

**3. UPDATE - REVITALIZATION OF THE BYWARD AND PARKDALE MARKETS
PROJECT AND AMENDMENTS TO PARKDALE MARKET PROGRAM BY-LAW
2008-448 AND BYWARD MARKET PROGRAM BY-LAW 2008-449**

COMMITTEE RECOMMENDATION, AS AMENDED

That Council:

- 1. Receive for information an update regarding the ByWard and Parkdale Markets Revitalization Project including progress related to the George Street Plaza Signature (“Book End”) Stands initiative as outlined in this report;**
- 2. Approve the proposed amendments to ByWard Market Program By-law 2008-449 and the Parkdale Market Program By-law 2008-448, as detailed in Document 1 and outlined in this report, and delegate the authority to the Markets Manager to temporarily re-locate stands on York Street for the 2017 Summer Vending Season and to administer the provisions of the Sponsorship and Stand Management Agreement and the associated stand allocation permits as related to the Signature (“Book End”) Stands on the George Street Plaza, as outlined in this report; and**
- 3. Direct that the City Clerk and Solicitor, in consultation with the General Manager, Planning, Infrastructure and Economic Development, be authorized to make minor amendments and revisions to the Parkdale Market Program By-law 2008-448 and the ByWard Market Program By-law 2008-449 as may be required for clarity and administrative efficiency, and to give effect to the decision of Council.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. reçoit à titre informatif une mise à jour sur le projet de revitalisation des marchés By et Parkdale, y compris sur les progrès de l’initiative visant l’installation d’étals pour la vente de produits vedettes (aux extrémités) sur l’esplanade de la rue George, tel qu’il est décrit dans ce rapport;**

2. **approuve les modifications proposées au *Règlement de programme du marché By n° 2008-449* et au *Règlement sur le marché Parkdale n° 2008-448*, telles qu'elles sont détaillées dans le Document 1 et décrites dans le présent rapport, et délègue au gestionnaire des marchés le pouvoir de relocaliser temporairement les étals sur la rue York pour la vente durant la saison estivale 2017 et d'administrer les dispositions de l'entente concernant le parrainage et la gestion des étals pour la vente de produits vedettes (aux extrémités) sur l'esplanade de la rue George, tel qu'il est décrit dans le présent rapport;**
3. **ordonne que le greffier et chef du contentieux, en consultation avec le directeur général de la Direction générale de la planification, de l'infrastructure et du développement économique, soit autorisé à apporter des modifications mineures et des corrections au *Règlement sur le marché Parkdale* (Règlement n° 2008-448) ainsi qu'au *Règlement de programme du marché By* (Règlement n° 2008-449), au besoin, par souci de clarté et d'efficacité administrative, et de manière à appliquer la décision du Conseil.**

DOCUMENTATION/DOCUMENTATION

1. Manager's report, Right of Way, Heritage and Urban Design Services, Planning, Infrastructure and Economic Development Department, dated 28 February 2017 (ACS2017-PAI-ED-0004)

Gestionnaire, Services des emprises, du patrimoine et du design urbain, Direction générale de la planification, de l'infrastructure et du développement économique daté le 28 février 2017 (ACS2017-PAI-ED-0004)
2. Extract of draft Minutes, Finance and Economic Development Committee, 7 March 2017.

Extrait de l'ébauche du procès-verbal, Comité des finances et du développement économique, le 7 mars 2017.

**Report to
Rapport au:**

**Finance and Economic Development Committee
Comité des finances et du développement économique
7 March 2017 / 7 mars 2017**

**and Council
et au Conseil
8 March 2017 / 8 mars 2017**

**Submitted on February 28, 2017
Soumis le 28 février 2017**

**Submitted by
Soumis par:
Court Curry**

Manager / Gestionnaire

**Right of Way, Heritage and Urban Design Services / Services des emprises,
du patrimoine et du design urbain**

**Planning, Infrastructure and Economic Development Department / Direction
générale de la planification, de l'infrastructure et du développement
économique**

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**Ward: RIDEAU-VANIER (12)
KITCHISSIPPI (15)**

File Number: ACS2017-PAI-ED-0004

**SUBJECT: Update - Revitalization of the Byward and Parkdale Markets Project
and Amendments to Parkdale Market Program By-law 2008-448 and
Byward Market Program By-law 2008-449**

OBJET: Mise à jour – Projet de revitalisation des marchés By et Parkdale et modifications apportées au Règlement sur le marché Parkdale n° 2008-448 ainsi qu’au Règlement de programme du marché By n° 2008-449

REPORT RECOMMENDATIONS

That Finance and Economic Development Committee recommend that Council:

- 1. Receive for information an update regarding the ByWard and Parkdale Markets Revitalization Project including progress related to the George Street Plaza Signature (“Book End”) Stands initiative as outlined in this report;**
- 2. Approve the proposed amendments to ByWard Market Program By-law 2008-448 and the Parkdale Market Program By-law 2008-449, as detailed in Document 1 and outlined in this report, and delegate the authority to the Markets Manager to temporarily re-locate stands on York Street for the 2017 Summer Vending Season and to administer the provisions of the Sponsorship and Stand Management Agreement and the associated stand allocation permits as related to the Signature (“Book End”) Stands on the George Street Plaza, as outlined in this report; and**
- 3. Direct that the City Clerk and Solicitor, in consultation with the General Manager, Planning, Infrastructure and Economic Development, be authorized to make minor amendments and revisions to the Parkdale Market Program By-law 2008-448 and the ByWard Market Program By-law 2008-449 as may be required for clarity and administrative efficiency, and to give effect to the decision of Council.**

RECOMMANDATIONS DU RAPPORT

Que le Comité des finances et du développement économique recommande que le Conseil :

- 1. reçoive à titre informatif une mise à jour sur le projet de revitalisation des marchés By et Parkdale, y compris sur les progrès de l’initiative visant l’installation d’étals pour la vente de produits vedettes (aux extrémités) sur l’esplanade de la rue George, tel qu’il est décrit dans ce rapport;**
- 2. approuve les modifications proposées au *Règlement de programme du marché By n° 2008-449* et au *Règlement sur le marché Parkdale n° 2008-448*,**

telles qu'elles sont détaillées dans le Document 1 et décrites dans le présent rapport, et délègue au gestionnaire des marchés le pouvoir de relocaliser temporairement les étals sur la rue York pour la vente durant la saison estivale 2017 et d'administrer les dispositions de l'entente concernant le parrainage et la gestion des étals pour la vente de produits vedettes (aux extrémités) sur l'esplanade de la rue George, tel qu'il est décrit dans le présent rapport;

3. ordonne que le greffier et chef du contentieux, en consultation avec le directeur général de la Direction générale de la planification, de l'infrastructure et du développement économique, soit autorisé à apporter des modifications mineures et des corrections au *Règlement sur le marché Parkdale* (Règlement n° 2008-448) ainsi qu'au *Règlement de programme du marché By* (Règlement n° 2008-449), au besoin, par souci de clarté et d'efficacité administrative, et de manière à appliquer la décision du Conseil.

EXECUTIVE SUMMARY

The purpose of this report is to provide Council with an update regarding the ByWard and Parkdale Markets Revitalization Project, including progress related to the George Street Plaza Signature ("Book End") Stands initiative. This report also recommends that Council approve proposed amendments to ByWard Market Program By-law 2008-48 and the Parkdale Market Program By-law 2008-449.

Since its May 2016 report to Council, staff has been actively pursuing Council directives related to the establishment of a Municipal Services Corporation (MSC) as a new governing body for Ottawa's two public markets. Staff has been similarly committed, since the December 2016 Audit of the Auditor General, to undertaking the initiatives to comply with the recommendations made by the Auditor General with respect to the governance transition.

The following report provides a progress update of the ByWard and Parkdale Markets Revitalization Project. Current priorities include the completion of a detailed business case of governance options, and the solicitation of advice on appropriate governance structures. The negotiation of a Sponsorship and Stand Management Agreement for the construction and allocation of Signature Stands is also underway. Final governance

recommendations, a business case, and associated matters outstanding from the May 2016 report will be brought to Council in April 2017.

As part of this report, staff is also recommending amendments to ByWard Market Program By-law 2008-48 and the Parkdale Market Program By-law 2008-449. These amendments include the delegation of authority to the Markets Manager to temporarily re-locate stands on York Street for the 2017 Summer Vending Season, and delegated authority to the Markets Manager to administer the provisions of the Sponsorship and Stand Management Agreement as related to the Signature Stands and the associate stand allocation permits. The purpose of the by-law amendments are to support new management initiatives, which will contribute to streamlined administrative processes and market improvements.

Public Consultation/Input

The recommendations in this report were subject to consultation with the Core Team, whose membership is comprised of representatives of the ByWard Market Standholders Association, Lowertown Community Association, Hintonburg Community Association, 55 ByWard Tenants' Association, ByWard Market Business Improvement Association, Wellington West Business Improvement Association and Councillor Fleury's and Councillor Leiper's offices.

Individual meetings were also held with the ByWard Market Business Improvement Association and the ByWard Market Standholders Association, as well as individual standholders, to discuss options with those affected by the proposed by-law amendments.

RÉSUMÉ

L'objectif du présent rapport est de faire le point devant le Conseil concernant le projet de revitalisation des marchés By et Parkdale, y compris sur les progrès de l'initiative visant l'installation d'étals pour la vente de produits vedettes (aux extrémités) sur l'esplanade de la rue George. On recommande également dans le rapport que le Conseil approuve les modifications proposées au *Règlement de programme du marché By* (Règlement n° 2008-49) et au *Règlement sur le marché Parkdale* (Règlement n° 2008-448).

Depuis le dépôt de son rapport devant le Conseil en mai 2016, le personnel s'est affairé activement à appliquer les directives du Conseil concernant la mise sur pied d'une

société de services municipaux à titre de nouveau corps administratif pour les deux marchés publics d'Ottawa. De même, le personnel s'est affairé, depuis la vérification réalisée en décembre 2016 par le vérificateur général, à mettre en œuvre les initiatives nécessaires afin de se conformer aux recommandations formulées par le vérificateur général concernant la transition de la gouvernance.

Dans le rapport suivant, on fait le point sur l'avancement du projet de revitalisation des marchés By et Parkdale. Les priorités actuelles comprennent l'achèvement d'une analyse de rentabilisation détaillée concernant les options de gouvernance, de même que la sollicitation d'avis sur les structures de gouvernance appropriées. Des négociations aux fins de la ratification d'une entente pour le parrainage et la gestion d'étals, plus particulièrement en vue de la construction et de l'attribution d'étals pour la vente de produits vedettes, sont également en cours. On présentera au Conseil, en avril 2017, les recommandations définitives concernant la gouvernance, une analyse de rentabilisation et toute question connexe en suspens découlant du rapport de mai 2016.

Dans le cadre de ce rapport, le personnel recommande également l'apport de modifications au Règlement de programme du marché By no 2008-449 et au Règlement sur le marché Parkdale no 2008-448. Ces modifications comprennent la délégation au gestionnaire des marchés du pouvoir de relocaliser temporairement les étals sur la rue York pour la vente durant la saison estivale 2017 et d'administrer les dispositions de l'entente concernant le parrainage et la gestion des étals pour la vente de produits vedettes. L'objectif de ces modifications est d'appuyer de nouvelles initiatives de gestion qui contribueront à la simplification des processus administratifs et à l'amélioration des marchés.

Consultation publique/commentaires

Les recommandations formulées dans ce rapport ont fait l'objet de consultations auprès de l'équipe de base, qui est composée de représentants de l'Association des détenteurs d'étal du marché By, de l'Association communautaire de la Basse-Ville, de l'Association communautaire d'Hintonburg, de la 55 ByWard Tenants Association, de la Zone d'améliorations commerciales du marché By, de la Wellington West Association d'amélioration commerciale ainsi que des bureaux du conseiller Mathieu Fleury et du conseiller Jeff Leiper.

Des rencontres individuelles ont également eu lieu avec des représentants de la Zone d'améliorations commerciales du marché By et de l'Association des détenteurs d'étal du marché By, de même qu'avec des détenteurs d'étal, ce qui a permis de discuter des

options envisagées avec des gens que concernent les modifications que l'on entend apporter aux deux règlements en question.

BACKGROUND

On March 13, 2012, a Planning Committee motion ([link to PLC motion 31/5](#)) directed the Planning and Growth Management Department to undertake a visioning exercise for the ByWard Market area. The original motion was a result of concerns from the Lowertown community about the loss of retail food sellers and other residential-oriented businesses, as well as the rise in the number of area restaurants, and bars.

In August 2012, an information report was presented to Committee ([link to report ACS2016-PAI-PGM-0184](#)), which led to a direction to review the current state of the Market, and to make recommendations for its future. Findings were put forth in a report to Planning Committee and Council in June 2013 ([link to report ACS2013-PAI-PGM-0126](#)). At that time, Council directed staff to consider both a new governance structure and next steps, including changes in management, operations, policy, and regulation. It also emphasized the need for public space investment in the short and long term, and addressed night life impacts.

Following the 2013 direction from Council, it was determined that considerations for a new governance structure be extended to include the Parkdale Market. While each Market has its own unique characteristics, it was concluded that financial efficiencies and opportunities could be best achieved if both markets were managed by the same entity.

In its 2015 City Strategic Plan, Council approved the ByWard and Parkdale Market / Sparks Street Revitalization as a Strategic Initiative, which Supports Objective 2 – Support Growth of Local Economy. This Strategic Initiative provided a funding envelope of \$500,000 for the transition to a new governance model for both City markets, and a proactive Zoning compliance initiative. In May 2016, staff returned to Council ([link to report ACS2016-PAI-DCM-0001](#)) seeking approval to proceed with the revitalization of the ByWard and Parkdale Markets through several initiatives. At that time, direction was given to staff to return to Council in Q4 2016 with a report for the establishment of a Municipal Services Corporation. This not-for-profit entity would align its operations with the following Mission Statement:

The Municipal Service Corporation will maximize the ByWard and Parkdale Markets potential to be unique year-round gathering places and destinations to purchase local produce and goods as well as other services and products that meet the needs of local and city-wide residents and tourists alike.

The Corporation will build upon the rich heritage of the public markets communities and promote the importance of local food sustainability.

In an entrepreneurial manner, the Corporation will strive to build a creative and innovative retail and outdoor vending mix and work with partners to ensure that all public space is inviting and enhanced as opportunities are made available.

In accordance with Council's directive, the Q4 2016 report was to include the structure, duties and governance for the MSC, as well as a transition strategy to achieve its implementation. Staff was also given direction to review By-law 2008-448 and By-law 2008-449 in consultation with Core Team stakeholders and Ward Councillors. From a physical realm perspective, staff was directed to review 2017-2018 Off-Season vending opportunities in the George Street Plaza, and proceed with seeking out sponsorship opportunities for the development of two "bookend stalls" along the east and west sides of the ByWard Market building. As visual focal points, the stands would provide a new dedicated vending space for producers and artisans of local, high-quality goods in time for Canada's 150th celebrations in 2017.

In December 2016, Markets Management was the subject of an audit by the Office of the Auditor General. In response to audit recommendations, management made a commitment to address leadership and operational issues, including cash handling procedures and overtime processes. In keeping with the requirements of the *Municipal Act, 2001*, management also agreed to present a more fulsome business case on the proposed governance model of a Municipal Service Corporation, including a thorough options and risk analysis. Finally, management accepted the auditor's recommendation to establish a strong governance structure, and develop strategic/operational objectives, with corresponding performance indicators, aligned to Council's approved vision for the proposed Municipal Services Corporation.

In addition to providing a status update, this report recommends that Council direct staff to proceed with a number of operational amendments to Parkdale Market Program By-law (By-law 2008-448, as amended) and to the ByWard Market Program By-law (2008-449, as amended), as presented in Document 1. These amendments are necessary for the introduction of new initiatives and improvements in the public markets for the 2017 vending season, as well as to provide for the stand relocation, densification and/or suspension resulting from Canada's sesquicentennial (2017) initiatives, the George Street Plaza renewal, and the implementation of the Signature "Book End" Stands.

DISCUSSION

Status update on the ByWard and Parkdale Market Revitalization project and the George Street Plaza Signature ("Book End") Stands initiative

Since May 2016, staff has pursued Council directives related to the governance of the ByWard and Parkdale Markets, including revalidating the pro-forma and establishing transition milestones.

Staff has been similarly committed, since the December 2016 audit, to undertaking the initiatives to comply with the recommendations made by the Auditor General with respect to operational and management deficiencies, the governance transition and completing its due diligence on a more detailed business case.

Throughout this process, an advisory board of community members with representation from the ByWard and Wellington West Business Improvement Areas, the Lowertown and Hintonburg Community Associations, the ByWard Market Standholder Association, has been involved in the revitalization projects and governance transition.

Staff will bring forward a report to the Finance and Economic Development Committee in Q2 2017, which will detail the final governance recommendations, business case, and associated matters outstanding from directives given by Council and the Auditor General in 2016.

On May 11, 2016 Council directed staff to proceed with the implementation of two bookend stalls for the ByWard Market building with private sponsors through the City's Corporate Sponsors and Advertising Policy to fund design and construction, and that staff provide recommendations on the stand allocation policies. As per Motion 31/5,

additional funding was to be provided through the 2016 One-Time and Unforeseen Provision to complement sponsorship funding, if necessary.

As an update with respect to the creation of the two new Signature (“Book End”) Stands on the new George Street Plaza, staff can advise that negotiations are ongoing for the sponsorship of these stands with a party who responded to the Request for Information (RFI) issued in fall 2016. The RFI process enabled interested proponents to both submit a proposal for the design, construction and installation of the stands, as well as to recommend an allocation concept for the occupancy of these stands. In order to solicit the maximum number of proposals, this RFI was the subject of widespread consultation, promotion and distribution, which included the Core Team, educational institutions, rural communities, and ottawa.ca.

Staff is currently negotiating a sponsorship agreement with Grant Hooker, Pam Hooker, and Andy Cullen of Beavertails Ottawa that will see the construction of two four-season vending spaces to be located on the revitalized George Street Plaza.

Details related to this sponsorship opportunity are currently being finalized. Given that the stands will be managed independently of the Byward Market Program By-law, detailed stand management guidelines as determined by the City’s Markets Manager will be captured in the Sponsorship and Stand Management Agreement which will feature high quality local food and art and craft products. Under the provisions of this agreement, the stands will operate in accordance with the proposed vending concept until April 30, 2018 with a possibility of extension as determined by the Markets Manager. The associated stand allocations and permits for occupation of the Signature Stands will be subject to terms and conditions determined by the Markets Manager.

Proposed amendments to Parkdale Market Program By-law 2008-448 and ByWard Market Program By-law 2008-449 and the Delegation of Authority to the Market Manager

It is recommended that Council approve a number of amendments to Parkdale Market Program By-law and ByWard Market Program By-law, as detailed in Document 1. To facilitate the administration of these amendments, it is also recommended that the Markets Manager be delegated specific authorities, as detailed below. These amendments and delegated authority will accommodate operational changes required for the 2017 vending season, and support new management initiatives to improve operations and foster market improvements.

Stand Relocation – George Street Plaza

In its 2015 City Strategic Plan, Council approved the ByWard and Parkdale Market / Sparks Street Revitalization as a Strategic Initiative, which provided short-term capital funding to undertake the renewal of the George Street Plaza.

This project resulted in the removal of vending stands and a patio area in George Street Centre (#85, #86, #87A/B, #88A/B, #89, #90, #91, #92, #93A/B, #94, #95, #96, #97, #98 and RP2) for the Market Season, and the 2016-2017 Off-Market Season. These modifications were approved by Council in May 2016. City staff worked closely with the affected 2016 Market Season permit holders to identify alternate locations.

Discussions to determine an appropriate course of action for relocating affected vendors have occurred through individual meetings with affected vendors and consultation with the ByWard Market Standholders Association. An information session was also coordinated for all William Street-based Arts and Crafts standholders with monthly permits/rights of renewal for the 2017 Summer Season. Consultation is also planned to take place with affected tourism service operators (ie. rickshaws).

Staff is recommending that Council approve delegated authority to the Markets Manager to relocate displaced vendors with seasonal and monthly stand permits on William Street. Starting at the south end, vendors would be shifted north-ward and re-assigned stands further down the street, while maintaining the current configuration. The existing stand allocation process would continue to apply to newly-assigned stands.

In order to accommodate for vending spaces lost to the George Street Plaza renewal and the Signature (“Book End”) Stands, staff is also recommending that Council direct staff to amend Section 59(1)(a) to allow allocation of daily permits on ByWard Street East (#60-#66 and #68-#81) and George Street West (#9-#21) to include Arts and Craft licenses, in the AC1 and AC2 categories, during Market season.

Given that the majority of affected vendors will be relocated to previously vacant stands, the loss of stands associated with renewal of the George Street Plaza and the introduction of the Signature Stands should not impact revenues in 2017.

Temporary Stand Relocation – Inspiration Village (Delegated Authority)

The upcoming vending season(s) will also be impacted by the Ottawa 2017 Inspiration Village; an arts and cultural installation scheduled to be temporarily situated on York

Street West between May and September 2017. This initiative will require that permits for established agrifood stands (#194 to #201, #281 to #285 and #287) be temporarily relocated from York Street West to another area of the ByWard Market during the corresponding period.

The ByWard Market Program By-law, Section 7, currently authorizes the Markets Manager to relocate licensee's permits to other designated spaces within the Market for special events that do not exceed 28 days in length. Such relocations do not affect the licensee's or permit holder's right or renewal for the following season or period as guaranteed by the stand allocation process described in Section SAP of the ByWard Market Program By-law.

It is recommended that Council delegate authority to the Markets Manager to temporarily relocate the stands in 2017, affected by the Inspiration Village installation without impacting vendors' Right of Renewal and/or priority placement for York Street Stands during the 2018 Market Season.

Pending approval, a survey will be conducted of available stands, and individual discussions will be held with affected standholders to identify suitable relocations for the 2017 Summer Season.

Given that the majority of affected vendors will be relocated to previously vacant stands, the loss of stands associated with Inspiration Village should not impact revenues in 2017.

Site Relocation and/or Suspension - Designated Performance Spaces and Tourism Services

Inspiration Village and George Street Plaza project will both impact current Designated Performance Spaces and Tourism Services. In order to enable operational continuity in such situations, staff is recommending that authority be delegated to the Markets Manager to revise the number and location of busking spaces on an annual basis. For reasons of practicality, it is recommended that this amendment apply to both the Parkdale Market Program By-law and ByWard Market Program By-law.

The following criteria would be applied to annual site assessment:

- 1) Assessment of use/attendance of current performance and tourism services spaces

- 2) Availability of sidewalk space or proximity to stands.
- 3) Impact on neighboring businesses or residents.
- 4) Consultation with affected city departments and stakeholders including the BIA and merchants, etc.

Pending approval, consultation will be undertaken with buskers, tourism service operators and stakeholders to identify potential sites for the 2017 Summer Season.

Stand relocation - Signature “Book End” Stands (Delegation of Authority)

The introduction of the new Signature (“Book End”) Stands will result in the relocation of stands #83-#85 and #99-#101 during the 2017 Summer Market Season and the 2017-18 Off-Market Season.

Staff is therefore recommending that Council approve the relocation of stands #83- #84 and #99-#101 for the 2017 Market Season and the 2017-2018 Off-Market Season.

The relocation of stand #85 was previously approved until the end of the 2017 summer Market Season through By-law No. 2016-194. Staff is seeking Council approval to extend this period until April 30, 2018 (the end of the 2017-18 Off-Market Season).

It is recommended that Council delegate authority to the Markets Manager to manage the Signature Stands in accordance with the provisions of the Sponsorship and Stand Management Agreement.

Given that the majority of Designated Performance Spaces and Tourism Services will be relocated, this amendment should not impact revenues in 2017.

New Vending Category: Microprocessor

The introduction of this new agrifood category to the ByWard Market Program By-law and the Parkdale Market Program By-law reflects a growing interest among potential vendors. These individuals, who include coffee roasters, cheese makers and jam producers, have reached out to Markets staff, but have previously not conformed to existing agrifood criteria. From an overall Market perspective, the introduction of microprocessors represents a positive step forward, and supports Council’s intent to revitalize the ByWard and Parkdale Markets. Microprocessors will complement and broaden the existing range of products, and therefore enhance the Markets ability to attract both new vendors and a stronger customer base. As the number of vendors

increases, so too, will the density on vendors, which will again enhance the Markets experience and entice new visitors.

Microprocessors will be defined as “a person who is actively and directly engaged in the transformation or processing of an agrifood product or an artisanal value-added product on a small-scale and at the ‘local’ level and that is intended for consumption”, whereas Artisanal Value-Added Product refers to any edible processed good that may or may not include ‘agrifood’ product.

In order to be eligible, applicants will need to demonstrate compliance with the By-laws’ current definition of local, which includes products that are produced or grown in Ottawa, the counties of Prescott Russell, Stormont, Dundas and Glengarry, Leeds and Grenville, Lanark, Renfrew or the Outaouais. Other criteria include the vendors’ status as a small local businesses, the submission of an application as per the process defined in Section 21 (amended), and approval by the Agrifood Selection Committee.

Depending on the number of new vendors successfully recruited, the introduction of the microprocessing category could positively impact revenues in the future.

The introduction of microprocessors has the potential to increase revenues by attracting a new, and potentially diverse vendor base.

Stand Consolidation - ByWard Street West (BWW)

Staff is recommending that a provision be created in ByWard Market Program By-law 2008-449 to delegate authority to the Markets Manager to consolidate agrifood vendor stands (#22 to #59) on ByWard West (BWW) without reference to the 2009 implementation of By-law 2008-449. The purpose of this amendment is to increase vendor density and provide cost savings for agrifood vendors wanting to invest, and consolidate the operation of multiple stands.

On February 26, 2014, Council delegated authority to the Markets Manager to subdivide designated spaces to establish additional stands as required to accommodate supplementary vendors. However, in keeping with the 2009 implementation, the current By-law states that established vendors maintain the right to remain in their existing locations. This provision has compromised the Markets Manager’s ability to carry-out the directive’s intent, and has thus resulted in vendors being unable to secure groupings of multiple stalls. As a result, the above-mentioned amendment is recommended to provide for re-alignment of stalls.

The process for consolidating the stands would include: 1) Identification of vacancies (Markets Manager); 2) Submission of application for additional stands (Vendor); 3) Consideration of vendor category (Markets Manager); 4) Calculation of vendor score (Markets Manager); 5) Agrifood Selection Committee approval and recommendation; and 5) Relocation of vendors.

Markets Management is currently consulting with vendors, in order to establish an appropriate process for relocating affected standholders.

The consolidation of stands and subdivision of spaces has the potential to enhance revenues by encouraging producers to increase the number of occupied stands (per capita).

Seasonal Permit Allocation

In order to improve the administration of arts and craft seasonal permits, staff is proposing an amendment to Section C1 of the ByWard Market Program By-law. This amendment would allow summer Season permits for the May 1st to August 31st period to be issued in April. Such permits are currently allocated in May.

Sharing of Stands

In the spirit of increasing density, accommodating smaller agrifood producers, and allowing producers to share sales personnel (ie. limiting resources), it is recommended that Section 16(1) of the Parkdale Market Program By-law and the ByWard Market Program By-law be amended to enable micro-processors, in addition to Arts and Craft AC1 and Agrifood AF1 licensees, to be eligible for stand sharing with licensees of the same category. In order to be eligible for a shared stand, a vendors' request would be subject to approval by the Agrifood Selection Committee. Vendors would also need to comply with certain requirements, such as including the names of all licensees of the Market ID sign.

The sharing of stands broadens access to the markets and provides a new venue for smaller vendors. This provides an opportunity to reduce the number of vacant stands, and could impact revenues depending on the initiatives ability to attract new vendors.

Authorization to make minor amendments and revisions to By-law 2008-448 and By-law 2008-449 as may be required for clarity and administrative efficiency, and to give effect to the decision of Council.

Staff recommends that Council direct that the City Clerk and Solicitor, in consultation with the General Manager, Planning, Infrastructure and Economic Development be given authorization to make minor amendments and revisions to the aforementioned by-laws as required for clarity and administrative efficiency.

RURAL IMPLICATIONS

The recommendations in this report are intended to promote the sustainability of the ByWard and Parkdale Markets as vending places for that are produced or grown in Ottawa, the counties of Prescott Russell, Stormont, Dundas and Glengarry, Leeds and Grenville, Lanark, Renfrew or the Outaouais;

CONSULTATION

Monthly meetings were held with the Core Team, whose membership is comprised of representatives of the ByWard Market Standholders Association, Lowertown Community Association, Hintenburg Community Association, 55 ByWard Tenants' Association, ByWard Market Business BIA, Wellington West Business Improvement Association and Councillor Fleury's and Councillor Leiper's offices.

Individual meetings were also held with the ByWard Market BIA and the ByWard Market Standholders Association, as well as individual standholders, to discuss options with those affected by the proposed by-law amendments.

These meetings provided ongoing opportunities for discussion and input about the processes and decisions informing this report.

COMMENTS BY THE WARD COUNCILLOR

Councillor Fleury provided the following comments:

"I am happy to see the progress that staff have made for the governance renewal of the ByWard and Parkdale Markets. The recommendations contained in this report, especially with respect to stands and vendors, will help improve the outdoor vending shopping experience. It will also define a focal zone in the Byward Market for outdoor vending, which will improve the market density for customers.

This report also shows the City's strong support of the new George Street plaza investment, while showcasing the Signature "Book End" Stands, which offer a new and unique outdoor vending on each side of the Byward Building.

This will also help the City to leverage our Ottawa 2017 investments of Inspiration Village by promoting the Byward Market and creating animation for families and tourists. We want the market to be open, innovative and creative in supporting local events and business."

Councillor Leiper provided the following comments:

"I am pleased to see the strong progress staff have made in addressing a transformation in the operation of our City-owned markets. The recommendations contained in this report, particularly with respect to creating a new category of microprocessors, speaks to the City's commitment to offering standholders and customers strong, compelling markets in future.

While much of the report is focused on changes that most immediately affect the Byward market, I am assured that in the discussions that have been taking place that the Parkdale Market is not being left behind. I am looking forward to continued discussions on its future."

LEGAL IMPLICATIONS

There are no legal impediments to approving the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

The amendments pertaining to stand relocations could potentially create dissatisfaction among certain vendors, especially those affected as a result of George Street Plaza, the Signature Stands and Inspiration Village. Agrifood producers affected by stand consolidation could express similar relocation concerns. Finally, local businesses could oppose the introduction of microprocessors on the basis of introducing new competition. Staff have mitigated possible challenges through open dialogue with affected stakeholders including the proposal of solutions and alternate vending opportunities.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with this report.

FINANCIAL IMPLICATIONS

It is anticipated that the vendor relocations associated with Inspiration Village will have no impact on revenues, given they are being temporarily relocated to existing vacant stands. The relocations associated with the George Street Plaza Signature Stands will have no short-term revenue impact, as they are also being relocated to existing vacant stands. As this move is permanent, this change will reduce the overall number of stands and revenue potential.

As per Motion 31/5, additional funding to complement sponsorship funding for the Signature Stands will be provided through the One-Time and Unforeseen Provision. The value of this requirement is pending the finalization of the sponsorship negotiations and the final cost of the initiative.

The introduction of the Microprocessing category and the Sharing-of-Stands options open up potential new future revenues. The amount being dependent upon the number of new vendors.

Revenue impacts will be monitored and factored into the 2018 budget, as needed.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

ENVIRONMENTAL IMPLICATIONS

The recommendations in this report aim to promote local food security and environmental sustainability within the City of Ottawa. A revitalized marketscape would present opportunities to broaden the range local food products through an increased vendor base. Farmers who sell direct to consumers need not give priority to packing, shipping and shelf-life issues and can instead select, grow and harvest crops to ensure peak qualities of freshness, nutrition and taste.

Similar growth amongst artisans would further encourage both residents and tourists to 'buy local', which helps cut down on processing, packaging and transportation waste, leading to less pollution.

TERM OF COUNCIL PRIORITIES

The recommendations in this report directly support Strategic Initiative 3 – ByWard Market and Parkdale Market / Sparks Street Renewal supporting Objective 2 – Support growth of local economy.

SUPPORTING DOCUMENTATION

Document 1 Proposed Amendments to Parkdale Market Program By-law 2008-448 and ByWard Market By-law 2008-449: Drafting Instructions (**Previously distributed and held on file with the City Clerk and Solicitor**).

DISPOSITION

Following Council's approval staff in Planning, Infrastructure and Economic Development department will continue work on the ByWard and Parkdale Market Revitalization project and will return to Finance and Economic Development Committee with a report detailing the final governance recommendations, business case, and associated matters related to this Strategic Initiative in April 2017.

The City Clerk and Solicitor Department, in consultation with the Planning, Infrastructure and Economic Development Department, will prepare the required amending by-law, and place such amending by-law on the Agenda of Council for enactment at a subsequent meeting of Council.