

Portland State University

PDXScholar

Master of Urban and Regional Planning
Workshop Projects

Nohad A. Toulan School of Urban Studies and
Planning

1-1-2006

Portland Farmer's Market 2006 Site Plan Update

Lesley Barewin
Portland State University

Steven Xuan Gao
Portland State University

Megan Lenahan
Portland State University

Tim Van Wormer
Portland State University

Follow this and additional works at: https://pdxscholar.library.pdx.edu/usp_murp



Part of the [Urban Studies Commons](#), and the [Urban Studies and Planning Commons](#)

Let us know how access to this document benefits you.

Recommended Citation

Barewin, Lesley; Gao, Steven Xuan; Lenahan, Megan; and Van Wormer, Tim, "Portland Farmer's Market 2006 Site Plan Update" (2006). *Master of Urban and Regional Planning Workshop Projects*. 16.
https://pdxscholar.library.pdx.edu/usp_murp/16

This Report is brought to you for free and open access. It has been accepted for inclusion in Master of Urban and Regional Planning Workshop Projects by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

Portland Farmers Market

2006 Site Plan Update

June 12, 2006



URBAN ROOTS

Lesley Barewin, Steven Xuan Gao, Megan Lenahan, Tim VanWormer

Acknowledgements

The Urban Roots Team would like to thank:

Our Client – Portland Farmers Market, the Portland Farmers Market board, and especially Dianne Stefani-Ruff and Julia Wood for all of their time and attention to this project.

Our Professors – Deborah Howe, Sy Adler, Connie Ozawa and Sumner Sharpe for offering professional and academic assistance when most needed.

Our Families – For supporting us during this process.

Table of Contents

<i>EXECUTIVE SUMMARY</i>	<i>4</i>
<i>INTRODUCTION</i>	<i>6</i>
<i>METHODOLOGY</i>	<i>10</i>
<i>FARMERS MARKET TRENDS</i>	<i>14</i>
<i>SITE SELECTION ANALYSIS</i>	<i>18</i>
<i>SITE ANALYSIS AND RECOMMENDATIONS</i>	<i>22</i>
<i>SATURDAY MARKET (PSU)</i>	<i>25</i>
<i>WEDNESDAY MARKET DOWNTOWN</i>	<i>28</i>
<i>THURSDAY MARKET @ ECOTRUST IN THE PEARL</i>	<i>31</i>
<i>THURSDAY MARKET @ EASTBANK</i>	<i>33</i>
<i>FUTURE MARKET ANALYSIS</i>	<i>35</i>
<i>FUTURE OPPORTUNITIES FOR PFM</i>	<i>58</i>
 <i>APPENDIX A</i>	 <i>59</i>
<i>APPENDIX B</i>	<i>60</i>
<i>APPENDIX C</i>	<i>62</i>
<i>ANNOTATED BIBLIOGRAPHY</i>	<i>65</i>

EXECUTIVE SUMMARY

Portland Farmers Market (PFM) is a well-established non-profit organization and important community institution that enables farmers to sell farm fresh and locally grown produce to urban consumers. PFM's mission is to connect consumers directly to local food producers, strengthen urban and rural community bonds and educate the public about the benefits of eating locally produced foods.¹ Through the operation of four urban farmers markets in Portland, Oregon, PFM is able to successfully address their mission.

In October 2003, Portland Farmers Market (PFM) produced their first 5 Year Site Strategy. The plan included a list of goals for institutional growth, existing site improvements and the addition of a new market site.

The national trend is that farmers markets are growing and PFM is following this trend. They have achieved and exceeded many of the site goals set out in their 5 Year Site Strategy. They have added a fourth market on the east side of the river, and have hired several new employees. They are also facing increased competition for vendors from the growing number of local farmers markets. In addition PFM's board has requested staff to proceed with the development of a 2010 Growth/Vision document. The document will create a road map for future growth within the organization and for future possible markets.

Urban Roots, a team of four PSU Masters students in Urban and Regional Planning program, has teamed up with PFM to assist them in updating their 5 Year Site Plan and to make site-related recommendations for the 2010 Growth/Vision document. In order to accomplish these tasks, the Urban Roots team has developed three preliminary objectives:

1. Perform a review of available literature, interview farmers market managers, and conduct a statistical analysis using data collected from a PSU focus group and from several previously performed studies to identify the site and site use agreement issues that are common to farmers markets both locally and nationally in order to create a list of site criteria.
2. Prepare a Site Analysis for each existing market site using the site criteria and make recommendations for improvement.
3. Conduct a GIS study to identify several future market sites.

Urban Roots has found that the site challenges facing PFM are similar to many other markets throughout the country. The growing number of markets has created a demand for quality vendors. Preserving and improving the quality of market spaces is important for maintaining a quality vendor pool and continuing to attract customers. Although outdoor farmers markets are by nature temporary events, there are a number of permanent improvements that should be made to the existing market sites. This includes minor

¹ Portland Farmers Market, 2006 Vendor Handbook

improvements such as advertising the markets through permanent signage, providing a comfortable vending and shopping environment by mitigating summer heat and improving customer circulation by adding additional walking surfaces. However, these minor improvements are difficult to accomplish due to the lack of control that PFM has on their market sites.

General Market Recommendations

Urban Roots has identified several issues that can be resolved through modest investments by PFM. These include misting machines to cool the air and a portable power and sanitary station to provide utilities. With these simple solutions any flat ½ to 1-acre parking lot with good access and visibility can be used as a market site.

Other site improvements include adding fixed market layout control points to each market site to reduce market set up time and adding permanent signage to improve visibility.

The longer-term recommendations include creating a system of advocacy in the city. Farmers markets located in smaller cities have established strong partnerships with their city governments. Markets in smaller cities are seen as important establishments to attract citizens to the downtown area. In Portland, the farmers markets are seen as a tenant not as a partner. Urban Roots recommends that PFM build partnerships with other organizations such as Portland Public Schools, the Food Policy Council, and neighborhood groups and business associations.

Urban Roots future site study identified multiple sites throughout the city that would make ideal future farmer's market locations. Zoning is a major obstacle to the majority of the sites that we found. The zoning code does not have a specific use definition for farmers markets. Retail sales is the closest use definition and that use is only allowed in Employment and Commercial zones. The majority of the future sites that we identified are on property owned by Portland Public Schools or churches that is zoned residential. The church and school use is allowed as a conditional use but retail use is not allowed in residential zones. Changing the zoning code is a big effort that would best be resolved by a coalition of interested parties.

INTRODUCTION

A farmers market is a place where farmers and other fresh food producers from within a defined local area sell their own produce, directly to the public. All products sold are grown, reared, caught, brewed, pickled, baked, smoked or processed by the fresh food vendor and sold directly to the consumer, cutting out the middleman. The public has the opportunity to meet and ask questions directly to the producer of their food, and the producers are able to get valuable feedback from their customers. All types of food producers are found at a farmers market, which offers a low-cost entry point for many farmers who have not 'sold direct' before.

The market is typically in an outdoor setting, usually in a parking lot, urban plaza or park. Vendors set up booths in a pre-determined configuration to allow circulation of the customers. Many have spaces for tables and chairs and/or a stage area for entertainers or presentations. Most markets have a market manager who, among other things, manages vendor fees and rent for the space, space planning, arranging for entertainers or speakers and other administrative duties required to run a farmers market.

The goal of most markets is to promote locally produced fresh food. Farmers markets are an important economic development tool for both small and large towns. They not only bring customers within close proximity to surrounding businesses, but they also raise the awareness of locally grown fresh food by helping to support local farmers.

Farmers markets are also a great community-building activity. Farmers markets are can provide a place for community members to congregate in one place. Many of the larger markets are able to create a festival atmosphere with educational activities and live performances. This creates an event in addition to a shopping trip.

PORTLAND FARMERS MARKET

Portland Farmers Market (PFM) is a 501(c)6 not-for-profit organization that currently oversees four urban farmers markets. PFM is operated by a paid staff and governed by an all-volunteer board. The organization is funded through vendor fees, the generous support of market sponsors, an annual fundraising auction and dinner, countless hours of volunteer time, and numerous food donations by vendors to the education programs. PFM receives no city, state, or federal funding.

Portland Farmers Market was founded in 1992 by a small group of community activists who wanted “to bring the best of the country to the heart of the city.” The three original founders were Craig Mosbaek, Ted Snider and Dr. Richard Hagan. They opened the market with personal funds, countless volunteer hours and a determination to succeed. Marketing that first year consisted of \$30 in classified ads, posters and flyers. The market was located in the parking lot of the Albers Mill building with only thirteen vendors on opening day. The season high was 22 vendors. Several of those first vendors still sell at PFM. The goals then (and as they remain today) were to create a venue where local farmers could connect directly with Portland consumers, build community in an

urban setting, and provide public education on regional farming, gardening and food preparation.²

Today, PFM consists of four urban markets. Saturday at PSU is their largest market, located in the picturesque backdrop of Portland State University on the south park blocks. The Saturday market, considered PFM's "flagship" market with 140 stall spaces, is an event for customers from all over the region. Over 200 different farmers and artisan food producers participate throughout the season. During the height of the season 10,000-13,000 people make the Saturday market their destination.

Open since 1998, PFM's Wednesday Market Downtown is considered their "gem" market. When asked what was needed to create the ideal market, Dianne Stefani-Ruff, PFM's Executive Director, pointed Urban Roots to the Wednesday market, stating that, "it didn't get more ideal than that." This midday market is a favorite lunchtime spot for downtown workers. Many shoppers walk from their offices to this centrally located market on the south park blocks behind the Arlene Schnitzer Concert Hall and just three blocks from Pioneer Courthouse Square. Tourists are directed to the market from nearby hotel concierges. Peak season customer counts average 4,500 per day with 45 Vendor stalls filled.

2006 marks the fourth year for PFM's Thursday Market at EcoTrust in The Pearl District. Shopping on Thursdays begin with customers who work in the district and continues with residents from all over the NW area as they return home for the day. The Berry Festival in mid-June is a highlight for Thursday shoppers and vendors alike. This market has 35 stalls spaces and an average of 2,000 customers each week.

Thursday Market at Eastbank is PFM's new market and is located in SE Portland. This market was previously run by residents and funded through limited private donations and vendor fees. It still relies on volunteers and the generosity of Hinson Church for the donation of their parking lot and the use of their utilities. The Eastbank Market serves an average of 25 growers/artisans and drew 1,500 shoppers each week in 2005. The market founder has stepped down as market manager, but is continuing to work closely with PFM to ensure a smooth transition and solid future for the Eastbank Farmers Market.

PFM has seen increasing growth within their 14-year existence. According to PFM, the Saturday farmers market has grown from 40 vendors in 1999 to 140 vendors in 2006, and grossed over \$4.2 million on local agriculture and artisan food products during the 2005 season. The Wednesday market has increased its number of vendor stalls 41 percent from 1999 to 2004, while managing to double their average gross sales within the same time frame. Together, the original three markets draw up to 19,500 customers, adding up to over 400,000 shopping trips in 2005.

In October 2003, the PFM board adopted their first '5 Year Site Plan'. It outlined budget assumptions to operate a 100-vendor Saturday market and two 45 to 50-vendor satellite markets. Their focus was on securing long-term site stability and improving the quality

² Portland Farmers Market, 2006 Vendor Handbook

of and increasing the customer demand for the three markets. They discussed the possibility for exploring the opportunities for a fourth market towards the end of the plan.

A little over two years later, PFM has found themselves far ahead of their projections. The Saturday market has grown to over 140 vendors, and they have obtained a fourth market in SE Portland. PFM now budgets for five full time equivalent employees and is supported by a dedicated group of volunteers who worked over 3,000 hours in 2005. These rapid changes have created a need for the PFM board to pause and plan for the future. Therefore, in February 2006, after obtaining Eastbank Market, the board requested that Dianne Steffani-Ruff, PFM's Executive Director, develop an updated Site Plan to present to the board for adoption. They also decided to create a workgroup from within the board to work on a Growth/Vision document that will lay out PFM's plans from now until 2010.

CHALLENGES FACING PORTLAND FARMERS MARKET

The number of farmers markets in the Portland area has been growing over the last ten years and there are now 28 markets in the Portland area. Vendors now have a choice where they want to participate. This has created competition among the markets for vendors and is putting pressure on PFM to improve the quality of the market space in order to maintain their vendor pool.

Funding and receiving approval for improvements is difficult for PFM due to the nature of their existing sites. Two sites are located on Portland Parks and Recreation Department property using a 5-year site use agreement and two are located on private property in parking lots using a year-to-year verbal agreement. Portland Parks and Recreation has not been interested in allowing any changes to its property. The private property owners are more open to discussions of improvements but PFM has limited funds for capital improvements. PFM's challenge is to continue strengthening the relationships with the site owners and to identify modest improvements that will improve the quality of the sites.

THE 2006 SITE PLAN GOALS AND OBJECTIVES

In order to accomplish the two goals of updating the 5 Year Site Plan and providing input for the 2010 Growth/Vision document, the Urban Roots team developed three preliminary objectives:

1. Perform a review of available literature, interview farmers market managers, and conduct a statistical analysis using data collected from a PSU focus group and from several previously performed studies to identify the site and site use agreement issues that are common to farmers markets both locally and nationally in order to create a list of site criteria.
2. Prepare a Site Analysis for each existing market site using the site criteria and make recommendations for improvement.

3. Conduct a GIS study to identify several future market sites.

METHODOLOGY

To accomplish the project goals, Urban Roots has implemented a mix of qualitative and quantitative methods. Four primary tools were utilized: a literature review, interviews with farmer's market manager, a statistical analysis and a GIS study. The literature review focused on market trends and important site criteria at the national and regional scale. The farmers market interviews, conducted with market managers throughout the United States, provided more detailed and in-depth views about general site and site agreement issues. The statistical analysis, utilizing a review of PSU capstone course research, the PDC Public Market Study, and results from a focus group with PSU planning students, was used to understand the demographic characteristics of Portland Farmer's Market customers and identify criteria for the ideal farmers market site. Finally, the GIS study utilized the results from the above research to identify specific areas in Portland that would be an ideal location for future market sites.

Combining quantitative and qualitative methods takes advantage of the strengths of each approach and overcomes the respective weaknesses that method can bring when applied separately. For example, the literature review and market manager interviews focused more on the relevant experience from researchers and market managers throughout the country to understand common elements that make successful farmers market. Whereas, the statistical analysis and GIS study paid more attention to PFM's customers and attempt to characterize their demography and perceptions of the markets. The following section explains our specific methods for gathering information.

Farmer's Market Manager Interviews

Nine telephone interviews were conducted with market managers from farmers markets throughout the United States. Four interviews were conducted with local farmers market managers and five interviews were conducted with farmer's market managers from elsewhere around the nation. Market managers were asked to respond to eight questions. The questions were formulated to address the site challenges that PFM is currently facing regarding site control and site improvements. The questions were:

- Who owns the site?
- How long is the site agreement?
- Do you have partnerships with the city or other agencies?
- How did you acquire your current location?
- How is your market funded?
- What are your months, days and times of operation?
- What is the size of your market, i.e. how many vendors do you have?
- What are your primary site challenges and opportunities?

The results of the interviews showed that the markets are about evenly split between those that have a long-term partnership with the city government and those who have a shorter-term relationship with city governments. Davis, California for example has only been relocated from their market space once in over 30 years and it was only because the city needed the space to build a structure for the market. The market in Davis "uses the

city's park property for free" and "are partners" with the city. Other markets, such as Beaverton, Oregon, who is located at a city park, have no long-term relationship with the City of Beaverton and are concerned that, "at any moment we could lose the privilege of using the City's space." Vancouver, Washington and Davis, California, two markets with great long-term partnerships with their city governments, are able to give back to the community by providing free space to other non-profit groups. These partnerships in turn help increase economic development, especially in businesses immediately surrounding these markets. For example, in Vancouver, Washington, the market assists surrounding businesses to generate an additional \$3.5 million in additional revenues annually. One of the primary conclusions drawn from the interviews is that long-term partnerships between city governments and farmers markets provide stable sites for farmers markets and can participate in citywide economic development by drawing potentially thousands of additional shoppers to the downtown. A full listing of market managers interviewed can be found in Appendix A.

Literature Review

Urban Roots performed a comprehensive literature review of farmers markets both regionally and nationally. The purpose of this review was two-fold: first, the research was aimed at identifying recent regional and national trends for farmers markets; and second, to identify site-related issues that are universal. The results from the trend analysis can be found in the following section titled 'Farmers Market Trends'. These results have been used to make recommendations for PFM and are presented in both the 'Future Market Analysis' section, as well as the 'Future Opportunities' for PFM section.

For the second part of the analysis, reports that focused on site and site use agreement issues were reviewed to identify site solutions and partnerships that could be of benefit to PFM. A list of site criteria was developed from the literature review and is presented in the 'Site Selection Criteria' section of this document. These criteria have been used to review PFM's existing sites and to help create site improvement recommendations. In addition, the same list of site criteria was used to evaluate potential future market sites for PFM.

The Annotated Bibliography contains information about the reports reviewed and can be found at the end of this document.

Statistical Analysis

The statistical analysis also employed a mix of qualitative and quantitative methods to reinforce the findings from the literature review and interviews in order to help identify market site criteria. Urban Roots explored diverse data sources from relevant studies focusing on Portland and collected additional data by organizing a Masters student focus group. The resultant Portland-based data adds to the validity of our findings by identifying the specific needs of local customers and vendors, versus those elsewhere in the nation. Also, the statistical research examines whether the conclusions drawn from each different study are consistent, as each of the studies has its own drawbacks in terms of the sampling, survey and analyzing techniques. These drawbacks and biases include:

a. Spring 2005 and Summer 2005 PSU Capstone Courses

The two capstone studies provide critical demographic information including age, household size and addresses of Portland Farmers Market customers. The studies helped answer the question, “Who goes to the Portland Farmers Market?” Both studies employed a dot survey as the major data collection method. The two primary drawbacks to dot surveys are that the displayed answers of other customers can introduce bias, causing some customers not to answer certain questions. Second, dot surveys only include a limited number of very specific close-ended questions, negating the possibility of obtaining large amounts of information from the customers.

b. Portland Development Commission’s Public Market Study

The PDC Public Market Study used a telephone survey and an email survey to collect information from downtown residents and workers, in an attempt to explore the market demands for a potential future public market. A series of questions regarding Portland Farmers Market were asked, as the public market was to sell fresh produce and currently the primary competition would be the local farmers markets. Besides demographic information, the study examined the commuting patterns and reasons why customers chose to shop at a farmers market. The drawbacks of the study were that the survey was not based on a randomized sample strategy, only surveying residents and workers within a two-mile radius from the potential public market site, Ankeny Square, in the central city area. This population hardly represents the entire population of PFM customers.

c. Statistical Analysis Using Data From the PDC Public Market Study

Urban Roots conducted an extensive study utilizing the data collected from Bay Area Economics in the process of creating the Public Market Study. The purpose of the analysis was to generalize the demographic characteristics of Portland Farmers Market customers in terms of their income, household size, age and other pertinent information, and to compare the findings with the demographic information gathered from literature review and capstone studies.

d. PSU Planning Student Focus Group

Urban Roots furthered the discussion about farmers markets by organizing a focus group with 30 planning students from Portland State University. The focus group discussed: 1) their impressions of what made a good site; and 2) what site amenities of their favorite farmers market did they find most important. Two questionnaires, including both multi-choice questions and open-ended questions, were distributed and the participants filled out and returned both to the organizer during the session.

Because the purpose of the study is to update the 2006 site strategy, and neither the capstone studies, nor the PDC Public Market Study had collected any information specifically regarding site issues, the focus group played a key role in generalizing the customers’ perspectives toward critical site issues.

The major drawbacks of the focus group is that the participants were all planning students at a Masters level education. However, this focus group was not intended to represent the entire population of the customers. The study was purposely designed for the student population in order to give us an educated opinion of the site issues related to a farmers markets.

FARMERS MARKET TRENDS

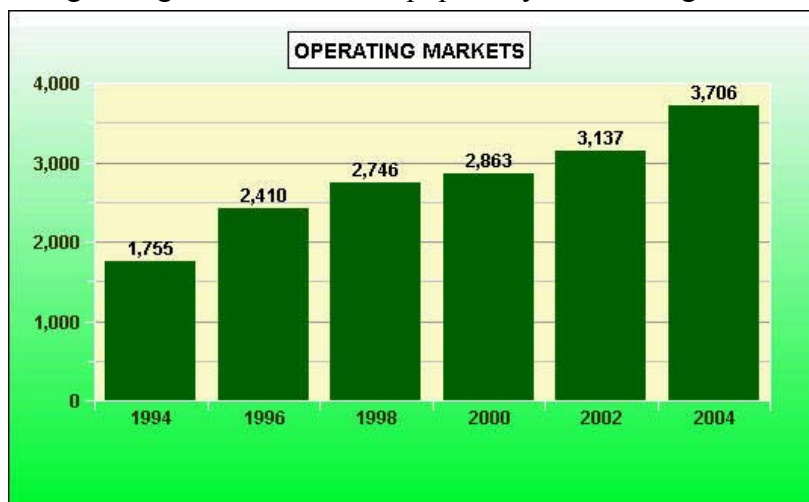
This section outlines general farmers market trends in terms of their growth and demographics from a national and statewide context. Understanding demographic and farmers market trends is critical for updating the 2006 PFM Site Plan. Having a good understanding of past trends, the types of customers who shop at markets and how farmers markets are growing in the region will help inform future decisions about when and where to locate new PFM sites.

In general, the growth trend for farmers markets is positive. Data shows that new markets are opening and existing markets are gaining more customers and more farmers. What remains unclear is the driving force behind this growth— whether it is customers who want more markets or if farmers are becoming more interested in participating. Another challenge in understanding market trends stems from the difficulty in counting farmers markets. According to Garry Stephenson’s report “90 Years of Oregon’s Farmers Markets”, the definition of a farmers market has changed over time, making it a challenge to gauge long-term trends.³ During the last decade, however, data has been consistent in terms of the definition of farmers market and how farmers markets are counted.

The information gathered has been a critical step in the site plan update in terms of proceeding with the GIS analysis and the recommendations for future market sites. The following is a summary of farmers market trends found through our literature review and statistical analysis.

NATIONAL FARMERS MARKET TRENDS

Farmers markets are critical channels enabling small and medium size farmers a direct outlet to sell their produce. Trends over the last decade show that farmers’ markets in the United States are growing in number and in popularity. According to the 2000 USDA



³ 90 Years of Oregon’s Farmers Markets: An Inventory of Markets and the External Influences on their Growth and Decline. Gary Stephenson et al.

Study of Emerging Trends, over the last decade there was a 63 percent increase in farmers markets nationally (from 1,755 markets to 2,863).⁴ As seen by the chart below, the most recent count by USDA in 2004 reported 3,706 markets nationwide, which is a 29 percent increase from 2000.⁵ Clearly, the trend is that farmers markets are on the rise.

The majority of farmers markets (69%) are less than 5 years old. Trends show that markets less than 5 years old have fewer customers and participating farmers. This information indicates that the majority of new markets operate on a small scale.

The number of farmers participating in markets has also increased nationwide. The USDA study reported from 1996 to 2000, 53 percent of all markets had an increase in the average number of farmers participating at the market.⁶ Larger sized markets with more than 50 farmers saw a 21 percent increase in the average number of farmers from 105 to 127.

Farmers markets are also important places for consumers to access fresh and local produce. As the number of markets has grown, the number of consumers has also increased. The USDA study reveals that 57 percent of all markets from 1996 to 2000 reported an increase in the average number of customers served per week.⁷ The larger-sized markets saw 29 percent more customers in 2000 than in 1996. Only 14 percent of all markets decreased in customers.

OREGON FARMERS MARKET TRENDS

The growth of Oregon's farmers markets has been steady. Between 1998 and 2005, the numbers of markets in Oregon increased 74 percent from 18 to 68.⁸ While there has been an increase, the location of farmers markets is disproportionate. For instance in 2001 more than 60 percent of the markets were located in the Willamette Valley and Portland Metro region.⁹

Similar to national data, many of farmers markets in Oregon are young; in fact, 48 percent of the markets are 1 to 5 years old. Most of the farmers markets operate from May through October, with August being the single month that all markets operate together. In addition, almost 71 percent of the markets were open on Saturdays.

In terms of markets sites, the trend is towards public ownership with no cost involved for use of the site (68%). According to a 2001 Oregon farmers market survey, the most common site amenities available were nearby parking for customers, bicycle and public

⁴ US Farmers Market –2000 A Study of Emerging Trends, USDA

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ 90 Years of Oregon's Farmers Markets: An Inventory of Markets and the External Influences on their Growth and Decline. Gary Stephenson et al.

⁹ The Nature of Oregon's Farmers' Markets, Gary Stephenson et al.

transportation accessibility, access for vendors to load and unload, and good visibility for customers or potential customers.¹⁰

Another common trend for Oregon markets is the commitment to supply locally grown food. From the 2001 survey, almost 78 percent on the markets (39 markets) required 75 to 100 percent of the produce to be grown and sold by the vendor. Only four markets had no specific rule pertaining to locally grown food.

DEMOGRAPHIC TRENDS

Literature Review

Several sources from the literature review identified the type of customers who frequently attend farmers markets. From the article, *Farmers' Market Research 1940-2000: An Inventory and Review*, author Allison Brown explained that the majority of farmers market customers are well-educated, white, middle-aged women with mid to high incomes.¹¹ Other studies reviewed confirmed these trends. For instance, a 1998 study of 21 farmers markets in San Diego County found that 76 percent of customers were female, 88 percent were older than 36, 56 percent were college educated or beyond and 82 percent identified as white.¹² The San Diego study also confirmed that the majority of customers were in a mid to high-income bracket. In fact, 30 percent of customers earned between \$40,000 and \$60,000 a year. An even higher percentage of market goers (35%) earned more than \$80,000. Another study completed in 1998 by Rutgers University in New Jersey revealed a similar demographic pattern. For instance, 88 percent of customers were older than 36 year and 54 percent of the customers were at least 51 years of age. In terms of gender and income, 83 percent were female and 55 percent had incomes over \$60,000 a year. An additional 24 percent of customers earned between \$40,000 and \$60,000 annually. Also, the majority of shoppers were college graduates (62%) and had a mean household size of 2.72.

Statistical Analysis

Through a comparison of two PSU Capstone projects and an extensive statistical analysis performed using data collected for the PDC Public Market Study, we were able to learn more about PFM customer demographic information and answer the question of who goes to the farmers markets.

The PSU capstone studies and the Public Market Study data show that most of PFM's shoppers (over 70%) are from two or three person households. The baby boomers (45-64) make up the largest percentage of customers compared to other age groups. Our analysis indicates that about half (49%) of the PFM customers are from the households with an annual income over \$75,000, and over half of the customers (58%) are willing to spend more than \$75 per week on groceries.

¹⁰ The Nature of Oregon's Farmers' Markets, Gary Stephenson et al

¹¹ *Farmers' Market Research 1940-2000: An Inventory and Review*, Allison Brown

¹² Small Farm News, Volume 3, 2002.

Due to the differences in sample size and data collection methods, the findings from the capstone studies and our analysis of the Public Market Study data have some inconsistencies. For example, the Capstone courses found that the majority of shoppers lived in two-person households, whereas the public market study found that farmers markets customers tend to live in three-person households. This discrepancy could result in how people define a household. Also, the Capstone studies observed that the baby boomers made up 37 percent of the shoppers, whereas the public market study showed a larger share (54%) among all the customers.

SITE SELECTION ANALYSIS

In order to both analyze the current sites and create a method for finding potential new sites, Urban Roots has created the following list of site selection criterion. In order to create this list, we reviewed the literature and market manager interviews to determine what site criteria are needed for managers and vendors.

The statistical analysis was also able to direct site related questions to customers. One of the questions asked by the capstone courses was what factors kept people from coming to the farmers market. The most common reason besides “the season ending” is the shopper’s schedule followed by weather, and then product. The PSU planning study focus group, on the other hand, examined reasons why people do shop at the farmers market. The primary results included: location (33%), selection of produce (30%) and social aspects and interaction (17%).

Utilizing all of the above methods, the following list of site criteria was developed.

SITE CRITERIA

Location

a. Visibility

Findings show that visibility is one of the most important site location decisions a farmers’ market should consider, especially in urban areas. Sites should be visible so many people can easily locate the market. Since most customers travel by car, the location should be easily seen from a main thoroughfare. Good signage also increases the markets visibility for customers.

b. Proximity to Other Destinations

Farmers’ markets should locate where potential customers live, work and shop.¹³ Most farmers’ market customers travel to markets from their homes. Therefore, locating near residential development can positively impact the number of customers able to attend the market. However, research does show that people are willing to travel from a 15-mile radius to come to a farmers’ market.¹⁴ Locating a market near commercial districts is also beneficial because there is already a critical mass of people nearby. Markets located in downtown areas help restore and rejuvenate.

c. Location to Other Farmers Markets

As popularity of farmers markets has grown in Oregon, more markets have begun and competition has increased. It is important to consider where these other farmers markets

¹³ Iowa Farmers Market Manual

¹⁴ University of Kentucky, Establishing and Operating a Community Farmers Market

are located, as not to over-saturate one area. Up and coming neighborhoods and areas without markets should be considered in selecting a site.

Physical Characteristics

a. Flat Surface Grade

All sources agreed that a flat paved surface grade was a minimum requirement for a farmers market. Vendors need a flat surface for loading, unloading and for vending their merchandise. Flat surfaces are also need to provide a safe walking environment. In addition, a well-designed stormwater drainage system is necessary to allow markets to be operational throughout the year.

b. Lot Size

The OSU Extension Service found that a market size of “about 50 vendors is the perfect size.” PFM’s standard stall size is 10’ X 10’. Using an isle width of 20’ for pedestrians, and 50’ for trucks the basic retailing space is ½ acre. An additional ¼ acres are needed to allow for a general seating area, stage, and parcel pick up. To accommodate 50 vendors, a lot size of between ¾ and 1 acre is required.

c. Tree Canopy

A mature tree canopy provides an ideal protection from the heating effects of the sun and was listed by market managers and customers as one of their favorite features of PFM’s two markets located on Portland Parks and Recreation property. Results from the focus group also included tree canopy as the most popular site amenity.

Circulation and Access

a. Internal Circulation

The Portland Development Commission study conducted focus groups of Portland Saturday Market vendors to help determine an ideal market site. The focus groups desired wider aisles to provide better circulation for customers. At the same time, vendors wanted to “maintain an image that the Market is bustling and full.”

Vendor access is a major part of internal circulation for a farmers’ market. Adequate loading and unloading space is critical. The ideal was expressed by the PDC focus groups to include on-site loading and unloading areas to allow easy truck access, as well as vendor truck parking areas within close proximity to the market.

b. External Circulation

Research shows that it is important for people to easily enter and exit the market safely. Therefore, it is important that the market have both internal as well as external circulation patterns. Nearby crosswalks and traffic patterns should make it easy for customers to enter and exit the market.

c. Parking for Vendors and Customers

Most studies reviewed indicated that convenient and secure customer parking is a key element for customer access. One of the PSU capstone studies of Portland-area farmers markets found that almost 70% of customers drive to markets, and that 20% walk or ride bikes. The PSU focus group confirmed the need for adequate bicycle and pedestrian access, including ADA-accessible facilities and safe crossings.

d. Pedestrian and Transit Access

Although the PSU capstone project found that less than 10% of the customers used transit to get to the market, all studies identified that MAX and bus access is a critical element for customer access.

Market manager interviews confirmed that parking is a crucial element to consider for site selection. The tendency is for farmers markets to grow, which makes it harder for customers and vendors to find parking nearby.

On-Site Amenities

a. Water, Electricity and Phone

According to market manager interviews booth space should ideally include access to water and electricity for the vendor. Olympia Farmers Market mentioned that booth access to water and electricity were two key features in their market site. The food vendors in particular cited the importance of water and electricity, as well as facilities for wastewater disposal.¹⁵ Other research shows that vendors expressed a need for phone line access at vendor booths to process credit card payment. In addition, PDC focus group member suggested that ATMS are important to have nearby.¹⁶

b. Restrooms and Seating

Restrooms and a hand-washing station is required for all food vendors¹⁷ and ideally is available for customers. The Saturday Market Permanent Home Study conducted by Bay Area Economics found that Saturday Market vendors felt that permanent restrooms and a general seating area were the most important amenities, after water, electricity and phone service.

c. Protection from Weather

Physical protection from the weather (including sun, wind, heat and rain) to provide a partial roof or covering for a portion of the Market area, was desired by a majority of the participants.

¹⁵ PDC 2005 Public Market Study

¹⁶ Ibid.

¹⁷ Oregon Department of Agriculture Food Safety Division

Property Use Agreements

a. Temporary Lease Advantages and Disadvantages

Typically, short-term agreements, defined as year-to-year, discourage site investments, such as providing a permanent structure or bathroom facilities. However many sites that are available to start a market, especially in urban areas, are available only on a year-to-year basis. Another challenge of a short-term lease is that the market is not the primary use of the site. As a result, a market can be easily “bumped” from the site because of other events deemed more important.

b. Long Term Lease Advantages and Disadvantages

The advantage to owning a site, or at least having a long-term lease is that it provides stability and gives markets more incentive and opportunity to invest and create a capital improvement fund for site improvements. The challenge of owning a site is that it requires a large initial investment, and especially in downtown urban areas, a dedicated farmers market may not be the highest and best use of the site.

Zoning

a. Use restrictions and land use

The City of Portland’s zoning code does not have a specific use definition for farmer’s markets. However, several use definitions come close. These include: temporary activity, exterior display, or retail sales. The sale of plants and produce is also allowed in all zones as a temporary use for a limited period; for example, it is allowed twice per year in residential zones. The closest use definition appears to be retail sales. The City of Portland zoning code allows retail uses in Commercial and in Employment Zones. Retail is also allowed in Open Space zones as a conditional use that is related to the Open Space use, or in Institutional Residential zones where the retail use is related to the Industrial use. Finally, there is also code language in town center overlay zones that allow exterior display and commercial activity.

Large institutions such as Portland Public Schools, the City of Portland Park and Recreation and Portland Department of Transportation, also have policies that effect use. Portland Public School Board Policy does not allow the sale of merchandise on school property that is not associated with the school use without School Board approval. The only example within the Portland Public School district of this request being granted, is for the Hillsdale Farmers Market. Some of our interviews indicated that this could have been granted as a ‘test’ case for possible future farmers market use on public school property.¹⁸ On Parks’ property, farmers markets are considered a “special event” and are allowed subject to the provisions of the Parks Bureau policies. The Portland Office of Transportation (PDOT) issues permits to close and use the city streets. This will be needed if a market wishes to either locate on a street, or on two or more blocks, needing the street between the blocks to be closed.

¹⁸ Interview with Matt Emlin on May 25, 2006 and Eamon Molloy, Hillsdale Farmers Market Manager

SITE ANALYSIS AND RECOMMENDATIONS

Using the site criteria developed above, the following sections are the results of a thorough analysis of each of the current four sites. Our data collection methods included:

- a) Visiting each of the sites and performing an on-site SWOT (strengths, weaknesses, opportunities, threats) analysis,
- b) Interviewing Dianne Stefani-Ruff, Portland Farmers Market's Executive Director, about what she viewed to be the strengths, weaknesses, opportunities and threats for each of the current sites
- c) Researching site-specific amenities using both the PFM website and PFM Vendor Handbook
- d) Observing the full process of setup and tear-down at the Saturday market, which we were told is the same process as the other three markets, and e) using GIS, collected neighborhood statistics. In each section, following the analysis you will find a list of recommendations.

SITE CRITERIA RANKING

<u>Criteria</u>		Priority Level		
		High	Med	Low
Location	1) Visibility The site should be visible from a major thoroughfare.		X	
	2) Proximity to Other Destinations Site location should be within a reasonable distance of residents and a short distance to other commercial destinations	X		
	3) Location to Other Farmers Markets Avoid over-saturating an area with markets		X	
Physical Characteristics	4) Flat Surface Grade The grade of the site is of high importance due to the ease of loading and unloading for vendors and accessibility throughout the site.	X		
	5) Lot Size A small farmers market should have a minimum of 10,000 square feet to work with.	X		
	6) Tree Canopy A tree canopy can provide both protection from the weather as well as a pleasant atmosphere.		X	
Circulation and Access	7) Internal Circulation The floor plan for the market must give adequate loading and unloading room for vendors and the right amount of aisle space for it to not get too crowded, but also maintain an image that the market is “bustling and full”.		X	
	8) External Circulation Circulation to and from the market should be easy and safe.		X	
	9) Parking for Vendors and Customers Adequate parking must be available for vendor’s large vehicles and for customers, as the majority of them come by car.	X		

		Priority Level		
		Low	Med	High
Criteria	10) Pedestrian and Transit Access			
Circ. Cont.	Different transportation options must be available in order to allow all persons access to the farmers market.		X	
On-Site Amenities	11) Water, Electricity and Phone Access to fresh water, waster water disposal, electricity and a phone line are essential for both vendor and manager use. Portable trailers are available with all of the above, but can be expensive.		X	
	12) Restrooms The market is required by law to provide restrooms for vendors, but not for customers.	X		
	13) Permanent Seating Having seating available for customers is highly important for a successful market. Many markets are able to bring in temporary tables and chairs; however, it would reduce the amount of time and money spent by the manager if permanent seating was available.			X
	14) Protection From the Weather Protection from sun, wind, heat and rain make the market much more enjoyable for customer and vendor alike.		X	
Site-Use Agreement	15) Temporary Lease A year-to-year lease is a minimum requirement for market stability, especially for new markets.		X	
	16) Long Term Lease Having long-term site stability provides enough stability for a market to invest and create a capital improvement fund.		X	
Zoning	17) Zoning The zoning code for the site must permit, or at least not include language explicitly prohibiting, a farmers market.	X		

SATURDAY MARKET PSU



MARKET STATISTICS

Hours of Operation: 8:30am – 2:00pm; April – Oct. / 9:30am – 2:00pm; Nov. – Dec.

Vendors: Over 200 **Stalls:** 140 at peak **Staff:** 6 **Customers:** 13,000 at peak

The Saturday Market at PSU is PFM's longest running market, currently in its 16th season. As Portland's largest and best known market, PFM's Saturday market is considered their flagship market.

MARKET ANALYSIS

Location

The South Park Blocks are a great central location making this market highly visible, however, permanent signage advertising the market would be beneficial. Located in the heart of the PSU campus, PFM's Saturday market location is adjacent to the downtown core and served by major arterial streets. The only other farmers market located in the vicinity is PFM's Wednesday market, located several blocks to the north.

Physical Characteristics

The courtyard is approximately one acre and is surrounded by 30' sidewalks on all sides. The site has a mature tree canopy that provides full shade. Layout of stalls would be simplified if permanent stall locator markings were allowed. Currently stall layout is accomplished using tape and chalk.

Circulation and Access

Internal pedestrian circulation is congested when the market is busy when the market is busy. Approximately 8' of additional sidewalk area would improve this situation. The plaza is relatively flat; however there are several unmarked grade changes that present a

tripping hazard. PFM currently marks the tripping hazards with tape, permanent marking should be provided.

There is very good vehicle access, circulation and parking is available for both vendors and customers. Both the park blocks and PSU are easily accessible by both bicycle and public transportation as well.

On-Site Amenities

PFM has access to water, restrooms, and electricity at the site. The electric service fails on occasion and needs to be upgraded. PSU has recently informed PFM that this issue was being worked on. Permanent seating on seat walls is available on the site and PFM also provides tables and chairs for customer use during the market. The site does not have a physical covering from the weather.

Property Use Agreements

PFM operates the Saturday Market at PSU under a five-year site use license from the City of Portland Parks and Recreation Department.

Zoning

The site is zoned open space and farmer's markets are allowed subject to provisions of the Parks and Recreation Department policies.

RECOMMENDATIONS

After conducting our research on the Saturday market Urban Roots has several site-specific recommendations.

The first and most important recommendation is to continuing to nurture the relationship PFM has with the City of Portland Parks Department with the hopes of earning the ability to make minor changes to the site. These changes include increasing the paved area width by approximately eight feet, allowing a larger aisle space, and potentially more vendor space. The market has currently reached its maximum potential number of vendors. As PFM's most successful market, the ability to grow is essential. Other changes needed are permanently marking the grade changes throughout the site that currently create safety hazards. Currently, the staff mark these grade changes with duct tape, which is allowed under the current agreement. Allowing fixed control points for stall layout is another huge cost-saving change that could be negotiated. PFM staff spends a good amount of time at each market marking the location for each of the stalls manually with duct tape and chalk. If discrete control points, such as decorative nails, etc., were installed, it would save PFM a lot of time and money.

Finally, further nurturing the relationship with the Parks Department could lead to a longer-term lease. Once this was negotiated, PFM could create a capital improvement fund and negotiate with the Parks Department and/or host a fundraiser to raise money for

an open-air cover that could be used by users of the park during the week and the off-season, and by PFM on Saturday's.

A second recommendation for the Saturday market is to upgrade the electrical service. PSU has recently informed PFM that the service is being looked at; however, ensuring upgrading occurs should be a priority.

The third recommendation is to work with PSU and/or the Parks Department to allow permanent signage to be installed advertising the market. The Saturday market is the largest market within the City of Portland and is a huge economic development driver. Having been a main event for the City of Portland for over 16 years, it has also earned its place in Portland's heritage. Therefore, tasteful, permanent signage could only help the city, the school and the parks department both economically and with their image.

The final recommendation is to provide better signage for the restrooms. Restroom use is provided by PSU's Smith Hall, however, no signage currently points customers to this location. Most of the buildings on PSU campus are closed on Saturdays, which could deter customers from exploration.

WEDNESDAY MARKET DOWNTOWN



MARKET STATISTICS

Hours of Operation: 10:00am – 2:00pm; May - October

Vendors: Over 200 **Stalls:** 46 at peak **Staff:** 2 **Customers:** 4,500 at peak

In its 8th season, Wednesday Market Downtown is the second longest running PFM market with gross stall revenues nearly equal to Saturday Market at PSU. The Wednesday market is considered PFM's "gem", as it was successful from day one, has a prime location, great vendors, and a loyal lunchtime following.

MARKET ANALYSIS

Location

The South Park Blocks are a great central location. Located within the center of downtown, PFM's Wednesday market location is surrounded by the downtown office and shopping core. This provides the market with great visibility. The only other farmers market located in the vicinity is PFM's Saturday market, located several blocks to the south on the PSU campus.

Physical Characteristics

The site is comprised of approximately ½ acre plaza area that is flat. There are several flat areas of grass adjacent to the plaza that provides an area for general seating. There is a mature tree canopy that provides full shade during the summer

Circulation and Access

The pedestrian circulation can be crowded when the market is busy. Loading and unloading for vendors is difficult. There is no vehicle access on-site. Vendors must drop their supplies at the curb and then move to a permanent parking location off-site. PFM also pays a permit fee every week to close the block of SW Park Ave and hood the

parking meters to create the vendor loading and unloading area. Truck parking for vendors is difficult during the day downtown. The site is easily accessible by both bicyclists and pedestrians and is well served by transit.

On-Site Amenities

Electricity, water and wastewater disposal is available on-site. Restrooms are only available for vendors use at both the Coffee People at SW Park and Salmon and the Performing Arts Center. Restrooms for customers are not provided. Several permanent seat walls are available on the site and PFM also provides temporary tables and chairs. The site does not have physical covering from the weather.

Property Use Agreement

PFM operates the Wednesday Market Downtown under a five-year site use agreement from the City of Portland Parks and Recreation Department.

Zoning

The site is zoned open space and farmers markets are allowed subject to provisions of the Parks and Recreation Department policies.

RECOMMENDATIONS

After conducting our research on the Wednesday market and farmers markets in general, Urban Roots has several site-specific recommendations.

The first, and most important, is to continue to nurture the relationship PFM has with the City of Portland Parks Department with the hopes of earning the ability to make minor changes to the site. Similar to the Saturday market, these changes include allowing fixed control points for stall layout. Again, the staff spends copious amounts of time and energy laying out where each stall will be located on a weekly basis. If the Parks Department allowed the installation of discrete control points, such as decorative nails, etc., PFM would save time and money. Negotiating a longer-term lease with the Parks Department could also be advantageous. If PFM had a longer more permanent site use agreement, they could create a capital improvement fund for an open-air cover that could be used for PFM and during the rest of the week for park users.

Also, working with the Parks Department to install permanent signage advertising the market could benefit all parties. The Wednesday market is the only daytime market, drawing workers from all over the downtown to the Park Blocks on their lunch hours. Many people already frequent the area to visit the Arlene Schnitzer Concert Hall on the weekends and evenings. With permanent signage advertising the Wednesday market, this traffic will be alerted to a need to visit the area during the weekdays.

The final recommendation is for PFM to become actively involved with the planning process of Park Block 5, only a couple blocks north of the current site. The site is currently a parking lot. The city has purchased the site and plans to develop a several-

story underground parking garage with a park on top. The site is still in the planning stages and if PFM could join in the process, or work with the Food Policy Council to advocate on their behalf, the site plans could have the potential to change direction.

THURSDAY MARKET AT ECOTRUST IN THE PEARL



MARKET STATISTICS

Hours of Operation: 3:30pm – 7:30pm; June - September

Vendors: 35

Stalls: 35

Staff: 6

Customers: 2,000 at peak

The market is in its 4th season and is gaining in popularity in the very up and coming Pearl District. The market is currently located in the parking lot at the EcoTrust Building, which does get hot due to the lack of shade. Gross revenues per stall is half that of the Saturday and Wednesday Markets, though it is also a relatively new market. PFM is currently required to relocate monthly parkers for the entire day on market days, resulting in a major cost to PFM. Limited parking in the area also presents difficulties for vendors. The EcoTrust Building has notified PFM of its plans to expand into the parking lot at some point in the future, though no formal planning has begun.

MARKET ANALYSIS

Location

The site is adjacent to Jamison Square and is in a great central location in the heart of the Pearl. There is a very high density of low and high-income housing units in the area. The market is located on arterial streets and is very visible. There are no other farmers markets located in the vicinity.

Physical Characteristics

The parking area is flat and is approximately ½ acre in size. The pedestrian circulation is crowded when the market is busy. There are trees in the parking lot but they are not mature and provide little shade.

Circulation and Access

Relocating monthly parkers for the market is a major cost to PFM, and is required for the entire day. Limited parking in the area presents difficulties for vendors. Loading and unloading for vendors is difficult. PFM pays a permit fee to close the city street and hood the parking meters to allow for vendor loading and unloading. Vendors must drop off and pick up only in this location.

Pedestrian access to the site is very good and the site is served by transit (bus and trolley).

On-Site Amenities

There is water and restrooms for vendors. The site does not have fixed seating and there are no restrooms for customers. The site does not have any fixed protection from the weather and the market gets very hot due to the lack of shade and a westerly exposure.

Property Use Agreements

Thursday Market @ Ecotrust in the Pearl operates on a year-to-year verbal site use agreement with the owners of the Ecotrust Building.

Zoning

The site is zoned commercial and retail sales are allowed.

RECOMMENDATIONS

PFM should work with the Ecotrust owners to allow the installation of fixed control points for stall layout. Mitigation of heat on the site can be accomplished by using the misting machines referenced in the appendix. Planning for market relocation should begin due to the potential for Ecotrust to expand their building. Finally, research should be done to identify ways to take advantage of the great EBT (electronic bank transfer food stamp program) potential due to the large amount of affordable housing in the area.

THURSDAY MARKET AT EASTBANK



MARKET STATISTICS

Hours of Operation: 3:30pm – 7:30pm; June - September

Vendors: Over 100 **Stalls:** 25 at peak **Staff:** 2 **Customers:** 1,500 at peak

Thursday Market @ Eastbank is being managed by PFM for the first time this year. The market space and utilities are provided free by the Hinson Church.

Location

The church has three ½ acre parking lots. The market is located in the parking area adjacent to SE 20th which provides the best visibility. There are no other farmers markets located in the vicinity. One of the parking areas is shaded by large existing trees but is further from the main arterial and has less visibility.

Physical Characteristics

The market site is approximately ½ acre in size and it flat with a storm water collection system. The site does not have trees and gets very hot.

Circulation and Access

The pedestrian circulation is very open and there is good pedestrian access from the neighborhood. There is ample parking, loading and unloading areas. The site is served by transit.

On-Site Amenities

There is water and restrooms available for vendors and customers. Electricity is not provided and a phone service is provided from the church building. The site does not have any fixed protection from the weather and the market gets very hot due to the lack of shade.

Zoning

The site is zoned residential and the religious institution use is allowed as a conditional use.

Recommendations

PFM should work with Hinson Church to install fixed control points for stall layout. In additional services could be provided using the portable sanitary station referenced in the appendix. Consideration should be made to either work with church to add parking lot trees to the existing site or to move the market site to the lower lot between 18th and 19th that has established trees. Permanent signage advertising market should be added to the church parking area.

FUTURE MARKET ANALYSIS

Portland Farmers Market recently acquired their fourth market, the Eastbank Market, ahead of their previous schedule. While they have no immediate plans to open a new site, this section discusses the potential in the Portland area for new market sites and what factors should be used to analyze future sites. We have conducted an analysis of the demographic and economic trends for the City of Portland in order to narrow down specific areas and potential new sites for future markets. The resultant recommendations will be used to inform PFM for their 2010 Growth/Vision document.

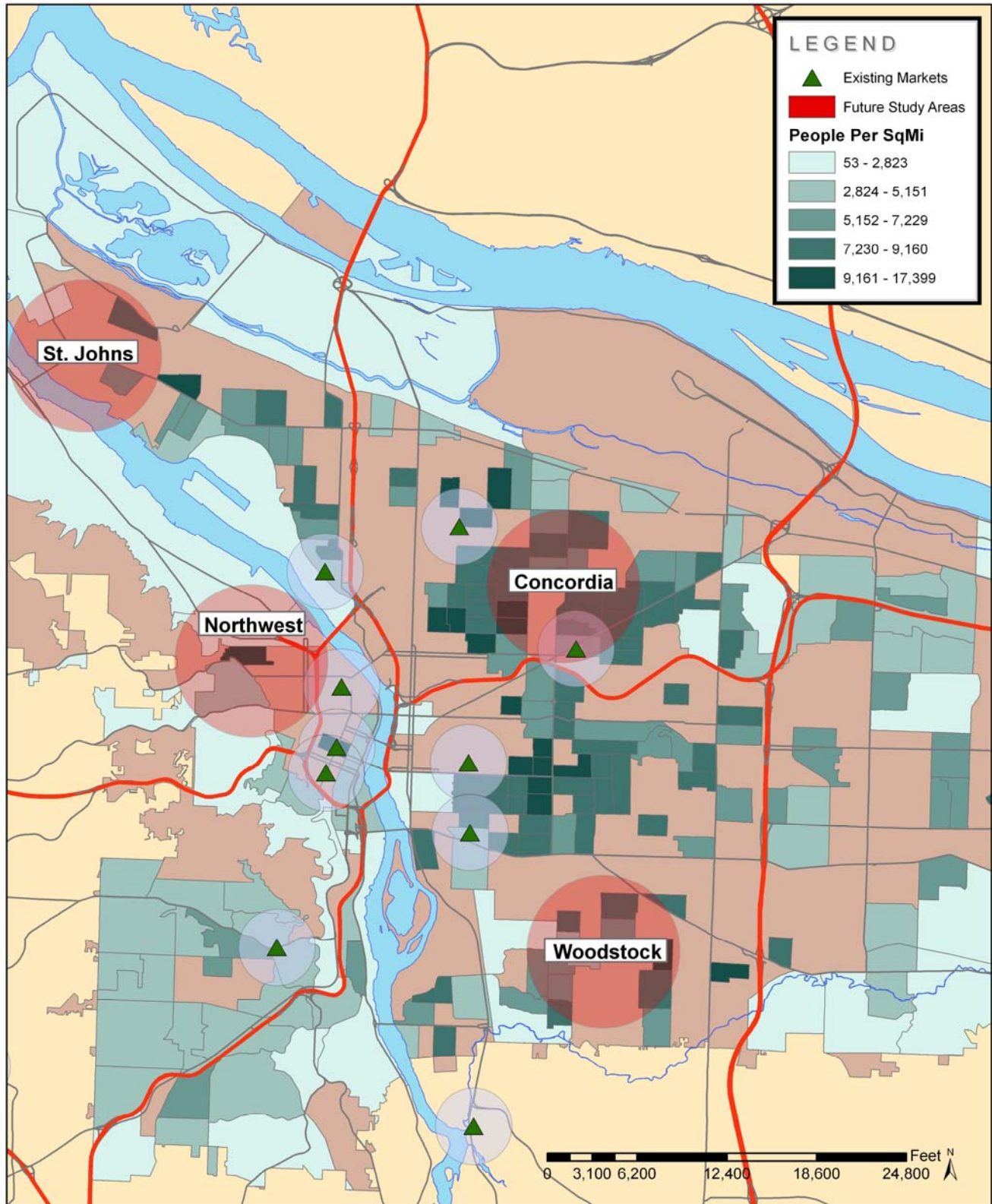
Methodology

Urban Roots used GIS (geographic information system), a mapping tool, to map block groups within the City of Portland and the location of all of the current markets. Using the results of the literature review, interviews and statistical analysis, block groups were identified. Block groups were defined using an average household income of at least \$40,000 and with a median age of over 35 years. The density of these block groups was then mapped. Finally, using our knowledge of the local real estate market, we identified four areas that currently do not have a neighborhood farmers market but had bustling commercial areas and are increasing in population and popularity.

The four areas include the following neighborhoods: Northwest Portland west of I405, St. Johns, Concordia, and Woodstock. Please refer to the Portland Residents map on the next page for further reference.

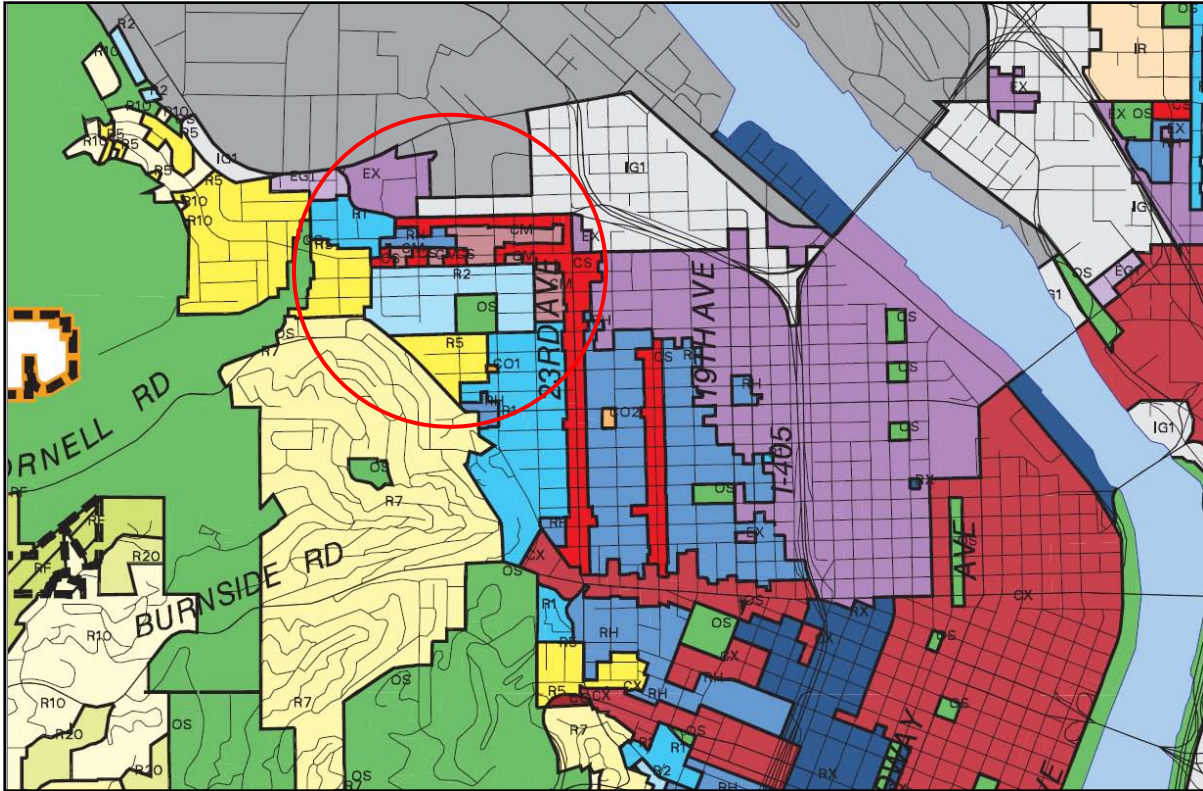
Once all four areas were identified, team members then drove/walked each area. Each site was reviewed using the site selection criteria developed in above sections. Criteria include lot size, flat paved surface, proximity to other desirable locations, such as commercial districts, within walking distance of many residents. Using our criteria we identified 12 sites. Finally, we conducted a full analysis of all twelve sites, including discussions with PFM, and narrowed down the list to seven sites. The following sections include a general discussion of each of the four areas of Portland, followed by an analysis of each of the seven potential sites.

PORTLAND RESIDENTS
Income > \$40K Age > 35 Years



NORTHWEST

ZONING MAP

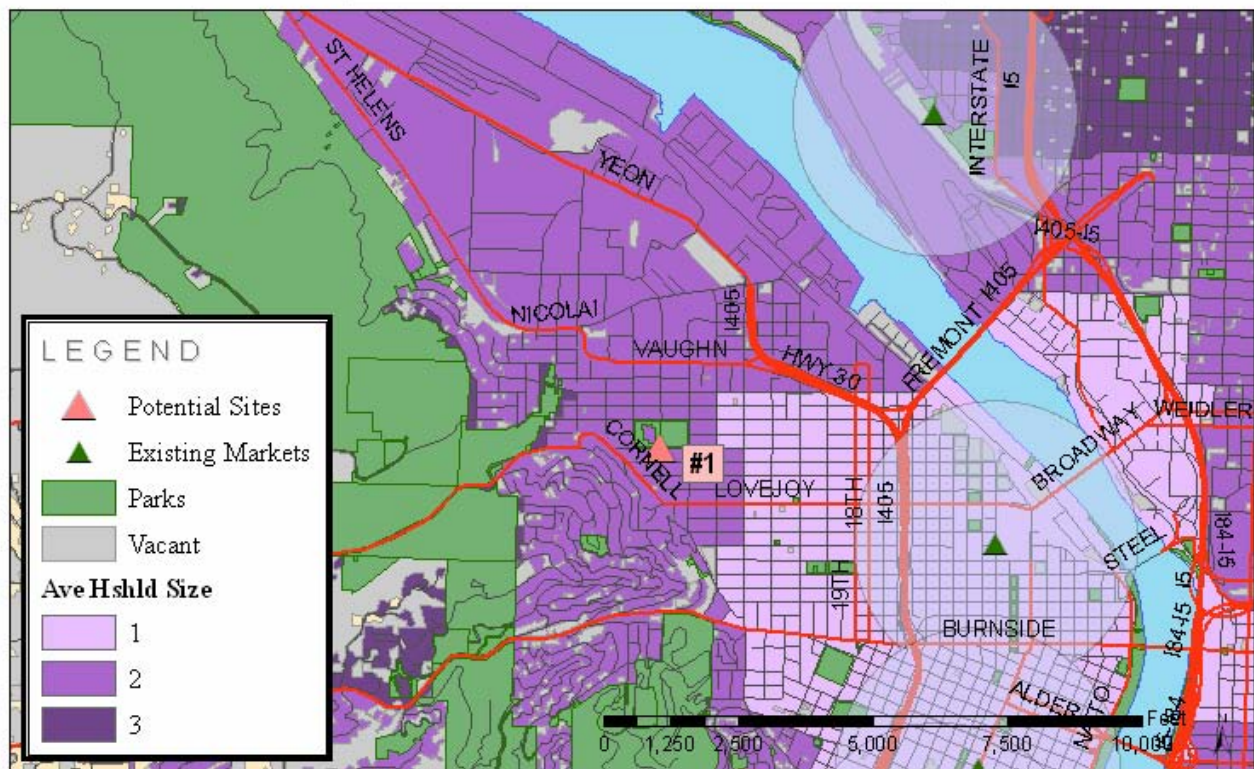


The zoning map shows Northwest Portland. The area within the red circle is the focus area. Most of the area is zoned residential, with dense single family and a few 3-4 story multi-family dwellings. The areas that are zoned commercial tend to be extremely dense, with very little parking outside of on-street parking.

The Northwest neighborhood is strongly divided by I-405, with The Pearl District identified as the region to the east of the freeway. No other markets currently exist on the west side of I-405. The area in question generally includes two-person households, as seen in the map below, though it borders on a large concentration of single-person households. As mentioned in the Analysis sections above, most of the attendees of the current farmers markets in Portland typically come from either 2 or 3 person households.

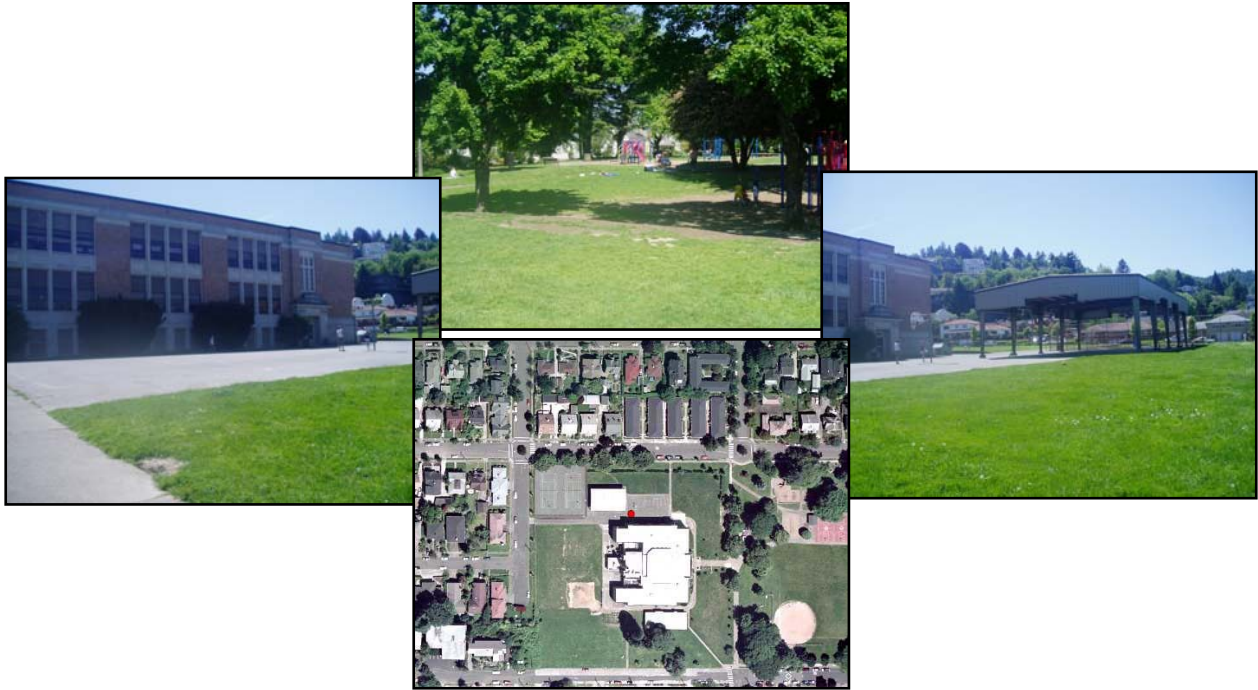
Only one site was found within the area, an elementary school with a large paved covered area, adjacent to a popular city park.

NORTHWEST: Potential Sites



NORTHWEST – LOCATION #1

Chapman Elementary School
1445 NW 26th Portland, OR 97210



Owner: Portland Public Schools **Lot Size:** 0.25 acres **Zoning:** R2 - Residential

Chapman Elementary School is located immediately adjacent to Wallace Park on NW 26th St. On the north side of the school, between a large lawn and the school, is a paved area including a structure that covers ¼ of the space. Providing protection from weather elements such as sun and rain is a constant struggle for all farmers markets. This site provides a permanent structure that could be used for much of the market, a field of grass immediately adjacent for activities, and one of Portland's most well-utilized neighborhood parks, which include basketball courts, tennis several play structures for kids and public restrooms.

Location

While NW Raleigh Street is a primary thoroughfare for the neighborhood, it is not a major street for Portland. The park, however, is heavily used on beautiful days and on weekends, and is well known by locals. The closest farmers market would be PFM's Thursday Market at EcoTrust. Because this site is a school, a market located here would have to be held on Saturday or Sunday, avoiding direct competition.

Physical Characteristics

The paved area north of the school is one-half acre in size, flat and paved.

Circulation and Access

There is one primary access point on the northeastern corner of the site off of NW Raleigh St. for vendor loading and unloading. There is on street parking for customers. Vendors will also have to find parking on the street, as there is no parking lot. Transit access is available 3 blocks away on NW 23rd.

On-Site Amenities

Both the school and the park have access to water, wastewater disposal, and electricity. It might be possible to negotiate with either the school or the Parks Department for use of each. The school has access to a phone line. This will also have to be negotiated.

The schools restrooms would most likely not be allowed to be used for the market, as to allow access to the building would require a staff person present at all times. Therefore, the vendors and customers will need to use the parks restrooms.

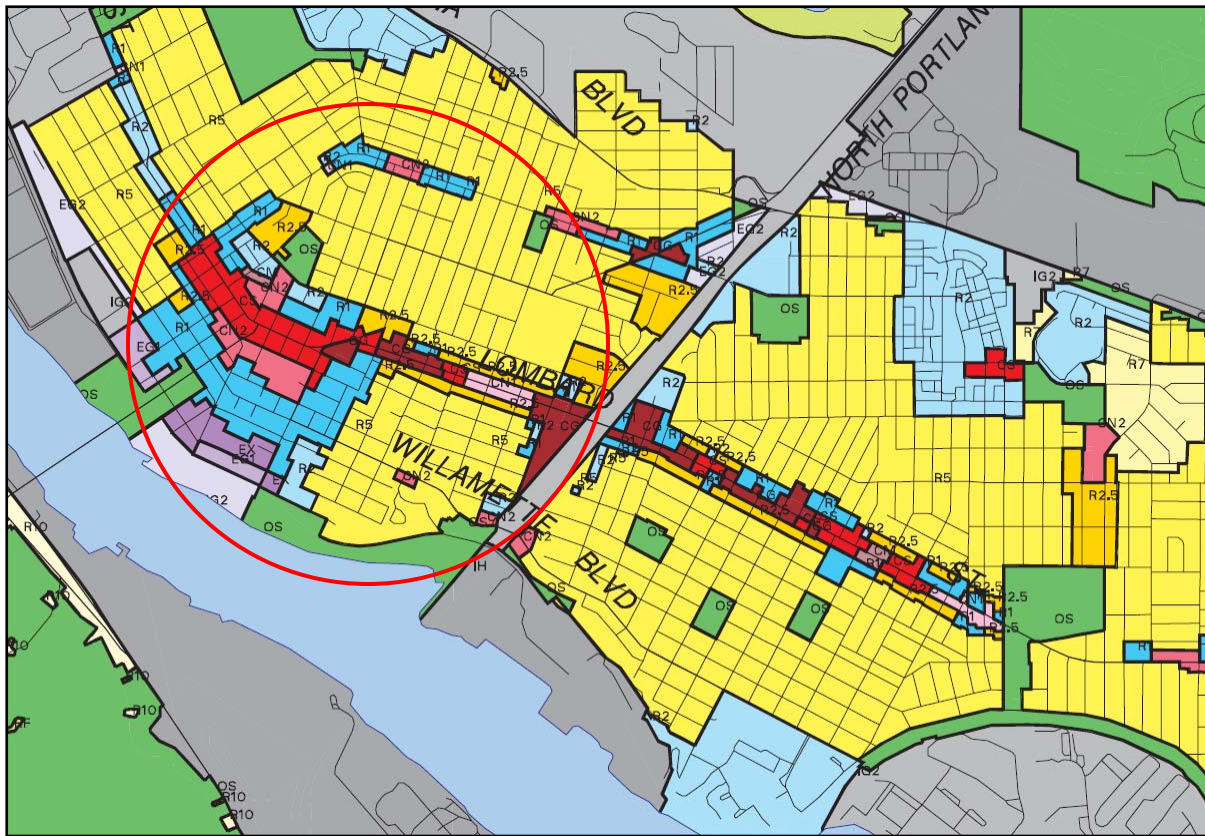
Permanent seating is not available on-site, though some picnic tables and benches are available in the park. More seating will need to be provided. The covered area does provide a place for protection against the weather, and do several areas in the park. The rest of the site has the potential to get very hot during nice days.

Zoning

The site is zoned R2 – Residential.

ST. JOHNS

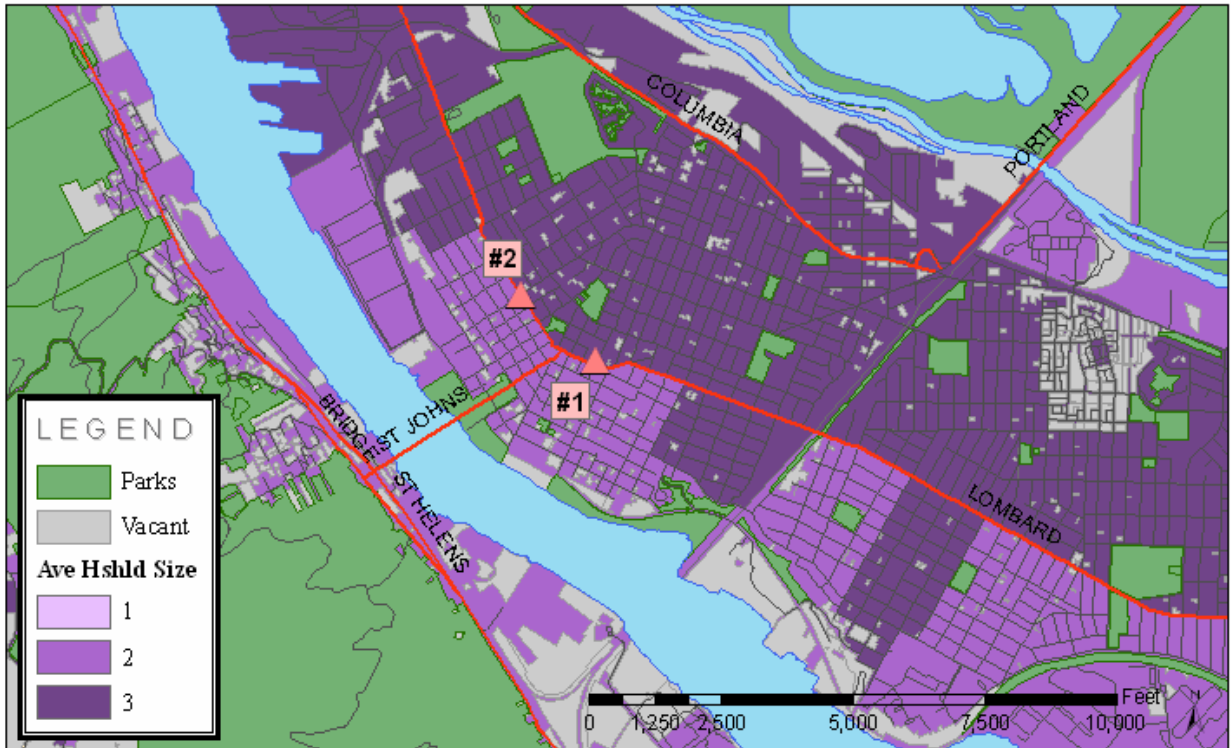
ZONING MAP



The majority of the St. Johns neighborhood is zoned residential, as shown in shades of yellow and bright blue above. Lombard Street is a primary thoroughfare in St. Johns, with an active commercial area. The red circle indicates the specific area we focused on.

The map below shows that all block groups to the East of Lombard had an average household size of three people, while those to the West have two person households. Two sites were found near the intersection of the St. Johns Bridge and Lombard.

ST. JOHNS: Potential Sites



ST. JOHNS – LOCATION #1

James John Elementary
7439 N. Charleston Portland, OR 97203



*New Condo Development Two
Blocks Away*

Owner: Portland Public Schools **Lot Size:** 0.75 acres **Zoning:** CSd – Storefront Comm.

James John Elementary School is located on the corner of N. Charleston and N. Lombard Street. The site includes a large paved black top. There are no permanent structures, but the site is sizeable and is located in a high-density residential neighborhood currently without a farmers market.

SITE ANALYSIS

Location

This site is centrally located in St. Johns, on Lombard Street, St. Johns' main thoroughfare. Lombard is a pedestrian friendly street with an assortment of businesses and services. The street attracts neighborhood people as well as visitors. Approximately three blocks from the site is the St. Johns Community Center, a good complimentary community use to have near a farmers market. In addition, a new condominium development is almost complete, which will add to the density and diversity of the neighborhood. Currently, St. Johns does not have a farmers market, making this neighborhood a prime location.

Physical Characteristics

The entire lot the school sits on is 1.19 acres, though we estimate the parking lot in question to be three-quarters of an acre. The entire surface of the site is flat and paved and surrounded by a chain link fence. Currently, the site functions as a playground for school children, but during the weekend it usually empty or used by the neighbors. The size of the lot is approximately 0.75 acres. The main drawback to this site is the lack of trees or shade, which intensify the heat.

Circulation and Access

The site has good external circulation for customers and vendors. The streets are safe to cross for pedestrians and it is easy for vendors and cars to navigate their way through the residential streets. Bus stops are also nearby, allowing people to arrive by transit. A major advantage to this site is free parking throughout the neighborhood, especially for vendors.

On-Site Amenities

There is access to water and electricity, whether these services are available for a farmers market would need to be negotiated with James John Elementary. The school's restrooms would most likely not be available for use. Permanent seating is not available on this site; more seating will need to be provided by PFM.

Zoning

Currently this site is zoned Commercial (CSd, storefront commercial). Outdoor markets are allowed and may operate year round.

ST. JOHNS – LOCATION #2

Multnomah County Health Department Medical Clinic
7400 N. St. Louis Ave. Portland, OR 97203



Owner: Multnomah County **Lot Size:** 0.11 acres **Zoning:** CSd – Storefront Comm.

The medical center is located on the corner of St. Louis Ave. and Lombard Street. The site for a farmers market is located in the parking lot behind the building facing N. Ivanhoe Street and on the corner of New York and St. Louis Ave. The site is publicly owned, but is not in use during the weekends, as the clinic is closed. This site is fairly narrow, similar to EcoTrust and surrounded by a fairly dense neighborhood.

SITE ANALYSIS

Location

This site faces Ivanhoe Street, which is a truck route, and is not a pedestrian friendly street like Lombard. The site is highly visible. Lombard, St. John's pedestrian friendly main-street is only a walk away. Similar to the elementary school site, this site is surrounded by a well-rooted neighborhood currently without a farmers market.

Physical Characteristics

The parking lot starts off narrow but gets wider towards the back end facing St. Louis Ave. It is paved and flat, except for a slight slope in the middle to help with drainage.

There are trees planted around the perimeter, which will help mitigate heat as they mature.

Circulation and Access

Access to this site is available by foot, bus, car or bicycle. Because the site is located in a surrounding neighborhood, it will likely attract residents from nearby. However, Ivanhoe is a busy street that lacks pedestrian crossings, which could make access to the market difficult.

Parking for vendors and customers is available and accessible within close proximity to the site. Street parking is available on most streets with Ivanhoe as an exception. In general, parking is plentiful and free.

Internal circulation might be a challenge for this site. Only one entrance and the site being fairly narrow could make it hard for vendors to load and unload.

On-Site Amenities

Water, phone, electricity may be available but this is something that will need to be negotiated with the property owner.

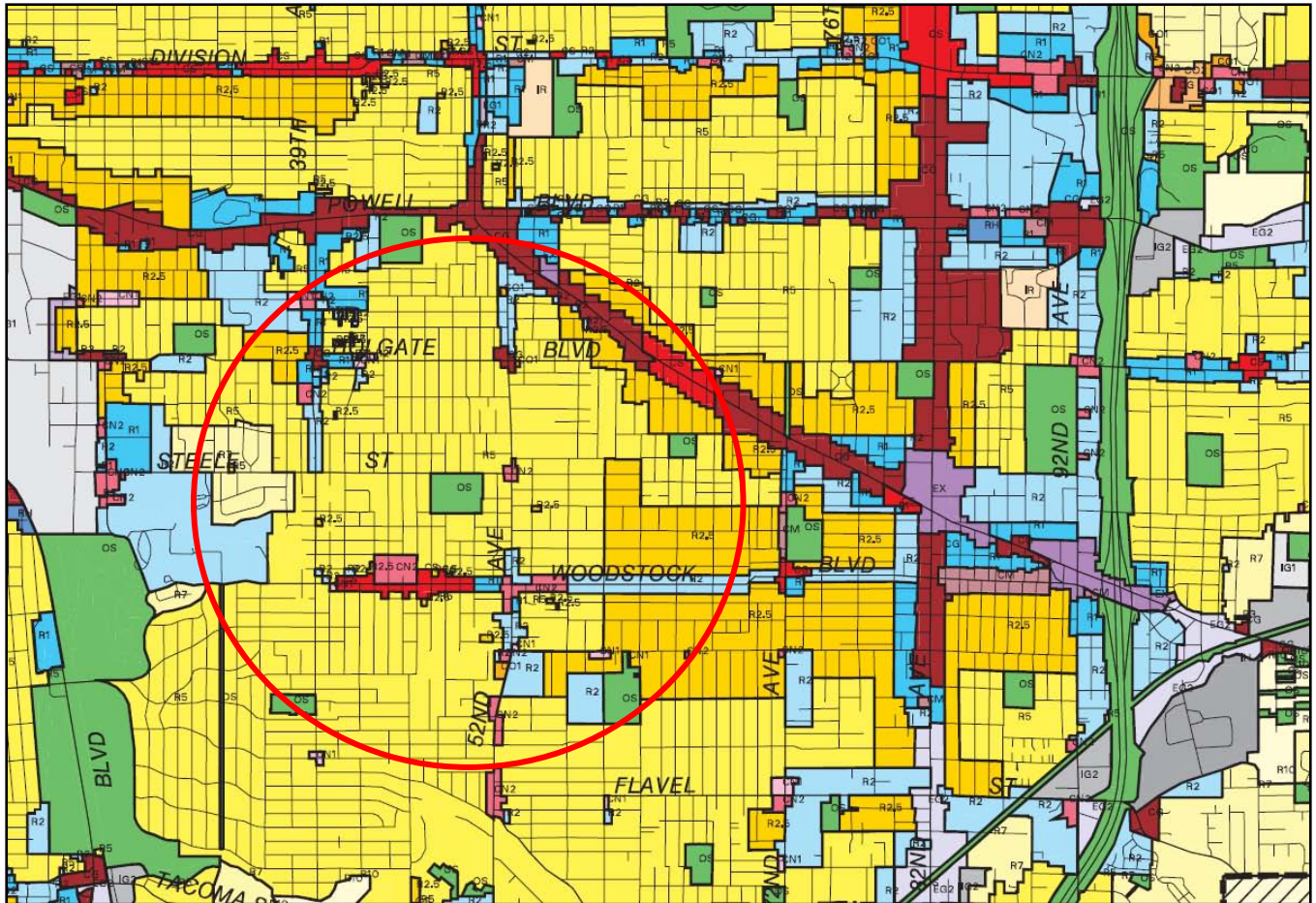
Restrooms may not be available for use. There is no permanent seating on this site. More seating will need to be provided.

Zoning

Currently this site is zoned Commercial (CSd, storefront commercial). Outdoor markets are allowed and may operate year round.

WOODSTOCK

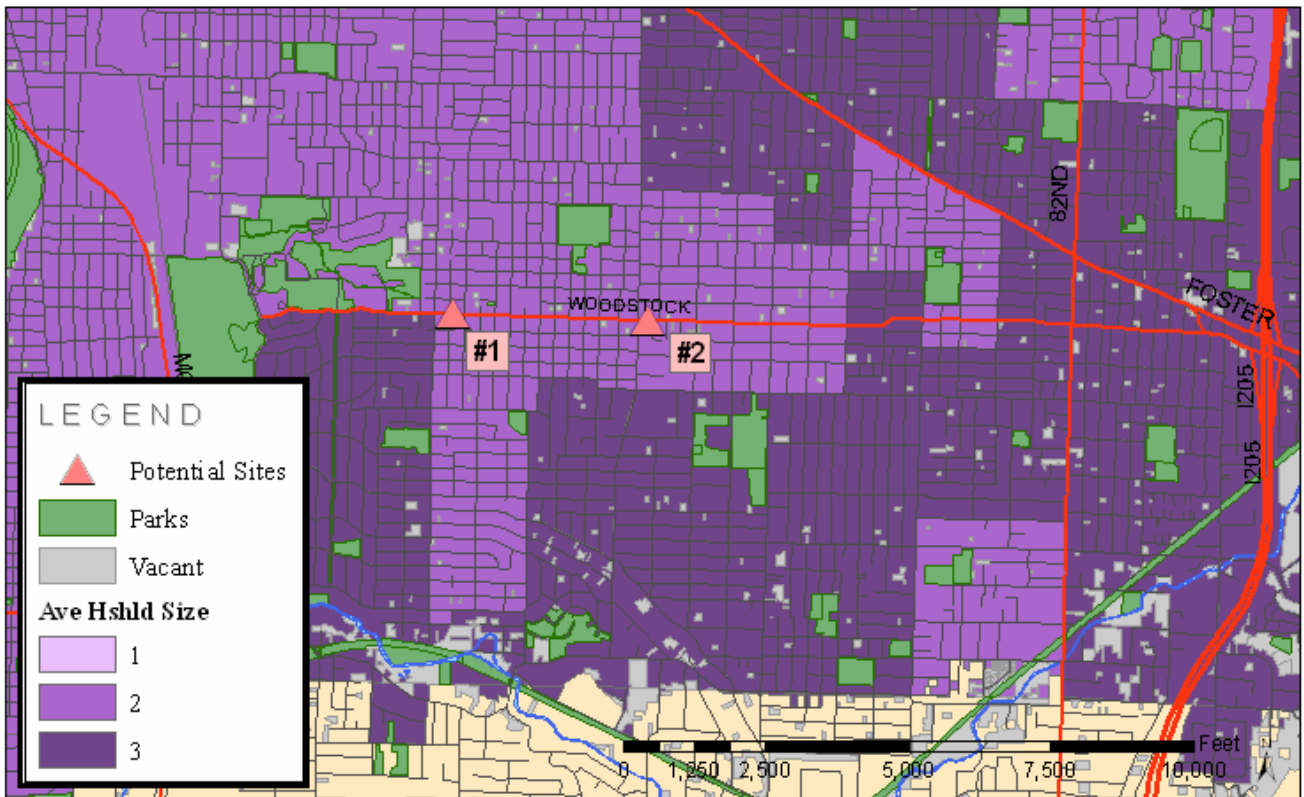
ZONING MAP



The majority of the Woodstock neighborhood is zoned residential, other than areas directly on Woodstock and 62nd Ave. All three sites found are within a couple blocks of these primary commercial districts.

All residential within the northwest corner of the neighborhood are two person households, with the remaining as three person households.

WOODSTOCK: Potential Sites



WOODSTOCK – LOCATION #1

All Saints Church
4033 SE Woodstock Portland, OR 97206



Owner: All Saints Church

Lot Size: 0.9 acres

Zoning: Residential

All Saints Church is located in the Woodstock Neighborhood. The church is located at the west end of the Woodstock shopping area. Because of the church use the market would be limited to Saturdays and would be available most days during the week

Location

Woodstock Boulevard is a major arterial. The location in the west end of the Woodstock shopping area makes it a highly visible site. No farmers markets are in the area.

Physical Characteristics

The parking lot is flat, has good storm drainage and is approximately ½ acre in size. There are not trees in the parking lot. There are trees surrounding the church and the landscaping on the property is well maintained.

Circulation and Access

There is plenty of on-street and free parking for customers. Truck access is limited to the drive through drop off area in front of the church or through the back alley. There are sidewalks for pedestrian access. The site is served by transit.

On-Site Amenities

The church has water, restrooms, electricity and phone service. The use of these services would have to be negotiated. There is no on site seating. There is no covering and the site has the potential to get very hot.

Zoning

The site is zoned Residential and Commercial.

WOODSTOCK – LOCATION #2

Lady of Sorrow Church
5239 SE Woodstock Blvd. Portland, OR 97206



Owner: Lady of Sorrow Church

Lot Size: 1.64 acres

Zoning: Residential

Lady of Sorrow Church is located in the Woodstock Neighborhood. The church is located in the heart of the Woodstock shopping area. Because of the church use the market would be limited to Saturdays and would be available most days during the week.

Location

Woodstock Boulevard is a major arterial. The location in the center of the Woodstock shopping area makes this a highly visible site. There are no other markets in the area.

Physical Characteristics

The parking lot is flat, has good storm drainage and is over 1 acre in size. There are not trees in the parking lot.

Circulation and Access

There is plenty of on-street and free parking for customers. Truck access could be challenging. There are sidewalks for pedestrian access. The site is served by transit.

On-Site Amenities

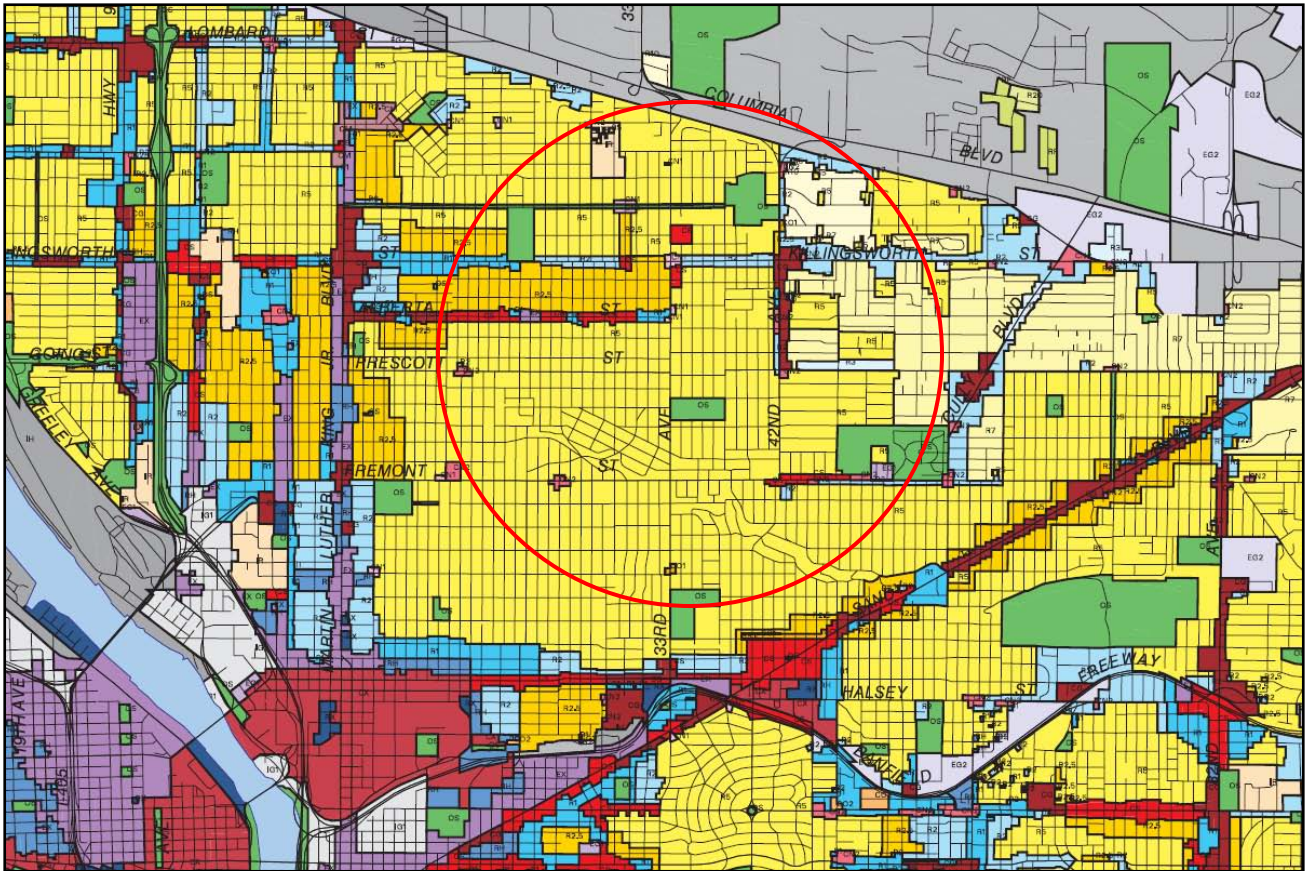
The church has water, restrooms, electricity and phone service. The use of these services would have to be negotiated. There is no on-site seating. There is no covering and the site has the potential to get very hot.

Zoning

The site is zoned Residential.

CONCORDIA

ZONING MAP



Much of the Concordia neighborhood is either single or multi-family residential. Killingsworth St. and areas of 33rd St and 42nd are the exception. Here we found pockets of dense commercial or stand-alone commercial buildings.

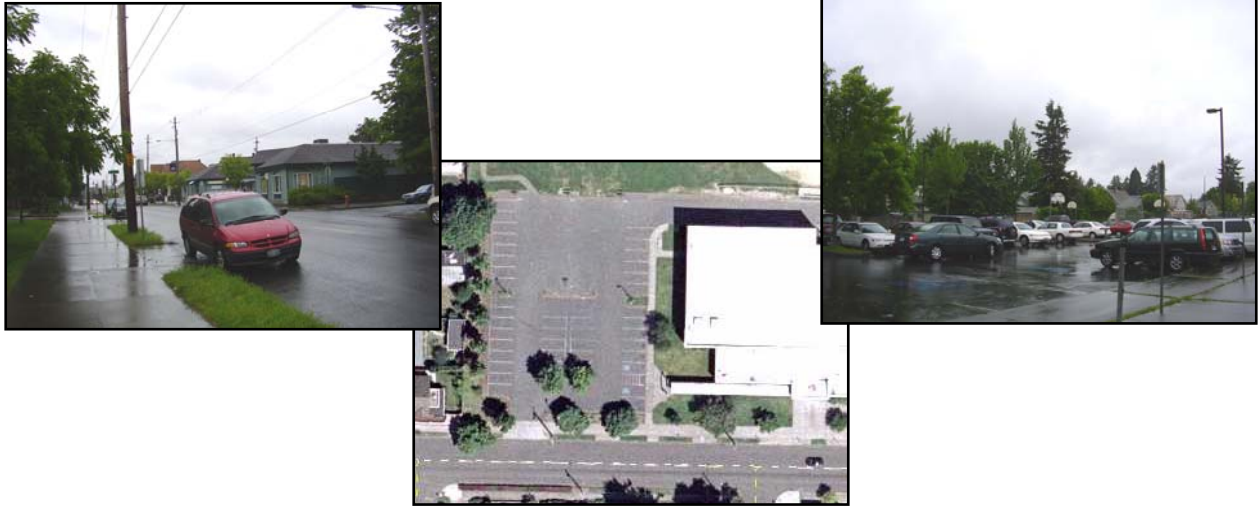
The Concordia neighborhood is a mix of 2-person and 3-person homes, as depicted by the map below. Two sites were identified as potential sites for future farmers markets.

CONCORDIA: Potential Sites



CONCORDIA – LOCATION #1

Beaumont Middle School
4043 NE Fremont St. Portland, OR 97212



Owner: Portland Public Schools

Lot Size: 5.70 acres

Zoning: Residential

Beaumont Middle School is located in the Beaumont Neighborhood. The school parking lot is located on NE Fremont. Because this site is an active school, a market located here would have to be held on Saturday or Sunday.

Location

This site is adjacent to the Beaumont shopping area on NE Fremont, which provides this site with great visibility. The closest farmers market is the Hollywood market.

Physical Characteristics

The school has a generally flat grade, good storm drainage and is approximately 1 acre in size. The parking lot has five trees, which provide minimal shading. There is a play field adjacent to the parking lot.

Circulation and Access

There is plenty of on-street and free parking for customers. Truck access could be challenging. There are sidewalks on NE Fremont for pedestrian access. The school is served by transit.

On-Site Amenities

The school building has water, restrooms, electricity and phone service. Use of these services would have to be negotiated. Permanent seating is not available on-site. Seating would have to be provided. The site has the potential to get very hot.

Zoning

The site is zoned residential.

CONCORDIA – LOCATION #2

Whitaker Middle School
5700 NE 39TH Ave Portland, OR 97211



Owner: Portland Public Schools **Lot Size:** 3 acres **Zoning:** Residential

The school has been closed due to issues with the school building. Because this school is closed a market could be located here any day of the week. The school parking lot is very large and there is an adjacent schoolyard and running track.

Location

The site is located on 42nd and Killingsworth Street and is visible from the shopping area located on 42nd. The closest farmers market would be Hollywood Market.

Physical Characteristics

The parking lot is generally flat and is about 3 acres in size. The site parking lot has parking lot trees that provide a moderate amount of shade.

Circulation and Access

There is ample parking for customers and truck access is very good. There are sidewalks on 42nd providing good pedestrian access. The site is served by transit.

On-Site Amenities

The school has phone, restrooms, water, wastewater disposal, and electricity; it might be possible to negotiate with Portland Public Schools for their use.

Zoning

The site is zoned Residential.

FUTURE OPPORTUNITIES FOR PFM

Urban Roots has found that the site challenges facing PFM are similar to many other markets throughout the country. The growing number of markets has created a demand for quality vendors. Preserving and improving the quality of market spaces is important to maintaining a quality vendor pool and continuing to attract customers. Although outdoor farmers markets are temporary events, there are a number of permanent improvements that should be made to the existing market sites. This includes minor improvements such as advertising the markets through permanent signage, providing a comfortable vending and shopping environment by mitigating summer heat and improving customer circulation by adding additional walking surfaces. These minor improvements are made difficult due to the lack of control of that PFM has on their market sites.

Urban Roots has proposed a few solutions that can be resolved through modest investment by PFM. These include misting machines to cool the air and a portable power and sanitary station to provide utilities. With these simple solutions, any flat ½ to 1 acre parking lot with good access and visibility can be a market site. Please find further discussions of available technology in Appendix B.

The longer-term issues for PFM include creating a system of advocacy in the city. Farmers markets located in smaller cities have established strong partnerships with their city governments. Markets in smaller cities are important to attracting citizens to the downtown area. In Portland, the farmers markets are seen as a tenant not as a partner. Urban Roots recommends that PFM build partnerships with other organizations such as Portland Public Schools, the Food Policy Council, and neighborhood groups and business associations.

Urban Roots future site study identified multiple sites throughout the city that would make ideal future farmers market locations. Zoning is a major obstacle to the majority of the sites that we found. The zoning code does not have a specific use definition for farmers markets. Retail sales is the closest use definition and that use is only allowed in Employment and Commercial zones. The majority of the future sites that we identified are on property owned by Portland Public Schools or churches that is zoned residential. The church and school use is allowed as a conditional use by retail use is not allowed in residential zones. Changing the zoning code is a big effort that would best be resolved by a coalition of interested parties.

APPENDIX A

Market Managers interviewed include:

- Charlie Haney, Olympia Farmers Market, Olympia Washington
- Davis Farmers Market, Davis, California
- Robin Crowder, Bellingham Farmers Market, Bellingham, Washington
- Larry Johnson, Dane County Farmers Market Madison, Wisconsin
- Kathy Kern, Lake Oswego Farmers Market, Lake Oswego, Oregon
- Eamon Molloy, Hillsdale Farmers Market, Portland, Oregon
- Ginger Rapport, Beaverton Farmers Market, Beaverton, Oregon
- Robert Ray, Vancouver Farmers Market, Vancouver, Washington
- Diane Stefani-Ruff, Portland Farmers Market, Portland, Oregon

APPENDIX B

TECHONOLOGY

Misting Machines

Heat is a big issue at both of the Thursday and many potential new sites. Without proper shade, such as in most parking lots, markets can get unbearably hot for both vendors and customers. Temporary shade devices, such as large tents, has already been researched by PFM and discarded as too expensive. Urban Roots has therefore researched the idea of misting machines

Misting machines can reduce the ambient air temperature between 10 to 30 degrees without wetness, depending on the initial ambient air temperature and humidity. Using high pressure to atomize water vapor, the air is cooled by a process called “flash evaporation.

They are commonly used to reduce the air temperature of football fields, warehouses and outdoor concerts. The prices range from approximately \$2,000 to \$3,000 depending on the brand and the amount of area that needs to be cooled. Depicted below are the BLITZ MISTING FAN Company’s misting machine and accessory fan.



Portable Quiet Generator

All of the markets use electricity to run multiple activities, such as a credit card machine and lights. Many of the vendors also utilize on-site electricity to run refrigeration units, etc. All of the current sites are able to tap into electricity on-site; however, this can prove prohibitive for new sites. Therefore, the Urban Roots team researched quiet portable generators for either market or vendor use.

Portable quiet generators are sold that can provide 20 amp service at 2400 Watts. The noise level is between 53-58dB noise level. The generators are powered by gasoline and have approximately 8.5 hours of runtime. They weigh approximately 70lbs and measure

20.7" x 16.5" x 18.1" (LxWxH). Prices range from \$1,000 to \$1,500. Depicted below is just one option, the Yamaha EF2400is.



Portable Sanitary Station

Finally, PFM is limited in site selection for sites that have running water, a place to dispose of wastewater and providing a restroom for vendors. Therefore, Urban Roots researched the idea of a portable sanitary station – a trailer that includes an enclosed toilet area, that can hold fresh water, provide a place to dispose of wastewater, and hopefully hold the portable generator described above.

Several companies manufacture portable sanitary stations that provide toilets, hand wash stations, trash receptacles and drinking water. These range in cost from \$2,000 - \$4,000 depending on the size and features of the trailer. One local option is shown below: The Workmate Portable Toilet Trailer, sold by a company located in Portland, Oregon.



APPENDIX C

STATISTICAL REPORT SUMMARY

I. Capstone Courses Spring & Summer

The two capstone studies provide critical demographic information including age, household size and address of Portland Farmers Market customers. The studies help answer the question that “Who goes to the Portland Farmers Market?” Both studies employed dot surveys as the data collection method.

Method: Dot Survey

Findings:

- Half of the shoppers are from two person families.
- Shopper’s schedule and weather are top concerns that keep shoppers from going to farmers market

II. Portland Development Commission Public Market Study

The PDC Public Market Study used telephone survey and email survey to collect information among downtown residents and workers in trying to explore the market demands for a future public market. A series of questions regarding Portland Farmers Market were asked. Besides the demographic information, the study further examined the commuting pattern, and reasons why customers choose to shop at farmers market, which help answer the question that “why shoppers go to the farmers market?”

Method: Telephone survey and Email Survey

Target Population: Downtown Residents and Workers

Sample Size: 100 residents and 802 workers

The survey contains an entire section for Farmer’s market questions. Following are some critical conclusion draw from the survey and descriptive statistics

- Most of customers shop at farmers market less because the times and locations are inconvenient to them.
- PFM Saturday ranks as the most popular market and Hollywood takes the second position. More than half of the interviewees choose four farmers market under PFM as their favorite farmers market.
- People usually leave from home to go to the market
- Most customers (82%) drive to the farmers market

- The travel time between home/work to the market range from 5-30 minutes, but only 28% of customers are willing to travel more than 20 minutes.
- Selection of produce is the main reason people shop at the farmers market.

III. PDC Public Market Extensive Study

The PDC Public Market Extensive Study was conducted by Urban Roots using the data from Bay Area Economics. The purpose of the study is to generalize the demographic characteristics of Portland Farmers Market customers in terms of their income, household size, age and other information and compare the findings with the demographic information gathered from literature review and Capstone studies.

Data Source: Portland Public Market Study Downtown Employee Survey

Variables:

- How much shoppers spend on grocery per week
- Household size
- Age
- Household income

Findings:

- Half (49%) of the PFM customers are from the households with an annual income over \$75,000
- Over half of PFM customers (58%) are willing to spend more than \$75 per week on groceries.
- The majority of the PFM customers are from three person households.
- Baby boomers consist of 54% of the shoppers.

IV. PSU Focus Group

Urban Roots has furthered the discussion about farmers markets by organizing an in-class discussion with 30 planning students at Portland State University about: 1) What makes a good market site and 2) What site amenities are at your favorite farmers market. Two questionnaires were distributed, including both multi-choice questions and open-ended questions. Participants filled out and returned both to Urban Roots at the end of the session.

Please find the questions we asked our focus group and relevant descriptive statistics.

The basic findings from the descriptive statistics indicate that:

- Over half of the participants chose PFM Saturday market as their favorite market.
- Selection of produce and location are two main reasons shoppers why shoppers come to the farmers market. Social interaction and convenience are also critical to customers.
- Among specific site amenities, tree canopy/shade, parking, seating and sheltered area got most of the votes.
- Most participants drive, then walk or bike to the farmers market. Only a few use public transit.

Open Ended Questions: What improvement could be made to your favorite market?

Some interesting suggestions from in-class discussion participants are:

- No Dogs/Doggy bags/Few strollers
- Temporary Shelter/Umbrellas
- Bike Racks
- Flexible Hours /Longer Hours/add another day/Close to my home
- Crowded /more walking space/less dense footprint
- More seating/allow people to be lazy/tables
- More parking
- Provide better public restroom signage

ANNOTATED BIBLIOGRAPHY

Bay Area Economics, GBD Architects, Project for Public Spaces and Shiels Obletz Johnsen. "Portland Public Market Study Phase 1: Market and Financial Feasibility." Prepared for Portland Development Commission. June, 2005
<<http://www.portlandpublicmarket.com/PDF/FinalFeasibilityStudy7-11-5.pdf>>

This report focuses on the financial feasibility of creating a permanent home for the Saturday Market. The study used telephone interviews of offices and residences within a two-mile radius of the market site.

Briggs, Suzanne, Tom Grace, Eamon Molloy, Dianne Stefani-Ruff. Public Space and Farmers Markets. Portland Building Auditorium, Portland, OR. 11 August 2004.

The purpose of this event was to discuss how the local government can work with Portland Multnomah Food Policy Council to create good public spaces for farmers markets. A conversation about what makes a good farmers market site and current site challenges were discussed at this event.

Brown, Allison. "Farmers Market Research 1940-2000: An Inventory and Review". *American Journal of Alternative Agriculture* 17.4(2002):167-176.
<<http://nutrition.tufts.edu/pdf/publications/afe/brown-research-ajaa.pdf>>

This article gives helpful information regarding what types of farmers and consumers patronize markets based on a variety of independent research results. Information shows that the primary market goers are white, middle aged and middle-income women.

Bureau of Horticulture and Farmers' Market. "Iowa Farmers Market Development Manual." *Iowa Department of Agriculture and Land Stewardship*. no date.
<<http://www.agriculture.state.ia.us/pdfs/IFMDevelopmentManual4.pdf>>

This purpose of this manual is to give pertinent information to anyone interested in starting a farmers market. The manual has an excellent site criteria section that outlines what factors are needed for a good farmer market location.

Crowder, Robin. Personal interview. 25 April 2006. Market Manager, Bellingham Farmers Market. Bellingham, Washington.

This interview focused on Bellingham Farmers Market site related details. Bellingham has operated for 14 years and will move into a new permanent home in 2006 called Depot Market Square. This project was funded through a private public partnership. Currently, they have a 10-year site agreement with the city.

Cummings, Harry, Galin Kora and Don Murray. "1998 Farmers Market in Ontario and Their Economic Impact" *University of Guelph, School of Rural Planning and Development*.

<http://www.agrinewsinteractive.com/features/farmersmarkets/farmersmarkets.html#_Toc453471837>

This study measures the economic impact farmers markets have had in Ontario. 19 markets were selected of the 127 in the Ontario directory. The nineteen study markets are seasonal and year round, located north and south, rural and urban, small and large and old and new.

Govindasamy, Ramu et al. "Farmers Markets: Consumer Trends, Preferences, and Characteristics." *Journal of Extension* 40.1 (2002).

<<http://www.joe.org/joe/2002february/rb6.html>>

The purpose of this study is to understand consumer preferences, consumption trends and demographics. The results are from a survey of 336 New Jersey farmers market patrons. According to this study, the majority of customers are female, at least 51 years old with mid to high incomes and are college educated.

Haney, Charlie. Personal interview. 20 April 2006. Market Manager, Olympia Farmers Market. Olympia, Washington.

Currently, Olympia has a permanent structure where they operate their market. The site was funded through city bonds and was designed solely for the farmers market. It includes a variety of site amenities including water, electricity, wifi and restrooms. The biggest challenge for this site is not enough parking for customer and vendors.

Johnson, Larry. Personal interview. 3 May 2006. Market Manger, Dane County Farmers Market. Madison, Wisconsin.

Dane Market is the largest producer only market in the United States. The market is open year round and can draw up to 20,000 customers at their Saturday market. Around 8 million dollars is spent at the market annually and 6 million is spent at other downtown businesses. City of Madison is supportive of this market and recognizes the economic benefits it brings to the downtown area.

Jolly, Desmond. "Farmers Markets: Trends and Prospects." *Small Farm News* Small Farm Center, University of California. 3 (2002)

In a study of 21 farmers markets in San Diego County, researcher Ramiro Lobo gathered important customer demographics information including average income, education and ethnic makeup of market customers.

Kern, Kathy. Personal interview. 7 May 2006. Market manager. Lake Oswego Farmers Market. Lake Oswego, Oregon

This interview discussed Lake Oswego's Farmers Market site details. The City of Lake Oswego Parks and Recreation owns their site and has plans to continue the market indefinitely. The market is open May through October and has 80 vendors. The focus of the market is to draw visitors to the downtown business community.

Knotek, Claudia. Personal interview. 16 March 2006. Public Relations manager New Seasons Market. Portland, Oregon.

Claudia Knotek discussed how New Seasons Market makes decisions to locate new stores. The purpose of the interview was to give Urban Roots insights for how to conduct a locational study.

Merrick, Meg (Instructor). "Metro Areas Farmers Markets Customer Analysis". Senior Capstone Project, Portland State University University Studies Program. Summer 2005.

The study used census data and customers dot surveys to ask site location related questions. The study focused on Beaverton, Peoples, Hillsboro, Hillsdale, PFM, Tigard farmers markets.

Merrick, Meg. (Instructor) "A Richer Harvest: Toward a Regional Strategy for Portland Area Farmers Market." *Portland State University's Urban Agriculture Asset Mapping Capstone Project*. Fall 2004 –Winter 2005.

This study used dot surveys of vendors and customers to identify common trends among markets. The report has good information on vendors and customers needs and travel behavior for Portland area farmers markets.

Molloy, Eamon. Personal interview. 25 May 2006. Market Manager, Hillsdale Farmers Market. Portland, Oregon.

The interview with Eamon Molloy clarified zoning and school siting issues for farmers markets. Hillsdale Farmers Market is the only market in Portland area located on school grounds. In addition, Hillsdale Town Center Plan has integrated farmers market into the plan.

Patterson, Xander and Trina Winn. "Growing Portland Farmers Market." *Portland State University School of Business*. February 1999.

This report was completed by PSU School of Business and details PFM's history and financial growth. The study looked at issues confronting PFM in 1999

including growth, location and solvency. In addition, researchers performed a customer and vendor survey to learn more about demographics. The data from this study was used to make recommendations for PFM's future.

Payne, Tim. "U.S. Farmers Markets—2000 A Study of Emerging Trends." USDA Marketing Service Branch. May 2002.

This report summaries an extensive nationwide survey of farmers markets. The purpose of the survey was to provide a variety of information about farmers markets including physical characteristics of the market, customer demographics, rules and regulations and market sales. In order to identify trends, the survey asked market managers about changes in the number of customers and farmers using the markets

Podoll, Heather. "A Case Study of the Davis Farmers Market: Connecting Farms and Community." UC Sustainable Agriculture Research and Education Program. March, 2000. < <http://www.sarep.ucdavis.edu/cdpp/Davis.htm>>

This report details the 25-year history of the Davis Farmers Market including some of the challenges and opportunities for the market. Overall, this market has become an important community institution and has developed strong ties with the business community.

Portland Development Commission, "Saturday Market Permanent Home Study Draft Summary Report." 8 September 2005.
<<http://www.pdc.us/pdf/ura/dtwf/saturday-mkt-files/2005-interview-summaries.pdf>>

This report summarizes interviews with potential and existing vendors for a permanent home for Saturday Market. The interviews focused on site related issues such as parking, transit, and utilities.

Rapport, Ginger. Personal interview. 11 May 2006. Market manager, Beaverton Farmers Market. Beaverton, Oregon.

This interview discussed Beaverton Farmers Market site related details. Currently the market is open during the growing season and has 90-100 vendors. The City of Beaverton owns the market site and the site agreement is a contract that is renewed annually. There are no other partnerships with city. The biggest site challenge is that they do not have a long- term property agreement.

Ray, Robert. Personal interview. 5 May 2006. Market manager. Vancouver Farmers Market. Vancouver, Washington.

This interview discussed Vancouver Farmers Market site related details. Currently the market is open year round and is the same size as Seattle's Pike Place Market.

It is located on property owned by the Vancouver Housing Authority. The market has a 100-year lease and has a strong partnership with the city. The market operates in a building that was constructed by the housing authority and occupies the ground floor.

Stegelin, Forrest. "Establishing and Operating a Community Farmers Market." *Cooperative Extension Service*, University of Kentucky College of Agriculture 9.992 (1997)1-8.

The purpose of this report is to help marketers, policy makers and community leaders establish a farmers market. The author lists five elements that are critical for operating a farmers market successfully. These include determining market feasibility, creating a favorable market environment, sponsorship of farmers markets, location and site considerations and market facilities.

Stephenson, Gary, Linda Brewer, and Larry Lev. "The Nature of Oregon's Farmers Markets." *Oregon Small Farms Technical Report 22*, unpublished: 1-22.

The paper presented basic demographic information for farmers markets in Oregon. The information was collected using two telephone surveys. The study reports on days of operation, market sites, producers and products.

Stephenson, Gary, Linda Brewer, and Larry Lev. "90 Years of Oregon's Farmers' Markets: an inventory of Markets and the External Influences on their Growth and Decline." *Oregon Small Farms Technical Report 23*, unpublished: 1-26.

The report chronicles the history of markets in Oregon. The study also discusses some of the national and local trends driving the recent growth in the number of markets in Oregon.

Stephenson, Gary, Linda Brewer, and Larry Lev. "Planning for the Future: What Happens as Farmers Markets Increase in Size." *Oregon Small Farms Technical Report 24*, unpublished: 1-27.

The report chronicles the increasing organizational structure that occurs when markets increase in size. The report discusses issues related to organizational growth such as management, labor, governance, and site management tools.