

**FARMERS ON WALNUT
c/o FREDRICKSEN LIBRARY
100 NORTH 19TH STREET
CAMP HILL, PA 17011**

March 1, 2012

Mr. Gary Kline, Borough Manager
Camp Hill Borough
2145 Walnut Street
Camp Hill, PA 17011

Dear Mr. Kline:

On behalf of the farmers who are interested in participating in the proposed market at Fredricksen Library, we would like to present some additional information to you and the members of Borough Council. There are some questions that have been brought to our attention about the impact the market will have on the neighbors and we would like to address them.

First and foremost, let me say that we want to be good neighbors. We recognize that we will be guests in your community and we want to assure you, that it is our full intention to act responsibly and respect our surroundings, before, during and after market hours.

Garbage: We will place garbage receptacles strategically around the designated market area. We will also have bins for recycling. It will be the responsibility of the farmers to make certain that when the market closes every Thursday, there will be no visible refuse on the lawn.

Attendance: In an effort to estimate what the weekly attendance could be at the market we have researched existing markets in the region. All of the markets are similar to what we envision for the Camp Hill location; i.e. 1 day a week, outdoor, seasonal, producer only, with no ancillary activities – such as flea markets, craft sales, etc. The average weekly attendance numbers are as follows:

- Carlisle PA – 350 visitors
- Hershey, PA – 300 visitors
- North Atherton – 500 visitors

The above numbers are TOTAL attendance within the 4 hour market periods. In other words, not all of the visitors come at one time. The average stay of a market customer is 20 - 25 minutes.

A producer's only market is considered a specialty market. It does not have the same demographics as a supermarket or a farmers market that is not limited to producers only. All of the Farmer on Walnut vendors are the same people that grow the food, raise the animals and produce the value added products. We are not professional retailers; our participation in this market is literally a day away from our 'day' jobs as farmers. The products we will be selling appeal to a specific and small segment of the general population.

It is difficult to predict how many visitors we will attract. Based upon the attendance at similar markets, we can estimate that the Camp Hill market will attract approximately 385 people per week.

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Parking: Parking for visitors to the market is a topic we have been discussing at great length. Unhappy neighbors or a visitor who is unable to find adequate parking is as much a concern for the farmers as it is for the Borough. In an effort to mitigate any potential problems that could arise, we have an action plan to address parking concerns.

- All farmers will unload their tents, tables and products at the Library. They will be required to park in a satellite location. Therefore no farm trucks, vans or vehicles belonging to any vendors will utilize the off street parking directly around the library or the Library's parking lots.
- Visitors to the market will be advised of the parking lots available for their use during market hours. We will have printed materials available to show where the lots are located and will encourage customers to utilize them. If a market customer uses a satellite lot, they will be able to leave their purchases at a designated, secure area at the market while they pick up their car. When they return for their purchases, market volunteers will be available to assist them in loading their car.
- Available Parking - We have identified satellite lots, public parking and although Fredricksen will be open for business during market hours, the Library will allow customers to utilize their lots.
 1. Camp Hill Presbyterian Church will allow the use of their lot (see attached letter) **60 spaces.**
 2. Camp Hill Church of God – Pastor George has given a verbal commitment to one of our market volunteers, Monica Rhodes, and expects his Board to give a formal ok after their next meeting on March 14th. Church of God allowed vendors to use their lots during Fredricksen's Bee Local Festival in September. **60 spaces.**
 3. Camp Hill Borough Public Parking – available to the public **? spaces.**
 4. Fredricksen Library – The Library has a total of 89 spaces on both their upper and lower lots. Assuming that at least half of those spaces would be used by Library patrons and employees during market hours, there would still be some parking available for market patrons. **45 spaces**

We have identified at least **165 parking spaces** for use during market hours. This does not include the off street public parking that surrounds the Library and is already available to the public.