



## City of Hamilton

# SOLE VOTING MEMBER OF THE HAMILTON FARMERS' MARKET AGENDA

**Meeting #:** 23-003  
**Date:** May 8, 2023  
**Time:** 1:30 p.m.  
**Location:** Council Chambers  
Hamilton City Hall  
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

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	<b>Pages</b>
<b>1. CEREMONIAL ACTIVITIES</b>	
<b>2. APPROVAL OF AGENDA</b>	
(Added Items, if applicable, will be noted with *)	
<b>3. DECLARATIONS OF INTEREST</b>	
<b>4. APPROVAL OF MINUTES OF PREVIOUS MEETING</b>	
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<b>5. COMMUNICATIONS</b>	
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11. GENERAL INFORMATION / OTHER BUSINESS
12. PRIVATE AND CONFIDENTIAL
13. ADJOURNMENT



City of Hamilton  
**SOLE VOTING MEMBER**  
**OF THE HAMILTON FARMERS' MARKET**  
**MINUTES 23-002**  
5:42 pm  
Wednesday, April 19, 2023  
Council Chambers, Hamilton City Hall, 2<sup>nd</sup> Floor  
71 Main Street West, Hamilton, ON

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**Present:** Mayor A. Horwath  
Councillors B. Clark (Deputy Mayor)  
J.P. Danko, J. Beattie, C. Cassar, M. Francis, T. Hwang, T. Jackson,  
C. Kroetsch, T. McMeekin, N. Nann, M. Spadafora, and M. Wilson

**Absent:** Councillor A. Wilson – City Business  
Councillor E. Pauls, M. Tadeson - Personal

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**THE FOLLOWING ITEMS WERE REFERRED TO COUNCIL FOR CONSIDERATION:**

1. **Appointment of the Vendor Directors to the Hamilton Farmers' Market Corporation (Item 8.1)**

**(Kroetsch/Beattie)**

**RESOLUTION OF THE SOLE VOTING MEMBER OF THE CORPORATION**

WHEREAS the Corporation is a corporation without share capital to which the *Corporations Act*, R.S.O. 1990, c.38 (the "Act") applies;

AND WHEREAS by the Corporation's Letters Patent, the City of Hamilton is the sole voting member of the Corporation ("Sole Voting Member");

AND WHEREAS by section 5.03 of the Corporation's By-Law No.1, the City of Hamilton, as the sole voting member, is authorized to elect and appoint Directors;

AND WHEREAS, John Alexander and Shane Coleman were elected from among the stallholders of the Hamilton Farmers' Market to serve as Directors on March 23, 2023.

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NOW BE IT RESOLVED that the Sole Voting Member approves the appointments of John Alexander and Shane Coleman to the Hamilton Farmers' Market Corporation Board of Directors, effective from March 23,2023, for a term of two (2) years with an option, at such Director's discretion, to extend their term for two (2) additional two-year terms.

AND that the Sole Voting Member receives the resignation of Brandon Linares from the Treasurer and Vendor Board Position effective from March 10, 2023.

**Result: MOTION, CARRIED by a vote of 13 to 0, as follows:**

Yes	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Yes	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Absent	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Absent	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Absent	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Yes	-	Ward 15 Councillor Ted McMeekin

**FOR INFORMATION:**

**(a) APPROVAL OF AGENDA (Item 2)**

The Committee Clerk advised that there were no changes to the agenda.

**(Cassar/Kroetsch)**

That the agenda for the April 19, 2023 meeting of the Sole Voting Member of the Hamilton Farmers' Market, be approved, as presented.

**Result: MOTION, CARRIED by a vote of 13 to 0, as follows:**

Yes	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Yes	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis



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Yes	-	Ward 6	Councillor Tom Jackson
Absent	-	Ward 7	Councillor Esther Pauls
Yes	-	Ward 8	Councillor J. P. Danko
Yes	-	Ward 9	Councillor Brad Clark
Yes	-	Ward 10	Councillor Jeff Beattie
Absent	-	Ward 11	Councillor Mark Tadeson
Yes	-	Ward 12	Councillor Craig Cassar
Absent	-	Ward 13	Councillor Alex Wilson
Yes	-	Ward 14	Councillor Mike Spadafora
Yes	-	Ward 15	Councillor Ted McMeekin

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF THE PREVIOUS MEETING (Item 4)**

**(i) February 23, 2023 (Item 4.1)**

**(Nann/Hwang)**

That the Minutes of the February 23, 2023 meeting of the Sole Voting Member of the Hamilton Farmers' Market, be approved, as presented.

**Result: MOTION, CARRIED by a vote of 13 to 0, as follows:**

Yes	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Yes	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Absent	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Absent	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Absent	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Yes	-	Ward 15 Councillor Ted McMeekin

**(d) ADJOURNMENT (Item 13)**

**(Spadafora/Francis)**

That there being no further business, the Sole Voting Member of the Hamilton Farmers' Market be adjourned at 5:48 p.m.

**Result: MOTION, CARRIED by a vote of 13 to 0, as follows:**

Yes	-	Mayor Andrea Horwath
Yes	-	Ward 1 Councillor Maureen Wilson
Yes	-	Ward 2 Councillor Cameron Kroetsch
Yes	-	Ward 3 Councillor Nrinder Nann
Yes	-	Ward 4 Councillor Tammy Hwang
Yes	-	Ward 5 Councillor Matt Francis
Yes	-	Ward 6 Councillor Tom Jackson
Absent	-	Ward 7 Councillor Esther Pauls
Yes	-	Ward 8 Councillor J. P. Danko
Yes	-	Ward 9 Councillor Brad Clark
Yes	-	Ward 10 Councillor Jeff Beattie
Absent	-	Ward 11 Councillor Mark Tadeson
Yes	-	Ward 12 Councillor Craig Cassar
Absent	-	Ward 13 Councillor Alex Wilson
Yes	-	Ward 14 Councillor Mike Spadafora
Yes	-	Ward 15 Councillor Ted McMeekin

Respectfully submitted,

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Deputy Mayor Brad Clark  
Chair, Sole Voting Member  
Hamilton Farmers' Market

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Angela McRae  
Legislative Coordinator  
Office of the City Clerk



**CITY OF HAMILTON**  
**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Economic Development Division**

<b>TO:</b>	Mayor and Members Sole Voting Member of the Hamilton Farmer's Market
<b>COMMITTEE DATE:</b>	May 8, 2023
<b>SUBJECT/REPORT NO:</b>	Vision for the Hamilton Farmers' Market (PED23049) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Tyson McMann (905) 546-2424 Ext. 5780
<b>SUBMITTED BY:</b>	Raymond Kessler Chief Corporate Real Estate Officer Planning and Economic Development Department
<b>SIGNATURE:</b>	
<b>SUBMITTED BY:</b>	Norm Schleeahn Director, Economic Development Planning and Economic Development Department
<b>SIGNATURE:</b>	

### RECOMMENDATIONS

- (a) That the proposed Vision Statement and Guiding Principles for the Hamilton Farmers' Market attached as Appendix "A" to Report PED23049, which would be used to guide the future planning and operation of the Hamilton Farmers' Market Corporation, be provided to the Hamilton Farmers' Market Board of Directors for review and comment, and that staff be directed to report back to the Sole Voting Member with a recommended final Vision Statement and Guiding Principles;
- (b) That staff be authorized and directed to undertake a concept study for the physical design and layout of the current Hamilton Farmers' Market, and the adjacent public realm, to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles, and that staff be authorized to retain any necessary consulting services, to an upset limit of

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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\$200,000, to be funded from the Economic Development Reserve (Account 112221);

- (c) That the Consultant's Report by Project for Public Spaces on the Vision and Recommendations for the Future of the Hamilton Farmers' Market attached as Appendix "B" to Report PED23049 be received.

**EXECUTIVE SUMMARY**

In February 2022, the Sole Voting Member of the Hamilton Farmers' Market directed staff to undertake a review and consultation on the vision and role of the Hamilton Farmers' Market within the local neighbourhood context, and report back to the Sole Voting Member, prior to completing the Hamilton Farmers' Market governance and operating review.

The City of Hamilton engaged Project for Public Spaces (PPS) in the summer of 2022 to lead a community engagement process to inform the creation of a new vision for the Hamilton Farmers' Market. The goal of the project was to examine opportunities to ensure the historic Hamilton Farmers' Market continues to thrive for decades to come, with special consideration for how it will relate to and integrate with the surrounding neighbourhood, which is currently undergoing significant change.

The PPS team synthesized the feedback from a series of engagement activities to create a recommended Vision Statement. This statement outlines the Market's purpose, how it has historically benefited stakeholders, and the role stakeholders would like it to play for the community in the future. PPS also provided a series of recommendations, which staff have incorporated into a series of Guiding Principles around themes of physical design/infrastructure, program/mix and operations. The Vision and Guiding Principles are meant to guide future decision-making related to the Market, including the governance and operating review currently underway.

**ALTERNATIVES FOR CONSIDERATION – See Page 6**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Recommendation (b) is seeking authorization to retain consulting services, to an upset limit of \$200,000, to be funded from the Economic Development Reserve (Account 112221), to undertake a concept study for the physical design and layout of the current Hamilton Farmers' Market and the adjacent public realm to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles.

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**Staffing:** There are no staffing implications with respect to this report. The ongoing operation and governance review may make recommendations for Council's consideration with respect to staffing and resourcing for the Hamilton Farmers' Market.

**Legal:** N/A

## **HISTORICAL BACKGROUND**

On May 7, 2018, the Hamilton Farmers' Market Corporation Board of Directors approved the Hamilton Farmers' Market Strategic Plan 2016-2020 that had been commissioned by the Board and prepared by 2WA Consulting, Inc.

On November 23, 2020, the Sole Voting Member of the Hamilton Farmers' Market considered the Hamilton Farmers' Market Governance Report (CM20010), and directed staff to prepare a report that provides a preferred governance and operating model for the Hamilton Farmers' Market Corporation, which prioritizes value-for-dollar invested by the Shareholder, role clarity, enhanced governance and the avoidance of any potential conflicts of interest

On February 2, 2022, the Sole Voting Member of the Hamilton Farmers' Market was provided with the Hamilton Farmers' Market Corporation Governance and Operational Review Update (PED22029), and directed staff to undertake a review and consultation on the vision and role of the Hamilton Farmers' Market within the local neighbourhood context, and report back to the Sole Voting Member of the Hamilton Farmers' Market, prior to completing the governance and operating review. This was subsequently approved by Council on February 9, 2022.

Report PED23049 responds to the February 2, 2022 direction.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

The Hamilton Farmers' Market is a corporation established under the Municipal Act as a Municipal Services Corporation, with the City of Hamilton as the sole voting member (shareholder) for the corporation. The Hamilton Farmers' Market Corporation is mandated to carry out the vision of the City for the Market.

## **RELEVANT CONSULTATION**

The following City staff were consulted in the preparation of this report:

- Chief Corporate Real Estate Officer (Contract Manager);
- Chief Digital Officer;
- Director, Economic Development Department;

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- Director, Energy, Fleet and Facilities Management Division;
- Director, Tourism and Culture Division;
- Deputy City Solicitor;
- Director, Licensing & By-Law Services;
- Director, Financial Planning, Administration and Policy;
- City Clerk; and,
- Director Communications & Strategic Initiatives.

The PPS team's engagement with the public, vendors, and other stakeholders consisted of the following:

- Stakeholder Workshop - September 16, 2022: A stakeholder workshop (made up of neighbouring property owners/developers, vendors, community organizations, existing and potential programmatic partners, and key City agencies). The workshop consisted of a presentation on the ingredients of a successful market and market trends, followed by a facilitated conversation on the potential programming and design opportunities to expand the impact of the Hamilton Farmers' Market.
- Public Open House - September 17, 2022: An open house was held at the Hamilton Farmers' Market to introduce the PPS team and the project to the general public, including vendors, customers, and other curious community members, with the goal of generating interest and excitement for the project and launching the engagement process. This open house included a short presentation and an exercise which collected initial feedback and information from attendees, such as their hopes and wishes, concerns, and issues about the future of the Market.
- Engage Hamilton - September 1, 2022 to November 10, 2022: The Hamilton Farmers' Market Visioning Exercise project page on Engage Hamilton had 1,520 total visits and utilized the following engagement tools:
  - Public Survey: This survey was used to assess satisfaction and overall impressions of the Market and identify issues such as frequency of shopping; quality of existing tenants in terms of product, price, and quality; indications about how Hamilton residents viewed the Market, and provide a better understanding of how to attract more regular local customers; and recommendations for changes to the Market's design, amenities, merchandise mix, and operations.
  - Vendor Survey: This survey was used to identify vendors' current perceptions of the Market as well as specific plans or interests they may have to grow or change their business.

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- Ideas Brainstorming: An interactive way for the community to share what inspires them. Participants were able to include images with their ideas, where other participants could like and comment on ideas created by others.
- Virtual Comment Cards: A space where participants were able to provide open-ended comments on their thoughts, feelings, advice, and suggestions regarding the Hamilton Farmers' Market.
- Placemaking Workshops/Charrettes (Vendor – November 10, 2022 & Public – November 12, 2022): The PPS team facilitated two placemaking workshops (one for the public and one for the vendors) which used PPS's Market Audit tool to evaluate the existing Market. This resulted in participants generating specific programming, design ideas, and opportunities for both the Market building and its surrounding exterior public spaces.
- Key Stakeholder Interviews (September 2022 – November 2022): PPS conducted 13 interviews with key stakeholders, including neighbouring property owners, the HFM management and board, City Councillors, and partner organizations.

Complete feedback from these activities was synthesized and analysed to identify key themes and trends related to the Market's physical design/infrastructure, its program and mix, and its operations, as well as the Market's Vision Statement. A more in-depth overview of the project's engagement and feedback received can be found in Appendix "B" to Report PED23049.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

Prior to the completion of the governance and operational review of the Hamilton Farmers' Market, Council had directed staff to undertake a review and consultation on the vision and role of the Hamilton Farmers' Market. This direction was provided under the context of the significant change the Market is currently experiencing, such as:

- The surrounding neighbourhood is currently undergoing redevelopment;
- The changing nature of the vendors, their offerings, and consumer habits; and,
- The Markets' engagement with its customers and the surrounding community.

Based on the analysis by PPS of precedents and best practices, as well as the engagement with the public, vendors, customers, and stakeholders, as summarized in Appendix "B" to Report PED23049, the Vision Statement provided in Appendix "A" to Report PED23049 is being recommended to guide the future planning and operation of

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the Hamilton Farmers' Market Corporation, including the ongoing governance and operation review.

A number of recommendations for the future of the Farmers' Market also arose out of the consultant's analysis and the engagement activities. Based on these recommendations, staff are also proposing that the Guiding Principles in Appendix "A" to Report PED23049 be utilized to guide the future planning and operation of the Hamilton Farmers' Market Corporation.

PPS is of the belief that with an updated vision and mandate, the Hamilton Farmers' Market will deliver several benefits to both the vendors and the public, including:

- Trust and camaraderie among vendors, management, and the public;
- Functioning as a focal point for the downtown, as a central meeting place, and as a must-see destination for tourists;
- Continuation of the Market's long-standing history and tradition;
- Supporting small businesses and providing jobs;
- Incubating entrepreneurs and supporting the "graduation" of business into storefronts;
- Supporting other downtown retailers and helping to revive downtown retail;
- Serving as an amenity to attract new residents and office workers; and,
- Showcasing Hamilton agriculture and value-added products.

The analysis and engagement also identified that the current physical layout and infrastructure of the Hamilton Farmers' Market is not sufficient to realize the proposed vision. As a result, staff are recommending that a concept study be undertaken for the physical design and layout of the current Hamilton Farmers' Market, and the adjacent public realm, to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles.

### **ALTERNATIVES FOR CONSIDERATION**

Rather than referring them for further consultation, Council could immediately adopt the Vision Statement and ten Guiding Principles and direct as follows:

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OUR Vision: To be the best place to raise a child and age successfully.  
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- (a) That the proposed Vision Statement and ten Guiding Principles for the Hamilton Farmers' Market attached as Appendix "A" to Report PED23049 be endorsed, and be used to guide the future planning and operation of the Hamilton Farmers' Market Corporation
- (b) That the proposed Vision Statement and ten Guiding Principles for the Hamilton Farmers' Market attached as Appendix "A" to Report PED23049 be used to guide the Hamilton Farmers' Market Governance and Operational Review

**ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

**Community Engagement and Participation**

Hamilton has an open, transparent, and accessible approach to City government that engages with and empowers all citizens to be involved in their community

**Economic Prosperity and Growth**

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

**Built Environment and Infrastructure**

Hamilton is supported by state-of-the-art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

**Culture and Diversity**

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix "A" to Report PED23049 – Vision and Guiding Principles for the Future of the Hamilton Farmers' Market

Appendix "B" to Report PED23049 – Project for Public Spaces - Vision and Recommendations for the Future of the Hamilton Farmers' Market

## **Vision and Guiding Principles for the Future of the Hamilton Farmers' Market** **(May 2023)**

### **Vision Statement**

That the Hamilton Farmers' Market continue its long-standing role of supporting local farmers, producers, and businesses while providing a reliable source of fresh food and creating a community gathering destination for downtown residents and all Hamiltonians.

The Market:

- Provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians;
- Serves as a social and cultural focal point of Downtown Hamilton;
- Provides economic opportunities, including business incubation, for rural and urban producers and entrepreneurs; and,
- Celebrates the agricultural tradition and strong rural/urban connections of the region.

### **Guiding Principles**

#### **Physical Design / Infrastructure:**

a. Address the physical limitations of the Market:

Upgrade the infrastructure (plumbing, electric, storage, exhaust, etc.); improve circulation; explore zoned areas to allow for varied market hours; create more inviting entrances; and modify the façade to provide for a more seamless indoor/outdoor experience.

b. Provide for more public spaces that are flexible to accommodate a variety of uses:

Provide for greater opportunities for seating, pop-up vending, events, and programming.

c. Strengthen connections to outdoor spaces and neighbours:

Let the market spill outdoors; better connect to its surroundings (e.g. Library, City Centre, etc.); and coordinate on efforts to improve neighbourhood safety.

## **Program / Mix**

d. More local farmers, local producers, and pop-up vendors:

Reflect and celebrate the Market's strong agricultural traditions as well as support and attract new entrepreneurs and meet the needs of the Market's local and City-wide customers. Consider flexible/shorter lease term options, a weekly local vendors day, and regular seasonal street closures to accommodate additional vendors.

e. More programs, events, and education (in collaboration with local partners):

The Market should be the centre of the local food movement for Hamilton and serve as a cultural hub and gathering point for the Hamilton community.

f. After hours and expanded culinary offerings:

Seed more culinary activity at the Market, including after hours, through offerings such as a market café, prepared food vendors, and licensed establishments.

## **Operations**

g. Increase management capacity and funding sources:

Provide senior-level staffing resources and operating funding to better reflect the role of the Market as a community hub.

h. Expand hours (for at least parts of the Market):

Provide for expanded and regularized hours, that better meet the needs of the Market's customers.

i. Strengthen the Market's marketing, advertising and promotion:

Create more "buzz" about the Market and get the word out about market hours, special events, and vendors.

j. Provide for multi-modal access, including adequate parking:

Ensure the Market is easily accessible by pedestrians, cyclists, transit users and drivers. With most current market customers arriving by car, ensure that adequate parking is available.

# Project for Public Spaces

## **Vision and Recommendations for the Future of the Hamilton Farmers' Market EXECUTIVE SUMMARY – May 2023**

### **INTRODUCTION**

The City of Hamilton engaged Project for Public Spaces (PPS) beginning in August 2022 to lead a community engagement process to inform the creation of a new vision for the Hamilton Farmers' Market. The goal of the project is to examine opportunities to ensure the historic Hamilton Farmers' Market continues to thrive for decades to come, with special consideration for how it will relate to and integrate with the surrounding neighborhood, which is currently undergoing significant change.

The PPS team synthesized the feedback from all engagement activities (further described in the Community Engagement Process section) to create the market's vision statement. This statement outlines the market's *raison d'être*, how it has historically benefited stakeholders, and the role stakeholders would like it to play for the community in the future. This is meant to serve as a working set of principles that help guide future decision-making related to the market:

### **VISION STATEMENT**

The Hamilton Farmers' Market continues its long-standing role of supporting local farmers, producers and businesses while providing a reliable source of fresh food and creating a community gathering destination for downtown residents.

The market:

- provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians
- serves as a social and cultural focal point of Downtown Hamilton;
- provides economic opportunities, including business incubation, for rural and urban producers and entrepreneurs; and
- highlights the agricultural tradition and strong rural / urban connections of the region.

# Project for Public Spaces

## TOP TEN KEY GUIDING PRINCIPLES

Stakeholders, vendors, and customers provided hundreds of suggestions and ideas for a new and improved Hamilton Farmers' Market. The PPS team used this holistic feedback to develop the following guiding principles to work towards realizing the vision for the market.

### PHYSICAL DESIGN / INFRASTRUCTURE:

**1. Fix the building or relocate the market**

Upgrade the infrastructure (plumbing, electric, storage, exhaust, etc.); address circulation; explore zoned areas to allow for varied market hours; create more inviting entrances; and redesign the facade.

**2. Expand flexible public spaces**

Used for seating, vending, events, and programming.

**3. Strengthen connections to outdoor spaces and neighbors**

Let the market spill outdoors; better connect to its surroundings (Library, City Centre, etc.); and coordinate on efforts to improve neighborhood safety.

### PROGRAM / MIX

**4. More local farmers, local producers, and pop-up vendors**

Reflect the strong agricultural traditions and new talents in Hamilton. Consider flexible/shorter lease term options, a weekly farmers market day, and regular seasonal street closures to accommodate additional vendors.

**5. More programs, events, and education (in collaboration with local partners)**

The market should be the center of the local food movement for Hamilton and serve as a resource and gathering point for the Hamilton community.

**6. Open a market cafe with alcohol and later hours**

Seed more activity at the market, even after hours, so it is known as a central gathering space for Hamiltonians.

### OPERATIONS

**7. Increase management capacity and funding sources**

The market is self-limiting due to insufficient resources.

**8. Expand hours (for at least parts of the market)**

Explore how areas of the market could open earlier or stay open later.

**9. Strengthen the market's messaging, advertising and promotion**

Need to create "buzz" at the market and get the word out about market hours, special events, and vendors.

**10. Maintain adequate parking**

Most market customers drive—parking is essential for the market.

# Project for Public Spaces

## HOW TO GET THERE

The first step is for the City to adopt the vision and direct staff resources to develop a pathway to implementing the recommendations laid out above. Note that there are two primary options for how to specifically address the physical constraints of the building (relating to Recommendation 1), which can be found in the appendix. The first option is to make incremental improvements while the market remains in its current location. The second option is to relocate the market either temporarily or permanently in order to comprehensively address key recommendations related to the market's building limitations.

There will be a tremendous amount of construction and disruption in the neighborhood over the course of the next decade. While this new development has potential to benefit the market long-term, this construction will negatively impact the market in the near-term. Creating a plan to mitigate these impacts and maintain the market's continuous operation is critical and planning needs to begin immediately regardless of which option is pursued.

Considerations for moving forward include:

- Address the need for additional personnel and financial support to plan and manage market performance during renovations (e.g. transitional project manager)
- Possible financial support/packages for tenants during renovation period
  - Lease terms and future tenancy
  - Moving costs, business disruption costs, rent abatements, continuous operations, upgrades to stalls, temporary storage, etc.
- Increased communication and coordination with vendors and public
- Parking requirements (essential)
- Increasing market management capacity and partnerships to strengthen the market's role and position.
  - Stakeholder task force (Yale Properties, Public Library, City Centre Developers, Market Management, shoppers, vendors)
- Plan construction/renovations during non-peak times and seasons
- Market business planning
- Complete governance study

The PPS team recognizes the importance of the market to Hamilton and also recognizes the extraordinary effort that will be required to preserve and evolve the market.

# Project for Public Spaces

## **METHODOLOGY – COMMUNITY ENGAGEMENT PROCESS**

The resulting vision and recommendations for the market presented in this study are rooted in the synthesized feedback the PPS team collected through the community engagement process. The PPS team’s engagement with the public, vendors, and other stakeholders consisted of:

- An open house info session open to the general public;
- A stakeholder workshop (made up of neighboring property owners/developers, existing and potential programmatic partners, and key City agencies);
- Online feedback/idea contributions through the *Engage Hamilton* project site;
- A public survey (167 responses);
- A vendor survey (19 responses);
- Two placemaking / design charrettes focused on the physical market space – one for vendors and one for the public;
- 13 One-on-one interviews with key stakeholders, including neighboring property owners, the Hamilton Farmers’ Market management and board, City Councillors, and neighborhood groups.

Complete feedback from these activities was synthesized and analyzed to identify key themes and trends related to the market’s physical design/infrastructure, its program and mix, and its operations, as well as the market’s vision statement.

## **ABOUT PROJECT FOR PUBLIC SPACES**

Founded in 1975, Project for Public Spaces is a nonprofit educational and technical assistance organization with an international reputation for its success in co-creating public spaces with communities. Since 1987, Project for Public Spaces has supported public market projects in more than 200 cities and towns in the U.S. and internationally. Our technical assistance program builds the capacity of market sponsors, managers, and community development officials. Our work engages local stakeholders in a collaborative visioning process and supports public markets in everything from the design process to operations. The Program works with markets of every scale and type, ranging from temporary open-air markets that activate a public space once a week to more permanent structures, like covered markets and market halls that are open multiple days a week, to mixed-use market districts that bring together markets, restaurants, food startups, wholesale operations, and more.



# Vision and Recommendations for the Hamilton Farmers' Market

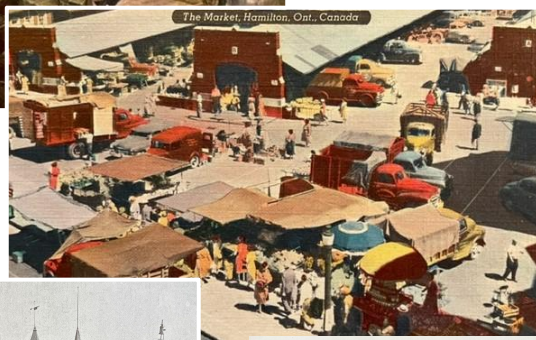
May 2023

Presented to the City of Hamilton

Project  
for Public  
Spaces



# Hamilton Farmers' Market An evolving vision

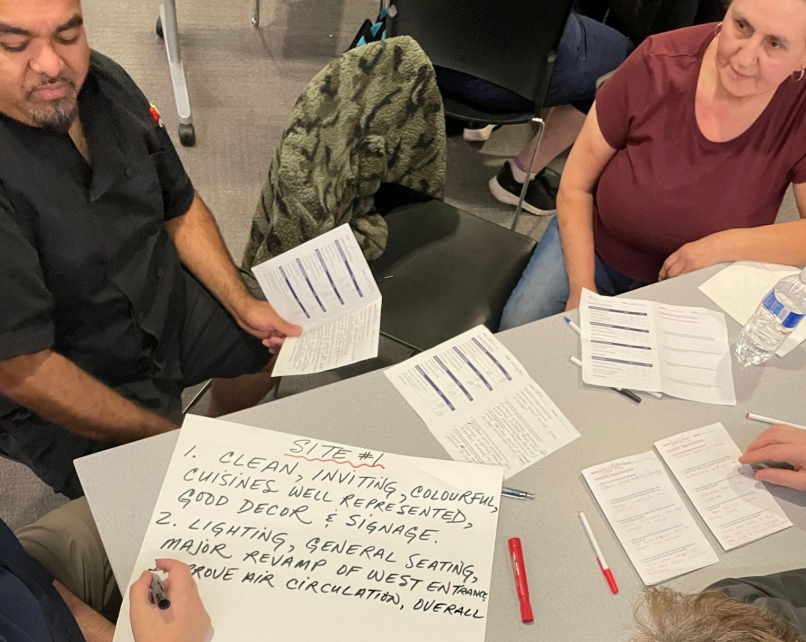




# Agenda

- Overview of Project Goals & Process
- The Vision and Guiding Principles
- How Do We Get There?
- Discussion





# Overview of Project Goals & Process



# Goal of the City's visioning process

Examine opportunities to ensure the Hamilton Farmers' Market continues to thrive for decades to come, with special consideration for how it will relate to and integrate with the surrounding neighborhood, which is currently undergoing significant change.

## Background & Existing Conditions

Aug - Sep 2023

Develop a deep understanding of the recent history of the market and inform key discussion topics for the community engagement process.

## Public & Stakeholder Engagement

Aug - Nov, 2022

Feedback gathered through stakeholder interviews, public open house, and community surveys.

## Placemaking Charrettes

Nov 2022

Public charrettes will generate specific programming and design ideas and opportunities for both the market building and surrounding exterior public spaces.

## Draft & Final Presentation

Jan - May 2023

Review outcomes from the entire community engagement process and craft a vision and recommendations for the Hamilton Farmers' Market

VEGETABLES  
**B. LOMAS**  
GARDEN LANE  
MILLGROVE Phone 687 7222

# Vision





# Stakeholder Engagement

- 13 Stakeholder Interviews
- Public info session, stakeholder workshop, online engagement
- Surveys – vendors and public
- Placemaking charrettes with vendors and the public

↓  
Analysis

↓  
Recommendations

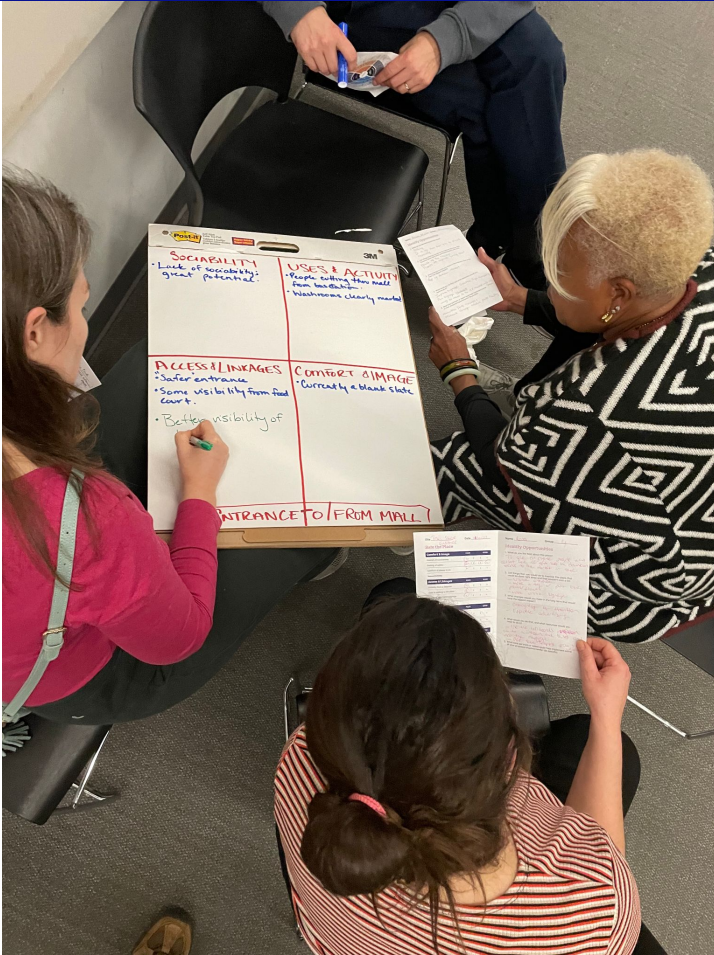


# Stakeholder Interview Themes

- The market **layout/building is a hindrance** to its success
- **Construction in the surrounding neighborhood will create many challenges** in the short-term, benefits in the long-term
- Need for more **casual public gathering space and seating**
- Focus on **“the experience”** of visiting – need to keep offerings/programming fresh to keep people coming back
- **Parking is a major issue** – parkade being redeveloped
- Need to **improve marketing and messaging** – no one knows when it’s open







- Important to strengthen **the market's connection to the outdoors** – Jackson Sq Roof, York Blvd
- Important to **support the vendors and rebuild trust**
- Outcomes of this visioning process need to be **felt/communicated** to the public
- **Strong interest from neighbors in leveraging the market** – Library, City Centre Development, Jackson Sq (Yale), FirstOntario Arena
- Market governance needs to be **overhauled**

## Operations

**Expand / clarify hours**

Not all vendors want this

Need much better advertising and promotion!

Enforce policy for all businesses to stay open during market hours

Change the management structure

Inadequate market budget to implement change

No trust in City - manager becomes target

Support for vendors - capacity building and training - customer service, marketing/social media

More attention to engaging diverse vendors

## Program / Mix

More events and promos generally

Beer and wine by the glass would draw folks to the market

More local produce vendors

More pop-up day vendors / short-term lease options - support vendor incubation

Partnerships with other local orgs to collaborate on events, temporary markets, and education - kid-friendly activities, farming, sustainability, social services, etc.

Connect and coordinate with neighbors

Connect with and co-program with other social service groups working with vulnerable populations

Not all vendors want this

## Physical / Design

Improve safety of surrounding streets (lighting, transit, pedestrian crossings, etc.)

Utilize the York St event space - vending, public space, cafe, etc

**Let vendors spill to the outside**

Connections to mall - floor stickers with arrows to the market, signage hanging down from upper level of mall

Need to address parking and find an alternative to the parkade

Better signage to improve market visibility

Relocate the market to another city-owned property

Building - limited electricity, not every vendor has a sink, limited/no storage, pipe locations are unknown, dead cell signal areas

Better lighting / signage for visibility at night

**Expanded seating and public space**

**Bring the market up to street level**

Limited cooking stalls - only one exhaust hood

Open House feedback - Keep the market where it is!

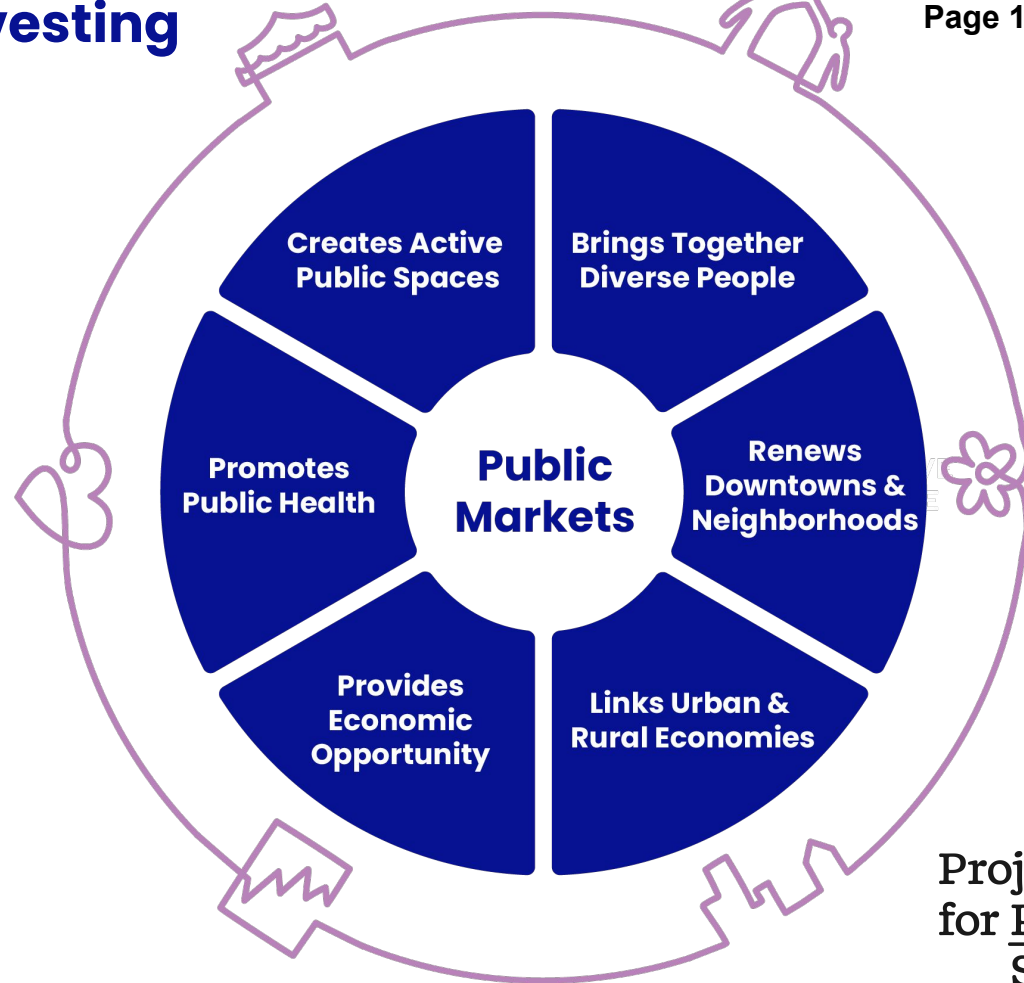
Note: Full synthesis of all engagement provided in the appendix

The Hamilton Farmers' Market continues its long standing role of supporting local farmers, producers and businesses while providing a reliable source of fresh food and creating a community gathering destination for all Hamiltonians.

The market:

- provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians;
- serves as a social and cultural focal point of Downtown Hamilton;
- provides economic opportunities, including business incubation, for rural and urban producers and entrepreneurs; and
- celebrates the agricultural tradition and strong rural / urban connections of the region.

# Why Cities are Reinvesting in their Markets



Project  
for Public  
Spaces



# Guiding Principles

**Physical Design/  
Infrastructure**

**Program / Mix**

**Operations**



1. **Fix the building or relocate the market.** Upgrade infrastructure (plumbing, electric, storage, exhaust, etc.); address circulation; explore zoned areas to allow for varied market hours; create more inviting entrances; and redesign the facade.





## 2. Expand flexible public spaces used for seating, vending, events, and programming.



- 3. Strengthen connections to outdoor spaces and neighbors.** Let the market spill outdoors; better connect to its surroundings (Library, City Centre, etc.); and coordinate on efforts to improve neighborhood safety.





4. **More local farmers, local producers, and pop-up vendors.** Emphasize the “farmer” in the Hamilton Farmers’ Market. Reflect the strong agricultural traditions and new talents in Hamilton. Ideas include:

- Flexible/shorter lease term options
- Weekly farmers market day - additional pop-ups
- Regular seasonal street closures to accommodate additional vendors



5. **More programs, events, and education (in collaboration with local partners).** The market should be the center of the local food movement for Hamilton and serve as a resource and gathering point for the Downtown Hamilton community.

- Family cooking classes (e.g. Liaison College)
- Small business trainings
- Fun/unique one-off events related to HFM's mission



6. **Open a market cafe with later hours.**  
Seed more activity at the market, even after hours, so it is known as a central gathering space for Hamiltonians.
- Feature local prepared food vendors
  - Consider serving local beer/wine





7. **Increase management capacity and funding sources.** The market is self-limiting due to insufficient resources.
8. **Expand hours (for at least parts of the market).** Explore how areas of the market could open earlier or stay open later.
9. **Strengthen the market's messaging, branding, advertising and promotion.** Need to create "buzz" at the market and get the word out about market hours, special events, and vendors.
10. **Maintain adequate parking.** Most market customers drive—parking is essential for the market.





**How do we get there?**

## PHYSICAL DESIGN / INFRASTRUCTURE:

- 1. Address the physical limitations of the current market (see Appendix)**
- 2. Expand flexible public spaces**
- 3. Strengthen connections to outdoor spaces and neighbors**

## PROGRAM / MIX

- 4. More local farmers, local producers, and pop-up vendors**
- 5. More programs, events, and education (collaborate with local partners)**
- 6. Open a market cafe with alcohol and later hours**

## OPERATIONS

- 7. Increase management capacity and funding sources**
- 8. Expand hours (for at least parts of the market)**
- 9. Strengthen the market's messaging, advertising and promotion**
- 10. Maintain adequate parking**



# Considerations for Moving Forward

- Need for additional personnel and financial support to plan and manage market performance during renovations
- Possible financial support/packages for tenants during renovation period
  - Address lease terms and future tenancy
  - Moving costs, business disruption costs, rent abatements, continuous operations, upgrades to stalls, temporary storage, etc.
- Communication and Coordination
- Concentrate internal renovations during non-peak times and seasons



- Increasing management capacity and partnerships to strengthen market's role and position.
  - Transitional project manager
  - Stakeholder task force (Yale Properties, Public Library, City Centre Developers, Market Management, shoppers, vendors)
- Market business planning
- Parking requirements (essential!)
- Governance
- Dysfunction and disuse of Jackson Square roof/park



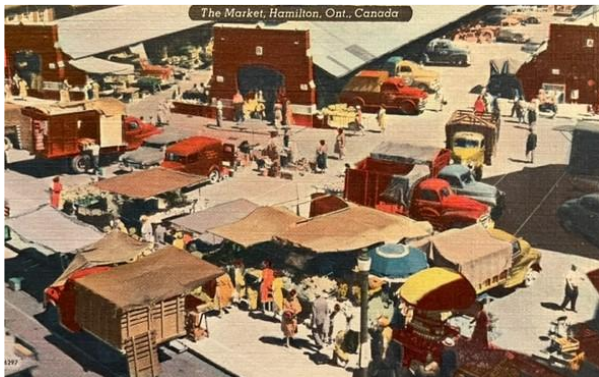


# The rejuvenated HFM will bring multiple public benefits

- Trust and camaraderie
- Focal point for 'new' downtown
  - Central meeting place
  - Must-see destination for tourists
- Continuation of history/tradition
- More small businesses and jobs
- Incubator for storefront businesses
- Help revive downtown retail
- Amenity to attract new residents and office workers
- Showcase for Ontario agriculture and value-added products



# Hamilton Farmers' Market continued evolution









ENTRANCE  
B. LOMAS  
GARDEN LANE  
MILLGROVE Phone 687-7121

# Discussion







# Appendix 1: Full Synthesis of Engagement



- Market Board Vendor Reps –  
Brandon Linares & Anne Miller
- Market Manager – Bill Slowka
- Downtown Hamilton BIA ED – Emily Walsh
- Head of Planning and Economic Development, City of Hamilton – Jason Thorne
- Ward 10 Councillor Beattie
- Ward 2 Councillor Kroetsch
- Ward 7 Councillor Pauls
- HFM Neighbors
  - Hamilton Public Library – Paul Takala
  - Yale Properties – Jocelyne Mainville
  - TAS Design – Copley Building
  - SRM Architects – City Centre Mall development
  - HUPEG – redeveloping parkade and taking over arena operation

# Key Quotes from Interviews

Appendix B - City Centre Redevelopment  
"No one is accountable for the market ownership and make decisions. No one is accountable for the market"

"The vendors feel like they're in a dungeon, Nations feels more like a market than the HFM"

"The [City Centre] development will be great for the HFM, but it won't be great during construction"

"Have to battle against the stigma of downtown"

"The market is seen as an extension of the City [government]'s dysfunction"

"The building is terrible and limiting"

"Access on York Blvd is going to be more limited during construction over the next 10 years"

"Consistency, reliability, and predictability will be key to this process being a success."

"At the former temporary location at Nations, the vendors loved being on one floor, there was no favoritism - sightlines were good - there were access points at either end."

"We need to work on messaging and reeducating the public about what the market is all about—eat local, eat fresh, support the farmers and local businesses."

"Why not a one day a week street closure or a permanent closure of York Blvd?"

"Public seating is critical, there's also not a natural meeting point in the market"

"The impact of this visioning process has to be VISCERAL—it has to be a clearly communicated and the outcomes need to be felt"

"The market needs to have a different event or promo every single week. There needs to be enough "stickiness" that people keep coming back"

## Surveys

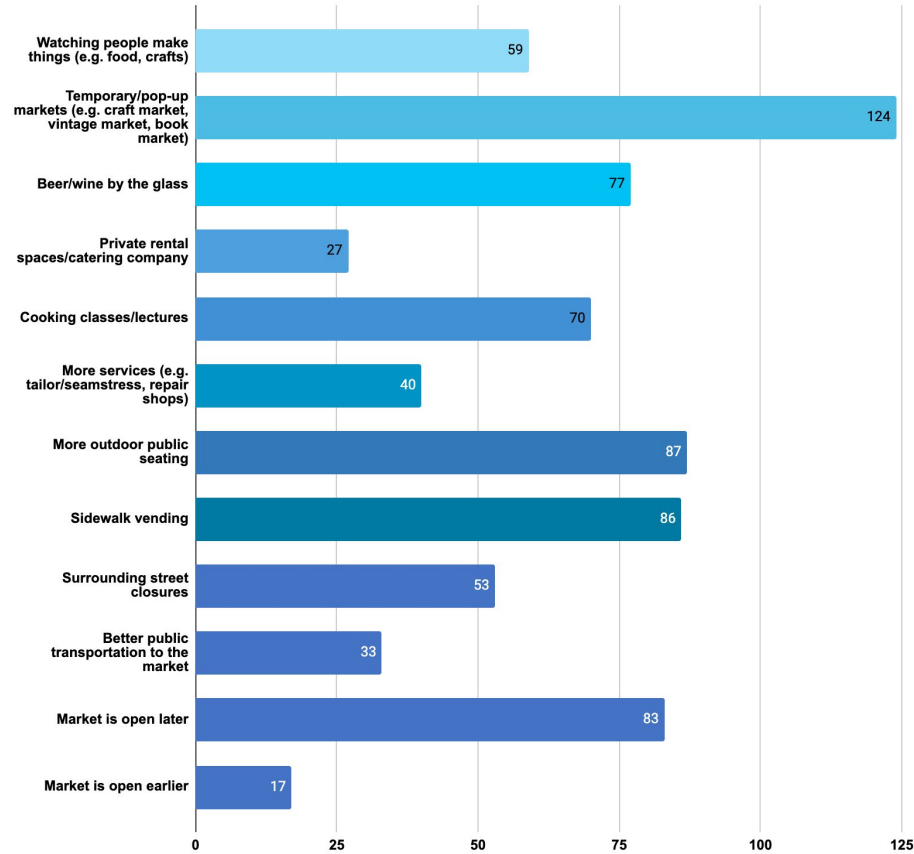
- 19 vendor survey responses
- 167 public survey responses

## Engage Hamilton site

- Over 1,000 visits
- 110 "idea" contributors

Chart from Public Survey

What additional opportunities would draw you to the market more?





# Customer Survey/Engage Hamilton Takeaways

- More than 50% of customers drive to the market
  - Parking is an ongoing concern
- The HFM is currently *not* the primary source of fresh food for most shoppers
  - Residents visit the market primarily for fresh food shopping, unique products that can't be found elsewhere, and the social aspect or "experience."
- Market hours and days do not support customers — expanded operational days/hours strongly desired
- Customers are looking for:
  - More seating and more activity/vibrancy
  - More events/programming
  - More farmers and local food products
  - More pop-up temporary stalls
  - More activity spilling outside or onto the street

## Vendor Survey Takeaways

- Split opinion about expanded/extended hours
  - Produce/fresh food vendors – happy with hours
  - Most prepared food/value-added vendors – want expanded hours
- Improve marketing and promotion
- Better coordination with neighboring institutions/developments/businesses
- Most vendors rate the market seating, lighting, market entrances, and ambiance quite low
- Potential for flexible use of spaces in the market, more activity at street level to draw people in
- Parking is an ongoing concern

Lots of overlap between what vendors want and what the public wants:

- More seating and public space
- More local products and farm vendors
- \*Pop-up markets, temporary vendors, shorter-term lease options would be a draw for many customers
- Better advertising and promotion of the market
- Parking is a major concern
- Access - the market's location and the surrounding neighborhood are a safety concern for some
- Partner with more neighbors and local orgs around programming / events - need more 'vibrancy' at the market

Points of tension or disagreement between public and vendors:

- Hours/days of operation - public wants expanded days/hours, but not all vendors do
- Mix of products
- The need to attract new vendors - not all vendors support the idea of temporary vendors\*
- How the market defines 'farmers' - resellers vs. producers

# Workshops Conducted

## Stakeholder Workshop # Attendees:

- Presentation followed by breakout group discussions – Hopes/Wishes & Concerns and short-term, immediate actions that can be taken

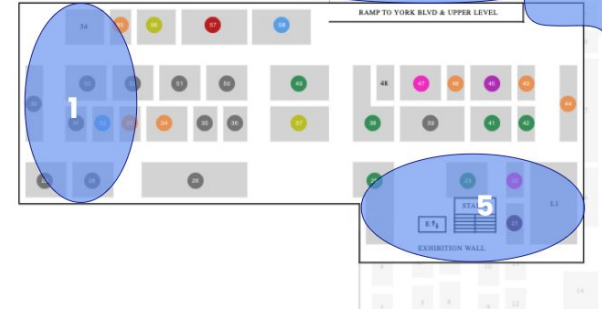
## Open House

- Presentation followed by discussion, and Hopes/Wishes & Concerns ideation

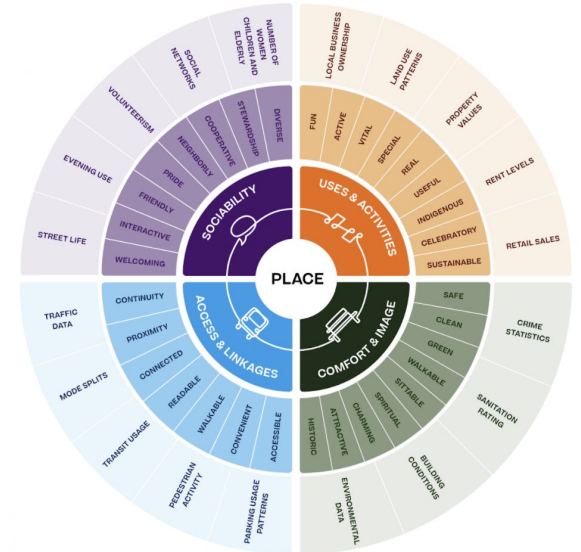
## Vendor and Public Placemaking Charrettes

- “Place Game” at key locations within and surrounding the market to explore untapped opportunities, targeted ideas for improvement, and partnerships that can help with implementation
- Small group discussions and report-backs to entire group

HAMILTON PUBLIC LIBRARY



CITY CENTRE



## Hopes and Wishes

- Need to animate the York Blvd space and connect to street more
- Better connect to the outdoors
- Address governance dysfunction
- Experiment more with new vendors, educational programming
  - rotating farmer vendors
  - areas sectioned off open at different hours
- Better “sense of place” – more public gathering – make it a destination and experience!
- Use the market as a business incubator
- Connect with students throughout Hamilton – get them involved

## Concerns and Issues

- Space feels closed off from its surroundings – tucked away, disconnected
- Need better, more adequate signage
- Hours of operation totally unclear
- Disconnect and lack of communication between upstairs and downstairs vendors
- Need better engagement of vendors on events and promoties
- Parking access!
- Need for stronger management and leadership at the market
- Difficult for the HFM to compete with other neighborhood farmers markets

## What are some short-term actions that could be taken to work towards your wishes/dreams that wouldn't cost a lot?

- Focus more on celebrating agriculture and production in Hamilton
- Address Jackson Sq mall and roof – could be done through strengthened partnerships
- Communicate the history of the market and vendors – marketing campaign to tell the story
- Address systemic governance issues
- Formally initiate the food business incubator through City EcDev
- Engage more internal stakeholders
- Overhaul marketing and promotions – let people know about the market!
- Reevaluate hours of operation and communicate them clearly to public
- Address quality of the vendors
- Marketing splash – events, new pop-ups, even things not normally associated with the market

## Hopes and Wishes

- More famer vendors and local products - make it a "farmers" market
- More programming and education - cooking classes, workshops, talks, events
- Programming for kids and families
- More regular opportunities to provide input as community members
- Keep the market where it is!
- Better hours, open more often and on Sundays
- Easier access from Jackson Sq mall
- Vendor incubator program for new vendors - ongoing vendor support
- The market is preserved as an important part of Hamilton's history
- Free parking

## Concerns and Issues

- Not enough farm vendors and local products
- Hours are confusing, need to change them
  - Many vendors closed during open hours - need to ensure vendors stay open
- More vendor demographic diversity
- Not enough adequate free parking
- Need to improve transparency and efficacy of market governance and management
- Need more support from the City
- Vendors are leaving - they need more support

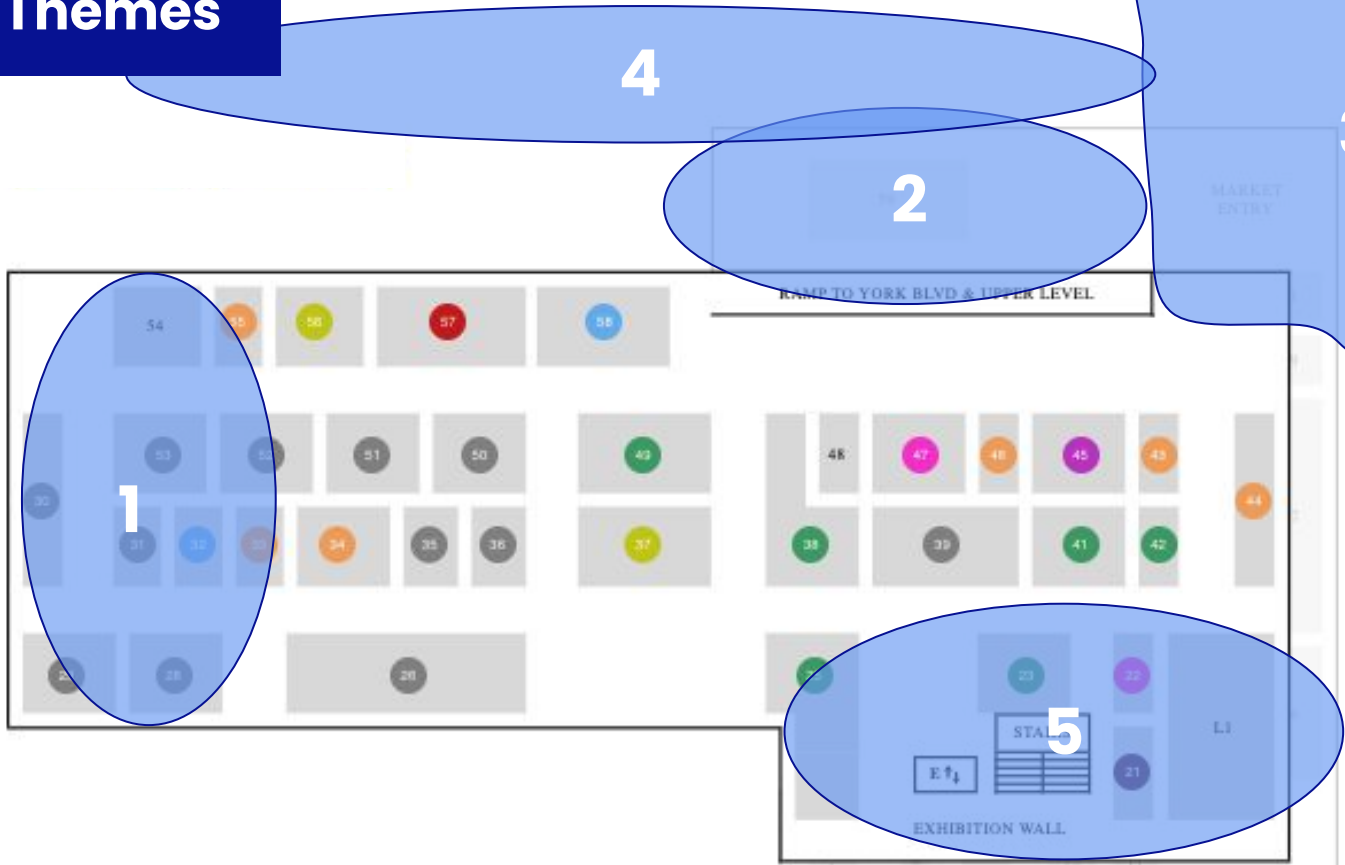


# Placemaking Workshop Themes

YORK BLVD

HAMILTON PUBLIC LIBRARY

CITY CENTRE



# Placemaking Workshop Themes

## West End of the Market – interior

- Consider relocating prepared food vendors upstairs – keep open when rest of market is closed
- Revamp entrance/stairwell – make it easier to access
- Open up vacant stalls for public seating

## York St event space

- Open it up to free community events – music, food drives, community events, children play area, – use space when other events are happening (arena)
- Rotating pop-up vendors, rotate them out – vendor spotlights
- Split space between more vendors and a beer/wine bar
- Unlock interior door to the library
- Open doors to the sidewalk more

## Corner of Appendix B: Bid Report PED23049 Page 46 of 77

- Optimize lighting and facade, more visibility at night
- Seasonal decor should dazzle
- Bring in local artists to help
- Volunteer greeters/ambassadors
- Night market on MacNab
- Pedestrian crossings – scramble
- Install a free community fridge
- Temporary day/pop-up vendors

## York St exterior – sidewalk and street

- Better lighting and signage seen outside
- More seating, maybe tables for eating

## Mall threshold and market entrance

- Need to improve signage and sense of arrival – you can't tell it's a market!
  - Floor stickers, consistent branding, banners, live plants
- Mall and market should coordinate on activities and events
- More seating, public space to draw people in

# Compiled Feedback

## Operations



Not all vendors want this



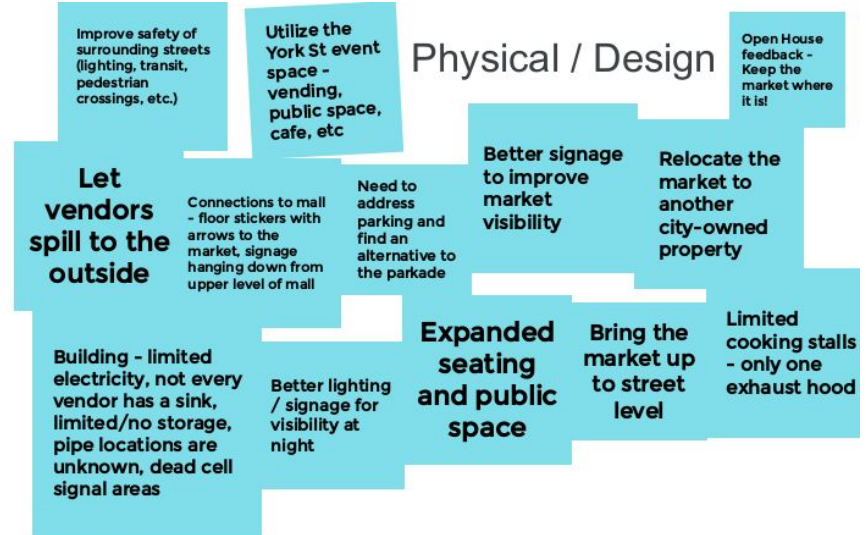
## Program / Mix



Not all vendors want this



## Physical / Design



# Appendix: 2 Options to Address Physical Constraints





## 1. **Remain in current building**

Incremental changes, mitigate construction impacts

## 2a. **Temporarily relocate**

Renovate market and move back in, mitigate construction impacts

## 2b. **Move to new location**

Within close proximity

Stand-alone or in mixed-use development

# Construction/Disruption Affecting the Market

NOW

2025

2030

**York Blvd Parkade  
& Vine St Lot**



**FirstOntario Arena**



**City Centre  
Development**



**Copley Building**



**Copley Vacant Lot**



**LRT construction**



**Salvation Army**



**Philpott Church**



**York Blvd Streetscape (TBD)**

**Jackson Sq Mall/Roof (TBD)**

# Option 1 Remain in Current Location

## Risks and Challenges:

- Funding and resources
- Implementing major infrastructure improvements while market is operating
- Mitigating internal and external construction impacts on the market over the next ten years, including customer patronage, vendor sales, access and parking, etc.



- Relocate market to a temporary site in close proximity during market renovation
- Maintain continuous market operations
- Work individually with vendors before, during, and after relocation to address needs
- Begin to implement operational and programmatic changes during relocation





## Recommendations for Renovation of Current Building

- Explore bringing market up to street level (one floor)
- Explore co-locating tenants in zoned areas to allow for varied hours and merchandising
- Explore design solutions for outdoor vending and public space, including:
  - Jackson Square roof
  - City Centre development
  - York Blvd.
  - Library



## Challenges and Risks:

- Funding and resources
- Availability and timing of a temporary site nearby
- Mitigating temp relocation impacts on the market, including customer patronage and vendor sales during two moves
- Comprehensive planning and coordination of two sites



Marche Atwater, Montreal

- Relocate market to a new site in close proximity
  - Market could stand alone or anchor a mixed-use project
- New site takes into consideration all recommendations coming out of the visioning process
- Maintain continuous market operations in current space until new site is ready



North Market, Columbus, OH



## Challenges and Risks:

- Funding and resources
- Availability and timing of a new site/building nearby
- Mitigating external construction impacts on the market until the new site is ready, including customer patronage, vendor sales, access and parking
- Comprehensive planning and coordination



Halifax Seaport



# Mitigation Plan Considerations

- Need for additional personnel and financial support to plan and manage performance during renovations
- Possible financial/supports packages for tenants during renovation period
  - Address lease terms and future tenancy
  - Moving costs, business disruption costs, rent abatements, continuous operations, upgrades to stalls, temporary storage, etc.
- Communication and Coordination
- Parking plan/strategy is essential
- Concentrate work during non-peak times and seasons



# Parking is essential for the market

- 55% of customers drive to Hamilton Farmers Market (customer survey)
- Pre-Covid, the Market had 1,000,000 shoppers per year
- If cars have an average of 2 shoppers = 275,000 parking spaces/year
- 275,000 spaces/year = 5,288 spaces/week = 1,322 spaces/day
- Plus - vendors and market workers need close, convenient places to park
- Calculations don't take into account future growth, which could be substantial



## **Nations Supermarket, Hamilton**

1 hour free parking w/ \$30 purchase

2 hrs free pkg after 5pm w/ purchase

## **Kitchener Market, ON**

\$3.30/2 hours - market garage

Reduced rates - other area garages

## **Covent Garden Market, London**

1 hour free parking Monday to Friday  
with purchase

2 hour free parking Saturday/Sunday  
with purchase

## **St. Jacob's Market, Woolwich - free parking**

## **Flint Farmers Market, MI, USA - free parking**





# Partners are ready to engage

- **Jackson Sq (Yale Properties)**  
Activation of entrances, connections and roof park
- **Liaison College and McMaster University**  
Programming and education
- **Library**  
First floor connections, cafe, programming/events, York Blvd facade improvements
- **City Centre Development**  
MacNab St. improvements, new Market Plaza vending, public seating, events
- **Arena (HUPEG)**  
Activation of Jackson Sq. roof park, coordination on events
- **BIA**  
Promotion, publicity, social media





# Precedents



# Renovating in Place: Pike Place Market, Seattle, WA



\$75 million renovation

Funded by taxpayer levy

3 phases

4 years

10 million visitors per year



# PRIORITIES

- Seismic upgrades
- Electrical upgrades
- Structural upgrades
- Mechanical systems
- Restrooms
- Elevators
- Remodel underperforming retail



## TENANT MITIGATION

- Planning and communication
- Cost of moving
- Temporary storage
- Rent abatement
- Group and individual meetings
- Work around peak season
- Some elected to do their own upgrades
- Noise and dust mitigation





# PUBLIC OUTREACH

- Website
- Open Q&A
- Monthly newsletter
- Public meetings
- Social media outreach
- Email alerts and updates



## Essex Street Market – old location, one level



limited storage, seating and aging infrastructure



# New location, two-levels, across street from old market



Outcomes: new stalls, upgraded infrastructure, public spaces, two levels, offices and apartments



## Old Market – outskirts of town



Aging facility, limited infrastructure, located away from downtown, poor public spaces



# Flint Farmers' Market – new downtown location

Former Flint newspaper printing press building



Outcomes: More space, mixed use, large parking lot, farmers shed, public spaces, demo kitchen

# New Flint Farmers' Market and Farmers Arcade







Former fleet services building converted into first permanent home for the market

# St. John's Community Market, Newfoundland



HVAC, year-round operations, public spaces, flexible uses, low conversion costs



# Temp. Relocation/New Mixed-Use: St. Lawrence Farmers Market

## Temporary Market

### 1968 Market

Farmers Market location since 1804



# St. Lawrence Farmers Market New Mixed-use Building

Market will operate on street level in the same location as the old farmers market

Market, municipal courts, offices, 250 car underground garage



Project completion scheduled in 2023



# Temporary Relocation: Östermalms Saluhall, Stockholm



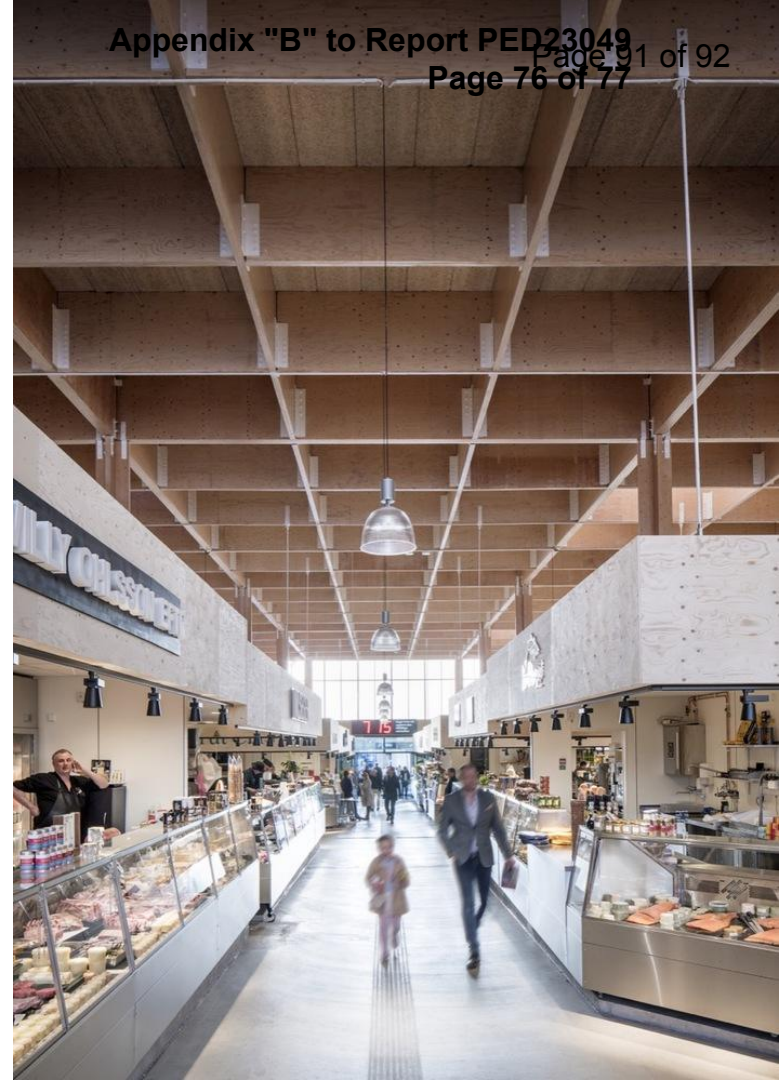
Market opened in 1888 - renovations included major interior upgrades & streetscape improvements



# Stockholm - Temporary market



Made of reusable materials.  
Sales increased in temporary location  
4 year project completed in 2020  
Historic market, gutted and rebuilt, retaining  
historic character and vendors.



# Stockholm - Old Market, newly renovated

