



Administrative Report

N.1., File # 21-1967

Meeting Date: 2/2/2021

To: MAYOR AND CITY COUNCIL

From: LAURIE KOIKE, INTERIM COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE PROPOSED TEMPORARY EXPANSION OF RIVIERA VILLAGE CERTIFIED FARMER'S MARKET IN THE TRIANGLE LOT DURING COVID-19 RESTRICTION LIMITATIONS; AND

WAIVER OF ADDITIONAL LOST PARKING METER REVENUE DURING THE TEMPORARY EXPANSION OF THE RIVIERA VILLAGE CERTIFIED FARMER'S MARKET DURING COVID-19 RESTRICTION LIMITATIONS; AND

DESIGNATION OF "NO PARKING" AND "TOW AWAY" AT ALL PARKING METERS AFFECTED BY THE TEMPORARY CLOSURE OF THE EXPANDED SECTION OF THE TRIANGLE PARKING LOT ADJACENT TO S. ELENA AVENUE ON SUNDAYS BETWEEN 7:00 AM AND 3:00 PM

EXECUTIVE SUMMARY

In May, 2016 the City Council approved the relocation of the Riviera Village Certified Farmers Market ("The Market") to a section of the triangle parking lot adjacent to S. Elena Avenue between Avenida Del Norte and Via El Prado. Since the relocation, The Market has successfully operated in the triangle parking lot and has been a popular destination for residents. Due to Covid-19, The Market was closed temporarily from March 14, 2020 to May 24, 2020 but has been open consistently every Sunday from 9:00 am to 2:00 pm since re-opening. However, The Market is operating with a decreased number of vendors due to the Los Angeles County Public Health Department (DPH) Covid -19 restriction limitations. The organizers of the Market, Start to Finish Event Services, Inc., and the RVA BID are requesting to temporarily expand the current footprint of the market from 58 parking spaces to 81 parking spaces during the Covid-19 restrictions. This expansion would allow an additional fourteen vendors to return to The Market.

BACKGROUND

In September 2010, the City Council unanimously approved the creation of a Farmer's Market in Riviera Village organized by the Riviera Village Business Improvement District (RVBID). This Market was to be in addition to the City's weekly Farmer's Market located at Veteran's Park and George Freeth Way. In May, 2016 the Farmer's Market was relocated from its original location on Avenue I to the triangle parking lot adjacent to S. Elena Avenue between Avenida Del Norte and Via El Prado. Since its relocation, The Market has successfully operated in the triangle parking area. The Market is

open to the public from 9:00 am to 2:00 pm on Sundays and occupies a section of the triangle parking lot for a total of 8 hours from 7:00am to 3:00pm (including set-up and strike time).

Covid-19 has had a significant impact on The Market, as with many businesses:

- On March 14, 2020, The Market was informed by the City that their permit had been suspended due to Covid-19.
- On May 24, 2020 the Riviera farmers market re-opened with new distancing requirements of 6' between vendor booths. Prior to the DPH Health Order, the market could host 16 vendors within a 160' area. Currently, only 10 vendors can occupy the same amount of space.
- Per the DPH Health Order, the re-opening of farmer's markets was limited to pre-packaged food vendors and farmers, thus eliminating hot food vendors.
- The revised DPH Health Order, dated November 2, 2020, authorized prepared food vendors to obtain health permits in order to return to the market.

Due to the new distancing requirements, The Market cannot currently host the same number of vendors as they did before Covid-19. This is having a negative financial impact to The Market organizers and to the Riviera Village BID, which receives a quarterly payment based on market revenue. At the August 18, 2020 RVA Board Meeting, the group voted to support the expansion of The Market. The RVA BID has submitted a new Special Event Application and proposes to temporarily expand the current footprint of the market from 58 parking spaces to 81 parking spaces during Covid-19 restrictions. The configuration of the current market footprint and the proposed expansion area is noted on the attached map. This expansion would allow an additional fourteen vendors to return to The Market, which would bring in additional income for the organizers and attract more customers with an expanded offering. At this time, not all of the regular vendors are able to participate in The Market. If the proposed expansion is approved by Council, market organizers will open the expanded area on Sunday, February 14, 2021.

The closure of the additional 23 parking spaces for the Riviera Village farmers market would result in a maximum loss of parking meter revenue totaling \$1,104 per month based on the hourly parking meter fee of \$1.50. The Market occupies the triangle parking area for 8 hours each Sunday. Therefore, the following equation is used to calculate the monthly lost parking meter revenue as a result of the proposed market expansion. At this time, it is unknown how long the Covid-19 restrictions will remain in place.

$$\text{Additional 23 spaces} \times \$1.50/\text{hour} \times 8 \text{ hours per day} \times 4 \text{ Sundays/month} = \$1,104.00$$

The waiver of the parking meter fees has been in effect since The Market relocated to the triangle parking lot in 2016. Although the City does not receive parking meter revenue while the farmer's market is in operation, it is anticipated the weekly market encourages residents and guests to visit Riviera Village businesses, potentially resulting in additional sales tax for the City. Applicant is requesting that City Council approves the waiver of the parking meter revenue during the temporary expansion period.

Parking meter signage for the current footprint of the Market includes "No Parking on Sunday from 7:00 am - 3:00pm" and "Tow Away". Public Works is ready to produce and install the signs for the

expanded market area if approved by Council. The cost of the signage is estimated at \$100 for material plates and supplies.

COORDINATION

The proposed expansion of the Riviera Village Certified Farmer's Market has been reviewed by various City departments including Public Works, Police, Fire, Building, Planning, Risk Management and Community Services.

FISCAL IMPACT

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APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

Special Event Application - Riviera Village Association
Site Map - Proposed Farmer's Market Expansion
DPH Protocol for Certified Farmer's Market Re-Opening
DPH Appendix A: Protocol for Social Distancing
Power Pt. Presentation (Blue Folder)