

OFFICE OF THE  
**COUNTY ADMINISTRATOR**

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COUNTY ADMINISTRATOR

February 25, 2014

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Marin County Board of Supervisors  
3501 Civic Center Drive, Room 329  
San Rafael, CA 94903

**SUBJECT:** Consider a Resolution, placing a measure on the June 3, 2014 ballot, allowing for a Farmers' Market building and Market Canopy at the vacant "Christmas tree lot" on the Civic Center campus

Dear Board Members:

**RECOMMENDATION:**

Adopt the resolution to place a measure on the June 3, 2014 ballot, allowing for a farmers' market building and market canopy at the vacant "Christmas tree lot" on the Civic Center campus.

**SUMMARY**

An overview of this proposed ballot measure was presented at a Board's study session on February 11, 2014. On July 24, 2012, your Board entered into a Memorandum of Understanding and Cooperation Agreement ("MOU") with the Agricultural Institute of Marin ("AIM"). The MOU with AIM represents our ongoing support of our County's agricultural heritage, a targeted industry in Marin County, and continues our relationship with AIM and the Civic Center Farmers' Market. It is an example of the use of public-private partnerships to help enhance our public facilities for the benefit of our residents. The measure requiring a majority vote is needed to authorize the project, because a 1992 ballot initiative calls for voter approval for any new facility west of Civic Center Drive, on the Civic Center Campus, which would be greater than 250 square feet in size.

The proposed ballot language, which has been reviewed by County Counsel and the Elections Department to meet legal requirements, is as follows:

"To enhance local farmers' contributions to our economy and provide Marin residents access to healthy, locally-grown food, shall Marin County permit the Agricultural Institute of Marin to create a permanent home for the Farmer's Market at Marin Civic Center, including a market canopy designed to respect Frank Lloyd Wright's building, accessible to pedestrians, bikes and public transit and an eco-friendly indoor market building not to exceed 30,000 square feet at no cost to Marin taxpayers?"

AIM's proposed project concept includes a market building, a public plaza, and a canopy covering part of the parking lot. The building is planned to be open seven days a week and includes a café, tables for indoor vendors, and a farm goods store complete with a butcher, vegetables, cheeses, milk, eggs and related regional farm products. The building also would house rooms to hold educational classes and

meetings, an educational kitchen, and market administrative offices. The concept for the market canopy is to provide an area sheltered from the elements that market patrons could shop for farmers' products. Between the proposed building and canopy would be a public plaza. Attached to this letter is a site concept that was shown at the study session. AIM's stated program goals at the session are:

- Create a "community hub" that is core to the Marin Farmers' Market and its commitment to the agricultural community and appreciative residents and visitors of all ages and walks of life;
- Have the building and plaza create vibrancy and activity for Civic Center north campus area;
- Enhance local agriculture contributions to Marin economy;
- Provide Marin residents access to healthy, locally grown food;
- Integrate the design with Civic Center Drive Improvements project and the North San Rafael Promenade Plan.

Since the approval of the MOU, AIM and County staff from Cultural Services, Public Works, Parks, and the County Administrator's Office have been in discussions about planning for the move of the farmers' market, and have come up with these additional understandings:

- Though the project is not designed, the ballot language allows up to a 30,000 square foot building for flexibility in design and program;
- The design of the AIM building and covered market canopy will go through public outreach for review and input before BOS approval;
- County and AIM agree to partly reduce the size of existing General Services Area parking storage area, and find areas at Civic Center to relocate some of the program needs;
- AIM will pay incremental cost of approximately \$76,000 to put the measure on the ballot.

The County is retaining Professor Paul Turner, Emeritus from Stanford University, upon recommendation from the Frank Lloyd Wright Building Conservancy, headquartered in Chicago. The National Frank Lloyd Wright Conservancy is also coordinating the thematic application of 10 sites in the U.S. designed by Wright to UNESCO for potential World Heritage status. Professor Turner will advise staff and the Board, and work with AIM to ensure the project design is consistent with Civic Center Master Design Guidelines and World Heritage nomination recommendations.

This project is being coordinated with the Civic Center Drive Circulation Project planning, which your Board approved the concept plan on December 17, 2013. The Civic Center Drive Project design concept shows the location of the future right-of-way along the west side of Civic Center Drive, which provides the "edge" of the Christmas Tree Lot for planning for the farmers' market.

If the measure is approved in June, there are a number of additional understandings that would be required between AIM and the County, prior to bringing the project to the Board for review and approval. These include AIM's business operating plan, the AIM financing plan for the project, developing a specific public outreach plan for project concept design to garner feedback from community meetings, and from the Civic Center Conservancy & Cultural Services Commissions, review of consistency with SMART and Civic Center Drive project plans, a cost-sharing agreement of shared-use facilities, final legal agreements, a construction phasing plan, if needed,

and environmental review. These would need to occur prior to bringing the project for approval by the AIM Board of Directors and by the County Board of Supervisors.

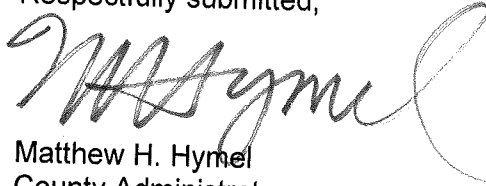
**FISCAL IMPACT:**

AIM has agreed to pay the cost of having the measure put on the June ballot. The Registrar estimates the cost will be approximately \$76,000. There is no net cost to the County for this action.

Feel free to contact me with any questions or concerns.

<b>REVIEWED BY:</b>	<input type="checkbox"/> Finance	<input checked="" type="checkbox"/> N/A
	<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
	<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A
	<input type="checkbox"/> Finance	<input checked="" type="checkbox"/> N/A

Respectfully submitted,



Matthew H. Hymel  
County Administrator

**Attachments:**

1. Resolution
2. Farmers' market site concept diagram

cc: Elaine Ginnold, Registrar of Voters  
David Speer, Facilities Planning and Development Manager