

Evolving the Market

Market Square Renewal Advisory Panel Report to
City of Greater Sudbury Council.

May 29, 2012





The Panel





Our market is an evolving success





Our market is an evolving success





Our market is an evolving success



Source: Garth Wunsch



Our market is an evolving success





2012 Citizen Poll

The city should ensure that the new market:

Provide fresh produce/food
Provide locally grown produce/food
Be well-advertised
Provide a central location
Provide adequate parking
Provide outdoor vendor stalls

90+

Be highly visible
Provide indoor vendor stalls
Is housed in a permanent building

80+



2012 Citizen Poll

How important is it that the new market:

Has more local vendors
Gives priority to local vendors

90+

Has regular live entertainment
Has community art displays

80+



We looked at various sites



The CPR site would be the best site



The best site because ...

- Centrally located
- Large site
- Excellent exposure
- Highly accessible
- Celebrate our heritage
- Can create synergies
- Consistent with downtown plan
- Will create a second urban revitalization cornerstone





Governing, managing & sustaining the Market

We believe that the market
would be best governed by an
independent and accountable body



A Municipal Service Corporation
would be the best governance model

- Established by Council
- Independent from Council

The background of the slide is a photograph of an art gallery. It shows several people looking at art on the walls. The ceiling has exposed wooden beams and track lighting. A large green rounded rectangle is overlaid on the center of the image, containing the text.

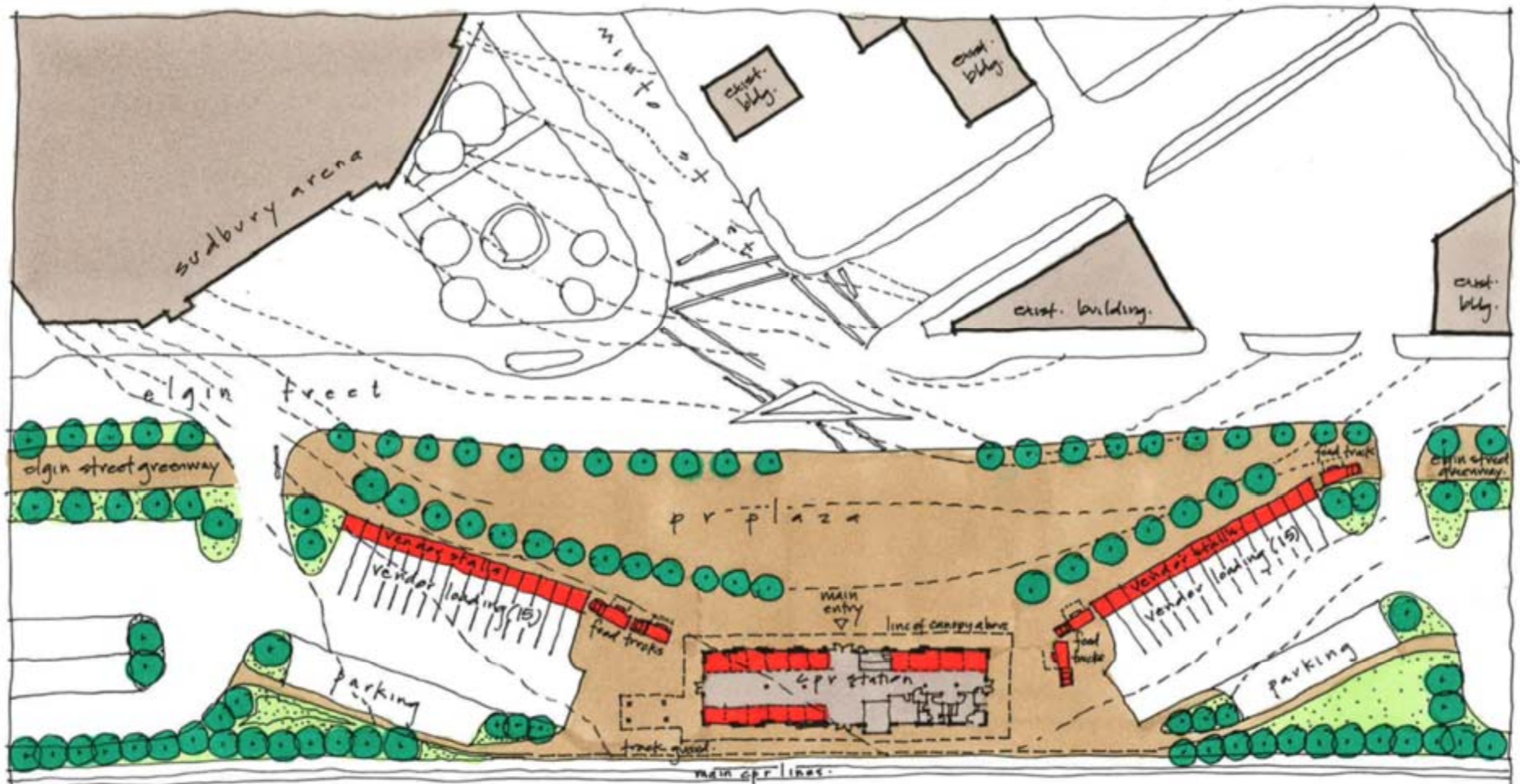
Board of Directors:

- With the right expertise
- Responsible for market
- Accountable to Council



The market should be phased

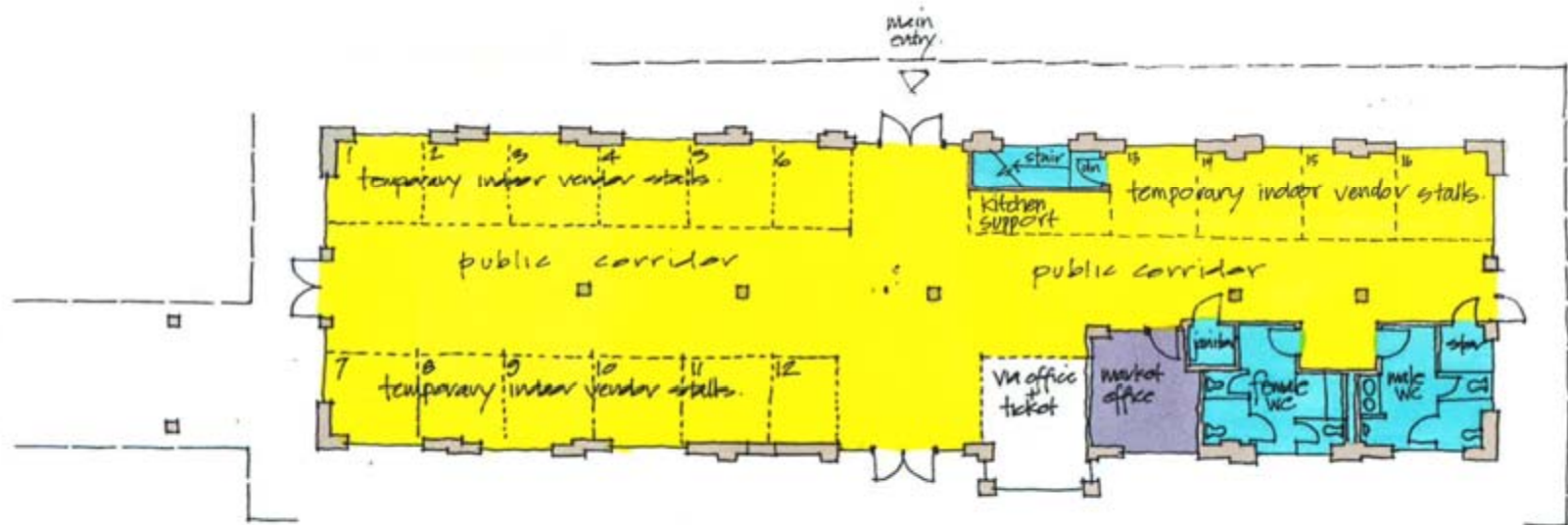




Castellan James + Partners Architects Inc

Phase 1 Market – Conceptual Site Plan

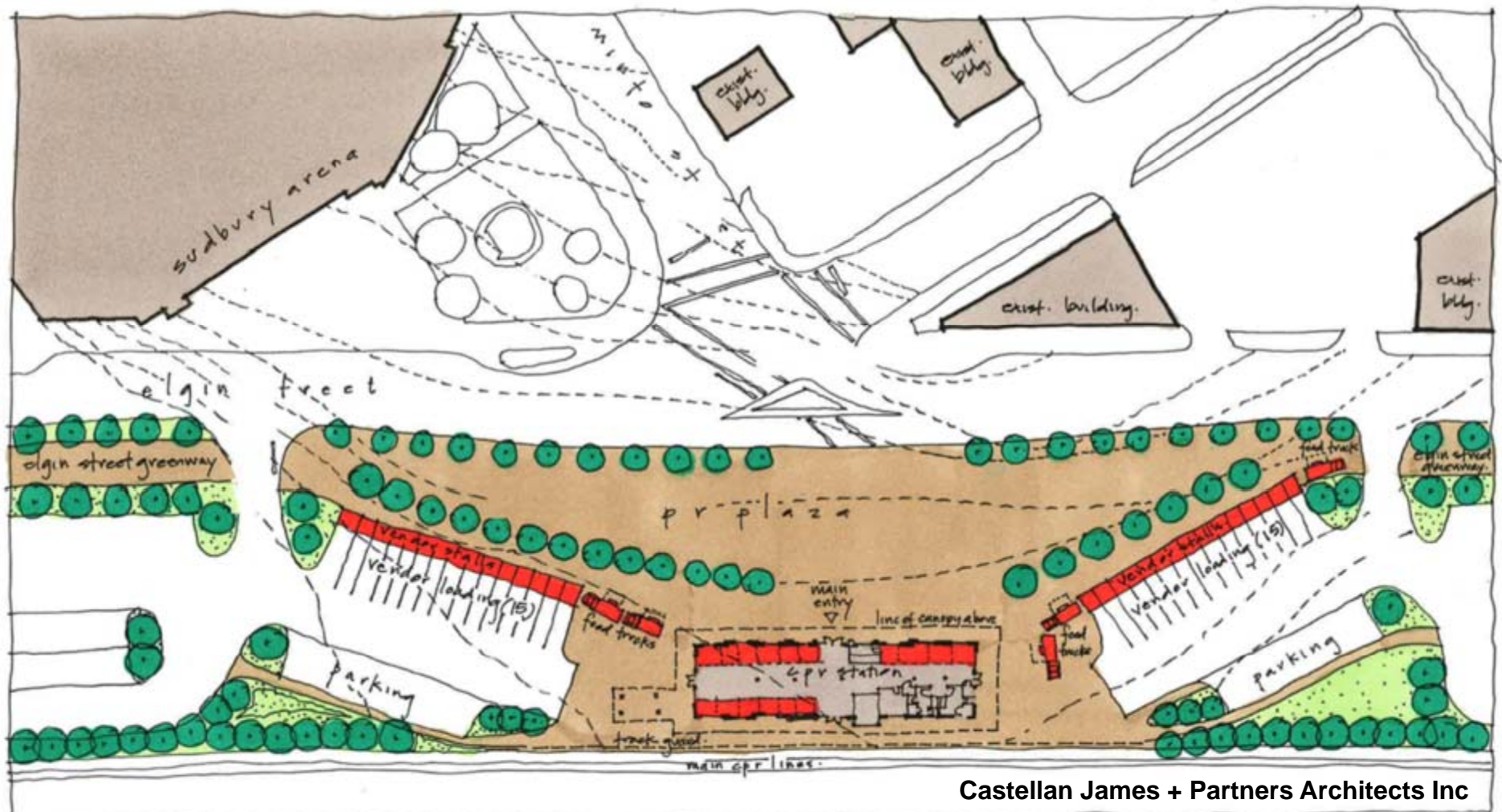
- 82,200 sf market site
- A 4,480 sf mixed use building (12 temporary indoor units (10' x 10'), multi-use assembly space and VIA)
- 30 outdoor tent-covered units (8' x 10') with loading
- 4-5 food trucks
- CPR Plaza
- 169 parking spaces



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Phase 1 Market – Conceptual Floor Plan

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

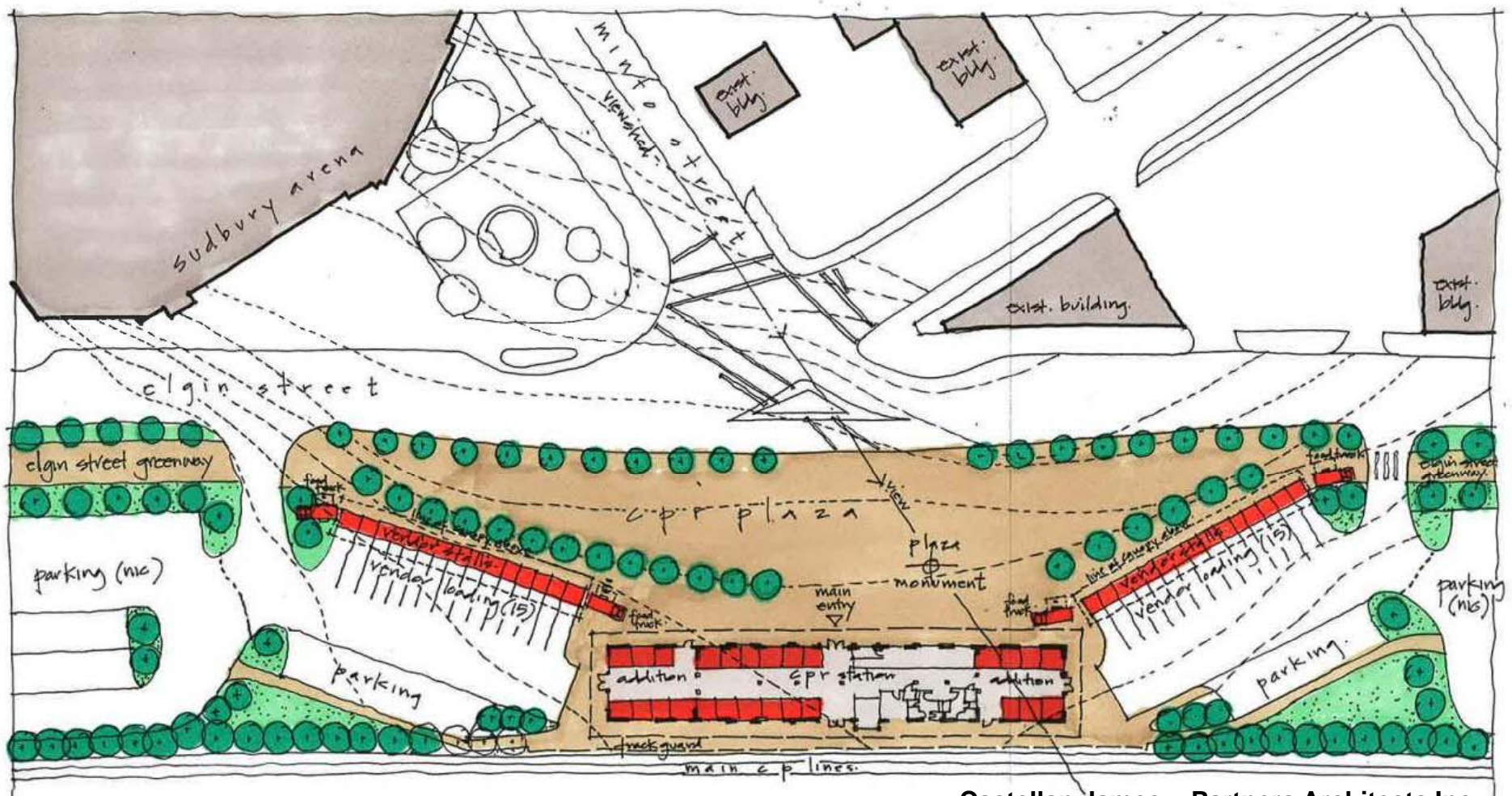


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Phase 1 Market - Preliminary Capital Cost Estimate:

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

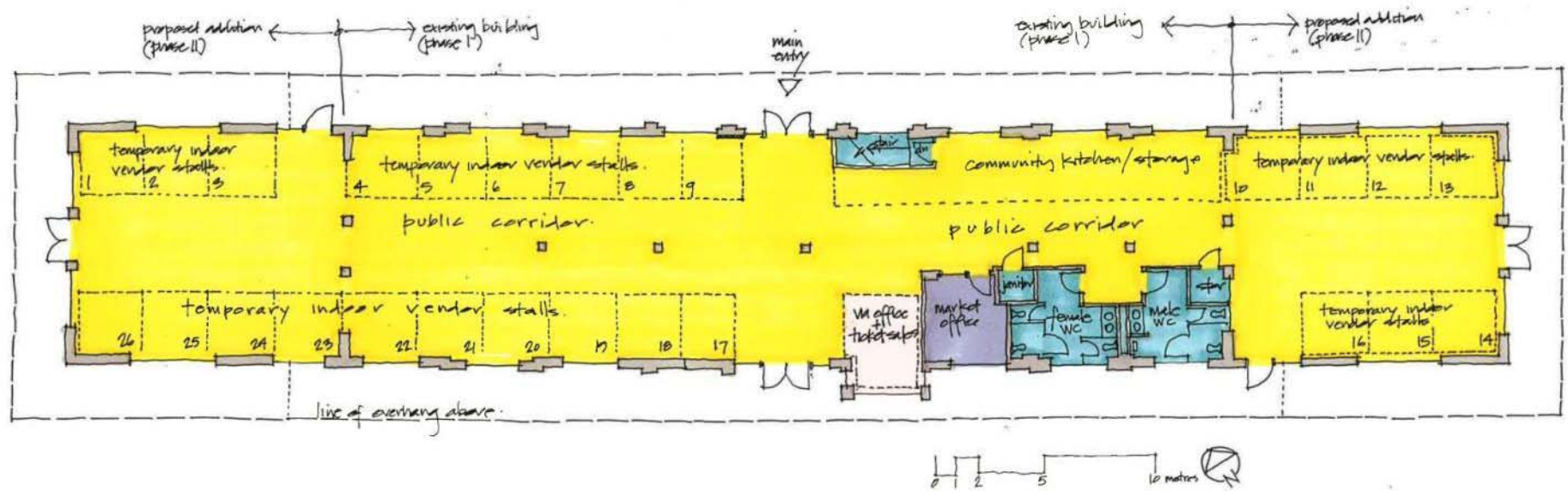
DNI: Land, remediation, soft costs, escalation, applicable taxes



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Phase 2 Market - Conceptual Site Plan:

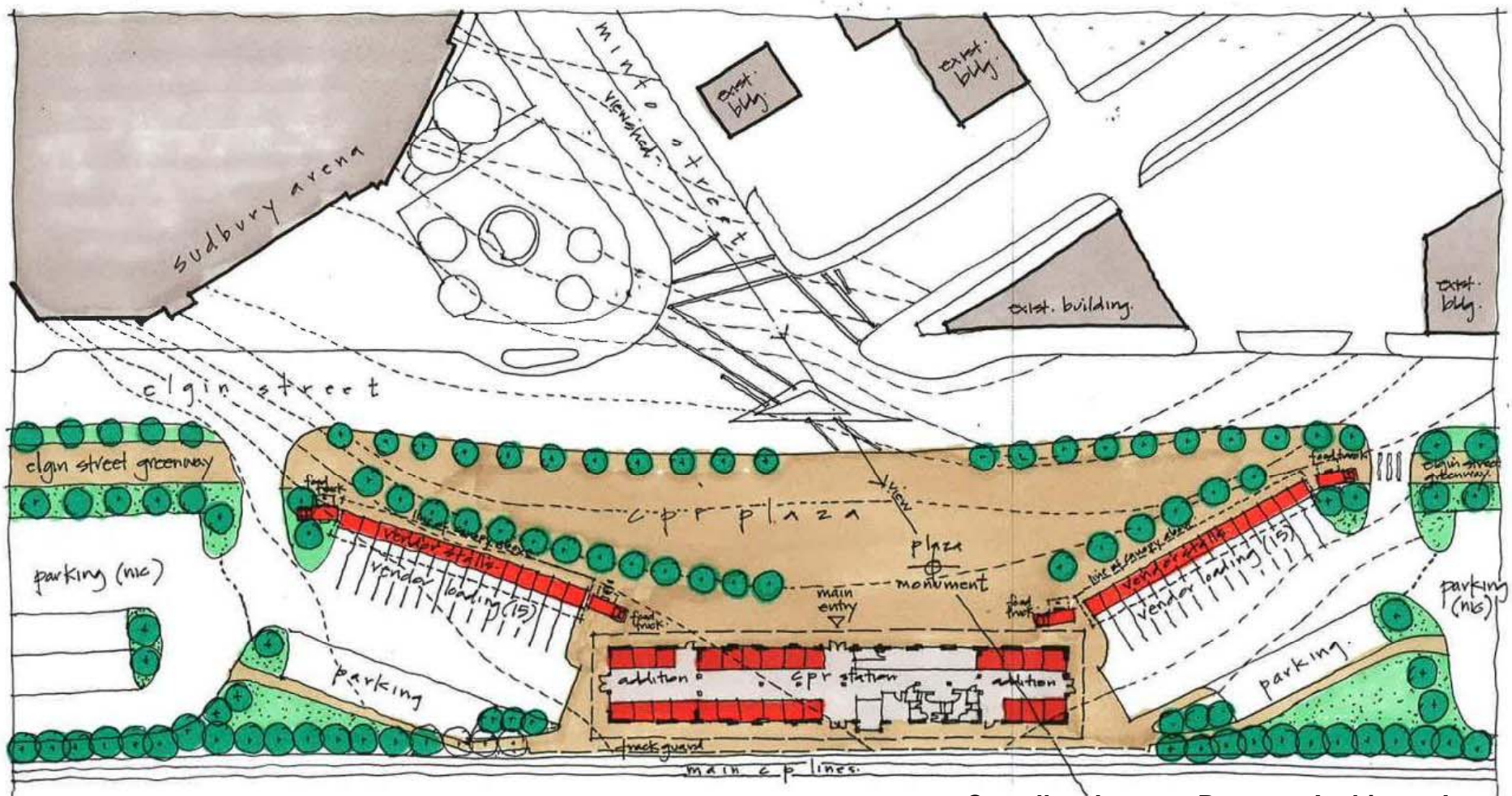
- Two additions to CP Rail Station (3,320 square feet)
- 7,800 sf assembly class structure
- Mixed use building: 26 indoor units (10' x 10'), multi-use space and VIA
- 30 outdoor units (8' x 10'), permanent canopy, with loading
- Elgin Greenway and Plaza Monument
- 4-5 food trucks, CPR Plaza, Parking



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Phase 2 Market - Conceptual Floor Plan:

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



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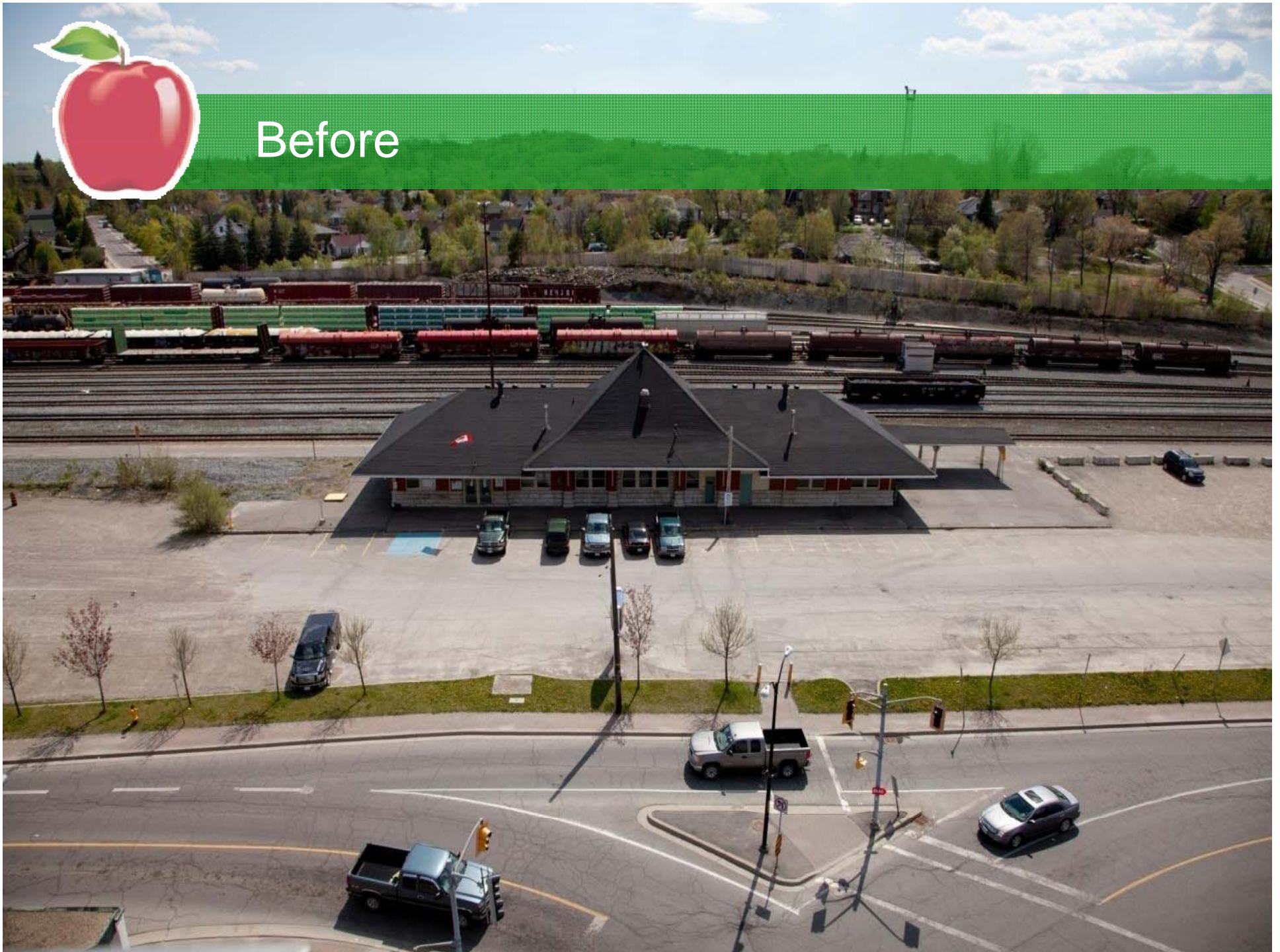
Phase 2 Market – Preliminary Costs:

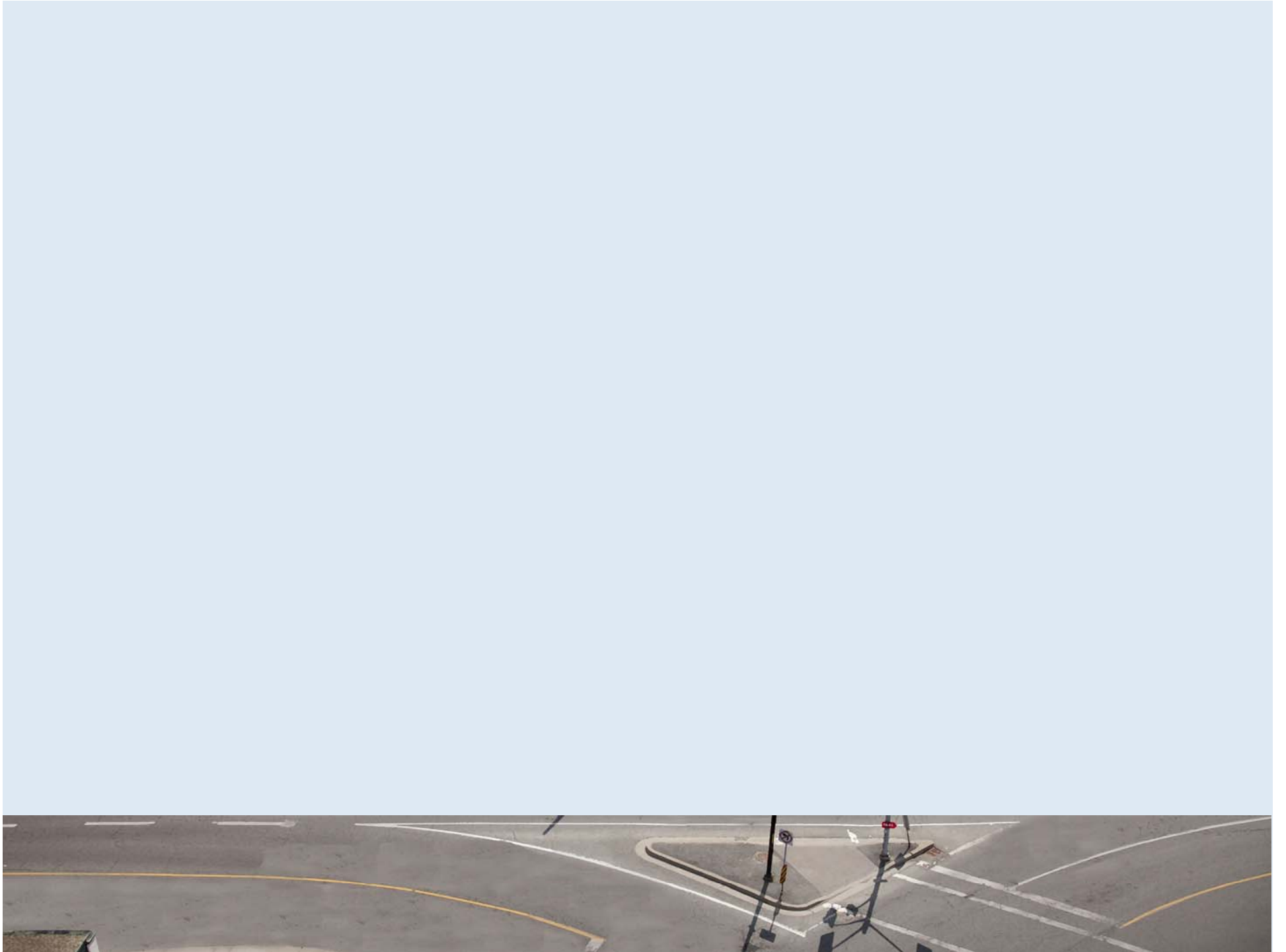
- CPR Station Additions:	\$1.14 M
- Outdoor Canopy:	\$0.44 M
- Elgin Greenway:	\$0.54 M
- Station Monument:	\$0.28 M
TOTAL:	\$2.40 M

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



Before



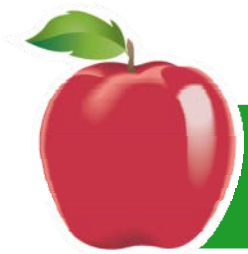




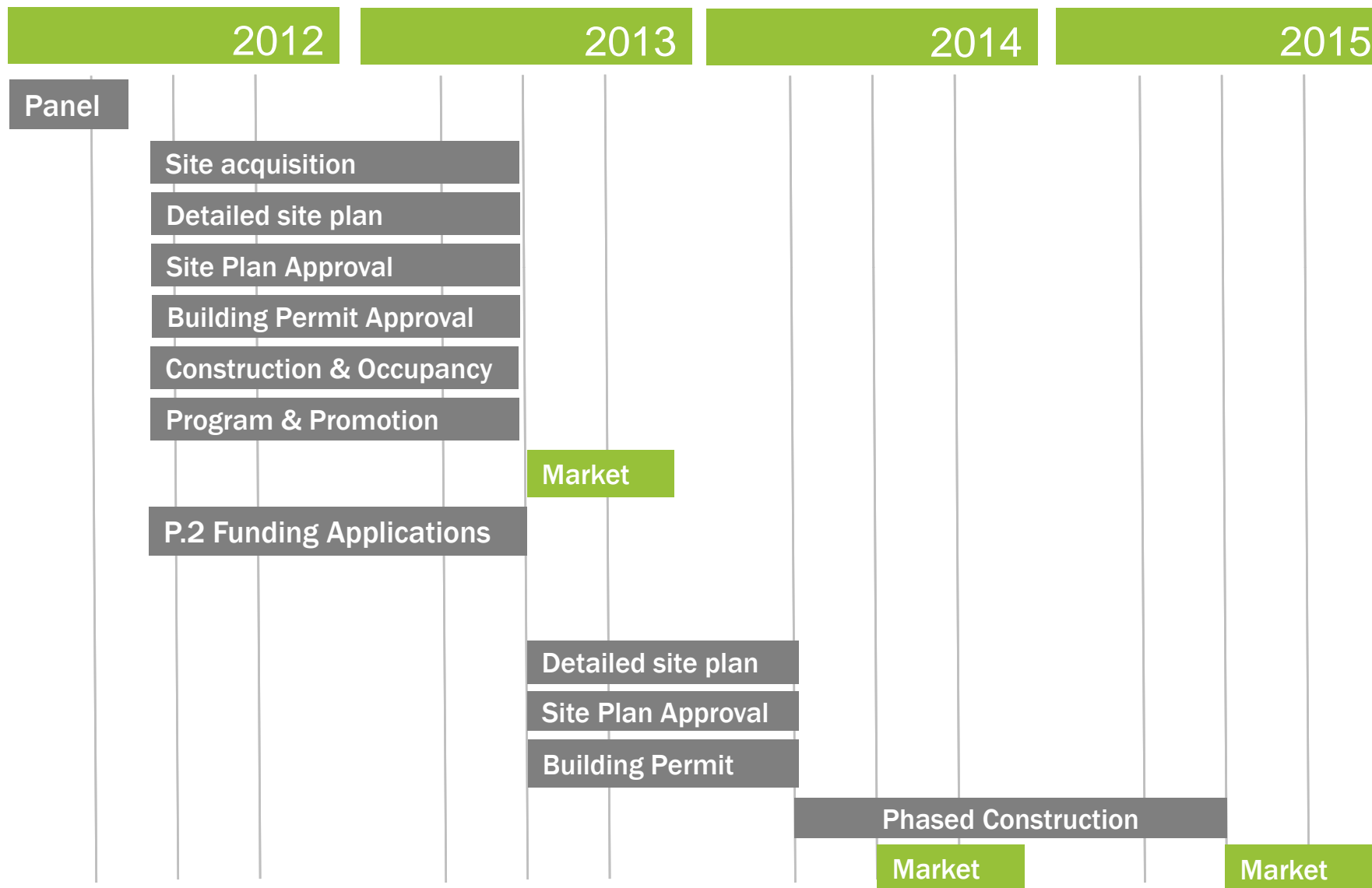
The City should maximize its investment



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- Invest existing funds
 - Lever investment with other government programs
 - Open market in 2013
 - Grow market from 2013+



Our recommended approach





Our advice to Council

The Panel recommends that:

- 1 Use the Vision, as described in our report, to inform and guide the next steps in the market revitalization process.
- 2 Move the market to the historic CP Rail site on Elgin Street for the 2013 operating season, for the reasons described in our report. Should Council concur, it should secure the site and conduct the necessary environmental due diligence to ensure that the site can be used for the market.
- 3 Proceed with Phases 1 and 2 of the market, as described in our report. Should Council concur, it should direct staff to work with its Greater Sudbury Development Corporation to submit funding applications to the Federation of Canadian Municipalities, FedNor and NOHFC as soon as possible to fully leverage the City's investment and realize both phases.
- 4 Establish a Municipal Service Corporation to govern, manage and operate the new market. This new corporation would be responsible for all aspects of the market. The City should provide an annual grant to run the market.

