



CITY MANAGER'S OFFICE

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CITY COUNCIL INFORMATIONAL MEMORANDUM

Date: June 27, 2024

To: Cupertino City Council
From: Tina Kapoor, Deputy City Manager

Re: West Coast Farmers Market

Background

At the June 18, 2024 City Council meeting, the City Council directed staff to explore options for an interim location for the West Coast Farmers Market Association (WCFMA).

WCFMA is a private, for-profit organization that operates 12 farmers markets across the Bay Area. WCFMA began operating in Cupertino in 2011. At the time, WCFMA operated at the Oaks Shopping Center. In 2022, WCFMA moved to De Anza College and has operated every Sunday.

Recently, WCFMA was notified to vacate their existing location by June 30, 2024 as De Anza College is conducting an RFP to seek proposals for a permanent Farmer's Market Facility Usage. Subsequently, WCFMA operator appeared before City Council and asked for assistance in identifying an interim location. Council then instructed staff to explore options for an interim location.

At a Special Board Meeting on June 26, De Anza College, the following key developments occurred:

1. WCFMA has been provided an extension to operate at their existing location at De Anza through the end of July.
2. The Farmer's Market Facility Usage contract was awarded to Pacific Coast Farmer's Market. The operation will commence at the beginning of August, following the extension granted to WCFMA.

With the June 26 decision, there will be no gap in the community having access to a farmer's market in Cupertino at the same location.

Should the city council desire to support a second farmer's market by the WCFMA, staff reviewed city-owned locations, including right-of-way locations, to determine their viability as a potential interim solution. Staff also assessed City-owned properties and facilities to determine if any can accommodate the market's requirements. This includes adequate space, accessibility, public and neighboring community impacts, and compliance with safety regulations.

Based on staff's assessment and input from the City Departments, City-owned parks were removed from the list of viable locations due to ongoing field use and to ensure adequate opportunities for the public to utilize open spaces, further limiting available options.

However, a potential location is the public right-of-way along Torre Avenue, between Rodrigues Avenue and Pacifica Avenue. It is important to note that this location does not offer a strong logistical feasibility, and several factors require attention, as highlighted below.

For the second farmers' market to operate at this location, the entire block of Torre Avenue will need to be closed every Sunday between 7:00 am and 2:00 pm. In addition to the cost implications to the City as outlined in Attachment A, the following key considerations will need to be addressed:

1. Traffic Impacts: The street closure will affect traffic flow, including detour routes, and will impact local businesses, including the Cupertino Library, the library field, and nearby residents.
2. Parking Considerations: Staff recommends that the Civic Center parking lot be reserved for the use of Civic Center and Library visitors. Therefore, staff also recommends that farmer's market patron parking be limited to street parking in the area outside the Civic Center parking lot and that WCFMA coordinate and obtain permission from nearby property owners for additional parking in advance.
3. Public Safety: Proper arrangements will need to be made for emergency vehicle access and pedestrian safety during market hours. Staff recommends WCFMA contracting with the Sheriff's Office for necessary enforcement.
4. Staffing Requirement: Logistical coordination for the street closure will require two overtime staff members (Public Works and Parks and Recreation staff) and overhead costs.
5. Community Outreach and Notification: Residents, businesses, library staff and patrons, community hall rental groups, library field youth sports groups, and civic center event organizers need to be informed about street closures in advance and the potential implications for each group need to be considered and evaluated. Staff recommends WCFMA to distribute these notifications with staff's assistance.
6. Permits and Approvals: WCFMA will need to obtain the necessary permits, such as encroachment and right-of-way use permits from the City.

While Council could provide additional direction to facilitate the operation of a second farmers' market by WCFMA in the public right-of-way or on City property, based on recent developments, it appears that WCFMA will continue to operate the farmers' market at De Anza College through July, and a new operator will begin operating a farmers' market after that time. Given the limited options for alternative locations and the continued availability of the De Anza farmers' market as an amenity for Cupertino residents, staff is not recommending further action.

Sustainability Impact

No sustainability impact.

Fiscal Impact

The cost to operate the farmers' market at Torre Avenue is estimated at \$4,288 per week in addition to a one-time business license fee of \$174 as outlined in Attachment A.

California Environmental Quality Act

Not applicable.

Prepared by: Tina Kapoor, Deputy City Manager

Reviewed by: Chris Jensen, City Attorney

Approved for Submission by: Pamela Wu, City Manager

Attachments: Attachment A – Estimated City Costs

ATTACHMENT A
Estimated City Costs

Weekly Costs:

Item	Rate	Quantity	Cost
2 Staff - OT	\$79/Hr	16	\$1,264
Overhead	\$88	1	\$88
Sheriff Deputy/ Parking Control	\$161/Hr	8	\$1,287
15% Admin Fee		1	\$396
Encroachment Permit	\$608	1	\$608
Private Use for Right-of-Way	\$1,253	1	\$1,253
Total Weekly Cost			\$4,288

One-Time Costs:

Item	Rate	Quantity	Cost
Business License	\$174	1	\$174
Total One-Time Costs			\$174