



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

NEW BUSINESS CONSENT: January 10, 2012
SUBJECT: Modification No. 11 to
Design Overlay Review No. 831-03
APPLICANT: Nick Spano, L.A. City Farm
REQUEST: Change of time for the farmers market at the
SouthBay Pavilion
PROPERTIES INVOLVED: 20700 S. Avalon Boulevard

COMMISSION ACTION

☐ Concurred with staff
☐ Did not concur with staff
☐ Other

COMMISSIONERS' VOTE

AYE	NO		AYE	NO	
		Chairman Faletogo			Saenz
		Vice-Chair Gordon			Schaefer
		Brimmer			Verrett
		Diaz			Williams
		Goolsby			

Item No. 9A

I. Introduction

Applicant

- L.A. City Farm
Attn: Nick Spano
3244 Barham Boulevard
Los Angeles, CA 90068

Mall Management

- Vintage Real Estate, LLC
Attn: Julie Cruz and Jesus Ceja
20700 S. Avalon Boulevard, Suite 620
Carson, CA 90746-3734

Property Owner

- Vintage Real Estate, LLC
Attn: Jerry Garner
11611 San Vincente Boulevard, 10th Floor
Los Angeles, CA 90049

Project Address

- 20700 S. Avalon Boulevard

Proposed Project

The applicant, Nick Spano, representing L.A. City Farm, manages and operates the farmers market at the SouthBay Pavilion. On September 13, 2011, the Planning Commission approved the continuation of the farmers market along with a change to the venue from Thursday mornings to Wednesday afternoons as requested by the applicant. Over the past few months, the farmers market has not drawn the business that was originally anticipated due to the time change. As such, the applicant is requesting that the venue be moved back to Thursdays. The hours of operation will be from 10 a.m. to 3 p.m.

II. Background

On September 9, 2008, the Planning Commission approved Modification No. 9 to Design Overlay Review (DOR) No. 831-03, which relocated the farmers market from the Community Center parking lot to the SouthBay Pavilion. The approval would expire in three years unless extended. On September 17, 2008, the City Council approved the move and agreed to provide support in terms of logistics and community awareness. On September 25, 2008, the farmers market began to operate at the SouthBay Pavilion parking lot between the food court entrance and Avalon Boulevard. The hours of operation were from 8 a.m. to 1 p.m. every Thursday. The farmers market was operated and managed by Coastal Pacific, LLC, in conjunction with mall management. Initially, 24 vendors participated in the farmers market with many vendors being transferred from the Community Center.

Around the summer of 2011, mall management decided to award the operation and management of the farmers market to the current operator, L.A. City Farm. The new operator was made aware of the requirement to extend Modification No. 9 to DOR No. 831-03 within three years of the original approval and responsively put together and submitted an application.

On September 13, 2011, the Planning Commission approved the continuation of the farmers market along with a change to the venue from Thursday mornings to Wednesday afternoons as requested by the new operator. On November 2, 2011, the farmers market opened on Wednesday afternoon for the first time. Over the past few months, the operator has found that the new time has not drawn the business that was originally anticipated. As such, the operator is requesting the venue to be moved back to Thursday mornings and the hours of operation be from 10 a.m. to 3 p.m.

III. Analysis

Since the farmers market was moved to the SouthBay Pavilion in 2008, Code Enforcement and Planning staff has not received any complaints. In fact, it is staff's opinion that the SouthBay Pavilion has become a welcomed home for the farmers market as the community has embraced it due to its amenities and convenient location at the mall.

New Hours of Operation

The benefits to moving the venue back to Thursdays are the possibility of attracting regular customers who were used to the morning timeframe, less work hours for vendors, and no parking lot lighting required. However, moving the hours may cause confusion with the public, require additional costs to re-advertise the new times, and would make the farmers market unavailable to market goers after work hours, which is typically after 5 p.m. The applicant is working with the Engineering and Public Works Divisions to erect signage in the center median on Avalon Boulevard to notify the public of the new hours. Additionally, the applicant will be developing new signage to post on the light fixtures in the parking lot and banners to be displayed along the driveway entrance.

The applicant indicates that a survey was taken of the vendors and that the ideal hours of operation are between 10 a.m. to 3 p.m. If approved, the applicant anticipates attracting previous and new certified farm vendors to the farmers market. This will help the applicant meet the requirements of condition no. 17 of Resolution No. 08-2226, which states, "...at no time shall the Farmers' Market be composed primarily of non-agricultural and craft vendors." The applicant anticipates the earlier Thursday hours to be beneficial to the certified farm vendors since previous regular customers were already accustomed to visiting the farmers market on Thursday mornings.

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 labor, 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 SouthBay Pavilion is committed to providing the community with a festive atmosphere along with the ability to purchase fresh, quality produce. The change in venue is expected to attract former regular customers back to the farmers market and be more convenient to new customers wishing to buy produce during the earlier hours.

Recommendation

That the Planning Commission:

- APPROVE the change in venue for the farmers market to Thursday mornings from 10 a.m. to 3 p.m.; and
- ADOPT a minute resolution to Resolution No. 08-2226 indicating that the hours of operation are between 10 a.m. to 3 p.m. on Thursdays.

V. Exhibits

1. Resolution No. 08-2226 and signed Agreement Accepting Conditions
2. Applicant's letter to the SouthBay Pavilion Management

Prepared by:


John F. Signo, AICP, Senior Planner

Approved by:


Sheri Repp Loadman, Planning Manager

CITY OF CARSON
PLANNING COMMISSION

RESOLUTION NO. 08-2226

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 9th 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

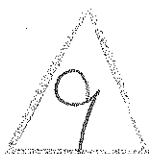
10. There shall be no deviation of architectural design or details from the approved set of plans. Any alteration shall be first approved by the Planning Division.
11. The subject property shall be maintained at all times to present an attractive appearance to the satisfaction of the Planning Division.

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 determination 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

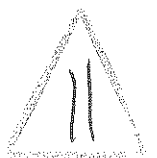
21. All signs shall comply with the approved sign program for the South Bay Pavilion on file at the Planning Division in City Hall. Temporary banners to promote the event and directional signs may be installed on the South Bay Pavilion property with prior approval by the Planning Division. Offsite signs 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.

* On September 13, 2011, the Planning Commission extended the farmers market for an additional three years until September 9, 2014. The Planning Commission authorized moving the venue to Wednesdays from 2 p.m. to 7 p.m.



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.



**AGREEMENT ACCEPTING CONDITIONS
CITY OF CARSON PLANNING COMMISSION**

For and in consideration of the grant by the city of Carson Planning Commission, at its meeting of September 13, 2011, approved your request for Extension of time for Modification No. 9 to Design Overlay Review No. 831-03, subject to the conditions of approval in Resolution No. 08-2226. For and in consideration of the grant by the city of Carson Planning Commission, I (we), the undersigned do(es), hereby agree to all conditions set forth in the Resolution. The Resolution and Conditions of Approval of the discretionary permit(s) govern the use and/or development of the property identified and described below.

Address: 20700 South Avalon Boulevard.

Description: Extension of time for the farmer's market at the South Bay Pavilion.

Applicant: Vintage Real Estate, LLC, Attn: Jerry Garner, 11611 San Vicente Boulevard, 10th Floor, Los Angeles, CA 90049.

Property Owner(s): Vintage Real Estate, LLC, Attn: ~~Jerry Garner~~ **MARK SLOMANN**, 11611 San Vicente Boulevard, 10th Floor, Los Angeles, CA 90049.

This agreement shall run with the land and shall bind upon Declarant, its successors and assigns, and any future owners, encumbrancers and their successors or assigns, and shall continue in effect until otherwise released by the authority of the relevant agency of the city of Carson or until such time as the Municipal Code of the City of Carson unconditionally permits the release of this Notice of Agreement.

CITY OF CARSON

By: Denise Bothe
Title: Denise Bothe, Planning Secretary
Date: September 20, 2011

Dated this <u>20TH</u> day of <u>SEP.</u> , 2011 By: <u>JERRY N. GARNER</u> Applicant (Type or Print) <u>[Signature]</u> Applicant (Signature)	Dated this <u>20</u> day of <u>SEPT</u> , 2011 By: <u>MARK D. SLOMANN</u> Property Owner (Type or Print) <u>[Signature]</u> Property Owner (Signature)
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www.lacityfarm.org

PLANNING DEPARTMENT
(310) 952-1761

DEC 28 2011

SouthBay Pavilion Management:

Following is a market analysis based on vendor sales and general observations of market activity since Farm took over management in mid October 2011.

CITY OF CARSON
701 E. CARSON ST.
CARSON, CA 90745

One of the main reasons why I decided to take on the SouthBay Pavilion farmers market was because of the opportunity to create the best farmers market possible for a new and diverse community from who currently serve. Our first objective was to make the farmers market a unique evening event for the City of Carson with extended hours to draw in families, and those living and working in the area. This new day and time would better serve the community by attracting new market goers (especially after work hours), and generate higher sales for the farmers and vendors.

Since we moved the market to its new day and time on November 2, 2011 we have busily promoted the event, and made significant progress resulting in a more consistent and attractive market for the vendors and market goers alike. Over the past two months we have sent out 10,000 mailers and coupons to local residents; hand delivered another 5,000 fliers; participated in the Home Depot Center Food Festival; provided the community center with 500 coupons for senior citizens; and developed a market discount program for Cal State University Dominguez Hills students, and for the local police and fire departments. We have also received support from Mayor Jim Dear, and other local officials, who attended a ribbon cutting to celebrate the new market hours, and helped provide funding for a senior shuttle that runs to and from the community center to the farmers market each week.

It was our hope that the new hours would attract new customers that were unable to attend the market at its earlier time, while also retaining the regular customers that have supported the market for the past fifteen years. The good news is that most of our current sales are all from new customers, but unfortunately the large majority of our regular customers have not followed us. As a result most of the new sales have benefited the food vendors, while the farmers have experienced a sharp drop in sales. In general, it is common for farmers markets to slow down during the winter, especially evening markets; however it is typically the market regulars that support the farmers year round. In this case, the change in time has moved us away from our base. Below is a graph that shows the sales averages by category since we took over the market in October.

SALES REPORT
(Based on sales averages per category)

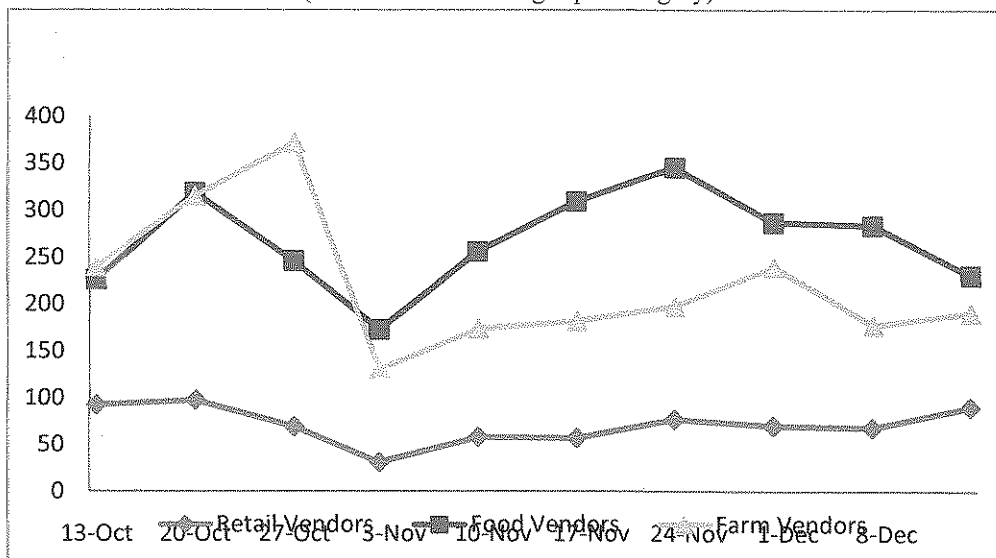
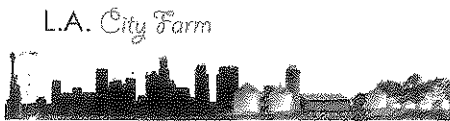


EXHIBIT NO. 2 -

13



As you can see, many of the changes made early on were already having a positive impact on overall sales in the original time slot. Then, once we moved to our new time on November 2nd, there was a sharp drop in sales as anticipated. Since then sales have improved significantly, mainly due to the more than a 30% increase in the food category sales, however the farmer's sales continue to struggle at 50% below previous levels. Though there are signs of real promise, and a summer evening market could potentially be a huge success, the present concern of losing farmers is a problem that cannot be overlooked, and requires a quick response. At present, four farmers have already dropped the market, and several more are threatening to leave should circumstances not improve.

To better understand what action needs to be taken, we have to answer the question, "Why has the time change benefited the food vendors, but not the farmers?" Now that I have had more time to get to know the community, and can better answer this question, I feel that there are real obstacles and challenges that deal with culture, community, and demographics that greatly impact the market's progress, and our ability to retain the market regulars that have traditionally supported the farmers in the past. For one, a large majority of the market regulars are predominantly the Filipinos and Asians who prefer arriving early, often before the market even opens, to get the "freshest" selection. Others are retired seniors living in Carson who prefer to shop in the morning hours well before it gets dark, and want to avoid heavy traffic and parking issues at all cost. The rest are employees from surrounding businesses that visit the market on their lunch break, and stop by to pick up produce before heading back to work. In spite of our accomplishments, such as the senior shuttle which operates between 2pm – 6pm, we have had little success in converting the market regulars to the new time, and have not been able to attract the after work crowd that we hoped would make the difference. This may be due in part to other prevailing concerns within the Carson community as indicated by our recent press release in the *Daily Breeze* newspaper. Below is a copy of the published release, closely followed by "related" topics in Carson:

SouthBay Pavilion farmers market now on Wednesdays

By Sandy Mazza Staff Writer
Posted: 12/06/2011 06:45:55 PM PST
Updated: 12/06/2011 06:46:23 PM PST

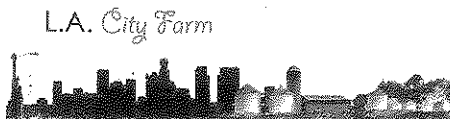
The SouthBay Pavilion farmers market in Carson will now operate from 1 to 7 p.m. on Wednesdays. The market, which used to be on Thursday mornings, offers live music, children's activities and a variety of vendors. It takes place in the mall's parking lot, at 20700 Avalon Blvd. It is under new management by L.A. City Farm.

For more information, visit www.lacityfarm.org

Related:

- **Carson News**
- **Dec 15:**
- [4 Carson men arrested on pimping and pandering charges](#)
- **Dec 9:**
- [Police seek slain Carson man's brother-in-law as suspect in killing](#)
- **Dec 7:**
- [Carson to pursue Rancho Dominguez annexation despite cost](#)
- [Carson shooting victim ID'd as 32-year-old local man](#)
- **Dec 6:**
- [Car auctioneer seeks to take over two lots on Carson's Auto Row](#)
- **Dec 5:**
- [Man shot to death in Carson remains unidentified](#)
- **Dec 4:**
- [Man shot to death in Carson](#)

Some of these concerns may likely be overcome with a more aggressive and wide-spread advertising campaign; however most markets rely on the success of word-of-mouth and a limited advertising budget to build a faithful customer base. In neither instance do we have the time nor resources necessary to reshape the public's opinion in order to see the kind of upward trend we would need to keep the farmers profitable. Though the market may prove to be successful in the spring and summer months, the time change in winter would likely threaten sales and farmer attendance each year, and ultimately the viability and continuity of the market.



So the obvious question now is, “what do we do next, and “how?” First, our main objective now is to recapture our base, and keep our farmers. To determine how to do that we must examine the pros and cons of the only two options I see possible. One, we stay with the current time and put all of our resources into advertising with the hope that the farmers will stick around long enough for the market to pick up. Or two, we move back to an earlier time to recapture our base, and support of the farmers.

Stay with current time:

PROS – Avoid confusing the public; possibility of a hugely successful and popular summer farmer’s market event; higher sales in summer; and the opportunity to reach new customers.

CONS – Risk of losing farmers during the winter months; longer work hours for vendors; parking lot is tied up for the entire day; additional staff required; and electrical and lighting is needed during winter.

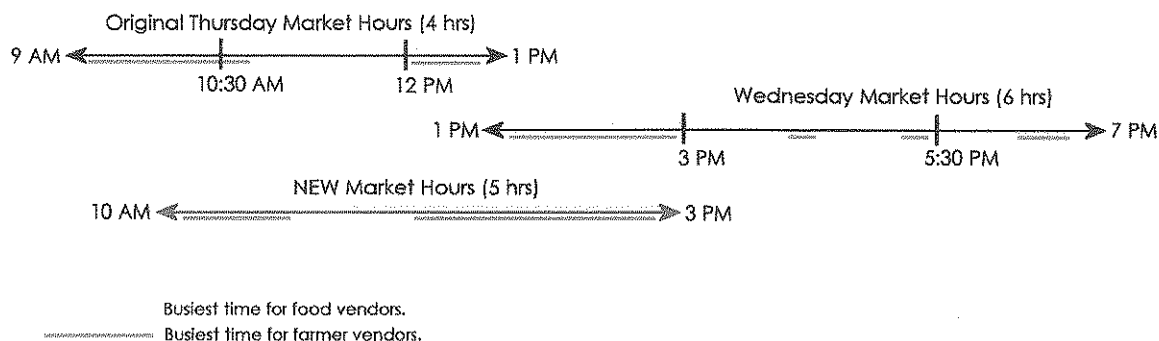
Move to an earlier time:

PROS – Less work hours for vendors; attract lunch business; recapture regular customers; parking lot is available in the afternoon; no lighting required; less staff overhead; build farmer morale; and more consistent sales year round.

CONS – Confusing the public; additional cost required to change newly purchased signs and banners; no possibility of creating a year round evening tradition; and won’t be available to market goers after work hours.

Either option has its own risks and rewards, but at the end of the day the main concern is losing our farmers. If we lose the farmers then we have no farmers market at all. If we stick with the current time and spend more money on new advertising, and push it another month or two, we may find ourselves forced to change the time regardless, only now having lost more valuable time and money. That being said, here is the course of action that I propose we take:

The graph below shows business activity during the Thursday morning market, and Wednesday evening market, indicating when most sales are generated for the farmers and food vendors. The farmers do most of their business first thing in the morning, and in the middle of the day, with sporadic activity after 3pm. The food vendors have very little business in the morning, with most of their sales coming from the lunch crowd, and some dinner crowd.



Based on this information, the optimal time for the farmers market would be between the hours of 10am – 3pm in order to recapture the morning market goers that tend to support the farmers, and the heavy lunch and late lunch business that support both the farmers and food vendors.

I am aware that the idea to take such a sudden change in direction is not a popular one, and will require additional expense to redo banners, signs, city permits, and other advertising, all of which will be covered by L.A City Farm. However, I feel that the cost at this point is minimal, and is required for the long-term success of the market.



L.A. City Farm

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www.lacityfarm.org

In preparation for such a decision I took a vote from all the vendors to assure that they would have a say in the matter. All supported moving back to an earlier time, and more than half voted to move back to Thursdays for their regular customers. I also reached out to the farm vendors who dropped the market, and all said that they would return should we decide to move the market back to the morning. In addition, the earlier market would mean less work for the vendors due to the shorter hours; less congestion for the Pavilion since the lot is not closed off all day; and less management overhead required for staffing and lighting. Instead, we can focus our time and resources on what has worked for the market, and continue building on the progress we've already made in a more positive direction with the full support of the farmers.

Sincerely,

Nick Spano
info@lacityfarm.org
310-869-8979