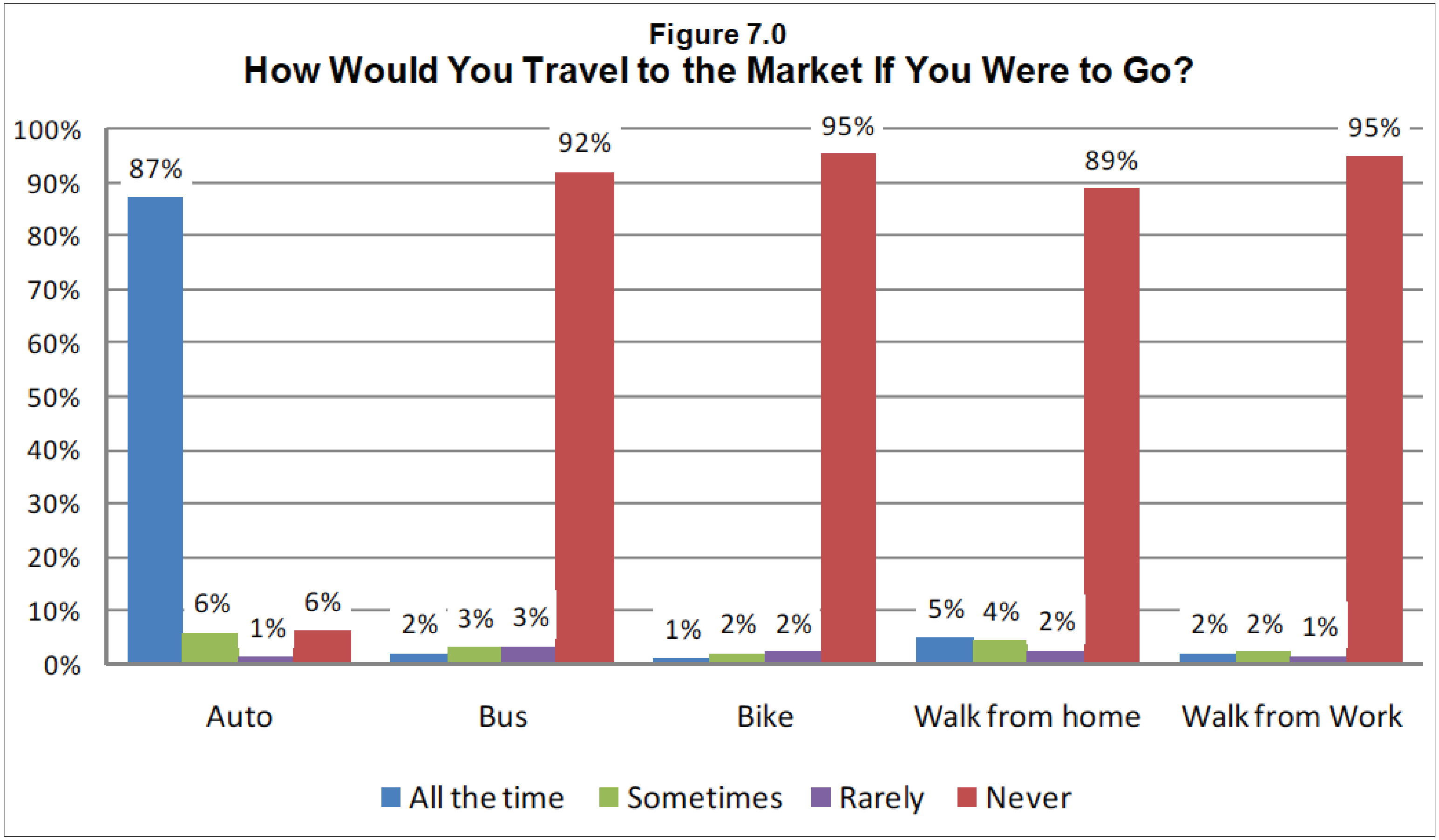
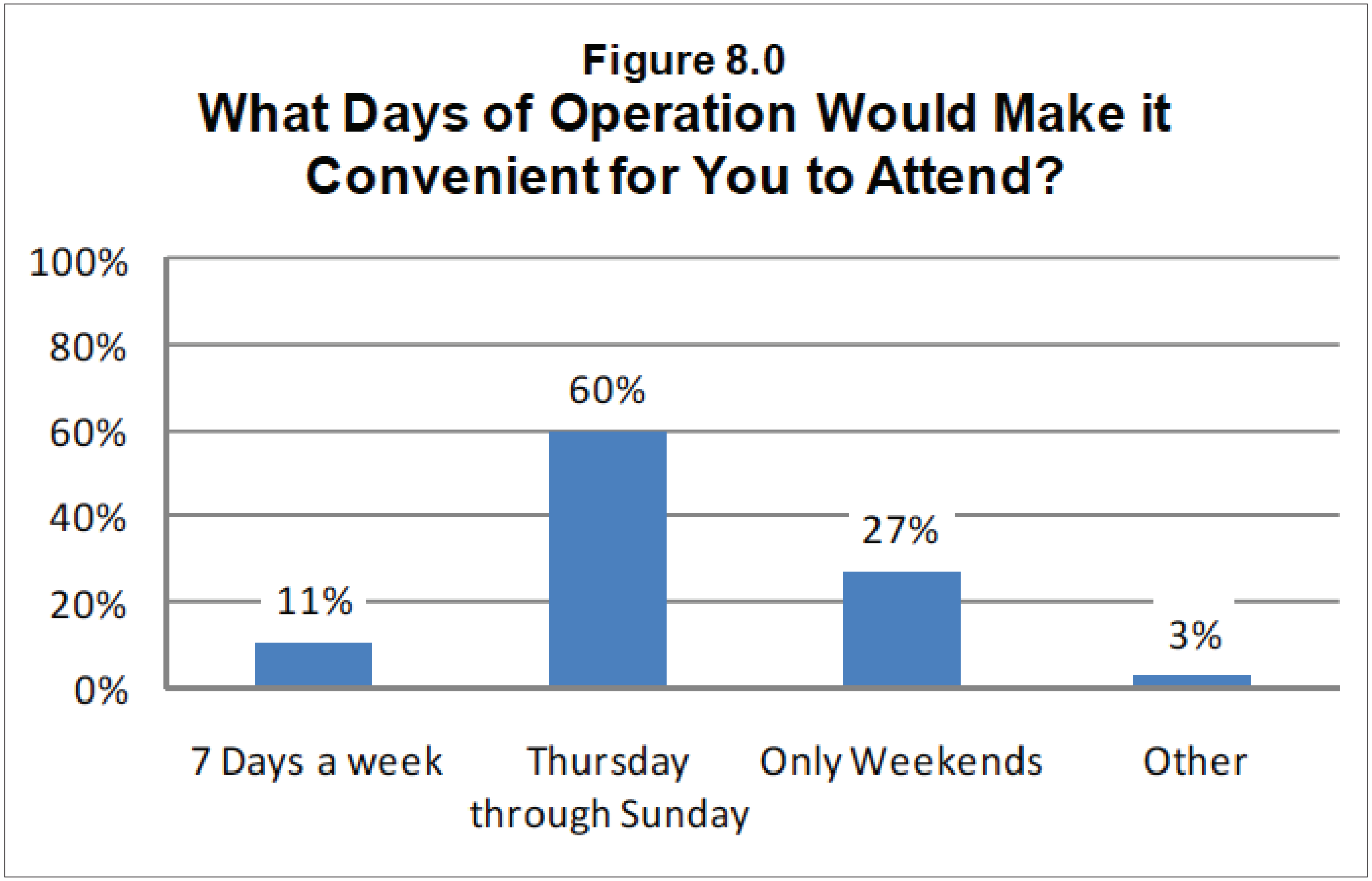
Question 7 asked respondents to indicate how they would likely travel to the market if they were to go. Respondents were asked to indicate on a scale of 1 to 4 how likely each mode of transportation would be for them personally. Figure 7.0 shows that 87% of respondents would most likely travel to the market by automobile.

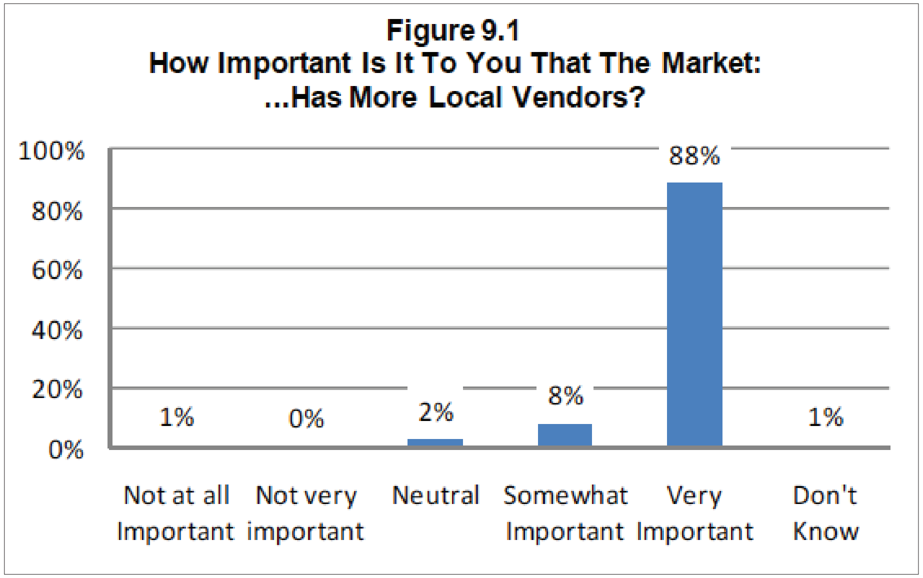


In an effort to determine when respondents would frequent the market, question 8 asked them to indicate which of the 3 options presented they would prefer. Although a majority of respondents indicated "Thursday through Sunday" (60%), 27% also stated "Only Weekends".



Question 9 asked respondents to indicate how important each of the factors was in improving the market through this new planning process. Figure 9.1 through 9.9 show the varying degrees of importance that respondents indicate.

Figure 9.1 "more local vendors" and 9.2 "priority to local vendors" show the highest levels of importance of all nine indicators with 96% and 92% respectively. When respondents were asked how important it would be that the market is managed by the City of Greater Sudbury, responses were quite varied. This indicator reported the highest levels of "not very" and "not at all important" with 34%. The two questions relating to management of the market (Figure 9.3 and 9.4) also garnered the highest levels of respondents providing "don't know/no response" with 22% for each.



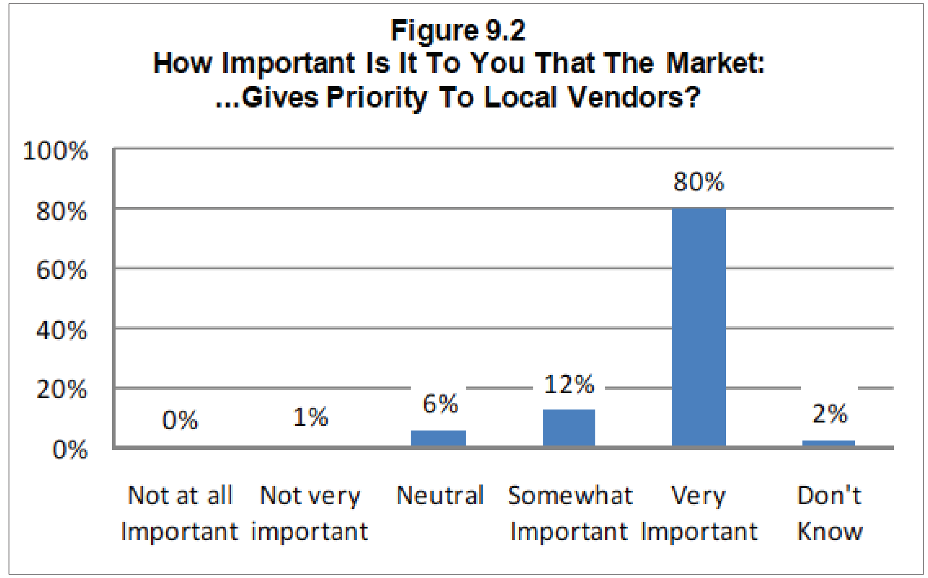


Figure 9.3
How Important Is It To You That The Market: …Is Managed by the City of Greater Sudbury?

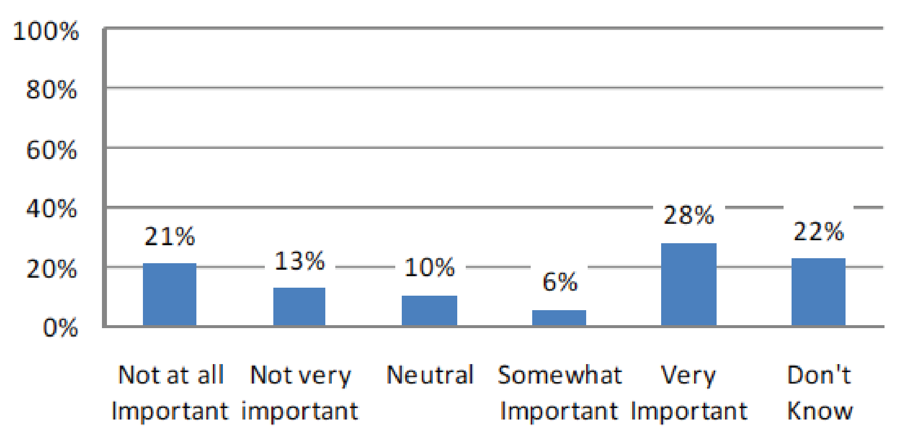


Figure 9.4
How Important Is It To You That The Market: …Is Managed by an Association?

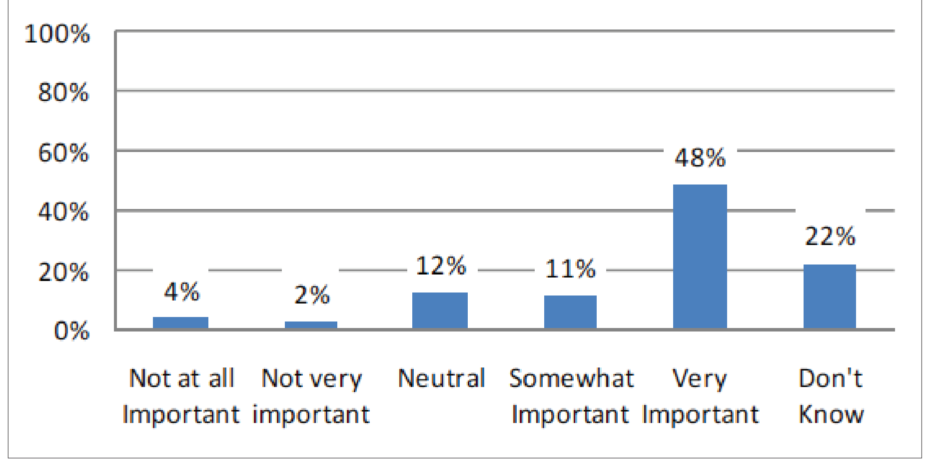


Figure 9.5
How Important Is It To You That The Market: …Has Regular Live Entertainment?

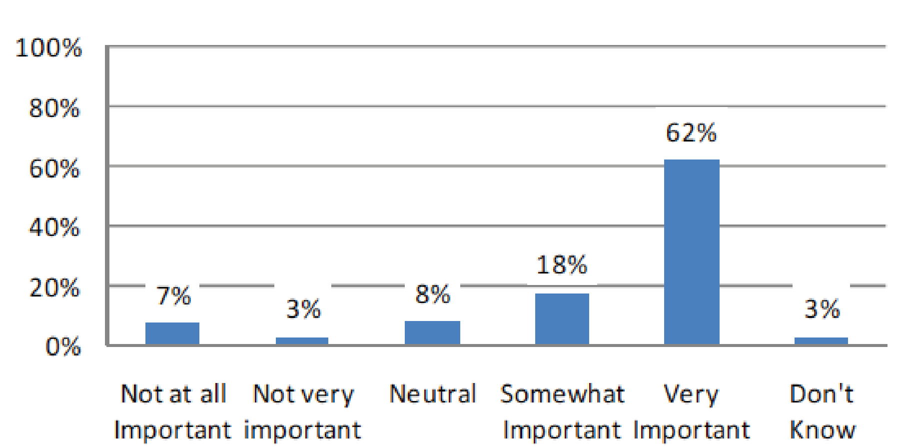
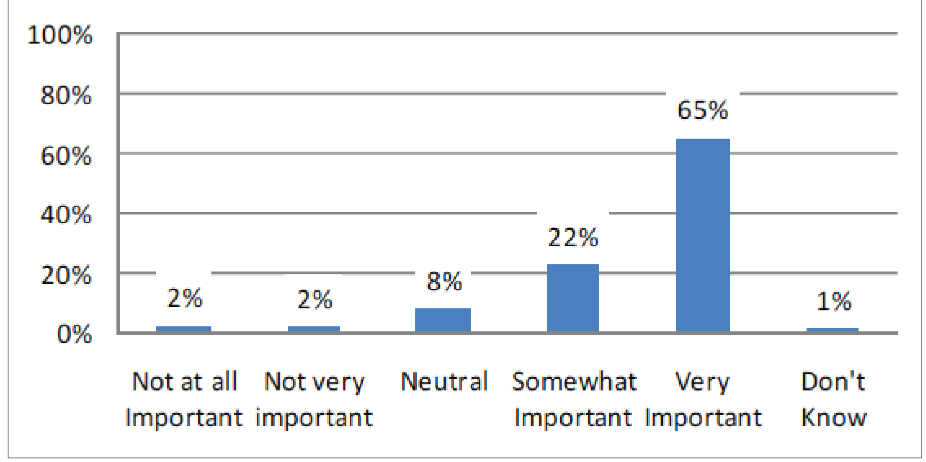


Figure 9.6
How Important Is It To You That The Market: …Has Community Art Displays?



It is interesting to note that Figure 9.9 shows the highest percentage of "neutral" responses (15%) where respondents were asked how important it was that the market invest in a space that serves ONLY as a market. The next most frequently reported "neutral" response was noted in Figure 9.4 with 12% where respondents were asked how important it is that the market be "managed by an association."

Figure 9.8
How Important Is It To You That The Market: …Invest In Multipurpose Space?

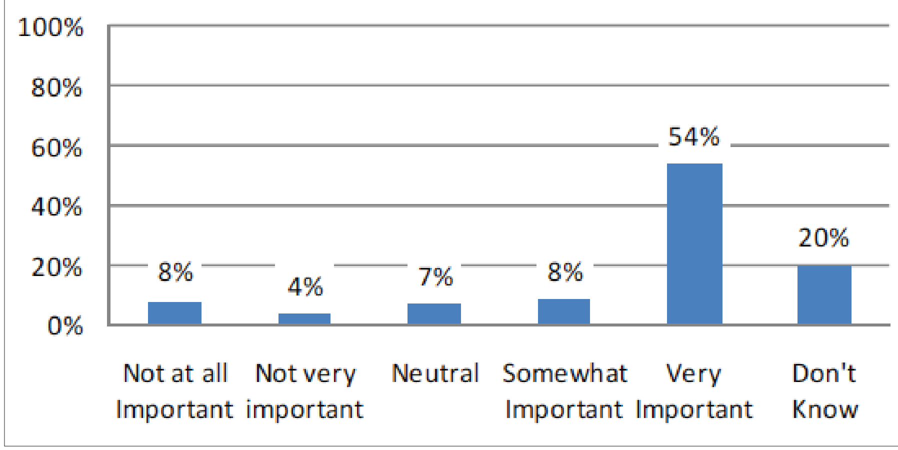


Figure 9.7
How Important Is It To You That The Market: …Has A Community Kitchen?

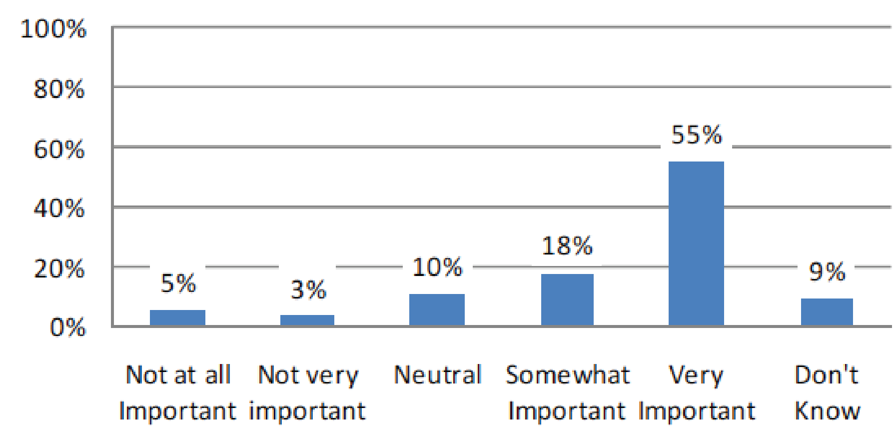
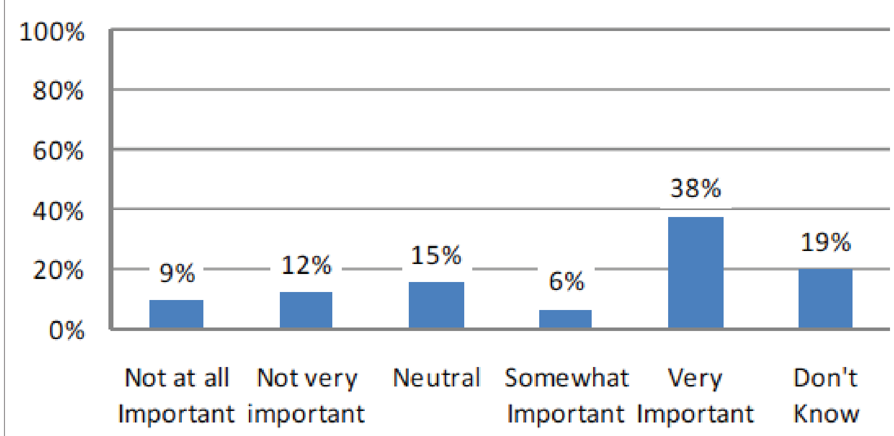


Figure 9.9
How Important Is It To You That The Market: …Invest In Space That Serves Only As Market?



Finally, two open ended questions were posed to respondents to complete the survey. Respondents were asked their opinion about appropriate alternative uses for non-market days if the market had a multi-use component, and what the major issue facing the market was, in their opinion. Table 10.0 lists the responses regarding alternate uses and Table 11.0 lists responses regarding major issues.

Respondents were asked to indicate what alternative uses they felt would be appropriate for non-market days, if the new market had a multi-use component. Table 10.0 shows these responses, grouped according to common ideas and sorted by frequency. The most commonly reported alternative use was that the Market space be rented out to the community for functions (67%). The second most frequently reported response was that the space be used for community events specifically (12%). The remaining suggestions convey the ideas of the respondents. This question was very well answered and demonstrates the interest expressed by respondents throughout the survey.

Table 10.0
Suggestions for Alternative Uses If A Multi-Use Component Was Included

Frequency	Percent	Other Uses
243	67%	Rental (Parties, Baby/Bridal Showers, meetings, community, Vendors)
42	12%	Community events/displays/meetings (horticultural, non-profit)
16	4%	Concerts/entertainment/showcase local talent
14	4%	Meeting place
8	2%	Art displays/events
6	2%	Craft shows/fairs/trade shows
6	2%	Play area for children/youth centre
5	1.4%	Cultural centre
4	1.1%	Another business/income generator
4	1.1%	Fitness centre/sports
4	1.1%	Help poor/homeless shelter
3	0.8%	Against it/should be market only
2	0.5%	Fundraisers
1	0.3%	7 day market
1	0.3%	Auction
1	0.3%	Banquet hall
1	0.3%	Conventions
1	0.3%	Local car shows
1	0.3%	More variety
1	0.3%	Programs for gardening
1	0.3%	Specialty shops
184	**100%**	

Question 11 asked respondents to indicate, in their own opinion, what the major issue is facing the Market at this time. The most frequently reported response was the need for a new location, or the fact that the Market has to move (72%). As this has been a highly publicized issue in the media, it is not surprising that this point is top of mind with respondents. The next most frequently reported responses relate to the community attendance at the market (4%), parking (4%), and the costs associated with moving the market (4%). A number of other unique ideas clearly indicate the community interest and knowledge of the market as a whole. As was the case with question 10, this open-ended question garnered a high rate of response and was well answered providing a number of unique and insightful comments.

Table 11.0
Respondent View of Major Issue Facing the Market

Frequency	Percent	Is-
285	72%	Location/have to move
17	4%	Community attendance
16	4%	Parking
15	4%	Cost to move
9	2%	Hours of operation/closed during the week
8	2%	More variety
6	2%	No room to expand
5	1.3%	Good management
5	1.3%	Priority should be given to farmers
4	1.0%	Advertising
3	0.8%	Booth rental costs too high
3	0.8%	More vendors
2	0.5%	Downtown
2	0.5%	Find lower value property
2	0.5%	Fresh produce
2	0.5%	Might not reopen
1	0.3%	Alternate uses
1	0.3%	Better products
1	0.3%	Council
1	0.3%	Enough space
1	0.3%	Keeping local business going
1	0.3%	Lack of usage
1	0.3%	Local vendors only wanted
1	0.3%	Not clean
1	0.3%	Products too expensive
1	0.3%	Safety
1	0.3%	Weather
1	0.3%	Wheel Chair parking
396	**100%**	**Total**

Figure 12.0 shows a good distribution of respondents by education, with the most frequently reported response being "college or university graduate" (48%).

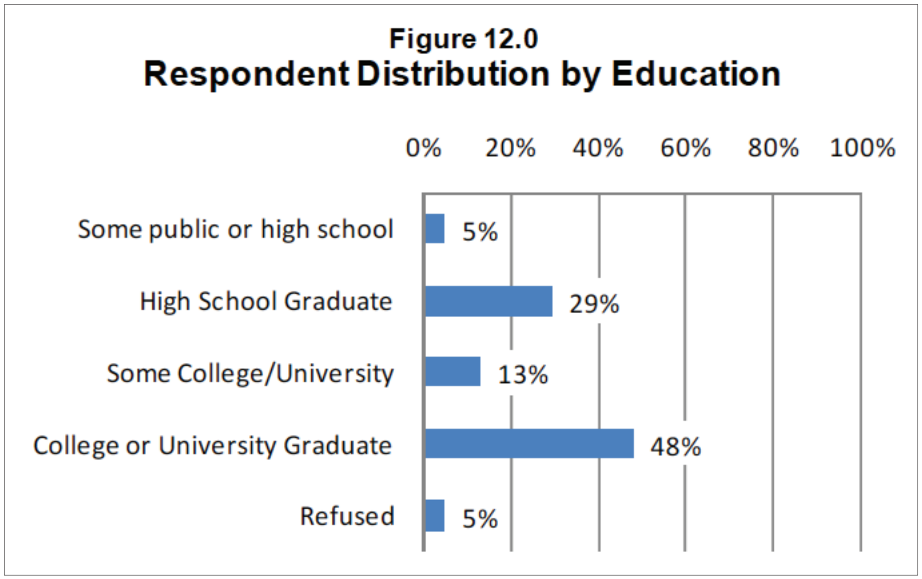


Figure 13.0 shows respondent distribution by age is well distributed including a broad spectrum of respondents from each age category.

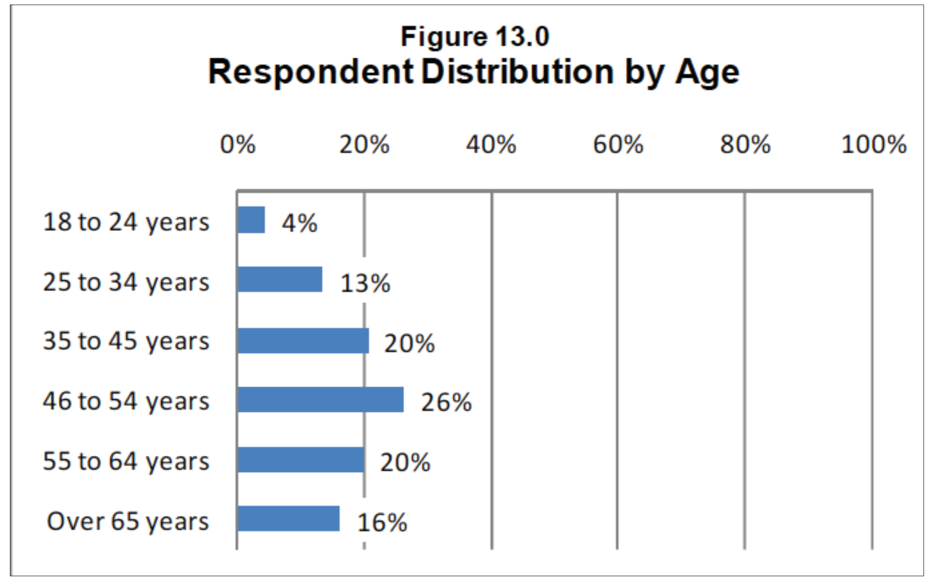


Figure 20.0 asked respondents to indicate their household income. A higher than normal, 76% of respondents chose not to answer this question.

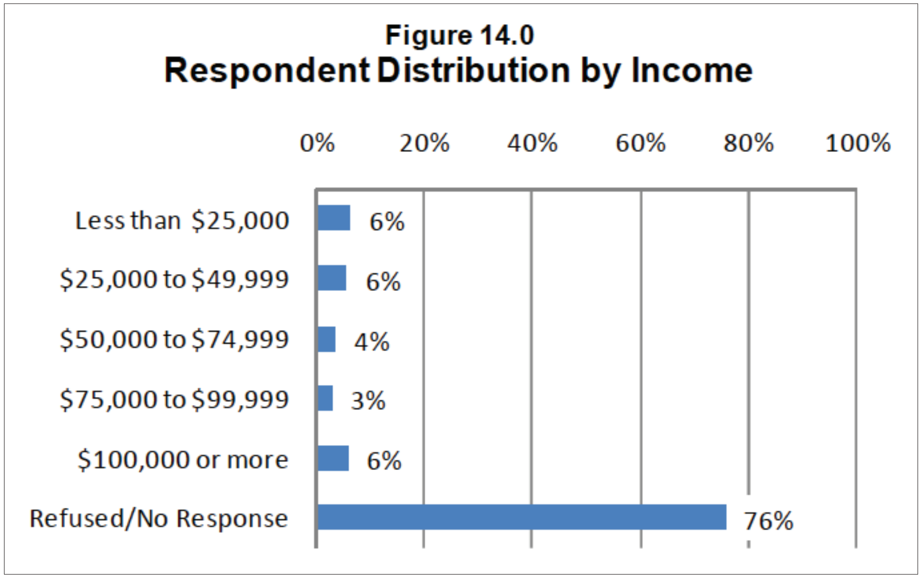


Figure 15.0 shows the respondent distribution by area. As the survey was conducted as a stratified random sample, the areas as they are represented show a good distribution of responses by area.

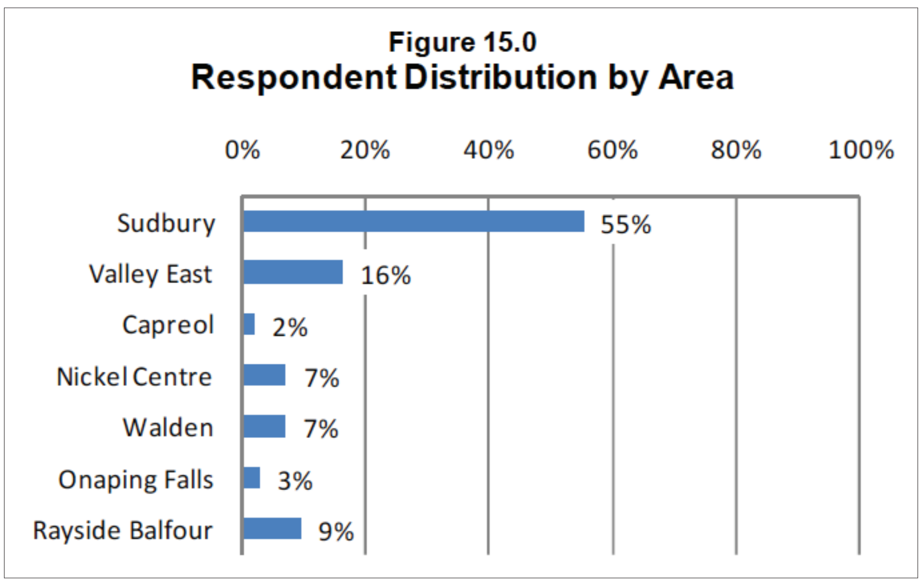
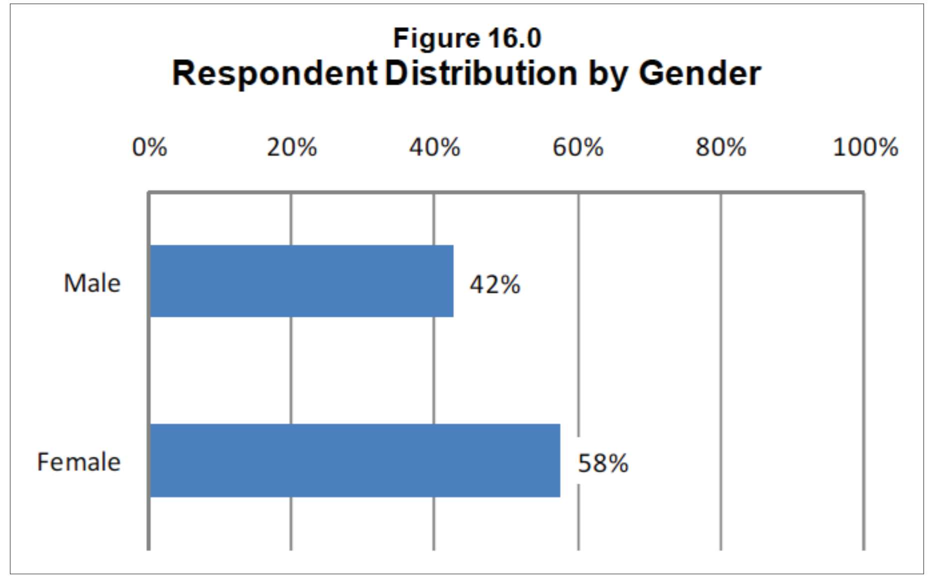


Figure 21.0 shows a slightly elevated rate of female responses however that is not uncharacteristic given the subject matter.



B. SUMMARY OF SITE EVALUATION

Potential Farmer's Market Site **Respondent View of Major Issue Facing the Market** **CATEGORY 1: LAND**	**A. CPR/VIA**	**B. SCA Parking Lot**	**C. Bell Park Parking Lot**	**Canoe/Rowing Club**
1 Current ownership:	CPR	City	City	City/Private
2 Area (sm):	17,497	3,253	13,080	1,654
3 Shape:	Irregular	Regular	Irregular	Irregular
4 Frontage (m):	515	37 (Grey) 87 (Brady) 38 (Minto)	89	93 (Elizabeth) 16 (McNaughton)
5 Water Service:	Yes	Yes	Yes	Yes
6 Sanitary Service:	Yes	Yes	Yes	Yes
7 Exposure (Average Annual	5,000 (Elgin)	19,500 (Brady)	33,000	3,500 (John)
Daily Trips):	3,400 (Minto) 7,200 (Van Horne) 35,000 (Paris)	3,400(Minto)		
8 Surrounding Uses:	Mixed Retail, Commu-	Open Space, Govern-	Mixed Residential and Park	Mixed Park and
	nity, Residential and Industrial Mixed Open Space,	ment and Retail		Residential
CATEGORY 2: LEGAL FRAMEWORK				
9 Official Plan Designation:	Downtown	Downtown	Park and Open Space	Parks and Open Space, Flood Plain
10 Zoning By-law:	C6 - Downtown	C6 - Downtown	P - Park	Flood Plain, P-Park
11 Heritage Designation:	Yes	No	No	No
12 Other Encumbrances:	Heritage Designation, Special Zoning Set- back, Elgin Greenway, YMCA Parking	District Energy In- frastructure, Utility Infrastructure, Arena Operations	Bell Park Covenant, Existing Lease, Access	Existing leases with Canoe and Rowing Club

Potential Farmer's Market Site **Respondent View of Major Issue Facing the Market** **CATEGORY 1: LAND**	**A. CPR/VIA**	**B. SCA Parking Lot**	**C. Bell Park Parking Lot**	**Canoe/Rowing Club**
CATEGORY 3: Market				
13 Site can accommodate indoor market	Yes	No	Yes	No
14 Site can accommodate outdoor market	Yes	No	Yes	No
16 Site can accommodate minimum # of required parking spaces	Yes	No	Yes	No
17 Site can accommodate mini mum # of required accessible parking spaces	Yes	No	Yes	No
18 Site is within walking distance additional parking	Yes	Yes	Yes	Yes
19 Site can accommodate minimum # of required loading spaces	Yes	No	Yes	No
20 Site is accessible via public transit	Yes	Yes	Yes	Yes
21 Site has expansion potential	Yes	No	Yes	No
22 Market could create synergies with surrounding land uses and activities	Yes	Yes	Yes	No
CATEGORY 4: OTHER				
24 Cost	TBC	TBC	TBC	TBC
25 Open for 2013 operating season	TBC	TBC	TBC	TBC

C. CP RAIL STATION HERITAGE CHARACTER STATEMENT

HERITAGE CHARACTER STATEMENT
VIA Rail/former Canadian Pacific Railway Station

The former Canadian Pacific Railway (CPR) station in Sudbury, Ontario was built in 1907 to replace an earlier structure. VIA Rail operates passenger service from the building. Refer to Railway Station Report 175.

Reasons for Designation

The station at Sudbury has been designated a heritage railway station for its historical, environmental and architectural significance.

The Sudbury station is a monument to the aggressive repositioning of the CPR as it attained financial stability at the beginning of the 20th century. Having achieved a high level of economic security, the CPR set about constructing larger and more elegant stations to replace older and inadequate facilities. Sudbury was created by the CPR, and the construction of this replacement station affirmed the CPR's role as a formative and enduring base for the city's continued prosperity.

This handsome station is a good example of a divisional point passenger station designed with an internal agent's apartment – a common type of CPR station built in Ontario during the betterments period of 1898-1914. Sheltered under a hipped roof, the station is soundly built of brick and stone, with decorative feature characteristic of the Romanesque Revival.

The station complex and yards continue to loom large in the urban fabric of the city, and retain many of the ancillary railway structures.

Character Defining Features

The heritage character of the former CPR Station in Sudbury resides in the building's exterior massing, composition, and materials; in its Romanesque Revival qualities; and in its relationship to its setting.

The station is a long, low one and one-half storey structure with a central hip-roofed pavilion dominating the overall composition. Horizontality and symmetry characterize the composition: the former is expressed in the lines of the roof, the deep overhanging canopy, and the coursed stone foundation under the red brick walls; the latter, in the regular pilasters between openings, and the regular spacing of the simple wooden canopy brackets. These qualities should be respected

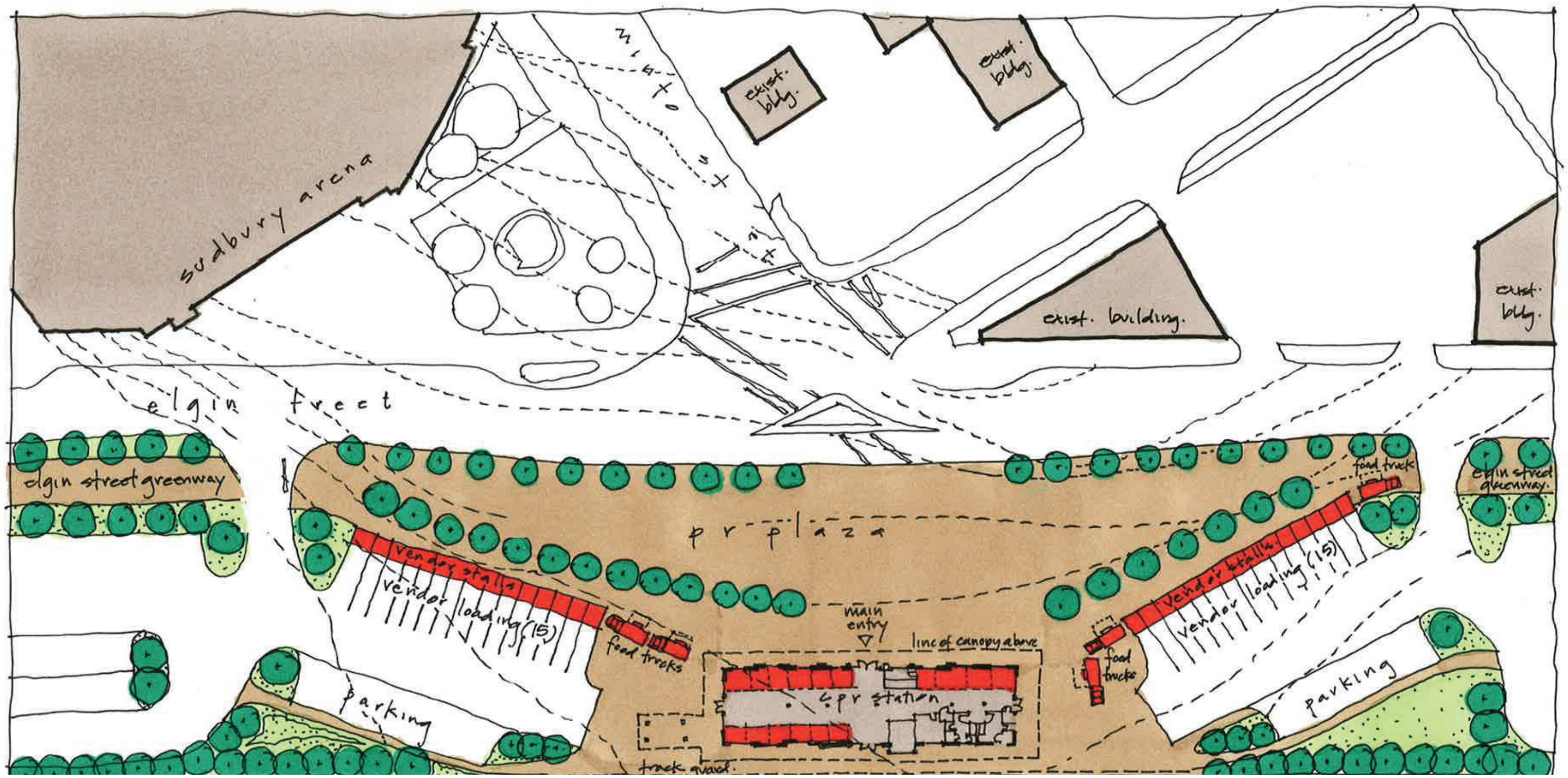
The quality of the masonry work – rock-faced stone with red mortar joints for the foundation wall and voussoirs, and red brick with red mortar joints above – and the pattern and configuration of openings are characteristic of the Romanesque Revival design and should not be compromised. The visual interest of the exterior would be improved by reinstating the multi-paned fixed transoms above all openings and by restoring windows that have been blocked or painted over. Similarly, the existing modern doors lack the textural interest of the original paneled and glazed doors. Future modification of doors and windows should be predicated on an understanding of the original design intent.

Originally, the station's roofline had a decorative ridge and hip treatment, and the central pavilion was distinguished by large dormers. The reinstatement of these features would enhance the intended prominence of the roofline. When re-roofing is required, a return to the original material based on historical and photographic evidence would respect the station's heritage character.

Over the years the interior of the building has been completely renovated, including modification of the floor plan and removal of historical finishes. The high-ceilinged volume of the waiting area has survived, and should be retained. Future interior work should avoid disrupting early patterns of access and circulation, and employ high quality, traditional materials in keeping with the standard set by the building's exterior.

The station is still surrounded by ancillary railway buildings. Any site development should maintain the strong presence of the station within its setting and preserve the integrity of its relationship with existing railway buildings and with the tracks.

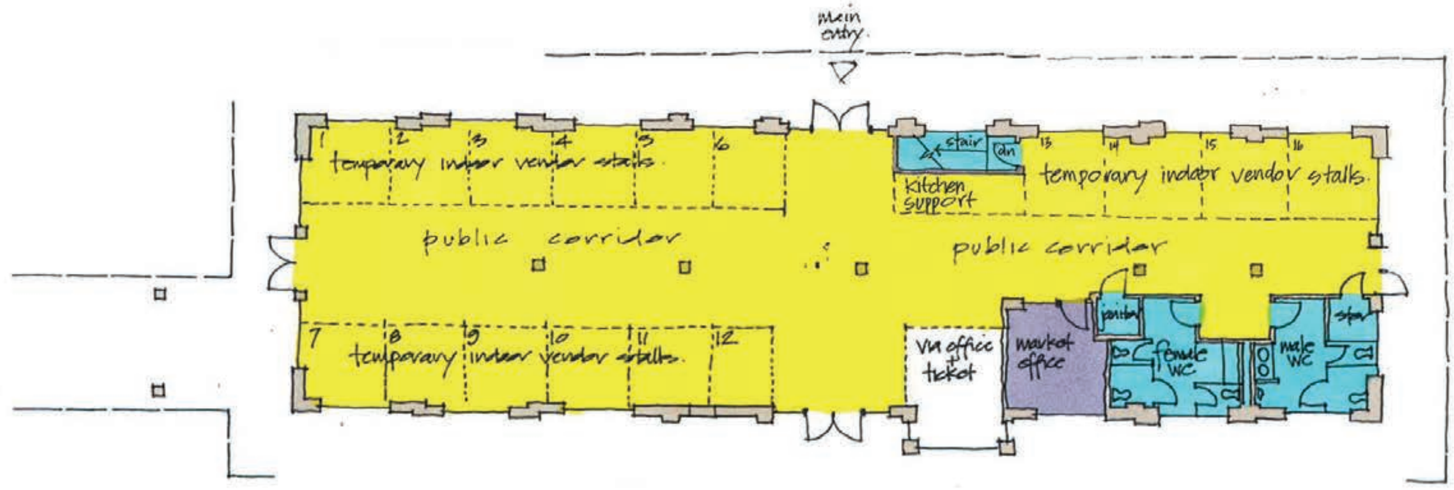
D. MARKET PHASE 1



Castellan James + Partners Architects Inc

Phase 1 Market – Conceptual Site Plan

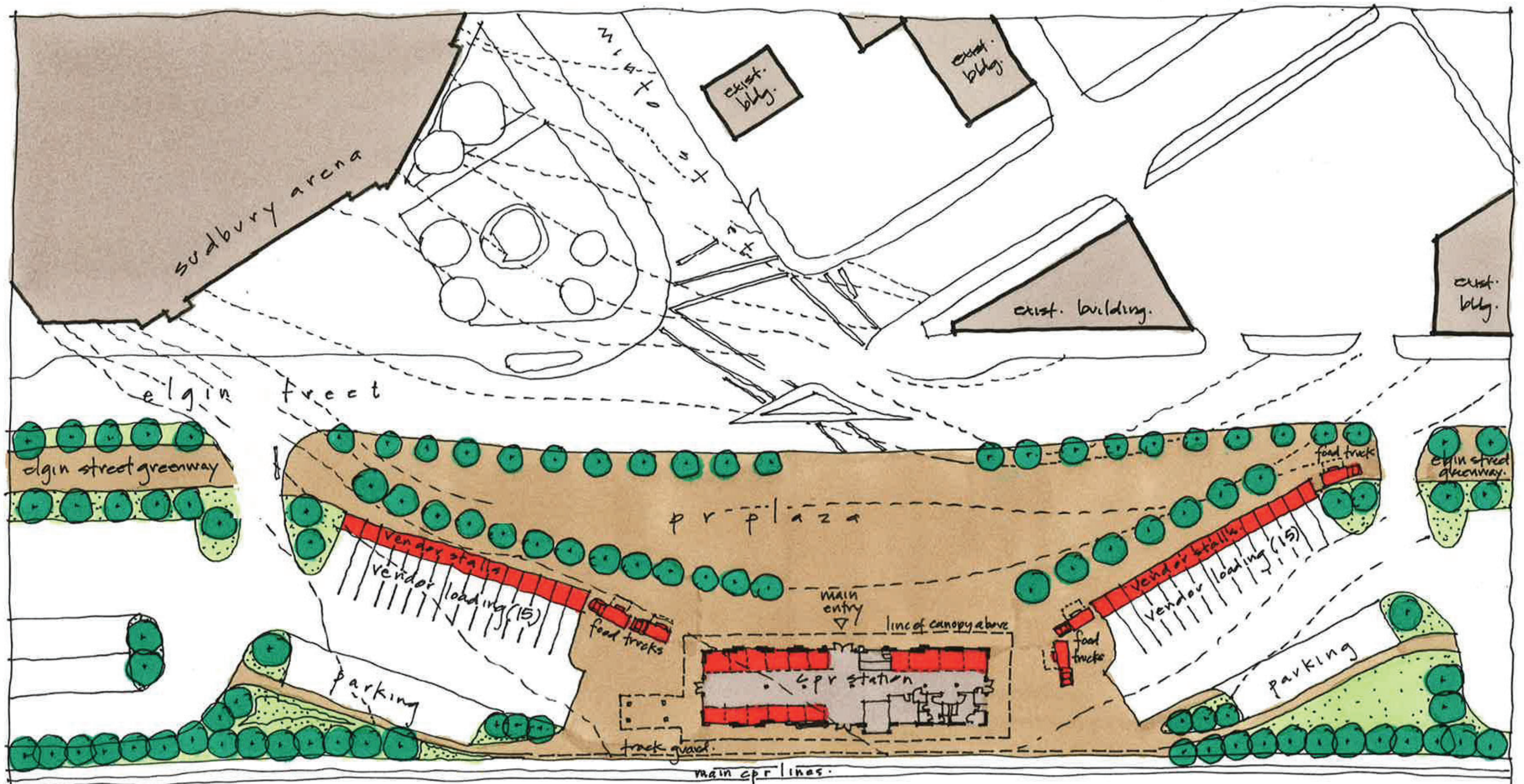
- 82,200 sf market site
- A 4,480 sf mixed use building (12 temporary indoor units (10’ x 10’), multi-use assembly space and VIA)
- 30 outdoor tent-covered units (8’ x 10’) with loading
- 4-5 food trucks
- CPR Plaza
- 169 parking spaces



Castellan James + Partners Architects Inc

Phase 1 Market – Conceptual Floor Plan

- 4,480 square feet
- 16 temporary indoor units (10’ x 10’)
- Multi-use assembly space
- VIA
- Supporting spaces

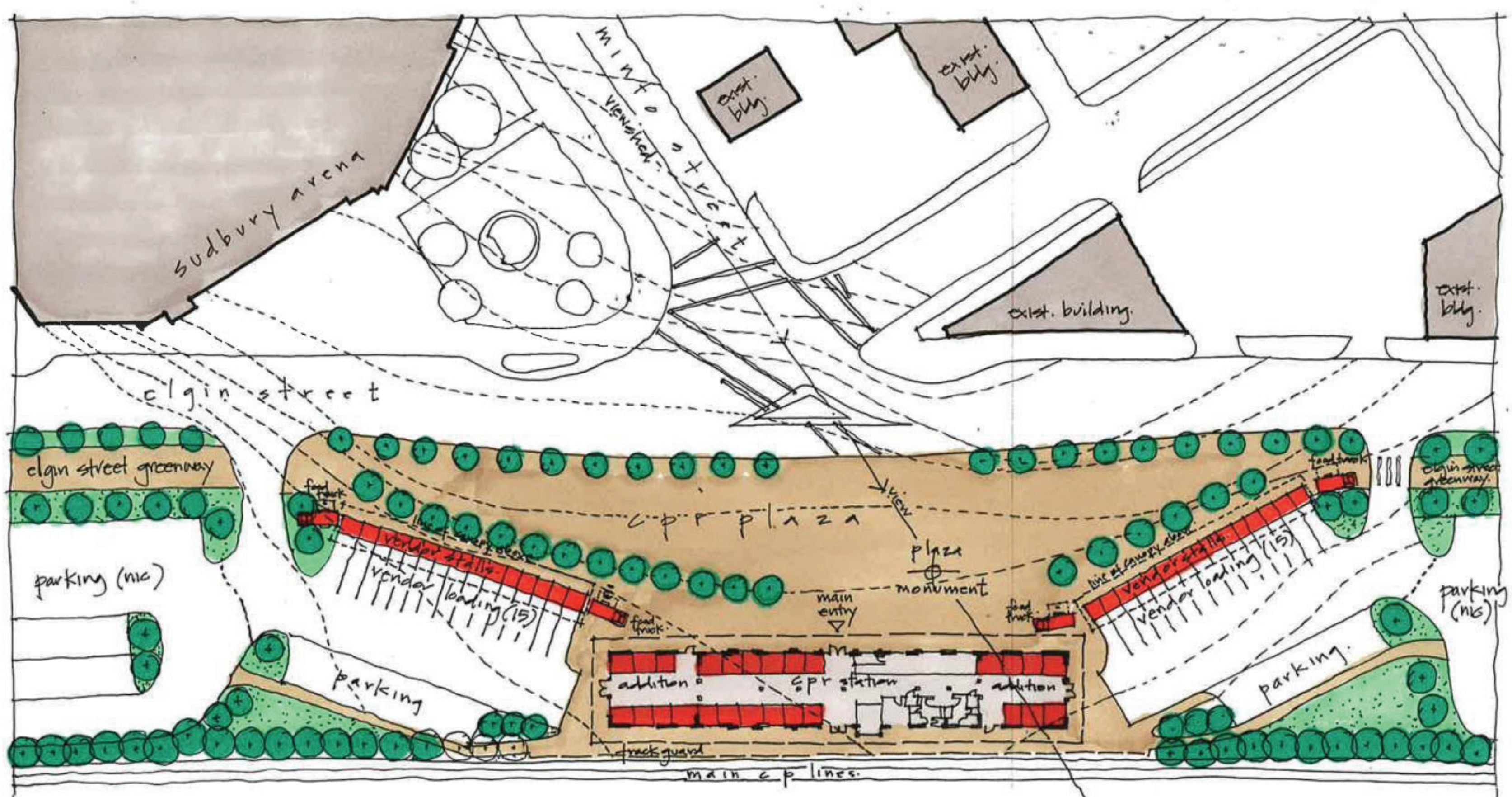


Castellan James + Partners Architects Inc

Phase 1 Market - Preliminary Capital Cost Estimate:

- Upgrade and renovation station:	$1.76 M
- Site works:	$1.50 M
- Outdoor tents:	$0.10 M
TOTAL:	$3.36 M

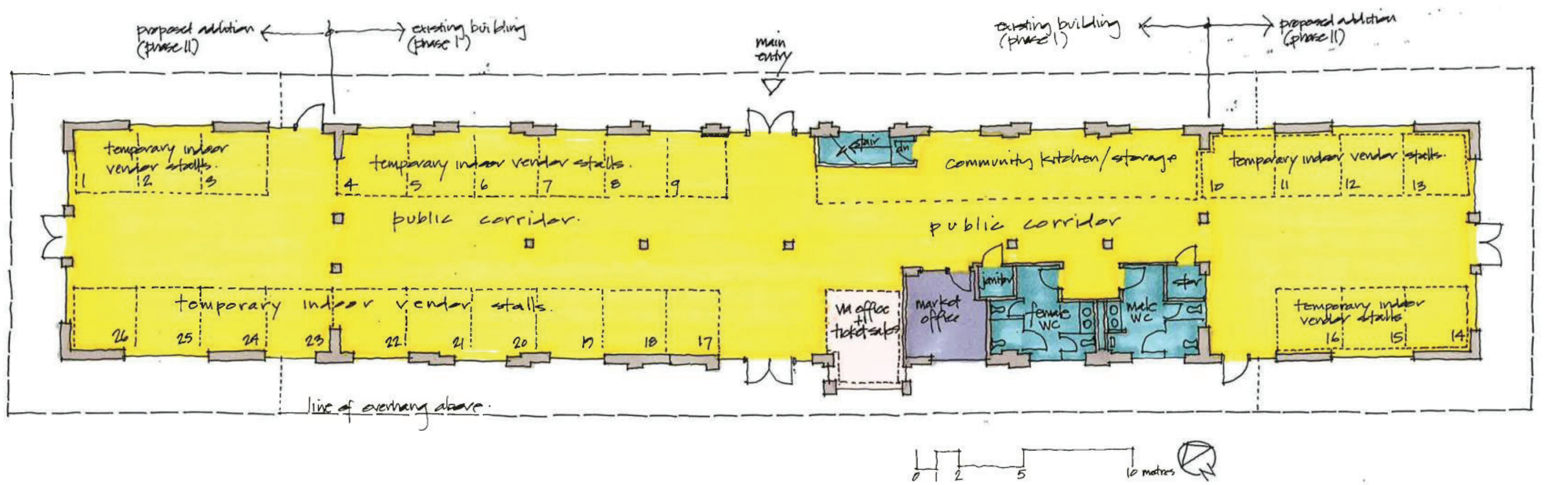
DNI: Land, remediation, soft costs, escalation, applicable taxes



Castellan James + Partners Architects Inc

Phase 2 Market - Conceptual Site Plan:

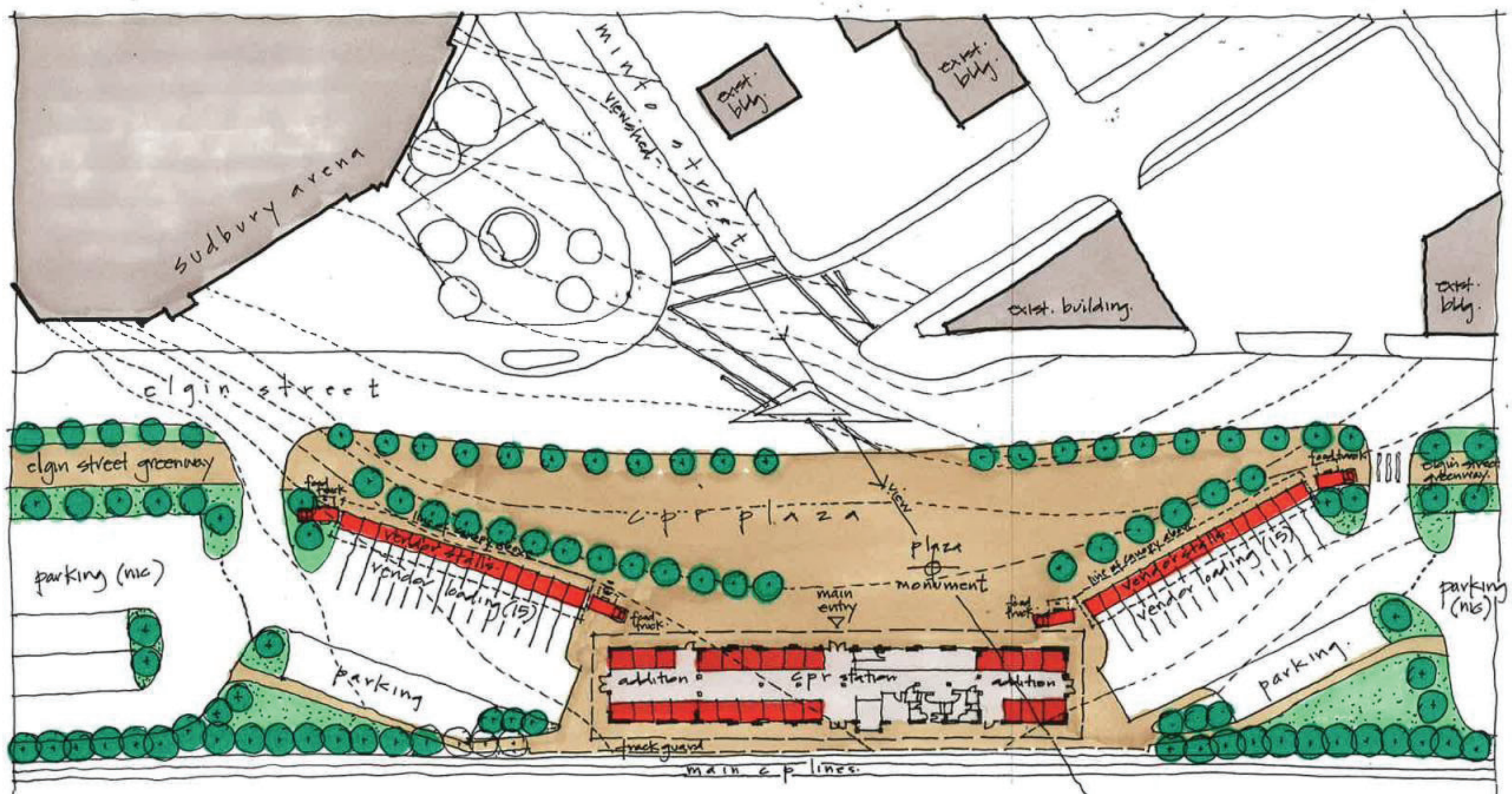
- Two additions to CP Rail Station (3,320 square feet)
- 7,800 sf assembly class structure
- Mixed use building: 26 indoor units (10' x 10'), multi-use space and VIA
- 30 outdoor units (8' x 10'), permanent canopy, with loading
- Elgin Greenway and Plaza Monument
- 4-5 food trucks, CPR Plaza, Parking



Castellan James + Partners Architects Inc

Phase 2 Market - Conceptual Floor Plan:

- 7,800 square feet
- 26 indoor units (10’ x 10’)
- Multi-use assembly space
- VIA
- Supporting spaces



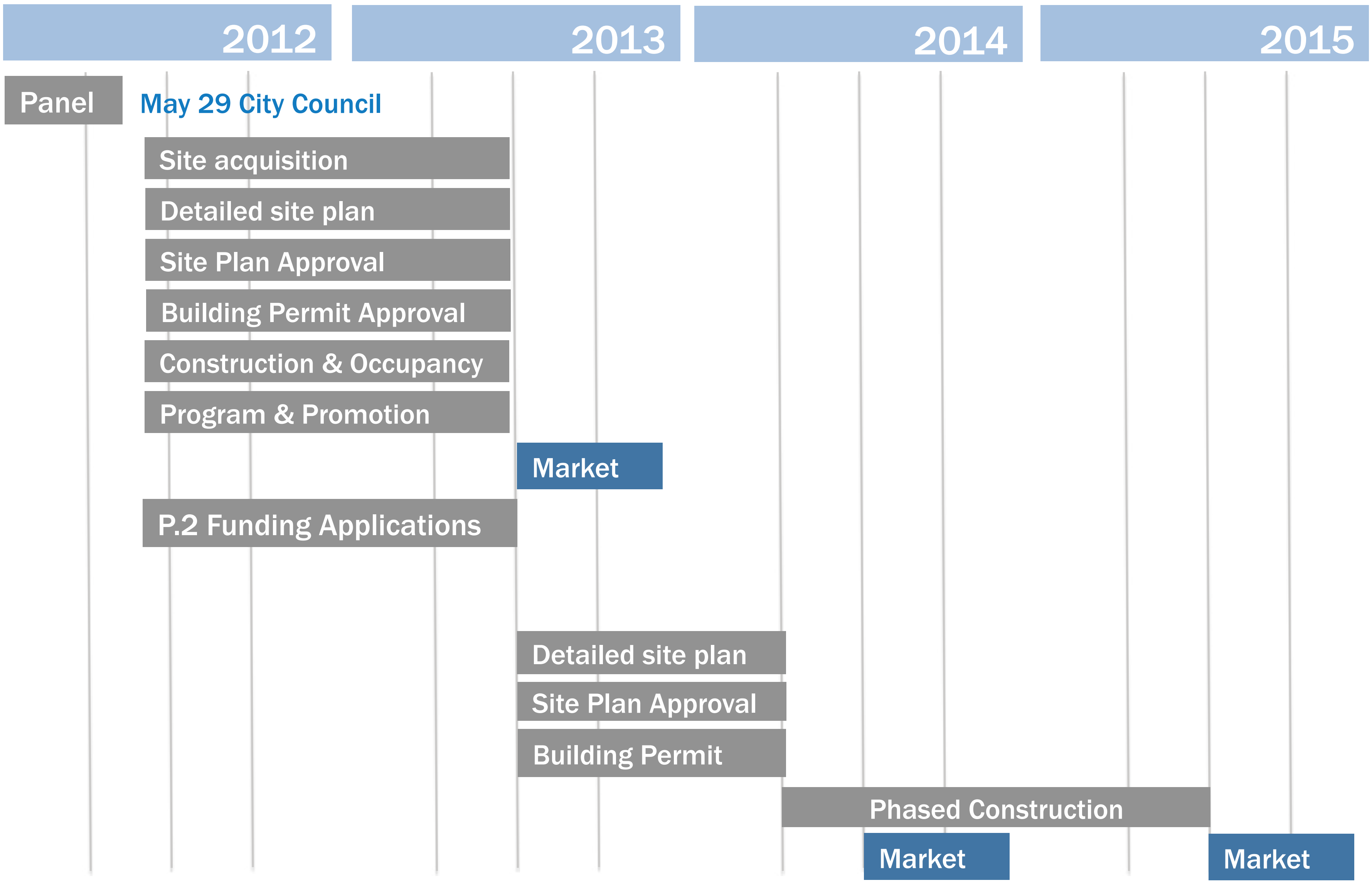
Castellan James + Partners Architects Inc

Phase 2 Market – Preliminary Costs:

- CPR Station Additions:	$1.14 M
- Outdoor Canopy:	$0.44 M
- Elgin Greenway:	$0.54 M
- Station Monument:	$0.28 M
TOTAL:	$2.40 M

DNI: Land, remediation, soft costs, escalation, taxes

F. MARKET PHASE 2 - CRITICAL PATH



G. SUMMARY OF GOVERNANCE OPTIONS

1 Municipally owned and operated

In this model, the City owns and operates the Market and is complete responsible for all aspects of day to day operations as well as the maintenance of the property. Generally, in this model, market management falls under a specific department including Tourism, Economic Development, or Leisure Services depending on the municipality and has a dedicated staff member. Council approves the budget annually and sets user fees through bylaw. This is the current model used in Greater Sudbury and seems to be the most common governance model for municipally run markets. A Municipal By-Law would be developed to govern operations.

2 Municipally owned and operated, advised by Ad-hoc committee

In this model, the City owns and operates the market and is responsible for all programming and budget decisions however staff work closely with a group of Market Square Vendors, stakeholders, and community members who form a committee to provide advice on major decisions. A Municipal By-Law would be developed to govern operations. This model was tried by Downtown Sudbury (Friends of the Market) with limited success and was discontinued after a number of years due to the problems associated with this relationship with the vendors

3 Municipally owned, Non-Profit Operated

In this model, the building is owned and maintained by the City, however a non-profit community group is responsible for day to day operations. The non-profit group could be an already established group such as the BIA or could be a new group that organizes themselves for this specific purpose. The non-profit would have control over budget and user fees and would provide staff as it deemed appropriate. Council could provide a grant annually for operations. This model existed in Sudbury prior to May of 2007.

4 Community Development Corporation

In this model, Council would appoint a Board of Directors whom is responsible for the operations of the market. While the corporation would be independent it would be accountable to Council as its sole stakeholder. The City would retain maintenance responsibilities for the building and could provide funds annually for operations. This model could potential ensure that board members represent a diverse breadth of expertise. Current best practice states that boards should include no more that 25% active market vendors to avoid conflicts of interest.

5 Privately owned and operated

In this model, the facility is owned and operated entirely by a private business. The City is not involved in the day to day operations or maintenance of the Market