

From: [Avery Walker](#)
To: [Jonathan Douglass](#); lawrencefarmersmarket@gmail.com
Subject: Farmers Market
Date: Wednesday, February 20, 2013 2:53:05 PM

Mr Douglass:

Please include this with your report to the city commission. Thank you for your time.

Avery Lominska
(785) 218-4153

The Parking lot at 800 Rhode Island St. is the best Tuesday market location for market vendors and the Lawrence Farmers Market organization:

- The Tuesday market can be effectively promoted without diverting resources from the Saturday market.
- Word of mouth marketing is improved.
- Confusion about market location is reduced.
- Storage, sanitation, and labor expenses are reduced.

800 Rhode Island St. is the safest and most accessible location for the Lawrence Farmers Market, especially for the elderly, disabled, and low-income:

- All adjacent streets are pedestrian friendly.
- The bus system has a convenient, nearby stop.
- All of the handicapped parking spaces in the lot will remain available.
- A handicapped-accessible restroom is already in place.
- Outreach to WIC and EBT customers is simplified.
- The traffic flow is simpler and safer than the previous Tuesday market location, and at least as safe or safer than any other option.

800 Rhode Island St. is the best Lawrence Farmers Market location for how it affects other downtown businesses:

- Our proposal uses fewer parking spots (18) than any other viable option, and fewer spots than we have ever used in the past.
Space is used more efficiently.
- The improvements to marketing will bring more customers to downtown, which will benefit all downtown businesses.
- Between the parking garage and the 10-hour lot at 600 Rhode Island St. there are many alternate, long-term parking spaces available nearby.
- An informal survey of downtown businesses suggested nearly universal support for holding the Tuesday market at 800 Rhode Island St.

800 Rhode Island St. is the best Lawrence Farmers Market location for the city government:

- Our proposal can work without any funding from the city.
- Our proposal uses infrastructure already in place for the Saturday market:
Mid block crosswalk on New Hampshire St.
Drinking fountain and water spigot.

Space for portable toilet and storage

Bike Rack

-Good opportunity for private funding of infrastructure for public benefit:

Doug Compton has offered to build permanent restrooms at this location.

Other private funding sources will be easier to get if a single investment can be used for both market days.