



AGENDA REPORT

CITY OF SAN CLEMENTE

City Council Meeting

910 Calle Negocio
2nd Floor
San Clemente, California
www.san-clemente.org

Meeting Date: 11/1/2022

Agenda Item: 10D

Department: Beaches, Parks and Recreation

Prepared By: Samantha Wylie, Beaches, Parks & Recreation Director

Subject:

SUNDAY FARMERS MARKET RETURN TO AVENIDA DEL MAR

Fiscal Impact:

None.

Summary:

Staff recommends the Sunday Farmers Market return to Avenida Del Mar no later than Sunday, November 20, 2022.

Background:

Shortly after the onset of the COVID-19 Pandemic, the California Department of Public Health ("CDPH") determined that farmers' markets were an essential service, allowing for the continuance of these operations with certain parameters set in place to reduce close contact. At the time, these parameters included a requirement to provide minimum social distancing throughout the designated space and a single point of entry and exit.

To accommodate these requirements, staff worked with the market operator, Mr. Rick Heill, to transition the market into the Community Center parking lot, which provided a controlled space to monitor attendance numbers and meet all other CDPH guidelines put into place.

Soon thereafter, the outdoor dining decks were established in the street, and by 2021, there were several decks on the 200 block of Avenida Del Mar which impeded the regular footprint of the market. Therefore the market has remained in the parking lot.

At the City Council meeting of September 20, 2022, Mayor James, with the support of Councilmember Knoblock and Mayor Pro Tem Duncan, requested that staff review options for returning the weekly Sunday Farmers Market to Avenida Del Mar.

Discussion:

Staff have met with the market operator and determined that returning the market to Avenida Del Mar is feasible. There are two outdoor dining decks on the 200 block that would take away from the market's regular footprint. Consequently, staff has arranged for Mr. Heill to utilize the southernmost portion of the upper Community Center/Library parking lot to offset the loss of these parking stalls and accommodate all of the market vendors (Attachment 1). Additionally, the scaffolding located in front of 226 Avenida Del Mar must be removed prior to the market's return. Staff anticipate this coming down in early November.

Based on the Farmers Market Professional Services Agreement, the City Manager has the authority to move the market location depending on the conditions of the street, holidays, or other community needs. Therefore, staff recommends Council receive and file this report. Staff will work with Mr. Heill to transition the market back to Avenida Del Mar no later than November 20, 2022.

Plan and Policy Consistency:

Not applicable.

Council Strategy:

Not applicable.

Recommended Actions:

Staff Recommendation

Staff Recommends the City Council receive and file this report.

Attachment:

Farmers Market Layout

Notification:

Productions Unlimited (Market Operator)

SUNDAY FARMERS MARKET LAYOUT

- Regular Market Layout (2019)
- Proposed Market Layout

