



# CITY COUNCIL STAFF REPORT



April 26, 2022

## ITEM TITLE

Temporary Road Closure: Approve a Temporary Closure of Park Way for a Weekly Third Avenue Village Farmers Market from Third Avenue to Fourth Avenue on Sundays from 7 a.m. to 4 p.m.

**Report Number:** 22-0115

**Location:** Within the Third Avenue Village on Park Way from Third Avenue to Fourth Avenue

**Department:** Economic Development and City Manager

**Environmental Notice:** The Project qualifies for a Categorical Exemption pursuant to the California Environmental Quality Act State Guidelines Section 15301 Class 1 (Existing Facilities), Section 15304 Class 4 (Minor Alterations to Land), and Section 15061(b)(3).

## Recommended Action

Adopt a resolution approving a temporary closure of the westbound lane of Park Way, north of the median, for a weekly Third Avenue Village Farmers Market from Third Avenue to Fourth Avenue on Sundays from 7 a.m. to 4 p.m. through April 30, 2023, subject to conditions of approval, and waiving all City fees.

## SUMMARY

The Third Avenue Village Association, under the management of New City America, has proposed to bring back a new Farmers Market as a weekly event on Sundays which would require a closure of the westbound lane of Park Way, north of the median, between Third Avenue and Fourth Avenue on Sundays from 7 a.m. to 4 p.m. The Farmers Market would be operated with management oversight by Third Avenue Village Association, or its successor agency, in coordination with the City. The Farmers Market would be subject to conditions of approval. In addition, Council adoption of the resolution would waive all City fees related to the temporary street closure and authorize the City Manager to extend the street closure for up to three additional one-year increments through April 30, 2026.

## ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed project for compliance with the California Environmental Quality Act (CEQA) and has determined that the project qualifies for a Categorical Exemption pursuant to State CEQA Guidelines Section 15301 Class 1 (Existing Facilities), Section 15304 Class 4 (Minor Alterations to Land), and Section 15061(b)(3) because it can be seen with certainty that there is no

possibility that the activity in question may have a significant effect on the environment. Thus, no further environmental review is required.

### **BOARD/COMMISSION/COMMITTEE RECOMMENDATION**

Not applicable

### **DISCUSSION**

Starting in 1994, a weekly Farmers Market occurred in the Third Avenue Village and was a staple in the community for a 22-year period, with operations ceasing in 2017. The Third Avenue Village Association (TAVA), under the management of New City America, has proposed to bring back a new Farmers Market as a weekly event on Sundays with a closure of the westbound lane of Park Way, north of the median, between Third Avenue and Fourth Avenue on Sundays from 7 a.m. to 4 p.m. TAVA's request is included as Attachment 1. While this window includes vendor setup and takedown, the Farmers Market itself would take place from 10 a.m. to 2 p.m. California Vehicle Code section 21101(e) authorizes temporary closures of a portion of any street for local special events when the closing is necessary for the safety and protection of persons that would use that portion of the street during the temporary closing. Here, the proposed temporary closure described above would be necessary for the safety and protection of patrons of the Farmers Market.

The Farmers Market would be operated at the location identified in Attachment 3 hereto with management oversight by TAVA, or its successor agency, in coordination with the City. TAVA has engaged Catt Fields White, Founder and CEO of San Diego Markets, to operate the event on a weekly basis. An experienced Farmers Market operator, Catt Fields White with San Diego Markets developed the Little Italy Saturday Mercato in 2008 and has provided management services since then to Little Italy's two weekly markets, and to multiple other weekly farmers markets in the region.

Staff recommends that the City Council adopt the resolution to approve a temporary street closure of the westbound lane of Park Way, north of the median, from Third Avenue to Fourth Avenue, subject to conditions of approval (see Attachment 2), and waive all City fees related to the temporary street closure, including those for traffic control and special events. City Council's adoption of the resolution would allow for a Farmers Market on Sundays for a one-year period through April 30, 2023, after which the City Manager or designee could consider extending the Farmers Market and associated temporary street closure for three additional one-year increments through April 30, 2026.

### **DECISION-MAKER CONFLICT**

Staff has reviewed the property holdings of the City Councilmembers and has found no property holdings within 1,000 feet of the boundaries of the property which is the subject of this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, section 18702.2(a)(7) or (8), for purposes of the Political Reform Act (Cal. Gov't Code §87100, et seq.).

Staff is not independently aware and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

## **CURRENT-YEAR FISCAL IMPACT**

Expenditures associated with the street closure are nominal and include staff time in the amount of \$225 to review and process a traffic control plan.

## **ONGOING FISCAL IMPACT**

There is no ongoing fiscal impact associated with the street closure.

## **ATTACHMENTS**

1. Correspondence from Third Avenue Village Association
2. Conditions of Approval
3. Farmers Market Map

*Staff Contact: Eric Crockett, Deputy City Manager  
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