Farmers’ Market

Consensus Recommendations:

1. Approve the principles for a permanent farmers’ market that have been developed in consultation with representatives of the Ottawa Farmers’ Market and JC Williams Group, as outlined in this report and described in Document 12, and direct that the Master Plan and Site Plans for the Lansdowne Transformation make provision to incorporate these principles;

2. Authorize the City Manager to negotiate the terms and conditions for, and execute on behalf of the City, an agreement with the Ottawa Farmers’ Market Board for a permanent Farmers’ Market in accordance with the principles described in Document 12 and to and report back to Council in 2011 on the implementation.

Background

The Lansdowne Partnership Implementation Plan Report of Council tabled on November 16, 2010 included recommendation (2a v) that directed staff to initiate a design competition for the design of the front yard that specifically includes the Ottawa Farmer’s Market.

In addition, Council motion 77/23 directed: WHEREAS the Ottawa Farmers Market is an integral component of the future of Lansdowne Park; and WHEREAS Ottawa City Council has on many occasions shown its support for the Ottawa Farmers’ Market; and WHEREAS members of the Ottawa Farmers Market have expressed in clear terms their desire to continue a strong relationship with the City;

THEREFORE BE IT RESOLVED:
1. That the design process for the public portion of Lansdowne Park, including the Aberdeen Pavilion, take into account the Ottawa Farmers’ Market’s desire to remain at Lansdowne permanently and, ultimately, be housed in the Pavilion;
2. That the Ottawa Farmers’ Market lease be with the City of Ottawa directly, and be of similar length to other leases at the Park; and Motion 77/24 directs that the Ottawa Farmers’ Market has at least one permanent seat on the Municipal Services Corporation (MSC), if approved, and/or any other board which may be formed to govern operations at Lansdowne Park.

Subsequent to this direction, the following provisions were included in the RFP for the urban park design competition:
Design submissions are required to propose a location for a permanent year-round indoor market and for a seasonal outdoor market. The current market operates between the Aberdeen Pavilion and Holmwood Avenue. The outdoor area must be integrated with the entire open space and be located where the logistical needs of the market vendors, with respect to vehicle access and parking, can be accommodated. Designs must identify the use of the outdoor area during the non-market season.

Teams should consider the following requirements:

**Indoor Market Space**
- Approximately 1,500 sq. m.
- Water and electrical services

**Outdoor Market**
- 100 stalls with an ability to expand to 150 stalls (standard stall size 10’x20’)
- Water and electrical service
- Truck access to stalls (28 foot truck)

**Discussion**

The JC Williams Group were engaged to conduct a review of the Ottawa Farmers’ Market and have provided comparisons to public markets and farmers’ markets in urban centres from across North America. They acknowledge the success Ottawa Farmers’ Market pilot project and support the Market becoming a permanent part of the site. They also identify that more work is required on the indoor market concept.

The JC Williams background information has supported discussions with representatives of the Ottawa Farmers’ Market Board relative to governance, vendor mix, and use of the indoor space. City Staff have been meeting with representatives of the Ottawa Farmers’ Market Board on a regular basis for the past two months to determine how best to provide a permanent location for the successful outdoor farmers’ market and the proposed indoor market.

Staff is recommending that the following principles be endorsed by City Council to be included in lease agreements with the Ottawa Farmers’ Market:

**Governance**
- A more formalised reporting structure be established between the Ottawa Farmer’s Market and the City

**Outdoor Farmers’ Market**
- A permanent feature of the Front Lawn
- Operating two days a week (Sunday & Thursday) at the beginning with the option to expand to other days of the week
- A maximum of 150 stands measuring 3m X 6m
- A maximum of 3 stands per vendor

**Vendor Mix**
- A minimum of 70% of the vendors be local farmers verified through Savour~Savourez Ottawa
- A maximum of 15% of the vendors be producers of baked and value added goods which contain locally produced ingredients
- A maximum of 10% of the vendors be local, juried arts and crafts
- A maximum of 5% of the vendors be refreshment providers that use local products, meeting the same 'local' criteria established by Savour~Savourez Ottawa for restaurants

**Phasing of Indoor Farmers’ Market Use**
- A multi-phased approach will be taken to introduce the indoor component of the farmers’ market. Initially, the indoor component of the Market will be a part time use, likely two days per week, of the indoor space identified through the Lansdowne Park design process. It is anticipated that this will be 1,500 square meters as identified in the RFP for the design competition. Over time it is anticipate that the frequency of this use will grow.

**Financial**
For the outdoor Market it is recommended that the rental agreement be based on the principles of moving the farmers’ market toward full cost recovery for the direct operating costs associated with the use of the space rather than a full market value approach. This is to support the Market’s goal of supporting local farmers. It is premature at this time for staff to provide recommendations to Council on financial implications for the indoor component.

**Next Steps**
Staff will continue to work with representatives from the Ottawa Farmers’ Market Board to negotiate an agreement for indoor and outdoor space that will cover phasing, vendor mix, governance, and financial implications. This agreement will be brought to Council in 2011 for consideration.