaces with food truck parking
- Rain Gardens and community gardens
- Universal Accessibility to the City and surrounding area with proximity to higher trafficked roads.

CONCEPT DESIGN TWO

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CONCEPT DESIGN TWO

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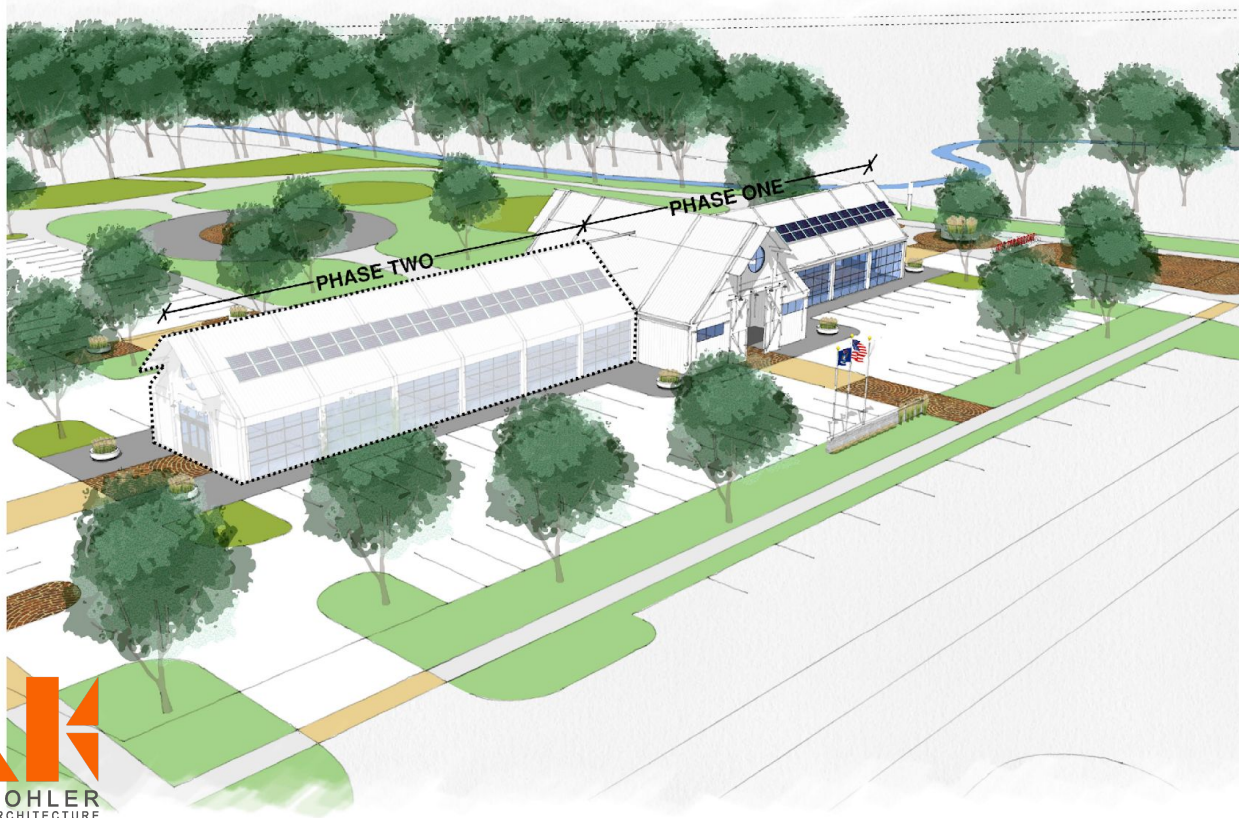
CONCEPT TWO

KEY SITE FEATURES

- New Mixed Use Building located on primary Site One.
- (1) IN Drive and (1) Out drive approach for public access.
- Parking - approx. 50,000 square feet of hard surface parking area with two drive lanes. Most parking is consolidated on Site One with overflow on Site Two.
- Paving options include: exposed aggregate concrete paving, porous pavement, hard surface concrete / asphalt, compacted gravel.
- Outdoor vendor spaces: approx. 25,000 square feet located on Site One and Two.
- Site utilities: water, gas, electric, sanitary
- Renewable Energy: solar and geothermal
- Outdoor public event spaces amphitheater with food truck parking
- Rain Gardens and community gardens
- Universal Accessibility to the City and surrounding area with proximity to higher trafficked roads.

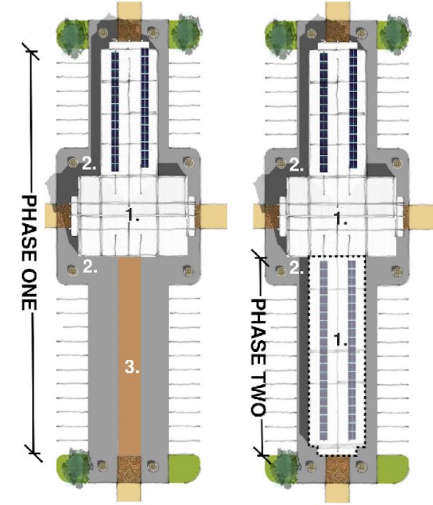
CONCEPT DESIGN ONE - PHASING

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KOHLER
ARCHITECTURE
PHONE: (734)242-0880 x103

PHASING OPTION CONCEPT ONE



PHASING PLANS

LEGEND

- 1. NEW MIXED USE BUILDING
- 2. PUBLIC RESTROOM ENTRY
- 3. OUTDOOR VENDOR SPACE

MORE THAN A MARKET...





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CALL TO ACTION

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CONNECTIVITY

How do we connect this site with City, Township and Hines Park?

OWNERSHIP

What is the ownership/tenant model?

MGMT/GOVERNANCE

What is the management model?
Who sets the policies?

FUNDING

Sources for land acquisition and capital improvements?

BUSINESS PLAN

How do we move forward to create a business plan?

“SUCCESSFUL CITIES HAVE DESTINATIONS THAT ATTRACT PEOPLE,
GIVE AN IDENTITY AND IMAGE TO THEIR COMMUNITIES, AND
ATTRACT NEW RESIDENTS, BUSINESSES AND INVESTMENT.”

How to Turn a Place Around - a Placemaking Handbook

THANK YOU!
QUESTIONS & ANSWERS



APPENDIX



CHAMBER OF COMMERCE REQUIREMENTS

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LOGISTICAL REQUIREMENTS COMMENTS

SPACE REQUIREMENTS	Current Farmers Market lot size is approximately 85,000 square feet which includes both vendor Market space and adjacent customer parking. Market vendor (and office/storage building) size is approximately 37,000 sq. feet. Due to location of building, lot condition, driveways, the lay out is not the most efficient, but we are able to provide parking/booth space for the majority of our vendors. We would not want to reduce our current lot size, but would welcome a more efficient layout/and/or increase.
ACCESSABILITY	It is essential that any future location provide accessibility for both vendors/customers. Our current location offers accessibility for vendor unload/load, and for customers. However, lay out of the market is such that parking/traffic flow is dangerous in that it is too close to Market area and the parking lot is a "tight" fit and not lined correctly.
PAVED LOT	Necessary for vendor set up and ease of movement for strollers, wheelchairs, wagons, etc./Diminished effects of rain, dust, etc.
UTILITIES	A new facility would include 1) lighting 2) electricity 3) water ; additionally, permanent restrooms would be a great addition as well as wifi. That would provide a quality foundation for a new Market location.
PARKING	Parking needs include vendor parking, customer parking, loading and unloading zones; current Market provides vendor parking across the street at the Northville Downs lot; most vendors are afforded parking in adjacent spaces to their display space; there need to be some type of barrier, be it a structure, proximity, etc between the pedestrian/vendor Market space and customer vehicle parking.
LOCATION	When the time comes, it will be the Chamber's goal to move the Northville Farmers Market in a location that will provide a successful Market experience for our vendors and the Northville Community.
VENDOR SPACE	Spaces vary in size and need, but average space allocation is 10x10.
OPEN AIR MARKET/PAVILION	There is a strong preference to maintain an open air market with some type of pavilion/permanent structure Permanent structure could also house office/storage and restroom facilities as well as general area for information station, marketing and/or advertising opportunities.
GREENSPACE	There is a need for greenspace/seating areas; could include stage/demonstration space for events as well.
STORAGE/OFFICE	As noted above, office space for staff w/electric/wifi
RESTROOMS	Currently use porta-joins -- obviously would prefer permanent restrooms
FUTURE CONSIDERATION	In addition to the basic needs outlined above, a comprehensive event facility would also include kitchen facilities/refrigeration, sound system, location for stage.

OPERATIONS

COMMENTS

HOURS OF OPERATION	8am-3pm; some vendors would like to leave at 2pm while others stay a bit later and/or start before 8am start time. It is a long day with some vendors arriving at 4:30am and if not arriving, must travel from a long distance.
DAY OF OPERATION	Maintain Market on Thursdays; most vendors already are "booked" for other days, especially Saturday Thursday will remain the day the Chamber presents this Market.
SEASONAL OPERATION	Maintain May-October schedule; opportunity to do some things during the holidays (i.e. Greens Market) in the past, vendors were not interested in attending all year long, but that would also allow for other "non Market" programming.
MARKET SIZE	Current vendors total 100* with mix of growers, crafters and food; interested in small incremental growth but DO NOT want a large, impersonal market. * Pre-Covid
FEE STRUCTURE	It is the Chamber's intent to exhaust alternative revenue options (i.e. sponsorship, grants) where feasible in order to minimize the need to increase vendor fees. Chamber does not currently pay a rental fee for its current location. Northville Downs donates space to the Chamber to conduct the Farmers' Market.
OPERATIONAL EXPENSE	The Chamber funds the market including 1) insurance 2) staffing 3) equipment 4) advertising/promotion 5) lot improvements
GENERAL COMMENTS	"If we move to an area that does not prove to be beneficial to the Farmers', we will leave."
FROM PAST VENDOR CONVERSATIONS	"The size of the market is perfect, please do not enlarge." "We develop a good relationship with our customers and they like that we are in the same location, week after week." "Keep market open on Thursdays. Most vendors are already in other markets on Saturdays."

BENCHMARKING: FUTURE CONSIDERATIONS

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- ❑ Be aware of creating *limitations based on prior requirements*
- ❑ Economics & community *needs are shifting*
- ❑ Assumptions need to be refreshed to match *future needs/desires of all stakeholders*
- ❑ Efficient & creative *design solutions can reduce requirements*
- ❑ People are realizing how *important local food sources* are to their well-being
- ❑ Farmers are *retiring at a larger rate than anticipated* - their children are not necessarily carrying on
- ❑ Fresh food *needs are increasing for the underserved* segments of the population