

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