



# AGENDA REPORT

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**TO:** Honorable Mayor & City Council  
**FROM:** Councilmember Carroll Fife  
Council District 3  
**SUBJECT:** Amending Resolution No. 89092 To  
Change Location Of Farmers Market  
**DATE:** October 31, 2024

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## RECOMMENDATION

**Councilmember Fife Recommends That The City Council Adopts A Resolution Amending Resolution No. 89092 C.M.S., Which Granted A Conditional And Revocable Encroachment Permit To Local Roots, A Nonprofit Corporation Doing Business As Foragers Market, To Change The Location Of The Certified Farmers Market To 18th Street Between Peralta Street And Campbell Street**

## EXECUTIVE SUMMARY

This resolution amends Resolution No. 89092 C.M.S. to change the location of the West Oakland Farmers Market from its current location on Peralta Street between 18th and 20th Street to 18th Street between Peralta Street and Campbell Street. The Farmers Market is currently blocking access to the new Prescott Market food hall, which is under development and expected to open in early 2025. The change in location, as proposed, will allow plans for the food hall to move forward while preserving the Farmers Market that serves hundreds of people every week.

## BACKGROUND / LEGISLATIVE HISTORY

Oakland Municipal Code section 12.08.030 authorizes the issuance of encroachment permits for events that take place on streets and sidewalks that are open to the public. On March 15, 2022, the City Council approved Resolution No. 89092 C.M.S., granting a conditional and revocable encroachment permit to Local Roots, a nonprofit corporation doing business as Foragers Market, for a certified farmers market on Peralta Street between 18th and 20th Street each Sunday between the hours of 10:00 a.m. and 2:00 p.m.

Since 2022, the West Oakland Farmers Market has created a vibrant community space that offers affordable, healthy foods from local growers and food producers and has served as a small business incubator. The West Oakland Farmers Market features over 40 local vendors, including growers, fresh cut flowers, micro greens, gourmet mushrooms, local honey, coffee and juices,

City Council  
November 12, 2024

bakeries, pasture raised meats, fresh seafood, street foods including food trucks and live music each Sunday.

The operators of the West Oakland Farmers Market are now looking to relocate to 18<sup>th</sup> Street between Peralta Street and Campbell Street to accommodate the Prescott Market food hall.

### **ANALYSIS**

As mentioned above, the Prescott Market, a food hall consisting of eight food and beverage businesses, is being constructed and is expected to open in January 2025. However, the current location of the Farmers Market is blocking access to the food hall. Consequently, amending Resolution No. 89092 C.M.S. to change the location to 18<sup>th</sup> Street between Peralta Street and Campbell Street is necessary to allow the construction and opening of the food hall to proceed unimpeded, and for the Farmers Market to continue to serve the community. Activation of public areas for business and community activities is important for the health, safety, and vibrancy of the City and allowing the West Oakland Farmers Market to relocate, as proposed, would maintain an important community resource.

The proposed resolution only amends the location. The hours of operation, which is each Sunday, 10 a.m. through 2 p.m., will remain the same. The site plan for the new location is detailed in Exhibit A and the conditions for the revocable permit are captured in Exhibit B (Indenture Agreement).

### **FISCAL IMPACT**

This legislation has no fiscal impact. Local Roots dba Foragers Market will continue to be responsible for all applicable permitting fees.

### **PUBLIC OUTREACH / INTEREST**

There was no specific public outreach conducted beyond the posting and noticing of this agenda item. However, Foragers Market continues to be in direct communication with the surrounding community.

### **COORDINATION**

This legislation has been reviewed by the Office of the City Attorney.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** In addition to providing communities with healthy and fresh food options, farmers markets foster a thriving local economy, by connecting farmers, artisans, and other small businesses to consumers in a community oriented environment.

***Environmental:*** Use of public spaces to bring nutritious food options, while limiting access to cars and creating more walkable streets, benefits the environment and residents' health.

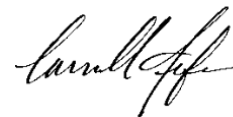
***Race & Equity:*** Addressing the lack fresh and healthy foods in neighborhoods, particularly lower-income communities, is critical to addressing disparities in quality of life.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Councilmember Fife recommends that the City Council adopt a Resolution Amending Resolution No. 89092 C.M.S., Which Granted A Conditional And Revocable Encroachment Permit To Local Roots, A Nonprofit Corporation Doing Business As Foragers Market, To Change The Location Of The Certified Farmers Market To 18th Street Between Peralta Street And Campbell Street

For questions regarding this report, please contact Rediat Bayeh, Policy Director for Councilmember Fife, at RBayeh@oaklandca.gov.

Respectfully submitted,



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Councilmember Carroll Fife  
District 3