

# Portland Farmers Markets / Direct-Market Economic Analysis

## Farmers Market Site Evaluation Tool

### Site Evaluation Tool

The Farmers Market Site Evaluation Tool (SET) was developed to encourage communities to critically review various potential farmers market sites, because location plays such an important role in the success of any market. The SET is not an absolute means of measurement; rather, it is a tool for community members to use in promoting a full discussion of the merits and drawbacks of various sites. Based on experience with many markets and managers across the country, the site characteristics have heavier weighting of those factors deemed most essential to successful development of farmers markets.

As with any business, the siting of a farmers market is a combination art and science. One must use all the skills at one's disposal, from gathering available city data on traffic counts for each location, to discerning an appropriate point value as you evaluate the aesthetics of one location versus another.

### Using the Tool

To use the SET, first consider all the possible locations for a farmers market in your community. Place a brief site description for each location below each letter, "A," "B," etc. Then begin your research and discussion with owners of the property and other local property owners to complete the scoring system. Follow the notes below the chart for an idea of how to allocate up to the maximum number of points for each of the 16 elements you will consider.

During the process of allocating points for one site element after another, hopefully you will come to a better understanding of what kind of a market you want to create and what site will best serve your mission. You may disagree with the point allocation provided. For example, some people would suggest that permanence be given much less than 10 maximum points because if the market is not successful, it matters little that there is a long-term arrangement for use of the property. Conversely, others might suggest that permanence be given more points because it is critical to sustainability and without it, the market may feel subject to the winds of change as property owners consider other options for the use of their property.

### Markets are More than Sites

There is no ultimate solution to a scoring system. You may have changes that you would make in this tool; consider them wisely before changing the scoring to have a certain preferred site stand out. More importantly, realize that the site selection process is only one portion of a market development process. Without a mission, planning, vendor outreach and many other activities, even the best site will not lead to a successful market. Using this tool, you stand a better chance of creating a market that fully serves your community.

## Farmers Market SET (Site Evaluation Tool)

#	Factor	Maximum Points	"A"	"B"	"C"	"D"	"E"	"F"
1	Visibility (traffic)	15						
2	Parking	12						
3	Signage	10						
4	Permanence	10						
5	Size & Expansion Potential	9						
6	Business Proximity	8						
7	Vehicle access	7						
8	Slope	5						
9	Cost	4						
10	Surface	3						
11	Aesthetics/Atmosphere	3						
12	Public Transit	3						
13	Restrooms	3						
14	Facilities-Water/Elec/Recy	3						
15	Storage	3						
16	Landmark	2						
<b>TOTAL POINTS</b>		<b>100</b>						

### Notes:

- 1 Fifteen (15) traffic points by comparing traffic count relative to the highest count roadway in the community. Site may lose up to one-half those points depending on the degree of visibility to that traffic. (For example, a site with 10,000 cars per market day vs. a high traffic count of 15,000 cars would get 10 points, but might lose two points if down a slight hill, not completely visible to traffic, thus totalling 8 points.) Multiply those points by 1.5 if the site causes a detour of regular traffic.
- 2 One parking point is given for every 50 parking spaces within two (2) blocks, and one point for every 100 then within four (4) blocks, up to the maximum. Subtract ten percent (10%) of awarded points if parking is unpaved, or twenty percent (20%) if a Sunday market.
- 3 Up to six (6) points awarded based on signage that is permanent at or directing people to the site. Four points for extensive sign placement throughout the community.
- 4 Up to ten (10) permanence points, or eight (8) for long-term lease (10+ years). Two points for a year.
- 5 One space point for every 10 booth spaces possible up to six (6) for 60 booths. Up to extra three if space is available and larger market will be supported by community.
- 6 Up to eight (8) business points for site in the middle of a vibrant business community. Fewer points if not vibrant or distant from retail businesses, down to zero if it is a mile away or clearly outside the business community. Half of the maximum points can be awarded if a substantial size "destination market."
- 7 Five (5) access points for vehicular access to unload/load, plus two (2) if vehicles can park at booths.
- 8 Five (5) level points possible, with one point lost for every degree of slope.
- 9 Up to four (4) points for free or low-cost site. Consider advertising potential with free rent.
- 10 Up to three (3) surface points awarded for smooth, wheelchair-friendly surface.
- 11 Up to three (3) aesthetic points if it lends toward great atmosphere. Consider water feature, shade canopy, lawn, seating such as benches, stairs or low walls.
- 12 Up to three (3) points for excellent public transit in all key directions; two for a single bus/rail line.
- 13 Up to three (3) points for convenient, clean, available restrooms.
- 14 One (1) facility point each for water, electricity and recycling available on site.
- 15 Up to three (3) points for great storage. Think of no hauling signs and cones from your garage.
- 16 Two (2) landmark points for a key site known community wide, one if at a visible distance from a landmark or lesser known site in the community. Two bonus points for a state capitol.

## **Farmers Market SET (Site Evaluation Tool)**

Factor	Maximum Points	"A"	"B"	"C"	"D"	"E"
1 Visibility - traffic count	<b>24</b>					
2 Parking	<b>19</b>					
3 Size-expansion potential	<b>15</b>					
4 Business Proximity	<b>10</b>					
5 Surface - level, finished	<b>7</b>					
6 Landmark	<b>6</b>					
7 Esthetics	<b>5</b>					
8 Sign Potential	<b>4</b>					
9 Restrooms	<b>3</b>					
10 Cost	<b>3</b>					
11 Water & Electricity	<b>2</b>					
12 Vehicle access	<b>2</b>					
	<b>100</b>					

### Notes:

- 1 Maximum points (24) given to roadway with the highest traffic count in the community. All sites get points based on their traffic count relative to that highest count roadway, and may lose up to one-third those allocated points depending on the degree of visibility to that traffic. For example, a site with 20,000 cars per market day vs. a high traffic count of 40,000 cars would get 12 points, but might lose two points if down a slight hill, not completely visible to traffic, thus totaling 10 points. Multiply the points awarded by 1.5 if the site causes a detour of regular traffic.
- 2 One parking point is given for every 50 parking spaces within four (4) blocks, and an additional .3 points is given for every 50 spaces within two (2) blocks. Ten percent (10%) of awarded points are subtracted for parking mostly unpaved, and twenty percent (20%) if a Sunday market is planned.
- 3 One site point is awarded for every 10 booth spaces possible, up to a total of 10 for 100 booths. Up to five extra points can then be earned for every 20 booth spaces available above 100.
- 4 Maximum points (10) for siting in the middle of a vibrant business community. Fewer points if it is not vibrant or as the site becomes distant from business activity, down to zero if it is two miles away or clearly outside the community. Half of the maximum points can be awarded if the market will be a substantial size "destination market."
- 5 Four (4) points for a perfectly level site, with one point lost for every three (3) degrees of slope. Up to three (3) points awarded for a smooth surface that is wheelchair accessible.
- 6 Six (6) points for a key community landmark. Lesser points are given for visible distance from a landmark or being at a lesser known site in the community. Two bonus points for a state capitol.
- 7 Maximum points (5) given to a highly, esthetically pleasing site. Points for water feature, shade canopy, lawn, seating such as benches, stairs or low walls.
- 8 Up to four (4) points awarded based on signage that may be allowed directing people to the site. Three bonus points are given if the site can have a permanent sign.
- 9 Up to three (3) points for convenient, clean, available restrooms.
- 10 Up to three (3) points for free or low-cost site.
- 11 One (1) point each for water and electricity available on site.
- 12 One (1) point is given for vehicular access to unload/load, another point if vehicles can park at booths.