



Green Market Lane™: Albany, California

The first Green Market Lane™ will be located on busy San Pablo Avenue in Albany, CA. This high-visibility location is ideally situated to capture traffic from nearby upscale communities of Albany, Kensington and North Berkeley. Local residents have already adopted the values of eating and buying local, making this an ideal place for the premier Green Market Lane™, as it will provide steady traffic and a solid source of revenue for vendors, farmers, and eateries.



Green Market Lane™, Albany: Lease Spaces (interior and exterior)

- Fine Food Retail - 1,100 sq. ft. (yellow building)
- Bistro Bar - 1,400 sq. ft. (blue building)
- Quick Service Restaurant - 1,200 sq. ft (red building)
- Wine Shop - 600 sq. ft (green building)
- Club Room & Office - 600 sq. ft (green building)
- Outdoor Spaces - smoker/grill & wood-fired oven

Planned Retail Product Mix

- Wines and Olive Oils
- Cheeses, Charcuterie, & Prepared Foods
- Patisserie
- Coffee & Tea
- Flowers & Plants
- Take-away Meals
- Grilled and Roasted Foods

Benefits to Food Entrepreneurs

- Shared Facilities Costs – tenants will share costs for maintenance, utilities, security and upkeep, thus distributing the financial burden equitably and affordably.
- Joint Marketing Efforts – tenants will enjoy a cooperative marketing effort for Green Market Lane', including weekly press releases, monthly print ads, a website and food blog, and seasonal promotions.
- Increased Exposure and Foot Traffic – tenants will gain exposure to a wider customer base than they would in their own independent space. People stopping by for fresh produce or a cooking class will be able to discover many new vendors and products.

Green Market Lane™ Criteria for Vendors and Tenants

- Green eco-building methods and materials and alternative power
- Owner-operated, certified green business with recycling and composting programs
- Sourcing 75% of products from family farmers and artisan producers within a 200-mile radius
- Neighborhood-focused style, high-quality products and great service