

## MEMORANDUM

TO: Public Market Advisory Commission

FROM: Community Operations Advisory Committee

DATE: May 19, 2016

RE: Operational Recommendations for the Market Infrastructure Improvement Project

We, the members of the Community Operations Advisory Committee, in reviewing operational elements of the proposed building for the Market Infrastructure Improvement Project, make the following recommendations to the members of the Public Market Advisory Commission for your review and consideration:

### Parking & Access

We recommend City Staff work with the Downtown Development Authority (DDA) to identify ways to encourage non-motorized and small motor transportation and access to the market. Additional bike parking as well as designated scooter and motorcycle parking would support these transportation options for market users and shoppers in the Kerrytown neighborhood, demonstrating City and DDA commitment to diverse transit accessibility in the downtown. It may be beneficial to make use of underutilized parking lot or sidewalk areas to accommodate this additional parking for bikes, motorcycles and scooters.

We recommend the market manager produce a best practice guide for market vendors with regarding to parking, identifying off-site parking options and prioritizing close parking spaces for customer use. In order to increase the effectiveness of these practices, we recommend market management coordinate with neighboring businesses with significant employee presence, including The Kerrytown Market and Shops and Zingermans, to encourage similar strategies among their employees. We see value in communication with Community High School to identify shared goals and possible areas for collaboration and support.

The formal implementation of loading zones is a crucial strategy for supporting customers in unloading and loading people and purchases around the market. It will be important that a marketing campaign be created to familiarize users with these zones and also to highlight available parking options in connection with these loading zones. We recommend the market enlist volunteers for assistance with these zones, particularly when they are first made available.

We would encourage City Staff and the DDA to consider short-term, enforced 30-minute parking in an area near the market to support shoppers who wish to make a quick visit and to encourage more frequent turnover of the parking spaces to accommodate as many customers as possible.

## Park Elements & Communication

In order to further the market's identity as a downtown park, we recommend City Staff incorporate landscaping elements into the Infrastructure Improvement Project. Particularly on non-market days, additional landscaping would improve the pedestrian experience for those using the parking lot and walking through the market aisles.

We recommend the incorporation of informational and educational signage on the façade of the proposed structure. Engaging customers as they enter the market will enhance the experience of shopping at the market and provide better flow as shoppers can more quickly identify certain vendors and their corresponding location within the market. The new entrance provides an important opportunity to inform shoppers about which vendors are present, what products are available, where to find parking and information about upcoming special events at the market.

## Community Use & Special Events

We support the use of the proposed structure for community and private event rentals when the market is not in use. The market offers downtown public space where the community can gather and where individuals and organizations can host events of particular significance.

We recommend the Public Market Advisory Commission seek further input on the use of the market for rentals. Stakeholders for such discussions may include City Staff (specifically Parks Customers Service, the Market Manager, and Parks Management), representatives from the Kerrytown District Association, and DDA staff. Parking is a key concern for these rentals and should be addressed in the context of these future discussions.

The market is a vibrant place that supports many small, new, local food businesses. We encourage City Staff to use the proposed structure as a unique opportunity to engage the community with these types of businesses outside of traditional market hours. Hosting food-related events and encouraging the incubation of new food businesses are examples of the ways in which the new space can be utilized in creative, dynamic ways.

Community Operations Advisory Committee Members:

Sandy Alcini, Grateful Dreads (*owner*)  
Diane Black, market customer  
Karen Farmer, The Kerrytown Shops (*property manager*)  
Edward Lynn, neighborhood resident  
Dan Murphey, market customer  
Joel Panozzo, The Lunch Room (*co owner*)  
Paul Schlanderer, market customer  
Genia Service, neighborhood resident