

**Preserving the Hillsdale Farmers' Market Location During Construction of Ida B Wells: A Better Outcome for the Community**

Presented by the Hillsdale Farmers' Market Board of Directors  
August 2025

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## **Position Summary**

Hillsdale Farmers' Market (HFM) currently stands to lose its lease from Portland Public Schools (PPS) during a 3-year construction project. This would cause significant negative impact on the community as a whole as well as on the market, and we seek assistance in finding an alternative, positive, outcome for the community

**Hillsdale Farmers' Market Mission Statement:** To create and sustain a not-for-profit enterprise that provides fresh local farm and other products in the Hillsdale Community, providing a viable market for local farmers, and enhancing the business, nutritional, and community health of SW Portland.

### **Historical Background - How & Why Did a Market Form in Hillsdale?**

- A need and desire for a farmers market in Hillsdale was identified in the mid-1990s, during the creation of the Hillsdale Town Center Plan, which was adopted in 1997.
- Hillsdale Farmers' Market (HFM) was formed and incorporated as a 501(c)4 non-profit in 2002 by a group of Hillsdale residents, who were offered free use of the parking lot outside what is now Casa Colima, for use as a Sunday market space.
- In 2005 HFM was able to work with Portland Public Schools (PPS) to lease the parking lot between Rieke Elementary and Ida B Wells (then Wilson) High School for use as market space. This was a vast improvement over the small, hilly parking lot between businesses where the market started, and has been the home of HFM ever since.
- See *Appendix A* for more detail on the history of HFM.

### **Where We Are Now: Economic Impact**

- 70-80 small business vendors supported annually by an average of 2,300 daily adult shoppers in summer, 1,200 in winter.
- Financial assistance programs for low-income individuals and kids total over \$25,000/year, which also supports our farm vendors.
- Vendor donations of 80-100 pounds of fresh food per week to Neighborhood House Food Pantry.
- Increased foot traffic and dollars spent in Hillsdale Shopping Center businesses on Sundays. Anchor business Basics Market changed their business hours to be open on Sundays because the farmers market brings so much extra business on Sundays.
- See *Appendix B: Economic & Social Impacts of HFM On Our Communities*.

### **Where We Are Now: Social Impact**

- 12-20 local non-profit organizations supported annually through free booth space. We prioritize local organizations whose services align with our mission, primarily those working in food systems and food security, environmental advocacy and protection, and Hillsdale-focused community engagement.
- Volunteer program involving 14-18 individuals per market day, many of whom are high school students attending Ida B Wells.

- Educational programming for children aged 5-12 offered weekly May-Oct, serves over 650 individual children each year, many of whom attend Rieke Elementary.
- Partnerships with other local organizations that offer expertise and resources to our shoppers; e.g., OSU Extension Service Master Gardener volunteers.
- Community pride and ownership: HFM was founded solely by community effort because neighbors identified a need and a desire to have a market in the center of Hillsdale.
- See *Appendix B: Economic & Social Impacts of HFM On Our Communities*, and *Appendix C: Shopper Survey Summer 2025: Comments re: Location & Community*.

### **Forced Relocation of HFM: Impacts on All Levels**

Construction is scheduled to begin on the new Ida B Wells High School building in the fall of 2026. The PPS Real Estate Team has informed HFM that the market will not be allowed to operate on its current site during construction. Though PPS has expressed a commitment to allowing the market to return after the new school is complete, the market would be forced to relocate for a period of approximately three years. This would have a devastating effect on HFM, our vendors, shoppers, business and community partners.

- See *Appendix D* for communication between HFM Market Manager and PPS Real Estate Team regarding non-renewal of the lease.
- See *Appendix E* for a list of some of the anticipated impacts and costs associated with relocation.
- There are no suitable market sites of comparable size, with level, hard-surface ground, sufficient parking as well as walking/biking/transit accessibility, within a reasonable distance of our current market location. (See *Appendix F: Site Considerations, Research to Date*.)

### **Our Desired Outcome: Continuous Operation on Our Current Site**

We would like to work with PPS Real Estate, PPS Office of School Modernization, Bora Architects and Hoffman Construction to develop a plan that allows HFM to safely operate on its current site during the construction period. We have strong support from the Ida B Wells Modernization design team, and believe that Hoffman Construction is also willing to work with us to enable us to safely utilize the property on Sundays. These groups are already planning for the safe utilization of the property by students, staff, and swimming pool users on construction days; it is our hope that our Sunday usage would be incidental in comparison.

While we would ideally like to remain in our current location, we would also be open to temporarily shifting to a different, comparable parking lot area on the Wells/Rieke property when needed to accommodate work on/around the lot we currently occupy.

## Appendix A: History of the Hillsdale Farmers' Market

The Hillsdale Farmers' Market is rooted in the citizen based work of over 80 individuals over a period of four years, 1993-1997. Their work product was The Hillsdale Town Center Plan, which was presented to Portland City Council Oct 22, 1997 and adopted without any objections.

While the Hillsdale Town Center Plan had many objectives, a key action item was to establish a Farmers Market in the center of Hillsdale. The Portland Public Schools (PPS) property zoned OS (open space) was identified by residents as an optimal space for a market, but that was not initially possible.

In early 2002 another citizen based group held a series of meetings to discuss and plan for the formation of a farmers market. The owner of the commercial property on the North side of Hillsdale's town center offered the critical piece: free use of the parking lot outside what is now Casa Colima. Without any city funding or support, a core group of citizens created the structure of HFM, registered it as a 501(c)4 with the IRS, and began doing business in the parking lot on the north side of Capitol Highway.

While it was the all-important birthplace of HFM, the topography of that parking lot made it very difficult to set up tents and display products. It also provided a very limited operating space for a market that was quickly outgrowing it, thanks to widespread support from the community. Within a couple of years, the HFM board began discussing moving the market to the parking lot between Wilson (now Wells) High School and Rieke Elementary School. Having already quickly established a strong track record with vendors, neighbors, and surrounding businesses, HFM was able to negotiate a trial one-year lease with PPS to use the site in 2005. Following that season, PPS and the market entered into a longer, renewable lease agreement, and the market has operated on this site ever since.

Current market site, as situated on the Wells/Rieke property (outline is approximate):



## **Appendix B: Economic & Social Impacts of HFM on Our Communities**

### **Economic Impact**

#### **Market vendors**

- We work with 70-80 individual small businesses over the course of a year-round market. All of our vendors come from either Oregon or Washington, and all are “primary producers,” meaning that they grow, raise, fish, gather, process or create their products themselves; we do not allow any resale items.
- Selling at the farmers market gives these small businesses direct access to customers without any middle-men, which has the following benefits:
  - Reduces the barriers to entry of starting a new business
  - Gives them the opportunity to test new products and receive immediate feedback,
  - Enables them to develop staunch supporters of their brand before undertaking larger endeavors such as expanding to brick and mortar shops, and
  - Allows them to run their businesses on their own terms
- Our average summer season shopper count is 2,300 adults per 4-hour market; winter shopper counts average 1,000 adults per market.
  - How we estimate daily shopper counts: Every market day, we count how many *adult* shoppers enter the market over a ten-minute period at the bottom of the hour, every hour. We count only adults, assuming they are the primary money spenders. A study of outdoor events showed that using those raw counts as an average for every ten minutes in that hour will get the closest to a true overall customer count. We also add the number of shoppers lined up outside the market before the 9am opening bell rings. We then use all those numbers to find an estimate of our overall shopper count for any given market day.

#### **Hillsdale Town Center Businesses**

- Shoppers at the farmers market frequently use the outing to patronize multiple local businesses in one trip, spreading the economic impact of the market into the adjacent Hillsdale Shopping Center. Local businesses that are open on Sundays have documented a noticeable increase in foot traffic on Sundays due to foot traffic coming from (or going to) the farmers market. (See average shopper counts above.)
- Basics Market, the anchor business on the South side of Capitol Hwy, opened for business in February 2020 and was originally closed on Sundays. However, the owners quickly realized how much business they were missing and they adjusted their hours to include Sundays.
- Many of the businesses in Hillsdale are staunch supporters of HFM, making financial, in-kind or other donations to our programs. In return, their business logos are featured at the market, on our website and social media, amplifying their visibility in the community. Aside from the “feel good” aspect of it, supporting the market is a valuable advertising opportunity for local businesses.

### Neighbors and Community Members

- HFM offers a number of programs to make fresh, local food more financially accessible to lower-income community members.
  - Double Up Food Bucks & Produce Match: this program matches up to \$20/day for shoppers using an Oregon Trail card.
  - Senior/WIC Farm Direct Nutrition Program (FDNP): this program provides vouchers to seniors and WIC participants, to spend directly with farm vendors to purchase fresh produce. Since these vouchers must be spent directly with the farmer, it can be more difficult for recipients to use them. HFM requires all farm vendors to accept FDNP vouchers, ensuring that recipients are able to use their benefits fully.
  - Power of Produce (POP) Club: this is an educational program designed for children aged 5-12. We offer weekly activities at the market from April-October, helping kids develop an understanding, appreciation and love for food and where their food comes from. Each time a child participates in the activity, they receive a \$2 "POP Bucks" voucher to spend at the market on fresh fruits and vegetables. This teaches our smallest shoppers the value of their dollar, and of spending it locally, without placing an additional financial burden on their families.
  - All of these programs also directly impact our farm vendors that are eligible to accept the various payment vouchers.
- The majority of our farm vendors, and a few non-farm vendors, have an established relationship with Neighborhood House, just down the road in Multnomah Village. Each Sunday, volunteers from Neighborhood House arrive at the end of the market day and gather food donations from our vendors, usually filling a pickup truck bed with fresh produce. One vendor says, "Some days I donate \$1,000 worth of produce at the end of the day." All of this food goes directly to the food pantry to be distributed to individuals and families in need in our community.

### **Social impact**

#### PPS Students & Families

- We have a strong relationship with the Ida B Wells High School College & Career Center, where we are able to share our volunteer opportunities with students. Over the years we have had some incredible students volunteer with us, many of whom show up every week during the summer to help with our POP program, market set-up and breakdown, or staffing our Information Booth. These teens are curious about the market, eager to learn and sincerely glad to be able to contribute to their community in a meaningful way. They are able to show up as role models for younger kids who see them working at the booths, and it's not at all uncommon for our teenage volunteers to be noticed by our vendors and be offered a job working for pay.
- Rieke Elementary School families make up the majority of our POP program participants, and for good reason - many of them can easily walk or cycle to the market location, and it's a point of pride to have the market right next to their school. Many kids

visit the POP Club booth every single week; parents often tell us that they might have skipped the market that week, but their children insisted they go so they could do the POP activity and get their POP Bucks.

### The Larger Community

- We partner with dozens of local non-profit organizations, providing a free booth space in the market to help amplify their message and gather support for their work. Many of these are centered right here in Hillsdale and Multnomah Village, so having a space in the market allows them to connect directly with people who live and work in the same places the nonprofits focus their work.
- Each summer (approximately May-October) we offer a free weekly booth space to the OSU Master Gardeners program. Master Gardener volunteers bring their knowledge and resources to the table to answer shoppers' gardening questions (and fulfill their own volunteer hour requirements!). We have a lot of home gardeners in Hillsdale, and every summer we get positive feedback about the Master Gardeners tent.
- Our volunteer program provides flexible, accessible opportunities for individuals to complete community service hours, whether required for school, leadership programs, disciplinary actions or maintenance of certain certifications. It's not uncommon for someone to come to the market looking for an "easy" way to fulfill their required hours, and end up getting hooked on the community and keep coming back even after their requirements have been met!
- This community has a very strong sense of pride and ownership of the farmers market. Many of our shoppers have been around since the market was founded in 2002, and remember the community-driven effort that it took to establish and run the market in those early years. Even the newer families feel a sense of ownership, showing off the market to visiting family members, or even complaining (good-naturedly!) that the market has grown so much that it doesn't feel like "my secret little market" anymore.
- Relationships are built here. Shoppers run into neighbors and friends, vendors know their regular customers by name and product preferences, volunteers make friends with each other and start hanging out outside the market.
- The community recognizes the market as a vital part of Hillsdale, and they back up that sentiment with tangible support in the market's times of need. For instance, in March 2025 the market's box truck and equipment were stolen; we launched a fundraiser and within just a couple of weeks we had raised our goal of \$15,000 to get us back in business without missing a market.
- See *Appendix C* for direct quotes in response to our Summer 2025 Shopper Survey, regarding what shoppers like best about the farmers market.

## **Appendix C: Letters of Support**

### Shopper Survey Summer 2025: Comments re: Location & Community

**Survey question:** What do you like most about the Hillsdale Farmers' Market?

**Answers that relate specifically to market location & Hillsdale community:**

Close to our house and love buying direct from producers quality ingredients

I love the easy access to fresh and local produce. I have been coming regularly since the market opened in 2002 (the year I moved to Portland).

Convenient to my other activities (library, etc)

The produce, the size of the market, and it's location

As stated above, location, atmosphere, products, quality, vendors, parking,

The volunteer program and our community that cares so much about each other and fresh food!!

Shopping local and it's open Sunday!

Herr flowers, running into colleagues and friends, fresh produce

I love how kind everyone is! I also love that you can double your EBT. It actually makes the market affordable and I can support local.

Community connections and local support

Close to home

Easy to navigate and have many produce vendors. Have loved the additional of breakfast sandwiches and tamales this year, which allow us to plan a longer morning of the farmer's market and playground, plus lunch.

I appreciate buying directly from those who grow the food and enjoy seeing them every week. I enjoy the great selection and diversity of products. Also it is easy to access and there is always plenty of room to navigate.

Next to playground

Everyone is so welcoming. It's family friendly and near a playground. Then vendors take time to tell you about their products and make suggestions of how to use unique items. We love the POP program!

Kids playing on the playground

Always running into people we know

Quality of the food, friendly vendors and community

Easy-to-navigate layout; friendly vendors

Everything is great! I love the smaller, community feel of the market and my child loves to go to the kid's booth.

how close it is and the community it brings together

Our kids love the POP program, as well as how easy it is for us to get to the market.

Community aspect

I love seeing the relationships that vendors form with their customers, and the community spirit the market fosters.

Close to home, good quality produce, jolly atmosphere

It's so simple, organized, not too crowded with people that linger at hot food spots, I LIVE OFF OF THE SNAP DOUBLE UP it has literally saved me

i enjoy the community atmosphere and engaging with the same vendors week after week, knowing my purchases are fresh and i am supporting local farmers and other artisans.

I love the community! From the vendors themselves being on a first name bases to the dedicated volunteers and running into the occasional neighbor at the market, the people make the Hillsdale Farmers Market so great. HFM may be a smaller market, and yet, it is very mighty with the support behind it!

Chris Chiacchierini, Neighborhood House: Message of Opposition to Moving the Market

Neighborhood House fights every day in the SW community to make sure that every neighbor has the community and support they need to thrive. Due to inadequate government funding and an exploding need for our poverty relieving services, our success directly depends on critical community partners such as the Hillsdale Farmers Market (HFM). For the past six years, HFM has provided between 80-100 pounds of healthy food weekly to the Neighborhood House Free Food Market, preventing our most vulnerable SW neighbors from going hungry. We know too from speaking with our free food market shoppers that accessing free food allows many of them to balance their family budget, enabling them to pay rent and avoid houselessness. In this way, the Hillsdale Farmers Market is a critical link in the chain of support for those fighting food insecurity and houselessness.

For the most vulnerable in our community, the timing of this decision could not be worse. With SNAP benefits scheduled to be cut in September, our free food market will see an overnight, dramatic increase in need. That coupled with federal funding cuts to the Oregon Food Bank (another of our important food suppliers) will stress our supply chain past the point of breaking, resulting in bare shelves and empty stomachs. During times like these, every pound of food matters, and moving the HFM will have an immediate negative effect on our ability to serve the most vulnerable in our community.

Chris Chiacchierini (he/him/his)  
Executive Director  
Neighborhood House  
[www.nhpdx.org](http://www.nhpdx.org)

### Mike Roach, Paloma Clothing: Hillsdale Farmers Market Affects All Hillsdale Businesses

Since it started in 2002, the Hillsdale Sunday Farmers Market has become one of Hillsdale's most important & consistent economic engines. Drawing customers from near & far, it generates a high quality foot traffic with generous disposable income that patronizes retail businesses throughout Hillsdale. Indeed, for many of those businesses, Sunday is their busiest day of the week. As Hillsdale's undisputed anchor business, "Basics" grocery store's busiest day of the week is Sunday. They attribute that fact directly to the Sunday Farmers Market as customers shop the market and then come to Basics to complete their weekly grocery shopping. With 40-50 vendors each week, I would estimate that the farmers market sells nearly as much in one day as Basics sells in a week, making it one of Hillsdale's largest & most vital businesses.

Most of the market's farm (produce) vendors come from outside the Portland area. The market is a vital link between rural and urban Oregon residents, giving urban Portlanders a rare opportunity to directly support rural Oregonians in their challenge to make a living & sustainably care for their land. Indeed, the market's promise to positively connect urban & rural Oregonians was one of the stated reasons the school district agreed to lease space to the market back in 2005 when the market needed to expand from its original location. And by enabling farmers to sell their produce directly to their customers, the farmers market is helping preserve the urban growth boundary.

Whether its a regular customer showing their out-of-town guests their neighborhood market or a regular customer who moved to Hillsdale BECAUSE it had a Sunset Magazine top 5 in the West farmers market, there is no question the market gives a critical boost year-round to every business in Hillsdale at a time when it is much needed. The relocation or closure of the market for three years would hurt all our businesses & be fatal for some, including and especially Basics grocery.

Mike Roach  
Co-owner of Paloma Clothing for 50 years

Nina Sackett, Bee Easy Farm: Market Vendor Perspective

I am a pastured poultry producer just outside of Troutdale Oregon, and the Hillsdale Farmers' Market represents one of my largest sales outlets. As soon as I opened up an option for Hillsdale Farmers' Market pick up, I generated another \$500 worth of sales. We were at two separate farmers markets last year, and I frequent other area markets to see where else we may set up. As far as community goes, Hillsdale is locked in. They show up every weekend en masse to support local farms, and the paid market staff's strong internal organization and support in combination make it my most successful market.

There's another local farmers market which is actually closer to me with an awesome staff - they just went through the process of moving to a temporary site then on to a permanent site over the last few years. It's tanked the number of shoppers - they currently get 1/4th of the shoppers that Hillsdale does and are working really hard to get back to where they were before the move - YEARS later. I chose to drive further each market day so that I can get to the market with a strong customer base. If they move, history shows that will negatively impact market traffic - which will negatively impact my sales. I can't afford to be in markets where I don't make money. Please let Hillsdale Farmers' Market continue to carve out a space during construction, it'll help inspire the contractors to tidy up!

Nina Sackett  
Owner, Bee Easy Farm

**Appendix D: Communication with PPS Real Estate re: Non-Renewal of Lease in 2026**

From: Hillsdale Farmers' Market Manager <contact@hillsdalefarmersmarket.com>  
To: Kirsten Cowden <kcowden1@pps.net>, Dana White <dwhite2@pps.net>  
Date: Aug 19, 2025, 3:12 PM  
Subject: Hillsdale Farmers' Market on Wells/Rieke lot

Hi Kirsten & Dana,

At a community event last week, I was informed by Ida B Wells Design Team members that the PPS Real Estate team had decided that the Hillsdale Farmers' Market will not be allowed to operate on our current site once construction begins on the new high school. This came as a shock after months of positive conversations with the design team, contractors, and at least one PPS School Board member, all of whom have been extremely supportive of the market and committed to doing everything possible to ensure continuous operation throughout the modernization of Wells. Losing our location would impact dozens of local small businesses (those who are vendors at the market and those whose shops are in the Hillsdale Shopping Center), hundreds of Rieke/Wells families who benefit from our market programming and volunteer opportunities, and thousands of shoppers who attend the market each week. Needless to say, it would be an enormous blow, with even more impact coming out of the blue like this.

Can you please (a) tell me whether this information is accurate, (b) provide some context for the decision, and (c) give me more details about the timeline and what happens next? I would appreciate hearing from you directly rather than second-hand.

Thank you,  
Lacey

Lacey Waldon (she/her)  
Market Manager  
Hillsdale Farmers' Market  
<http://www.hillsdalefarmersmarket.com/>  
Market phone: (503) 475-6555  
FB + IG: @hillsdalefarmersmarketpdx

~~~~~

From: Kirsten Cowden <[kcowden1@pps.net](mailto:kcowden1@pps.net)>  
To: Hillsdale Farmers Market Manager <[contact@hillsdalefarmersmarket.com](mailto:contact@hillsdalefarmersmarket.com)>  
CC: Dana White <[dwhite2@pps.net](mailto:dwhite2@pps.net)>, Jen Sohm <[jsohm@pps.net](mailto:jsohm@pps.net)>  
Date: Aug 19, 2025, 3:40 PM  
Subject: Re: Hillsdale Farmers' Market on Wells/Rieke lot

Hi Lacey,

Thanks for reaching out to us.

PPS continues to be committed to the Market, however, as I have been communicating to Market staff since the planning of the Wells Modernization began, we will not be able to host the Market during construction.

When I sent the last lease renewal on Jan 4, 2024 (and that will expire Jan. 31, 2026), I specifically wrote "As we have discussed, the Market will likely need to relocate when the construction on modernization of Wells begins, but we currently anticipate that this construction will not begin before February of 2026."

We now have a much more accurate timeline for the start of construction in November/December of 2026, so we are willing to provide a lease extension through October 2026.

We are committed to having the Market return to Wells after the modernization is complete, but we will need to understand when construction will be complete, the final design, and the security measures that will be required to better understand the feasibility and location for its return.

If you would like me to set up a call, please let me know some times and days that would work for you in the next two weeks.

Best, Kirsten

**Kirsten Cowden**  
Senior Real Estate Manager  
Real Estate & Construction  
**Portland Public Schools**  
**Office of Operations**  
Phone: 503-916-3913  
Cell: 503-880-9451

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From: Hillsdale Farmers' Market Manager <contact@hillsdalefarmersmarket.com>  
To: Kirsten Cowden <[kcowden1@pps.net](mailto:kcowden1@pps.net)>, Dana White <[dwhite2@pps.net](mailto:dwhite2@pps.net)> Jen Sohm <[jsohm@pps.net](mailto:jsohm@pps.net)>  
Date: Aug 19, 2025, 3:55 PM  
Subject: Hillsdale Farmers' Market on Wells/Rieke lot

I'm curious when - and, more importantly, *why* - "likely" became "definitely" and why that critical decision was not communicated directly to us.

Do we have any recourse to appeal with the School Board or other body?

Lacey

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From: Kirsten Cowden <[kcowden1@pps.net](mailto:kcowden1@pps.net)>  
To: Hillsdale Farmers Market Manager <[contact@hillsdalefarmersmarket.com](mailto:contact@hillsdalefarmersmarket.com)>  
CC: Dana White <[dwhite2@pps.net](mailto:dwhite2@pps.net)>, Jen Sohm <[jsohm@pps.net](mailto:jsohm@pps.net)>  
Date: Aug 19, 2025, 3:59 PM  
Subject: Re: Hillsdale Farmers' Market on Wells/Rieke lot

I was just about to contact you as we just learned about the construction start. Best, Kirsten

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From: Hillsdale Farmers' Market Manager <contact@hillsdalefarmersmarket.com>  
To: Kirsten Cowden <[kcowden1@pps.net](mailto:kcowden1@pps.net)>, Dana White <[dwhite2@pps.net](mailto:dwhite2@pps.net)> Jen Sohm <[jsohm@pps.net](mailto:jsohm@pps.net)>  
Date: Aug 19, 2025, 4:05 PM  
Subject: Hillsdale Farmers' Market on Wells/Rieke lot

Can you tell me why we cannot continue to use the parking lot on Sundays? Will construction activity be taking place on weekends? It was my understanding that the parking lot was slated to be among the last pieces of the construction, and might displace us to another area of the site for a brief period, not for the entire years-long process.

Lacey

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From: Dana White <[dwhite2@pps.net](mailto:dwhite2@pps.net)>To: Hillsdale Farmers Market Manager  
<[contact@hillsdalefarmersmarket.com](mailto:contact@hillsdalefarmersmarket.com)>

CC: Kirsten Cowden <[kcowden1@pps.net](mailto:kcowden1@pps.net)>, Jen Sohm <[jsohm@pps.net](mailto:jsohm@pps.net)>

Date: Aug 19, 2025, 4:28 PM

Subject: Re: Hillsdale Farmers' Market on Wells/Rieke lot

This site will be an active construction site and we cannot allow any uses other than PPS uses while construction is underway. It's a safety issue for us and for the contractor. We anticipate accommodating the market once the work is complete however, during construction the campus will not be usable for the general public.

Thanks,  
Dana

**Dana White**

Senior Director

Real Estate & Construction

**Portland Public Schools**

**Office of Operations**

(o) 503-916-6544

(c) 503-320-4943

## **Appendix E: Costs & Impacts of Market Relocation**

The costs of relocating a market are significant, and not entirely financial. Costs are also borne not only by the market organization itself, but by the businesses and individuals who make up our community.

### **Costs to market vendors:**

- The number one cost will be the stress added to these small business owners in the face of such a major change. Many may feel it necessary to apply to different markets as a backup plan to supplement or replace their business at HFM. This takes a significant amount of time and effort, and starting over at a new market, where success is not certain, is a very stressful process.
- Our vendors typically run very tight profit margins and rely on the consistent income the farmers market provides. Market relocation is highly likely to cause a significant dip in sales, at least temporarily, and this could cause significant financial hardship for vendors who don't have a large financial buffer.
- Vendors may lose regular customers if Hillsdale residents don't follow the market to its new location.

### **Costs to other local businesses:**

- As detailed elsewhere, HFM brings a significant amount of business to the Hillsdale Town Center. If the market were relocated, we anticipate that local businesses who rely on farmers market customers to boost Sunday sales would see their sales drop noticeably.

### **Costs to Hillsdale residents & neighbors:**

- If HFM were to relocate, the community would lose a vital weekly gathering spot for neighbors, colleagues and friends to meet - by plan or by chance - and connect with each other over the shared experience of farmers market shopping.
- Lower income Hillsdale residents might lose the ability to take advantage of our Double Up Food Bucks (DUFEB) program if they are not able to easily make it to the new location. With the impending cuts to SNAP affecting so many Oregonians, missing out on DUFEB would be a huge blow.

### **Costs to the market organization:**

- Financial expenses (NOT an exhaustive list):
  - Advertising and marketing to inform the public of the new site.
  - Near- and at-market signage, parking and safety signage and equipment. Signage at the old site to inform people of the relocation.
  - In the event the market is moved to a street location: potential permitting and/or street closure costs.
  - Increased staff time to handle research, planning, communication, logistics & execution of a move.
  - Site rental costs may be higher than at present.

- Loss of vendors
  - Vendors may leave before relocating because they're worried the new location won't work. We have already had vendors tell us they may need to look for a new market if HFM has to move.
  - Vendors may leave after relocation because they lose business initially and don't have the financial buffer to ride it out until the market gets strong again.
  - Depending on the new site, the market might be forced to shrink in size, meaning we would have to cut our vendor roster and lose valuable product diversity, as well as not being able to serve as many customers.
  - HFM receives no City funding to operate the market. The organization runs a very tight budget, and vendor fees are the primary revenue source, paying for overhead costs such as staffing, site and utilities, equipment and overall market programming. Relocation would almost certainly result in higher overhead costs, so if we lost even a small number of vendors in that process, whether from forced shrinkage or attrition, the financial impact of the market would be crippling.
- Loss of shoppers
  - Locals who currently walk/bike might decide that the new location is too far.
  - Shoppers who arrive by public transit might not be able to access the market in a new site, depending on bus routes.
  - Shoppers may come to the old site and assume that the market was closed permanently, and not bother to look it up.
  - People who bundle their market run with errands to the library or other Hillsdale businesses might choose to skip the market and do their other errands because the extra trip is too much. (Alternatively, they may choose to shop at the market and skip the visits to other Hillsdale businesses, which wouldn't be good either.)
- Loss of reputation and support
  - Our ties to Hillsdale are strong; this is the community that created the market. If the market has to move out of Hillsdale (which is very likely, given the lack of appropriate sites for a market in Hillsdale), we will lose those immediate community connections. Neighbors will feel less ownership of the market; Hillsdale businesses might see less benefit in sponsoring our programs; the market will no longer be at the heart of what makes Hillsdale unique.

All of this is a lot to overcome once. Realistically, it could take several years for the market to recover from a move and regain vitality and momentum in a new location. If PPS is serious about allowing the market back after construction is complete, we would have to face all of this all over again.

## **Appendix F: Site Considerations, Research to Date**

### **Factors we consider when looking for a new site**

- Overall size - the market site itself must have sufficient space not only for vendor booths but for shoppers to move around, stand in line, gather to chat, etc. without being too crowded.
  - The current site is 59 feet from curb to curb (available width for the market without blocking sidewalks on either side). Vendor stalls are lined up along each edge, ranging from 10-20 feet in depth, providing a center aisle width of 19-39 feet. This is manageable but still gets crowded in the busy summer season.
  - Parking for vendors and shoppers must also be considered. In order to provide comparable space for market operations and parking combined, any new site would have to have at least 250-300 parking spaces available.
- Location - proximity to Hillsdale. Our mission and community are rooted in Hillsdale itself.
- Zoning - must allow market operation
  - Per City Planner, the Zones that allow for farmers market operation are: IR, RM1, RM2, RM3, RM4, RX, CR, CM1, CM2, CM3, CE, CX, EG1, EG2, EX, IG1, IG2, IH, CI1, CI2, IR, and OS zones.
  - Per the Urban Food Zoning Code, farmers markets are also allowed on institutional (school, religious) sites in residential zones such as R5 and R7.
- Level ground - for the safety of equipment setup and market operation, the ground must be reasonably level and free from obstructions.
- Hard surface - as a year-round outdoor in the PNW, bare ground or grass are not safe or appropriate surfaces for a farmers market.
- Sufficient vehicular access to the site for vendor vehicles to drive in close to booth spaces for load-in/load-out.
- Shopper access to the site - sufficient parking adjacent to the market site for shoppers is vital. If we expect people to make the effort to shop, the trek to their car with full bags of groceries must be manageable. In addition, walkability/bikeability/transit accessibility are very important; responses to our Summer 2025 Shopper Survey indicate that nearly 30% of shoppers travel to the market by foot, bike or transit.
- Visibility and proximity to other shops/activities.
  - The site should not be isolated; ideally, it should be close to other shops/activities so that shoppers can easily combine trips.
  - The market should be visible enough that people who don't already know it's there can find it by chance, whether it be seeing the market signage - or the market itself - from a main road, or discovering it while out shopping at other local businesses.

### **Potential SW Portland Site Alternatives and Concerns**

*Note: All of these sites have already been screened for zoning. They are listed in order of size, with concerns noted for each.*

PCC Sylvania: >1000 parking spots, Zone CI2. Notes: 3.9 miles from current; not near or on the way to any other shopping; not easily visible; some lots are steep.

Barbur transit center: 330 spots, Zone CM2d(MU-U). Notes: 2.4 miles from current; near Barbur World Foods, though across Barbur Blvd. Unsure of usage on Sundays.

Portland Christian Center (Dosch & BHH): ~330 zone R7z. Notes: likely church use on Sundays. 1.0 mile from current.

Gabriel Park: ~320 total spots (south:35 skate park:60 west:130 north:90), already very heavily used. Zone OS. Notes: parking is scattered and distant; ~1.5 miles from current; not near other shopping; difficult to direct shoppers to the right area.

Lewis & Clark stadium: 300 spots (150 + ~150 by tennis dome), Zone CI1. Notes: 2.7 miles from current; not near other shopping, unsure of usage on Sundays.

Former Rite Aid/Albertsons at Shattuck: ~250 spots, zone CE(MU-N). Notes: 2.1 miles from current; unappealing ambience; not near other shopping; easy access; known to host other vendors and events in lot; unsure of future disposition of the lot with tenants so recently vacated.

The adjacent St. Luke and St. John churches: ~250 combined (110 St. Luke, 140 St. John) zone R7z. Notes: 1.7 miles from current; likely church use on Sundays; no nearby shopping.

Trader Joe in Garden Home: 260 (170 main, 90 north); Zone CEd(MU-D). Notes: heavily used; adjacent to other shopping and rec center; 3.6 miles from current.

Greater Portland Bible Church, upper lot: 250, Zone: RM1. Notes: single access road is narrow and winding with speed bumps through an apartment complex (possible noise complaints from residents for early Sunday morning heavy vehicle traffic); not near other shopping; invisible from the road & difficult to direct traffic; church use Sunday mornings; 0.7 miles from current.

MJCC: 220, Zone RM1d. Notes: 0.7 miles from current; somewhat sloped.

Former Safeway lot near Scholls Ferry: 170 (150 in front, 20 behind, not counting office building area adjacent to the east), Zone CM2(MU-N). Notes: 2.7 miles from current; speed bumps and barriers throughout lot; unsure of future disposition of site.

Multnomah Arts Center: ~150 (55 to west, ~90 to south) Zone CM2d(MU-N). Notes: 1.4 miles from current; potential to use covered basketball court; market time might conflict with classes or other uses; very limited neighborhood parking; challenging access for vendor vehicles.

Casa Colima: 140 spots (60 between that and former bank, 30 on back side, 50 in

liquor lot). Zone: CM2dmMU-U. Notes: very sloped lot; broken up by parking curbs & trees; market's original location until 2005 when it was outgrown; market might obstruct access to local businesses open on Sundays.

Hillsdale strip mall: 130. Zone: CM2dmMU-U. Notes: very sloped lot; many businesses are open on Sundays and need those parking spaces for their customers.

Fred Meyer rooftop parking: 120. Zone: CM2dmMU-U.

Capitol Hill Plaza (along Barbur Blvd) 150 or so. Zone CM3d(MU-U)

Jackson Middle School: 100 or more? (unmarked, twice the size of Hayhurst's) Zone OS

Vermont Hills Shopping Center: 100. Zone CM1(MU-D). Notes: OHSU clinic closed Sundays but other businesses open; very limited neighborhood parking

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