

North Redondo Beach Farmer's Market
Location Shortlist

Potential Sites	ARTESIA BLVD			OUTSIDE SITES	PARKS
	RB North Library/ Parks & Rec Office	Street Closure Green	Street Closure Felton	RB Performing Arts Center	Perry Park
Owner	City	City	City	City	City
Permitting Process	City	City	City	City	City
# Booths (10x10)	25	52	52	100+	40
Goals					
Community Activity	Yes	Yes	Yes	No	Yes
Local RB Business 1/4 mile	35	35	30	4	None
Increase Walkability	Yes	Yes	Yes	No	No
Long Term Regularity	Yes	Possibly	Possibly	Possibly	Possibly
Site Attractiveness					
Demographic Pull 1/4	625 Households	625 Households	480 Households	170 Households	650 Households
Visibility to Drivers	High	High	High	Highest	Low
Vehicals Per Day	29,555	29,555	29,555	38,195	11,815
Bikes Per Day	374	374	374	107	116
Pedestrians Per Day	759	759	759	108	354
Businesses Nearby	Artesia Commercial	Artesia Commercial	Artesia Commercial	Corporate Office	None
Other Activities Nearby	Library/Local Businesse	Library/Local Businesse	Local Businesses	None	Sports
Potential Scheduling Conflicts	Library Activities	Library Activities	Residents	Spring Fest, Athens, Performances	Baseball games and practice
Traffic & Circulation					
Walkability	High	High	High	Low	High
Bike Paths	Grant Ave	Grant Ave	Grant Ave/SCE	None	Grant Ave/SCE
Traffic Circulation	Moderate	Moderate	Moderate	Heavy Traffic	Neighborhood
Street Parking	Artesia Blvd	Artesia Blvd	Artesia Blvd	None	Neighborhood
Offstreet Parking	Community Services	Com Serv/Library	None	Plentiful	Park
Safety	Active Area/Monitored	Active Area/Monitored	Active Areas	Low Activity	Active Area
Patron Amenities					
Lighting	Lighted Parking Lot	Street Lights	Street Lights	Lighted Parking Lot	Park Lighting
Bathrooms	Yes	Library/Nearby Busines	Nearby Businesses	Yes	Yes

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Location Shortlist - Non-Viable

Potential Sites	ARTESIA BLVD					OUTSIDE SITES		PARKS	
	SCE Right of Way	Emerald Garden Parking Lot	Post Office	Grocery Outlet/CVS	Bank @ Vail & Artesia	Living Spaces/Galleria	Transit Center	Anderson Park	Dale Paige Park
Owner	SCE	Private	Private	Private	Private	Private	City	City	Private
Permitting Process	SCE Agreement	Private Lease	Private Lease	Private Lease	Private Lease	Private Lease	City	City	Private Lease
# Booths (10x10)	20					100+			16
Goals									
Community Activity	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Local RB Business 1/4 mile	30					Galleria/Target	Galleria/Target	None	4
Increase Walkability	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Long Term Regularity	Possibly	No	No	No	No	No/Construction	No/Construction	Possibly	Possibly, no expansion
Site Attractiveness									
Demographic Pull 1/4	480 Households								
Visibility to Drivers	High	High	High	High	High	Moderate	Moderate	Low	Low
Businesses Nearby	Artesia Commercial	Artesia Commercial	Artesia Commercial	Artesia Commercial	Artesia Commercial	Galleria/Target	Galleria/Target	None	Retail/Restaurant
Other Activities Nearby	Local Businesses	Nearby Businesses	Nearby Businesses	Nearby Businesses	Nearby Businesses				
Potential Scheduling Conflicts	HV Line Clearances No tents allowed	Leasing	Leasing	Leasing	Bank Hours	Construction @ Galleria	C-Line Station Const Remote Location	Lincoln Elementary Pick Up/Drop Off	SCE Power Lines, parkinglot is private
Traffic & Circulation									
Walkability	Highest	Highest	Highest	Highest	Highest	Low	Low	Neighborhood	Neighborhood/SCE Path
Bike Paths	Grant Ave/SCE	Grant/SCE	Grant/SCE	Grant/SCE	Grant/SCE	Grant	Grant	SCE	SCE
Traffic Circulation	Moderate	High	High	High	High	Kingsdale	Kingsdale	Neighborhood	Neighborhood
Street Parking	Artesia Blvd	Artesia Blvd	Artesia Blvd	Artesia Blvd	Artesia Blvd	None	None	Neighborhood	Neighborhood
Offstreet Parking	None	None	None	None	None	Plenty	Moderate	Low	Low
Safety	Active Area								
Patron Amenities									
Lighting	Street lights	yes	no	yes	no	yes	yes	Yes	Yes
Bathrooms	Nearby Businesses	nearby businesses	nearby businesses	nearby businesses	nearby businesses	Galleria	Target	Yes	Yes

**North Redondo Farmer's Market
Potential Street Closure Analysis**

		CENTER South			CENTER North					
	Flagler	Green	Blossom	Rindge	Slauson	Vail	MacKay	Phelan	Felton	Perkins
Traffic										
Through Route	Yes	South only			South only					
Bus				Yes		Yes				
Light @ Artesia	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	No
Amenities										
# Businesses 1/4 mile		35						30	30	
Parking		Library/Rec	CVS/Grocery Out		Post Office	Post Office	Church?	SCE	SCE	SCE/Galleria
Bathrooms		Library	Local Businesses		Local Businesses		Local Businesses		Local Businesses	
Conflicts										
N # Business Driveways			1				0	4	0	0
N # Residential Driveways			0				1 - Alt - church	10	4	14
S # Business Driveways		0	1		1 - Alt Access		Construction	2	0	0
S # Residential Driveways		1 - Alt Access	1		5			8	2	8
Safety										
Fire Route			Through Rte	Through Rte	Through Rte	Through Rte	Madison El			
Police Route										
Distance/Walktime Schools										
Mira Costa High School		.6 miles/15 min	.7 miles/16 min		1 mile/22 min		1.1 miles/23 min		1.3 miles/26 min	
Birney Elementary		.1 miles/3 min	.3 miles/6 min		.5 miles/13 min		.6 miles/15 min		.9 miles/20 min	
Adams MS/Washington El		1.1 miles/24 min	1 mile/22 min		.7 miles/16 min		.6 miles/15 min		.4 miles/11 min	
DISQUALIFIED REASON	Through Rte		Fire Access	Bus/Fire	Fire Access	Bus	Fire Access	Driveways		Driveways

RB Farmer's Market

Local Farmer's Markets.xlsx



320 15th Street; Manhattan Beach CA 90266



2200 Crenshaw Blvd; Torrance, 90510



CSU Dominguez Hills Campus; Carson, 90747



3843 Main Street; Culver City, 90232



25825 S Vermont Blvd; Harbor City, 90710



1000 W. Carson St., Torrance, 90502



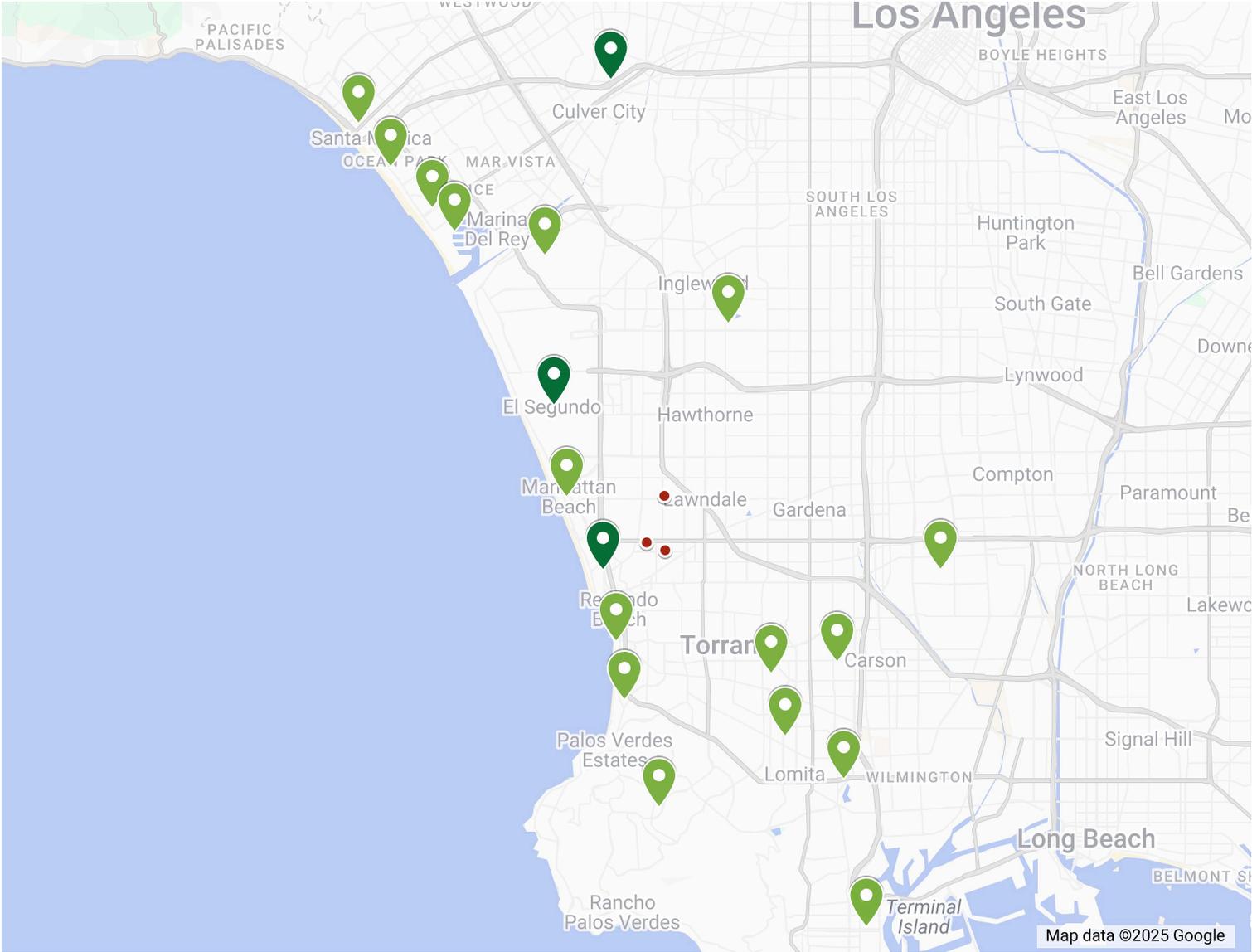
3rd St; Santa Monica, 90401



1 LMU Dr; Los Angeles, 90045



309 Esplanade; Redondo Beach, 90277



NORTH REDONDO BEACH FARMERS MARKET
DAY/TIME EVALUATION

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	Morning	Evening	Morning	Evening	Morning	Evening	Morning	Evening	Morning	Evening	Morning	Evening	Morning	Evening
Local (Residents)	0	0	4	1	4	0	1	1	2	1	4	0	4	0
Carson FM presented by Kaiser Permanente			x											
Manhattan Beach Farmers' Market			x											
Dominguez Hills Farmers Market			x											
Culver City Farmers Market				x										
Harbor City Presented by Kaiser Permanente					x									
Harbor UCLA Medical Center					x									
Santa Monica Farmers Market- Wednesday Dow					x									
LMU Farmers Market					x									
Redondo Beach CFM							x							
El Segundo Farmers Market								x						
Venice Farmers' Market									x					
San Pedro CFM									x					
Hermosa Beach Certified Farmers Market										x				
Torrance Certified Farmers' Market			x								x			
Inglewood Farmers' Market											x			
Santa Monica Farmers Market- Saturday Downto											x			
Marina del Rey Farmers' Market											x			
Riviera Village CFM													x	
Lomita Farmers Market													x	
Palos Verdes Farmers Market													x	
Santa Monica Farmers Market- Sunday Main St.													x	
LA County - not local (vendors)	5	3	8	4	12	10	13	12	7	11	37	2	27	1
TOTAL	5	3	12	5	16	10	14	13	9	12	41	2	31	1

RECOMMENDED TIME: Wednesday 2-7pm

Rational:

- 1) Wednesday evenings have no conflicts with local markets. Wednesday morning local markets are not in immediate vicinity.
- 2) Saturday & Sunday morning markets have the highest frequency of market but have conflict with Torrance & Riviera Village Market.
- 3) Evening market selected to supplement morning and weekday morning markets for working professionals & families to patronize.
- 4) Wednesdays & Thursdays have highest frequency of market but Thursday conflicts with El Segundo.
- 5) Mondays, Saturday evenings & Sunday evenings are very low frequency markets.
- 6) Tuesday mornings have numerous super local markets so an alternative day would allow for more options for residents.