Farmers' Market Location/Site Assessment - Guide

Three checklists are provided for "in the field" location/site assessments

1 - Vendor criteria checklist:
* accommodates existing (or target) vendor count
* allows for increase in vendor count
* provides area for consistent booth size and spacing
* adequate space for vendor access, unloading, set-up, etc.
* vendor vehicle parking at spaces (or nearby)
* existing vendor shelters (or able to accommodate)
* level surface for vending
* access to electrical and water

2 - Customer criteria checklist:
* allows for easy entrance and exit
* open traffic flow, pedestrian & vehicle
* parking space count equal to peak demand
* allows for growth of customer parking area
* proximity of customer parking to vendors
* provides handicapped parking & access
* accessible by public transportation
* amenities: restrooms, seating, picnic tables, event space, etc.
* appeal: shade, greenspace, landscaping, etc.

3 - Location criteria checklist:
* major road access
* landmark recognition
* visibility
* neighborhood characteristics supportive of market use

Several of the above criteria are best evaluated through development of a draft site plan - recommended for any "finalists" under consideration.

Management elements and considerations

* Start-up costs: property, improvements (e.g. purchase costs, access and site improvements, utility installation, support structures, etc.)
* Ongoing costs: rent, lease, utilities, permit fees, insurance, financing, property taxes
* Restrictions: zoning, fire & safety ordinances, emergency access
* Conflicting use or competing events: availability of site, nearby activities and events
* Long-term availability
* Partnerships or shared use: risks and constraints
* Indoor space, on-site market storage