

Monica Renn

From: Doug Hayden <doughaydencfma@gmail.com>
Sent: Tuesday, December 17, 2019 12:21 AM
To: Monica Renn
Cc: Katelin Slifer; Patty Apple
Subject: Farmers' Market parklet update

Hello Monica,

Earlier this evening I had a "parklet update" conversation with Katelin Slifer who is working with the new tenant requesting the parklets on Montebello. Katelin also sent images of the proposed planters that will be used to border the parklet spaces. It's nice to know that the new tenant is planning to integrate their outside design with the market in mind and perhaps participate in some Farmers' Market co-promotional activities.

I agreed with Katelin that transitioning displaced stall spaces inside the park is not feasible. I reiterated that losing 40 linear feet would amount to 4 vendor stalls. This would mean the loss of up to 3 vendors during the year depending upon the amount of space each used. Losing one vendor is unacceptable and lost revenues are still an issue for the Farmers' Market.

A few thoughts:

Limit parklets to 20'

- If the parklets were limited to 2 stalls (20') at the top of Montebello, that could be accommodated by reducing one large multiple stall space and the relocation of a fourth stall to a space nearby.

Revenue loss

- Reducing and relocating these stall spaces will still incur annual revenue losses of \$2500 per stall. With loss of 20 feet (2 stalls) annual stall revenue loss will be \$5,000.00

Final measurements needed

- Some space in this proposed parklet area is inefficient as it pertains to Farmers' Market stall space usage. It is possible there could be more than 20' of useable parklet space available due to this area's angular parking stall design.

Maintain Fire Lane

- The market's customer aisle on Montebello is a fire lane width of 13.5'. The outside wall of the parklet planters will need to be in line with the existing Farmers' Market stalls adjacent to the parklets to maintain the parameters set forth in the fire code at this Market.

Entrance Maintained

- The Farmers' Market Information Booth is located in a strategic position, at the bus stop bench, which enables the Market Manager to greet those who enter the market. It is important that the Information Booth remains at its current location as it forms a welcoming entrance.

Parklet vacancy opportunity

- If the parklets are vacant during winter months the Market may desire to use the space for its café seating, reducing or avoiding dead space along its market aisle.

It is physically possible to provide the first 2 parklet stalls available on Montebello but it will require at least 2 growers to cooperate by relocating their stall location and/or reconfiguring their stall merchandising design. Both of these changes may decrease their sales and require strategically placed Farmers' Market promotion to boost their revenue. The annual revenue loss of \$5,000.00 is significant to the budget and the loss of space to the affected vendors will equal loss in sales. Therefore, the Market seeks to be made whole and request funds for the usage of its permitted area and be compensated accordingly. These funds can be used to execute mutually beneficial co-promotions of farm-to-table programs which will benefit both the restaurant and the Farmers' Market.

Thank you for the opportunity to provide this Feedback.

Doug Hayden

President

California Farmers' Markets Association

3000 Citrus Circle, Suite 111 | Walnut Creek, CA 94598

Phone: 925-465-4690 | Fax: 925-465-4693 | Cell: 925-858-6117

doughaydencfma@gmail.com | www.cafarmersmkts.com

Like us on Facebook

San Francisco Crocker Galleria | San Francisco Fort Mason Center | Daly City Serramonte Center | Downtown Los Altos | Los Gatos | Mountain View CalTrain Station | Saratoga West Valley College | Morgan Hill CalTrain Depot | San Leandro Bayfair Center | Moraga Center Moraga | Diablo Valley Walnut Creek | San Jose Blossom Hill

Monica Renn

From: Katelin Slifer <katelin@juicecolg.com>
Sent: Tuesday, December 17, 2019 9:48 AM
To: Monica Renn
Subject: Downtown Los Gatos - Parklet Project - 145 W. Main St.

Good morning,

Thank you so much for taking our insights and point of view into consideration throughout this process.

As you know, I personally have a vested interest in both sides of this project. My local business in town, juice co. LG, has held a vendor spot at the Los Gatos Farmers' Market for 4.5 years now. Any benefit and enhancement to foot traffic + experience is all extremely positive for us as vendors. And likewise, being a consultant on this project to 145 W. Main, I have seen the deep desires of the operators of this project and how intentional they are in working with the Farmers' Market.

On behalf of 145 W. Main Street, we understand how much our city officials are trying to do to enhance this community and we could not be more appreciative of that. We also understand and highly value how much the Farmers' Market contributes to our town, that entity alone is one of the key elements that drew us to securing a lease at this location.

This new restaurant concept is intended to do nothing but uplift the space + give that corner vibrancy. We want to build a destination that attracts local patrons to an iconic corner of our town.

Our goals of this parklet implementation include:

- Full integration with the weekly year-round Farmers' Market
 - Purchasing produce + other food items to use in our menu at the restaurant
 - Collaboration with the market vendors to showcase their business + offerings
 - A design of the parklets that creates a viewpoint into the neighboring booths + creates a desire for the diners to shop the market after their meal
 - Cross promotions such as table tents, that help showcase the vendors + encourage our diners to shop the market
- Drive more foot traffic
 - Our restaurant as a whole seats 90 people, the addition of the parklets will increase that to a totality of a little less than 125 — this means over 250 people will be walking right in front of that market every single Sunday - which we see as a huge positive in our collaborations with the market to help drive their sales and aide in their financial concerns.
- Preservation of the existing sidewalks + some of the landing pads that our neighbors in the upstairs units utilize to access their building
- Creation of a meeting place + a positive dining atmosphere that gives back to our community
 - This will be an amazing experience guests will have, enjoying a meal in an iconic space with beautiful views of the park. (No other location in Los Gatos or neighboring towns will be able to provide this iconic experience)
- A local restaurant versus a chain — giving much more inclusive opportunities to build from

Thank you for your time and I look forward to the continued progress on this project + creating this amazing outdoor space in our community.

In health,

Katelin Slifer / Co-Founder
(949) 433-3601 / katelin@juicecolg.com
juicecolg.com / [@juicecolg](https://www.instagram.com/juicecolg)