

# 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