

Portland Saturday Market Permanent Home Study Draft Summary Report

September 8, 2005

Overview

The Portland Saturday Market (PSM), in conjunction with the Portland Development Commission (PDC) is conducting the Saturday Permanent Home Study Market. This project will study potential sites and financial feasibility for a stable home for Saturday Market.

In July and August of 2005, Parametrix coordinated initial public involvement for the Saturday Market Permanent Home Study. To date, Parametrix, PDC and PSM have conducted stakeholder interviews, vendor focus groups, vendor questionnaires and a review of earlier planning documents related to the Saturday Market. This report provides an overview of the PSM's desired features and potential permanent sites that were identified through these outreach efforts and background research.

Stakeholder Interviews

Twelve interviews took place in August 2005 with representatives of various organizations, agencies and businesses with knowledge of, or interest in, the future of the PSM and the Old Town / Chinatown Neighborhood. Although most stakeholders are not directly affiliated with the Portland Saturday Market, they were knowledgeable about the Market's activities and history. The interviews were comprised of several open-ended questions regarding the existing market as well as questions regarding the PSM's future.

Focus Groups

Focus group meetings with PSM vendors were held in August 2005 to gain input from those closely associated with the Market regarding the organization's future. Four meetings took place, one for each of the following groups: the PSM Board, all vendors, food vendors only and craft vendors only. Focus group members at each meeting responded to the same list of open-ended questions in an informal discussion format.

Vendor Questionnaires

In order to gather input from vendors who did not attend any of the focus groups, questionnaires were made available to vendors at the Market information booth. Vendors who were not at the Market when the surveys were made available were mailed a copy to complete and return. The items on the questionnaire were identical to the questions asked at the focus groups. Twenty-one completed questionnaires were returned to PSM.

Document Review

A review of planning documents about or related to PSM was conducted. In addition to these documents, there are a number of public documents that establish the rights and responsibilities of PSM with respect to the city, county

and Old Town property owners. These documents were summarized to capture desired features and potential sites from past studies and to demonstrate what the existing conditions of the Market are today.

This report is intended to summarize the information gleaned from the stakeholder interviews, focus groups, questionnaires and document review about potential sites and desired features of a permanent Market site. Common themes and points of disagreement will be highlighted.

Note: The source(s) of each comment are listed following the comment itself. Each of the referenced documents is attached as an appendix.

Sources:

FGS Focus Group Summary
BFG Board Focus Group (August 3rd)
VFG Vendor Focus Group (August 6th)
FVFG Food Vendor Focus Group (August 10th)
CVFG Craft Vendor Focus Group (August 11th)
SIR Stakeholder Interview Report
VQS Vendor Questionnaire Report
1978 Saturday Market Study 1978
1981 Saturday Market Location Study 1981
2004 PSM Memo

Desirable Features of a Permanent Home Site

Site Access

Vendor Access

Two main themes emerged that relate to site access for Market vendors. The first is that vendors need to be able to easily load and unload stands and merchandise from their vehicles. This was mentioned by participants in each focus group as well as the 1978 and 1981 studies. Vendors specified that drive-up access is ideal. Second, vendor parking was also cited as a necessary feature in three of the four focus groups as well as the 1978 and 1981 studies (VFG, FVFG, CVFG).

The following specific comments were made about vendor access:

- Loading and unloading
 - One-third of the site should have vehicle access (BFG)
 - Create a loading zone to pick up/drop off customers and large goods (CVFG)
 - Temporarily close a public right of way for loading/unloading and market space (1978)
 - A few vendors felt having drive-in or smooth surface to roll trailers/kiosks from their vehicles to their booths would be acceptable (CVFG).

- Vendor parking
 - Parking should be within 5 or 6 blocks (VFG, 1981 and 2004)
 - Parking area must be safe to travel to and from, especially in winter (VFG)
 - Parking near a MAX station would be acceptable (VFG)

Customer Access

At the focus groups, the majority of vendors consistently reported that two features were critical to customer access to the Market—parking and transit access (specifically MAX light rail). Both stakeholder interviews and vendor questionnaires also cited the proximity of MAX to PSM as a major asset for the Market. Adequate, nearby parking was also mentioned as a needed feature by stakeholders in their interviews and in each of the 1978, 1981 and 2004 analyses.

Customer access features mentioned or cited frequently include the following:

- MAX / transit access
 - PSM should be visible from MAX and within 1-2 blocks of a MAX stop (FVFG, CVFG)
 - Proximity to public transit, preferably multiple transit modes is critical (1981 and 2004)
 - Currently 1/2 to 1/3 of customers travel to PSM on MAX (FVFG)
 - Safe crossing of MAX tracks is needed (VFG, FVFG)
 - Need to maintain good transit access to the Convention Center (BFG)
- Customer Parking
 - Parking should be as close as possible, within two blocks (CVFG)
 - Create an agreement with parking lots to direct people to PSM and remind them to have their parking validated (CVFG)
 - Underground parking might be possible (CVFG)

Additional customer access features mentioned or cited include:

- ADA accessibility is needed (VFG)
- Provide controlled entrances and exits (CVFG)
- Provide room for strollers and bicycles (VFG)
- Provide adequate, secure bicycle parking (perhaps covered spaces) (VFG, SIR)
- Places for tour buses to pull up and park are needed (FVFG)
- Improved pedestrian crossing across Naito Parkway are needed (FVFG, CVFG)

Layout

When asked about layout options in the focus groups for the market, the majority of vendors supported having wider aisles and making larger booths available. There

was disagreement, however, about whether a uniform booth size (10'x10') should be used or whether a variety of booth sizes is preferable. One or two vendors also reported that larger booths were desirable on their questionnaires. There was disagreement about the number of corner booths that should be included in the Market. Corner sites were generally found desirable, but some vendors noted that having too many corners may be confusing for customers. (VFG)

The location of food vendors with respect to craft vendors was another point of conflict. The food vendors expressed a preference to be located in the center of the market, while craft vendors felt that this arrangement separated the craft vendors, leading customers to overlook some booths (VFG, FVFG). Many stakeholders who were interviewed also suggested separating food vendors from crafts (SIR).

The following list presents more detailed suggestions about market layout:

- General Layout
 - Locate in a “self-contained” space to distinguish from other markets (BFG)
 - Centralized information booth (VFG, CVFG):
 - Pay phones
 - Postcards, souvenirs
 - Customer service
 - First aid station
 - Display with history of the market
 - Seating for customers
 - Play space for kids with parent supervision
 - Ensure ease of customer flow, prevent bottlenecks (VFG, CVFG)
 - Centrally located restrooms (FVFG)
 - Formal designated entrance with good signage (FVFG, CVFG, SIR)
 - Hard surface with good drainage (1981 and 2004)
- Food vending area:
 - Several smaller areas, including one for alcohol (FVFG)
 - No additional food booths (keep the existing number) (FVFG)
 - Kitchen prep area needed for food vendors. (FVFG)
 - Accessible to vehicles (CVFG)
 - More tables and places to eat (CVFG)
- Craft vending area:
 - Facility should be able to shrink or grow to give the impression that the market is always full (BFG)
 - Less drastic difference in the quality of the booth or booth location (CVFG)

Utilities

There was a general consensus about the need for improved on-site utilities, particularly water, electricity and sewers (1981, 2004, BFG, VFG, FVFG). The majority of vendors who participated in the focus groups supported having phone line access

at vendor booths to run credit cards, or to share phone lines among a small number of booths (CVFG).

The following comments relate specifically to food vendors' utility needs:

- Central water/ waste station for every four food booths (FVFG)
- Electric power at booths (FVFG)
- Need more than 30 Amp's per outlet (FVFG)
- Adequate drainage is needed to prevent puddles; a smooth surface with slope is ideal (FVFG)
- Better recycling facilities (CVFG)

Protection from Elements

A common theme is that the market should have protection from weather (including sun, wind, heat and rain) (1981, 2004, BFG, CVFG, FVFG, VFG). While a few vendors suggested total roof coverage or an indoor market location, several suggested partial coverage only, since many vendors prefer to operate under natural light. Responses to the vendor questionnaire and stakeholder interviews also support the need for sufficient coverage from weather, but vendors and stakeholders both reported that it would be important to retain the open-air feeling of the market (VQS, SIR).

Additional specific input on roofing is listed below:

- Adequate lighting is needed for the covered areas (BFG)
- Retain natural light (VFG)
- Use roll-up doors for coverage and storing goods (VFG)
- Types of roofing:
 - Retractable roof (FVFG)
 - Green roof or eco-roof (VFG, CVFG)
 - Create a "glass canopy" (VFG)
 - Roof for eating area could consist of several individual roofs, placed at different heights, so that the roof provides both cover and open air (FVFG)

Programming

There is general support for a main stage for regularly scheduled music and separate spaces for street performers (CVFG, FVFG, VFG). It was noted in two of the focus groups, however, that loud music and long performances can disrupt shoppers and vendors (CVFG, VFG). One or two vendors also suggested designing the layout such that spectators don't block shoppers from Market booths.

- Music
 - If the stage was permanent, it could be rented out for other activities during the week. (FVFG)
 - Background music, especially at Christmas, is important (CVFG)
- Other Programming
 - Face painting for kids and other family activities (FVFG)
 - Activities for persons of all ages (SIR)

Amenities

The following are the amenities that were most consistently cited as desirable Market features:

- Permanent restrooms (1978, BFG, VFG, FVFG, VQS)
- Multiple on-site ATM's (BFG, VFG, FVFG, CVFG)
- Nearby storage (1978, 2004, BFG, VFG, FVFG, CVFG)

Other amenities that were suggested by one or two vendors include the following:

- Customer seating areas (VQS)
- Nearby office space nearby (BFG)
- Landscaping (BFG)
- On-site shipping service on-site (CVFG)
- More drinking fountains (CVFG)

Location Characteristics and Sites

Location Characteristics

Most vendors and stakeholders felt that the permanent PSM home should be downtown or in the central city, near other activities and active retail uses (SIR, VQS, BFG, CVFG, FVFG, VFG). The majority of vendors and stakeholders preferred to stay on Portland's west side, and several mentioned staying near the existing location so that customers could easily find them after the move. These themes were also present in the 1978 and 1981 studies.

Additional specific location characteristics include:

- Urban / central city location, in or near downtown (SIR, BFG, CVFG, VFG, FVFG, 1981, 2004)
- Near existing PSM location (VQS, CVFG, BFG)
- In an aesthetic natural or park setting (CVFG, VQS, BFG)
- Near public open space (1978, 1981)
- Near transit (SIR, VQS)
- Distinguished from Skidmore Market (VFG, VQS)
- Away from homeless population and social service / "better" neighborhood (VFG, VQS)
- In Old Town (2004)
- Location within historic district (SIR)
- Within Fareless Square (SIR)

Good Locations

Southwest Portland

- Under the Morrison Bridge on the west side of the Willamette (on existing parking lot) (1978, 1981, FVFG, VFG, SRI, VQS)

- Current location (1978, CVFG, FVFG, VFG, SIR)
- Waterfront Park (1978, 1981, CVFG, SIR, FVFG)
- Pioneer Courthouse Square (CVFG, BFG, VFG, SIR)
- South Waterfront Renewal Area (CVFG, FVFG)
- Park across from Portland Building (CVFG)
- Forestry Center (CVFG)
- Three blocks west of Morrison Bridgehead (1981)
- Rose Garden tennis court (VFG)
- Skidmore and New Market Theatre building (VFG)
- Naito Parkway (block vehicle access on weekends) (FVFG)
- Specially designed parking garage/roof of Smart Park (VFG)
- South Park Blocks (1981, SIR)
- Block north of the Galleria (SIR)
- PGE Park area (SIR)
- RiverPlace (SIR)
- Main Street (1981)

Northwest Portland

- North Park Blocks (1981, SIR, VFG, FVFG)
- Union Station (1981, SIR)
- Near Chinese Garden (SIR)
- Pearl District between post office and Greyhound station (FVFG)
- Surface parking lots in Chinatown (SIR)
- Portland Center Mall (1981)
- Flanders and NW Second (1981)
- Centennial Mill (SIR)

Southeast Portland

- Central Eastside Industrial Area (SIR)
- Under the eastside of the Burnside Bridge (VFG)
- North of OMSI, under 1-5 on the east side of the Willamette River (VQS)
- Produce Row (1981)

Northeast / North Portland

- Holladay Park (1981, CVFG, VFG)
- Lloyd Cinemas parking lot (CVFG, VFG)
- Near Convention Center (CVFG, VQS)
- Lloyd District (CVFG, SIR)
- Near Rose Quarter Transit Center (CVFG)
- East of Lloyd Center (1981)
- 700 NE Multnomah parking lot (VFG)
- North Mississippi Avenue area (CVFG)
- Between Coliseum and Rose Garden (VFG)
- Rose Quarter water fountain area (VFG)

Bad Locations

- OMSI (FVFG)
- Washington Park (BFG)
- Fish Market (VQS)
- Current Location (VQS)

Criteria

Below are siting criteria from various reports.

2004 Permanent Home Criteria: Portland Saturday Market

Note: Core criteria are in italics

- 1) *Utilities—sewer, water, electricity, garbage, recycling*
- 2) *Hard surface (75,000 to 80,000 sf)*
- 3) *Restrooms*
- 4) *Customer access to site*
- 5) *Long-term availability*
- 6) *Loading access*
- 7) *Central Location*
- 8) Customer parking within about 2 blocks
- 9) Storage (about 5000 sf)
- 10) Acceptable noise levels
- 11) Cover/ Protection
- 12) Vendor parking within about 5 blocks
- 13) On or near MAX / Streetcar within about 3 blocks
- 14) Open space
- 15) Visible to Public
- 16) Public Safety
- 17) Cleanliness
- 18) Vehicular access to the site
- 19) Office Space (about 3000 sf)

1981 Saturday Market Location Study Report

Market Criteria

1. Available on Saturday and Sunday
2. Space
3. Direct loading and unloading area
4. Open air feeling
5. Within the Downtown area
6. Paved with good drainage
7. Office space nearby
8. Water source and dump
9. On-site electricity
10. Vendor parking within 6 blocks
11. Retain activity in area
12. Public telephone and drinking fountain

13. Partial weather protection
14. Near public open space
15. No dependence on surrounding business approval

City Criteria

1. Emergency access and egress
2. Pedestrian access and egress
3. Proximity to adequate parking
4. Emergency water supply
5. Close to major retail or entertainment area
6. Proximity to public transit
7. Site should be free of hazards
8. Traffic access and egress
9. Illumination/ visibility
10. Wide sidewalks in area
11. Few fire access barriers (nooks and crannies)
12. Consistent with planning regulations and policies
13. Sanitary sewer connection

Appendices

Public/ Legal Documents

Acceptance between Skidmore Fountain Associates and City of Portland.
October 2, 1985.

Agreement between Portland Saturday Market, Inc. and Moore Scherzer
Fountain Partners, LP. October 30, 1985.

Agreement between Portland Saturday Market, Inc. and Moore Scherzer
Fountain Partners, LP. March 13, 1986.

Market Place Space and Occupancy Agreement between Metro Management,
Inc. and Portland Saturday Market, Inc. March 2, 2001.

Ordinance 177379. Portland City Council. April 9 2003.

Ordinance 177166. Portland City Council. December 26 2002.

Resolution No 04-092. Multnomah County Board of Commissioners for
Multnomah County.

Planning Documents:

Memorandum. Portland Saturday Market Operating Site Requirements.
January 21, 2004.

Portland Saturday Market: Awareness & Perceptions (Power Point). Prepared
by Market Decisions Corporation. June, 2003.

Portland Public Market Study. Phase 1: Market and Financial Analysis.
Prepared Bay Area Economics. June 2005.

Saturday Market Location Study Report. City of Portland Saturday Market
Task Force. September 1981.

Summary of Interviews with representatives from Portland Farmers Market,
Public Market and Saturday Market (Draft). Prepared by Elaine Cogan, June
15, 2005.

Parametrix Documents:

Focus Group Summary

Board Focus Group Summary (August 3rd)

Vendor Focus Group Summary (August 6th)

Food Vendor Focus Group Summary (August 10th)

Craft Vendor Focus Group Summary (August 11th)

Stakeholder Interview Report

Vendor Questionnaire Report

Summary of Previous Saturday Market of Alternative Sites