

# 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

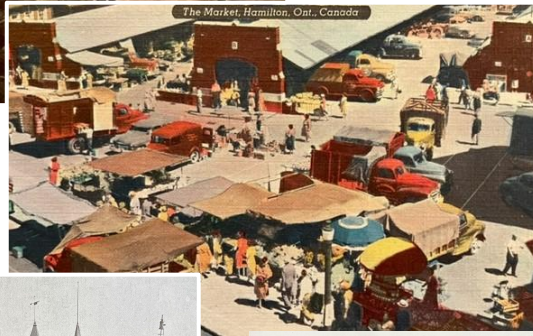


# Hamilton Farmers' Market

## An evolving vision

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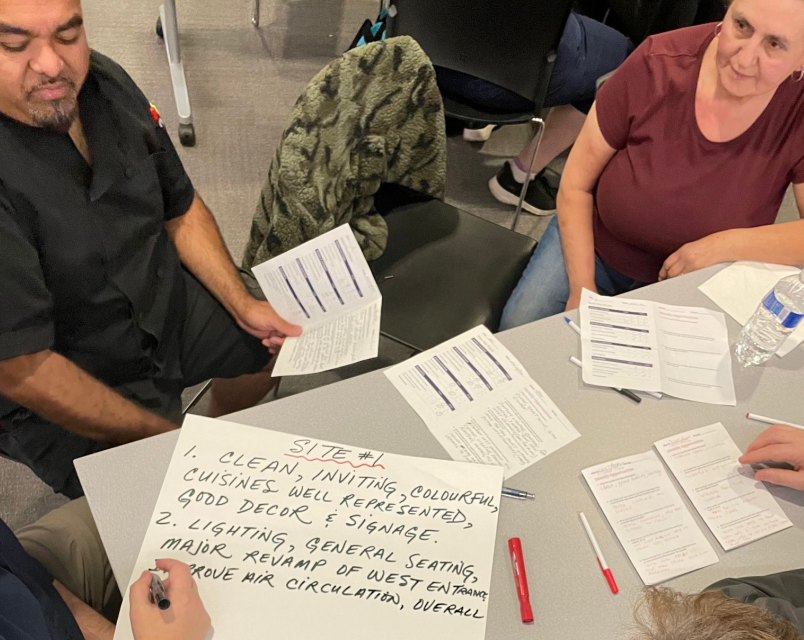




# Agenda

- 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.



# Summary of Timeline & Scope



# 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



Appendix "B" to Report PED23049

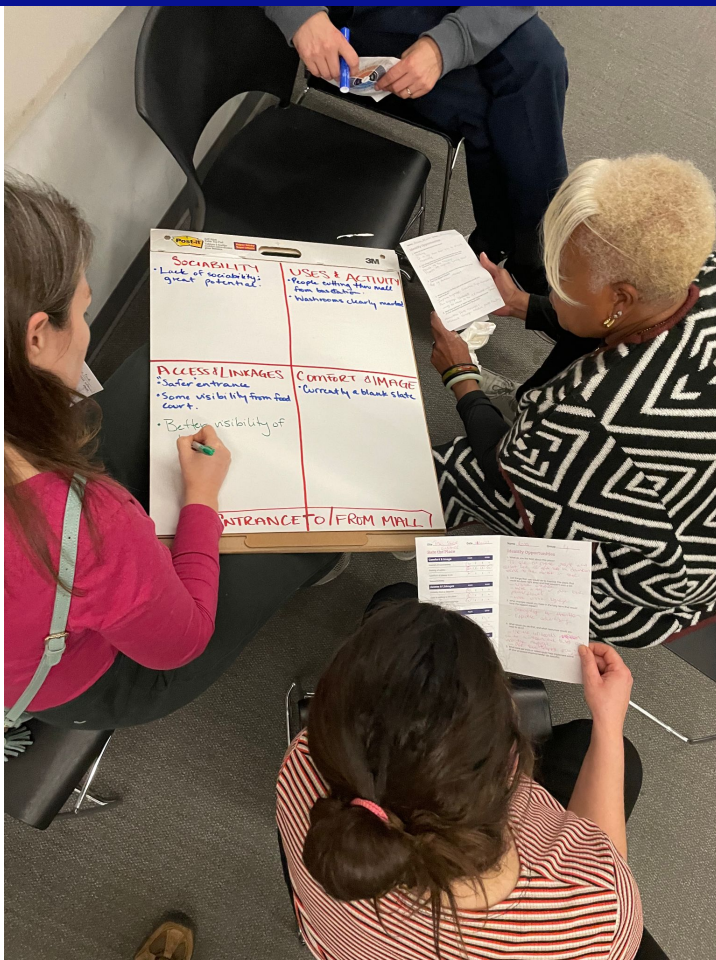
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# Stakeholder Interview Themes

- 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



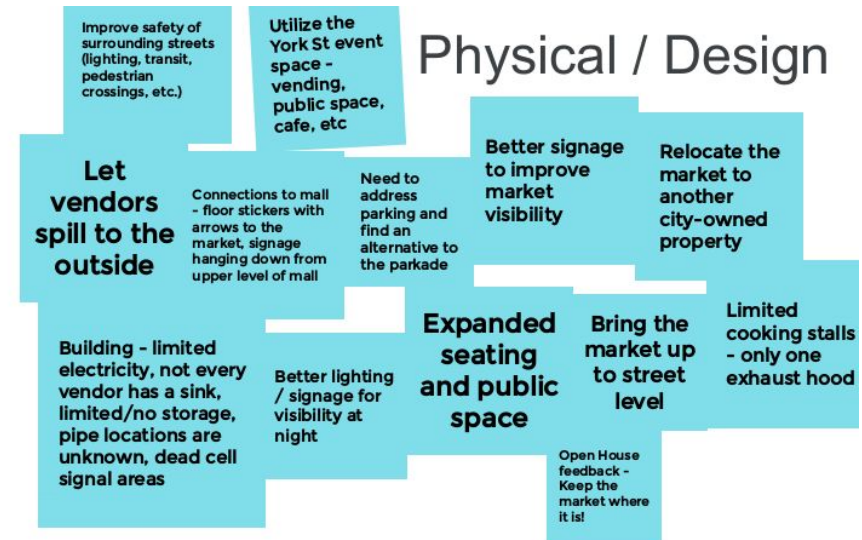


- Important to strengthen **the market's connection to the outdoors** – Jackson Sq Roof, York Blvd
- Important to **support the vendors and rebuild trust**
- Outcomes of this visioning process need to be **felt/communicated** to the public
- **Strong interest from neighbors in leveraging the market**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

# Compiled Feedback



## Program / Mix



Note: Full synthesis of all engagement provided in the appendix

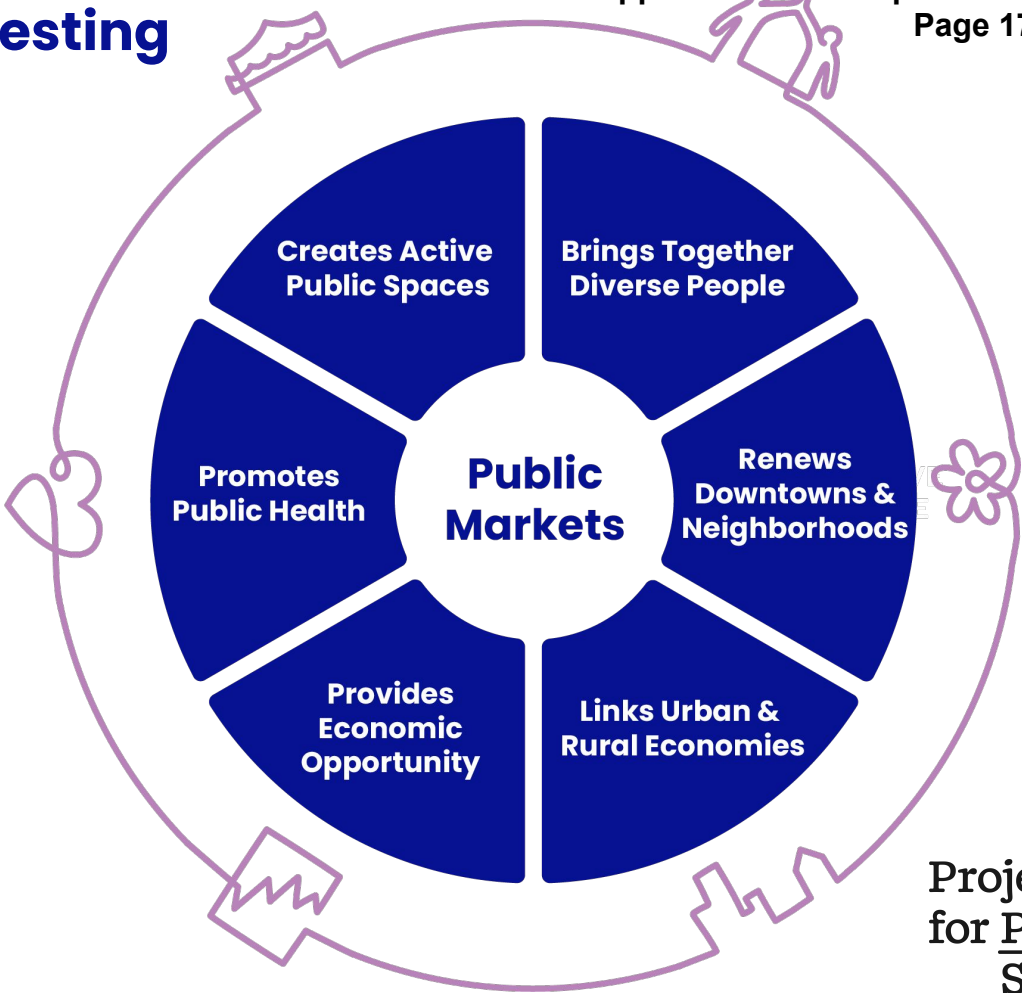


The Hamilton Farmers' Market continues its long standing role of supporting local farmers, producers and businesses while providing a reliable source of fresh food and creating a community gathering destination for all Hamiltonians.

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



# 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

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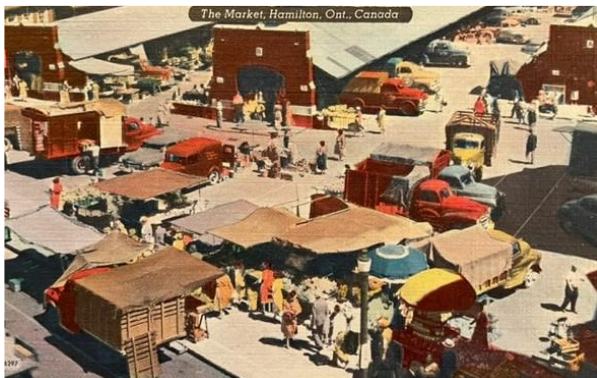
- Trust and camaraderie
- Focal point for 'new' downtown
  - Central meeting place
  - Must-see destination for tourists
- Continuation of history/tradition
- More small businesses and jobs
- Incubator for storefront businesses
- Help revive downtown retail
- Amenity to attract new residents and office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





# Hamilton Farmers' Market continued evolution

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# 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

**“No one is empowered to take ownership and make decisions. No one is responsible for the whole.”**

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

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



## Surveys

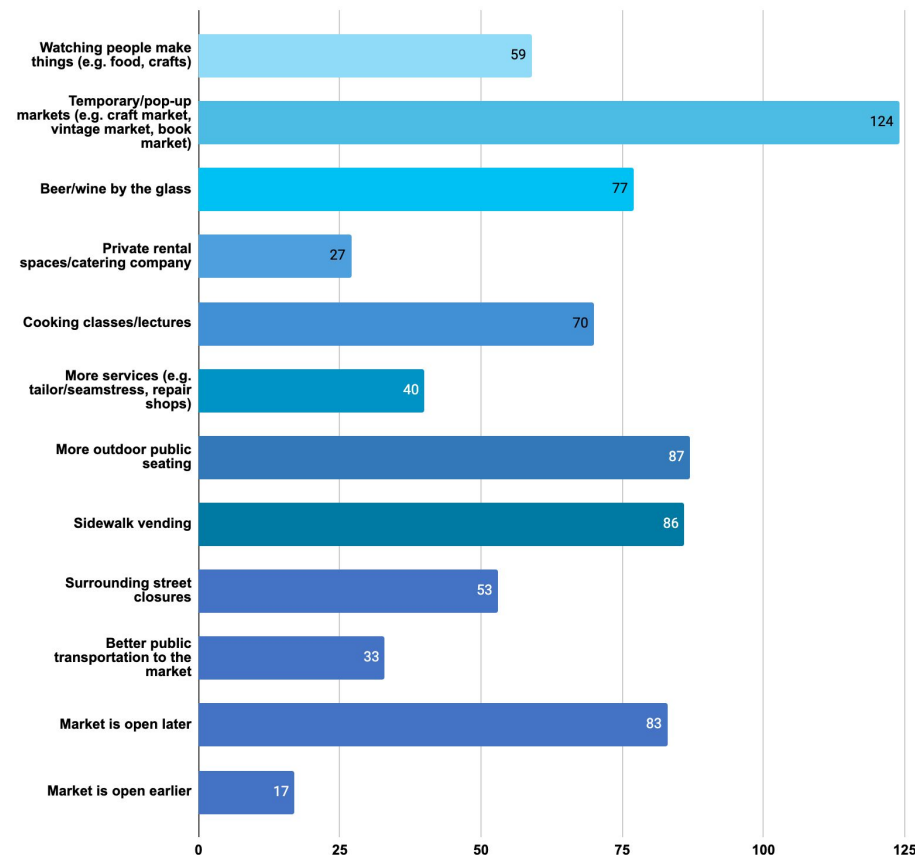
- 19 vendor survey responses
- 167 public survey responses

## 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:

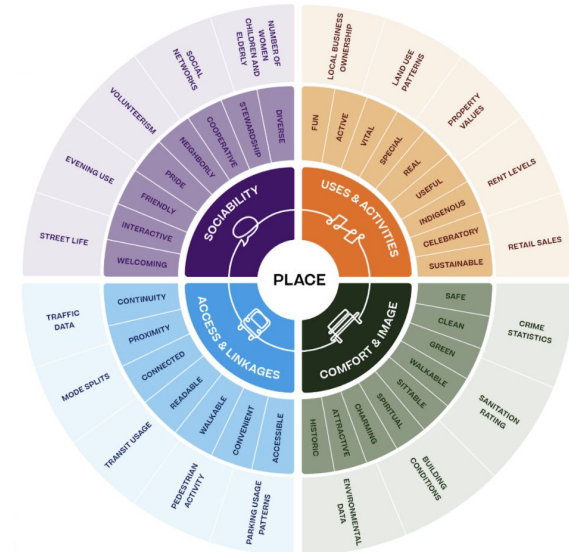
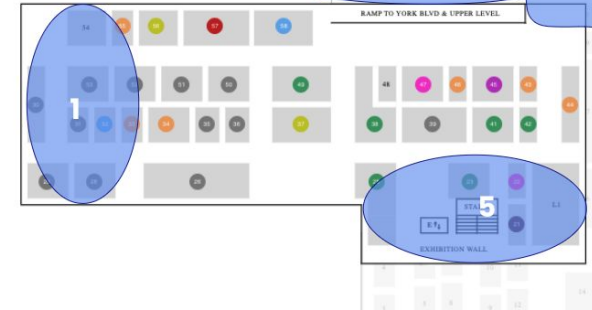
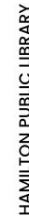
- Presentation followed by breakout group discussions – Hopes/Wishes & Concerns and short-term, immediate actions that can be taken

## 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



## 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

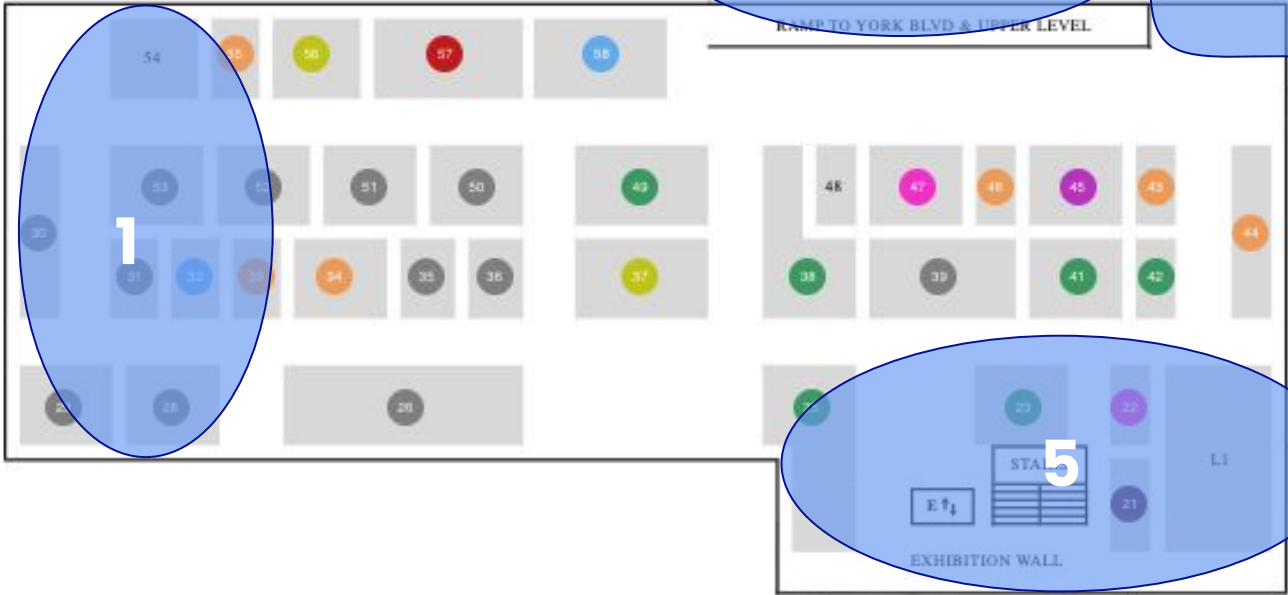
## Concerns and Issues

- 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 to Report PED23049

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- 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



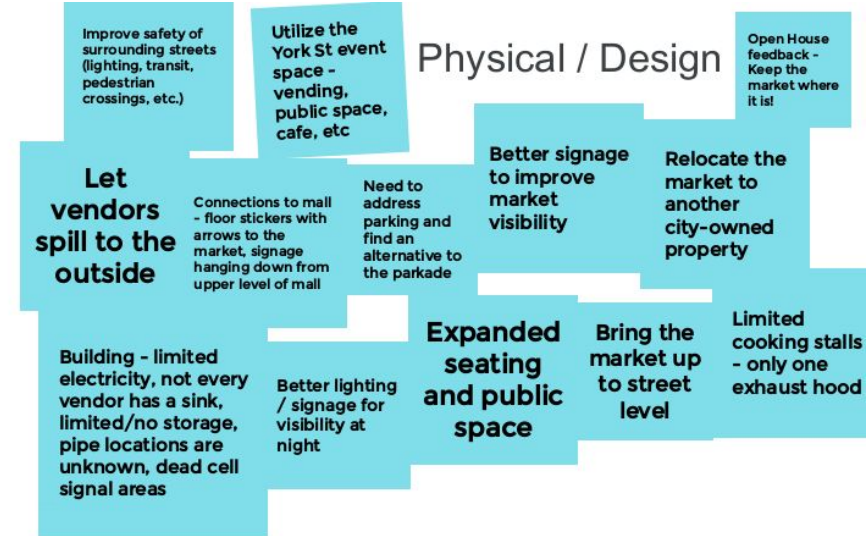
Not all vendors want this

## 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**

**Coppley Building**

**Coppley 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



Granville Island

## 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
- $275,000 \text{ spaces/year} = 5,288 \text{ spaces/week} = 1,322 \text{ spaces/day}$
- 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

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\$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

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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



## Temporary Market

### 1968 Market

Farmers Market location since 1804



# St. Lawrence Farmers Market New Mixed-use Building

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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

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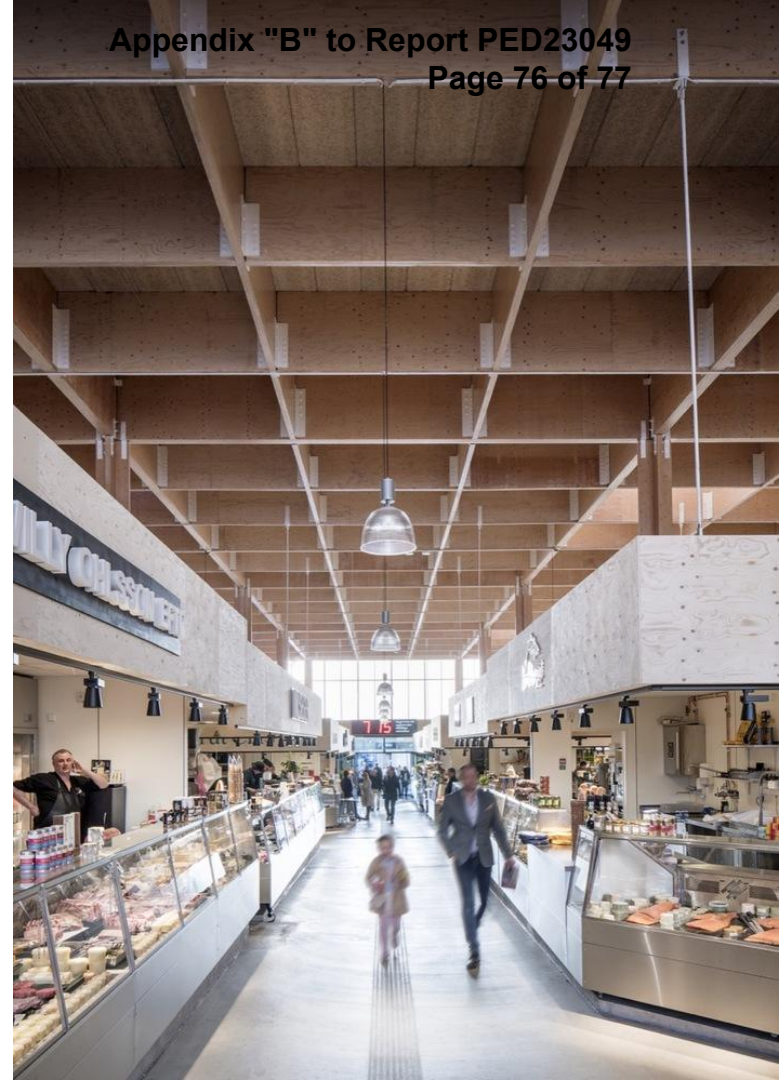
Market opened in 1888 – renovations included major interior upgrades & streetscape improvements



# 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

