

El Paseo

# Farmers' Market Proposal

PALM DESERT COUNCIL, AUG. 22, 2024

# Farmers' Market Proposal

## REQUEST

- ▶ Weekly Farmers' Market on El Paseo
- ▶ Between Lupine Lane and Sage Lane
- ▶ Saturdays, October through May, 8 a.m. to 1 p.m.
- ▶ City to cover the cost of street closures

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## CONCERNS

- ▶ As proposed, the market would require completely closing El Paseo for one block to through traffic every Saturday during high season from 6 a.m. to 2 p.m.
- ▶ Historically, the EPPBID has been opposed to closing the street.

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## ALTERNATIVES

- ▶ Staff met with the Vendor on 6/19/24 to discuss possible alternative locations and/or times.
- ▶ Vendor remained committed to the proposal as presented.

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## EL PASEO INPUT

- ▶ El Paseo PBID Board – 6/19/24
- ▶ EPPBID Merchant Survey
  - 146 Surveys Completed

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## BOARD FEEDBACK

- ▶ The EPPBID Board of Directors supported the idea of a Farmers' Market adjacent to or near El Paseo.
- ▶ The Board unanimously opposed closing the street on Saturdays.

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## SURVEY FEEDBACK

- ▶ There is **support** for a weekly market in the area. (56% Favorable)
- ▶ Respondents also expressed **opposition** to the street closure. (57% Against)

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## POSSIBLE ALTERNATIVES

- ▶ Alternate locations
  - ▶ The Shops at Palm Desert Parking Lot
  - ▶ Civic Center Park
  - ▶ El Paseo Side Streets or Parking Lots
  - ▶ North Palm Desert
- ▶ Alternate Days: Wednesdays or Sundays



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## RECOMMENDATION

Based on the opposition to closing the street, staff recommends rejecting the current proposal as presented.