

Higgins Lot Market – Booth Design & Layout Guide (Detailed)

This guide provides required and recommended booth layout strategies based on booth location within the Higgins Lot Market. All vendors must follow these guidelines to maintain customer flow, safety, and overall market performance.

1. General Booth Requirements

- Booths must remain within assigned space boundaries.
- Minimum 6 ft aisle clearance must be maintained at all times.
- 8 ft spacing zones are pedestrian-only and may not be used.
- Booths should allow customers to step inside the space when possible.
- Canopies must be weighted (minimum 40 lbs per leg).
- Umbrellas must be secured and may be restricted during wind conditions.

2. Entry Zone (EN1 & EN2 – Higgins Ave)

These spaces are high-traffic interception zones.

Requirements:

- Maintain clear flow from sidewalk into market
- Do not block or slow sidewalk traffic
- Displays should face both sidewalk and interior
- Avoid customer clustering spilling onto sidewalk

Best Practices:

- Use bold, simple displays
- Keep front edge open and inviting
- Angle layout slightly inward to draw customers into the market

3. Middle Row Booths

Middle row booths operate in the highest congestion area.

Requirements:

- Maintain strict aisle clearance
- Do not expand into 8 ft gap zones
- Setup only between 8:00 AM and 9:00 AM

Best Practices:

- Use U-shaped or L-shaped layouts
- Encourage customers to step into booth space
- Orient displays toward both aisle and gap areas

4. Building Side Row

These booths run along the building-side sidewalk.

Requirements:

- Maintain clear building sidewalk access at all times
- Do not block tenant entrances or visibility

Best Practices:

- Keep displays tight to booth footprint
- Use inward-facing layouts
- Avoid outward sprawl toward walkway

5. Pine Street Row

These booths border a curb separating the lot from sidewalk.

Requirements:

- Do not extend over curb or onto sidewalk
- Maintain safe transition near curb edge

Best Practices:

- Use stable display setups
- Avoid trip hazards
- Face displays inward toward aisle

6. Customer Flow Strategy

Booths should be designed to reduce aisle congestion.

Recommendations:

- Allow customers to step 1–2 ft into booth
- Avoid narrow entry points
- Do not create dead-end browsing zones
- Encourage movement deeper into market

7. Enforcement

The Market Manager may require layout adjustments at any time if a booth interferes with traffic flow, safety, or accessibility.