



Parks and Recreation Advisory Committee

Lease with New Traditions Café and World Folk Art for a portion of the Heritage Park Fountain park

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Title

Heritage Park Fountain and Traditions Lease Option

Recommended Action

Move to recommend that staff negotiate with New Traditions Café and World Folk Art to lease an approximately 3,000 square-foot portion of the Heritage Park Fountain park and bring the lease agreement to City Council for approval.

Issue:

Whether to recommend that staff negotiate with New Traditions Café and World Folk Art to lease an approximately 3,000 square-foot portion of the Heritage Park Fountain park

Staff Contact:

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Presenter(s):

Jonathon Turlove, Director of Parks Planning and Maintenance

Background and Analysis:

New Traditions Café and World Folk Art is a business established in 1996 that is located immediately adjacent to the Heritage Park Fountain park. New Traditions serves as a café, a store specializing in fair-trade merchandise, and a live-music venue. During the Pandemic, the business developed a small outdoor seating area in the narrow strip between the building and the park.

New Traditions has expressed interest in expanding their outdoor seating area by leasing an area in the southeast corner of the Heritage Park Fountain park that is approximately 55' x 55' (3,050 square feet). This area would be used for additional outdoor seating for the café and for small outdoor concerts. Specific terms of the lease agreement have not been finalized, but the concept would be that New Traditions and/or Ray LaForge, the building owner, would bear the costs of any improvements to this area. They would also pay the City a fee for the use of the space.

Staff believes that this proposed public/private partnership would likely be beneficial to the users of the park. The terms of the lease would stipulate that the barrier between the leased space and the

park be such that there remains a good line of sight to the fountain. In this way, customers in the outdoor seating area could enjoy refreshments while watching their children play in the fountain. This is currently an underutilized corner of the park that would likely be greatly revitalized with this partnership.

Neighborhood/Community Interests (if known):

While it is unknown how the community feels about this proposed partnership, New Traditions' café and live music events are very popular and much beloved by the community.

Options:

1. Move to recommend that staff negotiate with New Traditions Café and World Folk Art to lease an approximately 3,000 square-foot portion of the Heritage Park Fountain park and bring the lease agreement to City Council for approval.
2. Do not move to recommend that staff negotiate with New Traditions Café and World Folk Art to lease an approximately 3,000 square-foot portion of the Heritage Park Fountain park. New Traditions would be limited to their existing outdoor seating area and that portion of the park would remain underutilized.

Financial Impact:

The lease would generate revenue for the Department but it is unknown at this time how much that would be.

Attachments:

Proposed lease area