

Local Business
Location: Solano Avenue, West of San Pablo
Albany, California 94706

Ms. Anne Hirsch
City of Albany
Community Development Department
1000 San Pablo Avenue
Albany, CA 94706

NOV 15 2011

Re: Adverse Impact to Local Businesses located on Solano Avenue West of San Pablo in Albany, CA/ Farmers Market

Dear Ms. Hirsch:

The location on Solano Avenue, West of San Pablo Avenue, for the use of the Farmers Market is not desirable, compatible or necessary. It has been detrimental to the safety, convenience, and general welfare, and noise from the Market's impact in the neighborhood. The list of complaints and signatures that support the variety of adverse impacts involving the local business community directly or nearby are as follows:

Tim Adam, owner of Albany Sauna and Hot Tubs, has experienced significant decline on Wednesdays during Farmers Market hours, and states that his business suffers a significant loss; at least 60% and often 70% when the Farmers Market is held.

The Farmers Market significantly affects the amount of parking available for Albany Sauna and Hot Tubs and other adjacent businesses, making them difficult to operate during the time the Farmers Market is open. It should be noted that almost all of the merchants at the Farmers' Market are not from Albany, (see enclosed letter from attorney Barry D. Ammon)

Rana, business owner of Subway, stated that his business has had adverse impact, showing similar business decline on Wednesdays due to no parking access to his establishment. (Letter sent to Community Development Department)

Richard Liao, Acupuncturist/business owner at 1033, has had adverse impacts regarding: noise from outside, parking difficulties for his patients with handicaps, and interference during appointments where patients have to interrupt their service to move their vehicles to avoid being towed due to Farmers Market event.

Skip Moore a business owner at 1057, has had adverse impact involving parking difficulties for two employees with handicaps who have been inconvenienced by having to park further away for work, and visibility issues for his business. (See signature and comments from Albany Patch enclosed. Column: "Integrating the Farmers Market with Local Business Community", and "Farmers Market Boosted Community, Economy, Say Organizers")



Emilie Raguso

6:54am on Friday, November 4, 2011

Interesting to note: Market organizer Ben Feldman estimated that the market brought \$7,000 to OTHER local businesses each week from shoppers who visited the market. He said this was calculated based on survey responses from customers; 64% of the 800-1,200 people said they came to Solano Avenue for the farmers market. Those people reported spending an average of \$14 in other local businesses. #coolbeans

[Skip Moore](#)

10:31am on Wednesday, November 16, 2011

I find it highly irregular that Mr. Feldman would be so bold to claim that "the farmers market helped businesses nearby by bringing in more foot traffic as well". This is an unsubstantiated claim and is contrary to the claims of the businesses in the block between San Pablo Ave. and Adams St. (of which my business is included). It makes me seriously doubt any of the other rhetoric offered under this subject, including Emilie's comment above.

Why Mr. Feldman asks the farmer's market customers and not the affected businesses might also call his credibility into question.

Terri Varela a business at 1049, was adversely impacted due to infringement on visibility: a box truck blocking her window in the first week, and then second week box truck replaced with a plant vendor, still creating a "wall" and obstructing visibility; Inconsistency from week to week with this issue. (A letter was given to City Council November 8, 2011 and Community Development Department, as well as testimonial statement, and documented history of the last 6 months. Information and facts submitted can be cross referenced)

Four Landlords opposed to the Farmers Market (letters sent to Community Development Department):

B.K. You, landlord of Solano office building 1025-1029 is opposed to the Farmers Market (letter sent to Community Development Department)

Tim Adam, landlord and business owner of Albany Sauna and Hot Tubs is opposed to the Farmers Market. (Letter enclosed from his attorney Barry D. Ammon sent to Community Development Department)

Tom Muzinich, landlord of building 1049-1051 is opposed to the Farmers Market. (Letter enclosed and sent to Community Development Department)

Rana, owner of Subway and his landlord submitted their letters opposing its location, to Community Development Department)

Deborah Ritchey of Ritchey Real Estate & Investments Inc., in Solano Center, building 1029, is opposed to the Farmers Market and would rather see them move somewhere more suitable. She is not in favor of them staying here on Solano Avenue. (See signature from original Integrating Business letter with signatures given to Jeffrey Bond on May 9 2011.) She signed the petition to support visibility for businesses with direct visibility issues.

Craig Leader's wife, Gilda Leader, a patient of Richard Liao, acupuncturist has been adversely impacted by the Farmers Market and is opposed to its location here on Solano Avenue. (See enclosed letter)

Richard Khoury, a patient of Richard Liao, acupuncturist has been adversely impacted by the Farmers Market and is opposed to its location here on Solano Avenue. He made a personal testimony on November 8, 2011, Tuesday evening to the City Council. He also wrote about its adverse impact. (See enclosed letter)

The City's own criteria states that:

- 1.) Necessity, desirability, and compatibility with the neighborhood or community are required. These issues have not been demonstrated.
- 2.) Adverse impacts detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, has been impacted negatively.
 - b. The accessibility and traffic patterns for persons and vehicles as well as the type and volume of traffic have an adverse impact.
 - c. Safeguards to prevent noise have not been used. Loud live music during market hours, the clank of metal poles and removal of stalls and loud talking between the people breaking down their tents have greatly disturbed the quality of service given by nearby health practitioner.

The Farmers Market has proclaimed itself to be not detrimental to the health, safety, convenience and welfare of those in the area and that it would not adversely impact property, or potential development in the area. This has not been the experience of those working directly in the vicinity of the market from 1:130-8:00 PM, every Wednesday, for the last 6 months.

Terri Varela
1049 Solano Avenue
Albany, CA 94706
(510) 526-6722

November 8, 2011

To City Council:

I am a salon owner at 1049 Solano Avenue, where I have been located for nearly 14 years. The Farmers Market has blocked visibility to my business from May up until September. Only in the closing weeks of the market did visibility open to my store-front. Because of the inconsistency with the layout for 5 months, I am not in favor of extending a permit beyond 6 months here. Jeffrey Bond was given a petition letter with signatures from the surrounding local business directly impacted by the layout. After the first week that it opened, the ripple effect it has had regarding issues from the configuration are: clients with handicap issues not having access to and from health services because of parking, and visibility are the main ones.

The Farmers Market does business from 3:00-7:00pm; however, they are on the street from 1:30-8:00. Six and half hours is a big chunk of time, not merely a few hours. They have A-Frames out days before the event with tow-away signs. This detours commuters from stopping there at all.

Enclosed are photos of the configuration clearly showing visibility infringement, and parking problems.

Ben Feldman stated in an article in the Albany Patch that, "two main markers of success for the farmers market were whether vendors wanted to do the market again, and if shoppers were plentiful". He said that both goals were met. He effectively eliminated a 3rd main marker, that of the local business owner. When you eliminate the 3rd group from your formula for success you subtract the opportunities of the local businesses directly impacted to have their revenue "boosted". Since the local business here was not included in the equation, there is no boost to our revenue, thus eliminating the added revenue to be made to re-distribute back into the local business community.

As stated by their own survey 800 to 1,200 people came out. By their own numbers 64% specifically came for the farmers, leaving 36% of shoppers possibly interested in other services. Since the current configuration does not involve the local business because we cannot be seen, then how can our services be discovered?

It's been suggested to put sandwich boards and take a table with the farmers and offer coupons and discounts. It's highly unlikely that a tax accountant, dentist, acupuncturist, realtor, speech pathologist, salon owner should have to leave their clients to hustle farmer's market shoppers with coupons. We are a personal business model. A personal business model relies entirely on visibility, walk-up traffic,

referrals and testimonials. Depending on the style of the business to reach out for more business, some may use coupons, but most do not if they are more expensive. The personal services offered to the Albany community here on Solano between Adams Street and San Pablo have been here for more than a decade, some more than 30 years. It reveals client approval. It is to our credit that we have quality services to provide the community that have kept us in business all these years.

Nicole Almaguer stated that the boost to the local economy was a major reason the city helped sponsor the market. However the farmers are the only ones who have had a boost in their economy. Again, if the 3rd market is not getting a boost, then they have no additional revenue with more spending power to redistribute to other local businesses.

I started building my client base when I worked at the top of Solano between The Alameda and Colusa Avenue. I built a huge clientele in 2 ½ years, but that only occurred because of the location and visibility.

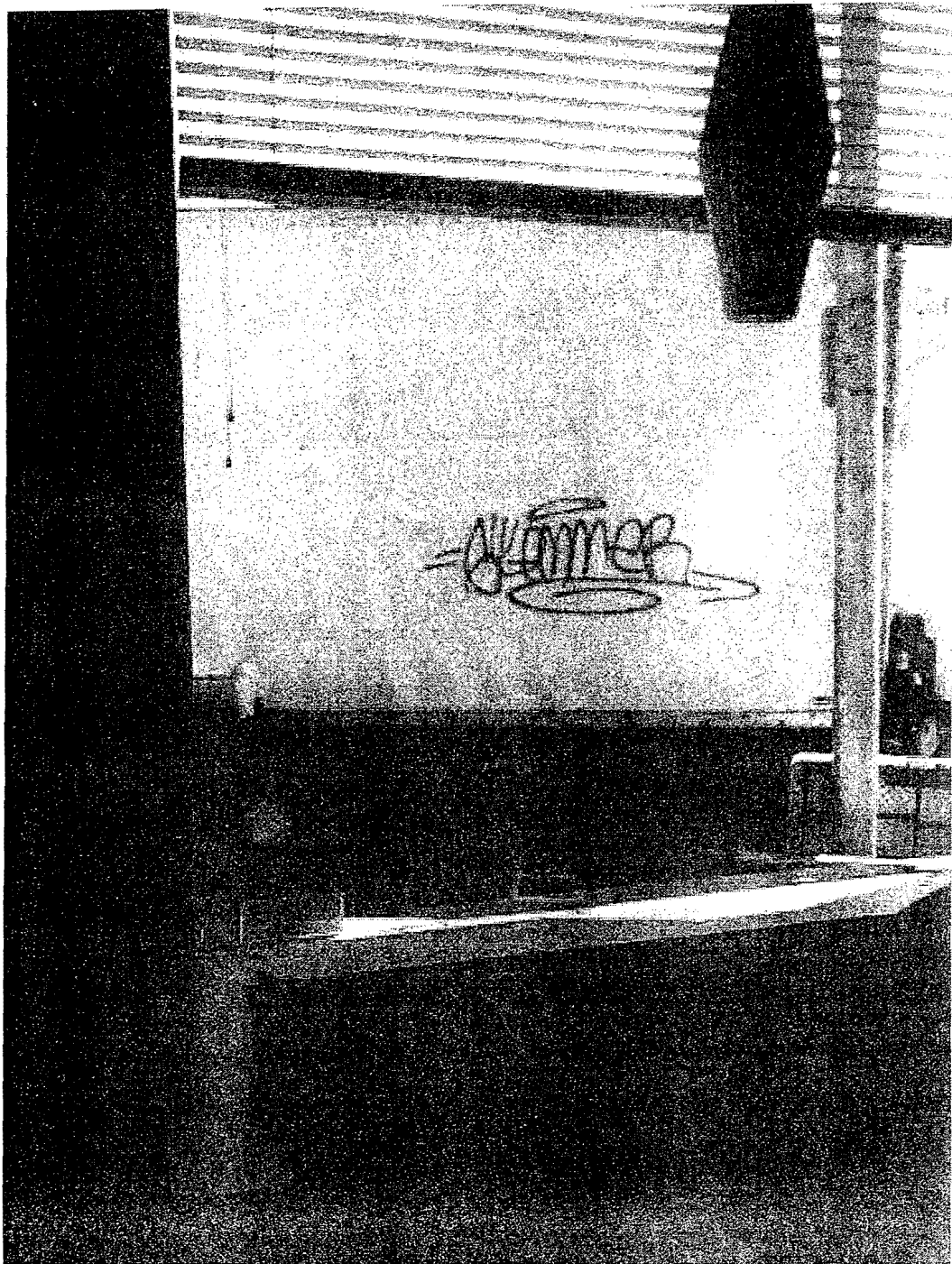
I am not in favor of the market being here for a year. There needs to be improvement with the layout so visibility is consistent.

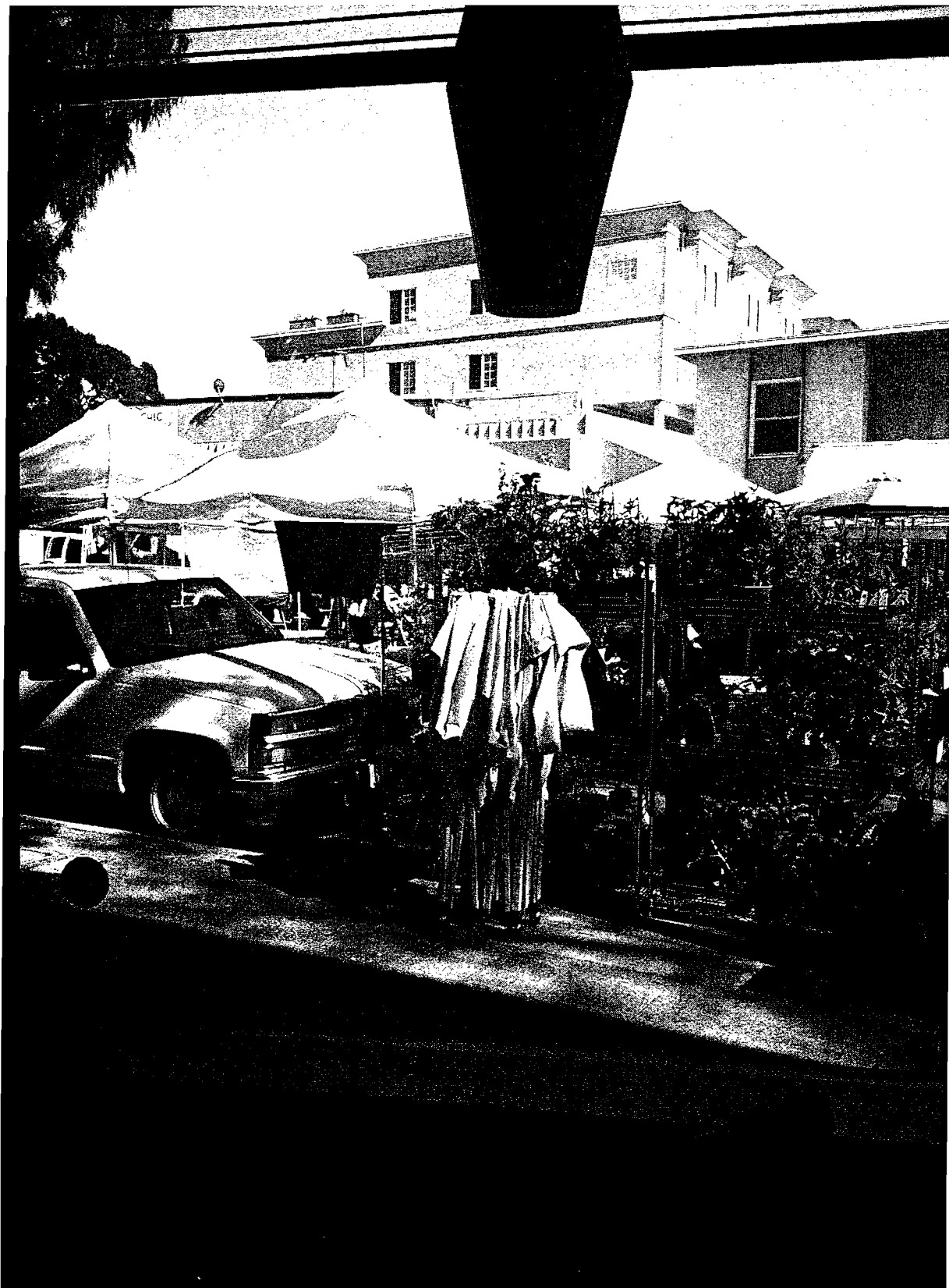
Enclosed is the original petition letter given to Jeffrey Bond. As of November 6 Richard Liao L. AC whose business is at 1033 Solano Ave., and Tim Adam from the Albany Hot Tub, have added their signatures to the original signature sheet.

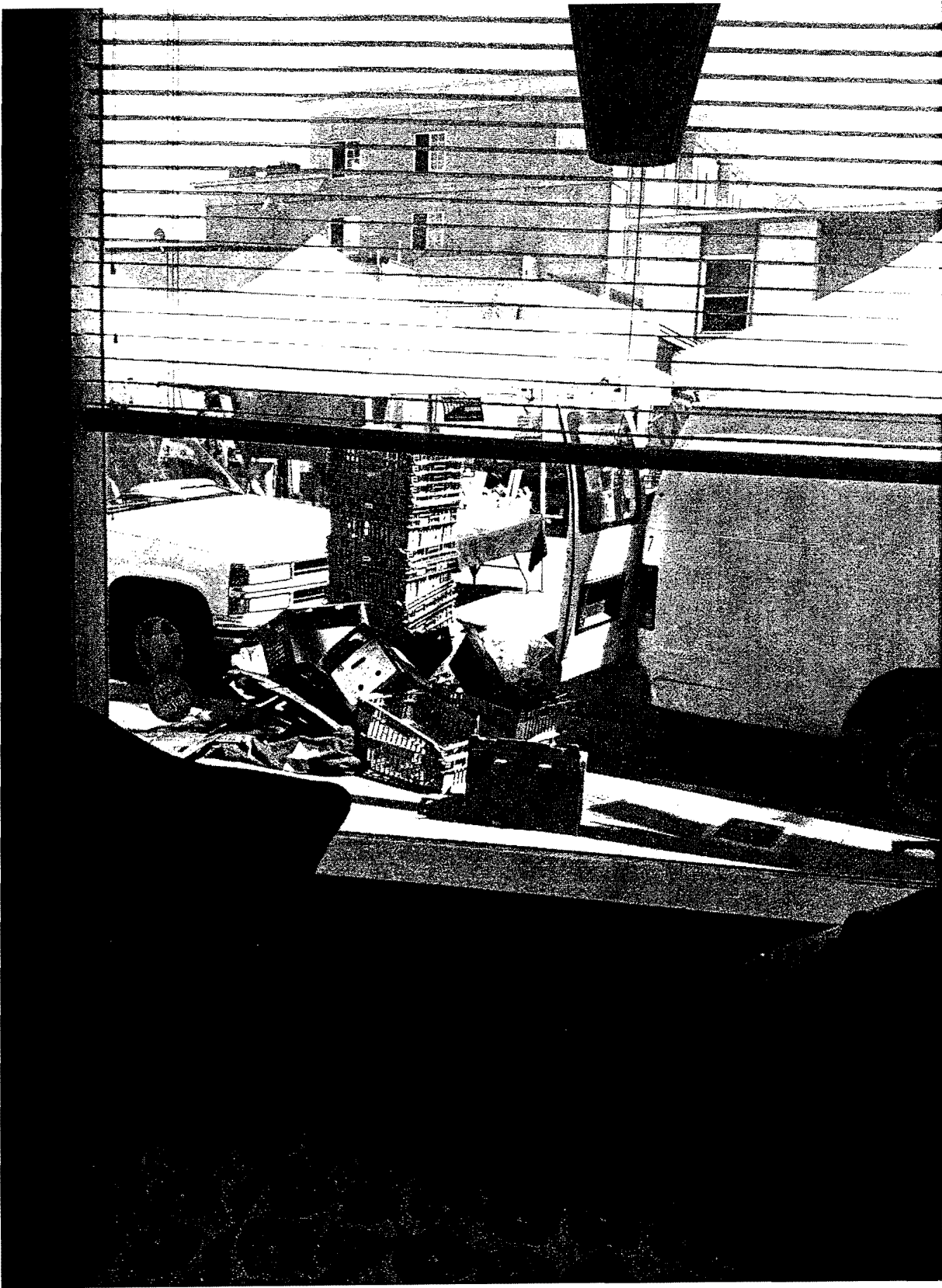
This is a sincere concern for the livelihoods of all local business owners directly impacted on Solano Avenue.

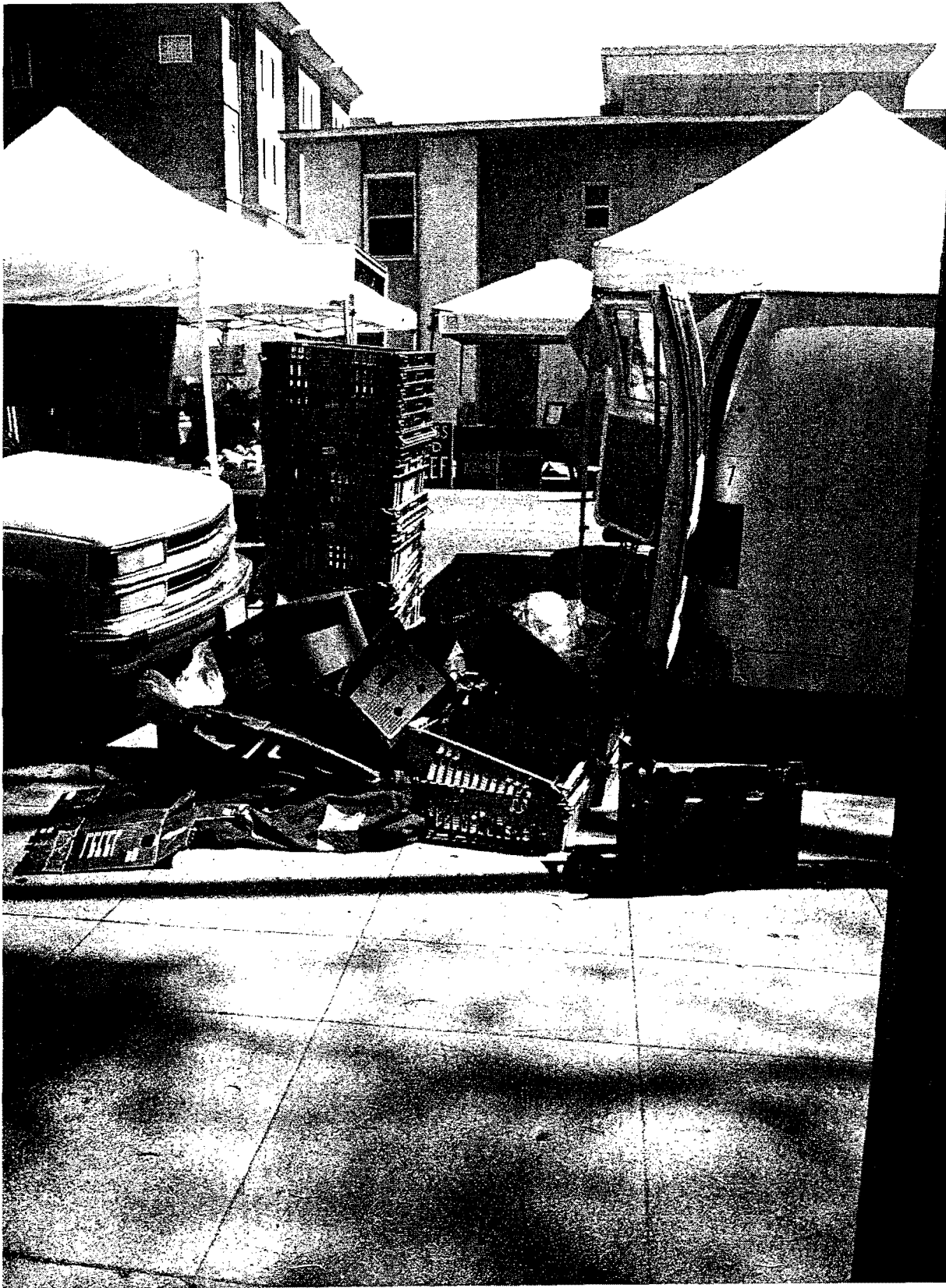
Best Regards,

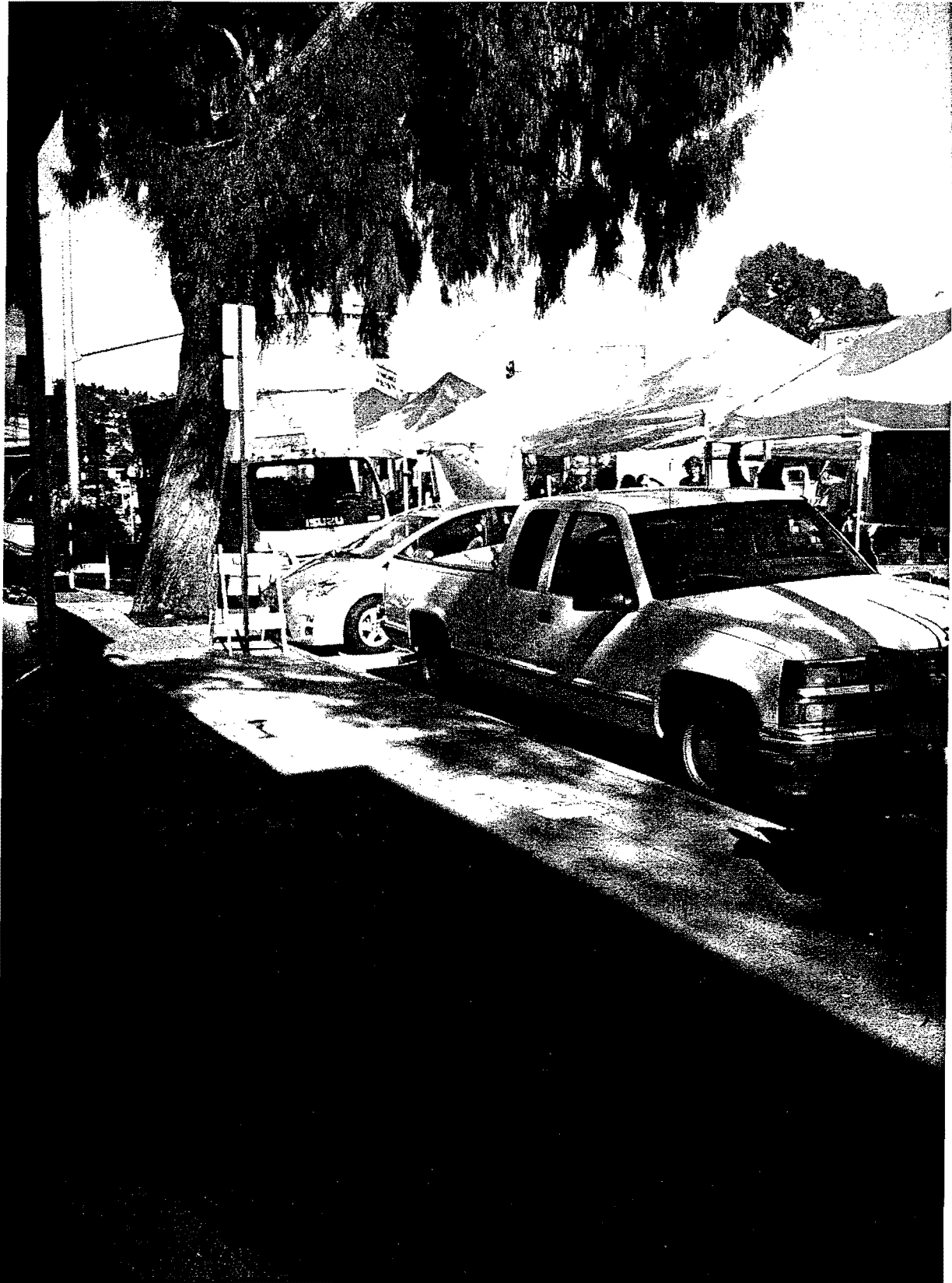
Terri Varela

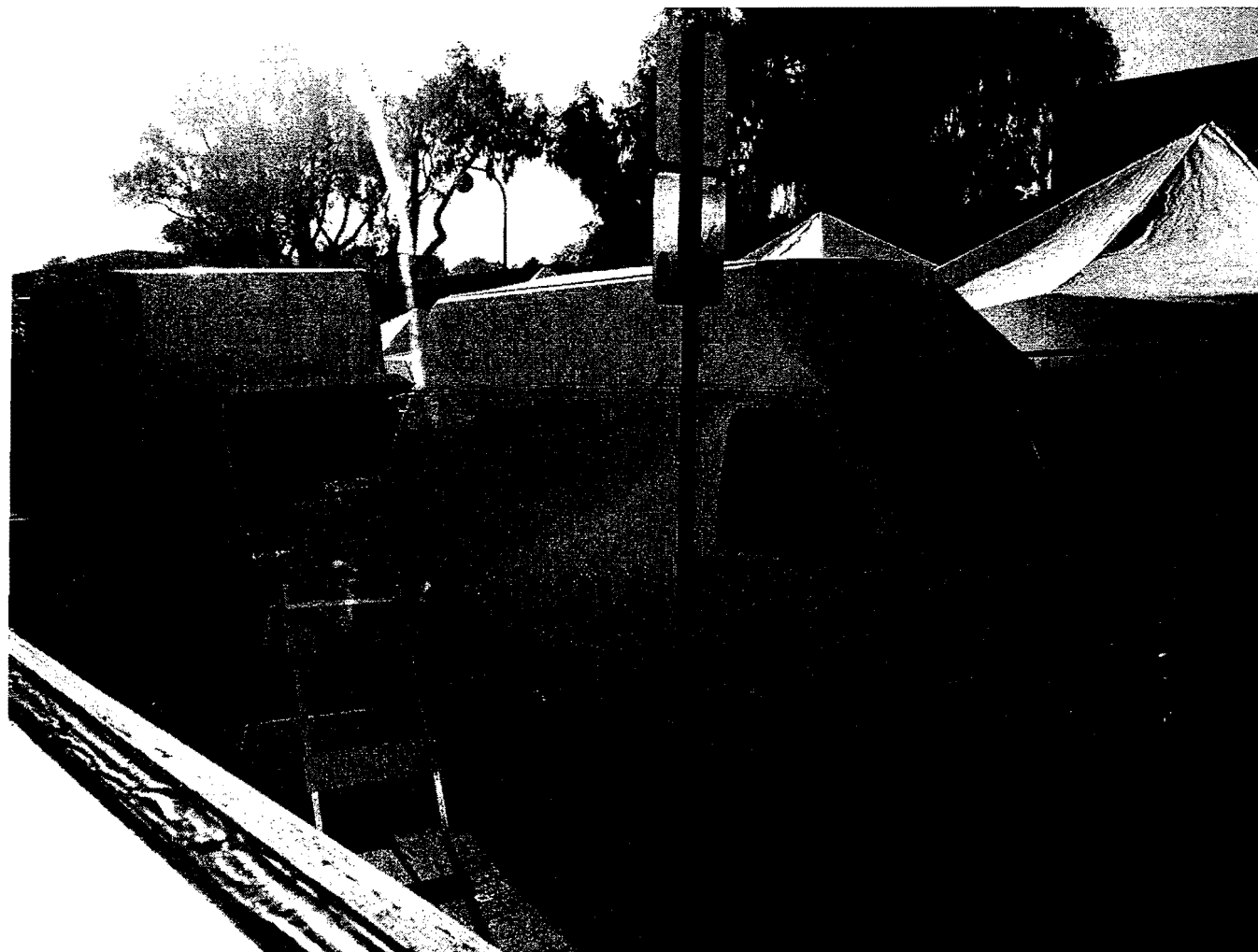


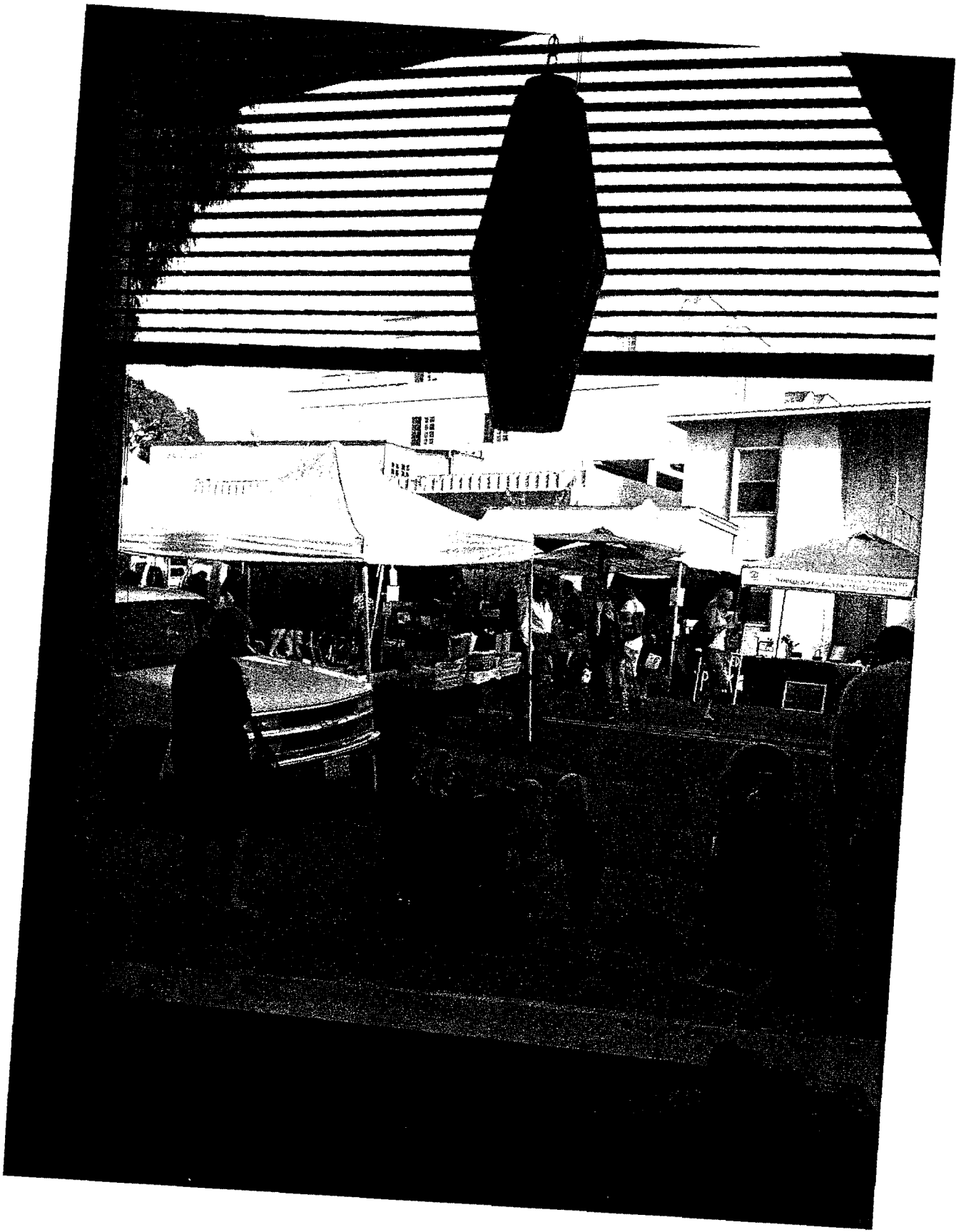












INTEGRATING BUSINESS

Let's bring commerce together, so it can benefit the whole community.

Farmers Market is an outdoor business new to our space on Solano Avenue, between San Pablo Avenue and Adams Street, in Albany. We are happy to have them here. However, there is a visibility issue. Currently the set up is a "tube/corridor". It's effect is insular, pushing focus on Farmers Market only. This is not an effective use of space to other merchants on Solano Avenue as we need visibility at our location. The north side of Solano Avenue has 8 merchants: Four Corners Cafe, Bill Moore & Assoc., Family Dentistry, Avalon Glass Works, True Colors Salon, Chroma Salon, ~~Dr. Gary Husby Chiropractor~~, Acupuncture Herb, & Solano Center. 2 merchants south side are: Taxes & Subway, although Subway Sandwiches faces San Pablo Avenue.

ERIC HUSBY-GERRY, D.C.

In exchange for more business awareness at our location, we are willing to give up the convenience of parking for our customers from 1-8PM Wednesday, Sunday. Our customers are parking 3 blocks away. Potential business by people who used to drive by waiting at the light would look over and see our business. Now their attention is detoured away.

- * Steet and sidewalk should be a clear and open thoroughfare between sidewalk Building Merchants & Farmers Market.
- * Farmers Market is creating a barrier with auto's parked behind their stands. That closes off integration to sidewalk merchants.
- * Currently, Farmers Market does not block visibility at : El Cerrito Plaza, Shattuck Avenue & Rose Street, Kensington Circle. They do not include their park auto's as part of their work-space. Consistency is desired.



Box Truck parked directly in front of
mercant window from 12:30 - 8pm May 4th, 2011.

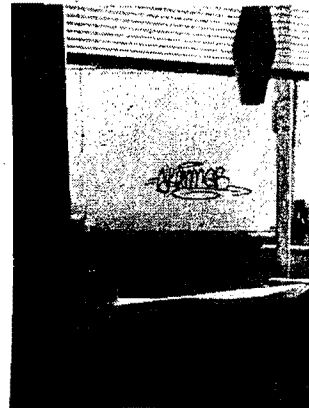
* Aesthetically Farmers Market appears jammed, at this time.

Farmers Market is welcomed here, it just needs the visibility issue addressed.

Ironic Note: 1045/1049 Solano Avenue is the original address of Albany City Hall. This address was blocked entirely by a huge box truck, with graffiti tagged on it.

Plaque at 1045/1049 reads:

Albany, California
Historical Society
#3 Site of
Albany's First City Hall



Albany's first city hall was located at 1045 Solano Avenue built in 1915. The building was used for City Government, Meeting Space, and The City Library.

It is clear there is pride in our city by placing a commemorative plaque on the sidewalk. Let's respect the the honor behind it.

Historically, the Original Farmers Market in Los Angeles began in July 1934, where a contingent of farmers pulled their trucks onto an expanse of empty land at the property known as Gilmore Island at the corner of 3rd and Fairfax in Los Angeles. They displayed their produce on the tailgates of their vehicles, "to their delight, customers quickly arrived and parked their cars on a hastily created dirt parking lot in spaces designated with chalk."

Farmers market is not a street fair like the Solano Stroll. The Solano Stroll occurs one day out of every year.

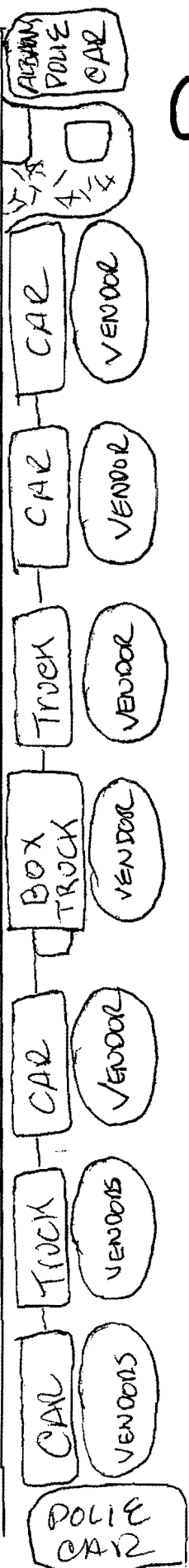
In business, the best choice you can make is where you set up "shop". The old saying is: Location-Location-Location. If they don't see you then you don't exist.

SAN PABLO AVENUE

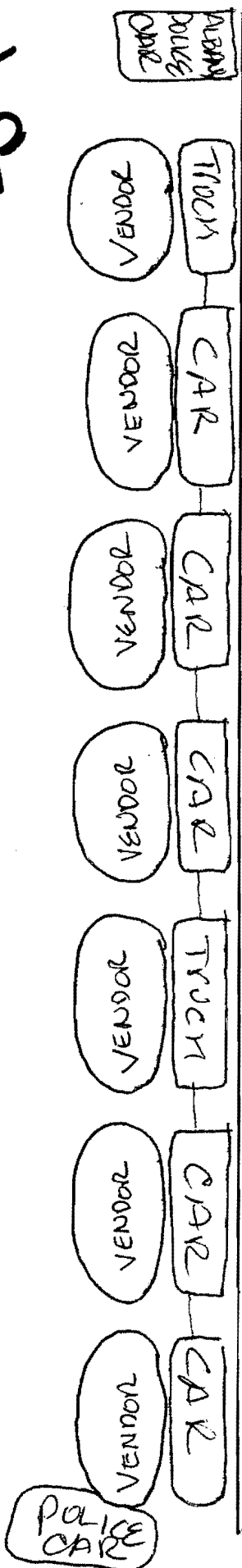
SAN PABLO AVENUE

Solano Center	FOR LEASE	ACQUANTONE HERB	DR. ERIC HUSBY CHIROPATOR	CHROMA SALON	TRUCK COLORS SALON	FOR LEASE JUNE 1ST	FAMILY DENTISTRY	BILL MOORE ASSOC.	FOUR CORNERS CAFE
				1049/6401					

S I D E W A L K



Current SET UP



SUBWAY SANDWICH		TAXES		APARTMENT RESIDENTS	
S	I	D	E	W	A
					L
					K

SAN PABLO AVENUE

Proposed Adjustment PLAN

Center	LEASE	HERB	CHILDREN	CHAIRMAN	TRUCK	LEASE	DENTISTRY	BILL M. ASSOCIATES	FLOOR	CORNER	DATE
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S I D E W A L K

F	A	R	M	E	R	R	S	MARKET
F	A	R	M	E	R	R	S	MARKET

S I D E W A L K

APARTMENT			SPEECH THERAPIST	TAXES	SUBWAY	SANDWICHES
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I am totally opposed at any time

X Tim Adam ALBANY SAUNA &
HOT TUBS

X Wendy Ho Four Corners Cafe

X SKIP MOORE Bill Moore & Associates

X [Signature] Family Dentistry

X [Signature] True Colors

X [Signature] Chroma

X [Signature] ERIC HUSBY-GERRY, D.C.
Dr. Gary Husby Chiropractor

X [Signature] Acupuncture Herb

X Alice E. Trumbly Alice Trumbly- Solano Center

X Deborah Ritchey DEBORAH RITCHEY
RITCHEY REAL ESTATE

X [Signature] Taxes

X [Signature] Nizza La Bella

X Frances Graham Jones Frances Graham Jones-SLP
1056 Solano - grahamjonesf@me.com

X Mark Kessel MARK KESSEL
1025 Solano Ave. INFORMETRIC

X [Signature] Slava Palashov InfoMetric Inc.

RESIDENTS:

Charles Wilbur CHARLES WILBUR

ST.

RESIDENTS

X Isabel Samaras 510 Stannage Ave, Albany

X Angela Isaac 1036 Cornell Ave Albany

X Jess Hutzlison 823 Madison St. Albany CA
jessieredrose@yahoo.com

X Jacalyn Turnshuk 721 Evelyn Ave

Farmers Market

6 months

vs.

All year

Do you want Farmers Market beyond 6 months in your business block?

BILL MOORE & ASSOC. NO

Wm. Y. DDS NO

Rdwy LAC NO.

Jack Mesel - NO

Greenville chronic NO

TIM ADAM I DONT WANT THEM HERE AT ALL!

Kawyt Syl NO

Audi Constance - 6 months is okay, but not all year

Has Wednesday Farmers Market impacted your income? Has your profit margin gone down on Wednesday due to no parking available?

BILL MOORE ASSOC. NO IT DOES IMPACT HANDICAPPED EMPLOYEES

Michael J. DOES NO

R. L. LAC YES

Jack Gesel-

Jeff Miller ^{No.} It does impact Handicapped Clients.

Tim ADAM Albam Same I don't want them here at ALL!

Kawjit SPL yes

Audi Constance

The bottom line is whether new business would be generated as indicated by the Farmers Market research group. Has this been your experience? Has any new business generated over the last 6 months as a result of being discovered by more walk-up traffic?

BILL MOORE & ASSOC. NO

Michael J. DDS NO

Richard L. AC NO

Frank Pesel NO

Paul Valler chroma. NO

Karolyt SzL NO

Tim ADAM I DONT WANT THEM NOW AT ALL!

Audi Constantine

Ms. Anne Hirsch
City of Albany
Community Development Department
1000 San Pablo Avenue
Albany, CA 94706

NOV 15 2011

Dear Ms. Hirsch,

My issue is consistency with this visibility issue. Only toward the end of the closing weeks did my store open up entirely. I have only ever stated that the configuration needs work so that everybody would benefit from it.

However, I had no idea that my neighbors: Rana owner of Subway and Tim Adam, owner of Albany Sauna and Hot Tubs, were experiencing significant financial declines with their profit margins dropping 60% to 70%. I had no idea that Richard Liao, business owner and Acupuncturist, was having an adverse impact from the Farmers' Market. His patients, some who have severe handicap's and are having trouble getting to and from his office, and where noise is a great disturbance to his profession as a health practitioner. He states that it is "not professional" to have such noise as clanking poles to set up tents, and live music out on the street. It disturbs the "quiet" needed for his type of services.

The residents and the City do not know how the "other half lives" on this part of Solano Avenue. Until I took the time to ask my local business neighbors how it was working out, I did not know. There are a variety of problems which are adverse for many of the local businesses, here on Solano Avenue, West of San Pablo Avenue. The problems are not all the same, but they address that the Farmers' Market is not compatible with our business block.

Terri Varela
1049 Solano Avenue
Albany, CA 94706
(510) 558-7351

Terri Varela <varela.terri@gmail.com>

Solano Avenue Farmer's Market

1 message

Janet Muzinich <jmuzinich@yahoo.com>

Wed, Nov 9, 2011 at 4:02 PM

Reply-To: Janet Muzinich <jmuzinich@yahoo.com>To: "Varela.terri@gmail.com" <Varela.terri@gmail.com>

City of Albany
Community Development Dept.
1000 San Pablo Avenue
Albany, Ca. 94706

Gentlemen:

I am the owner of 1049-1051 Solano Avenue, 2 commercial rental spaces. I am writing in regard to the Farmer's Market held on Solano Avenue below San Pablo. My tenants have given up the parking spaces in front of their businesses and this has impacted their business as their clients have to park far away and walk for their appointments. Large trucks parked in front of the building block their exposure. Neither tenant has benefited from this market. In these hard economic times, I feel that this should be taken into consideration.

This also impacts my ability to rent these spaces. The taxes on this property continue to increase as well as business license fees charged to tenants while this market pays no fees to the city.

A Farmer's Market usually sells locally grown produce. The proposal to extend this market to a year round operation doesn't seem justified unless produce is shipped in from out of the area and then it isn't a "true" Farmer's Market.

Has the commission considered operating the market on a Sunday when most businesses are closed? Could it be moved to an area that has more parking such as the race track parking lot or the city park?

This block of Solano has never benefited from the Solano Stroll and this Farmer's Market has had a negative impact. I am opposed to its continued operation on 1025 - 1060 Solano Avenue. I hope this commission can find a more suitable space which will not impact businesses.

Tom Muzinich
9321 Oro Fino Road
Fort Jones, Ca., 96032

INTEGRATING BUSINESS

Let's bring commerce together, so it can benefit the whole community.

Farmers Market is an outdoor business new to our space on Solano Avenue, between San Pablo Avenue and Adams Street, in Albany. We are happy to have them here. However, there is a visibility issue. Initially, the first week the market opened it parked a box truck directly in front of a merchant window. The only view to be seen from inside was of this big truck with graffiti tagged on it. From outside, this business was completely hidden. Integrating business where it impacts everyone positively is the goal. Let's improve the space with an adjustment that truly redistributes visibility. The improvements proposed are completely reasonable, socially responsible, and aesthetically appealing, and consistent with other locations combining building merchants with roving markets. Local businesses on Solano Avenue, within Adams Street and San Pablo Avenue have been here ranging from 13 to 36 years. We are primarily a service block. We rely on visibility through commuters and walk-up traffic. Awareness of this location for services was the incentive to bringing Farmers Market into our area. A business assessment was made in allowing them the use of our street. We made concessions with parking. We don't mind walking a bit further. Our customers park further away as well. However, Farmers Market's use of parking convenience is what negatively impacts visibility. This matters, as this part of the avenue doesn't get a lot of attention. Commuters are detoured away, North on Adams Street, from 1:30-8:00PM; a big chunk of time. Re-distributing visibility is positive to livelihoods.

Currently, Farmers Market does not block visibility at: El Cerrito Plaza, Shattuck Avenue & rose Street, South Berkeley Derby Street at MLK, Berkeley Center Street at MLK, and Kensington Circle. They do not include their parked vehicles as part of their workspace. Consistency is desired and reasonable.

- Street and sidewalk should be a clear and open thoroughfare between local Merchants & Farmers Market. No vehicles; and access in the event of emergency.
- Street should be open to the shoppers entirely. This encourages, strolling and discovery of local businesses who have been here for many years.
- Let's extend the street's width. Without vehicles, approximately 14 feet opens up creating an aesthetic appeal.
- Farmers Market is not a street fair like the Solano Stroll. The Solano Stroll occurs one day out of every year, celebrating local business and the community, and without vehicles.

The City's approval of Farmers Market called for a review to be performed, within the opening months of the market. We hereby request that the City perform a review of the impact on the adjacent businesses and emergency vehicle access and vendor parking.

We live and work in a neighborhood that is noble and responsible when it is well informed of the details that impact everyone.

In business, the best choice you can make is where you set up "shop". The old saying is: Location-Location-Location. Re-distributing visibility will positively impact livelihoods. May all who gather here together prosper.

REC'D NOV 15 2011

Richard Liao L. Ac
1033 Solano Ave 1200 Mt. Diablo Blvd #202
Albany, CA 94706 Walnut Creek, CA 94596
(510) 524-8148 (925) 942-0128
Fax (510) 524-8148

November 12, 2011

Ms. Anne Hirsch
City of Albany
Community Development Department
1000 San Pablo Ave
Albany, CA 94706

RE: Farmers Market permit for 2012 at Solano Ave between San Pablo Ave and Adams St.

Dear Ms. Hirsch:

I am an acupuncturist at 1033 Solano Ave, since 1997. The surprise Farmers Market held in front of my acupuncture clinic from May to October 2011 created much noise disturbed the peaceful environment for my patients healing process during their acupuncture treatment session on Wednesday afternoon. Some of them avoid coming on Wednesdays, even only day they can come.

The Farmers Market created parking problems enforce many of my patients suffer mobility problems and parking further away accelerates their discomfort. I need to always remind my patients do not park their car after 1:00 p.m. on Wednesday, even I have a patient had lie on the treatment table, I need to took his needles out and ask him to move his car parked on Solano Ave between San Pablo Ave and Adams St. On this section of Solano Ave are professional businesses that need to quiet and convenient parking for their clients. The confused traffic from I-80 to Solano Ave has to detour to Adams and Washington St and finally back to San Pablo Ave, this creates a back up and dangerous situation on the small streets of Adams and Washington, when the red signal is on at San Pablo Ave. When I was exiting from my parking lot to Adams St, I have to look for a few times for the continuing traffic 90 degree sharp turn into Adams St.

Please find three letters; one is from me, one is from the landlord and two are from my patients, which I presented at the city hall meeting on November 8, 2011.

For these noise disturbing, parking and traffic situation, I urge the Albany Farmers Market to different more appropriate location.

Sincerely,



Richard Liao L. Ac

Business Owner

Richard Liao L. Ac
1033 Solano Ave 1200 Mt. Diablo Blvd # 202
Albany, CA 94706 Walnut Creek, CA 94596
(510) 524-8148 (925) 942-8128
Fax (510) 524-8428

November 7, 2011

To Whom It May Concern:

I am an acupuncturist at 1033 Solano Ave, where I have had an office since 1997. The recent Farmers' Market every Wednesday afternoon from May to October has been the source of much noise that disturbs my patients during their sessions, not allowing them to have the full benefit of their treatment. Further, many of my patients suffer from mobility problems and the Farmers' Market further aggravated the parking problems and has forced many patients to park further away. This in turn caused them additional discomfort from having to walk longer distance.

For these reasons, I oppose the granting of any extension of a use permit for the Farmer's Market at this location.

Thank you for your consideration. If you have any questions, please contact me at (510) 524-8148.

Sincerely,

Richard Liao L. Ac

Richard Liao's
Landlord Letter

TO: City of Albany
FROM: B. K. You, owner of Solano Office Building, 1025-1029
Solano Ave, Albany
DATE: November 7, 2011

To Whom It May Concern,

As the owner of the office building, 1025-1029 Solano Avenue, in consideration for our tenants, I voice my negative vote for renewing the Farmer's Market on Solano Ave. on Wednesday afternoons. Our tenants are mostly in service businesses (acupuncture, physical therapy, library, counseling, etc.), the presence of Farmer's Market has been detrimental to their businesses. The noises from the market are disruptive to the patients being treated right next to the street as well as patients having no direct access to the clinics; and no-parking on the street is frustrating to the customers who need to park on the already sparse parking space around the site.

The negative effects to the small businesses along the block is not limited to this corner building alone as other businesses either side of the building and across the street are equally disrupted by the farmer's market. If the city continues to let the farmer's market be on Solano Ave., it would be at the expense of already existing, tax-paying small businesses in Albany.

I urge the hearing board to NOT re-issue the permit to use the street for the farmer's market.

Sincerely,

B. K. You

Owner
Solano Office Building
1025-1029 Solano
Albany, CA 94706

*Client of
Richard Liao*

**Craig and Gilda Leader
855 Pomona Avenue
El Cerrito, California 94530
510.526.8390**

November 7, 2011

City of Albany

To whom it may concern:

My wife has been a patient of Richard Liao, her acupuncturist, for a number of years now. One of her medical conditions causes her extreme pain that makes it very difficult for her to at times to even walk several yards without some type of assistance.

The convenience of street parking or being dropped off in front of Mr. Liao's office is eliminated during the time the Farmers Market is allowed. This causes a great deal of additional discomfort she must endure while trying to obtain treatment at her session. Furthermore, the additional noise caused by the market at times interferes with her treatment sessions.

We strongly urge the city to find another location for the Farmers Market at a location more conducive to this type of activity, like they have done with the market at the El Cerrito Plaza.

Thank you for taking into account the negative impact the Farmers Market has caused my wife, and likely other patients of Mr. Liao's, when considering a renewal of a use permit for this activity.

Respectfully,
Craig Leader

Client
of
Richard Liao

Richard Khoury
656 Woodmont Ave.
Berkeley, CA 94708
November 7, 2011

To Decision Makers regarding the Albany Farmer's Market:

I have heard that you will hold a hearing on the Albany Farmer's Market on the evening of Tuesday November 8th. I would propose that you move the Albany Farmer's Market to a more appropriate location. Farmer's Markets in nearby cities are typically in parks, squares, or plazas. When they are located on streets, they are typically near schools or other public buildings. The Albany Farmer's Market on Solano Ave. is on the street where there are a number of health providers, and small businesses. The noise from the Farmer's Market does not mix well with the healing practices at these health providers. I think that Farmer's Markets are great ideas, but I strongly recommend that this market be moved to another more appropriate location—in a park or plaza.

I receive Acupuncture treatment on Solano Ave., and after the last appointment on October 19th, I vowed that I would never receive treatment again on a Wednesday when the Farmer's Market was present. It was especially noisy when people broke down their stalls where they sold their merchandise. There was the clank of metal poles and taking the stalls apart and loud talking between the people taking the stalls apart. The most disrupting noise was a very loud radio coming from a truck that was loading the equipment and merchandise. The truck and radio were extremely close to the room where I was receiving treatment, and this disturbance greatly disturbed the quality of my acupuncture session.

Please move the Farmer's Market to a more appropriate location. I know I will not return again on Wednesday s when the Farmer's Market is in session, and I think it is entirely likely that other clients of health care providers on Solano Ave. feel the same way. The extra noise and activity from the Farmer's Market do not mix well with the healing practices at the health providers on Solano Ave. Clients will start avoiding going to these health providers on Wednesday s, and this is not fair to those providers and to the other businesses on Solano Ave.

Please move the Albany Farmer's Market to a more appropriate location.

Thank you


Richard Khoury

CITY OF ALBANY

NOV 08 2011

**COMMUNITY DEVELOPMENT
DEPARTMENT**

Re: the Farmers Market

To Whom It May Concern:

We own the building on the corner of Solano and San Pablo occupied by Subway and other businesses. Our tenants' businesses, like others on these blocks of Solano have suffered considerably during your street closures for the Farmers' Market.

We never got notice that this market was being planned, and our tenants didn't either. City government should not be disrespecting the business community like this. City government should be promoting existing business in the city, rather than disregarding the interests of the people who have been struggling to maintain their Albany businesses.

Please move the Farmers Market to some other location, where you are not hurting existing Albany businesses. How about Masonic, or a park somewhere?

Thank you,

**Wayne Black
Mei-Yu Black**

CITY OF ALBANY

NOV 08 2011

**COMMUNITY DEVELOPMENT
DEPARTMENT**

**Re :the Farmer market
To whom it may concern**

I own the Subway on the corner of Solano and San Pablo. Other business, including us on this block has suffered a lot beacuse of the farmer market.

Farmer market sign states No parking after 1:30PM to 8 PM but I see the truck parked before 12:30PM. As we have very less parking space, I am losing lots of customers. I called City Clerk regarding this issues 3 times but still truck were parked before the assigned time. Becaues of the no parking on that day, my business is down on that day compare to other days.

Please, think about our existing business who ahve been struggling hard to maintain the business. Please, move the farmer Market to other location.

**Thank You,
Kamal Bhalrhu**

BARRY D. AMMON
Attorney at Law
1430 Franklin St., Ste. 208
Oakland, CA. 94612
Telephone: (510) 465-7900
Fax: (510) 228-0319

November 7, 2011

FAX COVER SHEET

To: Anne Hirsch, City of Albany Community
Development Dept. Fax No.: (510) 528-57.

From: Barry D. Ammon, Esq. Fax No.: (510) 465-7900

CONFIDENTIAL

Enclosed is my letter of today concerning
Albany Sauna and Hot Tubs and The Farnsworth Park.

cc: Timothy and Judith Adams, Albany Sauna and
Hot Tubs (by regular mail)

BARRY D. AMMON**1430 Franklin St., Ste. 208****Oakland, CA. 94612****Telephone: (510) 465-7900****Fax: (510) 228-0319**

Ms. Anne Hirsch
City of Albany
Community Development Department
1000 San Pablo Ave.
Albany, CA. 94706

Re: Albany Sauna and Hot Tubs/Farmers Market

Dear Ms. Hirsch:

I have been contacted by Timothy Adam, one of the owners of Albany Sauna and Hot Tubs, concerning the proposed Farmers Market that would be held every Wednesday from 3:00 P.M. to 7:00 P.M. from on Solano Avbe. From San Pablo Ave. to Adams St..

You should note that Albany Sauna and Hot Tubs suffers a significant negative impact from holding the Farmers' Market on Wednesdays from 3:00 P.M. to 7:00 P.M. at this location, which is among the densest areas in Albany.

Albany Sauna and Hot Tubs has informed me that it suffers a loss in business volume that averages at least 60% and is oftern 70% when the Farmers Market is held.

You should note that the Farmers' Market significantly depresses the amount of parking available for Albany Sauna and Hot Tubs and other adjacent businesses, making them difficult to operate during the time the Farmers' Market is open. It should be noted that almost all of the merchants at the Farmers' Market are not from Albany.

There are many other parts of Albany that have more available parking and more space for Farmers' Market booths than the areas from Solano Ave. from San Pablo Ave. to Adams St..

BARRY D. AMMON

1430 Franklin St., Ste. 208

Oakland, CA. 94612

Telephone: (510) 465-7900

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RECD NOV 08 2011

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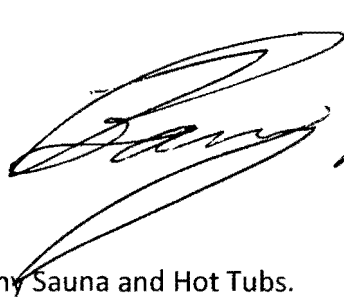
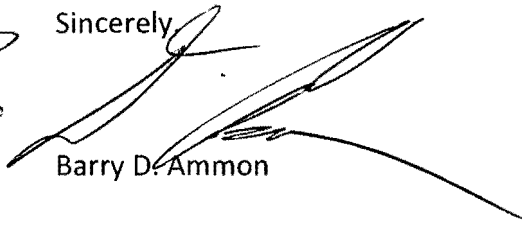
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Ms. Anne Hirsch
City of Albany
November 7, 2011
P. 2

Albany Sauna and Hot Tubs requests that the Farmers' Market be move to another part of Albany that can better accommodate its booths and its parking demands.

Thank you for your anticipated attention to Albany Sauna and Hot Tubs' concerns.

Please do not hesitate to contact me or Timothy Adam AT (510) 524-1425 about this matter.

 Sincerely,

Barry D. Ammon

BDA/n
cc: Timothy Adam and Judith R. Adam, Albany Sauna and Hot Tubs.
1002 Solano Ave., Albany, CA. 94706

Skip Moore
1057 Solano Avenue #100
Albany, CA 94706-1663
(510) 526-0296

Letter to the editor for Albany Patch:

As one of the businesses impacted by the Farmers Market, I will say when I left my workplace last night I was greeted by a wall of box trucks. I could not see the produce or the patrons because of this wall of vehicles parked along the curbs nor could those shopping for the produce see my business. This is the nature of our concern. If the stated intent was to bring visibility to the local merchants, then the market has failed miserably in that regard.

The business owners in this block have made substantial concessions to allow the market to operate. I just don't understand how the Market can be so callous to our stated concerns. It's like we don't exist. My business has been at this address for over 35 years, employs 14 people, contributes substantial sales taxes to the City, and yet we are treated as an inconvenience. As I see it, these truck vendors are guests in our house and should be sensitive to our request to open the street up so that we can all benefit from this weekly event.

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Editor **Emilie Raguso**: Your one-stop shop for all things Albany, CA. Find daily news, community dialogue, events and business listings. Story tips? Write to emilier@patch.com.

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GUEST COLUMN

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Column: Integrating the Farmers Market with Local Business Community

The farmers market's high profile tends to block existing shops, say some. Albany Patch accepts guest columns on newsworthy topics.

July 21, 2011

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About this column: Have an opinion to share about a newsworthy topic, and need more than 300 words to break it down? Consider sending a guest column to editor Emilie Raguso at emilier@patch.com.

Related Topics: [Albany Farmers Market](#), [Farmers Market](#), [Letter to the Editor](#), and [Sustainable Albany](#)

[Editor's note: A draft of the letter below was signed, within the first week of the Albany farmers market, by 12 of the 13 businesses from the block where the market takes place weekly. It was submitted to the city in May. It has been edited slightly for clarity. See the original documents as PDFs to the right.]

Let's bring commerce together, so it can benefit the whole community.

Farmers Market is an outdoor business new to our space on Solano Avenue, between San Pablo Avenue and Adams Street, in Albany.

We are happy to have them here. However, there is a visibility issue.

Initially, the first week the market opened, it parked a box truck directly in front of a merchant window. The only view to be seen from inside was of this big truck with graffiti tagged on it.

From outside, this business was completely hidden. Integrating business where it impacts everyone positively is the goal. Let's improve the space with an adjustment that truly re-distributes visibility.

The improvements proposed are completely reasonable, socially responsible, and aesthetically appealing, and consistent with other locations combining building merchants with roving markets.

Local businesses on Solano Avenue, within Adams Street and San Pablo Avenue, have been here ranging from 12 to 36 years. We are primarily a service block. We rely on visibility through commuters and walk-up traffic.

Awareness of this location for services was the incentive to bringing the Farmers Market into our area. A business assessment was made in allowing them the use of our street.

We made concessions with parking. We don't mind walking a bit further. Our customers park further away as well. However, the market's use of parking convenience is what negatively impacts visibility.

This matters, as this part of the avenue doesn't get a lot of attention. Commuters are detoured away, north on Adams Street, from 1:30-8 p.m., a big chunk of time. Re-distributing visibility is positive to livelihoods.

Currently, Farmers Market does not block visibility at El Cerrito Plaza; Shattuck Avenue & Rose Street; South Berkeley Derby Street at MLK; Berkeley Center Street at MLK; or Kensington Circle.

They do not include their parked vehicles as part of their workspace. Consistency is desired and reasonable.

- * Street and sidewalk should be a clear and open thoroughfare between local merchants and Farmers Market. No vehicles; and access in the event of emergency.
- * Street should be open to the shoppers entirely. This encourages strolling, and discovery of local businesses who have been here for many years.
- * Let's extend the street's width. Without vehicles, approximately 14 feet opens up, creating an aesthetic appeal.
- * Farmers Market is not a street fair like [the Solano Stroll](#). The Solano Stroll occurs one day out of every year, celebrating local business and the community, and without vehicles.

The city's approval of Farmers Market called for a review to be performed, within the opening months of the market.

We hereby request that the city perform a review of the impact on the adjacent businesses and emergency vehicle access vendor parking.

We live and work in a neighborhood that is noble and responsible when it is well informed of the details that impact everyone.

In business, the best choice you can make is where you set up "shop." The old saying in business is: Location, Location, Location. Re-distributing visibility will positively impact livelihoods.

May all who gather here together prosper.

[Editor's note: A draft of the letter below was signed, within the first week of the Albany [farmers market](#), by 12 of the 13 businesses from the block where the market takes place weekly. It was submitted to the city in May. It has been edited slightly for clarity. See the original documents as PDFs to the right.]

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Everybody makes mistakes ... even us! If there's something in this article you think should be corrected, or if something else is amiss, call editor Emilie Raguso at 510-459-8325 or email her at emilier@patch.com.

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6:33am on Thursday, July 21, 2011

I was curious to read that the reason to hold this market west of San Pablo on Solano was to bring visibility to the merchants in that area. I like that good and noble purpose. Knowing this makes it easier for me to withstand the rigors of returning home from work on Wednesday nights.

[Log in to reply](#)

[Skip Moore](#)

[Flag as inappropriate](#)

8:45am on Thursday, July 21, 2011

As one of the businesses impacted by the Farmer's Market, I will say when I left my workplace last night I was greeted by a wall of box trucks. I could not see the produce or the patrons because of this wall of vehicles parked along the curbs, nor could those shopping for the produce see my business. This is the nature on our concern. If the stated intent was to bring visibility to the local merchants, then the Market has failed miserably in that regard.

The business owners in this block have made substantial concessions to allow the Market to operate. I just don't understand how the Market can be so callous to our stated concerns. It's like we don't exist. My business has been at this address for over 35 years, employs 14 people, contributes substantial sales taxes to the City, and yet we are treated as an inconvenience. As I see it, these truck vendors are guests in our house and should be sensitive to our request to open the street up so that we can all benefit from this weekly event.

[Log in to reply](#)

Ben Feldman

[Flag as inappropriate](#)

11:14am on Thursday, July 21, 2011

As the Program Manager for the Ecology Center Farmers' Markets, let me start by saying that it is our primary mission is to operate farmers' markets in order to connect urban consumers with rural farmers. This connection provides those consumers with farm fresh produce while at the same time providing the farmers with consistent income. We also want our markets to support local businesses and all the evidence we have as well as the research on the subject suggests that markets do just that.

To address some of the points in this opinion piece:

The situation with the box truck the first week was resolved. We addressed the concern of the business owner the second week of the market by removing that truck and parking it elsewhere and improving visibility. We have now had 11 weeks of the market since that issue was addressed.

We have allowed ample space for emergency vehicle access through the lane within the market. The market setup has been approved by Albany Police and Fire and they have no concerns about accessing the area in the event of emergency.

It is stated that "They do not include their parked vehicles as part of their workspace" at other farmers markets that the Ecology Center operates as well as the El Cerrito and Kensington markets.....(continued below)

[Log in to reply](#)

terri varela

[Flag as inappropriate](#)

1:58am on Friday, July 22, 2011

As a business owner in Albany on Solano Avenue for 13 years, the issue regarding visibility is still apparent. Photo's in this piece clearly show this.

To address some of the feedback of the points in this opinion piece:

"New" business has not been generated in the last 11 weeks, and although we are told "evidence suggests" that this will happen, it hasn't. Virtually no walk-up traffic on the sidewalks to local businesses has surfaced.

The situation was not resolved by removing the box truck, and putting a plant vendor in its place. The thought in doing this was recognized, however it did not resolve the issue, as stated.

It is stated that, "They do include parked vehicles as part of their workspace" at other farmers markets. However, El Cerrito Plaza is away from building merchants and so their vehicles do not block visibility there. Rose street market is set in a part of the street where they are not set up directly in front of local business. They do not block visibility there. This is the issue.

With 2 Berkeley Bowl Market's, Whole Foods, and another Whole Foods proposed in this neighborhood, along with: Andronico's on Solano, Monterey Market on Hopkins, and a Farmers Market in: El Cerrito Plaza, Kensington, Rose Street Berkeley, and now Albany, does anyone here truly believe that they are deprived of quality produce? Is providing farmers with consistent income above that of the local business owner and their income? (continued below)

Ben Feldman

[Flag as inappropriate](#)

11:14am on Thursday, July 21, 2011

This is incorrect. Vendors at all of those markets have vehicles parked immediately behind their stalls at all of those markets and nearly every farmers market in the area. For vendors, access to their vehicles is very important, in some cases it is even has health or safety considerations.

I personally walked the block of the market on multiple occasions and spoke with vendors personally and the perspective that I have heard on those occasions was different than the perspective of this piece.

Skip-I'm sorry that I haven't spoken with you or addressed your concerns. I'll be contacting you shortly to see what we can do to improve visibility for you.

[Log in to reply](#)

terri varela

[Flag as inappropriate](#)

4:30am on Friday, July 22, 2011

Ben those vendors you spoke with who are giving you feedback on the perspective of local businesses should not be stated as concrete evidence. The building merchants signed the petition because it was, and is reasonable to expect visibility. The fact is no one wants to be viewed as a "cranky-upstart" when they are merely giving feedback, and looking for the best way to do business. A united front was brought into the City Hall with those signatures.

[Log in to reply](#)

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04:12:14:54

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SUSTAINABLE ALBANY

[Government](#), [Business](#)

Farmers Market Boosted Community, Economy, Say Organizers

Vendors and city staff reflected last week on the successes of the Albany farmers market. On Nov. 8, the Planning & Zoning Commission will discuss whether to continue the market next year. Take our market poll here.

By [Nancy Lopez](#) [Email the author](#) November 2, 2011

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For the first Wednesday since April, Albany residents don't have the [city's weekly farmers market](#) to look forward to in the afternoon.

The market's first season came to a close last week. An air of sadness could be felt among the vendors as shoppers strolled by and picked up their last batches of fresh, organic goods.

Nonetheless, vendors and city staff say they are confident the market will return in 2012. Albany's Planning & Zoning Commission is slated to decide Nov. 8 whether to grant the Ecology Center the necessary permits to continue.

The [market](#) has been running Wednesdays from 3 to 7 p.m. on Solano Avenue, just west of San Pablo Avenue, since early May. In looking back, many said they believe, in those five months, the market became a lively community hub.

"We had a great first year," said Ben Feldman, the [Ecology Center's](#) farmers market program manager. (Feldman also lives in Albany.) "A lot of Albany residents came out and they were very excited."

Feldman said the two main markers of success for a farmers market are whether vendors want to do the market again, and if the shoppers are plentiful. Feldman said both goals were met in Albany.

Many vendors are excited to return and, according to a survey conducted by an independent consultant for the Ecology Center, an average of 800 to 1,200 people came out to the market each week.

Indeed, vendors from companies such as [Starter Bakery](#), [Phoenix Pastificio](#) and [Soul Food Farm](#) said they have done well for themselves.

"We've sold out every time," said Melanie Bandera-Hess with Soul Food Farm. She said last week that she was sad to see the market wrapping up for the season and is hopeful the owners of Soul Food Farm will want to return.

Even those who weren't completely satisfied said they saw something special in Albany.

"I don't know if we'll come back," said Deborah Moss, who sells Spring Hill Jersey Cheese. Moss said she would have liked to see more business, but

added that she thought Albany's market has the potential to thrive.

"There was a good exchange, and a real good sense of community, more than other markets," said Moss.

Feldman said the farmers market helped businesses nearby by bringing in more foot traffic as well. The consultant's survey showed that 64 percent of customers identified the farmers market as their main reason for visiting Solano Avenue.

That boost to the local economy was a major reason the city helped sponsor the market, said Nicole Almaguer, the city's environmental specialist.

"The goal of the market was to involve the businesses, bringing one more spotlight to Solano," she said.

Though many have expressed hearty enthusiasm, others have said there's room for improvement. Some neighbors have cited traffic congestion during the market. And some local business owners have raised concerns as well.

In mid-July, a group of business owners immediately surrounding the market expressed some frustration, in an [open letter on Albany Patch](#), that vendors' vehicles were blocking their storefronts.

According to Almaguer, the city addressed these concerns by reworking the layout of the booths and having vendors move their vehicles as soon as the booths were set up.

"It was resolved within our capability at the time," she said.

If the permit is approved at the Nov. 8 planning meeting, the market will return to the same block of Solano Avenue, between Adams Street and San Pablo, next year. No major changes are anticipated, although new vendors may be invited to widen the selection.

Feldman said, ultimately, he'd like the market to run year round, rain or shine, but organizers are still deciding whether next year is the best time to begin. For the market to become a success in the long run, he said, it has to become a main shopping destination for customers, which can take up to five years.

In the meantime, the market must develop a personality of its own.

"It does take a few years to develop that personality, but I can already see that happening in Albany," he said.

Click the green "Keep me posted!" button below for an alert when we write about the farmers market. See our [past farmers market coverage here](#).

The future of the Albany farmers market will be discussed at the [next Planning & Zoning Commission meeting](#), which takes place Nov. 8 at City Hall at 7:30 p.m. The public can email cityhall@albanyca.org with feedback about the market.

Everybody makes mistakes ... [even us!](#) If there's something in this article you think should be corrected, or if something else is amiss, call editor Emilie Raguso at 510-459-8325 or email her at emilier@patch.com.

Tell us your thoughts about the Albany farmers market.

Great idea but it didn't quite work out.

Love the market. everything about it.

Love the market. but it needs a new location.

Albany doesn't need a farmers market.

Total votes: 162

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This is not a scientific poll.

About this column: Here's where you can find our coverage of issues related to sustainability in Albany, from the Active Transportation Plan to local gardening, the farmers market and more.

Related Topics: [Albany Farmers Market](#), [Farmers Market](#), [Small Business](#), [Sustainable](#), and [Vendors](#)

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[Emilie Raguso](#)

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6:54am on Friday, November 4, 2011

Interesting to note: Market organizer Ben Feldman estimated that the market brought \$7,000 to OTHER local businesses each week from shoppers who visited the market. He said this was calculated based on survey responses from customers; 64% of the 800-1,200 people said they came to Solano Avenue for the farmers market. Those people reported spending an average of \$14 in other local businesses. #coolbeans

[Log in to reply.](#)

[Skip Moore](#)

[Flag as inappropriate](#)

10:31am on Wednesday, November 16, 2011

I find it highly irregular that Mr. Feldman would be so bold to claim that "the farmers market helped businesses nearby by bringing in more foot traffic as well". This is an unsubstantiated claim and is contrary to the claims of the businesses in the block between San Pablo Ave. and Adams St. (of which my business is included). It makes me seriously doubt any of the other rhetoric offered under this subject, including Emilie's comment above.

Why Mr. Feldman asks the farmer's market customers and not the affected businesses might also call his credibility into question.

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