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VISALIA CITY COUNCIL DEBATES FARMERS MARKET ORDINANCE



June 26, 2025 – Visalia, California

By Francisco Ramirez Jr ([Facebook](#))

At its June 16, 2025 meeting, the Visalia City Council revisited its Farmers Market Ordinance, sparking a lively debate over policies that impact local businesses, downtown accessibility, and the future growth of one of the city's most popular weekly events.

Councilmembers focused on a key provision that restricts the Farmers Market to one side of Main Street, allowing it to use the opposite side only 12 times per year. Supporters of amending the ordinance argued that current limits reduce the event's flexibility and overall impact. "When the Farmers Market expands, you see a surge of visitors and customers," one councilmember noted. "That benefits nearby restaurants and [shops](#), and we need to support that."

Public speakers and downtown shop owners echoed these sentiments. "More vendors means more people walking into my store," explained one merchant. "Every time they add extra booths, we see new faces." Farmers and [food](#) producers also emphasized that they need more consistent space to showcase their produce and attract customers.

Still, not everyone was in favor of relaxing the rules. Some opponents raised concerns about



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street closures, parking congestion, and noise, especially during larger market days. Several [local business](#) owners also stressed the need for better communication and notification about setup and teardown schedules. City staff [confirmed](#) that current requirements allow businesses to receive advanced notice of street closures, though they acknowledged some merchants would appreciate clearer guidelines and earlier updates.

Councilmembers [discussed several potential](#) compromises, including extending the number of days the market could occupy both sides of the street, creating a uniform notification process, and designating more accessible parking for shoppers. Staff indicated they would review these options and draft updated ordinance language to present at a future meeting.

Councilmembers ended the discussion agreeing that a balanced solution would benefit everyone involved. The [City Council](#) is expected to review the proposed amendments next month. If adopted, the changes could take effect in time for next year's Farmers Market season, [bringing a new chapter to one of downtown Visalia's](#) most vibrant weekly traditions.