APPENDIX 12D

Kendrick Park
Public Market Subcommittee Report

The Public Market Subcommittee of the Kendrick Park Committee was formed to propose some initial concepts around the creation of a public market/ farmer's market pavilion in the Kendrick Park. This report contains some of our recommendations. It is intended as only a preliminary review of some of the options for a market pavilion, since many of the specific decisions would be made by the designers in the context of the full suite of uses of Kendrick Park.

Farmer's markets are an increasingly popular way for people to buy their groceries. The most recent report of the Agricultural Marketing Service records 4,685 farmer's markets nationwide as of August 2008. This is an increase of 6.8 percent just since August 2006. There were only 1,755 farmer's markets recorded as recently as 1994. The Amherst Farmer's Market has been in existence for over 25 years, and is a lively social occasion for many area residents. The market highlights Amherst's location as an epicenter of the renaissance of small-scale, direct-marketed farming. Nonetheless, the Amherst Market is smaller than those of several cities that are demographically similar or smaller, such as Ithaca, NY, Madison, WI, Olympia, WA, or Brattleboro, VT. The market has a waiting list of vendors who wish to participate, and doesn't have the physical space or the market capacity to support them. A permanent or semi-permanent market pavilion could be an attractive feature of the newly developed Kendrick Park that would act as a local and regional destination. A larger market in Amherst would benefit area businesses as shoppers stay downtown both before and after visiting the market, and it would benefit area farmers by providing an outlet for their products. It would also benefit the civic life of the town by connecting people with their food supply and providing a regular social event. A well-designed pavilion could also be used for many other civic events, ranging from community concerts and theater productions to fairs and art exhibitions.

Market Footprint

The current Amherst Farmer's Market has a total of about forty 10-foot-square market booths (there are fewer vendors than that because many of the vendors occupy two booths). A pavilion to accommodate that many booths and include a center aisle would need to be approximately 200' X 35'. In order to accommodate a 50% increase in vendors, 300' X 35' would be necessary, or the structure could be wider and include a center aisle, at 200' X 60-75'. A wider shape would make the structure more accommodating for other uses, especially if the center-aisle vendors had less permanent set-ups that could be easily removed. It only took a few minutes with a measuring tape to realize that a footprint of that size would overwhelm the South end of Kendrick Park, taking up at least two of the "rooms" created by the yards of the former houses in the park, thus eliminating the intimate feeling of the South end of the park. The North end of the park, however, is much more expansive, and could easily accommodate a structure of that size without cutting many trees, and still have some open space. The North End also could potentially accommodate some parking along North Pleasant Street to the West. We even envisioned a possibility of a V-shaped structure along the two Northern sides of the Park, with an archway in the center of the V, that could include a small, more secure, section with bathrooms and other functions. The area enclosed

by the "V" could be an open field where people could sit for open-air performances. The picture below of a market in Auckland, NZ shows the potential for a V-shaped arrangement.

Structural Characteristics

Many farmer's markets (including the current one in Amherst) feature temporary tents brought by the vendors as the sole structure. While this type of arrangement can be quite successful, there would be little advantage to holding a market of this type at Kendrick Park. The current market is already very successful, and moving the location would not be an advantage. A pavilion which covered the whole market area, however, would make the market more inviting, especially during inclement weather. The pavilion could exist along a spectrum of permanence. We envision an open, airy structure that could be constructed from Gothic-arch hoops (as in the Eau Claire, WI market pictured below) or as a pole-barn-type structure (represented in all of the other pictures below). It would help with extending the market season if some portion of the pavilion could be partially enclosed and even a minimal amount of heat could be added. Even if the structure only provided a roof, it would still help to make the market more inviting in the colder months as well as on rainy days in the spring, summer or fall. For security, sections of the structure should either be lockable, or very open so as not to invite illegitimate uses. The roof could be metal, or could be a canvas covering. Canvas roofs are now available in very attractive colors and can act to let some light into the area (see the Auckland market picture below). Several of the structures we have seen pictures of have skylights built into the roof to let in extra light. A long, skinny structure is very common, allowing vendors to pull up and unload all along the outside and then sell to customers walking down the inside. A shape that tended more towards an oval or a wider rectangle would be more advantageous for other types of events.

In order to allow for trucks to pull up and unload produce (or sound equipment for concerts, sets for theater, etc.), some type of hard surface would be necessary around the pavilion. However, this use would be infrequent (a few hours per week), and several possibilities exist that would be less disruptive than asphalt. A gravel or stone driveway would be fairly inexpensive. "Grass-crete" is another possibility, which consists of porous paving tiles that allow grass to grow through them. This creates a surface which can be driven on even in very wet conditions, but which looks like a lawn. There is also a range of options for the interior surface of the pavilion, ranging from a more permanent concrete or wood floor to a more temporary stone-dust.

Market Logistics

We would envision one weekday and one weekend market at the new pavilion. The most likely scenario would be that vendors would pull up and unload their trucks and then drive away to park someplace nearby. This is significantly less convenient for the vendors, but workable, and would make for a more attractive marketplace. It is possible that North Pleasant Street to the West of the park could be either closed off or one-way during the hours of the market to allow for better parking availability for both vendors' trucks and for customers. Parking is also available in the lots by the Carriage Shops; a better pedestrian crossing on East Pleasant Street would be needed to make this a safe option.

A farmer's market pavilion in Kendrick Park would be a strong asset to the Amherst community, providing benefits to area farmers, downtown businesses and the general public. A careful design could also create a structure useful for many other civic functions, and would leave a significant portion of the park as open space or available for other uses. We feel that a market pavilion would be the "featured destination" aspect of the park that many

people have talked about in the Kendrick Park committee meetings. A market pavilion would highlight some of what makes Amherst special and attract people from other towns into the downtown region.

Auckland, New Zealand

Eau Claire, Wisconsin

Ithaca, New York

Durham, North Carolina