

A banner for the Overland Park Farmers Market. It features a corn cob on the left, a watermelon slice in the middle, and a tomato on the right. The text reads "OVERLAND PARK FARMERS MARKET" in a stylized font, followed by "OPEN WEDNESDAYS!" in large, bold letters. Below this, it says "7:30 A.M. - 1 P.M." and "OVERLAND PARK, KANSAS". There is also a logo for "Shawnee Mission Health" with the tagline "Much more than medicine.".

Market Ventures Inc.

helping the **City of Overland Park**

create a downtown event  
& transportation hub

Presentation to City Council  
February 5, 2018

# Project Summary & Goals

## Background

- Recognize importance of Overland Park Farmers' Market to the city's downtown revitalization efforts and community identity
- Explore ways to improve Farmers' Market while identifying other uses for pavilion
- Provide foundation for future capital investments

## Goals

- Accommodate **large downtown events** such as the Farmers' Market while minimizing disruption caused by limited parking
- Create a **new or enhanced Market structure** that permits growth, increases comfort for customers and vendors, and adds new amenities
- Expand **transit service**, enhance **pedestrian connections** to downtown businesses in order to promote greater downtown density, and encourage **alternative transportation**
- Test the **economic feasibility** of a more flexible event and community gathering facility in the current or alternate locations

# Consultant Team

- Market Ventures, Inc., Lead
  - National consultants on public markets, farmers' markets, and other food-based economic development projects
  - Ted Spitzer, President and Project Manager
  - Hugh Boyd, FAIA
- Vireo
  - Planning and design, with focus on alternative transportation
  - Chad Potter, PLA
  - Ben Wagner, PLA
- Taliaferro & Browne
  - Urban planning, transit and transportation
  - Leonard Graham, PE, President
  - Mike Looney, PE
  - Quartney Taylor

## Market Ventures Inc.

118 William Street, Portland, ME 04103

[www.marketventuresinc.com](http://www.marketventuresinc.com)



929 Walnut St., Kansas City, MO 64106

[www.bevireo.com](http://www.bevireo.com)



**Taliaferro & Browne, Inc.**

Engineering - Landscape Architecture - Surveying

1020 E. 8<sup>th</sup> St, Kansas City, MO 64106

[www.tb-engr.com](http://www.tb-engr.com)

# Scope of Work

## Phase 1: Market Research & Analysis

1. Farmers' Market expansion
  - a) Advisory Committee meeting #1
  - b) Key informant interviews
  - c) Operational & financial analysis of current market
  - d) Resident internet survey
  - e) Economic & demographic analysis of OP trade area
  - f) Vendor & merchant focus groups
  - g) Analysis of competing markets
  - h) Advisory Committee meeting #2
2. Transportation & Parking Alternatives
  - a) Review existing studies & plans
  - b) Key informant interviews
  - c) Farmers' market parking analysis
  - d) Transit analysis

## 3. Event Space

- a) Competing facilities review
- b) Key informant interviews
- c) Demand potential
- d) Comparison with public markets nationwide
- e) Advisory Committee meeting #3

## Phase 2: Design & Implementation

## 4. Design Alternatives

- a) Site analysis
- b) Facility conceptual design
- c) Site plan
- d) Perspective sketch
- e) Implementation strategy & final report
- f) Public meeting
- g) Advisory Committee meeting #4 & Council meeting



# Advisory Committee

The Advisory Committee, selected by the City, met four times over the course of the study to:

1. Provide input into the research and analysis
2. Ensure all necessary perspectives were considered and be a conduit for constituent feedback
3. Review and help publicize the community internet survey
4. Understand the analysis and recommendations
5. Potentially become advocates for the plan

Name, Title, Organization	Category
Michael Billings, Owner, Buffalo Lodge	Farmer/vendor
Jon Birkel, Director of Development, Hunt Midwest	Developer
Robert Brassard, Director, Broadmoor Bistro/OP Public Schools	Government
Sara Ebbers, Resident	Resident
Frank Gieringer, Owner, Gieringer's Orchard	Farmer/vendor
Marc Hansen, Principal Planner, Mid-America Regional Council	Government
Elaine Johnson, Owner, Harper's Fabric	Business
Doug Johnson, Manager of GIS, Planning & Development Services, Overland Park	Government
Laura Laiben, Owner, Culinary Center of Kansas City	Business
Dana Markel, Executive Director, Visit Overland Park	Nonprofit
Jack Messer, Director, Planning & Development Services, Overland Park	Government
Clayton Prestwood, General Manager, The Other Place	Restaurant
Kristina Stanley, Recreation Supervisor/Farmers' Market, Recreation Services, City of Overland Park	Government
Kate Sweeten, Executive Director, Downtown Overland Park Partnership	Nonprofit
Juan Trujillo, Owner, Kansas School of Classical Ballet	Business
Bev White, Citizen Advisory Member	Resident

# Market Research

- Consultant team conducted a range of primary and secondary market research activities to explore the potential for expanding or altering the Overland Park Farmers' Market
- **Key informant interviews** were conducted with public officials, market vendors, downtown retailers and developers, and nonprofit leaders to ensure that various viewpoints and input were considered
- **Site visits** were made to observe the Overland Park Farmers' Market in operation on both Saturday and Wednesday, and to observe other markets and event facilities in the area
- **Community internet survey** attracted 1,649 respondents from throughout the city
  - The survey explored residents' satisfaction with existing food stores, utilization and satisfaction with existing sources of local foods, ideas for improvements, and reactions to potential changes
- **Trade area analysis** explored demographic trends and food purchasing behavior in three trade areas (2 mile ring, 2-6 mile band, and 6-15 mile band) using data provided by Nielsen Claritas, a national data service provider
- **Supply analysis** sought to determine the potential for attracting additional vendors through key informant interviews, focus groups, and review of Farmers' Market data

# Market Research

## Key Informant Interviews

- Quasi-structured key informant interviews were conducted early in the research process to understand different perspectives on the farmers' market, events, downtown retail and development, parking, transportation, and other planning issues.
- Information from the interviews shaped the design of the community internet survey and focus groups, and informed the research and analysis

\* Advisory Committee members

Name, Title, Organization	Category
Sean Barnard, Owner, Bambou Salon & Spa	Business
Melanie Colemand, Owner, TallulahBelle's	Business
Kevin Cowan, Owner, Kevin Cowan Architects	Business
Tim Crough, Owner, Move Right KC Fitness Studio	Business
Teresa Gebbett, Owner, Clock Tower Bakery	Business
Karen Greenwood, Community Engagement Director, 10,000 Villages	Business
Elaine Johnson, Owner, Harper's Fabric*	Business
Laura Laiben, Owner, Culinary Center of Kansas City*	Business
Jay Mackay, Owner, The Tasteful Olive	Business
Juan Trujillo, Owner, Kansas School of Classical Ballet*	Business
Jon Birkel, Director of Development, Hunt Midwest*	Developer
Paul Goehausen, Principal, Goehausen & Co.	Developer
Mike McKeen, Principal, EPC Apartments	Developer
Hal Shapiro, Principal, Real Property Group	Developer
Michael Billings, Owner, Buffalo Lodge*	Farmer/vendor
Dave Derr, Owner, Wiener Wagon	Farmer/vendor
George Dragush, Owner (retired), Dragush Farm	Farmer/vendor
John Edmonds, Owner,	Farmer/vendor
Frank Gieringer, Owner, Gieringer's Orchard*	Farmer/vendor
Linda Hughes, Farmer, Jordy's Honey	Farmer/vendor
Robert Hughes, Farmer, Jordy's Honey	Farmer/vendor
Quinten Koetting, Owner, Dragonfly Gourmet Foods	Farmer/vendor
Krista Koetting, Owner, Dragonfly Gourmet Foods	Farmer/vendor
Kate Matsch, Owner, Ibis Bakery	Farmer/vendor
Jill McEnroe, Owner, Frannie Franks Coffee Cakes	Farmer/vendor
Edith Palmberg, Farmer, Thane Palmberg Orchard	Farmer/vendor
Austin Reynolds, Owner, Green Thumbs Up	Farmer/vendor
Cherie Schenker, Owner, Schenker Farms	Farmer/vendor
Kevin Schenker, Owner, Schenker Farms	Farmer/vendor
Jon Umsted, Owner, Yummylicious Cookie Company	Farmer/vendor
Joli Winer, Farmer, Heartland Honey	Farmer/vendor
Robert Brassard, Director, Broadmoor Bistro/OP Public Schools*	Government
Bill Ebel, City Manager, City of Overland Park	Government
Terry Happer-Scheier, City Councilmember, City of Overland Park	Government
Dave Janson, City Councilmember, City of Overland Park	Government
Doug Johnson, Manager of GIS, Planning & Development Services, Overland Park*	Government
Paul Lyons, City Councilmember, City of Overland Park	Government
Jack Messer, Director , Planning & Development Services, Overland Park*	Government
Kristina Stanley, Farmers' Market Manager, Recreation Services, City of Overland Park*	Government
Angi Hejduk, CEO, InterUrban Art House	Nonprofit
Dana Markel, Executive Director, Visit Overland Park*	Nonprofit
Sara Ebbers, Resident, *	Resident
Bev White, Citizen Advisory Member, *	Resident
Renee Kelly, Owner, Renee Kelly's Harvest	Restaurant
Clayton Prestwood, General Manager, The Other Place*	Restaurant
Carl Thorne-Thompson, Owner, Story Restaurant	Restaurant

# Market Research

## Community internet survey

- Survey instrument utilized a question set that MVI has refined on other similar projects, altered to fit needs of Overland Park
- Survey available on-line from June 29 – July 17, 2017, promoted by local project team via press releases, email blasts, and social media
- 1,649 respondents, 96% primary shoppers for fresh foods in their households
- Self-selected respondents so not a random sampling of the population, but large dataset suggests that responses reflect a large proportion of area residents
- Large number of responses allows exploration of how different groups perceive and experience food shopping and the OP Farmers' Market, including nonshoppers

Overland Park Farmers' Market Community Survey

Ever visited the Overland Park Farmers' Market?

\* 3. Have you ever visited the Overland Park Farmers' Market?

☐ Yes

☐ No

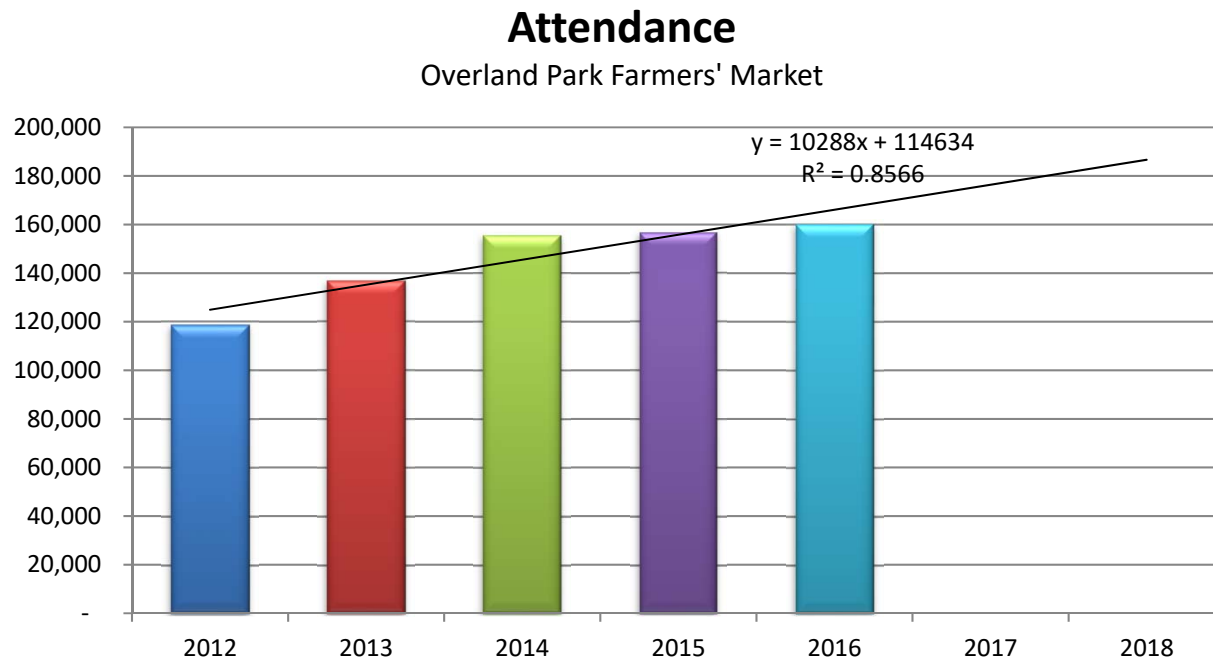
☐ Don't Know





# Operational and Financial Review

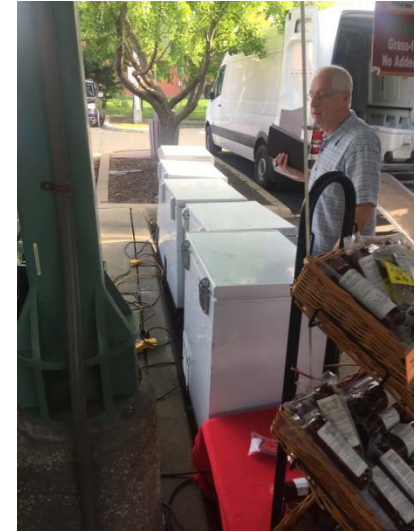
- Consultant team reviewed Farmers' Market's operations
  - Observations, interviews, information provided by Market management, and responses to community internet survey
- Customer attendance
  - Steady growth over past five years (management hourly counts within Market)
  - 2017 expected to be busiest year on record, despite challenges with parking and access due to downtown construction
  - Based on five year linear trend, 2018 attendance should reach nearly 190,000 visitors



# Operational and Financial Review

- Facility

- Pavilion built in 1991, creating a permanent and visible location for the Farmers' Market in heart of downtown
- 54 vendor stalls, most with vehicle access
- Parking lot with a roof: space under pavilion used for free parking when Market not in operation
- Structure appears sound based on engineer's visual inspection
- Physical challenges/deficiencies
  - Slope
  - Rain penetration
  - Parking lot surface
  - Curbs
  - Insufficient electrical capacity, particularly with more vendors selling meat from coolers
  - Lighting
  - No room for expansion (larger or more vendors)
  - Drainage – streams and flooding

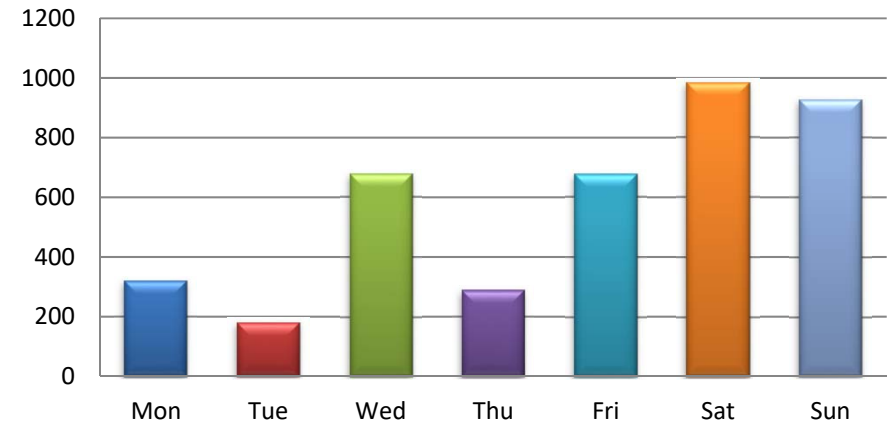


# Operational and Financial Review

- Schedule
  - Saturdays, 7 am to 1 pm (April – Nov)
  - Wednesdays, 7:30 am to 1 pm (May – Sep)
  - Holiday Market – one Saturday in December
  - Interest in changing schedule
    - Vendors opposed to longer hours (71% no)
    - Customer interest in extending hours past 1 pm (market survey: 45% yes, 20% not sure)
    - Community survey found substantial interest in extending hours, adding third day of operation (Sundays), adding evening hours, expanding the Market's size, and enclosing part of the Market

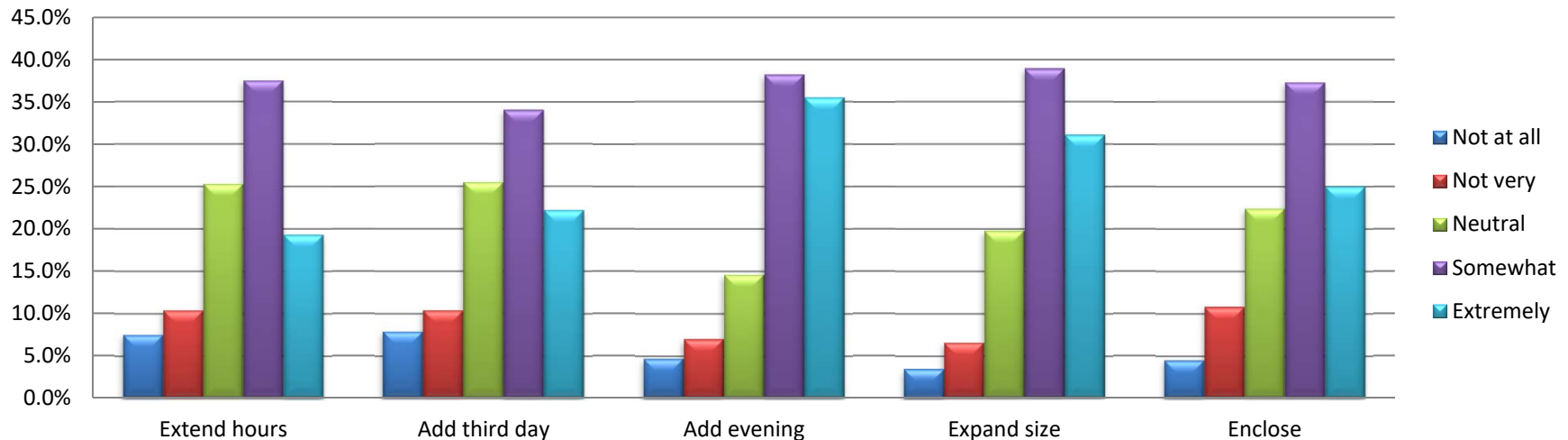
## Preferred Days of Operation

Overland Park Community Survey



## Interest in Changes

Overland Park Community Survey



# Operational and Financial Review

- Rules

- Review found rules generally complete and clear
- Suggest changing the vendor categories
  - Create separate categories for “Specialty food vendor” and “Prepared food vendor”
  - Replace name “Specialty vendor” with “Nonfood vendor”
  - Consider charging higher fees for prepared foods

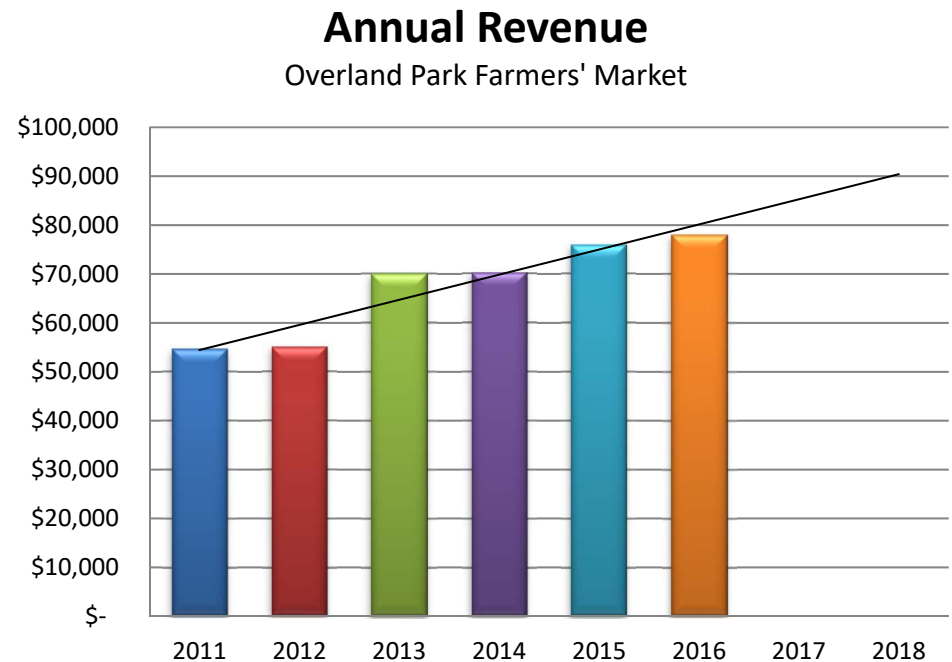
- Finances

- Revenue

- Revenue increased every year since 2011 (average 6.1% per year)
- Based on revenue and customer growth, potential to expand the Market with more vendors or additional days

- Expenses

- Market Manager and part-time staff positions funded through Recreation Services
- DOPP provides marketing and events - \$30,000 annual budget



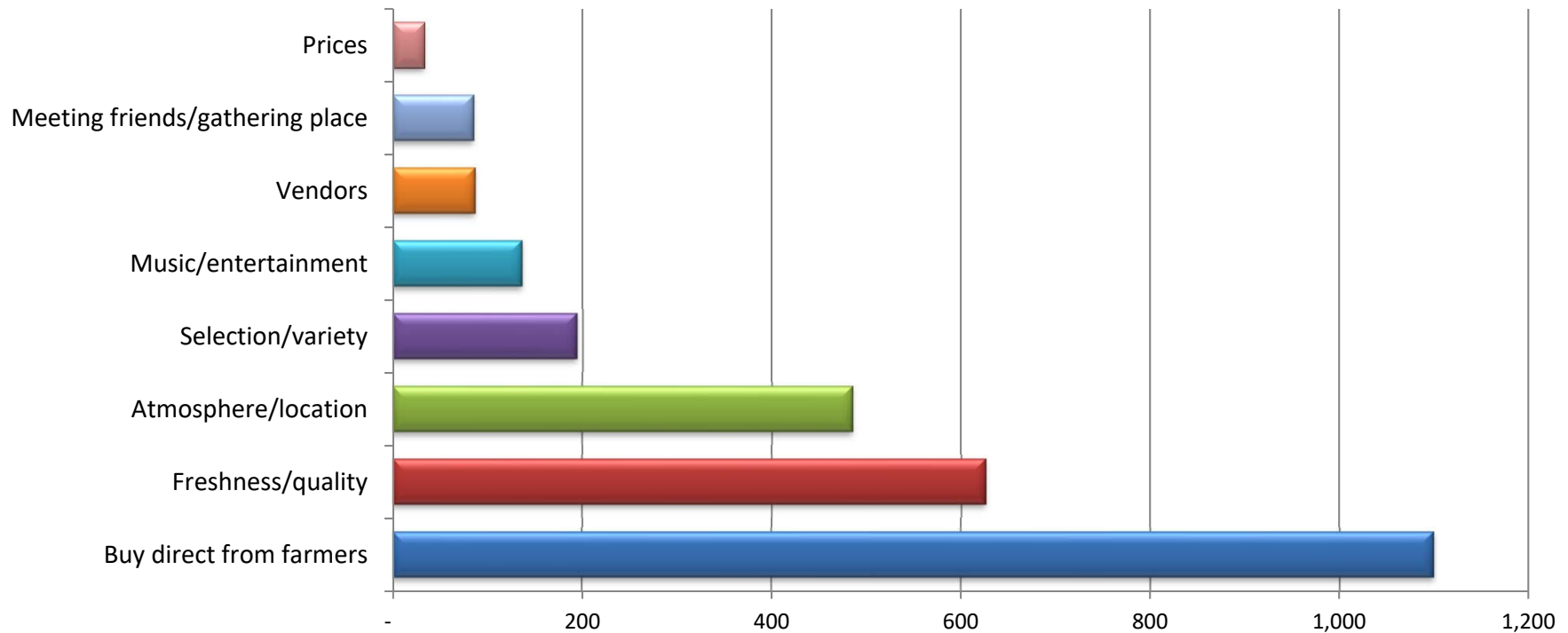


# Operational and Financial Review

- Vendors and product mix
  - Strong focus on local farmers and diverse mix of products, reflecting community interest in buying directly from farmers (75% of 81 total vendors are farmers, while 22% are food and 3% specialty/nonfood)
  - To ensure authenticity, management conducted 59 farm visits in 2016 (average 64 farm visits/year over past 5 years)

## Like Most at OP Farmers' Market

Overland Park Community Survey



# Operational and Financial Review

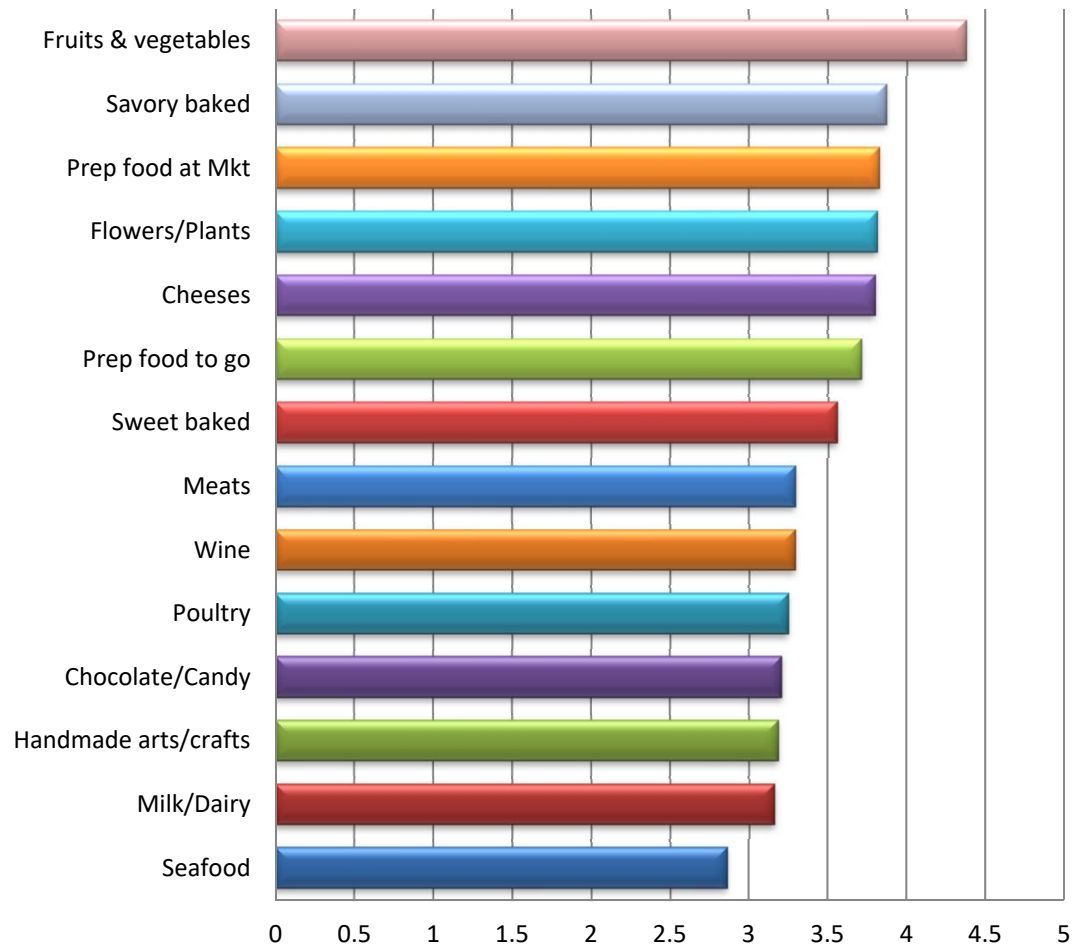
- Changing the product mix
  - Resident interest in more fruits & vegetables, baked goods, prepared foods, flowers/plants, and cheeses
  - Management appropriately cautious when introducing new vendors so all have profit potential
  - Nearly all vendors (>80%) return yearly
  - No room to accommodate either larger stalls or more vendors, although strong produce vendors want more space
  - Demand from new, qualified vendors but no space to accommodate them (22 vendors on waiting list)



Q22. If the Overland Park Farmers' Market expands and has room for more vendors and/or larger vendor stalls, what products would you like to see more of:

## Additional Products (Mean)

Overland Park Community Survey



# Operational and Financial Review

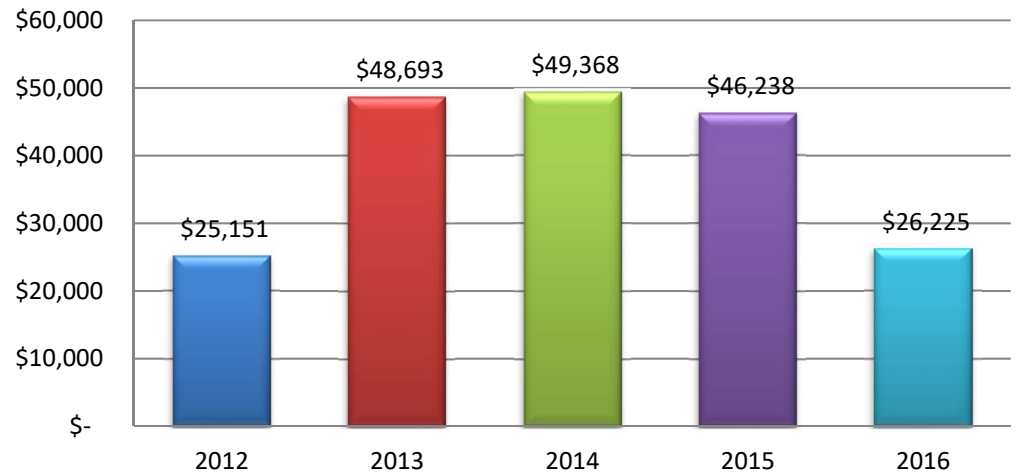
- Food access

- Management runs token program to convert SNAP EBT (electronic food stamps) into usable Market currency
- Double Up Food Bucks (SNAP matching program) reduces the cost of fresh produce for low income shoppers
- Senior Farmers' Market Nutrition Program provides coupons to eligible seniors (redeemable by Kansas farmers' only)
- 2016 drop in SNAP and Senior Coupon redemptions because of late funding
- Opportunity to increase SNAP utilization with greater promotion and outreach



## SNAP/DUFB

Overland Park Farmers' Market



## SFMNP

Overland Park Farmers' Market



# Operational and Financial Review: Marketing

DOPP provides marketing services in coordination with Market management, using funds provided by the City of Overland Park

Farmers' Market has a robust marketing program:

- Events – two events per market
  - Live music
  - Kids activities
  - Cooking demonstrations
  - Classes
  - Theme days
- Web site
  - City site ([www.opkansas.org/things-to-see-and-do/farmers-market/](http://www.opkansas.org/things-to-see-and-do/farmers-market/)) Suggestions for improvements:
    - Hours of operation
    - Parking information
    - Public transit information and links
    - Description about types of vendors
    - Listings of upcoming events
    - Customer testimonials
  - DOPP (<http://downtownop.org/market>)
    - More informative than city website but subset of organizational website
- Active social media
  - Facebook
    - Over 30,000 followers
    - Posts about upcoming events
  - Instagram – posts each Market
  - Twitter – posts/video twice per week
- Calendar listings
- Online advertising
- Banners and signs
- Collateral materials
  - Canvas shopping bags
  - T-shirts
  - Cookbooks
  - Magnets
  - Buyers guide
  - Stickers

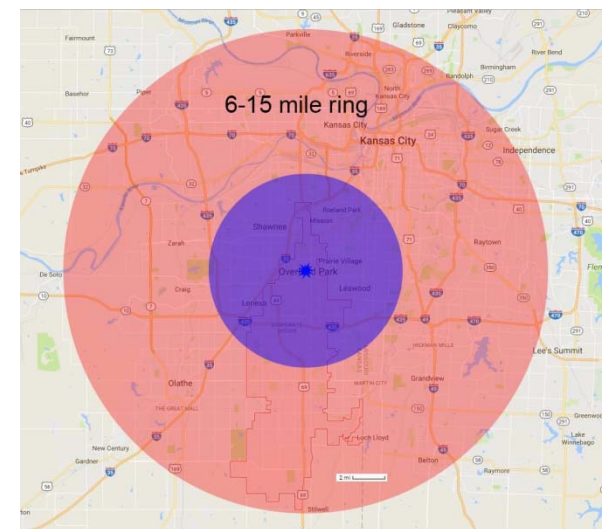
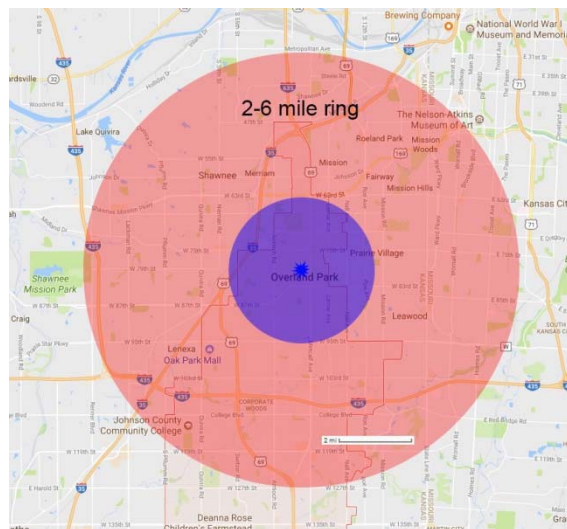
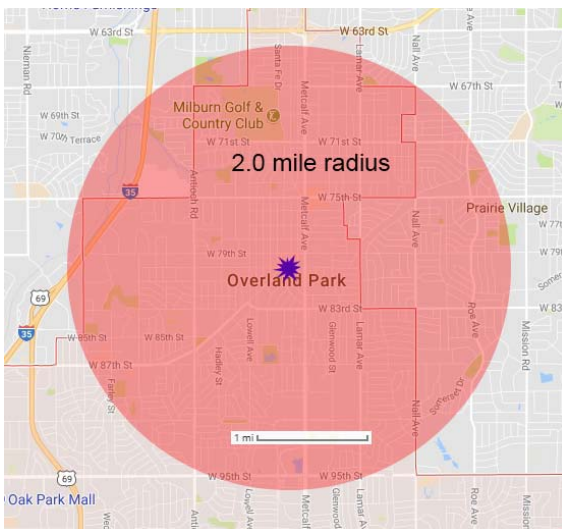




# Market Research

## Trade area analysis

- Trade area analysis explored characteristics of people living in and around Overland Park in order to identify demographic trends that might impact the Market
- Trade areas
  1. Two mile radius: area where the market is easily accessible, including for people without cars, and a very convenient place to shop for fresh foods
  2. Band between 2 and 6 miles: band around the first area that is reasonably convenient but where there are other places to purchase similar products
  3. Band between 6 and 15 miles: band around the second area that is not convenient but which can attract a small percentage of customers who appreciate the unique market environment and product offerings



Demographics	2 m ring
Population 2010 census	48,290
Population 2017 estimate	48,984
Population 2022 projection	49,681
Population change 2010-2017 (%)	1.4%
Population change 2017-2022 (%)	1.4%
Population change 2017-2022	697
Racial diversity (% non-white)	18.9%
Percent Hispanic 2016	12.0%
Households 2017	22,938
Households 2022	23,557
Household change 2017-2022	2.7%
Average household size	2.11
Family households 2017	12,723
Family households 2017	55.5%
Median household income 2017	\$58,360
Average household income 2017	\$73,107
Average household income 2022 est	\$77,475
Change HH income 2017-2022	6.0%
Household income >\$75,000/yr	7,862
Household income >\$75,000/yr (%)	34.3%
Median age 2017	38.7
Median age 2022	39.2
Resident age 35-64	19,032
Targeted age range (35-64)	38.9%
Residents with bachelor's or higher	15,875
Bachelor's Degree	28.9%
Master's, Professional or Doctorate	16.0%
No Vehicles	4.6%
Transportation to work - bus 2017	0.7%
Transportation to work - bicycle 2017	0.2%

## Trade Areas: 2 mile ring

- Low projected population growth (data misses new downtown residential developments, which will likely attract higher income, empty-nesters)
- Very small households and low percent family households – typically lower spending customers
- Slightly above average median age (38.7)
- High median but below average household income; below average expected growth
- Nearly 8,000 households with income above \$75,000 – strong target for Farmers' Market
- 1,615 households with income below \$15,000
- Very high educational attainment: 15,875 adults with college or higher degrees – key indicator of interest in farmers' markets
- Conclusions: new downtown residents potential customers for farmers' market; highly educated residents typically strong market shoppers

Source: Claritas 2017

Demographics	2-6 m band
Population 2010 census	298,822
Population 2017 estimate	304,065
Population 2022 projection	308,882
Population change 2010-2017 (%)	1.8%
Population change 2017-2022 (%)	1.6%
Population change 2017-2022	4,817
Racial diversity (% non-white)	19.9%
Percent Hispanic 2016	9.0%
Households 2017	136,611
Households 2022	140,026
Household change 2017-2022	2.5%
Average household size	2.19
Family households 2017	79,316
Family households 2017	58.1%
Median household income 2017	\$66,223
Average household income 2017	\$93,606
Average household income 2022 est	\$100,078
Change HH income 2017-2022	6.9%
Household income >\$75,000/yr	59,798
Household income >\$75,000/yr (%)	43.8%
Median age 2017	39.8
Median age 2022	41.0
Resident age 35-64	119,560
Targeted age range (35-64)	39.3%
Residents with bachelor's or higher	108,933
Bachelor's Degree	31.0%
Master's, Professional or Doctorate	19.1%
No Vehicles	5.1%
Transportation to work - bus 2017	0.9%
Transportation to work - bicycle 2017	0.3%

## Trade Areas: 2-6 m band

- Substantial population but low projected growth
- High median age
- Small household size and below average percentage of family households
- Highest household incomes, well above national average, although below average expected growth
- 44% of households have income above \$75,000 (~60,000 households)
- Highest educational attainment of three trade areas; ~109,000 adults with bachelor's degree or higher
- Conclusions: Opportunity to grow customer base with highly educated, high income residential base but low projected population growth

Source: Claritas 2017

Demographics	6-15 m band	Total	USA
Population 2010 census	785,514	1,132,626	
Population 2017 estimate	831,505	1,184,554	
Population 2022 projection	861,158	1,219,721	
Population change 2010-2017 (%)	5.9%	4.6%	5.3%
Population change 2017-2022 (%)	3.6%	3.0%	3.8%
Population change 2017-2022	29,653	35,167	
Racial diversity (% non-white)	36.6%		29.7%
Percent Hispanic 2016	13.2%		18.0%
Households 2017	320,486	480,035	
Households 2022	332,344	495,928	
Household change 2017-2022	3.7%	3.3%	4.0%
Average household size	2.45		2.55
Family households 2017	207,190		
Family households 2017	64.6%		66.4%
Median household income 2017	\$52,149		\$56,156
Average household income 2017	\$76,329		\$80,853
Average household income 2022 est	\$82,419		\$87,464
Change HH income 2017-2022	8.0%		8.2%
Household income >\$75,000/yr	111,784	179,444	
Household income >\$75,000/yr (%)	34.9%	37.4%	
Median age 2017	36.0		38.2
Median age 2022	39.2		
Resident age 35-64	321,383	459,975	
Targeted age range (35-64)	38.7%		39.5%
Residents with bachelor's or higher	177,914	302,722	
Bachelor's Degree	21.2%		18.4%
Master's, Professional or Doctorate	11.8%		11.2%
No Vehicles	8.6%		
Transportation to work - bus 2017	2.1%		
Transportation to work - bicycle 2017	0.3%		

## Trade Areas: 6-15 mile band, total

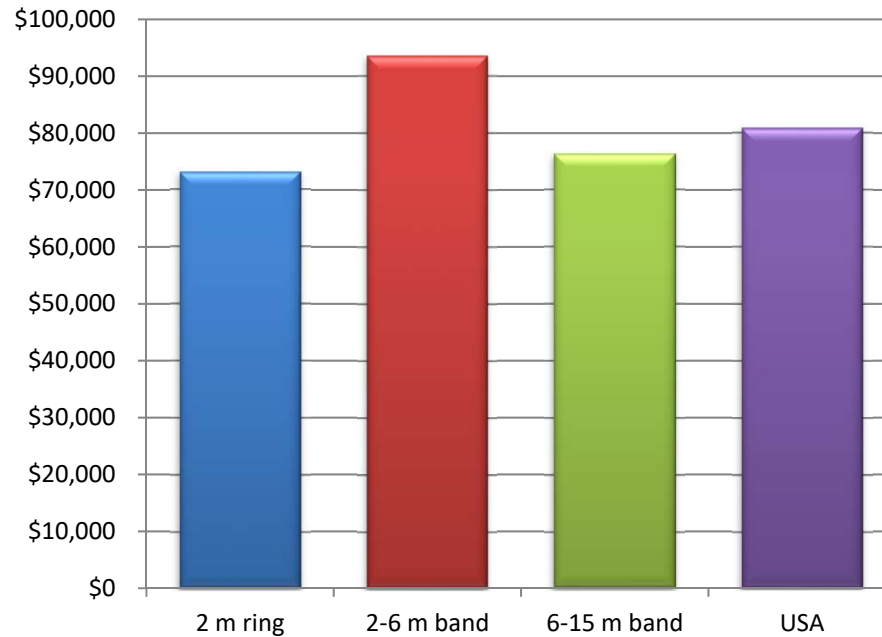
- Large area with large and growing population
- Racially diverse
- Slightly below average household size and family households
- Slightly below average household incomes but growing quickly
- ~112, 000 upper income households, 35% of population
- Many households with income <\$15,000 (44,656 or 14%)
- Above average educational attainment; ~178,000 adults with bachelor's or higher
- Conclusions: Growing, well educated population provides opportunity to expand customer base or create a new farmers' market facility elsewhere in Overland Park; opportunity for Sunday market because more leisure time than weekdays

Source: Claritas 2017

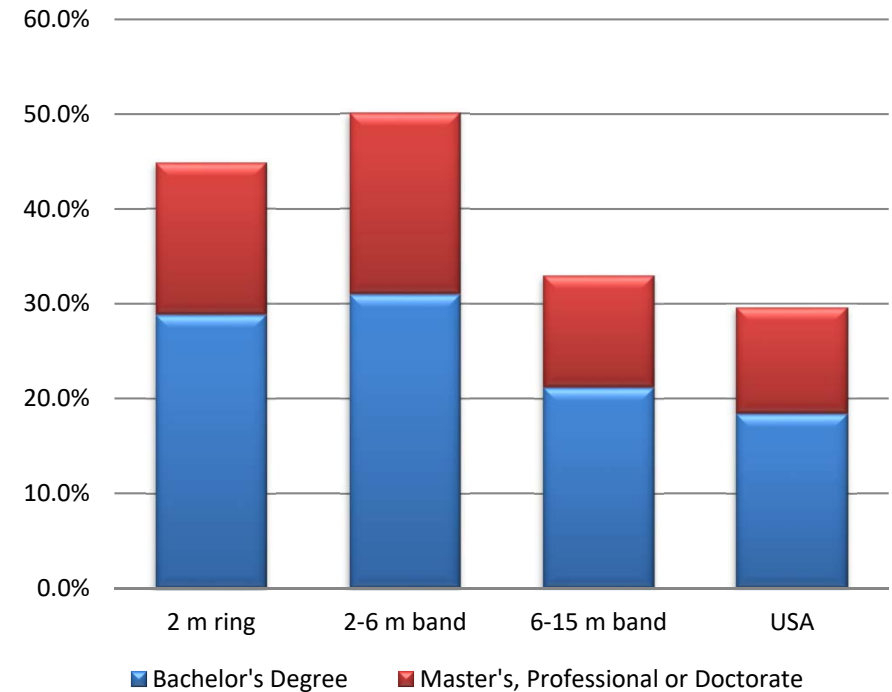


# Trade Area Analysis

**Ave household income 2017**  
Overland Park Trade Areas



**Educational Attainment**  
Overland Park Trade Areas



# Trade Area Analysis

- Charts show estimated annual sales of fresh and prepared foods, derived from national consumer expenditure surveys applied to local demographics

Consumer Expenditures: Food & Beverage, Overland Park					Consumer Expenditures: Food & Beverage, Overland Park				
2.0 m ring	2017 Estimate	2022 Projection	Δ \$	Δ %	2.0-6 mile band	2017 Estimate	2022 Projection	Δ \$	Δ %
Market categories	(000s)	(000s)	(000s)		Market categories	(000s)	(000s)	(000s)	
Bread	\$3,594	\$3,693	\$99	2.8%	Bread	\$22,707	\$23,364	\$657	2.9%
Dairy	\$7,926	\$8,279	\$353	4.5%	Dairy	\$49,621	\$51,900	\$2,279	4.6%
Cheese	\$3,394	\$3,548	\$154	4.5%	Cheese	\$21,392	\$22,453	\$1,061	5.0%
Meat	\$11,323	\$11,806	\$483	4.3%	Meat	\$71,915	\$74,910	\$2,995	4.2%
Poultry	\$3,231	\$3,366	\$135	4.2%	Poultry	\$20,708	\$21,494	\$786	3.8%
Prepared foods	\$4,213	\$4,379	\$166	3.9%	Prepared foods	\$26,871	\$28,007	\$1,136	4.2%
Produce - fresh	\$10,700	\$11,181	\$481	4.5%	Produce - fresh	\$68,964	\$72,174	\$3,210	4.7%
Seafood - fresh	\$1,227	\$1,271	\$44	3.6%	Seafood - fresh	\$8,323	\$8,636	\$313	3.8%
Specialty food	\$6,927	\$7,230	\$303	4.4%	Specialty food	\$43,924	\$45,907	\$1,983	4.5%
Sweets (candy)	\$2,406	\$2,501	\$95	3.9%	Sweets (candy)	\$15,304	\$15,922	\$618	4.0%
Coffee/Tea	\$2,758	\$2,886	\$128	4.6%	Coffee/Tea	\$17,510	\$18,368	\$858	4.9%
Wine/Beer	\$5,371	\$5,567	\$196	3.6%	Wine/Beer	\$35,861	\$37,182	\$1,321	3.7%
Total	\$63,070	\$65,707	\$2,637	4.2%	Total	\$403,100	\$420,317	\$17,217	4.3%
All Food at Home	\$87,732	\$91,526	\$3,794	4.3%	All Food at Home	\$555,111	\$579,207	\$24,096	4.3%
Lunch - Fast Food	\$8,572	\$8,803	\$230	2.7%	Lunch - Fast Food	\$54,328	\$55,745	\$1,417	2.6%
Lunch - Full Service	\$7,748	\$7,996	\$247	3.2%	Lunch - Full Service	\$51,133	\$53,051	\$1,917	3.7%
Dinner - Fast Food	\$8,984	\$9,260	\$276	3.1%	Dinner - Fast Food	\$55,967	\$57,599	\$1,632	2.9%
Dinner - Full Service	\$17,900	\$18,509	\$609	3.4%	Dinner - Full Service	\$120,166	\$124,664	\$4,498	3.7%
All Food Away Home	\$54,275	\$56,054	\$1,779	3.3%	All Food Away Home	\$353,755	\$365,974	\$12,219	3.5%

Source: Claritas 2017

# Trade Area Analysis

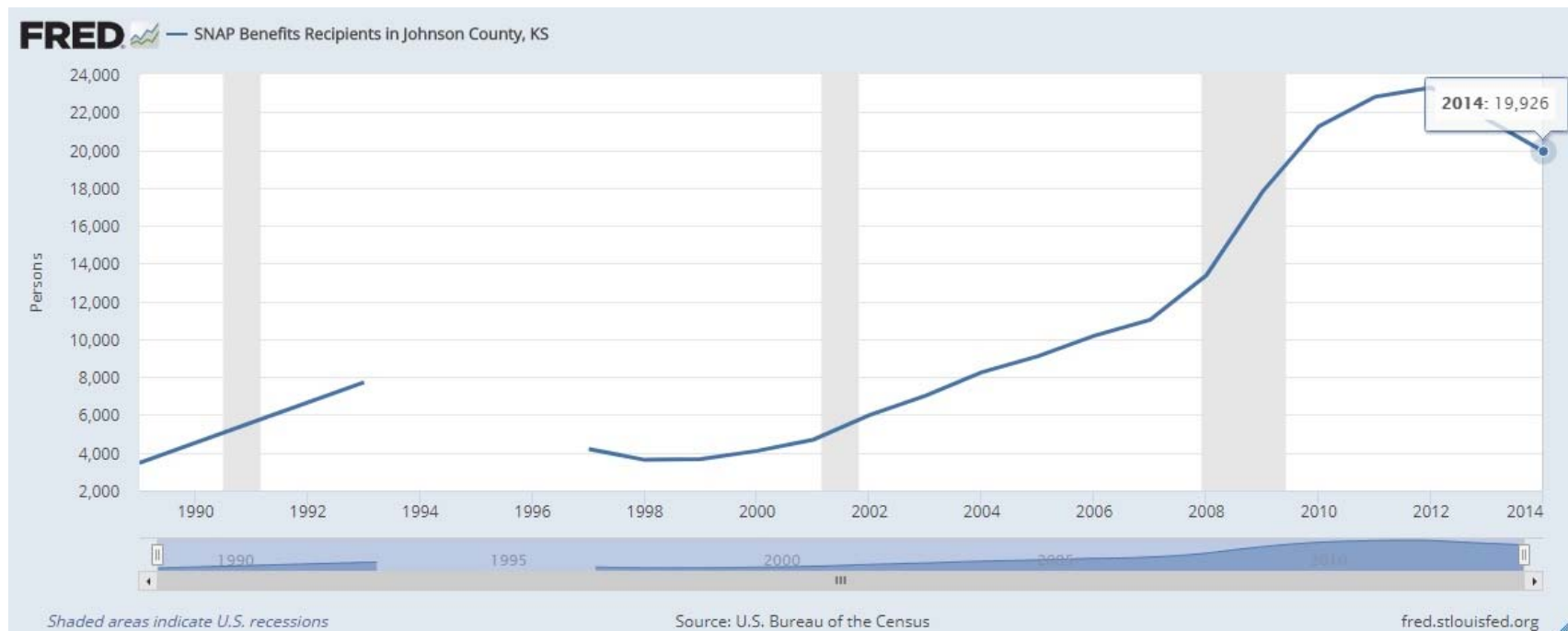
Consumer Expenditures: Food & Beverage, Overland Park				
<b>6-15 mile band</b>	2017 Estimate	2022 Projection	Δ \$	Δ %
<b>Market categories</b>	(000s)	(000s)	(000s)	
Bread	\$53,546	\$55,932	\$2,386	4.5%
Dairy	\$117,941	\$125,304	\$7,363	6.2%
Cheese	\$47,708	\$50,815	\$3,107	6.5%
Meat	\$180,486	\$191,180	\$10,694	5.9%
Poultry	\$55,026	\$57,920	\$2,894	5.3%
Prepared foods	\$61,378	\$64,984	\$3,606	5.9%
Produce - fresh	<b>\$158,686</b>	<b>\$169,104</b>	<b>\$10,418</b>	<b>6.6%</b>
Seafood - fresh	\$19,742	\$20,808	\$1,066	5.4%
Specialty food	\$101,294	\$107,437	\$6,143	6.1%
Sweets (candy)	\$34,393	\$36,253	\$1,860	5.4%
Coffee/Tea	\$38,999	\$41,611	\$2,612	6.7%
Wine/Beer	\$72,759	\$76,886	\$4,127	5.7%
<b>Total</b>	<b>\$941,958</b>	<b>\$998,234</b>	<b>\$56,276</b>	<b>6.0%</b>
<b>All Food at Home</b>	<b>\$1,323,035</b>	<b>\$1,401,375</b>	<b>\$78,340</b>	<b>5.9%</b>
Lunch - Fast Food	\$125,269	\$130,699	\$5,431	4.3%
Lunch - Full Service	\$101,010	\$107,364	\$6,354	6.3%
Dinner - Fast Food	\$132,718	\$138,578	\$5,860	4.4%
Dinner - Full Service	\$236,170	\$250,183	\$14,013	5.9%
<b>All Food Away Home</b>	<b>\$749,026</b>	<b>\$789,308</b>	<b>\$40,282</b>	<b>5.4%</b>
<b>Total Fresh/Specialty Food (3 Trade Areas)</b>	<b>\$1,408,128</b>	<b>\$1,484,258</b>	<b>\$76,130</b>	<b>5.4%</b>
<b>All Food at Home</b>	<b>\$1,965,878</b>	<b>\$2,072,108</b>	<b>\$106,230</b>	<b>5.4%</b>
<b>All Food Away Home</b>	<b>\$1,157,056</b>	<b>\$1,211,337</b>	<b>\$54,281</b>	<b>4.7%</b>

- Over \$14 million growth in demand for fresh produce over next five years within three trade areas
- Similarly high expected growth for meat, poultry, cheese, dairy, and other products that can be sold at the Farmers' Market
- Overland Park Farmers' Market need only capture a small fraction of increased demand to substantially grow farmer sales and provide the basis for expansion

Source: Claritas 2017

# Poverty and Food Assistance

- Over 34,000 people in poverty in Johnson County
- Number of SNAP (food stamp) recipients declining but still historically high
- Average monthly SNAP benefit in Kansas is ~\$114 per participant – insufficient for healthy diet
- SNAP/Double Up Food Bucks
  - \$26,225 redeemed at OPFM in 2016
  - Peak \$49,368 in 2014
- Senior Farmers' Market Nutrition Program coupons
  - \$4,898 redeemed at OPFM in 2016
  - Peak \$12,829 in 2015
- Market management and community partners can encourage more low income consumers to shop at Farmers' Market using Double Bucks and other coupon programs, plus increased outreach efforts

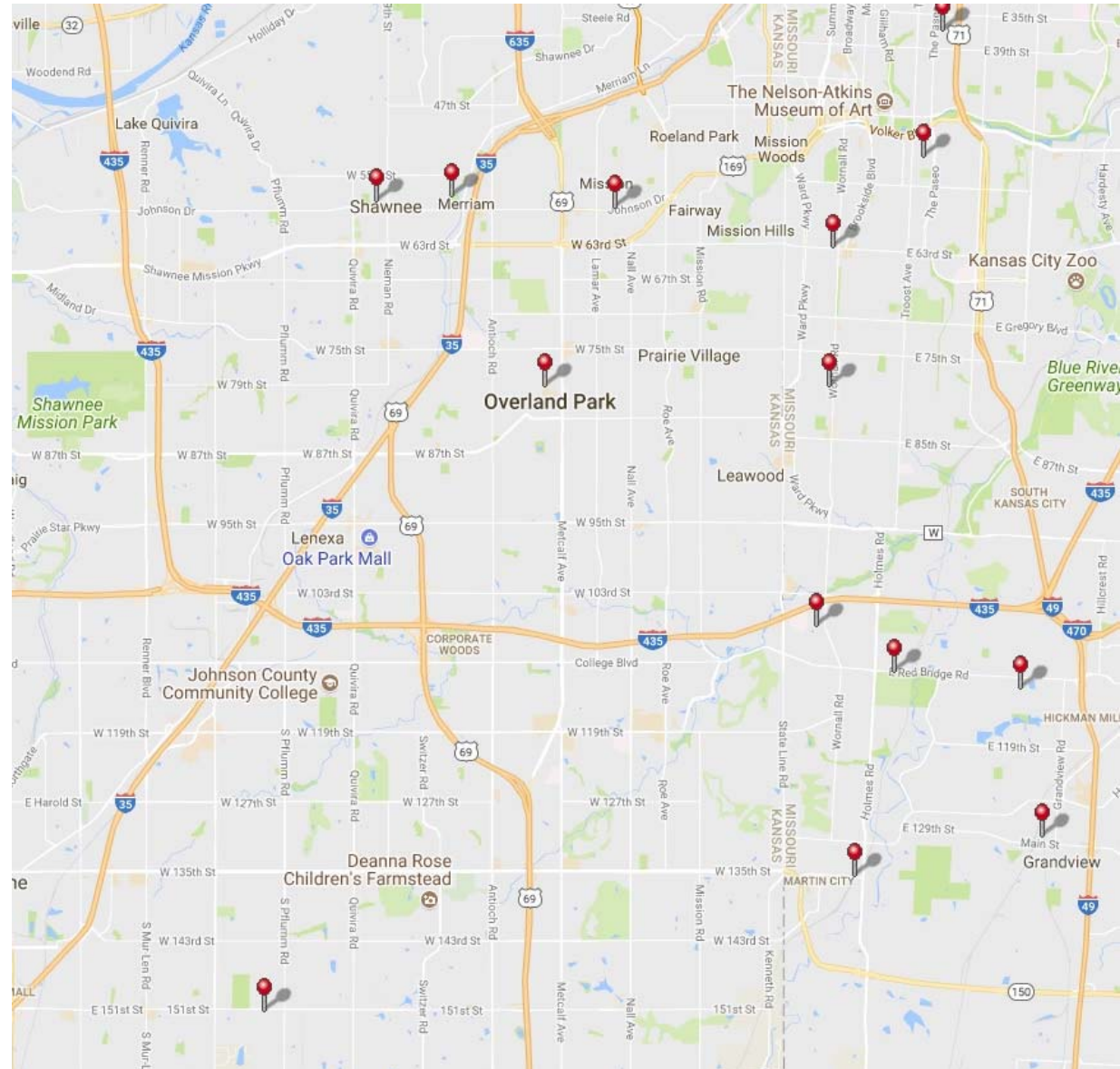


Source: <https://fred.stlouisfed.org/series/CBR20091KSA647NCEN>, accessed 8/9/2017

## Competition – Farmers' Markets near OP

- While the Overland Park Farmers' Market is consistently rated as the best farmers' market in Kansas, other farmers' markets have been established in surrounding communities
- Given its size and growth, the City of Overland Park should consider establishing a farmers' market in the city's southern section, where few farmers' markets are located

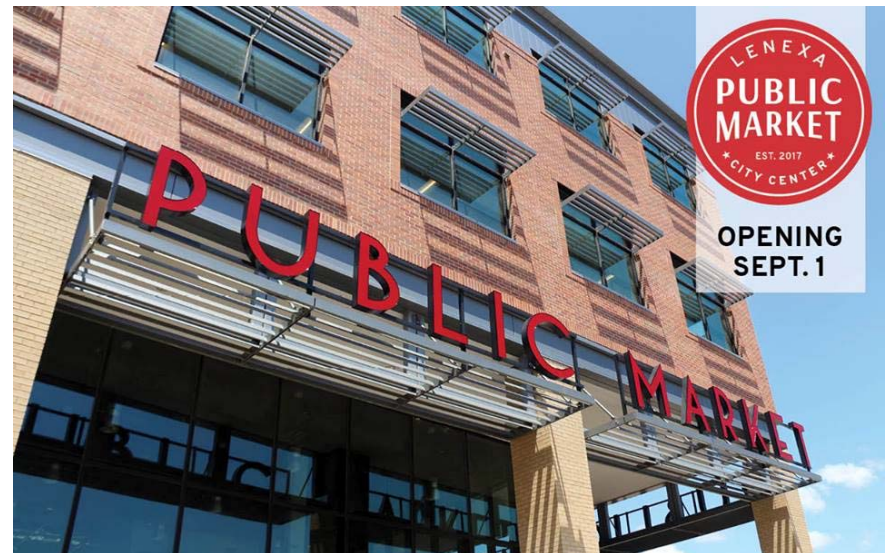
Source: USDA National Farmers' Market Directory





# Competition – Nearby Public Markets

- City Market, Kansas City
  - Historic, large scale public market district with mix of fresh, specialty and prepared food vendors and restaurants
  - Recent repositioning to utilize historic sheds for regional farmers only
  - All sheds have added garage doors
  - Robust event programming
  - New trolley and plans for expanded parking
- Lenexa Public Market
  - New indoor food hall on lower level of city hall, opened September 2017
  - Primarily prepared foods (3 of 5 vendors)
  - Demonstration kitchen and event space on market hall mezzanine
  - Small outdoor farmers' market on plaza adjacent to city hall, with farmers parked inside garage
  - Should not be a threat to Overland Park Farmers' Market due to small size and prepared food focus

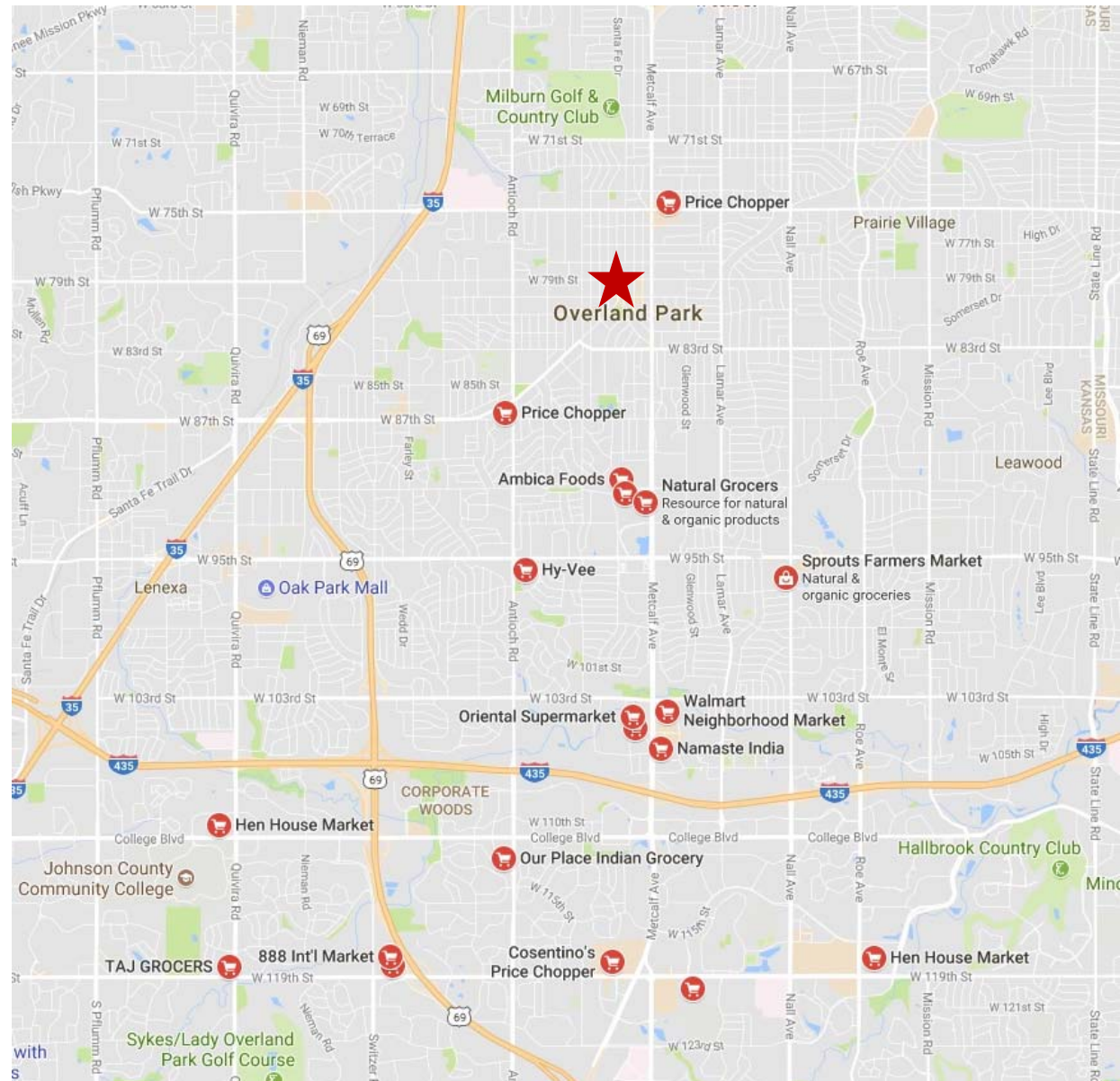




## Competition - Supermarkets

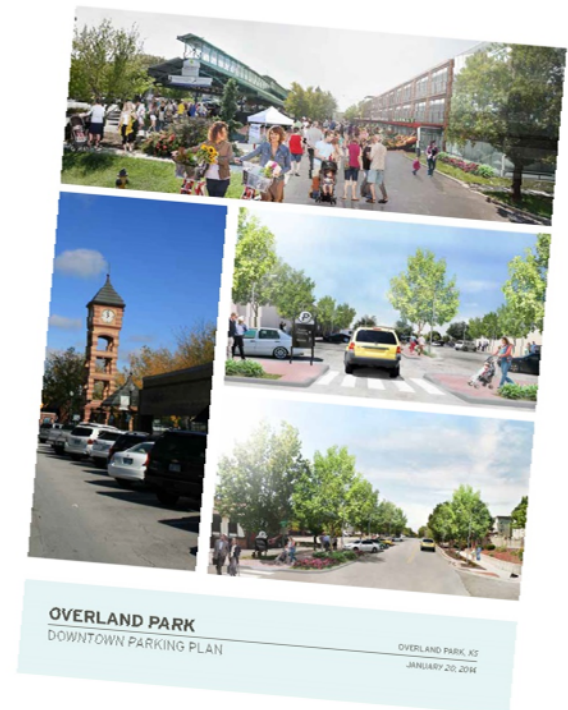
- Overland Park served by a range of high quality and value supermarkets, including Whole Foods and Sprouts Farmers Market, as well as Walmart and Price Chopper
- Respondents to the community internet survey identified Hy-Vee and Price Chopper as the supermarkets where they buy most of their fresh foods
- The OP Farmers' Market is uniquely positioned to serve the residents of new downtown developments, who are expected to appreciate a more urban lifestyle where they can walk to shopping and amenities

Source:  
Google Maps



# Transit & Parking

- Existing Studies and Plans
  - *Overland Park Downtown Parking Plan*, January 2014
  - Mid-America Regional Council (MARC) *Smart Moves 3.0 Regional Transit Plan*
- Data and interviews
  - Kansas City Area Transportation Authority (KCATA) RideKC transit route/schedule data
  - City of Overland Park and Johnson County GIS Data
  - City of Overland Park Planning & Development data for downtown area
  - Market Ventures' Community Internet Survey, July 2017
  - Interviews with Farmer's Market key stakeholders
  - Site visits to Farmers' Market and downtown Overland Park for data collection
  - Meeting with Shawn Strate, Planning Manager, KCATA RideKC
  - Meeting with Karen Clawson, Senior Transportation Planner, and Marc Hansen, Principal Planner, MARC
  - Meeting with Doug Johnson, Kristina Stanley and Brian Shields, City of Overland Park



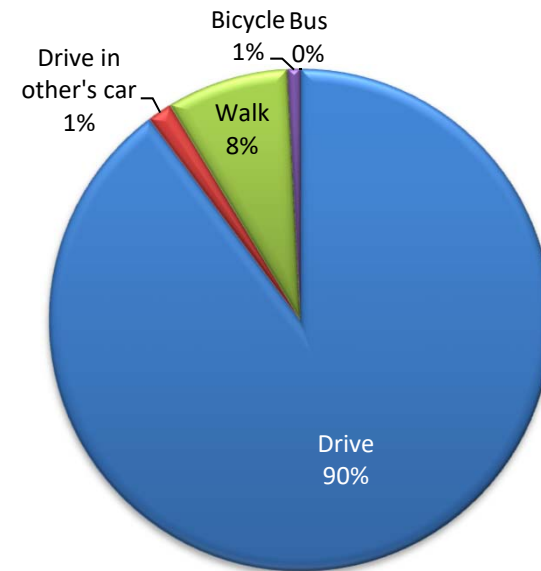
# Parking Analysis: Challenges

- Nearly all community internet survey respondents typically drive to the Farmers' Market (91%) or walk (8%); <1% ride bicycles and no ride a bus
- "Difficulty parking" identified as the most common reason that respondents have not visited the Farmers' Market recently
- Many respondents feel parking is inconvenient because it took too long to find a space (28%) or their parking space is too far away (9%)
- Market management notices more customers needing handicap parking spaces, which should be very close by
- Drivers loiter in nearby parking lots while waiting for a free parking space
- *Overland Park Downtown Parking Plan 2014* found "ease of finding a parking space" the most important consideration for visiting downtown

Q8. How do you typically get to the Overland Park Farmers' Market? (N=1,464)

## How travel to Farmers' Mkt

Overland Park Community Survey



# Parking Analysis: Supply

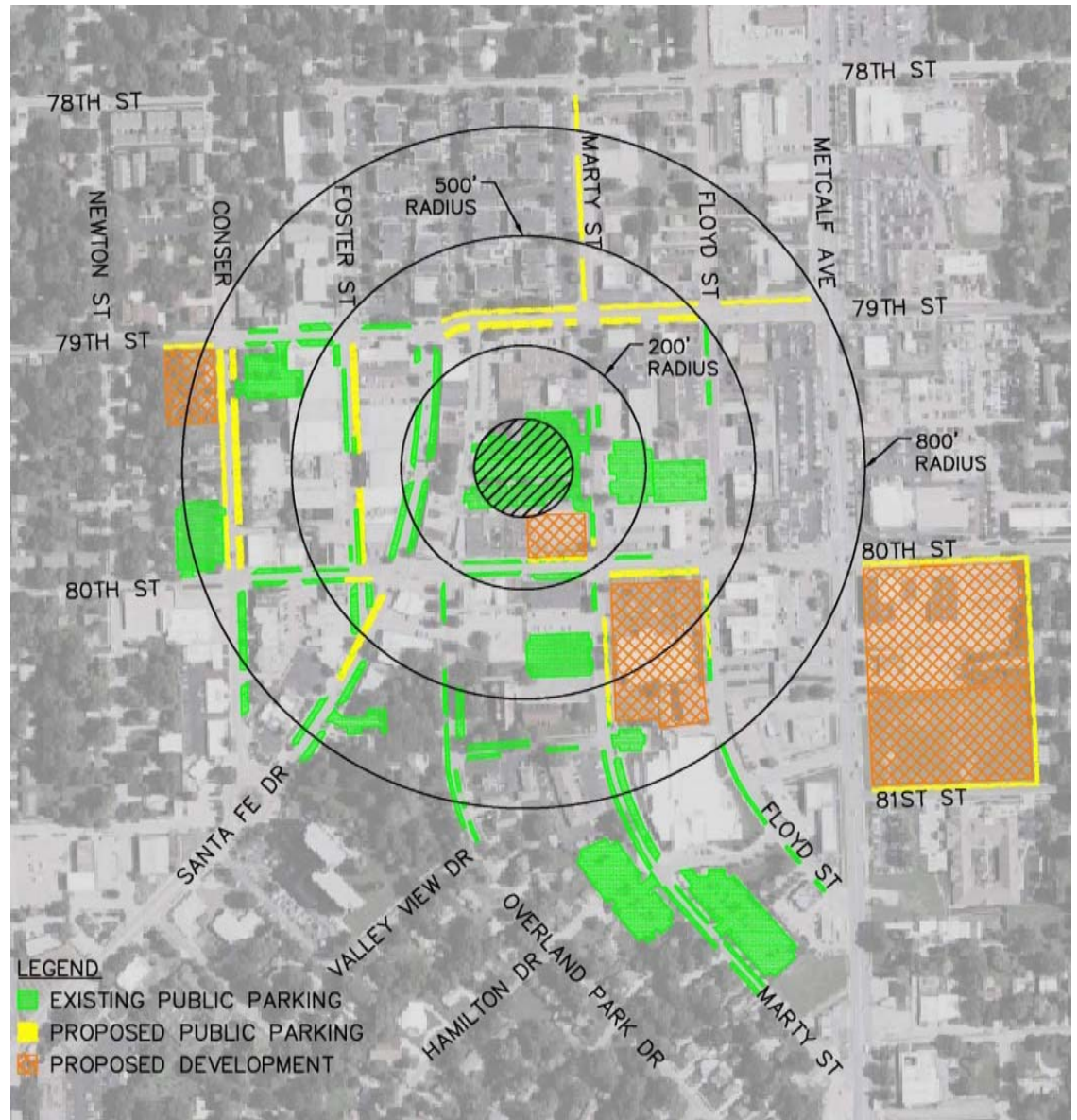
- OP Downtown Parking Plan 2014
  - 80% of parking is off-street; 20% on-street
  - 69% of off-street parking is private
  - Recommended creating 185 new on-street spaces – construction underway on 45 spaces
  - While lots adjacent to OPFM at or near capacity during Saturday Markets, total utilization of downtown parking only 50-60% at peak
  - Plan concludes that downtown has near adequate supply of parking spaces but drivers unaware of available inventory
- Parking management
  - No street parking or public lots are paid or metered
  - Time constraints posted on some spaces
  - No parking enforcement division; police respond to complaints, don't monitor
- New downtown developments
  - Five new residential developments under construction or imminent
  - Collectively building 1,103 parking spaces
    - Required to provide one space per unit, plus shared spaces
    - 66 shared off-street spaces
    - 90 shared on-street spaces
  - New downtown residents might increase demand for shared spaces if households have more than one car





# Parking Analysis: Supply (Current Site)

- Handicap accessible spaces
  - 43 accessible spaces in downtown
  - Handicapped Market customers require accessible spaces adjacent to pavilion
- 200' radius meets needs of drivers with limited mobility
- 500' radius a comfortable distance for able-bodied customers
- 800' more demanding but acceptable distance for some customers
- New on-street parking proposed for 79<sup>th</sup> Street, Santa Fe Drive, Foster, and Conser will increase supply within 500' and 800' zones



# Parking Analysis: Supply (Current Site)

## Summary of Available Public Parking Spaces

Maximum Distance from Market (ft)	Existing Public Parking Spaces		* Available Public Parking Spaces	New Parking Spaces	* Potential Available Public Parking Spaces
	Off-street	On-Street			
200	218	72	210	0	210
500	328	181	429	110	539
800	446	368	734	190	924
>800	691	462	1,073	195	1,268
Total:	691	462	1,073	195	1,268

\*Less 80 spaces used by vendors

- Each row includes the previous rows
- “New parking spaces” are spaces being created as part of new downtown developments
- Over 500 spaces available within 500’ of pavilion on Market days
- Survey completed June 2017



# Parking Analysis: Demand

- Farmers' Market peak parking demand
  - Market management manually records the number of people under the pavilion every half-hour on each market day
  - Peak demand typically occurs 9:30-11 am on Saturdays, 9 – 10:30 am on Wednesdays
  - Consultant team looked at “peak demand” in two ways: the highest count of customers on a Saturday and Wednesday during 2017, and the average of the ten highest counts
  - Peak count on Saturday in 2017: 902 customers<sup>1</sup>; average 801 during top ten peaks
  - Peak count on Wednesday in 2017: 484 customers<sup>2</sup>; average 346 during top ten peaks
- Other sources of demand
  - Downtown employees and customers
    - Highest conflicts on Saturday mornings in fall when local restaurants host college football viewing
  - Residents – parking demand might grow with new residential developments
  - Estimate of non-farmers' market demand: 20% of available spaces on Saturdays and 60% on weekdays<sup>3</sup>
- Parking demand might shrink with advent of autonomous (driverless) vehicles

## Sources

1. Market management count on Saturday, July 1, 2017
2. Market management count on Wednesday, May 31, 2017
3. City of Overland Park

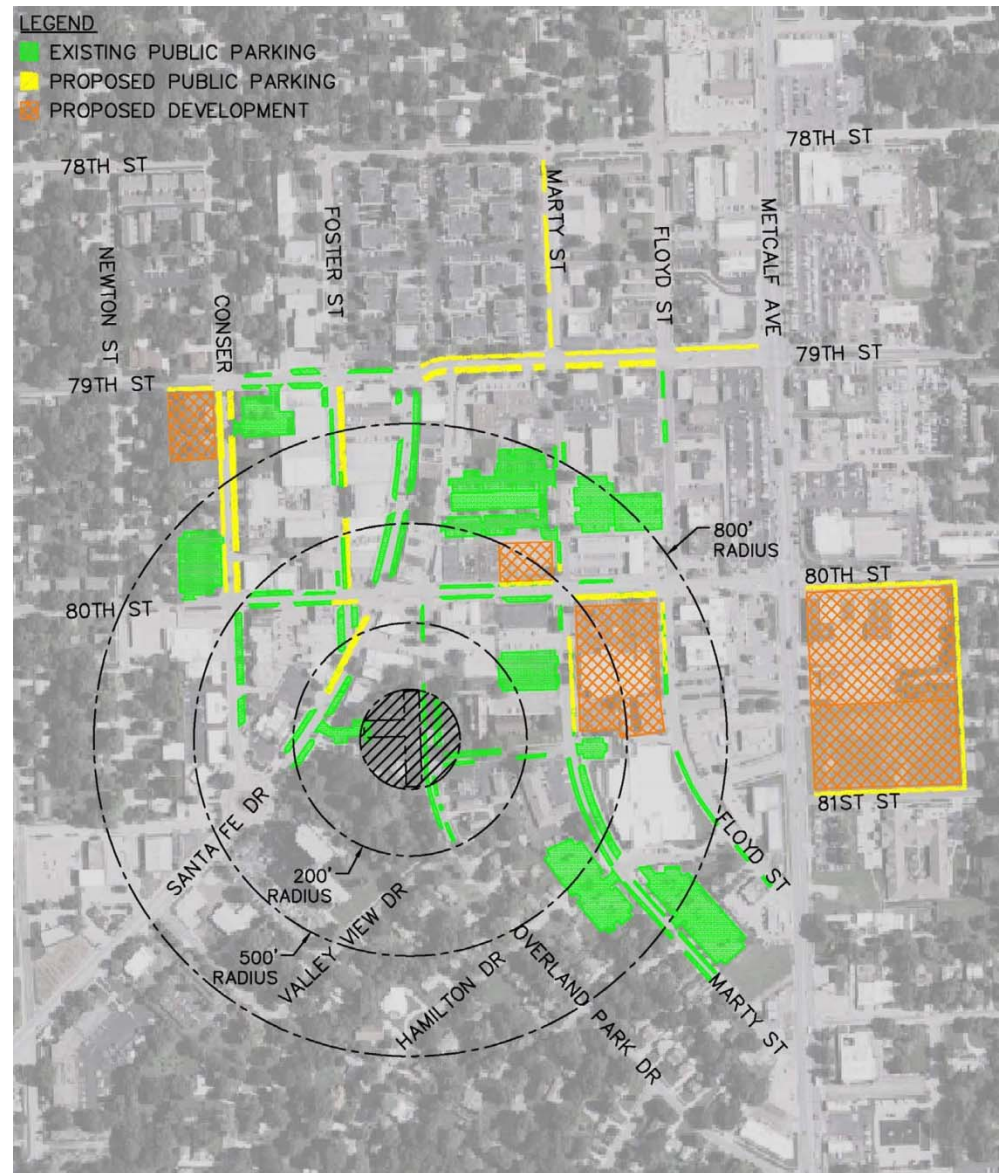
# Parking Analysis: Average Peak at Current Site

- Average peak = average of the top 10 highest peak times
- Existing inventory within 500' supplies 124% of peak demand on Saturdays and 154% on Wednesdays
- Current supply adequate even with 20% growth
- Based on this analysis, there is no imperative to add substantial new parking supply to meet needs of the Farmers' Market unless new downtown residents utilize existing public parking supply

Parking analysis	Saturday	Wednesday	Source
<b>Demand</b>			
Peak customer count	801	346	Mgt count
Visitors/car	2.1	2.1	MVI research
% drive at peak	91%	85%	Internet survey estimate
Parking demand	347	140	Calculation
<b>Supply</b>			
Spaces within 500'	539	539	Count June 2017
Used by others (%)	20%	60%	City estimate
Used by others (spaces)	108	323	Calculation
Available for Mkt customers	431	216	Calculation
Surplus/(deficit) w/in 500'	84	76	Calculation
Existing inventory provides	124%	154%	Calculation
<b>Future demand</b>			
Expected growth	20%	20%	Consultant team estimate
Future customer demand	417	168	Calculation
Surplus/(deficit) w/in 500'	15	48	Calculation

# Parking Analysis: Supply (Santa Fe Commons)

- Parking analysis repeated for the potential pavilion site in Santa Fe Commons
- Very limited customer parking within 200' radius of proposed pavilion – will need to be dedicated to handicap parking
- Only one parking lot within 500' radius plus portion of lot at Matt Ross Community Center; limited on-street parking
- Additional lots within 800', including current pavilion site and other lots at Matt Ross Community Center
- Residential area south of park not included in analysis but has street parking, the use of which will likely be resisted by residents



# Parking Analysis: Supply (Santa Fe Commons)

## Summary of Available Public Parking Spaces

Maximum Distance from Market (ft)	Existing Public Parking Spaces		* Available Public Parking Spaces	New Parking Spaces	* Potential Available Public Parking Spaces
	Off-street	On-Street			
200	21	88	29	0	29
500	124	257	301	20	321
800	539	373	832	74	906
>800	691	462	1,073	195	1,268
Total:	691	462	1,073	195	1,268

\*Less 80 spaces used by vendors

- Supply does not include available on-street parking in residential area south of park

# Parking Analysis: Ave Peak at Santa Fe Commons

- Existing inventory within 500' supplies 74% of peak demand on Saturdays and 97% on Wednesdays
- Saturday: 20% growth would result in peak demand of 417 spaces, creating 160 space deficit
- Wednesday: 20% growth would result in peak demand of 158 spaces, creating 30 space deficit
- Park location might encourage more residents to walk or bike
- New public or private parking structure near park needed to meet demand

Parking analysis	Saturday	Wednesday	Source
<b>Demand</b>			
Peak customer count	801	346	Mgt count
Visitors/car	2.1	2.1	MVI research
% drive at peak	91%	80%	Internet survey estimate
Parking demand	347	132	Calculation
<b>Supply</b>			
Spaces within 500'	321	321	Count June 2017
Used by others (%)	20%	60%	City estimate
Used by others (spaces)	64	193	Calculation
Available for Mkt customers	257	128	Calculation
Surplus/(deficit) w/in 500'	(90)	(3)	Calculation
Existing inventory provides	74%	97%	Calculation
<b>Future demand</b>			
Expected growth	20%	20%	Consultant team estimate
Future customer demand	417	158	Calculation
Surplus/(deficit) w/in 500'	(160)	(30)	Calculation

# Potential Parking Strategies

1. Provide more shared parking
  - Overland Park Presbyterian Church at 8029 Overland Park Drive (37 spaces)
  - Unpaved lot north of Presbyterian Church (~50 spaces)
2. Encourage parking >500 feet from pavilion
  - Wayfinding signage
  - Parking information on web sites or mobile app
3. Parking meters
  - Adding costs and limits will encourage some customers to park further away
  - Requires parking enforcement
4. Valet parking
  - Create a valet parking stand at the Clock Tower on Santa Fe Drive or Marty Street, but spaces still needed within reasonable vicinity for valet drivers
5. Shuttle service
  - Shuttle bus or van could utilize outlying parking lots
  - KCATA or private provider could provide shuttle service





# Potential Parking Strategies

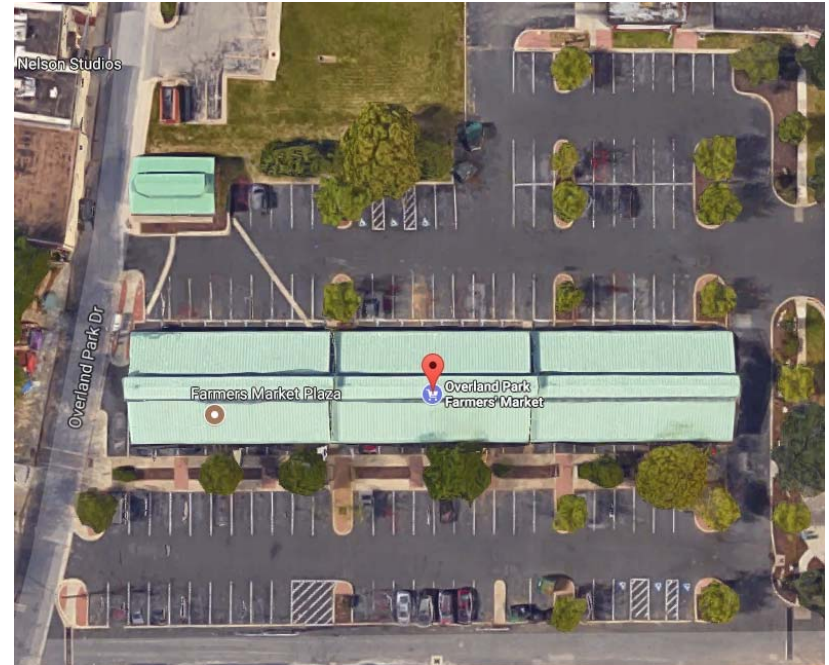
6. Create a product drop-off zone
  - A manned drop-off zone would make it easier for customers to park further away and retrieve their purchases adjacent to the pavilion
  - Market's site managers could locate their information table adjacent to the drop-off zone
7. Build a parking garage
  - A new multistory parking garage could be created at the pavilion site or nearby
8. Manned lot with increased accessible spaces
  - Meet growing demand for handicap spaces
  - Restrict parking adjacent to the pavilion to handicap plates only, along with the product drop-off zone
  - Model: Rochester Public Market provides only handicap spaces adjacent to pavilions, runs a product pick-up zone
9. Spread out demand: extend Market's hours of operation



Product pick up at Rochester Public Market (top) and KC City Market

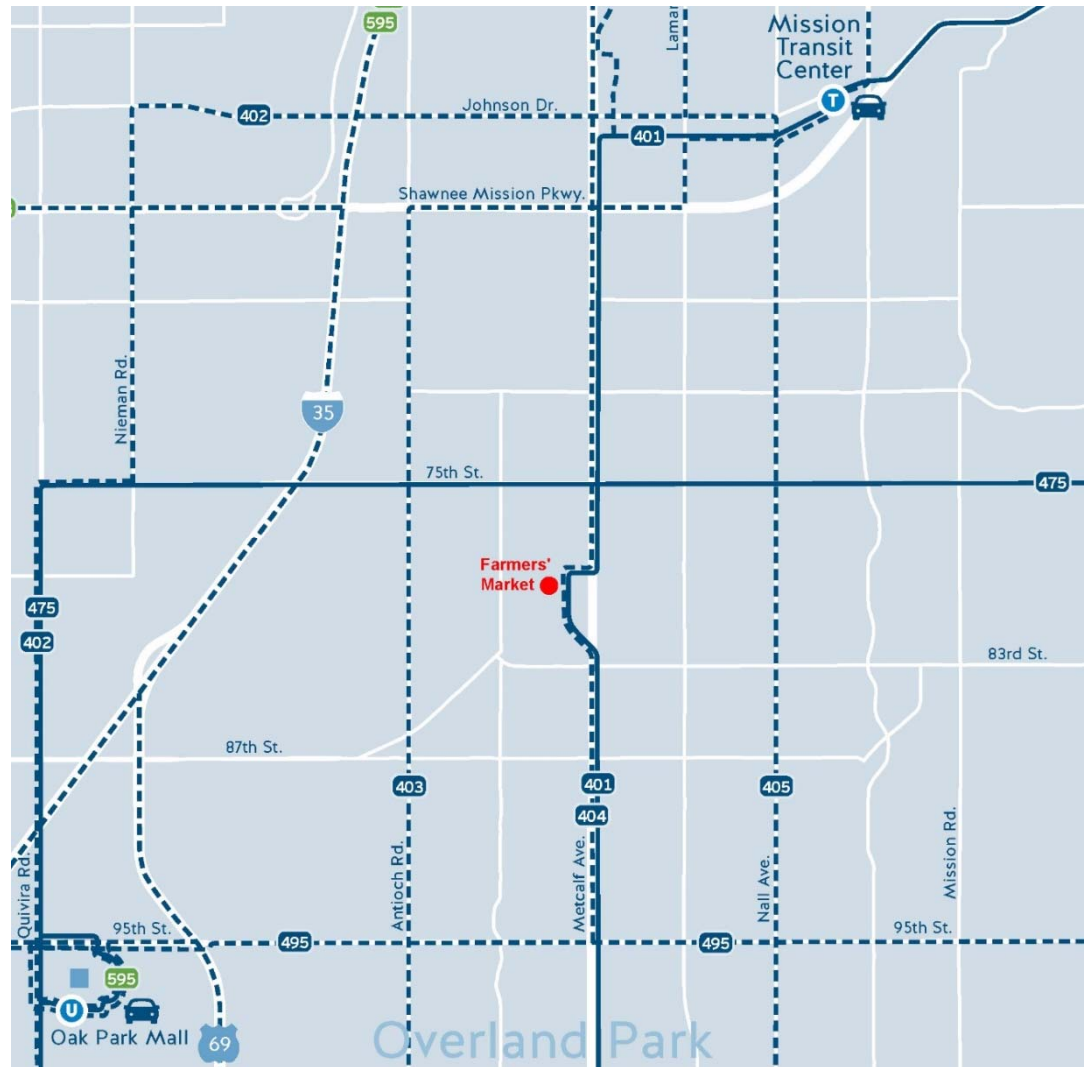
# Parking Recommendations

- Address parking at current site by:
  - Introduce a monitored handicap parking and product pick-up zone adjacent to pavilion
  - Increase information about available parking in downtown
  - Encourage more shoppers to walk and bicycle
  - Complete new on-street parking from 2014 Parking Plan
  - Encourage customers to shop before or after peak times
  - Extend Market's closing time by one hour if demand expands as expected in next 2 years
- Monitor impact of new residential development to see if parking availability diminishes when buildings are tenanted
- New private development south of 80<sup>th</sup> Street might provide parking deck available to public on weekends – would solve parking deficit within 500' radius
- Monitor introduction of autonomous vehicles to see if reduces parking demand



# Public Transit

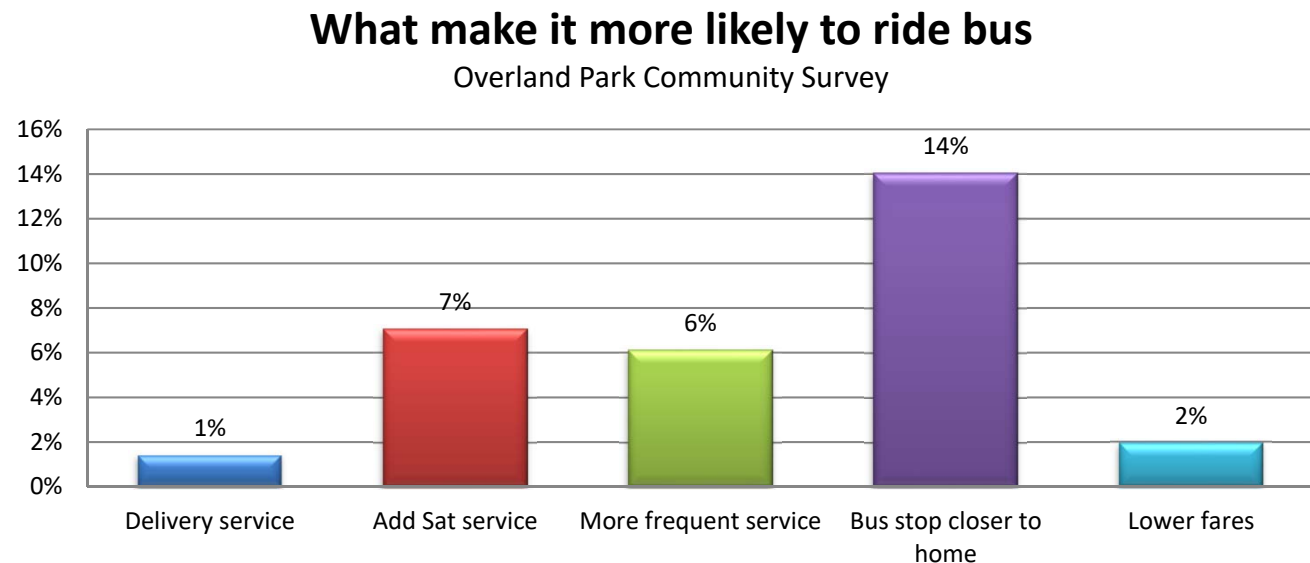
- Existing bus routes
  - Routes 401 and 404 service bus stop at Marty Street adjacent to pavilion and at Matt Ross Community Center
  - Route 475 travels east-west along 75<sup>th</sup> Street
  - Route 482 Flex: shuttle service from Overland Park Towers
  - 402 and 475 are 2016 expansions
  - KCATA anticipates transit growth but does not collect ridership data for these routes
  - Bus service focused on weekday peak service
  - No bus service on Saturdays; none planned for several years



# Public Transit

- Community internet survey
  - Less than 1% of respondents had ever taken a bus to the Farmers' Market
  - 77% said nothing would make them more likely to take a bus
  - Bus stops closer to their home, Saturday service, and more frequent service all were suggestions for making it more likely to ride a bus to the Market
- Farmers' market unlikely to create substantial new demand for bus ridership
  - Converting 3-5% of customers to bus riders equals an average of 144-240 daily riders on Saturdays or 50-83 on Wednesdays
  - This information should be provided to KCATA to help guide their planning

Q13. What would make you more likely to ride a bus to the Farmers' Market? (multiple answers permitted)



# Public Transit

- Smart Moves 3.0 Regional Transit Plan calls for 401 and 475 routes to add frequency and span over time
  - Additional hourly weekday evening service (~6:30-11:30 pm) has been funded and likely to occur in 2018
  - Saturday service (likely to start as hourly) is unfunded but a near-term priority
  - Sunday service (likely to start as hourly) is unfunded and lower priority
  - Increasing off-peak frequency to 30 minutes (matching peak) is unfunded and lower priority
  - Increasing frequency to 15 minute peak/30 minute off-peak or all-day 15 minute intervals is unfunded and long term goal
- KCATA comprehensive service analysis in Johnson County will occur in early 2018
  - Comprehensive service analysis meant to be cost-neutral – new services will likely require reductions in existing services
  - Adjusting route of 475 bus to service downtown Overland Park will be explored as part of this analysis
  - City of Overland Park can encourage KCATA to adjust 475 route to service the proposed downtown Marty Street mobility hub
- If KCATA implements Saturday and other increased bus services, the Farmers' Market should encourage bus transit with raffles and other promotions

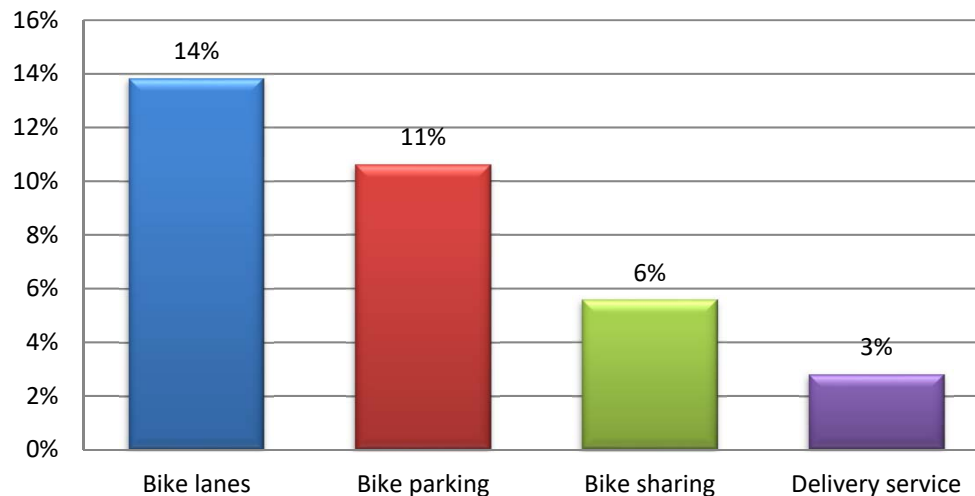
# Alternative Transportation: Biking

- Few bicycles observed at Market
- 6% of respondents to community survey had ever ridden a bicycle to the Market
- 71% said nothing would make them more likely to bike
- Bike lanes and bike parking could encourage more biking to the Market
- Overland Park currently adding bike lanes to downtown area
- Bike parking should be added adjacent to pavilion
- Incentive program (such as \$5 Market Bucks or raffle) would encourage walking or biking

Q11. What would make you more likely to ride a bicycle to the Farmers' Market? (multiple answers permitted)

## What make it more likely to ride bike

Overland Park Community Survey

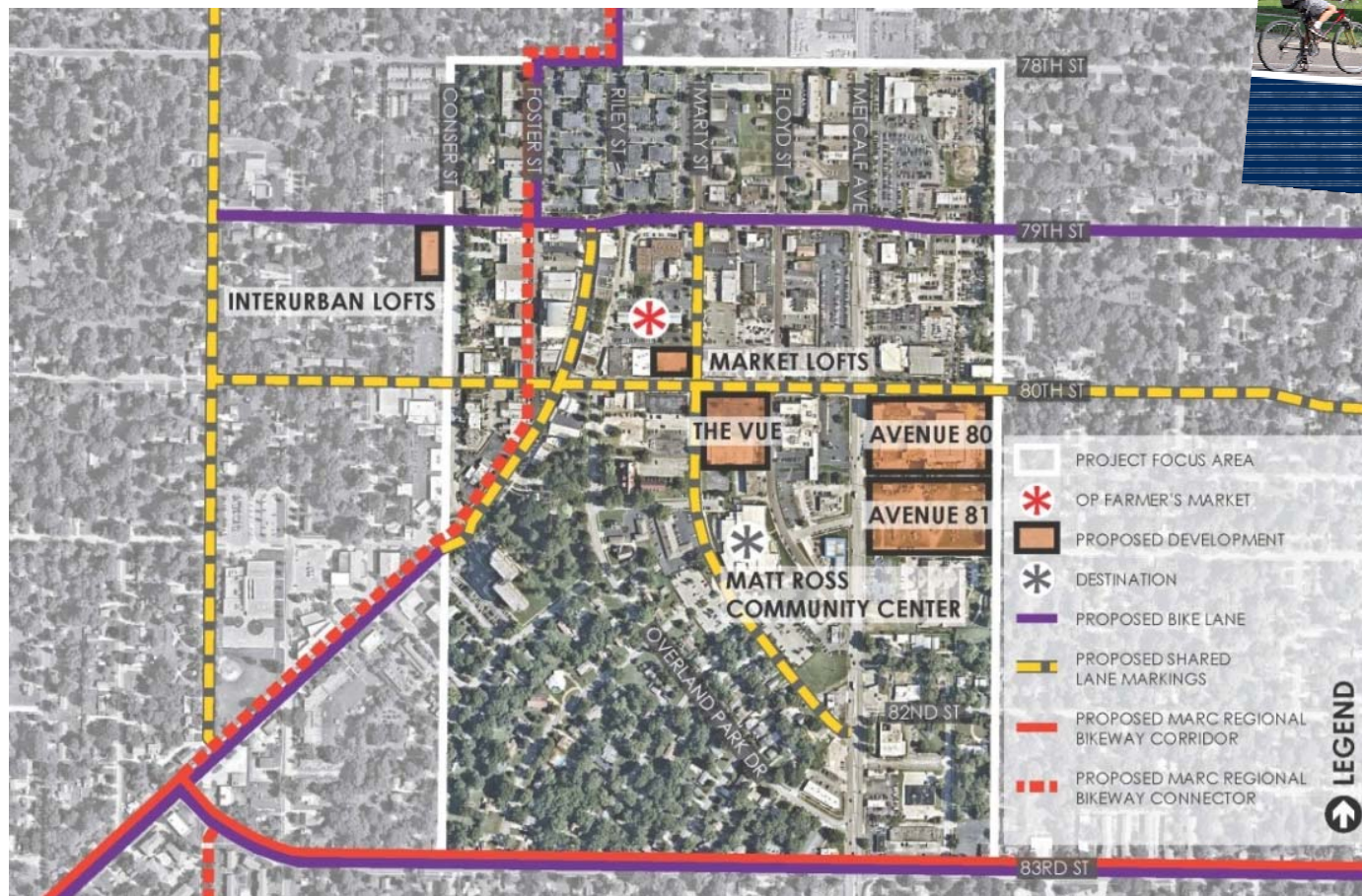
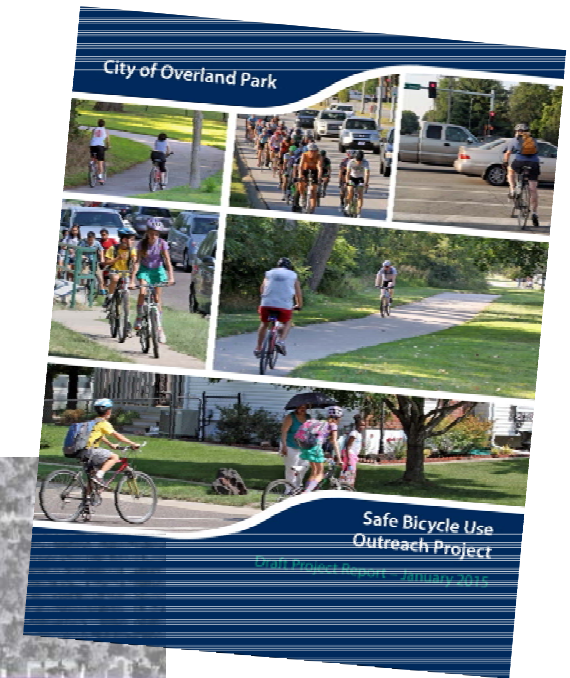


- Bicyclists at Rochester Public Market
- Bicycle promo program has weekly raffle drawing
- <http://www.cityofrochester.gov/biketomarket/>



# Alternative Transportation: Bicycle Plan

- City of Overland Park implementing recommendations from the Safe Bicycle Use Outreach Project, including lane markings and links to regional bike corridors



# Alternative Transportation: Biking

- Recommendations
  - Provide bike parking at the pavilion. Coordinate with Interurban Arts Center effort to add artistic bicycle racks in downtown
  - If the city implements a B-Cycle/bike share program, install a shared bike rack close to the Farmers' Market pavilion (either adjacent to the bus stop on Marty Street as part of the mobility hub or in Santa Fe Commons)
  - Add signage and wayfinding to direct bicyclists to the Farmers' Market
  - Implement an incentive program to encourage more people to bike to the Farmers' Market, such as the raffle and promotion program at the Rochester Public Market



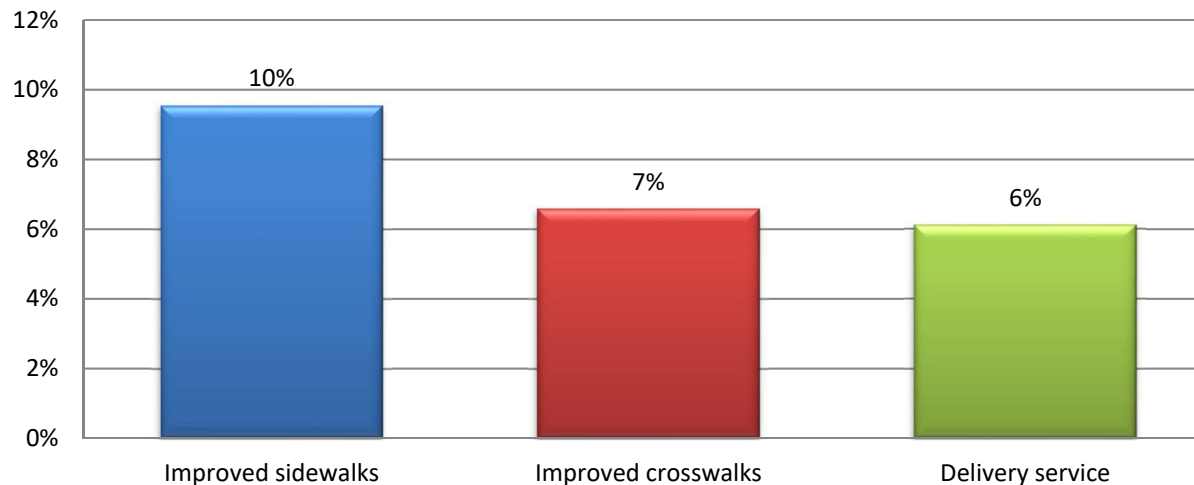
# Alternative Transportation: Walking

- 21% of respondents to community internet survey had ever walked to the Market
- 70% said nothing would make them more likely to walk
- Improved sidewalks and crosswalks could encourage more walking to the Market
- 80<sup>th</sup> Street undergoing substantial construction – will have improved sidewalks and crosswalks when complete
- Incentive program (such as \$5 Market Bucks or raffle) could encourage walking

Q15. What would make you more likely to walk to the Farmers' Market?  
(multiple answers permitted)

## What make it more likely to walk

Overland Park Community Survey





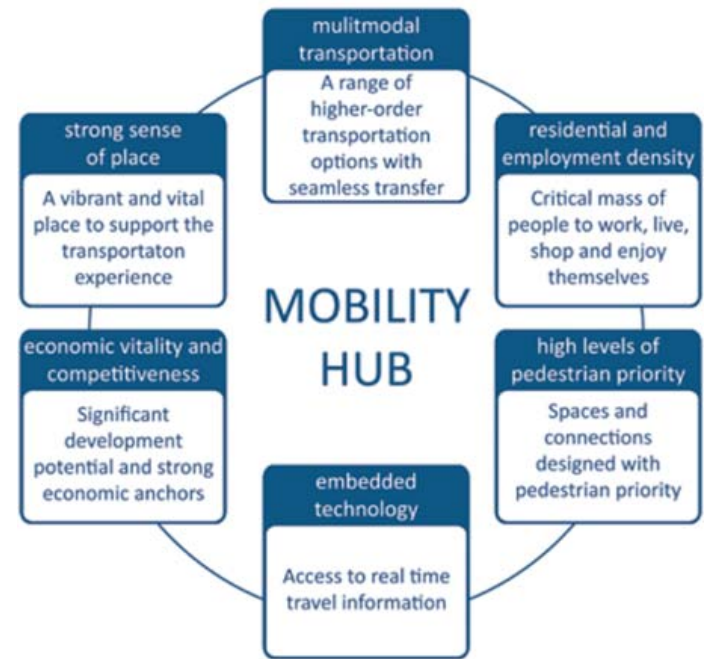
# Alternative Transportation: Walking

- Recommendations
  - Improve existing sidewalks and ramps to meet current accessibility standards and increase safety and mobility
  - Develop new sidewalks and accessible ramps that connect proposed parking improvements to the Market location
  - Develop pedestrian connections that capitalize on planned 80<sup>th</sup> Street pedestrian improvements, including planned, improved crosswalk at 80<sup>th</sup> & Metcalf
  - Improve pedestrian and amenity zones near the Market to promote uniformity and aesthetics
  - Add signage and wayfinding to direct visitors to the Market



# Mobility Hub

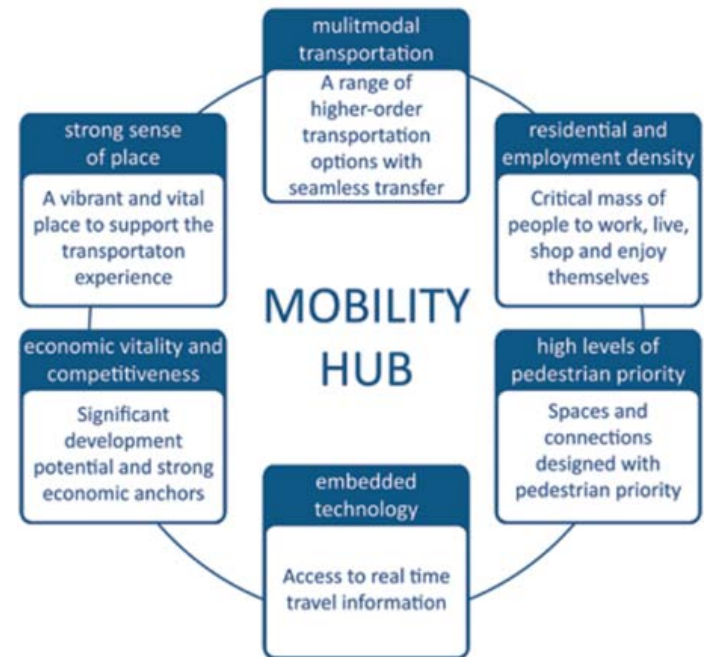
- Mid-America Regional Council recommends creation of mobility hubs in its Smart Moves 3.0 Regional Transit Plan
- Consultant team recommends installation of a mobility hub at Marty Street bus stop
  - Same proposed hub location regardless of pavilion site
  - Near new downtown residential developments – potential users of transit and bike/car share services
  - Split-level parking garage option could provide covered bike parking
- Potential components of a mobility hub
  - RideKC bus
  - RideKC Freedom On-Demand
  - Bike share rentals and bike parking (10-15 bikes)
  - Car share (2 spaces)
  - Electric charging stations (2)





# Mobility Hub

- Potential pedestrian-oriented improvements
  - Increased lighting
  - Sidewalks and crosswalks have recently been upgraded along Marty Street; other sidewalks in downtown being improved as part of new private developments
  - Expanded wayfinding to direct pedestrians to mobility hub from around downtown
- KCATA considering a mobility hub for 75<sup>th</sup> Street
  - 75<sup>th</sup> Street is a busier transit location than downtown and a mobility hub there could test the concept in Overland Park
  - If a mobility hub at 75<sup>th</sup> Street is successful, then a downtown hub could complement that facility and learn from its implementation



# Event Spaces

- Farmers' Market pavilion does not lend itself to events because of the slope, the asphalt parking lot environment, and the lack of enclosed space
- Farmers' market pavilions in other cities (examples follow) have been designed for multiple uses, which provide additional income sources
- City of Overland Park currently lacks large, flexible, indoor/outdoor event spaces
  - Public event rental facilities available at Matt Ross Community Center, Tomahawk Ridge Community Center, Arboretum & Botanical Gardens, Deanna Rose Children's Farmstead
  - 13 parks have shelters with grills that can be reserved
  - City receives requests for larger scale events such as class reunions that would be better served in a larger, enclosable pavilion

Prairie Pavilion at Deanna Rose Children's Farmstead accommodates 150 people





# Event Spaces – National Models

- Grand Rapids Downtown Market

- Market shed

- Food and ethnic festivals
    - Dances
    - Private parties and weddings
    - Makers' Market and Vintage Market
    - Drink & Play Wednesday
    - Ice Bar
    - Cars & Coffee, Meet the Machines car and truck shows



- Other event spaces within Downtown Market

- Rooftop greenhouse
    - Large event room with demonstration kitchen
    - Rooftop veranda
    - Hands-on teaching kitchen
    - Shared commercial kitchen
    - Meeting rooms





# National Models

- Rochester Public Market
  - Food truck rodeo
  - Concerts (portable stage)
  - Community Garage Sale
  - Flower Days at the Market
  - Artists Row
- City Market, Kansas City
  - Historic sheds used for weddings, car shows
  - Enclosable shed allows indoor winter events





# National Models

- Eau Claire (WI) Farmers' Market
  - Located in downtown park along Chippewa River
  - Used for weddings and festivals
  - Attractive structure with stone and wood piers, wood decking, and skylights





# Focus Groups

- Based on market research, observations, national models, and analysis, consultant team tested a variety of potential redevelopment and improvement concepts with four focus groups
- Focus groups
  - Farmers' Market vendors
  - Downtown merchants
  - Community residents
  - City staff connected with Farmers' Market
- Discussions organized around nine opportunities for altering the operation, location or facility
  - Posters created for each of nine opportunities
  - Dot voting with green dots (good idea), yellow dots (maybe), and red dots (bad idea)
  - Following description of each opportunity, participants given three each green, yellow and red dots to place on the posters
  - Group discussed each opportunity: why participants chose where to place dots and thoughts about each concept
  - The following pages contain each poster's content

## Overland Park Farmers' Market Planning Goals

The Sustainable Places Plan will develop strategies to:

1. Accommodate large downtown events such as the Farmers' Market while minimizing disruption caused by limited parking.
2. Create a new or enhanced market structure that permits growth, increases comfort for customers and vendors, and adds new amenities.
3. Expand transit service, enhance pedestrian connections to downtown businesses in order to promote greater downtown density, and encourage alternative transportation.
4. Test the economic feasibility of a more flexible event and community gathering facility in the current or alternate locations.



# Focus Group Opportunity 1

## Leave the Farmers' Market As It Is

The Farmers' Market isn't broke, so don't fix it. However, the Market needs to be regularly maintained. Maintenance items might include:

1. Paint
2. Address rain and drainage
3. Upgrade the electrical system to handle vendor equipment
4. Improve lighting
5. Repave and stripe
6. Expand Wifi
7. Improve/expand bathrooms
8. Add a public address system
9. Create a designated pick-up zone
10. Add a system so vendors can hang their signs



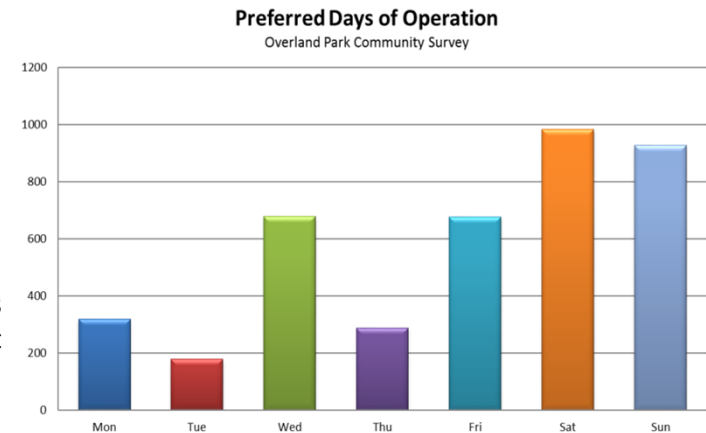
# Focus Group Opportunity 2

## Alter the Mix of Vendors; Expand the Operating Days, Hours or Season

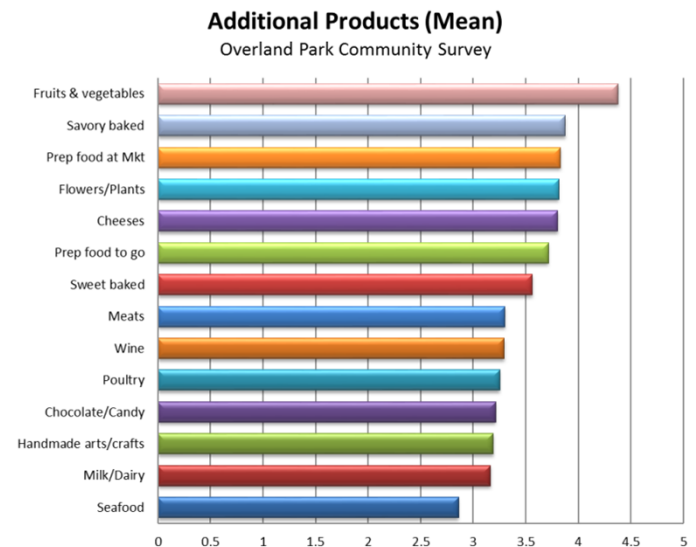
Changes might include:

1. Changing the mix of vendors
2. Adding a third day of operation, perhaps an evening
3. Staying open later
4. Expanding the months of operation

Q21. If the Overland Park Farmers' Market adds a third day of operation, what would be the THREE BEST days for the Farmers' Market to be open? Please select up to three days:



Q22. If the Overland Park Farmers' Market expands and has room for more vendors and/or larger vendor stalls, what products would you like to see more of:





# Focus Group Opportunity 3

## Enclose Part of the Farmers' Market

For better weather protection and to extend the selling season, garage doors might be added to some or all of the existing Farmers' Market pavilion. If the pavilion is rebuilt, a section could be designed for indoor operation, allowing a wider range of products and cooking.



Eastern Market, Detroit



City Market, Kansas City

## Focus Group Opportunity 4

## Address Parking Issue

1. Create information systems that direct drivers to empty parking spaces
2. Build a parking garage near the Farmers' Market
3. Add a shuttle bus from the Farmers' Market to outlying parking lots
4. Will driverless car technology sharply reduce need for nearby parking?

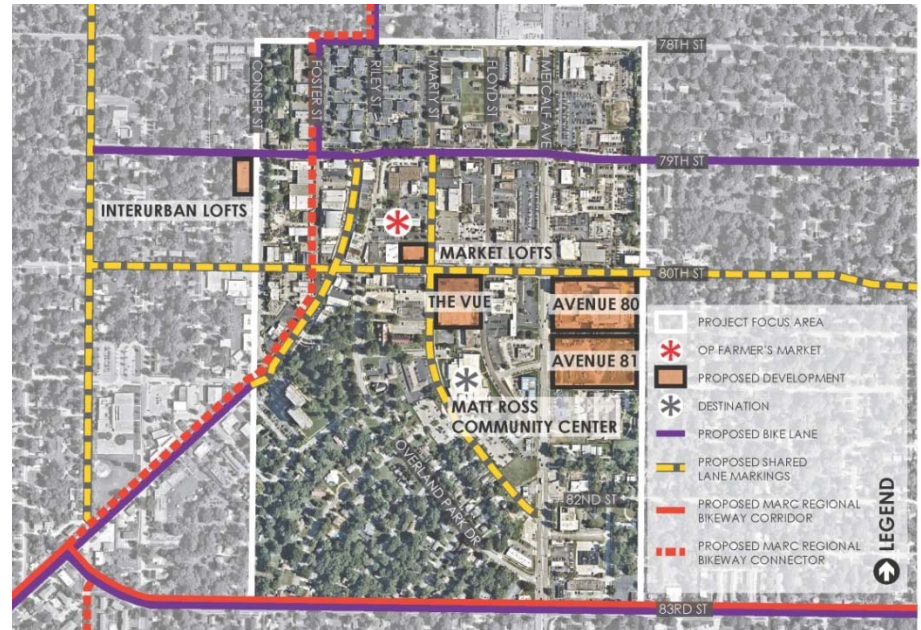
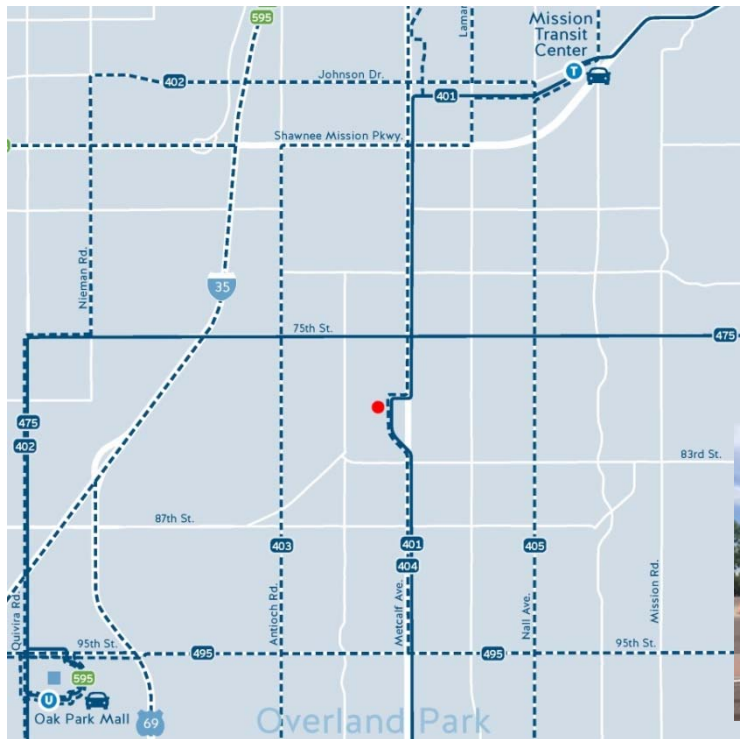




# Focus Group Opportunity 5

## Enhance Pedestrian, Bike and Bus Infrastructure

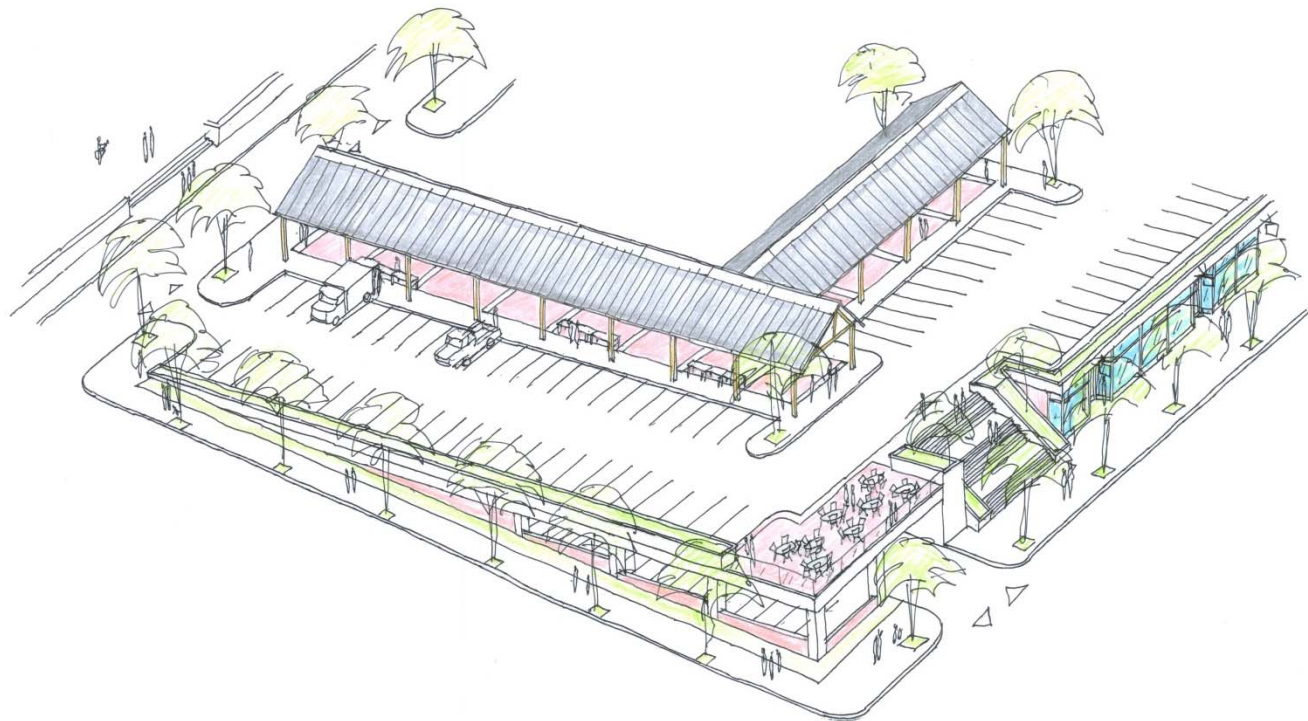
1. Add Saturday bus service
2. Improve sidewalks and crosswalks
3. Add bike lanes and parking
4. Encourage patrons to walk, bike or ride bus



# Focus Group Opportunity 6

## Create a Split-level Parking Deck Under Existing Market Pavilion

- Keeps Farmers' Market at current location
- Creates two levels of parking
- Provides a flat selling area, increasing ability to use for other events
- Opportunity for new retail shops along Marty Street
- Requires purchase of car wash property
- Farmers' Market will need to relocate during construction

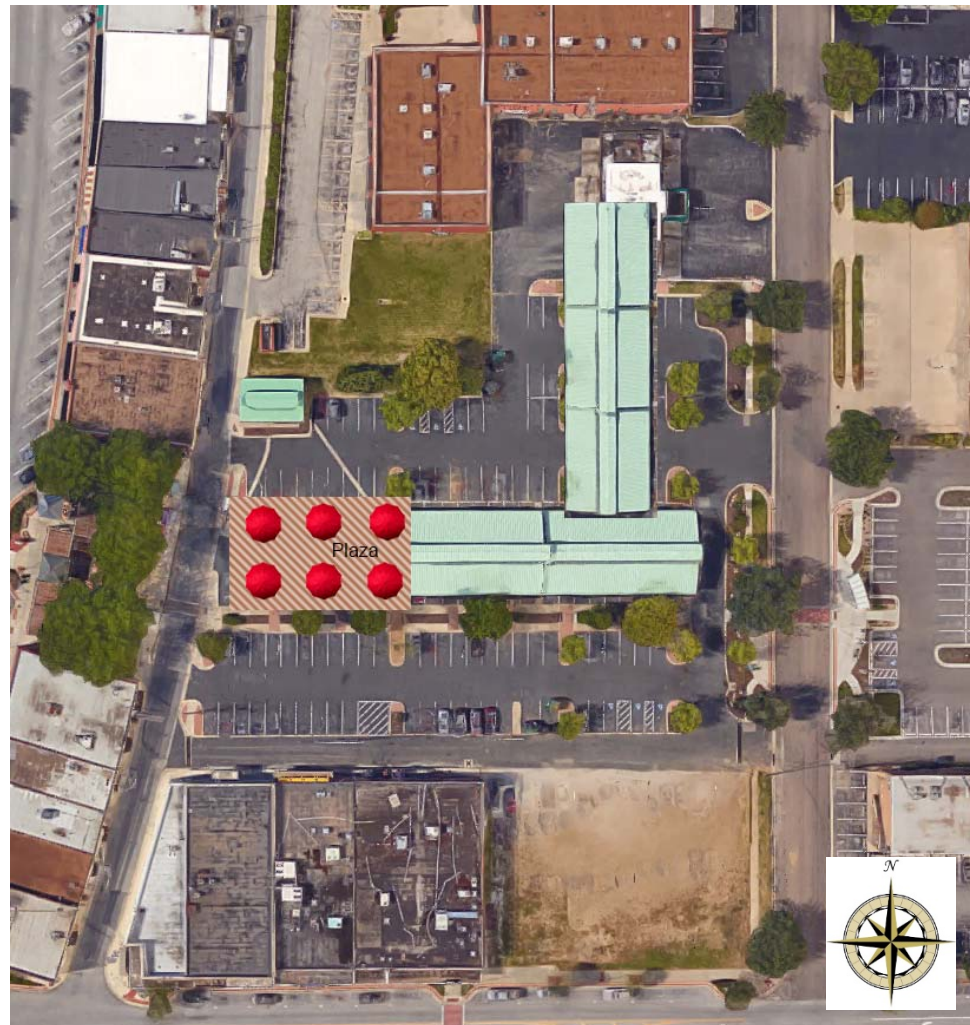




# Focus Group Opportunity 7

## Reposition Farmers' Market Pavilion along Marty Street

- Requires purchase of car wash property
- Less slope inside pavilion
- Creates room for a plaza between clock tower and pavilion— can be designed for outdoor vendor, music, events
- Expansion of pavilion could include interior space
- Farmers' Market will need to relocate during construction



# Focus Group Opportunity 8

## Relocate pavilion to new “Market Street” between Marty & Floyd

- Requires property acquisition
- Pedestrian/view corridor to Metcalf requires redevelopment between Floyd and Metcalf
- Substantial slope between Marty and Floyd; could have split-level parking
- Farmers’ Market can stay in operation during construction
- Current Farmers’ Market site could become multistory development with parking (although might lose the view corridor)





# Focus Group Opportunity 9

## Relocate Farmers' Market to Santa Fe Commons

- Pavilion could be larger than existing structure: either longer or with a “T” section toward Santa Fe Drive
- Buildings at Santa Fe and 80<sup>th</sup> Street could be redeveloped with food-related retail or restaurants that serve Farmers' Market customers
- Future parking garage might serve this area on weekends
- Park redesign could create multi-use plaza for music, events, vendors
- Farmers' Market could stay in operation during construction





# Focus Group Results

- Scoring  
Green = 3 points  
Yellow = 1 point  
Red = -3 points
- Merchants most interested in parking and transit solutions, and opposed to leaving the Market as it is
- Vendors most interested in enclosing the Market. Voted highly for “leave the Market as it is” because they fear the other solutions are too far off
- Residents in favor of rebuilding the Market or moving to Santa Fe Commons, plus enclosing it and addressing parking

## Downtown Merchants

Concept	Opportunity	Score
<b>Concept 4</b>	Parking	13
<b>Concept 5</b>	Transit	12
<b>Concept 3</b>	Enclose	9
<b>Concept 7</b>	Marty Street	8
<b>Concept 2</b>	Alter mix	7
<b>Concept 8</b>	Market Street	3
<b>Concept 6</b>	Split level	1
<b>Concept 1</b>	Sante Fe Commons	-5
<b>Concept 1</b>	Leave as is	-16

## Vendors

Concept	Opportunity	Score
<b>Concept 3</b>	Enclose	46
<b>Concept 1</b>	Leave as is	38
<b>Concept 4</b>	Parking	20
<b>Concept 9</b>	Santa Fe Commons	17
<b>Concept 8</b>	Market Street	2
<b>Concept 7</b>	Marty Street	0
<b>Concept 6</b>	Split level	-13
<b>Concept 5</b>	Transit	-25
<b>Concept 2</b>	Alter mix	-49

## City Staff

Concept	Opportunity	Score
<b>Concept 6</b>	Split level	38
<b>Concept 3</b>	Enclose	20
<b>Concept 9</b>	Santa Fe Commons	10
<b>Concept 2</b>	Alter mix	8
<b>Concept 4</b>	Parking	7
<b>Concept 8</b>	Market Street	0
<b>Concept 5</b>	Transit	-6
<b>Concept 7</b>	Marty Street	-6
<b>Concept 1</b>	Leave as is	-22

## Residents

Concept	Opportunity	Score
<b>Concept 7</b>	Marty Street	16
<b>Concept 3</b>	Enclose	14
<b>Concept 9</b>	Santa Fe Commons	14
<b>Concept 4</b>	Parking	13
<b>Concept 8</b>	Market Street	9
<b>Concept 6</b>	Split level	8
<b>Concept 2</b>	Alter mix	-7
<b>Concept 5</b>	Transit	-13
<b>Concept 1</b>	Leave as is	-24

# Focus Group Results

- Combining the votes from all four groups, the highest scores are for enclosing parts of the Market, addressing parking, and moving to Santa Fe Commons
- The lowest scores are for altering the mix, addressing transit, and leaving the Market as it is
- Range of opinion about each concept

Concept	Opportunity	Overall
<b>Concept 3</b>	Enclose	89
<b>Concept 4</b>	Parking	53
<b>Concept 9</b>	Santa Fe Commons	36
<b>Concept 6</b>	Split level	34
<b>Concept 7</b>	Marty Street	18
<b>Concept 8</b>	Market Street	14
<b>Concept 1</b>	Leave as is	-24
<b>Concept 5</b>	Transit	-32
<b>Concept 2</b>	Alter mix	-41

Concept	Opportunity	Overall	Merchants	City Staff	Vendors	Residents
<b>Concept 1</b>	Leave as is	-24	-16	-22	38	-24
<b>Concept 2</b>	Alter mix	-41	7	8	-49	-7
<b>Concept 3</b>	Enclose	89	9	20	46	14
<b>Concept 4</b>	Parking	53	13	7	20	13
<b>Concept 5</b>	Transit	-32	12	-6	-25	-13
<b>Concept 6</b>	Split level	34	1	38	-13	8
<b>Concept 7</b>	Marty Street	18	8	-6	0	16
<b>Concept 8</b>	Market Street	14	3	0	2	9
<b>Concept 9</b>	Santa Fe Commons	36	-5	10	17	14

# Research Conclusions & Development Program

1. Maintain essence of what has made the Overland Park Farmers' Market successful, including open pavilion facility in downtown, focus on regional farmers, broad product selection, and strong city management
2. Address facility challenges and limitations
  - Rebuild pavilion on flat area
  - Replace parking lot environment under pavilion with plaza-like space
  - Expand electrical capacity
  - Address drainage
3. Expand pavilion up to 25% to accommodate larger displays and more vendors
4. Add enclosures for a portion of the Market using flexible garage doors in order to extend the selling season and create enhanced event space
5. Create eating area adjacent to pavilion with tables and chairs
6. Address parking with multiple strategies
  - Increase supply and enhance management of accessible parking spaces adjacent to pavilion, along with product pick-up program
  - Promote new on-street parking spaces
  - Encourage construction of new parking deck south of 80<sup>th</sup> Street (if pavilion moves to Santa Fe Commons)
7. Create mobility hub on Marty Street, building on the existing bus stop with bicycle and other transit options
8. Promote alternative transportation through expanded bike lanes, bike parking, pedestrian upgrades, and rewards program
9. Explore creation of farmers' market facility in southern section of Overland Park

# Redevelopment Options

- Following input from the focus groups, the consultant team identified four viable redevelopment options for the Overland Park Farmers' Market
  - Option 1: Upgrade the current Market pavilion
  - Option 2: Create a two-level parking garage at the current site with the Market on top
  - Option 3: Keep the Market at the current site but expand it by adding a wing along Marty that is flat and can be enclosed
  - Option 4: Relocate the pavilion to Santa Fe Commons Park
- Layout options and renderings were prepared for options two through four
- Site evaluation matrix identifies how each option addresses site selection criteria, including parking, access, enclosures, cost, and impact on downtown businesses

# Option 1: Upgrade Existing Pavilion



- Upgrades could include:
  - Drainage
  - Electrical
  - Rain/wind penetration
  - Curbs and repaving
  - Paint
  - Lighting
  - Wifi and public address system
- Upgrades would not address the slope or enclosures
- Lowest cost alternative

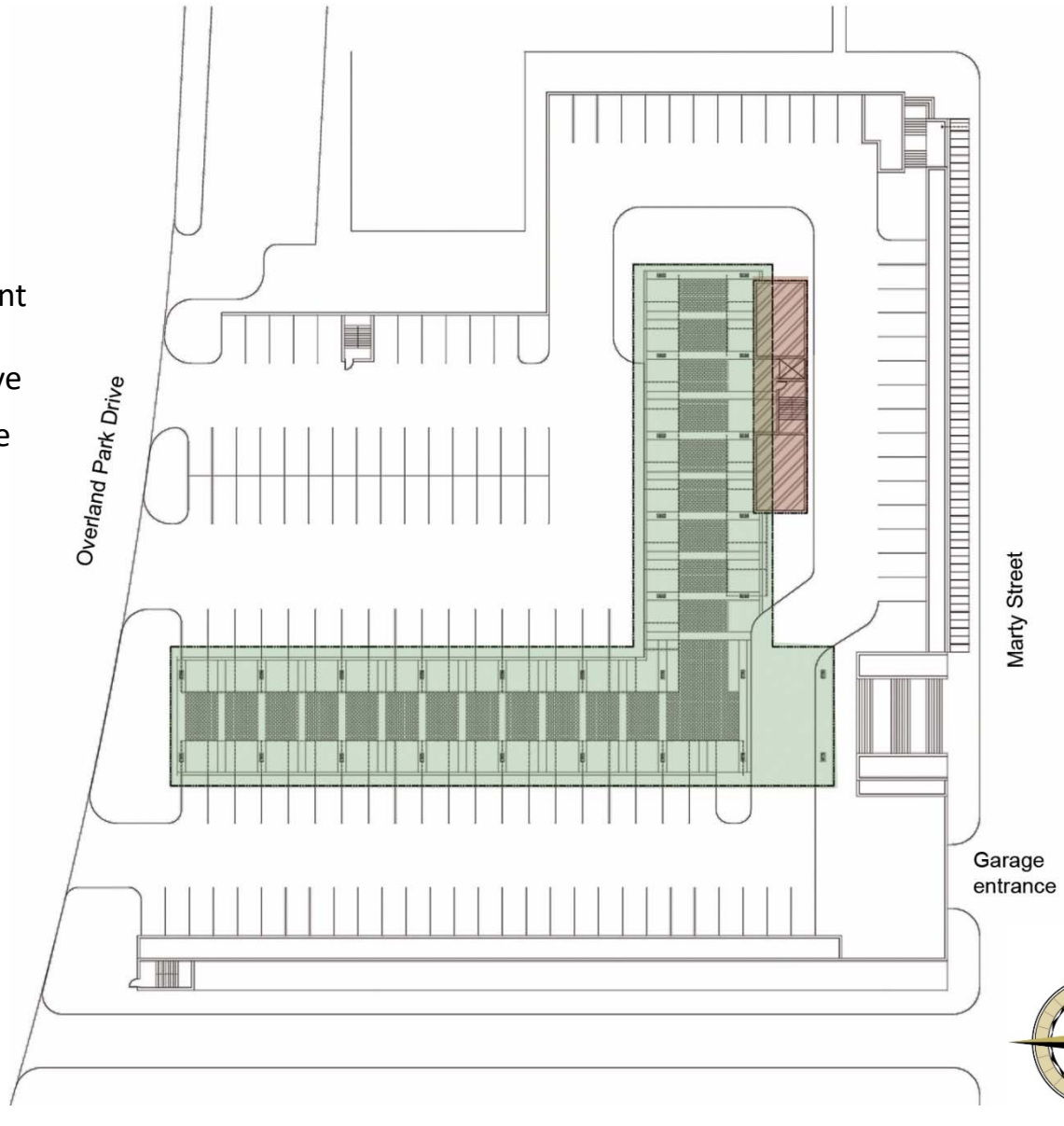






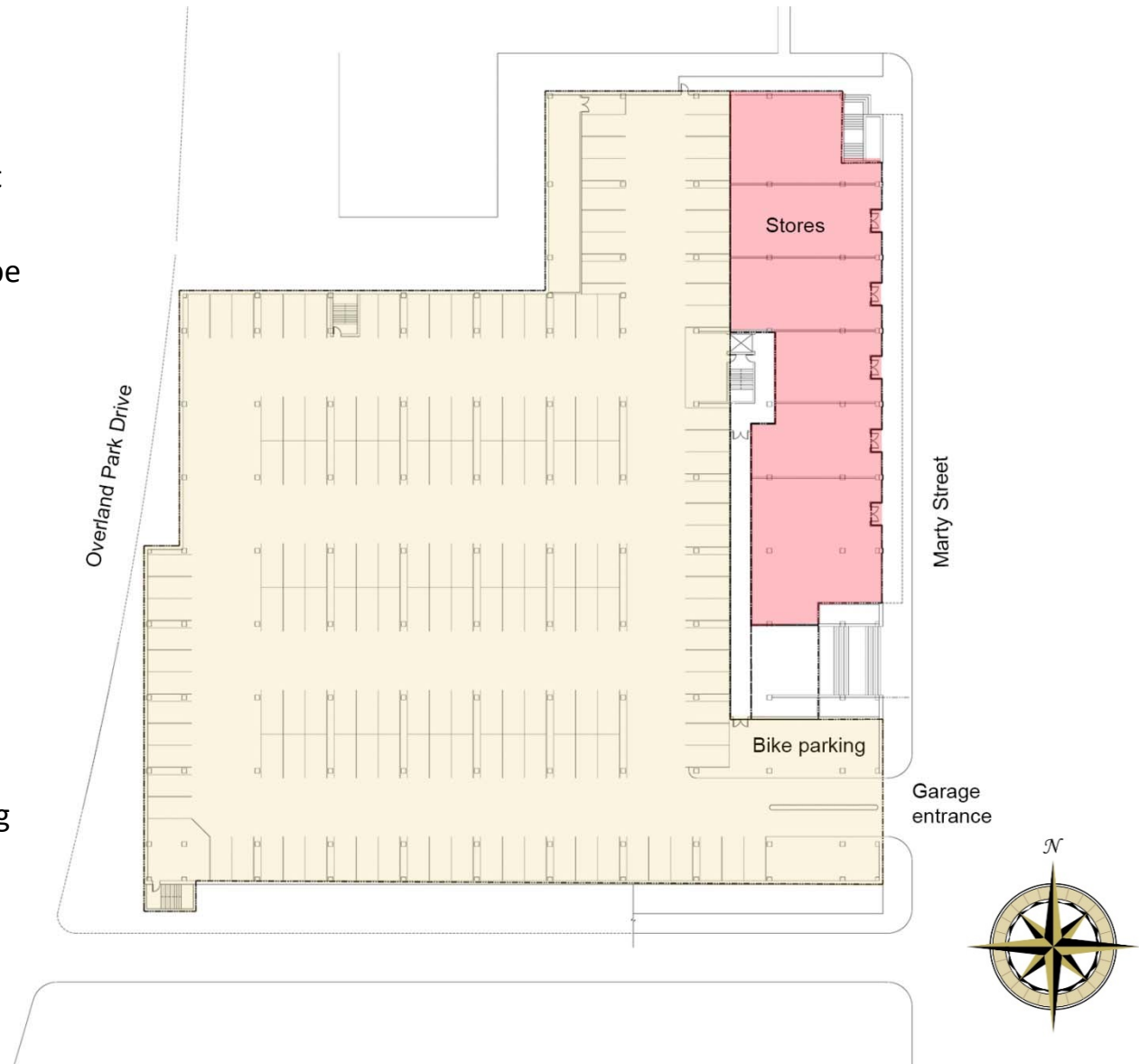
## Option 2: Split Level Garage

- The split level option creates a flat, two-story parking deck at the current Market site, with at-grade access from both Marty Street and OP Drive
- This option requires purchase of the car wash site
- Parking on the site increases from 166 to 307 spaces
- The Farmers' Market must relocate during construction
- Access to the upper deck requires stairs and elevator from Marty St.
- Vending area increases about 25%
- The building (red) includes elevator/stairs from garage, restrooms and office
- Highest cost (est. \$17 million) and longest construction period



# Option 2: Split Level Garage – Lower Level

- Parking deck utilizes 12' elevation change between Overland Park Drive and Marty Street, so the garage is at-grade on Marty Street but underground at OP Drive
- Mechanical ventilation will likely be needed on the lower level
- The lower level has 173 parking spaces
- New storefronts facing Brew Lab and Ambrosia Café help create a retail corridor along Marty Street and create a rent revenue stream
- The stores total about 11,700 sf, plus about 1,000 sf of storage under the staircase
- Alternative transportation is enhanced with indoor bike parking

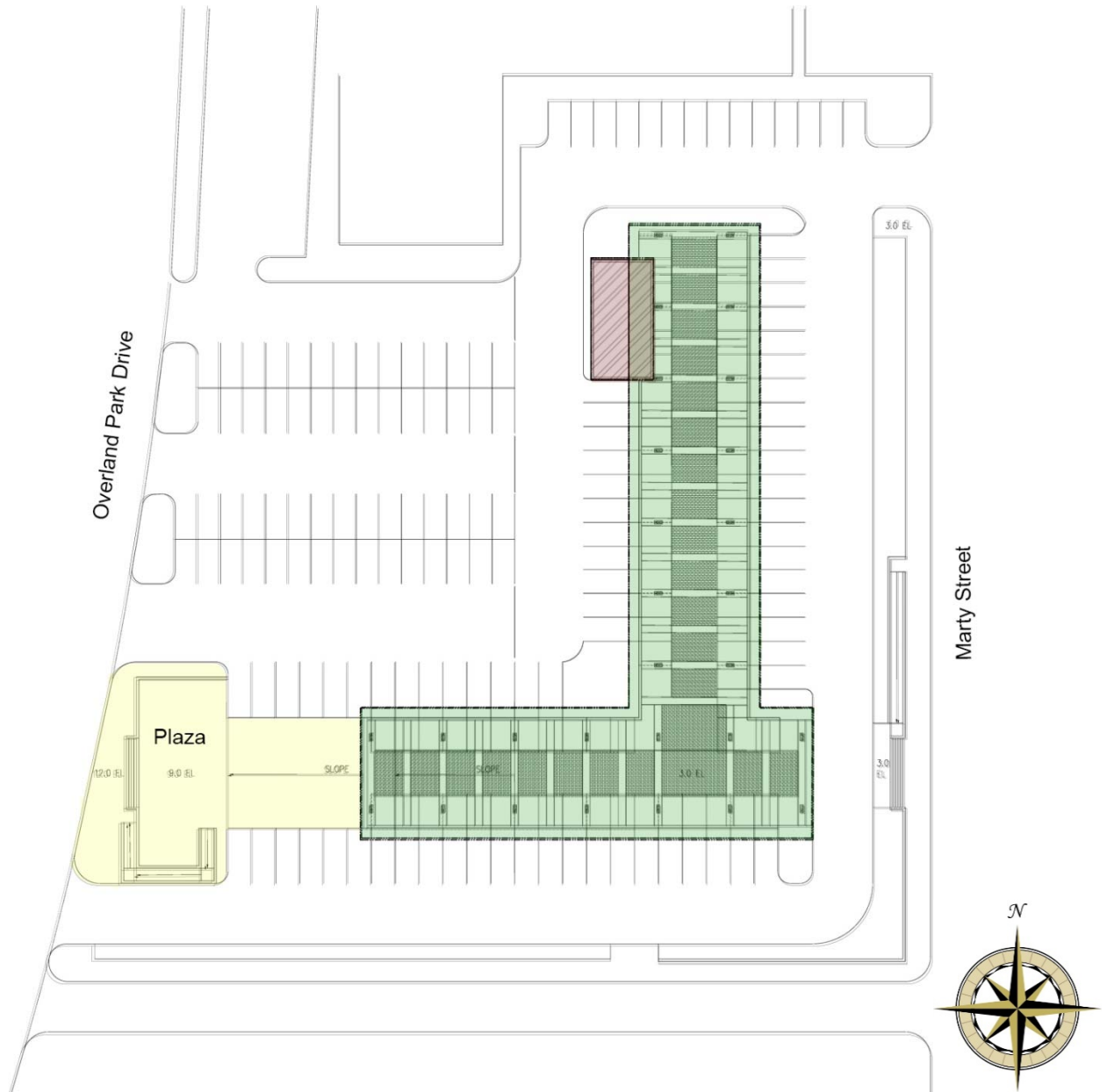


## Option 2: Split Level Renderings



# Option 3: Marty Street

- Marty Street option keeps pavilion at current location, expanded with new wing along Marty Street
- Requires purchase of car wash site
- Site grading increases the elevation of the southeast corner of the site, making the north-south axis flat and allowing garage door enclosures on that wing
- Vending area increases about 25%
- Parking on the site decreases from 166 to 139 spaces
- Farmers' Market must relocate during construction
- Outdoor plaza is created on the western side of the site
- Cost significantly less than the split-level garage (estimate \$6 million)





# Option 3: Marty Street Renderings



# Option 4: Santa Fe Commons

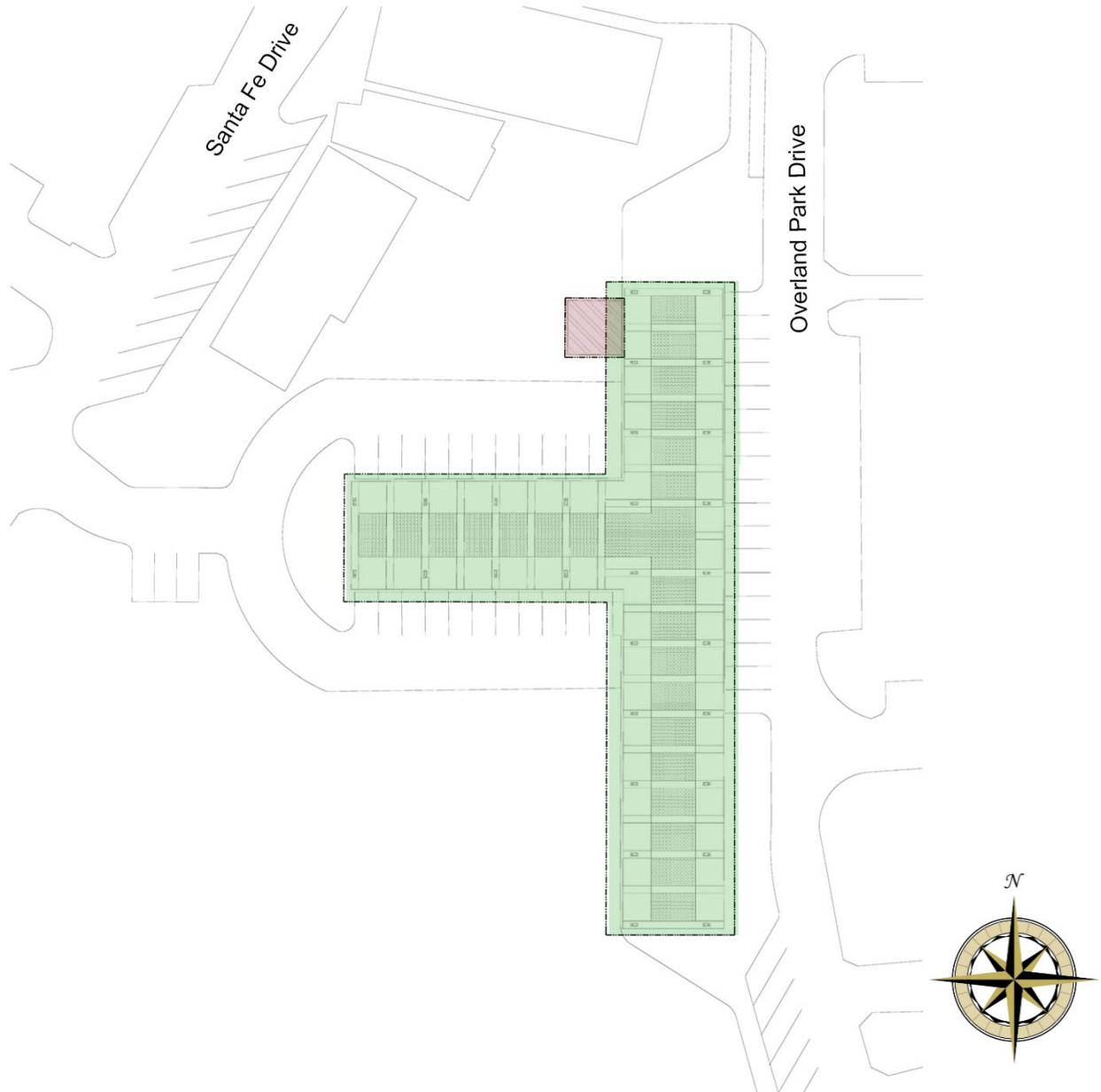
- Proposed location is the northeast corner of park
- Pavilion would be added as part of planned renovation of the entire park





# Option 4: Santa Fe Commons

- Santa Fe Commons option creates a flat pavilion with garage door enclosures that can be used for the farmers' market and other park/event functions
- Farmers' Market can stay open at current site during construction
- The pavilion is about 400' from current site along OP Drive, so that parking lot can serve Market if pedestrian environment improved
- Building provides restrooms for park and Market
- Closest bus stop at Matt Ross Community Center
- Park setting should encourage walking and biking
- Currently inadequate parking within close proximity to this site – will require a public or private parking solution



## Option 4: Santa Fe Commons

- Conceptual park renovation plan prepared by Parks Department, City of Overland Park
- Historic Carriage House remains in place
- Plan envisions an active urban park, combining indoor and outdoor events in the northern section of the park with greenspace and walking loop located in southern section,
- Plan retains many of the large trees





## Option 4: Santa Fe Commons



# Preliminary Cost Estimate

Budget item	Option	1. Maintenance	2. Split Level	3. Marty St	4. Santa Fe Commons
Earthwork		\$0	\$113,000	\$0	\$12,000
Demolition		\$9,000	\$523,000	\$523,000	\$250,000
Hardscape		\$16,000	\$147,000	\$1,035,000	\$443,000
Landscape		\$0	\$14,000	\$23,000	\$30,000
Stormwater drainage		\$123,000	\$192,000	\$223,000	\$155,000
Electrical		\$35,000	\$175,000	\$262,000	\$209,000
Parking garage		\$0	\$9,443,000	\$0	\$0
Pavilion		\$0	\$2,386,000	\$2,501,000	\$2,501,000
Subtotal		\$183,000	\$12,993,000	\$4,566,000	\$3,600,000
Design Contingency	20.0%	\$37,000	\$2,599,000	\$913,000	\$720,000
Arch/Engineering Fees	8.0%	\$15,000	\$1,039,000	\$365,000	\$288,000
Environ/Inspection/Geotech	1.5%	\$3,000	\$195,000	\$68,000	\$54,000
Land Purchase (car wash site)		\$0	\$450,000	\$450,000	\$0
<b>Total</b>		<b>\$238,000</b>	<b>\$17,300,000</b>	<b>\$6,400,000</b>	<b>\$4,700,000</b>

- To identify order-of-magnitude costs, Taliaferro & Browne provided a preliminary cost estimate based on recent experience with similar projects; Hugh Boyd provided square foot costs for pavilion
- Some costs associated with the Santa Fe Commons site overlap with planned park upgrades

# Site Matrix

Selection criteria	Development Options			
	1. Upgrade current structure	2. Split level garage	3. Marty Street	4. Santa Fe Commons
Proximity to downtown core	Yes	Yes	Yes	Slightly removed but near businesses on Santa Fe Dr.
Expands downtown parking	<b>No change</b> <ul style="list-style-type: none"> <li>Total spaces: 166</li> <li>Customer parking when farmers' market: 75-91</li> </ul>	<b>Increases supply</b> <ul style="list-style-type: none"> <li>Total spaces: 307                             <ul style="list-style-type: none"> <li>Lower 173; upper 134</li> </ul> </li> <li>Customer parking when farmers' market: 232</li> </ul>	<b>Reduces supply</b> <ul style="list-style-type: none"> <li>Total spaces: 139</li> <li>Customer parking when farmers' market: 72 spaces</li> </ul>	<b>Increases supply</b> <ul style="list-style-type: none"> <li>Current pavilion lot becomes available (166 spaces)</li> <li>Potential new private parking lot available on weekends</li> </ul>
Provides adequate customer parking	<b>No change</b> Deficit of 48 spaces	<b>Yes</b>	<b>No</b> Deficit of ~67 spaces	<b>No</b> Deficit of ~193 spaces
Slope	<b>Substantial slope (no change)</b> 4% slope	<b>Flat</b>	<b>Reduced slope</b> <ul style="list-style-type: none"> <li>Flat along Marty Street</li> <li>4% grade for 120' on east-west wing</li> </ul>	<b>Flat</b>
Pavilion size, number of vendor stalls	<ul style="list-style-type: none"> <li>54 covered vendor stalls</li> <li>Shed: 9 bays (none enclosed); 12,500 sf</li> <li>Restrooms: 864 sf</li> </ul>	<ul style="list-style-type: none"> <li>65 covered stalls (37 w/ adjacent parking)</li> <li>Shed: 13 bays; 20,330 sf</li> <li>Restroom/office/stairs: 1,365 sf</li> </ul>	<ul style="list-style-type: none"> <li>72 covered stalls (55 w/ adjacent parking)</li> <li>Shed: 13 bays; 19,285 sf</li> <li>Restroom/office: 719 sf</li> </ul>	<ul style="list-style-type: none"> <li>66 covered stalls (29 w/ adjacent parking)</li> <li>Shed: 13 bays; 19,290 sf</li> <li>Restroom: 576 sf</li> </ul>
Adds enclosed section and/or retail storefronts	No	Yes <ul style="list-style-type: none"> <li>4-6 bays enclosed</li> <li>Storefronts (6), 11,740 sf</li> <li>Storage 1,060 sf</li> </ul>	Yes <ul style="list-style-type: none"> <li>6 enclosed bays</li> </ul>	Yes <ul style="list-style-type: none"> <li>4-7 enclosed bays</li> </ul>

# Site Matrix

Selection criteria	Development Options			
	1. Upgrade current structure	2. Split level garage	3. Marty Street	4. Santa Fe Commons
Cost	Maintenance items Est. \$250,000	Highest Est. \$17m	Lower Est. \$6m	Lower but requires park improvements; Est. \$5m
Requires temporary Market relocation	No	Yes – longer	Yes – shorter	No
Requires purchase of private property	No	Yes (car wash site) • Est: \$400-450,000 • 15-30% over appraised value of \$340,000	Yes (car wash site) • Est: \$400-450,000 • 15-30% over appraised value of \$340,000	No
Increases visibility	No	No	No	Potentially
Impact on downtown retail	No change	No change	Slightly further away, but adds retail storefronts to Marty Street	One block south; closer to Santa Fe Drive
Event space utility	Very limited	High	High	Very high – park can accommodate a variety of events
Public transit	Mobility hub on Marty	Mobility hub on Marty	Mobility hub on Marty	2.5 blocks from bus stop
Alternative transportation	Bike parking	Covered bike parking Steps from Marty	Dedicated bike parking on Marty	<ul style="list-style-type: none"> <li>• Best bike access, room for bike parking, pleasant walking location</li> <li>• Bike lanes go to roundabout</li> </ul>
Controversy	Low	Medium/high - cost	Low	High



# Site Matrix (unweighted assessment)

Selection criteria	Development Options			
	1. Upgrade current structure	2. Split level garage	3. Marty Street	4. Santa Fe Commons
Proximity to downtown core				
Expands downtown parking				
Provides adequate customer parking				
Addresses slope				
Expanded pavilion				
Adds enclosable section and retail storefronts				
Cost				
Requires temporary Farmers' Market relocation				

# Site Matrix

Selection criteria	Development Options			
	1. Upgrade current structure	2. Split level garage	3. Marty Street	4. Santa Fe Commons
Requires purchase of private property				
Increases visibility				
Impact on downtown retail				
Event space functionality				
Public transit				
Alternative transportation				
Controversy				

# Site Recommendation

- Each redevelopment scenario offers a viable option
- The consultant team recommends the Santa Fe Commons option
  - Provides a new, enclosable facility on flat ground
  - Allows the Farmers' Market to stay in operation during construction
  - Lowest cost option for new facility; no needed land purchase
  - Best opportunity for multi-use programming, tied into park events
  - Site will encourage biking and walking to the Farmers' Market
  - Opportunity for additional food retail and food service on adjacent properties
  - Increased visibility from Santa Fe Drive
  - Allows the city to consider redevelopment options for current pavilion site
- Stipulations
  - Pavilion constructed as part of the planned park renovations, including enhanced greenspace and hardscape elements
  - Pavilion design reflects the park setting, with wood and stone design features
  - New parking supply is created within 500'
  - Pedestrian connections between the park and the Market's current site are enhanced to encourage parking on the current Market site and patronage of stores on Santa Fe Dr north of 80<sup>th</sup> Street



# Summary of Recommendations

1. Construct new expanded, enclosable pavilion in Santa Fe Commons, as part of park renovation, featuring wood and stone design
2. Develop new parking capacity south of 80<sup>th</sup> Street
3. Improve pedestrian streetscape to connect park with current Market site and Santa Fe Drive north of 80<sup>th</sup> Street
4. Address pavilion's critical maintenance issues (especially electricity and drainage/flooding) while exploring long range solutions
5. Create mobility hub around existing bus stop on Marty
6. Gradually increase number of vendors and allow larger produce vendors to utilize more space
7. Enhance social media, particularly with more information about parking
8. Explore development of new farmers' market in south Overland Park
9. Create more accessible parking and product drop zone adjacent to pavilion
10. Secure shared parking opportunities with owners of nearby parking lots
11. Create biking promotion program, with gift card or raffle drawing



A banner for the Overland Park Farmers Market. It features a corn cob on the left, a watermelon slice in the middle, and a tomato on the right. The text reads "OVERLAND PARK FARMERS MARKET", "OPEN WEDNESDAYS!", "7:30 A.M. - 1 P.M.", and "OVERLAND PARK, KANSAS". Logos for "Shawnee Mission Health" and "Shawnee Mission Health Much more than medicine" are also present.

Market Ventures Inc.

helping the **City of Overland Park**

create a downtown event  
& transportation hub

Presentation to City Council  
February 5, 2018