



# CITY OF CARSON

## PLANNING COMMISSION STAFF REPORT

NEW BUSINESS DISCUSSION: September 9, 2008  
SUBJECT: Modification No. 9 to  
Design Overlay Review No. 831-03  
APPLICANT: Sharron King, General Growth Properties  
REQUEST: Establishment of a farmers' market at the South  
Bay Pavilion  
PROPERTIES INVOLVED: 20700 S. Avalon Boulevard

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### COMMISSION ACTION

Concurred with staff  
 Did not concur with staff  
 Other

### COMMISSIONERS' VOTE

AYE	NO		AYE	NO	
		Faletogo – Chairperson			Saenz
		Cannon			Verrett
		Graber			

***Item No. 13B***

## I. Introduction

### *Applicant*

- General Growth Properties  
Attn: Sharron King  
20700 S. Avalon Blvd., Suite No. 620  
Carson, CA 90746

### *Operator*

- Coastal Pacific, LLC

### *Property Owner*

- HREG Genesis Carson, LLC  
17461 Derian Ave., Suite 106  
Irvine, CA 92614

### *Project Address*

- 20700 S. Avalon Boulevard

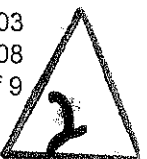
### *Proposed Project*

The applicant, Sharon King representing General Growth Properties, is proposing to relocate the farmers' market from the Community Center parking lot to the South Bay Pavilion. Opening date is scheduled for September 25, 2008. The event will take place every Thursday from 8 a.m. to 1 p.m. and will be located in the South Bay Pavilion parking lot between the food court/main entrance and Avalon Boulevard. Parking for customers will be available behind the Chili's restaurant adjacent to the farmers' market. Directional signs will be installed to guide traffic. Coastal Pacific, LLC, an experienced company in managing farmers' markets, will be obtained as the marketing manager and operator.

The South Bay Pavilion Farmers' Market will initially provide 24 sellers with most sellers from the Carson Farmers' Market anticipated to participate. Coastal Pacific, LLC, working in conjunction with the mall management, will select sellers whose products do not conflict with current mall tenants or who provide high quality, diverse services or products.

## II. Background

The California Department of Food and Agriculture reports approximately 520 certified farmers' markets in California with 97 located in Los Angeles County. The Carson Farmers' Market has been operating in the eastern parking lot of the Community Center since June 6, 1996. On July 1, 2008, the City Council held a workshop to discuss the city's budget and strategies on reducing costs. One major item of discussion was the continuation of the farmers' market which relies on city subsidy. As an alternative, Parks and Recreation staff conducted research and contacted the applicant to discuss potentially transferring the farmers' market to the mall. The City Council ultimately decided that the farmers' market was too costly and decided to end the operation on October 31, 2008.



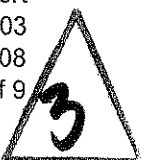
On September 2, 2008, an item was placed on the City Council agenda discussing the transition of the Farmers' Market to the South Bay Pavilion. Plans are progressing with the expectation that the new farmer's market will open on September 25, 2008. The South Bay Pavilion has recently been renovated and a farmers' market could be an opportunity to provide locally-grown fresh produce to the community. Furthermore, GGP's founders originally started in the grocery business in 1954 and see this as an opportunity to get back to their roots. Currently, GGP manages 200 shopping centers in 45 states with six farmers' markets operating at the following locations:

- Oakwood Mall, Eau Claire, WI
- Otay Ranch Town Center, Chula Vista, CA
- NewPark Mall, Newark, CA
- Northridge Fashion Center, Northridge, CA
- Queen Ka'ahumanu Center, Kahalui, HI
- SouthWest Plaza, Littleton, CO

The applicant may request support from the city in terms of equipment (i.e. banners and signs) and resources (advertising in Parks and Recreation Guide, city website, etc.) currently in use at the Carson Farmers' Market. The City Council will be considering this matter at its meeting on September 17, 2008.

#### *Previously Approved Discretionary Permits*

- On October 22, 1991, the Planning Commission approved Variance No. 353-91 for the reduction of the required side and rear yard setbacks for the 57,000 square foot IKEA warehouse/office building, which brings the total size of the IKEA building to 206,500 square feet (Resolution No. 91-1418).
- On November 5, 1991, the Redevelopment Agency approved Design Overlay Review No. 547-91 to renovate the mall. Also included were three (3) new building pads (10,000 square feet, 12,000 square feet, and 15,000 square feet) along Avalon Boulevard and Dominguez Street for future tenants.
- On November 5, 1991, the Redevelopment Agency approved Design Overlay Review No. 548-91 for the IKEA department store (Resolution No. 91-36). The project included the addition of 57,000 square feet of warehouse/office building bringing the total size of the IKEA building to 206,500 square feet.
- On September 22, 1992, the Planning Commission approved Variance No. 364-92 for the IKEA monument signs and flagpoles (Resolution No. 92-1466).
- On September 22, 1992, the Planning Commission approved Variance No. 365-92 for a 70-foot high pylon sign for the South Bay Pavilion located at the corner of Avalon Boulevard and Dominguez Street (Resolution No. 92-1465).



- On May 4, 2004, the Redevelopment Agency approved Design Overlay Review No. 03-09-831 (DOR No. 831-03) for 57,049 square feet of additional net building area, bringing the total building area for the South Bay Pavilion to 1,024,563 square feet.
- On June 28, 2005, the Planning Commission recommended approval of Zone Change Case No. 148-05 to the City Council in order to apply the Mixed Use Residential standards to the site by changing the zone from CR-D to CR-MUR-D (Commercial, Regional – Mixed Use Residential – Design Overlay). On July 19, 2005, and August 2, 2005, the City Council approved the first and second reading for Ordinance No. 05-1338. The Ordinance became effective September 1, 2005.
- On August 9, 2005, the Planning Commission approved Tentative Parcel Map No. 62572 for the subdivision of three (3) lots into (6).
- Subsequent modifications to DOR No. 831-03 were approved as follows:
  - Modification No. 1: July 27, 2004, Original sign program;
  - Modification No. 2: April 26, 2005, Design of the Chili's building;
  - Modification No. 3: April 26, 2005, Design of the Washington Mutual building;
  - Modification No. 4: April 26, 2005, Alterations to the design of the main mall area;
  - Modification No. 5: August 9, 2005, Redesign of the pylon and monument signs;
  - Modification No. 6: September 27, 2005, Design of the 24 Hour Fitness building;
  - Modification No. 7: January 24, 2006, Modification of the sign program; and
  - Modification No. 8: June 12, 2007, Exterior modifications for Old Navy and exterior tenant pads.

### III. Analysis

#### *Location/Site Characteristics/Existing Development*

- The project site is located in a developed, suburban area bounded by Del Amo Boulevard to the north, Leapwood Avenue to the east, Dominguez Street to the south, and Avalon Boulevard to the west. There is a gas station adjacent to the mall property on the southeast corner of Avalon Boulevard and Del Amo Boulevard which abuts the mall, but is not part of it. To the north of the mall is a shopping center, Del Amo Park, and single-family residences; to the east are



apartments, and light industrial buildings, to the south are commercial businesses, a private elementary and secondary school, a hotel, and automotive repair shops; to the west are restaurants, retail businesses, automotive repair shops, a private elementary school, and an office park.

#### *General Plan/Zoning/Redevelopment Area Designation*

- The City updated the General Plan Land Use Element on October 11, 2004, and changed the land use designation of the South Bay Pavilion from Regional Commercial to Mixed Use – Residential.
- Properties to the south and west have a General Plan Land Use Designation of Regional Commercial; to the north are properties designated Regional Commercial and Open Space; to the northeast is an apartment complex designated for High Density Residential; and to the east and southeast are properties designated Light Industrial.
- The South Bay Pavilion is zoned CR-MUR-D (Commercial, Regional – Mixed Use Residential – Design Overlay). Properties to the south and west are in the CR-D zone; to the north are properties zoned CR-D and OS; to the northeast is an apartment complex in the RM-25 (Residential, Multifamily – 25 Units Per Acre) zone; and to the east and southeast are properties zoned ML (Manufacturing, Light).
- The subject property and all surrounding properties south of Del Amo Boulevard, except for the apartment complex to the northeast, are within Redevelopment Project Area No. 1, adopted in 1971.

#### *Farmers' Markets in Other Cities*

*Staff has contacted planners at other cities to understand their regulations of farmers' markets. Below is a summary of staff's findings:*

- Otay Ranch Town Center, Chula Vista, CA – The farmers' market is located in a specific plan area and was approved administratively by the Zoning Administrator under a condition use permit (CUP). The approval is effective for five (5) years after which the applicant may request an extension of time. Conditions of approval were included to ensure the farmers' market is well maintained. The city did not provide financial assistance.
- NewPark Mall, Newark, CA – Farmers' market site located in a planned unit development (PUD). The use requires a PUD permit and CUP since the use was not specifically mentioned in the zoning ordinance. Permits are good for one (1) year after which the applicant must receive an extension from the Planning Commission and City Council. Conditions were imposed to address noise (i.e., loudspeakers, music) and police concerns. The city did not provide financial assistance since the farmers' market is a private venture.

### *Applicable Zoning Ordinance Regulations*

The project site is located in the Design Overlay District and the proposed project is subject to the approval of a development plan in accordance with the Site Plan and Design Review (DOR) procedures as provided in Section 9172.23.

Currently, the Zoning Ordinance does not specifically address the use of a farmers' market, but does allow a parking lot sale under Director's review or a festival subject to City Council authorization. One of the criteria for a parking lot sale is that it can only be conducted by nonprofit organizations and merchants with a permanent location. In this case, the applicant will host the farmers' market. Staff has determined that the existing DOR No. 831-03 should be modified to specifically authorize the farmers' market use and location. Under the DOR process, the city has more discretion overseeing the farmers' market through conditions of approval which may include a restriction on the hours of operation, number of events per year, and noise and nuisance issues. On September 17, 2008, the City Council will also be asked to approve the farmers' market use and to consider any special authorization needed to support the transition to the South Bay Pavilion.

### *Required Findings: Site Plan and Design Review*

Conditions No. 17 and 54 of Redevelopment Agency Resolution No. 04-13, which approves Design Overlay Review No. 03-09-831 allows the Planning Commission rather than the Redevelopment Agency to review and approve modifications to the project.

Pursuant to Section 9172.23(D), Site Plan and Design Review, Approving Authority Findings and Decision, the Planning Commission may approve the proposal only if the following findings can be made in the affirmative:

1. Compatibility with the General Plan, any specific plans for the area, and surrounding uses.
2. Compatibility of architecture and design with existing and anticipated development in the vicinity, including the aspects of site planning, land coverage, landscaping, appearance and scale of structures and open spaces and other features relative to a harmonious and attractive development of the area.
3. Convenience and safety of circulation for pedestrians and vehicles.
4. Attractiveness, effectiveness and restraint in signing, graphics and color.
5. Conformance to any applicable design standards and guidelines that have been adopted pursuant to Section 9172.15.

All of the required findings pursuant to Section 9172.23(d), "Site Plan and Design Review, Approval Authority and Findings and Decision" can be made in the affirmative. Details can be found in the attached Resolution.



## Issues of Concern

- Issue – Length of Time: The applicant requests to have this event indefinitely every Thursday. In order to monitor the event and make sure it is managed at a high level, staff recommends that the Planning Commission reevaluate the Farmers' Market in three (3) years. This will ensure that the Farmers' Market is maintained at a high level and does not degrade to an outdoor swap meet.
  - *Proposed Condition:* This permit shall expire three (3) years after the date of its approval on September 9, 2011. Prior to the expiration date, the Applicant may request an extension of this Modification No. 9 to DOR No. 831-03 from the Planning Commission with the required fees. The Planning Commission shall review the request for compliance with the conditions of approval and shall determine, in consultation with the Applicant, whether the project would be approved, denied or modified from its original approval as part of the extension request.
  - *Proposed Condition:* The applicant shall encourage the participation of produce sellers to the extent feasible. Variety in the type of sellers is encouraged, however, at no time shall the Farmers' Market be composed primarily of non-agricultural and craft vendors. The applicant shall be in violation of these Conditions of Approval if, as determination by the Planning Manager, the event becomes a swap meet or flea market as defined by the Carson Municipal Code.
  
- Issue – Parking: The mall could lose up to 138 parking spaces depending on the ultimate layout of the Farmers' Market. Furthermore, the proposed location is one of the most popular parking areas at the mall since it is closest to the main entrance and the food court. Staff anticipates that customers will adjust during the operation of the Farmers' Market and park elsewhere. The mall provides over 4,400 parking spaces, much more than required by the Carson Municipal Code, which are shared amongst tenants and department stores under a reciprocal easement agreement (REA). Although it may create an inconvenience to customers, underutilized parking is located behind the mall along Leapwood Avenue and Del Amo Boulevard. Staff recommends including a condition to require a reevaluation of the Farmers' Market to make sure parking does not become problematic.
  - *Proposed Condition:* The applicant shall obtain an annual extension for the Farmers' Market from the Planning Commission. The Planning Commission shall ensure that the Farmers' Market does not interfere with circulation and parking at the mall, and shall evaluate concerns from customers, mall tenants, and sellers appropriately in its decision.
  - *Proposed Condition:* The applicant shall inspect the every Farmers' Market area for cleanliness and ensure the condition of all driveways and parking areas are ready to open to vehicular traffic.



- Issue – Farmers’ Market Rules and Regulations: The sellers at the current Farmers’ Market are required to abide by the rules and regulations provided by the city of Carson. A similar document must be prepared by the applicant to ensure that sellers comply with all rules and regulations. The document must also include a site plan showing where each seller will be stationed.
  - *Proposed Condition:* The applicant shall provide the Planning Division with a Rules and Regulations manual to be distributed to all sellers of the Farmers’ Market. The manual shall include a site plan indicating the location of each seller and their responsibilities, and provisions to control for signage for each seller. The site plan shall be reviewed and approved by the Planning Division to ensure that it is in substantial conformance with the approval of the Planning Commission in terms of location and number of parking spaces occupied by the event.
  
- Issue – Certified Through the Department of Food and Agriculture: The existing farmers’ market at the Community Center is certified by the California Department of Food and Agriculture (CDFA). To preserve the integrity of the farmers’ market, the applicant must continue to be certified by CDFA and all produce sellers must obtain a Certified Producer’s Certificate through CDFA. The applicant must obtain insurance for the farmers’ market.
  - *Proposed Condition:* The Farmers’ Market shall be certified by the California Department of Food and Agriculture (CDFA). All produce sellers must obtain a Certified Producer’s Certificate through CDFA. All requirements of the CDFA shall be met. Proof of certification by CDFA for the Farmers’ Market and all produce sellers shall be provided to the Planning Division prior to commencing operation.
  - *Proposed Condition:* Proof of insurance for the Farmers’ Market shall be obtained by the applicant and provided to the Planning Division prior to commencing operation.
  
- Issue – Signage: To control for temporary signage, the following conditions are proposed:
  - *Proposed Condition:* All signs shall comply with the approved sign program for the South Bay Pavilion on file at the Planning Division in City Hall. Temporary banners to promote the event and directional signs may be installed on the South Bay Pavilion property with prior approval by the Planning Division. Offsite signs located on the public right-of-way are prohibited unless an encroachment permit is issued by the Public Works Division prior to installation.
  - *Proposed Condition:* Signage for sellers at their allocated space shall be reviewed and approved by the Farmers’ Market management prior to installation.





**IV. Conclusion**

The Farmers' Market is a community asset on many levels. It offers farmers a means by which they can keep more of the profits of their labors, supports the preservation of diverse food crop varieties, provides residents with a connection to local agriculture, lessens the distance that food travels from farm to consumer, educates consumers, and creates a heightened sense of community. The South Bay Pavilion is committed to providing the community with a festive atmosphere along with the ability to purchase fresh, quality produce.

**V. Recommendation**


That the Planning Commission:

- APPROVE Modification No. 9 to Design Overlay Review No. 831-03, subject to the conditions attached as Exhibit "B" to the Resolution; and
- WAIVE further reading and ADOPT Resolution No. \_\_\_\_\_ entitled, "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON APPROVING MODIFICATION NO. 9 TO DESIGN OVERLAY REVIEW NO. 831-03 FOR THE OPERATION OF A FARMERS' MARKET AT THE SOUTH BAY PAVILION LOCATED AT 20700 S. AVALON BOULEVARD."

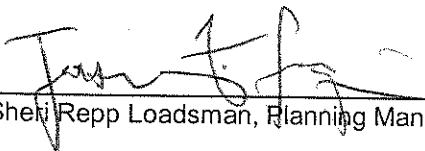
**VI. Exhibits**

1. Draft Resolution
2. Applicant's letter with Project Description and Site Plan
3. City of Carson Certified Farmers' Market Rules and Regulations
4. List of Certified Farmers' Markets in Los Angeles County as prepared by the California Department of Food and Agriculture

Prepared by:

  
John F. Signo, AICP, Senior Planner

Approved by:

 ER  
Sheri Repp Loadsman, Planning Manager



CITY OF CARSON  
PLANNING COMMISSION

RESOLUTION NO. 08-\_\_\_\_\_

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON APPROVING MODIFICATION NO. 9 TO DESIGN OVERLAY REVIEW NO. 831-03 FOR THE OPERATION OF A FARMERS' MARKET AT THE SOUTH BAY PAVILION LOCATED AT 20700 S. AVALON BOULEVARD**

**THE PLANNING COMMISSION OF THE CITY OF CARSON, CALIFORNIA, HEREBY FINDS, RESOLVES AND ORDERS AS FOLLOWS:**

**Section 1.** An application was duly filed by the applicant, Sharron King, with respect to real property located at 20700 S. Avalon Boulevard, and described in Exhibit "A" attached hereto, requesting the approval of Modification No. 9 to Design Overlay Review (DOR) No. 831-03 to operate a farmers' market at the South Bay Pavilion in front of the main entrance on Avalon Boulevard.

A Planning Commission meeting was duly held on September 9, 2008, at 6:30 P.M. at City Hall, Council Chambers, 701 East Carson Street, Carson, California. A notice of time, place and purpose of the aforesaid meeting was duly given.

**Section 2.** Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid meeting.

**Section 3.** The Planning Commission finds that:

a) The proposed use and development is consistent with the General Plan and Redevelopment Plan for Project Area No. 1, which designates the subject property for Mixed Use-Residential and commercial uses.

b) The proposed project is part of the South Bay Pavilion shopping center and is compatible with the architecture and design of existing and anticipated development in the shopping center, including site planning, land coverage, landscaping, appearance, scale of structures and open space.

c) The project site is part of a planned development for the South Bay Pavilion shopping center and must comply with the requirements of the reciprocal easement agreement (REA) for the center. Adequate parking spaces will be available and adequate circulation will be provided to assure the convenience and safety of pedestrians and vehicles. The proposed development will have direct access to Avalon Boulevard, and secondary access is provide on Dominguez Street, Del Amo Boulevard, and Leapwood Avenue via internal driveways within the parking lot of the shopping center.

d) A sign program for the South Bay Pavilion has been approved. All signage associated with this project will comply with the approved sign program in order to assure attractiveness and compatibility with the rest of the shopping center. Conditions of approval have been included to address temporary signs.

e) The project involves no potential for any adverse effect, either individually or cumulatively, on wildlife resources and therefore a De Minimis Impact Finding is made relative to AB 3158, Chapter 1706, Statutes of 1990.



**Section 4.** The Mitigated Negative Declaration for the South Bay Pavilion approved by the Planning Commission on March 23, 2004, covers this Modification No. 9 to DOR 831-03. No significant impacts will occur upon approval of the proposed project.

**Section 5.** Based on the aforementioned findings, the Commission hereby approves Modification No. 9 to Design Overlay Review No. 831-03 with respect to the property described in Section 1 hereof, subject to the conditions set forth in Exhibit "B" attached hereto.

**Section 6.** The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the applicant.

**Section 7.** This action shall become final and effective fifteen days after the adoption of this Resolution unless within such time an appeal is filed with the City Clerk in accordance with the provisions of the Carson Zoning Ordinance.

**PASSED, APPROVED AND ADOPTED THIS 9<sup>th</sup> DAY OF September, 2008**

\_\_\_\_\_  
**CHAIRPERSON**

**ATTEST:**

\_\_\_\_\_  
**SECRETARY**



EXHIBIT "A"

LEGAL DESCRIPTION

The properties described herein is situated in the County of Los Angeles, State of California, and is described as follows:

Parcels 1 thru 5, in the City of Carson, as shown on Parcel Map No. 2328 filed in book 37, pages 4 to 6 inclusive of parcel maps, in the office of the County Recorder of said county.

**CITY OF CARSON**  
**DEVELOPMENT SERVICES GROUP**  
**PLANNING DIVISION**  
**EXHIBIT "B"**  
**CONDITIONS OF APPROVAL**

**DESIGN OVERLAY REVIEW NO. 831-03 MODIFICATION NO. 9**

GENERAL CONDITIONS

1. If Modification No. 9 to Design Overlay Review No. 831-03 is not used within one year of its effective date, said permit shall be declared null and void unless an extension of time is previously approved by the Planning Commission.
2. The approved Resolution, including the Conditions of Approval contained herein, and signed Affidavit of Acceptance, shall be copied in their entirety and placed directly onto a separate plan sheet behind the cover sheet of the development plans prior to Building and Safety plan check submittal. Said copies shall be included in all development plan submittals, including any revisions and the final working drawings.
3. The applicant shall comply with all city, county, state and federal regulations applicable to this project.
4. The applicant shall make any necessary site plan and design revisions to the site plan and elevations approved by the Planning Commission as Exhibit "C-1", in order to comply with all the conditions of approval and applicable Zoning Ordinance provisions. Substantial revisions will require review and approval by the Planning Commission.
5. The applicant and property owner shall sign an Affidavit of Acceptance form and submit the document to the Planning Division within 30 days of receipt of the Planning Commission Resolution.
6. A modification of the conditions of this permit, including additions or deletions, may be considered upon filing of an application by the owner of the subject property or his/her authorized representative in accordance with Section 9173.1 of the Zoning Ordinance.
7. It is further made a condition of this approval that if any condition is violated or if any law, statute ordinance is violated, this permit may be revoked by the Planning Commission or City Council, as may be applicable; provided the applicant has been given written notice to cease such violation and has failed to do so for a period of thirty days.



8. The applicant shall submit two complete sets of plans that conform to all the Conditions of Approval to be reviewed and approved by the Planning Division prior to the issuance of a building permit.
9. The Applicant shall defend, indemnify and hold harmless the City of Carson, its agents, officers, or employees from any claims, damages, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul, and approval of the City, its advisory agencies, appeal boards, or legislative body concerning Design Overlay Review (DOR) No. 831-03 and associated modifications. The City will promptly notify the Applicant of any such claim, action, or proceeding against the City and the Applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. The City will cooperate fully in the defense. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the Applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

#### AESTHETICS

10. There shall be no deviation of architectural design or details from the approved set of plans. Any alteration shall be first approved by the Planning Division.
11. The subject property shall be maintained at all times to present an attractive appearance to the satisfaction of the Planning Division.

#### PARKING

12. All parking areas and driveways shall remain clear. No encroachment into parking areas and/or driveways shall be permitted.
13. The applicant shall obtain an annual extension for the Farmers' Market from the Planning Commission. The Planning Commission shall ensure that the Farmers' Market does not interfere with circulation and parking at the mall, and shall evaluate concerns from customers, mall tenants, and sellers appropriately in its decision.

#### FARMERS' MARKET

14. The applicant shall provide the Planning Division with a Rules and Regulations manual to be distributed to all sellers of the Farmers' Market. The manual shall include a site plan indicating the location of each seller and their responsibilities, and provisions to control for signage for each seller. The site plan shall be reviewed and approved by the Planning Division to ensure that it is in substantial conformance with the approval of the Planning Commission in terms of location and number of parking spaces occupied by the event.



15. The Farmers' Market shall be certified by the California Department of Food and Agriculture (CDFA). All produce sellers must obtain a Certified Producer's Certificate through CDFA. All requirements of the CDFA shall be met. Proof of certification by CDFA for the Farmers' Market and all produce sellers shall be provided to the Planning Division prior to commencing operation.
16. Proof of insurance for the Farmers' Market shall be obtained by the applicant and provided to the Planning Division prior to commencing operation.
17. The applicant shall encourage the participation of produce sellers to the extent feasible. Variety in the type of sellers is encouraged, however, at no time shall the Farmers' Market be composed primarily of non-agricultural and craft vendors. The applicant shall be in violation of these Conditions of Approval if, as determined by the Planning Manager, the event becomes a swap meet or flea market as defined by the Carson Municipal Code.
18. The applicant shall inspect the every Farmers' Market area for cleanliness and ensure the condition of all driveways and parking areas are ready to open to vehicular traffic.
19. Approval of this request shall not waive compliance with all sections of Article IX (Planning and Zoning) of the Municipal Code, and all other applicable City Ordinances in effect at the time of approval.
20. This permit shall expire three (3) years after the date of its approval on September 9, 2011. Prior to the expiration date, the Applicant may request an extension of this Modification No. 9 to DOR No. 831-03 from the Planning Commission with the required fees. The Planning Commission shall review the request for compliance with the conditions of approval and shall determine, in consultation with the Applicant, whether the project would be approved, denied or modified from its original approval as part of the extension request.

## SIGNS

21. All signs shall comply with the approved sign program for the South Bay Pavilion on file at the Planning Division in City Hall. Temporary banners to promote the event and directional signs may be installed on the South Bay Pavilion property with prior approval by the Planning Division. Offsite signs located on the public right-of-way are prohibited unless an encroachment permit is issued by the Public Works Division prior to installation.
22. Applicant shall be permitted to display temporary Farmers' Market signs along Avalon Boulevard at the driveway entrances on the day of the event. Signs shall be removed on the same day after every event.
23. Signage for sellers at their allocated space shall be reviewed and approved by the Farmers' Market management prior to installation.



BUSINESS LICENSE DEPARTMENT

24. Per section 6310 of the Carson Municipal Code, all parties involved in the replacement of the existing signage and associated project, including but not limited to contractors and subcontractors, will need to obtain a City Business License.





## Historical Background

The City of Carson Farmers Market opened on June 6, 1996 and has strived to provide the City's residents with fresh produce grown locally in California. On July 1, 2008, the City of Carson City Council held a meeting to discuss the City's budget. One major item of the discussion was the feasibility to continue the Farmers Market. Although the decision was made to eventually close the Farmers Market, City Council approved to extend the Farmers Market until October 31, 2008.

The Parks and Recreation Department's staff contacted the General Growth Properties (GGP) management team at SouthBay Pavilion to discuss the potential to transfer the 12 year old Farmers Market to the newly redeveloped shopping center's ongoing management.

GGP's founders, brothers Martin and Matthew Bucksbaum started out in the grocery business in Des Moines, Iowa in 1954. While grocery stores are no longer the focus of this publicly traded company, a connection to the food industry continues through its Farmer's Market program.

In 1997, GGP's leadership encouraged mall teams to initiate on-site Farmer's Markets at their properties.

### SouthBay Pavilion Farmer's Market

Today, GGP's portfolio includes over 200 regional shopping centers in 45 states with 6 Farmer's Markets and growing.

Existing GGP's Farmers Markets:

- |                              |                 |
|------------------------------|-----------------|
| 1. Oakwood Mall              | Eau Claire, WI  |
| 2. Otay Ranch Town Center    | Chula Vista, CA |
| 3. NewPark Mall              | Newark, CA      |
| 4. Northridge Fashion Center | Northridge, CA  |
| 5. Queen Ka'ahumanu Center   | Kahalui, HI     |
| 6. SouthWest Plaza           | Littleton, CO   |

### Project Description

The opportunity to host a Farmers Market at SouthBay Pavilion is a welcome one for several reasons:

- To be a link to a healthier community by offering fresh produce, high quality prepared foods and handcrafted items through a well-planned, successful farmer's market.
- To provide an enhanced local shopping experience.
- To serve as a community gathering place.

While the Farmer's Market at SouthBay Pavilion is intended to be a high quality, diverse, special event for the community, some exclusion to the current vendor line-up is anticipated. This change is mostly due to contractual arrangements with the existing permanent tenants at SouthBay Pavilion. Others may be due to vendor operation requirements. Requirements which are apart of the vendor rules and regulations will be made available to any vendors interested in participating in the SouthBay Pavilion Farmer's Market.

**Target Market includes:**

- Local office and industrial/business park workers
- Carson residents
- The 200,000+ cars that traverse Avalon Boulevard daily
- Current shoppers who make up SouthBay Pavilion's trade area which encompasses 36 zip codes

**Advertising and Public Relation efforts include:**

- Full page announcement in the Carson Report and City of Carson Recreational Guide which will be sent to 27,000 Carson residents
- Mall Website and Monthly E-mail blasts
- Postcard and Flyer distribution
- In mall interior and exterior signage
- Media Advisories and Press Releases
- Light pole blade signs on Avalon Blvd.

**In Conclusion**

General Growth Properties is privileged to inherit a market with a long standing history in the City of Carson. Management intends to develop the current farmer's market so that it draws from a wider community base, increases traffic and sales tax for the City of Carson and creates a positive experience for all shoppers.

With the support of the various commissions, staff and elected officials, General Growth Properties anticipates a seamless transition between the City's Farmers Market and the Grand Opening at SouthBay Pavilion.

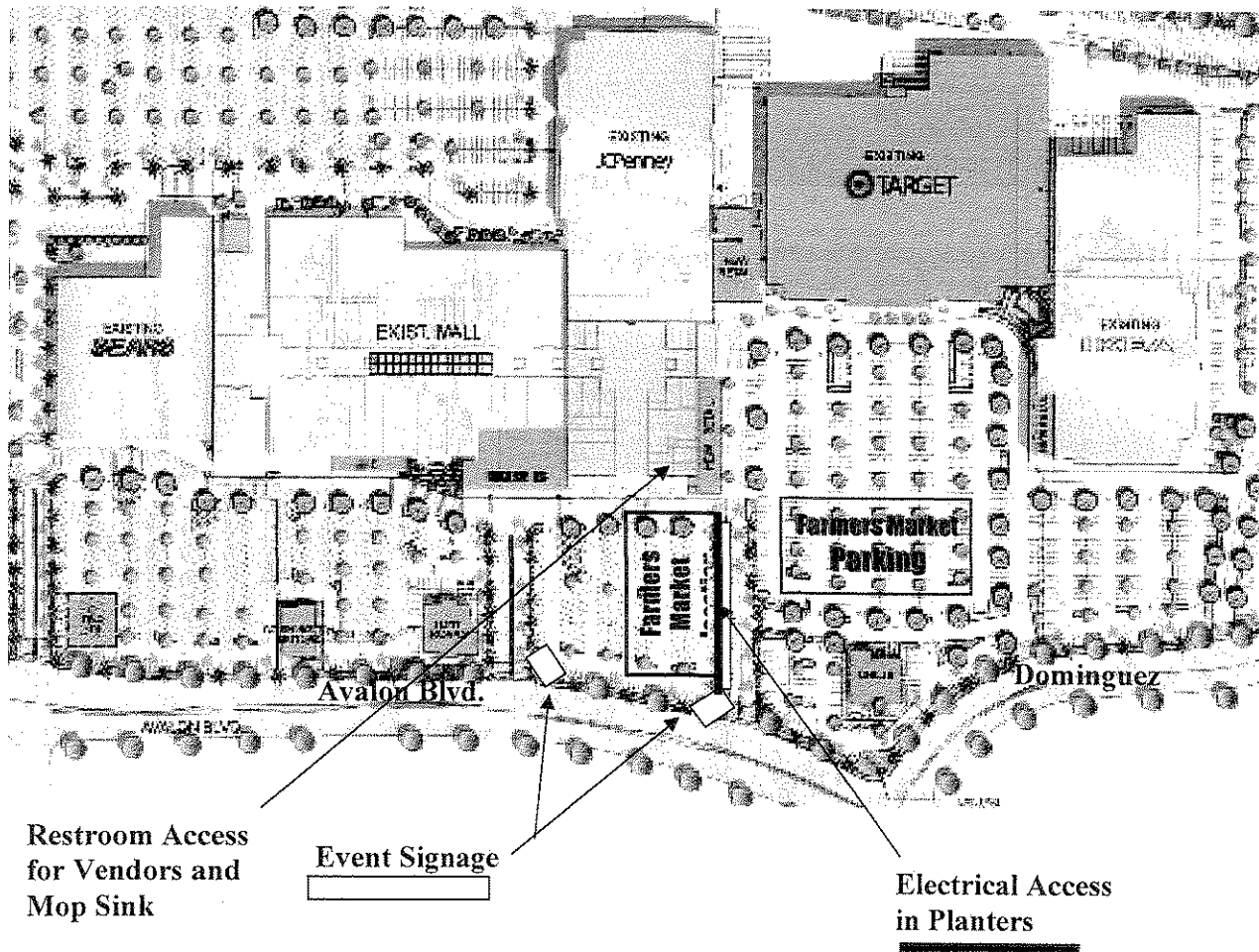
**Farmers Market Operation:**

Anticipated Grand Opening Date: Thursday, September 25, 2008  
Operating Hours / Frequency: Weekly, Thursday, 8am -1pm, Year Round  
Number of vendors: 24 (estimated)  
Electricity: See diagram below  
Plumbing: See diagram below

General Growth Properties will hire as the market manager Coastal Pacific, LLC, which is owned and operated by Mark Rochin. Mr. Rochin is an experienced Farmers Market Manager who manages several Farmers Markets including the Farmers Market at Northridge Fashion Center in Northridge, California.

**Farmers Market Location:** Center/West-Main Parking lot facing Avalon Boulevard and in front of Main entrance, parking lot between Chili's and Tony Roma's restaurants.

**Impact on Parking:** Cars will be directed to park south of the Radio Shack & Chili's driveway (behind Chili's restaurant) and north of main entrance.



# City of Carson Certified Farmers' Market Rules and Regulations

## I. DEFINITIONS

1. Certified Producer: A producer authorized by the county agricultural commissioner to sell certified agricultural products, produced by practice of the agricultural arts upon land which the certified producer controls, directly to consumers at a certified farmers' market.
2. Fisherman: A person or entity that catches pelagic and/or freshwater fish or shellfish from boats which the person or entity controls.
3. Vendor: A person or entity that sells non-agricultural products at the Market.
4. Crafters: Individuals selling craft items such as handmade art pieces, lotions, oils or jewelries. The emphasis being on handmade items.

Note: These definitions are provided to distinguish between "Certified Producers", "Fisherman", "Vendors" and "Crafters." However, unless the term "Certified Producer," "Fisherman," "Vendor" or "Crafter" is used, the term "Seller" will apply to all four.

## II. GENERAL POLICIES AND PROCEDURES

1. Participation in the Market is at the discretion of the City of Carson. No Seller will acquire any property or other right to continue to participate in the Market. The City may disallow continued participation of any Seller in the Market.
2. Market Hours: The Market hours are 9 a.m. to 1 p.m. every Thursday. The Market is open rain or shine.
3. **SELLERS OR THEIR EMPLOYEES MUST BE ON SITE AT LEAST ½ HOUR PRIOR TO THE MARKET OPENING. SELLERS OR THEIR REPRESENTATIVES MUST NOTIFY THE MARKET MANAGER TWO WEEKS PRIOR TO AND NO LESS THAN TWO DAYS BEFORE THE NEXT MARKET DAY IF THEY ARE NOT GOING TO BE THERE. IN CASE OF AN EMERGENCY, NOTIFICATION ON MARKET DAY IS REQUIRED.**



4. All persons in the selling area are required to wear shirts and shoes at all times.
5. No smoking is allowed within ten feet of each Seller's space.
6. Sellers and their representatives must conduct themselves in a safe and courteous manner. Any language or behavior considered to be deleterious to the normal operation of the Market will be grounds for expulsion from the Market. Consumption of alcoholic beverages, illegal drugs and other behavior modifying substances is forbidden.
7. No animals are allowed in the Market, with the exception of Seeing Eye dogs.
8. Distribution of printed materials or petitions at the Market is permitted with the understanding that the Market Manager may regulate the location wherein such material is distributed. Petitions may be distributed at the entrance of the parking lot, unless the distribution causes a threat to public health, safety and welfare.
9. The City may make changes, additions, and/or deletions to the Market Rules should it be deemed necessary.
10. The City will establish, implement and enforce all procedures, rules and regulations pertaining to the operation of the Market in a fair, non-discriminatory, and equitable manner.

### **III. CERTIFIED PRODUCERS**

1. Only Certified Producers may sell agricultural products at the Market.
2. Certification Procedure:
  - A. A producer may become certified by applying to the Agricultural Commissioner of the county where the producer's farm is located. A producer who farms in more than one county must be certified in each county where he/she produces certifiable agricultural products for sale at the Market.
  - B. The certificate and application must be on a form authorized by the Agricultural Commissioner and include an agreement signed by the applicant indicating that he/she will comply with the terms of Article 6.5 Direct Marketing.



- C. Every Certified Producer must provide, upon request by an enforcing officer or Market Manager, certificates, documentation, information, or any other identification that may be reasonable showing that the conditions of Article 6.5 are being met. Copies of all leased properties and agreements including a map of the property must be presented to Market Manager.
  - D. The Certified Producer's embossed certificate must accompany the certified agricultural products during transportation and must be conspicuously posted at the point of sale.
  - E. Only agricultural products may be sold or offered for sale in the area of the Market designated for Certified Producers.
3. The following certified agricultural products may be sold within the area designated for Certified Producers: fresh fruit, honey, vegetables, eggs, dried fruits, fresh and dried herbs, nuts, house plants, cut flowers and nursery stock. Other products may be admitted on a case-by-case basis.
  4. If a Certified Producer wishes to sell agricultural products at the Market and there is no space available, that Producer will be placed on a waiting list and, as spaces become available, they will be filled based on one's priority on the waiting list.
  5. Certified Producers using the term "organic" must be certified by their County Agricultural Commissioner in order to state that the product is organic. The Certified Producer must also have a certificate from an organic organization.
  6. If Certified Producers wish to use the terms: "no sprays," "no chemicals," or any other similar term, they must provide a brief statement to the Market Manager concerning the techniques they use against insects, fungus, diseases and pests.
  7. Employees, representing a Certified Producer must have written authorization from the Certified Producer. This agreement must be printed on letterhead with the Certified Producer's name, address and phone number. One copy must be given to the Market Manager and one copy to the Los Angeles County Agricultural Commissioner, Weights and Measures PGPQ Division, Attn: Deputy Agricultural Commissioner.
  8. A Certified Producer may sell only certified agricultural products of its own production. This Market prohibits a Certified Producer to



sell certified agricultural products on behalf of other certified producers, including, but not limited to, separate entities, such as partnerships, in which the Certified Producer has an interest as an individual member.

#### **IV. VENDORS OF NON-AGRICULTURAL GOODS**

1. A maximum of two vendors selling the same type of non-agricultural product will be allowed at the Market, at the discretion of the Manager. Once two Vendors have been admitted to the Market, a waiting list will be established. If consumer demand warrants and space is available, the Market Manager may consider adding additional Vendors selling a like product at the Market.
2. Non-agricultural products cannot be sold within the general proximity of the Market, but can be adjacent to it. Each Vendor selling a non-agricultural food product must have a permit from the local health jurisdiction, and meet all applicable California Uniform Retail Food Facilities Laws relating to proper processing and packaging locations.
3. All products sold by vehicle vendors must be held in the vehicle designated on the Public Health Permit. Tables may be used while operating at the Market only.
4. All products sold must be processed/packaged by an approved processor. Each package must contain all labeling information required by the State.
6. All pre-packaged food sold from a vehicle must be in an enclosed package, (Exceptions: hard-crust bread, which may be sold in an open-end bag, whole uneviscerated fish, and whole produce).

#### **V. CRAFTERS**

1. A maximum of one crafter selling the same type of wares will be allowed in the Market. Admittance will be on a first come first serve basis. Once a vendor has been admitted to the Market, a waiting list will be established. If consumer demand warrants and space is available, the Market Manager may consider adding additional Crafters, selling a like product at the Market.
2. The emphasis will be on handmade items. This is in keeping with the Department of Food and Agriculture preference that craft items be hand made whenever possible.



3. Booth space for crafters will be available after all the farmers have been accommodated. **The priority at the Market is for Farmers.**
4. Location of Crafters will be decided by the Market Manager.

## **VI. RULES SPECIFIC TO PREPARED FOOD VENDORS**

1. Food booths, where cooking is taking place, are required to have a fire extinguisher and a container of water on the side. Food booths, where cooking is taking place must meet Fire Department requirements for tarps and canopies.
2. Prepared food Vendors must follow all Health Department regulations for serving booths, facilities for processed foods and all other applicable permits.
3. Menus must be clearly marked as to price and products.
4. Prepared food Vendors must provide the Market Manager with proper licenses and permits from the California Department of Health and the State Board of Equalization.
5. Prepared food Vendors must provide adequate facilities to keep hot and cold/iced foods at safe temperatures. They must also provide a clean refuse container for patrons.

## **VII. SALE OF PRODUCTS**

1. All products sold must be of an acceptable high quality.
2. All closed or sealed containers must be labeled with: contents, name, address and zip code of the producer, and a declaration of identity and net quantity of the commodity in the package.
3. In order to sell by weight, a certified scale must be used to reach the reported weight. Scales must be approved commercial scales and sealed with a current year stamp by the County Sealer of Weights and Measures. Nothing can be sold by weight unless the use of a certified scale is used to reach the reported weight.
4. Processed foods must meet the guidelines of the Los Angeles County Health Department regulations.
5. **All participating Sellers must receive the approval of the Market Manager before bringing in new items.**





6. All commodities sold at the Market are subject to inspection at any time by the Market Manager or his/her representative for adherence to the above requirements.

## **VIII. SELLING SPACE**

1. All selling spaces must be maintained in a clean, safe and sanitary manner. Sellers are expected to keep their areas swept clean of debris. AT THE CLOSE OF THE MARKET, SELLERS ARE REQUIRED TO THOROUGHLY CLEAN UP THE SELLING AREA AND DISCARD OF WASTE, THEMSELVES. SELLERS WHO HAVE BEEN NOTICED IN WRITING TWO TIMES ABOUT NOT COMPLYING WITH CLEAN UP RULES WILL BE PROHIBITED FROM ATTENDING THE MARKET FOR THE NEXT TWO MONTHS.
2. Each Seller's stand must have the proper certificates and permits posted as required by law. These must be visible to each shopper.
3. Prices must be clearly posted. Collusion among growers to raise prices or exertion of any influence, pressure, or persuasion to cause a grower to increase prices is strictly forbidden.
4. Selling spaces will be defined by the Market Manager. The Market Manager will determine where each Seller will be assigned to sell its products.
5. All food items sold shall be at least six inches off the ground.
6. If a shade unit is set up all connecting rods must be secured in fittings. The shade unit must be anchored or weighted down for wind. Tarps and shades must be securely fastened. Poles may not obstruct traffic flow. Sellers must exercise care when setting up or taking down displays in order to ensure that shoppers are not in the way.
7. All tables must have smooth edges and may not be filled over carrying capacity. Produce arrangements must be stable. All table legs must be secure and stable.
8. Shoppers are not allowed behind tables or in truck area. Barricades should be erected if necessary for crowd control. All boxes and crates must be neatly stacked and kept clear from walkways, passages and areas of heavy traffic.
9. Sellers must pick-up all produce that drops on the pavement under and in front of display tables. This includes any debris resulting from peelings, trimmings, plastic bags, etc.



10. All displays put on the ground must be neatly organized and include walkways of at least 36 inches in width.
11. **Sellers may not pack up or disassemble their booth prior to 1:00 PM on Market day.**

## **IX. SANITATION**

### 1. Food Sanitation

- A. Produce to be offered for sampling must be washed with potable water, and wastewater must be collected in a receptacle and disposed of at an approved site. Please see section on Liquid Waste. Methods include:
  - (i) Produce will be washed on-site at a centralized wash area to be designated by Market management. Note: Produce may not be washed at toilet room facilities.
  - (ii) Although produce washing facilities will be available centrally at each market site, Producers may pre-wash produce prior to arrival at Market as an option.
  - (iii) Washing technique to include full immersion of product in potable water. Wash-water will be replenished on a volume basis as necessary.

### 2. Handwashing

- (i) Handwashing facilities will be provided at or near the produce preparation site.
- (ii) Fixed, plumbed toilet facilities with hand wash sink, single-service soap and towels within the recommended 100 feet from produce stands may also be used for handwashing.
- (iii) A Gravity feed system comprised of potable water in a clean container, (recommended 2.5 gallons minimum) may also be used for handwashing. The water supply must drain to a waste receptacle of at least equal size, and single-service soap and towels must be provided.



- (iv) Disposable plastic gloves may be used for slicing produce at stand, however, gloves are not considered a substitute for handwashing.

### 3. Utensil Sanitizing

- A. Seller must provide sanitizer solution of 1200 ppm chlorine, 200 ppm quaternary ammonium, or 25 ppm iodine to be positioned at stand or central produce preparation site. Utensils used continuously for slicing, (e.g. knives) must be stored in container of sanitizing solution while not in use. See below for sanitizer solution ratios and water replenishing times:

100 ppm Chlorine = two (2) cups per gallon for five (5) hours

- B. Cutting boards or other utensils, (e.g., bulk storage containers, shaker bottles, food storage containers, etc.) must be sanitized prior to use. Sanitizer may be applied either by spray bottle or immersion in sanitizer and air dried prior to use.
- C. All utensils utilized in food service must be food-grade, non-absorbent and maintained in good repair.

### 4. Waste Removal

- A. All liquid waste generated from produce washing, utensil sanitizing, and handwash areas, must be collected centrally for disposal at an approved dump site, including but not limited to:
  - (i) Available plumbing connected to public sewage. Note: Liquid waste may not be dumped in storm drains.
  - (ii) Licensed waste removal company.
  - (iii) Waste water may also be discharged by Market management at an adjacent restaurant if written agreement by restaurant operator is provided, and use of facilities is approved by Los Angeles County Health Department.
- B. Certified Producers wishing to remove liquid waste for disposal at its farm is optional, and at the discretion of the City of Carson Certified Farmers' Market Manager.



5. Solid Waste
  - A. All putrescent material including produce trimmings etc., shall be stored in water-tight containers, (i.e., plastic garbage bags) and ultimately disposed of at approved garbage receptacles with tight fitting lids.

## X. PRODUCE PREPARATION/PRESENTATION

1. Produce preparation may take place at a central location or may be conducted at individual stands.
2. Produce presentation may vary; however, prepared samples must also be made to protect exposed sample foods from insects and dust. Methods identified include the following:
  - A. Capped squeeze bottle, for items such as honey. Bottle is uncapped and product is squeezed onto a disposable wooden stick for each individual customer. Bottle is re-capped, stick is discarded.
  - B. Modified shaker bottle, for items such as grapes. Opening in bottle is enlarged to allow bottle to shake out limited number of items, (one or two) into the hand of a customer.
  - C. Bulk liquid container for items such as juice. Disposed with down-facing, self-closing spout into a cup given to customers by the farmer. Cup is disposable. Thermos is washed in approved kitchen.
  - D. Small sample cup for items such as sprouts or jams. Disposable paper cups are filled in an approved facility or manner for distribution to customer.
  - E. Covered serving dish with hinged lid opening on the grower's side. Grower lifts lid and uses a disposable spoon to scoop out a small sample portion. Disposable spoon is given to customer and discarded.
  - F. Sliced fruit/vegetables may be stored in washable containers with lids and dispensed by grower via disposable toothpicks.
  - G. Sneeze guards, of sufficient width and height so as to intercept fluids and contaminants from the public are permitted for products with an open display to facilitate self-service.



## **XI. FINANCIAL REQUIREMENTS**

1. Each Certified Producer must pay 6% of his/her gross sales to the Market Manager, and will be issued a receipt at the end of each market day. Gross sales are defined as selling price less sales tax. Rounding off of gross sales is acceptable only to the nearest dollar.
2. All Certified Producers must pay \$.60 per load sheet. The \$.60 is collected for the California Department of Food and Agriculture in accordance with Title 3, California Code of Regulations, Section 1392.8.1.
3. Each Vendor will pay 10% of his or her gross sales at the end of each market day.
4. Each Seller must completely fill out the load sheet forms provided by the Market. The Seller must list all products sold at the Market along with the income received. Load sheets must be turned into the City at the end of each Market day.
5. Sellers will be individually responsible for conforming to local, state, and federal laws. State sales tax shall be paid by the Seller on non-food items.

## **XII. INSURANCE**

1. Sellers will be held fully liable and financially responsible for any accident, injury or property damage resulting from failure to comply with the market rules or other applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.

## **XIII. VIOLATIONS**

1. The Market Manager or his/her representative shall implement and enforce rules and all other applicable regulations and laws in a fair and equitable manner. Violations may result in suspension or expulsion from the Market.
  - 1<sup>st</sup> Violation will result in a verbal and written warning.
  - 2<sup>nd</sup> Violation will result in a suspension for three months.
  - 3<sup>rd</sup> Violation will result in an expulsion from the City of Carson Certified Farmers' Market for one year.



2. Customer complaints will be referred directly to the Seller. Should a dispute arise between consumer and Seller, the Seller will defer to the judgment of the Market Manager.
3. **Any Seller expelled from the Market will not be eligible to re-apply to sell at the Market until one year has passed from the date of the Seller's expulsion.**

#### **XIV. APPEALS**

1. Prior to any suspension or expulsion from the Market, unless immediate removal is necessary to protect the public health, safety and welfare, a written notice will be sent to the Seller advising the Seller that it will have fifteen days within which to submit a written appeal of the Market Manager's decision.
2. If an appeal is submitted by the Seller, it will be forwarded to the Parks and Recreation Program Manager who will arrange a date and time for the Seller to appear before the Parks and Recreation Program Manager for an administrative review. The Parks and Recreation Program Manager will provide the Seller with a written decision within fifteen days of the administrative review. The decision of the Parks and Recreation Program Manager is final.



## Certified Farmers' Market Database

County	City	Market Name	Location	Date and Time	Manager	Mailing Address	Phone	Web Site
Los Angeles	Alhambra	Alhambra CFM	Monterey & E. Bay State Street	Sun, 8:30A-1P	Harry C. Wong	1133 First St., Alhambra, CA 91801	626-570-5081	
Los Angeles	Beverly Hills	Beverly Hills CFM	Civic Center Drive-9300	Sun, 9A-1P	Greta Dunlap	501 Doheny Road, Beverly Hills, CA 90210	310-285-6832	<a href="http://www.beverlyhills.org/">www.beverlyhills.org/</a>
Los Angeles	Brentwood	Brentwood Village CFM	Gretna Green & San Vicente	Sun, 9A-2:30P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Claremont	Claremont CFM	Indian Hill and Second	Sun, 8A-1P	Oscar de Leon	4633 Williams Ave., La Verne, CA 91750	714-345-3087	<a href="http://www.sfma.net">www.sfma.net</a>
Los Angeles	Encino	Encino CFM	Victory Blvd & White Oak	Sun, 8A-1P	Stan Lubitsch	17400 Victory Blvd., Van Nuys, CA 91406	818-708-6611	<a href="http://www.ONEgeneration.org">www.ONEgeneration.org</a>
Los Angeles	Hollywood	Hollywood CFM	Ivar and Selma	Sun, 8A-1P	Pompea Smith	6605 Hollywood Blvd, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmernet.com">www.farmernet.com</a>
Los Angeles	Los Angeles	L.A. Atwater Village CFM	3250 Glendale Blvd. at Larga	Sun, 10A-2P	Pompea Smith	6605 Hollywood Blvd, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmernet.com">www.farmernet.com</a>
Los Angeles	Larchmont	L.A. Larchmont Village CFM	Larchmont Bl lot #694	Sun, 10A-2P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Los Angeles	L.A. Melrose Place CFM	Melrose Place & Croft	Sun, 10A-2P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Los Angeles	Long Beach S.E. Marina CFM	2nd St. and N. Marina Drive	Sun, 9A-2P	Dale Whitney	759 Linden Ave., Long Beach, CA 90813	562-433-3881	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>
Los Angeles	Malibu	Malibu CFM	L.A. City Civic Center Complex	Sun, 10A-3P, Jun-Nov	Debra Bianco	30765 Pacific Coast Hwy #158, Malibu, CA 90265	310-457-4537	
Los Angeles	Mar Vista	Mar Vista CFM	Grandview and Venice	Sun, 8:30A-2P	Diana Rodgers	12228 1/2 Venice Blvd, Mar Vista, CA 90066	310-861-4444	<a href="http://www.marvistafarmersmarket.org">www.marvistafarmersmarket.org</a>
Los Angeles	Montrose	Montrose Harvest CFM	Honolulu & Ocean View Blvd	Sun, 9A-2P	Mark Sheridan	1524 Castillo St., Santa Barbara, CA 93101	805-637-6635	
Los Angeles	Pacific Palisades	Pacific Palisades CFM	Swarthmore Ave. & Sunset	Sun, 8A-1P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Rolling Hills Estates	Palo Verdes-Rolling Hills Estates	Peninsula Shop Ctr. College of the Canyons, Lot 8, Valencia Blvd.	Sun, 9A-1P	Brian Weiss	16835 S. Budlong Ave., Gardena, CA 90247	310-324-3994	
Los Angeles	Santa Clarita	Santa Clarita CFM		Sun, 8:30A-Noon	Karen Schott	P.O. Box 1050, Fillmore, CA 93016	805-529-6266	<a href="http://www.YCCFarmersmarkets.com">www.YCCFarmersmarkets.com</a>
Los Angeles	Santa Monica	Santa Monica Sun. CFM	2640 Main St.	Sun, 9:30A-1P	Jodi Low	200 Santa Monica Pier, Ste. F, Santa Monica, CA 90401	310-458-8712	<a href="http://www.smgov.net/farmers_market/sunday.htm">www.smgov.net/farmers_market/sunday.htm</a>



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County	City	Market Name	Location	Date and Time	Manager	Mailing Address	Phone	Web Site
Los Angeles	Studio City	Studio City CFM	Ventura Place & Ventura Blvd	Sun, 8A-1P	Carole Gallegos	4024 Radford Ave. Edit 2RME, Studio City, CA 91604	818-655-7744	
Los Angeles	Toluca Lake	Toluca Lake CFM	Sancola Ave. and Riverside Drive	Sun, 8:30A-2:30P	Tanya Castle	145 S. Glenoaks Blvd. #457. Burbank, CA 91502	818-845-0754	
Los Angeles	Los Angeles	West Los Angeles CFM	11360 Santa Monica Blvd	Sun, 9A-2P	Lee Ostendorf	11901 Santa Monica Blvd #318, Los Angeles, CA 90025	562-449-9299	<a href="http://www.westlafarmersmarket.com">www.westlafarmersmarket.com</a>
Los Angeles	Bellflower	Bellflower CFM	Oak & Clark	Mon, 9A-1P	Murriel MacGregor	16600 Civic Center Drive, Bellflower, CA 90706	562-866-6609	
Los Angeles	South Gate	South Gate CFM	South Gate Park	Mon, 9A-1P	Fannie Coates Earl	407 S. Northwood Ave, Compton, CA 90220	323-774-0159	
Los Angeles	West Hollywood	West Hollywood Mon CFM	Plummer Park - N. Vista and Fountain Ave	Mon, 9A-2P	Shirley Berry	8300 Santa Monica Blvd, W. Hollywood, CA 90069	323-848-6502	
Los Angeles	Culver City	Culver City CFM	Main & Culver	Tues, 2P-7P	Steve Whipple	9770 Culver Bl, POB 507, Culver City, CA 90232	310-253-5775	
Los Angeles	Long Beach	Long Beach/World Trade Center CFM	1 World Trade Center Way	Tues, 11A-3P	Fernando Oxa	19301 Caladero Street, Taizana, CA 91356	818-402-2977	<a href="http://www.rawinspiration.org/dev/index.php">www.rawinspiration.org/dev/index.php</a>
Los Angeles	Manhattan Beach	Manhattan Beach CFM	13th St. and Morningside Drive	Tues, 12P-4P	Nathalie Deschartrres	P.O. Box 3298, Manhattan Beach, CA 90866	310-463-1983	
Los Angeles	Norwalk	Norwalk CFM	Alondra, West of Pioneer ( N. Ave. 57 and Marmion Way	Tues, 9A-1P	Dexter Phipps	14043 Mayport Ave., Norwalk, CA 90050	562-921-2321	
Los Angeles	Los Angeles	Old L.A. CFM		Tues, 3P-8P	Misty Iwatsu	115 N. Ave. 53, Los Angeles, CA 90042	323-255-5030	
Los Angeles	Pasadena	Pasadena Villa Park CFM	E. Villa & Garfield Ave.	Tues, 8:30A-12:30P	Gretchen Sterling	363 E. Villa, Pasadena, CA 91101	626-449-0179	<a href="http://www.pasadenafarmersmarket.org">www.pasadenafarmersmarket.org</a>
Los Angeles	Torrance	Torrance Tues. CFM	Wilson Park	Tues, 8A-1P	Mary Lou Weiss	3031 Torrance, Torrance, CA 90503	310-781-7520	
Los Angeles	W. Covina	W. Covina Tues. CFM	Garvey and Vincent	Tues, 4P-8P, Jun-Oct	Gerry Dahlberg	P.O. Box 5791 Garden Grove 92842	714-323-8056	
Los Angeles	Chino Hills	Chino Hills CFM	14280 Peyton Drive	Wed, 4:30P-8:30P	Joe Honescko	2001 Grand Ave, Chino Hills, CA, CA 91709	714-329-6755	
Los Angeles	Hawthorne	Del Aire CFM	Del Aire Park, 12601 Isis Avenue at El Segundo	Wed, 3P-7P	Nathalie Deschartrres	P.O. Box 1404, El Segundo, CA 90245	310-943-6806	
Los Angeles	Gardena	Gardena W. 162 St. CFM	1670 W. 162nd St.	Wed, 9A-1P	Ellen Emerson	1670 W. 162 St., Gardena, CA 90247	310-217-9537	





## Certified Farmers' Market Database

County	City	Market Name	Location	Date and Time	Manager	Mailing Address	Phone	Web Site
Los Angeles	Hollywood	Hollywood Sears CFM	5601 Santa Monica Blvd. - Sears parking lot	Wed, 12P-5:30P	Pompea Smith	6605 Hollywood Bld, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmernet.com">www.farmernet.com</a>
Los Angeles	Huntington Park	Huntington Park CFM	Salt Lake Park, Bissell and Florence (	Wed, 9:30A-1:30P	Dale Whitney	759 Linden Ave., Long Beach, CA 90813	562-433-3881	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>
Los Angeles	Los Angeles	L.A. Adams/Vermont CFM	1432 W. Adams @St. Agnes Catholic Church	Wed, 2P-8P	Leroy/Ida Edwards	1866 W. 94th Place, Los Angeles, CA 90007	323-777-1755	<a href="http://www.sfma.net">www.sfma.net</a>
Los Angeles	Long Beach	Local Harvest CFM	Marine Stadium, Appian Way and Nieto	Wed, 2P-7P	Lee Ostendorf	Street, Long Beach, CA 90804	562-449-9299	
Los Angeles	Montrose	Montrose Wed. Market CFM	Honolulu and Market	Wed, 4P-8P, May-Oct	Mark Sheridan	1524 Castillo St., Santa Barbara, CA 93101	805-637-6635	
Los Angeles	Northridge	Northridge CFM	Northridge Fashion Mall (	Wed, 5P-9P, Apr-Oct	Mark Rochin	2674 E. Main St. #D288, Ventura, CA 93003	805-643-6458	
Los Angeles	Pomona	Pomona CFM	Garey Ave. and E. 2nd St.	Wed, 4P-8P	Larry Egan	401 S. Main St. #101, Pomona, CA 91766	909-261-5004	
Los Angeles	San Dimas	San Dimas CFM	Iglesia and Walnut	Wed, 5P-9P, Apr-Oct	Maurice Cuellar	142 E. Bonita Ave. #136, San Dimas, CA 91773	909-581-4744	<a href="http://www.sandimasfarmersmarket.co">www.sandimasfarmersmarket.co</a>
Los Angeles	Santa Monica	Santa Monica Wed. CFM	Arizona Ave & 2nd St	Wed, 8:30A-1:30P	Laura Avery	200 Santa Monica Pier, Ste. F, Santa Monica, CA 90401	310-458-8712	<a href="http://www.smgov.net/farmers_market/wednesday.htm">www.smgov.net/farmers_market/wednesday.htm</a>
Los Angeles	Los Angeles	Santee Village/Fashion District CFM	716 South Los Angeles Street	Wed, 4P-7P	Chase Mosley	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.rawinspiration.org/dev/index.php">www.rawinspiration.org/dev/index.php</a>
Los Angeles	Los Angeles	W. Los Angeles Kaiser CFM	6041 Cadillac Ave. and La Cienega Blvd	Wed, 9:30A-1:30P	Cynthia Ojeda	835 Locust Avenue, Unit 420, Long Beach, CA 90813	562-495-1764	
Los Angeles	Westchester	Westchester CFM	Westchester Park	Wed, 8:30A-1P	Diana Rodgers	P.O. Box 45588, Los Angeles, CA 90045	310-582-5850	
Los Angeles	Whittier	Whittier Wed. CFM	Greenleaf and Philadelphia	Wed, 5P-9P, Apr-Sep	Dave Gayman	129 E. Colorado Blvd., Monrovia, CA 91016	1-866-440-3374	
Los Angeles	Los Angeles	Arts District / Little Tokyo CFM	200 N. Spring St.	Thurs, 10A-2P	Susan Hutchinson	2745 Tesla Ave., Los Angeles, CA 90039	323-660-8660	<a href="http://www.downtownfarmersmarket.org">www.downtownfarmersmarket.org</a>
Los Angeles	Baldwin Park	Baldwin Park Thurs. CFM	Baldwin Park and Ramona	Thurs, 2P-9P	Patricia Taylor- Sanchez	4100 Baldwin Park Blvd., Baldwin Park, CA 91706	562-762-7446	
Los Angeles	Bellflower	Bellflower Summer CFM	Oak & Bellflower	Thurs, 6P-9P, Jul-Sept	Vickie Casanas	16600 Civic Center Drive, Bellflower, CA 90706	562-804-1424 x255	
Los Angeles	Carson	Carson Thurs. CFM	Carson & Bonita St	Thurs, 9A-1P	Janelle Blanco	2400 E. Dominquez St., Carson, CA 90745	310-847-3584	



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County	City	Market Name	Location	Date and Time	Manager	Mailing Address	Phone	Web Site
Los Angeles	Century City	Century City CFM	Constellation Bl. & Ave. of Stars	Thurs, 11:30AM-3P	Melissa Farwell	23501 Park Sorrento Dr., Suite 1, Calabasas, CA 91302	818-591-8161	<a href="http://www.rawinspiration.org">www.rawinspiration.org</a>
Los Angeles	El Segundo	El Segundo CFM	Main St. & Pine Ave.	Thurs, 3P-7P	Val Patterson	401 Sheldon, El Segundo, CA 90245	310-615-2649	
Los Angeles	Glendale	Glendale CFM	100 block N. Brand Blvd	Thurs, 9:30A-1:30P	Christopher Nyerges	633 E. Broadway #201, Glendale, CA 91206	818-548-2005	
Los Angeles	Glendora	Glendora CFM	Glendora Ave. & Foothill Blvd.	Thurs, 4P-8P	Maurice Cuellar	142 E. Bonita Ave. #136, San Dimas, CA 91773	626-593-9254	
Los Angeles	Los Angeles	L.A. Chinatown	727 N. Broadway, Suite 208, Los Angeles, CA 90012	Thurs, 2P-6P	Lan Gieng	727 N. Broadway, Suite 208, Los Angeles, CA 90012	213-680-0243	<a href="http://www.sfma.net">www.sfma.net</a>
Los Angeles	Los Angeles	L.A. La Cienega CFM	1801 La Cienega Blvd	Thurs, 3P-7P	Cynthia Ojeda	835 Locust Avenue, Unit 420, Long Beach, CA 90813	562-495-1764	
Los Angeles	La Verne	La Verne CFM	D St. & Bonita Ave	Thurs, 5P-9P, May-Aug	Dave Gayman	129 E. Colorado Blvd., Monrovia, CA 91016	1-866-440-3374	
Los Angeles	Los Angeles	LMU CFM	Loyola Marymount University	Thurs, 1st of mont, 9A-3P, Sept-May	Sandra Qatani	ASLMU, One LMU Drive, Malone Hall, Los Angeles, CA 90045	310-338-2975	
Los Angeles	Long Beach	Long Beach Uptown CFM	Bixby Knolls area at 46th & Atlantic	Thurs, 3P-6:30P	Dale Whitney	759 Linden Ave., Long Beach, CA 90813	562-433-3881	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>
Los Angeles	Newhall	Newhall Old Town CFM	29222 San Fernando Rd.	Thurs, 4P-8P	Lisa Morgan	722 Gill Ave., Port Hueneume, CA 93041	805-415-2994	
Los Angeles	Redondo Beach	Redondo Beach CFM	Redondo Pier	Thurs, 8A-1P	Geraldine Watkins	320 Knob Hill, Redondo Beach, CA 90277	310-372-1171x3466	<a href="http://www.sfma.net">www.sfma.net</a>
Los Angeles	S. Pasadena	S. Pasadena CFM	Mission St. and Meridian Ave.	Thurs, 4P-8P	John Turk	P.O. Box 655, S. Pasadena, CA 91030	626-799-1327	
Los Angeles	La Puente	Valinda/La Puente CFM	14830 East Giordano	Thurs, 3P-8P	Annette Ramirez	4620 East 3rd Street, Los Angeles, CA 90022	323-263-4462	
Los Angeles	Westwood	Westwood CFM	Sepulveda Blvd and Constitution Ave.	Thurs, 1P-7P	Mark Wall	5959 Las Tunas Drive, Oceanside, CA 92057	310-861-8188	
Los Angeles	Wilmington	Wilmington CFM	Avalon and L St.	Thurs, 9A-1P	Lee Ostendorf	5390 East 8th Street, Long Beach, CA 90804	562-449-3299	
Los Angeles	Baldwin Park	Baldwin Park Kaiser CFM	1011 Baldwin Park Blvd	Fri, bi-weekly, 8A-1:30P	Dan Hostetter	1011 Baldwin Park Blvd, Baldwin Park, CA 91706	909-869-2189	
Los Angeles	Covina	Covina CFM	Civic Center Park	Fri, 5P-9P, Apr-Dec	Harry Brown-Hiegsel	P.O. Box 5095, Covina, CA 91723	626-588-1112	



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Los Angeles	Los Angeles	Eagle Rock CFM	2100 Merton Ave.	Fri, 5P-9P	Michael Noguiera	4771 Eagle Rock Blvd, Los Angeles, CA 90041	323-225-5466	
Los Angeles	Hermosa Beach	Hermosa Beach CFM	Valley Dr between 10th & 8th	Fri, 12P-4P	Mary Lou Weiss	2506 Ardmore Ave, Hermosa Beach, CA 90254	310-781-7520	
Los Angeles	Los Angeles	L.A. Bank of America CFM	333 S. Hope St	Fri, 11A-3P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Los Angeles	L.A. Echo Park CFM	Sunset Blvd. and Logan St.	Fri, 3P-7P	Pompea Smith	6605 Hollywood Blvd, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmemnet.com">www.farmemnet.com</a>
Los Angeles	Los Angeles	L.A. Mudtown CFM	10950 S. Central Ave.	Fri, 2P-7P	Ida Edwards	10950 S. Central Ave., Los Angeles, CA 90059	323-563-5639	
Los Angeles	Long Beach	Long Beach Downtown CFM	Fifth & Promenade at CityPlace shopping ctr	Fri, 10A-4P	Dale Whitney	759 Linden Ave., Long Beach, CA 90813	562-433-3881	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>
Los Angeles	Monrovia	Monrovia CFM	Olive & Myrtle Ave	Fri, 5P-9P	Dave Gayman	129 E. Colorado Blvd., Monrovia, CA 91016	1-866-440-3374	
Los Angeles	San Pedro	San Pedro CFM	6th St. between Pacific and Mesa.	Fri, 9A-2P	Lee Ostendorf	5390 East 8th Street, Long Beach, CA 90804	562-449-9299	
Los Angeles	Venice	Venice CFM	Venice Way & Venice Blvd	Fri, 7A-11A	James Murez	804 Main St., Venice, CA 90291	310-399-6690	
Los Angeles	Whittier	Whittier Unincorporated CFM	13201 East Meyer Road	Fri, 2P-8P	Annette Ramirez	4620 East 3rd Street, Los Angeles, CA 90022	323-263-4462	
Los Angeles	Burbank	Burbank CFM	Olive & Glen Oaks	Sat, 8A-12:30P	Carolyn Hill	717 N. Cordova, Alhambra, CA 91801	626-308-0457	
Los Angeles	Calabasas	Calabasas Old Town CFM	Calabasas & Mulholland Dr.	Sat, 8A-1P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Carson	Carson Sat. CFM	22328 S. Main St.	Sat, 9A-1P	Katie Ricketts	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>	310-740-7544	
Los Angeles	Cerritos	Cerritos CFM	Park Plaza Dr & Towne Center Dr.	Sat, 8A-Noon	Dale Whitney	759 Linden Ave., Long Beach, CA 90813	562-433-3881	<a href="http://www.harborareafarmersmarkets.org">www.harborareafarmersmarkets.org</a>
Los Angeles	Wainut	Diamond Bar/Wainut CFM	Fairway and Colima	Sat, 8A-1P	Jenny Escamilla	21845 E. Copley Drive, #1170, Diamond Bar, CA 91765		<a href="http://www.diamondbarchamber.com">www.diamondbarchamber.com</a>
Los Angeles	Los Angeles	East Lost Angeles CFM	4801 East 3rd Street	Sat, 9A-2P	Annette Ramirez	4620 East 3rd Street, Los Angeles, CA 90022	323-263-4462	
Los Angeles	Gardena	Garden Sat. CFM	13000 Van Ness Holly Pk Church parking lot	Sat, 6:30A-Noon	Leroy/Ida Edwards	1866 W. 94th Place, Los Angeles, CA 90047	323-777-1755	<a href="http://www.sfma.net">www.sfma.net</a>



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Los Angeles	Los Angeles	L.A. Central Ave. CFM	43rd St and Central Ave	Sat, 9A-1P	Pompea Smith	6605 Hollywood Blvd, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmernet.com">www.farmernet.com</a>
Los Angeles	Los Angeles	L.A. Harambee CFM	Crenshaw & Stauson	Sat, 10A-4P	Jabari Jumaane	#257, Los Angeles, CA 90010	323-292-5550	
Los Angeles	Los Angeles	L.A. Leimert Park CFM	43rd and Degnan	Sat, 9A-2P	Pompea Smith	6605 Hollywood Blvd, Suite 220, Hollywood, CA 90028	323-463-3171	<a href="http://www.farmernet.com">www.farmernet.com</a>
Los Angeles	Los Angeles	L.A. Silverlake CFM	3700 Sunset Blvd	Sat, 8A-1P	Edwin Gomez	4019 Sunset Blvd, Los Angeles, CA 90029	323-661-7771	<a href="http://www.sfma.net">www.sfma.net</a>
Los Angeles	La Canada	La Canada CFM	1346 Foothill Blvd.	Sat, 9A-1P	Melissa Farwell	19301 Caladero St., Tarzana, CA 91356	818-591-8161	<a href="http://www.ccfm.com">www.ccfm.com</a>
Los Angeles	Pasadena	Pasadena Victory Park CFM	Sierra Madre & Paloma	Sat, 8:30A-12:30P	Gretchen Sterling	363 E.Villa, Pasadena, CA 91101	626-449-0179	<a href="http://www.pasadenafarmersmarket.org">www.pasadenafarmersmarket.org</a>
Los Angeles	Pomona Valley	Pomona Valley CFM	Pearl & Garey	Sat, 7:30A-11:30A	Harry Brown-Hiegel	1751 North Park Ave., Pomona, CA 91768	626-588-1112	
Los Angeles	Santa Monica	Santa Monica Pico CFM	Virginia Ave. Park	Sat, 8A-1P	Ted Galvan	200 Santa Monica Pier, Ste. F, Santa Monica, CA 90401	310-458-8712	<a href="http://www.smgov.net/farmers_market/pico.htm">www.smgov.net/farmers_market/pico.htm</a>
Los Angeles	Santa Monica	Santa Monica Sat Organic CFM	Arizona Ave & 3rd St.	Sat, 8:30A-1P	Mort Bernstein	200 Santa Monica Pier, Ste. F, Santa Monica, CA 90401	310-458-8712	<a href="http://www.smgov.net/farmers_market/saturday.htm">www.smgov.net/farmers_market/saturday.htm</a>
Los Angeles	Torrance	Torrance Sat. CFM	Wilson Park	Sat, 8A-1P	Mary Lou Weiss	3031 Torrance, Torrance, CA 90503	310-781-7520	
Los Angeles	W. Covina	W. Covina Sat. CFM	P.O. Box 45588, Los Angeles, CA 90045	Sat, 8A-1P	Gerry Dahlberg	3031 Torrance, Torrance, CA 90503	714-323-8056	
Los Angeles	Westchester	Westchester Howard Hughes Promenade CFM	Howard Hughes Promenade	Sat, 8:30A-1P	Renate	P.O. Box 45588, Los Angeles, CA 90045	310-216-2707	

