



Administrative Report

N.1., File # 26-0465

Meeting Date: 4/14/2026

To: MAYOR AND CITY COUNCIL

From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE APPROVAL OF FEE WAIVERS FOR THE NORTH REDONDO BEACH CERTIFIED FARMERS MARKET TO BE HELD ON GREEN LANE IMMEDIATELY SOUTH OF ARTESIA BOULEVARD

EXECUTIVE SUMMARY

The North Redondo Beach Certified Farmers Market is a grassroots initiative organized by local residents to establish a farmers market in North Redondo Beach. In anticipation of the farmers market beginning weekly operations in late April, the organizers have requested fee waivers associated with event-related permits and certain City costs.

BACKGROUND

The North Redondo Beach Certified Farmers Market (NRBFM) is organized by OurNRB, a local 501 (c)(3) non-profit established to help the North Redondo Beach community maintain, enhance, and beautify the Artesia and Aviation Corridors Area Plan (AACAP) District and surrounding neighborhood. The organization's mission is to improve the physical environment and strengthen quality of life through beautification, maintenance, public art, placemaking, events, and local engagement. Proceeds from the NRBFM will be reinvested into activities such as street trees, benches, artwork, cleanups, and community gatherings. All use of the funds will be guided by community input to ensure projects reflect local priorities and approved by the City when utilized on public property.

The NRBFM will operate as a six-month pilot program from April 22, 2026 through October 28, 2026, taking place every Wednesday from 2:00 PM and 7:00 PM. The NRBFM will be located on Green Lane between Artesia Boulevard and Vanderbilt Lane and is expected to feature approximately 30 to 45 vendors. During the pilot period, the NRBFM will be limited to selling food and nursery products.

City staff members have worked collaboratively with representatives of OurNRB throughout the development of the proposed pilot program. Staff provided information on permitting requirements, operational considerations, and site logistics to help ensure the proposal is safe and consistent with City policies and procedures. Staff also evaluated potential impacts on City services and incorporated measures to avoid disruptions to daily operations.

Since the NRBFM will take place on City property, OurNRB is required to obtain certain permits. The required permits and their costs are listed below:

Permit Type	Cost
Street Closure	\$1,011 for the six-month pilot period
Event Permit	\$55
Tent Permit	\$169 (based on a cumulative total of 10 tents in a space under 700 sq. ft.)
Street Banner Hanging Permit	\$650 for one banner to be displayed for two weeks (April 20 through May 4, 2026)
No Parking Sign Installation	\$480 (estimated 8 new signs fabricated and installed by Public Works)
Business Licenses	To be determined, dependent on the number of vendors and participation frequency
Estimated Total	\$2,365

OurNRB has requested a waiver of the associated fees and signage costs. Staff supports waiving all of the fees listed above, with the exception of business licenses. Given the planned frequency and duration of the market, staff recommends individual business licenses be obtained by regular recurring NRBFM vendors to ensure sales tax/activity is accurately tracked and reported.

OurNRB plans to conduct a mid-point evaluation of the pilot program after three-months to identify operational issues, assess performance, and implement any necessary adjustments. A full evaluation will occur at the conclusion of the six-month pilot to determine whether the NRBFM can transition into a permanent program. Throughout the pilot period, the North Branch Library and the Community Services offices will remain open, and their parking lots will continue to be accessible to the public. Staff will monitor weekly NRBFM operations to ensure there are no adverse impacts on City functions.

Per Redondo Beach Municipal Code Section 4-17.16, permit fees may be waived by the City Council when the City Council determines that such a waiver serves a public purpose. This item supports the City’s Strategic Plan Goal 1.2 to revitalize Artesia Boulevard. Accordingly, this report/discussion provides the City Council an opportunity to discuss the NRBFM and consider waiving the applicable fees.

COORDINATION

The City’s Manager’s Office coordinated this report with the Community Services Department and representatives from OurNRB.

FISCAL IMPACT

If the fee waiver is approved by the City Council as recommended by staff, an estimated \$2,365 in permit fees would not be collected by the City.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- NRB Farmers Market Site Plan
- OurNRB Bylaws