

## MEMORANDUM

TO: Public Market Advisory Commission  
FROM: Vendor Operations Advisory Committee  
DATE: May 19, 2016  
RE: Operational Recommendations for the Market Infrastructure Improvement Project

We, the members of the Vendor 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:

### Stalls and Building Open/Close Days

With regard to stall size and layout within the building, we recommend an aisle width of 10-12 feet and an average stall size of 8 ft x 8 ft. Acknowledging the variation of stall sizes among existing stalls within the market, we support utilizing multiple stall sizes to accommodate different vendor types. This could include a slightly shallower stall of 8 ft x 6 ft within the central aisle of the building. We encourage City Staff and the Commission to properly evaluate and plan for the possibility that during the winter months there may be vendors both outside and inside the building. This should include a strategy to ensure that the market looks and feels cohesive so customers will understand vendor layout and location.

We recommend that during the first year of use, no stalls be permanently assigned as annual stalls. Instead stalls in the building are recommended for daily assignment. To ensure maximization of the space for as many vendors as possible when the building doors are closed for the cold season, we recommend limiting vendors to 1 stall (for those vendors who pay yearly for 0-2 stalls) and 2 stalls (for those vendors who pay yearly for 3-4 stalls). During the market days when the building functions as an open-air space, we recommend regular stall limits as described in the Public Market Operating Rules be enforced.

For determining which market days the building will be open-air or enclosed, we recommend the following procedure:

During the months of November, December, March and April, the building should function as an enclosed space when the predicted low for the market day is at or below 32° F. We propose that the market manager send an email to all vendors 1-2 days prior to the market to inform vendors that the building will be enclosed

for the upcoming market day. On these days, cold season stall limitations will be enforced.

During the months of January and February, the building should only function as an enclosed space.

### Rule Updates and Market Day Stall Assignment

In order to have flexibility as the new space becomes part of the market's operations, we recommend that these operational guidelines be utilized for the first full year the building becomes part of market operations. After that time we recommend that feedback be solicited from all market vendors and the Vendor Operations Advisory Committee reconvene to review operations for the new building. We recommend that any changes to the Public Market Operation Rules be made after the one-year review period.

As the new location for the vehicular drive thru will directly impact existing market vendors' setup procedures, we recommend the Market Manager review and propose an appropriate time for this drive thru to be operational for vendor unloading and unloading, while also identifying an appropriate time for vendors to be able to setup in the stalls located within the drive thru area.

Acknowledging the new complexities of stall and vendor parking presented by the new building, we recommend that City Staff review and propose a staggered, tiered stall assignment procedure to be implemented for all market vendors. As this process can already be challenging, particularly for daily vendors, we recommend the implementation of a new stall assignment timeline be piloted for the same one- year- period as the other operational guidelines, in this case superseding the existing Public Market Operating Rule language on stall assignment times.

We recommend that carts designed for use by the vendors (for loading/unloading and stall storage) be explored as a method to improve the stall assignment and unloading process for vendors and also to encourage vertical storage within stall spaces. We recommend these carts be purchased and managed by the Market, to support vendors in this space transition. We acknowledge that cart storage, maintenance and cost are all variables in this potential solution.

### Parking

With regard to the loss of onsite vendor parking for yearly assigned, annual vendor parking spaces, we recommend City Staff identify replacement parking for those vendors whose parking will no longer be available at the market due to the new building footprint. We additionally recommend that City Staff work with the Downtown Development Authority to locate offsite parking for vendors. This parking could be

coordinated through a partnership between the Market and the DDA, allowing the Market to centralize payment and assignment as it is feasible to do so. We recommend a list of best practices be created and shared with all vendors regarding parking:

1. Identify loading zone areas that correspond to stall locations in the market; assign vendors to use specific loading zones after receiving their stall assignment (for daily vendors)
2. Direct non-truck vendor vehicles and all 2<sup>nd</sup> and 3<sup>rd</sup> vehicles of vendor employees to specific offsite parking (Ann/Ashley structure or the lower level of the County Courthouse lot for example)

We recommend the following efforts be made to improve the customer experience for parking:

1. Create parking map handouts for customers to be shared by vendors and available in the market office
2. Create loading zones for customers
3. Coordinate parking message with Kerrytown management (encourage staff to leave close parking for customers)
4. Market non-motorized transit options and reach out to growing residential population in the Kerrytown neighborhood

#### Further Infrastructure Improvement Planning

The committee anticipates the need for future winterization beyond this project and encourages the Commission and City Staff to include this anticipated need in long-term planning strategies and documents, such as the City's Capital Improvement Plan and the Parks and Recreation Open Space Plan.

Additionally, we recommend City Staff identify a concrete timeline and identify necessary funding for the repair of the remainder of the market parking lot that is not being resurfaced during the complete of the Market Infrastructure Improvement Project.

Vendor Operations Advisory Committee Members:

Meredith Kahn, Ann Arbor Seed Company  
Donna Puehler, Grandma's Kitchen  
John Harnois, Harnois Farm  
Mary Wessel-Walker, Harvest Kitchen  
Scott Robertello, Kapnick Farm Market  
Alex Cacciari, Seeley Farm  
Sally Sparr, Sparr's Flowers & Greenhouse  
Jay Jermo, Super Bee Apiaries  
Bruce Upston, Wasem Fruit Farm