

Report to/Rapport au :

Planning Committee  
Comité de l'urbanisme

and Council / et au Conseil

May 30, 2013  
30 mai 2013

Submitted by/Soumis par : Nancy Schepers, Deputy City Manager/Directrice municipale adjointe, Planning and Infrastructure/Urbanisme et Infrastructure

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RIDEAU-VANIER (12)

Ref N°: ACS2013-PAI-PGM-0126

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**SUBJECT: BYWARD MARKET – STRENGTHENING THE FUTURE OF THE BYWARD MARKET**

**OBJET : MARCHÉ BY – ASSURER L'AVENIR DU MARCHÉ BY**

### **REPORT RECOMMENDATIONS**

That Planning Committee recommend Council:

1. Receive the report entitled **Strengthening the Future of the ByWard Market** attached as Document 1; and
2. Approve the framework and next steps for determining the future of the ByWard Market as outlined in this report.

### **RECOMMANDATIONS DU RAPPORT**

Que le Comité de l'urbanisme recommande au Conseil :

1. De prendre connaissance du rapport intitulé **Strengthening the Future of the ByWard Market (Assurer l'avenir du Marché By)**, faisant l'objet du document 1; et
2. D'approuver le cadre et les étapes à suivre pour déterminer l'avenir du **Marché By**, décrit dans le présent rapport.

## BACKGROUND

On March 13, 2012, a Planning Committee motion (PLC 31/5) directed the Planning and Growth Management Department to undertake visioning work for the ByWard Market area. This work is now complete. This report presents the results of the visioning process, and the recommended approach to ensuring the long-term success of the ByWard Market.

The original motion was a result of concerns from the ByWard community about the loss of retail food sellers, the loss of other businesses serving residents, and the rise in the number of restaurants, bars and night clubs in the ByWard Market area. Many of these concerns involve uses in privately owned properties, over which the City has limited control. For this reason, this report focuses on finding ways to improve the performance of the publicly owned buildings and spaces in the market area.

In order to expedite the City's work, the ByWard Market Business Improvement Area (BIA) committed to equally sharing the cost of consulting fees with the City. Following Planning Committee's motion, an information report was presented to the Committee on August 23, 2012, which included a proposal to hire Project for Public Spaces (PPS), a U.S. non-profit organization known for its expertise in public markets and placemaking, to conduct a review of current conditions and to make recommendations for the future. Project for Public Spaces' focused on identifying the challenges and opportunities for the future of the ByWard Market and their work included meetings and workshops in Ottawa.

A Steering Committee for the study was formed representing a wide range of interests including the Ward Councillor, the City's Markets Management group that is responsible for operating the public market, the ByWard Market BIA, the ByWard Market Standholders Association, the Lowertown Community Association, the ByWard Safety and Security Committee and other stakeholders. Staff shared background information (relevant reports, studies, policies, by-laws, and mapping) with PPS, consulted with the Steering Committee and helped plan PPS' fall visits, meetings and workshops in Ottawa.

Project for Public Spaces had a series of site visits, meetings and workshops during their visits to Ottawa on September 28 – 29, 2012 and October 23- 24, 2012.

PPS conducted walking tours of the ByWard Market in September with representatives of several groups including the Lowertown Community Association, ByWard Market BIA and the City's Markets Management group. These representatives were provided an opportunity to share their issues and concerns. PPS were also able to meet with a representative of the outdoor vendors and to observe the area's night life.

In a workshop session with the Steering Committee, PPS staff confirmed the goals with respect to the future of the ByWard Market. These were to:

- Strengthen and expand the ByWard Market as an authentic destination;
- Regain trust of customers and integrity of the public market;

- Develop the ByWard Market as the centre for food and local, unique products;
- Bring partners together, including the City;
- Reinvest and redesign core spaces, including the City's infrastructure (Market Building and parking garage);
- Expand outdoor and indoor food retail opportunities; and
- Strengthen the diversity of uses.

During their October visit, PPS met with a number of building owners to gain insight into the area. This was followed by an evening workshop involving a broad range of stakeholders who were invited to the meeting. Invitations were sent to a broad range of stakeholders that included property owners, outdoor vendors, community representatives and stakeholders from the area's cultural and social service groups. Over 70 people attended this meeting, which involved an audit of the Market that focused on various elements including access and linkages, uses and activities. Through this workshop, PPS was also able to ask questions such as what people like best about the Market area, the biggest challenge facing the area, ways to improve and how people can help. All of this input is included in PPS' report submitted to the City, which is attached as Document 1 to this report and is separately on file with the City Clerk.

PPS' report – Strengthening the Future of the ByWard Market – was shared with the Steering Committee and residents through the City's website. Both English and French copies of the report were available for review for a four-week period. The vast majority of comments showed support for PPS' report and recommendations (see Document 4 – Public Comments).

## DISCUSSION

### Recommendation 1 – Receive PPS report

It is recommended that Project for Public Space's report – Strengthening the Future of the ByWard Market – be received by Planning Committee and City Council to serve as guidance for further review and actions to ensure that the historic public market is revitalized and sustainable for future generations. PPS' report recommends a process to re-assess the management structures, financing and authority of the public market in the ByWard Market.

Many of these concerns about the future of the Market involve uses in privately owned properties, over which the City has limited control. For this reason, this report's recommendations focus on ways to improve the performance of the publicly-owned buildings and spaces in the Market area.

Based on their work in Ottawa, PPS concluded the historic public farmer's market is at risk. PPS' findings are not new. Many reports have been prepared on the ByWard Market's public market. (See Document 2 - Chronology of City's Efforts.) The last staff

report was approved by City Council on November 26, 2008 - [ByWard and Parkdale Markets – Program By-Laws and Business Plans - New](#).

PPS' report clearly explains the complex issues facing the historic public market and the ByWard Market which include:

- impact of entertainment and tourist uses;
- physical preservation v. use preservation;
- re-investment needed in the ByWard Market; and
- lack of a coherent plan and programming for existing and future public spaces.

These issues and the recommended ways of addressing them are explored further below.

#### Entertainment and tourist uses

PPS notes that the area's restaurants and other entertainment uses define the area more than the historic public market. These types of uses command higher rents and the fresh food retailers cannot compete. Visitors frequent the ByWard Market area and while this contributes to the local economy, there are problems if vendors and shop keepers cater too much to them at the expense of local residents. A stronger emphasis on the provision of local fresh food products catering to residents living in the surrounding area is needed.

On August 18, 2008, an Interim Control Study of Bars and Nightclubs in the ByWard Market was approved by City Council. Some of the ByWard stakeholders who were involved in that study are now participating in this project. The stakeholders still have outstanding concerns about the large numbers of bars, nightclubs and restaurants and their effect on businesses that serve the area's residents. One of their suggestions is to prohibit new businesses of this type in the area. Staff will undertake a review of the Interim Control Study to determine the degree to which it has been implemented and to recommend any further improvements.

#### Physical preservation v. use preservation

The PPS report notes the focus of preservation in the ByWard Market has been on maintaining the area's physical buildings and structures. The public market has historically been the focus of commercial activity in Ottawa and is where the City was founded. It is now located in one of Ottawa's top tourist attractions with nearby restaurants, night clubs and boutiques. A significant portion of the ByWard Market area is designated as the ByWard Heritage Conservation District, under Part V of the *Ontario Heritage Act*. This designation protects areas that are considered historically or culturally significant and require special attention during the planning process. It also demonstrates the City's desire to protect existing buildings and structures in the ByWard Market from being negatively impacted by development.

PPS found that perhaps it was always assumed traditional uses would endure in the Market, but that they have been disappearing and other uses, like bars and nightclubs that can afford the increasing rents, are replacing them. The City's Market Building, the last of four market buildings remains. PPS found the public market aspect of the area has been in decline for several decades and clearly states that unless management tools and resources are in place, the hope for traditional market uses to continue is faint.

According to PPS:

Traditional public markets cannot compete for valuable real estate with traditional developers. In order for public markets to continue to exist in these valuable places, cities are looking at taking measures to preserve these traditional uses (e.g. cheese shops, bakeries, butchers) as a basic amenity of urban living. Simply stated, cities have the means to foster opportunities to preserve 'public' spaces for public markets and not let them be taken over by those with the deepest pockets. Additionally, preservation of traditional market uses is something that requires on-going vigilance and scrutiny. The availability of fresh local food in cities is important to the liveability, health and interests of citizens today.

In its report, PPS outlines strategies and recommendations to save ByWard's historic public market for future generations. These include the following:

- Governance change;
- Changes in management and operations;
- Policy and regulation;
- Public space design – short and long term; and
- Dealing with nightlife impacts.

#### Re-investment needed

PPS found that the City has a strong hand in management of the public market but does not necessarily provide support that is needed to keep it vibrant and sustainable. PPS indicates that the City benefits economically from parking revenues, property taxes, and encroachment fees from patios and leases on commercial spaces in City buildings in the ByWard Market. They also state that some of the funds collected need to stay in the area.

It is recognized that future City investments are also needed and this is discussed under Recommendation 2 below.

### Public space plan needed

PPS found that in spite of its vibrant nightlife and active public market, the ByWard Market's public spaces need to be addressed by the City.

There are underused public spaces, such as the courtyards near Sussex Drive, which are under the National Capital Commission's jurisdiction. The lack of activity in these spaces allows the homeless and others with social problems to loiter while discouraging use by the general public.

Another issue is privatized public spaces in the area. Outdoor restaurant patios on sometimes limited sidewalk areas can take up valuable pedestrian space. While outdoor patios contribute to the animation of the public realm, too little sidewalk space can be leftover, which limits pedestrian movement.

There is also a lack of a central public plaza or gathering space. Most of the public space in the ByWard Market consists of sidewalk areas. There is no public gathering space that can be used as a focal point. The goal of establishing such a space can serve as a starting point for enhancing public amenities.

### Recommendation 2 – Approve Next Steps

It is recommended that staff investigate a new governance structure and prepare a business case to ensure the public market's long-term sustainability. The PPS report notes that saving the public market requires an ongoing commitment to provide leadership and financial resources so that buyers and sellers can come together in an atmosphere reflecting the values and resources of the Capital region's residents. Further, the report states an organizational change is needed in how the public market is managed. PPS' first and highest recommendation is that the City revise its role in the public market.

Currently, the ByWard Market is managed by the Emergency and Protective Services Department. A new management model is required that has the authority, operational control and funds to support the retailing of local farm fresh food and local products. There will also be a need for increased resources and policy changes. The Deputy City Manager of the Planning and Infrastructure Portfolio will lead a review of policy and funding and spearhead the development of a new governance model for the public market. This work will also involve preparation of a business case. Some of the work will involve review of the current state of the retail food sector, impact of other City farmers' markets that are thriving in many of Ottawa's neighbourhoods, including the City-run Parkdale Market.

In order to undertake this work, the Deputy City Manager will draw upon staff expertise and engage consulting services. This work will cost approximately \$50,000 and will be supported through existing funds. A report recommending a new governance and funding model designed to strengthen and protect the ByWard Market for the long term

will be prepared and submitted to the Finance and Economic Development Committee and City Council in Q1 2015.

In the short and medium term, it is recommended that City staff work with ByWard Market stakeholders to identify and implement improvements that can be implemented relatively quickly. A first meeting was held in early May 2013 that involved staff from City Operations, the ByWard Market BIA, ByWard Market Standholders Association, Planning and Growth Management Department and the Councillor's Office.

In order to address these improvements in a comprehensive way, a streetscape plan is needed, which will cost approximately \$30,000, and will be covered through existing funds. The consultants will engage and obtain input from Markets Management, the ByWard Market BIA, Lowertown Community Association and additional stakeholders. A request for capital funds will be made at a future date to implement streetscape improvements.

### RURAL IMPLICATIONS

Project for Public Space's report recommends a change in governance in market operations in order to re-balance the uses in the ByWard Market. With residents' increased interest in food and eating "locally" there could be new opportunities for the rural community.

### CONSULTATION

The Planning and Growth Management Department worked with the ByWard Market Visioning Steering Committee (Steering Committee) to facilitate PPS's work in Ottawa. This Committee, chaired by Councillor Mathieu Fleury, included Markets Management staff, members of the ByWard Market BIA, Lowertown Community Association, ByWard Market's Safety and Security Committee, ByWard Market Standholders Association, residents and others having a long term interest in the Market.

The Steering Committee was involved in the planning and consultation that PPS undertook in Ottawa from September 28-29, 2012 and October 23-24, 2012. They identified a wide range of stakeholders having an interest in the ByWard Market area including the National Capital Commission, Ottawa Tourism, Just Food/Savour Ottawa, the National Gallery, and the Aga Khan Foundation. These stakeholders were invited to a workshop where PPS was able to involve them in the visioning process. Over 70 people attended the workshop.

Staff consulted representatives from other Departments including Markets Management (Emergency and Protective Services Department), Economic Development and Innovation Department, Real Estate Partnership and Development Office and the City Clerk and Solicitor Department. PPS' report was also shared with the project's Steering Committee and posted on the City's web site to solicit public comment.

Many positive and constructive comments were received over a four-week period (see Document 4). To gain a further understanding of efforts in the area of public markets, staff met with the heads of their organizations in London (ON), Montreal, Kingston and New York. A majority of these public markets underwent governance changes and now operate as non-profit organizations. Staff learned that Ottawa is not alone in its efforts to assist in the further development and survival of their public markets.

### COMMENTS BY THE WARD COUNCILLOR

Ward Councillor Matthieu Fleury provided the following comments:

“The ByWard Market is an important city asset and needs continued reinvestment to ensure its survival. I am glad to see the stakeholders come together to map out a strategy forward and I hope to see the city show the same engagement in implementing the strategy. PPS has highlighted some key areas that need improvement and many of them could be addressed with the right commitment from city staff and the local stakeholders.

The ByWard Market has served an important city function for over a hundred years. This function has evolved with time and needs to change in order to adapt to the pressures it faces. We hope to see a proper business case prepared that can shape the existing market into one that is reactive to the desires of the clientele.

We would also like to see staff work together with the community to address a number of issues that have long affected the area. The ByWard Market serves as the number one tourist destination and suffers from a lack of public washrooms, lack of public spaces and is in need of major improvements to its above ground infrastructure. Improved lighting would go a long way towards making the area feel safer and visibility after the closing of the stands would achieve the same goal. We hope to see action on these and other items in the coming year and look forward to seeing the product.

Overall we are very happy with the report and the public involvement that went into it. We thank everyone involved for all the hard work that went into it.”

### LEGAL IMPLICATIONS

There are no direct legal implications associated with this report.

### RISK MANAGEMENT IMPLICATIONS

There are no risk implications associated with this report. Next steps will involve a determination of an improved governance structure and preparation of a business case. This will include details of how the new organization will operate, how it will be financed in a sustainable way, budgets, market feasibility and other associated information to demonstrate that a new governance structure will succeed.



## FINANCIAL IMPLICATIONS

Recommendation 1 – There are no financial implications associated with receiving the Strengthening the Future of the ByWard Market report.

Recommendation 2 – The total estimated costs are \$80,000, including \$50,000 for professional services to undertake the governance and funding model study; and \$30,000 for professional services to undertake the streetscaping study.

## ACCESSIBILITY IMPACTS

There are no accessibility implications associated with this report.

## ENVIRONMENTAL IMPLICATIONS

Efforts to support and rejuvenate Ottawa's historic public market with an emphasis on local food and local products will support the City's efforts to become a more sustainable community lessening energy use.

## TECHNOLOGY IMPLICATIONS

Information Technology approved this report without comment.

## TERM OF COUNCIL PRIORITIES

The term of City Council's priorities are:

### EP3 - Support growth of local economy

Invest in community organizations that support the local economy, both urban and rural, by promoting local industry, creating infrastructure to stimulate growth, including hubs for innovation, promoting investments in our businesses, and working cooperatively with the federal government to retain federal employment in Ottawa.

### HC2 – Improve parks and recreation

Provide accessible, inclusive and quality parks, recreation services and urban spaces that respond to demographic trends in population and activity.

### SE1 – Ensure a positive experience for every client interaction

Provide consistent and high-quality information and services to residents, visitors and enterprises and improve clients' interactions with the City by ensuring services are timely and coordinated, easy to find and access, and delivered in a way that respects residents' needs.

### SE2 – Improve operational performance

Improve the effectiveness and efficiency of service delivery to reach targets that have been approved by Council and communicated to residents and staff.

GP3 – Make sustainable choices

Ensure that long-term impacts on the City and the quality of life of its residents are considered when making decisions about how the City's assets are managed, how the City operates and how rural and urban areas are developed.

SUPPORTING DOCUMENTATION

Document 1 Strengthening the Future of the ByWard Market prepared by Project for Public Spaces (attached separately on file with the City Clerk)

Document 2 Chronology of City's Efforts

Document 3 Consultation Details

Document 4 Public Comments

DISPOSITION

Staff will undertake the next steps as outlined in this report and will provide the results of the governance review and a business case to the Finance and Economic Development Committee in Q1 2015.

**CHRONOLOGY OF CITY'S EFFORTS**

DOCUMENT 2

(Based on information found in report to City Council entitled "ByWard and Parkdale Markets – Program By-laws and Business Plans – New" (ACS2008-COS-BYL-0055))

<b>Year</b>	<b>Effort</b>
1980s – 1990s	<ul style="list-style-type: none"> <li>Market's Management recognized exodus of local farmers and reduction of fresh local produce. Vendors began to buy and re-sell more fruits, vegetables and plants.</li> </ul>
1993	<ul style="list-style-type: none"> <li>Former City of Ottawa renewed effort to preserve and enhance producer-based vendors at ByWard (and Parkdale) Markets.</li> </ul>
1995	<ul style="list-style-type: none"> <li>New Markets By-law (55-95) to differentiate between producers and re-sellers of produce, arts and craft and other products.</li> <li>55-95 By-law considerations: point of origin, criteria for stand allocation, fees and terms for each class of product.</li> <li>Vendors opposing emphasis on local producers and produce challenged the By-law.</li> </ul>
September 7, 1995	<ul style="list-style-type: none"> <li>Former City of Ottawa loses a Court challenge of new Markets By-law. The Court ruled that the City went beyond its legislative power at the time creating distinctions between growers and re-sellers of produce.</li> <li>The only thing a municipality can do is to: <ul style="list-style-type: none"> <li>- regulate hours of operations;</li> <li>- allocate stands,</li> <li>- charge a flat fee, and</li> <li>- set out minimal amount of regulation.</li> </ul> </li> </ul>
1995	<ul style="list-style-type: none"> <li>By-law 191-95 was enacted as a result of the Court decision.</li> <li>This interim by-law was intended to apply for a short period of time while the City applied for special legislation to the Province relating to markets.</li> <li>The Province refused the application.</li> <li>As a result the City was unable to bring new market regulations.</li> </ul>
April 2002	<ul style="list-style-type: none"> <li>Markets Management and the ByWard Market Standholder's Association launched a new initiative "Building a Better By-law for ByWard", an open and transparent process to develop policies and by-laws.</li> <li>A number of new by-law modifications were made.</li> </ul>
2005	<ul style="list-style-type: none"> <li>A new consultation process between Markets Management and the ByWard Market Standholder's Association was initiated responding to concerns about the viability of the City's two public markets and ability of outdoor vendors to keep up with the cost of living.</li> </ul>
April 12, 2006	<ul style="list-style-type: none"> <li>City Council directed staff to continue to seek legislative</li> </ul>

Year	Effort
	<p>authority to:</p> <ul style="list-style-type: none"> <li>- Allow the City to differentiate between producers and resellers of produce, arts and craft and other products based on i) point of origin, ii) time of year, iii) percentage of active and direct production by vendor;</li> <li>- Establish a system based on different conditions, criteria for assignment, fees and terms for each category of activity.</li> </ul> <ul style="list-style-type: none"> <li>• City Council directed staff to work with outdoor vendors in ByWard (and Parkdale) Markets to develop policies and regulations to ensure long term success of markets for local products.</li> <li>• City Council reconfirmed its goal of preserving and enhancing the ByWard Market as an economic generator and deemed that it was appropriate to license, regulate and govern outdoor vendors to ensure that fresh farm products and arts and crafts, with an emphasis on local products and producers.</li> </ul>
2007	<ul style="list-style-type: none"> <li>• Bill 130 amended Municipal Act, 2001 which gave municipalities much broader authority. Section 113 of the Municipal Act: “establish, maintain and operate a farmers’ market, a flea market and other similar types of market.”</li> </ul>
2008	<ul style="list-style-type: none"> <li>• Markets Management, ByWard Market Standholder’s Association, local Ward Councillors (ByWard and Parkdale Markets) deem it necessary to bring forth a report recommending a new ByWard Market (and Parkdale Market) By-laws and other initiatives to improve the viability of the Markets and relationships among all stakeholders.</li> <li>• Report of November 26, 2008 recommends to City Council: <ul style="list-style-type: none"> <li>- Approval of vision for the Market to read: “The ByWard Market is a vibrant, year-round public market, in a heritage setting providing a variety of local farm fresh products and quality local art and craft to residents and tourists.”</li> <li>- Receive the 2009 ByWard Market Business Plan.</li> <li>- Establish a Core Team-Stakeholders’ Group.</li> <li>- Approve a new ByWard Market Program By-law.</li> <li>- Establish an informal Resolution Team re: dispute resolution.</li> <li>- Establish Selection Committees and associated details for agri-food, art and craft selection and performance selections.</li> <li>- Recognize long term vendors in the ByWard Market.</li> <li>- Direct staff to review ByWard Market governance and report back in 2009 with recommendations to better align governance with the vision for the area.</li> </ul> </li> </ul>
March 13, 2012	<ul style="list-style-type: none"> <li>• In a motion Planning Committee directs “That the Planning and Growth Management Department undertake a visioning</li> </ul>

Year	Effort
	exercise with the community, the cost of which would be shared with the ByWard Business Improvement Area, and the aim of which would be to better understand the mixed use character of the ByWard Market”.
August 23, 2012	<ul style="list-style-type: none"> <li>• Planning Committee receives an information report from the Planning and Growth Management Department informing them of the hiring of Project for Public Spaces, known for their expertise in public markets and placemaking, to undertake the visioning work. Statement of work was included in the report.</li> <li>• Letters of support to hire are submitted by the ByWard Market BIA, ByWard Safety and Security Committee and the Lowertown Community Association.</li> </ul>
June 2013	<ul style="list-style-type: none"> <li>• Planning and Growth Management Department’s brings forth PPS report that states that the historic public market is at risk and if changes are not made then the market will be lost. One of the key recommendations is a need for a governance change that will result in the ByWard (and Parkdale) Markets being managed by a non-profit organization or other arms length structure that will focus on building back local fresh food and products.</li> <li>• The other key step is identifying a champion that will lead the changes that need to be taken.</li> </ul>

**CONSULTATION DETAILS**

DOCUMENT 3

**PUBLIC COMMENTS**

Prior to the public release of the draft PPS report on April 11, 2013, staff briefed the project's Steering Committee and provided copies of the draft report for their review. To ensure Ottawa's residents were aware of the proposed recommendations for the popular ByWard Market, a web page was created on Ottawa.ca providing information and background on the project together with an electronic copy of the draft PPS report (English and French). Public feedback was requested by the City.

Planning staff provided briefings and attended a series of meetings organized by some of the ByWard Market's stakeholders. These included meetings organized by the i) Lowertown Community Association, ii) ByWard Market Standholder's Association, and iii) ByWard Market BIA. Below are comments received from these organizations and the former co-chair of the ByWard Market Safety and Security Committee.

**COMMUNITY ORGANIZATION COMMENTS**

The four organizations that were represented on the Steering Committee provided comments on the PPS report. For the most part, they supported the PPS report, but have outstanding concerns which are detailed in the charts below.

**ByWard Market Standholder's Association (BMSA) (May 9, 2013)**

<b>BMSA Comments</b>	<b>Responses</b>
<ul style="list-style-type: none"> <li>• Bars and restaurants define the district.</li> <li>• Night time activities affect the stands/market (damage, graffiti, theft, urination, drugs, prostitution, parking and access to stands to pack up).</li> </ul>	<ul style="list-style-type: none"> <li>• These issues will be forwarded to City Operations to review.</li> </ul>
<ul style="list-style-type: none"> <li>• Residents' needs are losing over tourists needs. There has been transition from public market/food district to entertainment area over the last 30 years.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Loss of local and fresh food producers: <ul style="list-style-type: none"> <li>- Loss of farms;</li> <li>- Competition from big box and other farmers' markets with more convenient shopping and free parking; and</li> <li>- Big box businesses use produce as loss leaders and have started to sell bedding plants and hanging baskets.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• BMSA supports local fresh food focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• BMSA is concerned about public market balancing farmers, buyers and resellers</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>

<b>BMSA Comments</b>	<b>Responses</b>
<ul style="list-style-type: none"> <li>Concerned about the need for a seven day a week market vs. real demand.</li> <li>Farmers do not want to be in the market if there are re-sellers.</li> </ul>	
<ul style="list-style-type: none"> <li>Supports a pro-active form of governance, not necessarily a non-profit.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Support alignment of functions and budget.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Improved parking – balance paid/free/time and promo and time of year.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Improved security – address issues with homeless/panhandlers.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Better services – public washrooms, vendor washrooms, vendor services (hydro), tourist services (improved info, wayfinding), garbage pickup and street cleaning.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Better policies – rules and regulations that support the public market, effort to attract new farmers (parking incentive, lower fees, location, support only new producers).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Recognize art and craft and refreshment, beavertails, tourist services and buskers.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Make timely changes to rules and regulations as needed. Do this in a transparent and timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>

### **Lowertown Community Association (May 9, 2013)**

<b>Lowertown Comments</b>	<b>Response</b>
<ul style="list-style-type: none"> <li>The Lowertown Community Association generally supports the PPS report.</li> <li>The Market is part of the history and identity of Ottawa.</li> <li>It is important to preserve and enhance this unique area and its traditional function as a fresh local food market.</li> <li>It hopes that the recommendations regarding governance, management and capital investment will restore the public market in ByWard.</li> </ul>	<ul style="list-style-type: none"> <li>Noted</li> </ul>
<ul style="list-style-type: none"> <li>The report does not provide specific recommendations to deal with the restaurants and bars that have changed the identity of the area. The report only recommends that previous studies be revisited and security be increased.</li> </ul>	<ul style="list-style-type: none"> <li>The 2008 Council-approved Study of Bars and Nightclubs in the ByWard Market report was fully supported by ByWard stakeholders. Staff will review the Study and recommend any</li> </ul>

Lowertown Comments	Response
<ul style="list-style-type: none"> <li>This is not acceptable.</li> </ul>	<p>further improvements.</p>
<ul style="list-style-type: none"> <li>There are over 20,000 licensed seats, which are found in a few blocks. This is a 17% increase over the last five years.</li> <li>This increases noise, vandalism and disruptive behavior in and around these businesses. This has had negative impacts on nearby businesses and is killing the area.</li> <li>We are asking the City to impose a five year moratorium on new licensed seats in Lowertown West.</li> <li>This will help find a long term solution to help restore the market to a healthy balanced mix of uses.</li> </ul>	<ul style="list-style-type: none"> <li>Requesting a moratorium is essentially asking for “interim control” to be placed on an area pending further planning study. Interim control can only be placed on an area for one year and then extended for an additional year if the study has not been completed.</li> </ul>
<ul style="list-style-type: none"> <li>The report states that patios privatize public space leaving little room for pedestrians. The report fails to make significant recommendations on how to give more space to pedestrians.</li> <li>We recommend that the City take immediate action to ensure well-marked crossings giving priorities to pedestrians and to ensure that there is a 2 metre clear travel zone on the sidewalk to allow for a wheelchair and pedestrian to pass.</li> </ul>	<ul style="list-style-type: none"> <li>Comments will be forwarded to the group who are looking at short term improvements in the vicinity of the public market for their review.</li> </ul>
<ul style="list-style-type: none"> <li>Suggest using words “local farm fresh products” instead of “local fresh food” since this could be easily interpreted as food served in a restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>“The three organizations that asked for a visioning exercise got the PPS study, which we all have to recognize was not a visioning exercise.”</li> </ul>	<ul style="list-style-type: none"> <li>The three organizations all supported the hiring of PPS in accordance with the statement of work that they all had a chance to review. PPS prepared a succinct report that identified the issues facing the public market and rest of the ByWard Market. Their findings and recommendations were supported by the majority of people providing public comments to turnaround the fortunes of the public market.</li> </ul>
<ul style="list-style-type: none"> <li>We object to PPS suggesting a vision that the market is “the pre-eminent entertainment area</li> </ul>	<ul style="list-style-type: none"> <li>This phrase was not part of a vision provided by PPS.</li> </ul>



<b>Lowertown Comments</b>	<b>Response</b>
of Ottawa”.	These words are taken out of context from the report. These words are used to describe the emergence of the ByWard Market as a pre-eminent tourist and entertainment area in Ottawa.
<ul style="list-style-type: none"> <li>The vision statement described in the 2008 Council-approved vision is preferred: “The ByWard Market is a vibrant, year-round public market, in a heritage setting providing a variety of local farm fresh products and quality local art and craft to residents and tourists.”</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>We wish to be involved in the continued implementation of plans for the Market.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<b>Lowertown Community Association – Heritage Committee</b>	
<ul style="list-style-type: none"> <li>The Heritage Committee agrees with PPS that 80% of the success of a public space is management. It also supports PPS’ recommendations to move forward with accountable management, a new set of policies and sufficient resources.</li> <li>The goals are to attract and train fresh food vendors while maintaining the historic look and feel of the ByWard Market. Both these goals can work to ensure a vibrant public space enjoyed by residents and tourists.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>We concur that the “first and highest recommendation” should be that the City revise its role as the caretaker of the treasured and historic institution.</li> <li>In addition to maintaining the historic look of the ByWard Market, the City can establish policies and programs that focus on historic uses of public spaces.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Its physical setting with vernacular architecture that is layered and altered to meet changing commercial needs. The ByWard Market has a unique North American central market square and the nearby courtyards give it a European feel.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
<ul style="list-style-type: none"> <li>Recommendation: There should be focus on ways to incorporate historical animation of public spaces for food and other uses.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>

Lowertown Comments	Response
<ul style="list-style-type: none"> <li>• Recommendation: All of the key public spaces: i) the Market Building, last remaining building used as a traditional indoor market, ii) George Street plaza where some public seating exists, iii) York Street boulevard, traditional location of outdoor fresh food vending.</li> <li>• All these spaces could provide venues for fresh food and other produce as well as key historic events associated with the area.</li> <li>• Improved seating, greenery and access could help create a space where people want to gather.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<p>ByWard Market Area</p> <ul style="list-style-type: none"> <li>• Organize festivals around food and history.</li> <li>• Introduce occasional livestock days (Cundell's horse rides).</li> <li>• Celebrate Market Founder Day with Colonel By Day (1<sup>st</sup> Monday in August).</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Recognize Stony Monday Riot and other key market area events.</li> <li>• Building ByWard Market theme into Rideau Street LRT stop (artwork at station, gateway at William Street).</li> <li>• Use signage/street stones/banners/murals to tell ByWard Market story.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<p>Market Building</p> <ul style="list-style-type: none"> <li>• Organize upper level for continuous food and cultural activities e.g. historic population's food - French, Irish, Italian, etc.</li> <li>• Incorporate visual displays with photos and stories to correspond to activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Transform visitor centre/info booth into visible "go-to" location e.g. outside banner.</li> <li>• Situate visitor information kiosk outside the building with info about events and captioned historic photos.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Prepare a self-guided walking tour pamphlet that adds to the work already done by current staff at the info booth.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Work with existing tours to complement their offerings by producing a self-guided narrated tour.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<ul style="list-style-type: none"> <li>• Restore market building at street level to fresh food uses e.g. fresh produce and local</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>

Lowertown Comments	Response
products such as honey, maple syrup, pickles, etc.	
<ul style="list-style-type: none"> <li>• Provide visual displays of historic news showing product prices and other info from earlier times.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<p>George Street Plaza</p> <ul style="list-style-type: none"> <li>• Designate this plaza as the Meeting place or Market Stage and organize regular performances of historic events through storytelling and political speechmaking.</li> <li>• Provide opportunities for traditional dancing from various Market groups.</li> <li>• Arrange public seating close to performance space for parents of small children, people with disabilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<p>York Street Boulevard</p> <ul style="list-style-type: none"> <li>• Use central boulevard as the centre for the local food movement with special stalls for heritage and organic only.</li> <li>• Install ByWard Market history timeline to lead people into the core from Sussex.</li> <li>• Celebrate historic buildings such as Chateau Lafayette – oldest continuous tavern, Chateau Cheese – first processed cheese in North America.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<p>Conclusion</p> <ul style="list-style-type: none"> <li>• The LCA Heritage Committee agrees that the time is right for change – 2017 marks 150<sup>th</sup> anniversary of Canada. What better project than revival of the public market within the ByWard Market, possibly including the National Capital Commission, Tourism Ottawa and the private sector.</li> <li>• “This will be a special moment in the country’s history and would be an excellent time to highlight a special place – the ByWard Market. The historic atmosphere of the ByWard Market is tied to both its look (heritage buildings and courtyards) and to its feel (its various uses, past and present). 2017 can be a celebration of this Lowertown market and its importance in the creation and sustenance of Ottawa.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>

### **ByWard Market Safety and Security Committee**

<b>Safety and Security Comments</b>	<b>Responses</b>
<ul style="list-style-type: none"> <li>• A letter to the Mayor from the Safety and Security Committee called for a visioning exercise to explore “issues and potential solutions to ensure that the ByWard Market has a healthy mix of permanent residents and businesses...”. The primary concern was the growing number of restaurants, bars and nightclubs able to pay the high rents driving out food stores and owner operated businesses. While the PPS report calls for action, the report focuses almost exclusively on problems threatening the fresh food market.</li> <li>• I am very supportive of the PPS proposals re: fresh food market, but am anxious that the increasing number of businesses serving alcohol are not put aside while action is being taken to strengthen the market.</li> </ul>	<ul style="list-style-type: none"> <li>• PPS was told by community members about the number of bars and nightclubs in the area and their associated concerns. Currently the area is known more as an entertainment destination. PPS concludes that a balance must be re-established between all the uses and this would be accomplished through a governance change in the public market. Staff recognize that there is an issue with entertainment uses and has stated in this report that the Council-approved interim control report dealing with bars and nightclubs will be reviewed.</li> </ul>
<ul style="list-style-type: none"> <li>• There has not been much evidence that anything significant was being considered to protect other parts of the retail business from the growth of liquor serving establishments.</li> <li>• Maybe a moratorium on new liquor licenses should be introduced... I believe that such a moratorium or some other effective and visible constraint would be supported.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2008 an interim control study, prepared by consultants focused on the numbers of bars and nightclubs in the area. It was approved by City Council. Instead of instituting another moratorium, which in planning terms, means another interim control study for one year, it is important to review its recommendations and identify further improvements before the issue is studied again.</li> </ul>

**PUBLIC COMMENTS**

DOCUMENT 4

**SUMMARY OF PUBLIC INPUT**

Over a four week period public comments were received on PPS' report. Approximately 50 e-mails were received and mostly supported the City's work (Document 4 – Public Comments). The comments received have been organized by topic below.

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
<b>General comments</b>	
	<ul style="list-style-type: none"> <li>• You have identified the problems – it is a matter of public will. We love the market and it should continue to be part of residents' lives and not just tourists.</li> <li>• With farmers' markets throughout the City, there is competition.</li> <li>• Keep it real.</li> </ul>
	<ul style="list-style-type: none"> <li>• It is good to have a combination of amenities to attract customers.</li> </ul>
	<ul style="list-style-type: none"> <li>• I am pleased that recommendations are being made to improve the ByWard Market. It is unfortunate that the market has deteriorated over the years. It used to be a place to stock up on fresh produce. I have stopped going in the winter since there is nothing.</li> <li>• I frequently go to the Jean Talon Market in Montreal – an ideal place to shop for food. They have big indoor fresh produce surrounded by shops selling meat, fish, etc. Why don't we have this here? If there was such a venue in Ottawa, I would go.</li> <li>• Our market is empty and depressing during our long winter months. I dearly hope something will be done about this.</li> </ul>
	<ul style="list-style-type: none"> <li>• Kudos on this 3<sup>rd</sup> party report. It is very well written and accurate in identifying the key pitfalls in the current ByWard Market.</li> </ul>
	<ul style="list-style-type: none"> <li>• The City is choking the area with high taxes, high rent, and low maintenance. We visit the area every eight weeks or so. The City can NOT let the whole area become restaurants and eateries. As travelling tourists, Ottawa needs to wake up and take care of the vendors. There is too much at stake.</li> </ul>
	<ul style="list-style-type: none"> <li>• I generally support and agree with this report.</li> <li>• Panhandling needs to be managed.</li> </ul>
	<ul style="list-style-type: none"> <li>• It is great to hear that the City would like to receive input from residents.</li> </ul>

**ByWard Market Visioning  
Report – Public Comments (May 24, 2013)**

Ref.	Comments
	<ul style="list-style-type: none"> <li>• I would like to thank PPS for their excellent report.</li> <li>• I am a Canadian artist and photographer. My wife and I moved to Ottawa in 2010. Last year I rented artisan space on William Street for the entire year. The ByWard Market provided an opportunity to present my art work in a friendly and unique environment. Last year I met thousands of people and sold hundreds of photographs.</li> <li>• My hope is that all interested parties will take a serious look at the PPS report and take the necessary steps to preserve our heritage.</li> <li>• The ByWard Market is a major asset to the City and its citizens and will require support of everyone if it is to stay current and live for the future.</li> <li>• As a local artist I'm doing my part in making the market an enjoyable experience for all. If I can be of any help, I am ready and available.</li> </ul>
	<ul style="list-style-type: none"> <li>• Montreal and Toronto have at least one. Saint-Hyacinthe, a town near Montreal and Lachine, a Montreal suburb have excellent indoor markets, open all year round, where there are specialty foods, fresh fruit and vegetables.</li> <li>• Someone visiting me needed some “herbes Salées”, a product from Gaspésie, that she bought at the Marché Atwater. I was almost ashamed to explain that the ByWard Market is NOT a market, at least in the winter. She could be expensive hats, scarves and eat a quick meal, but buy food in a market? What a strange idea in Ottawa....</li> <li>• I live in the “ByWard Market” but I am not a young urban professional – I am retired. I used to buy fruits and vegetables at the corner of York, but it is now closed. What will take its place – another place to sell prepared food to young urban professionals? I cannot afford that. Now I have to walk to the Metro on Rideau just to buy a few apples. Ridiculous...</li> </ul>
	<ul style="list-style-type: none"> <li>• As a resident and homeowner in the ByWard Market area, I think the report captures the main problems in this area very well. Interesting it took a New York company to bring forward issues that residents have been voicing for some time.</li> <li>• The Market is a vital part of Ottawa and a small piece of heritage in the area. It is being transformed into a bar area for students by neglect by municipal government. It needs to not only attract tourists, but regain its place as a vibrant part of the unique Ottawa tapestry.</li> <li>• I agree completely with the report's recommendations and hope that the City will pay attention and do something to revive this area so Ottawa can join Boston and other cities with a vibrant and historical</li> </ul>

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<p>core.</p> <ul style="list-style-type: none"> <li>• Our City needs leadership that sees the long term, not an administration that continues to pander to developers and has no vision.</li> <li>• I hope this orphaned part of the City will finally get the attention it and this wonderful municipality deserve.</li> </ul>
	<ul style="list-style-type: none"> <li>• Thank you for the opportunity for residents to comment. I live in Lowertown and use the stores and services in the Market frequently. I appreciate and use the stores and services targeting residents.</li> <li>• I really like the farmers' market and would like to see it expanded to a year round market in the Market building.</li> <li>• I regret the loss of the small food stores and agree with the report's conclusions re: need for the Market to better serve residents and to better balance its diverse uses.</li> <li>• With new condo developments, there is a greater need for services and shops for residents.</li> </ul>
	<ul style="list-style-type: none"> <li>• I do a lot of grocery shopping in the Market including cheese stores, La Botega, the ByWard fruit market and used to regularly shop at the fruit market. I shop at the farmers' market all summer long.</li> </ul>
	<ul style="list-style-type: none"> <li>• I was born and raised in Ottawa and the ByWard Market has been part of my life for a long time. I have seen its evolution of the years and am pleased that it has become a great attraction.</li> <li>• I have read the report and wholeheartedly agree with the recommendations.</li> <li>• I have been disappointed to see produce stalls replaced by arts and crafts – the market's focus should be on food vending.</li> <li>• I hope the report will not sit on a shelf and that some of the recommendations will be implemented.</li> <li>• The ByWard Market is too important to let it go to waste or become a parody of itself.</li> </ul>
	<ul style="list-style-type: none"> <li>• It's hard to disagree with the report – it touches on all the essentials of the market and the many recommendations for City staff and Planning Committee.</li> <li>• It's also hard to forget that the City is responsible for the Market's problems. The fact that the report exists provides a ray of hope.</li> </ul>
	<ul style="list-style-type: none"> <li>• There is no sign of political will to start the process of market renewal. It does not seem that public apathy will be transformed into genuine interest and commitment in supporting the City in the necessary changes outlined in the report.</li> <li>• As the lady said "don't it always seem to go, that you don't know what you've got til it's gone."</li> </ul>

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<ul style="list-style-type: none"> <li>• I am a former commercial and vegetable farmer and vendor in Ottawa with twenty years of experience in this business.</li> <li>• The report by PPS provides a reasonably accurate assessment of the current status.</li> </ul>
	<ul style="list-style-type: none"> <li>• The City's ByWard Market building renovation of 1997 failed in its intended goal of fostering a sustainable food retail base.</li> <li>• In 1997, the city relinquished its responsibility to the protection of food retail by agreeing to a lease to a group of Ottawa entrepreneurs on a long term basis (20 years) without mandating a provision for providing an adequate food retail component for potential tenants.</li> <li>• Unfortunately, the city failed to put a stamp onto its "crown jewel property".</li> <li>• Tenants on the inside and outside of the ByWard Market building have to work in tandem.</li> <li>• I welcome possibly learning from the model of the "Corporation de Gestion des Marches Public de Montreal" or other successful models in Canadian cities.</li> </ul>
	<ul style="list-style-type: none"> <li>• It is certainly a great benefit to Ottawa.</li> <li>• Along with the Rideau Centre it is a wonderful downtown pedestrian area.</li> </ul>
	<ul style="list-style-type: none"> <li>• I agree a clear and strong vision statement needs to be developed.</li> <li>• ByWard market farmers' market needs to be turned over to a not-for-profit community run organization.</li> <li>• I do not agree that the city should spend any more time setting up another committee of advisory group to consider the city's options.</li> </ul>
	<ul style="list-style-type: none"> <li>• We have a council that is dominated by rural councillors who don't seem to care about the needs of urban residents.</li> <li>• Please tell me why I should believe the city will follow through with the recommendations of this report.</li> </ul>
	<ul style="list-style-type: none"> <li>• We shouldn't follow suit with other major metropolitan gouging residents and tourists with annoying fees.</li> <li>• Residents who oppose should understand that where they live is the downtown area; it should be expected to have higher traffic than suburban areas.</li> </ul>
	<ul style="list-style-type: none"> <li>• "If it isn't broken, don't fix it"... I don't believe the Market is broken.</li> <li>• I believe the Report's methodology and its major conclusion significantly weaken the argument.</li> <li>• A significant deficiency in the report's methodology would seem to be the lack of reliance on the views and recommendations of the current market management team.</li> </ul>



<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<ul style="list-style-type: none"> <li>• A second glaring omission in the report’s methodology was the failure to reference the in depth city commissioned 1992 Coriolis Consulting Corporation’s ByWard market food retail study.”</li> </ul>
	<ul style="list-style-type: none"> <li>• The ByWard Market can be saved. It is worth saving.</li> <li>• Market Management has done a great job within the limitations that the Bylaw imposed.</li> </ul>
	<ul style="list-style-type: none"> <li>• I am pleased with the suggestion to change the governance to a non-for- profit board; however, I would like to see a clear commitment that the transition to a not-for-profit include all key stakeholders in the process and final result. There needs to be an understanding of all the special needs of the area which needs to be addressed from a position of deep understanding and experience.</li> </ul>
<b>Cleanliness</b>	
	<ul style="list-style-type: none"> <li>• Clean and spruce up the Market and bring up its standards without bringing up the cost too much. This will bring long term benefits both economically and to society in general.</li> </ul>
	<ul style="list-style-type: none"> <li>• The City can make more money by fining people who litter making it less appealing to tourists. These fines can help in other areas where money is needed to make the City more appealing.</li> </ul>
	<ul style="list-style-type: none"> <li>• We need a campaign against littering – cigarette butts are disgusting.</li> <li>• More aesthetically pleasing garbage containers need to be provided.</li> </ul>
	<ul style="list-style-type: none"> <li>• Non-food stalls, locating in prime locations around the central market building, leading to an overall third world flea market atmosphere, with little, if any, standards for display quality or quantity.</li> <li>• The unpleasant stench that permeates the surrounding of ByWard Market building.</li> </ul>
	<ul style="list-style-type: none"> <li>• The large hanging sculpture in the main hall had been neglected, haven’t been cleaned for ages.</li> </ul>
<b>Area’s Character</b>	
	<ul style="list-style-type: none"> <li>• The City should maintain area’s charm. A tall condo building in the area is contrary to what is needed and will change the market place feel of the area. There are plenty of condo buildings at the perimeter of the area.</li> <li>• This could mean the Market becoming an extension of the dense development on Rideau at King Edward</li> </ul>
	<ul style="list-style-type: none"> <li>• There is a “dirty/grungy” feel in the market.</li> </ul>
	<ul style="list-style-type: none"> <li>• There is a greater need for public spaces. The Market is a very special part of Ottawa and its character needs to be protected.</li> </ul>
	<ul style="list-style-type: none"> <li>• City market ambassadors should have some heritage training.</li> </ul>

**ByWard Market Visioning  
Report – Public Comments (May 24, 2013)**

Ref.	Comments
	<ul style="list-style-type: none"> <li>• The National Portrait Gallery and National Gallery of Canada temporary installations in the courtyards were welcome.</li> </ul>
	<ul style="list-style-type: none"> <li>• The very features that attract visitors to the market (it's uniqueness) is the very feature that is causing the problem – congestion.</li> </ul>
	<ul style="list-style-type: none"> <li>• More events need to be planned with corporate sponsorship, chess competitions, Christmas themes, etc.</li> </ul>
	<ul style="list-style-type: none"> <li>• The area around the market building needs trees, benches visible garbage bins, bike racks, water fountains, awnings, shady areas, places where kids can run around, tourist info kiosks, outdoor maps.</li> <li>• Market building could use a facelift, not a renovation, perhaps a couple nicely chosen colours.</li> <li>• Upstairs would be an excellent place for afternoon concerts or charity art exhibits.</li> </ul>
<b>Public Spaces and Pedestrians</b>	
	<ul style="list-style-type: none"> <li>• More public space and greenery is needed. This can be achieved by using spaces dedicated to cars e.g. roadway and parking areas. Too much of the market is dominated by cars circling for parking.</li> <li>• Certain intersections could be converted to streets ending at public plazas to discourage through traffic or circulating traffic while still allowing vehicle access for deliveries.</li> <li>• Some streets could be substantially narrowed or converted to one-way streets.</li> <li>• Certain streets or blocks could be closed to vehicles.</li> <li>• Resurface streets in pavers, add planters and limit speed to 10 km/hr to give a pedestrian-first feel to these blocks. All of these ideas would help create a more liveable and walkable market with pedestrian priority, places to relax, less vehicle noise and more greenspace.</li> </ul>
	<ul style="list-style-type: none"> <li>• Visitors to Ottawa should be welcomed into a walking environment. It promotes health and businesses benefit.</li> </ul>
	<ul style="list-style-type: none"> <li>• Please temper the presence of cars in the ByWard Market and improve the pedestrian and cycling realm. The sidewalk on the south side of George Street needs to be addressed. Except for La Botega, there is no consistent pedestrian walkway and people end up walking through a parking lot. The parking lot needs to be reclaimed for the farmers' market, patio space, etc. It is sad to see a two block long loading dock as the first welcome to the Market.</li> </ul>
	<ul style="list-style-type: none"> <li>• Montreal's Jean Talon Market is unique and a destination for people on the weekend. Parking is below grade, easy to enter and leave and inexpensive. Traffic is not located in the market so it is easy</li> </ul>

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<p>for people to roam freely with thousands of products to choose from.</p> <ul style="list-style-type: none"> <li>• Eliminate traffic, build a space for year round shopping. This would increase revenue and accommodate thousands of potential visitors daily.</li> <li>• People have to walk too far with their bags, sidewalks are too narrow, and there are traffic fumes. Vendors don't have room or time to show their products.</li> <li>• My sister goes to Jean Talon every weekend. It is a place to meet people and to relax.</li> </ul>
	<ul style="list-style-type: none"> <li>• The issue of vehicular traffic and characterized the issue as being the elephant in the room.</li> <li>• Pedestrian traffic could be affected along with business activity which could result in a drop of revenues.</li> <li>• There can also be better physical and recreational melding of Major's Hill and Confederation Park.</li> </ul>
	<ul style="list-style-type: none"> <li>• Additional seating and table space will attract vagrants and panhandlers.</li> <li>• The addition of an outdoor information tourist kiosk should be introduced.</li> </ul>
	<ul style="list-style-type: none"> <li>• Great job on the benches on the William Street Pedestrian Area. The design separating the seats along the bench mean that benches are not being used to lie on!</li> <li>• If we were to add benches to the Market area, we need to have it policed or monitored to discourage loitering.</li> <li>• If we keep this area perhaps video surveillance of this area would deter bodies from staying there all day, doing God knows what!</li> </ul>
<b>Parking</b>	
	<ul style="list-style-type: none"> <li>• If I spend money in the area, I should not have to pay for parking. I used to enjoy shopping and eating in the Market but have been avoiding the area because of the extra "expenses".</li> <li>• There could be some bar code on area businesses' receipts that could be scanned for proof of purchase.</li> </ul>
	<ul style="list-style-type: none"> <li>• There is enough parking in the parking garage and nearby streets.</li> </ul>
	<ul style="list-style-type: none"> <li>• Improve the parking.</li> </ul>
	<ul style="list-style-type: none"> <li>• I love the ByWard Market and go there less and less. Parking is an issue e.g. if I buy 30 minutes of time, will I have enough time. The parking by-law officers are watching – they are almost like spies, waiting to issue tickets.</li> <li>• Free parking would be appreciated or at least don't ticket people who get back to their cars late.</li> </ul>

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<ul style="list-style-type: none"> <li>• Parking tickets don't take coins and it's hard to always have change. Many times 1 hr. parking is not enough.</li> </ul>
	<ul style="list-style-type: none"> <li>• Parking should be free. Meters should accept bills and credit cards.</li> </ul>
	<ul style="list-style-type: none"> <li>• Parking prices could be raised to increase availability of parking spaces in the core. There could also be a greater proportion of handicapped spaces and better Bixi service.</li> </ul>
	<ul style="list-style-type: none"> <li>• You should not have to pay for parking in the ByWard Market – people go and spend money there.</li> </ul>
	<ul style="list-style-type: none"> <li>• Parking is difficult to find. More parking is needed – underground parking should be built and it should be free if people spend more than \$30-\$50.</li> </ul>
	<ul style="list-style-type: none"> <li>• Parking needs to be addressed. I used to go but it has become too much of a hassle and expense. My local supermarket offers free parking and better prices.</li> <li>• Cutting rent for businesses and offering free parking would incentivize me to return to the market.</li> </ul>
	<ul style="list-style-type: none"> <li>• Parking is way too expensive for customers. The cost needs to be way less.</li> </ul>
	<ul style="list-style-type: none"> <li>• In response to the CTV news broadcast, I suggest offering free parking to revitalize the market – with a 1 or 2 hr time limit so it is not abused by others.</li> <li>• My husband and I would go to the market in the summer to buy fresh fruit and vegetables, but go to a market in Quebec instead because it has free parking. The reason we never go to the ByWard Market is because of the need to pay for parking. This is a huge deterrent.</li> </ul>
	<ul style="list-style-type: none"> <li>• There should be less parking, but more pick-up and drop-off/short stay parking. There are few options for quick in and out trips.</li> </ul>
	<ul style="list-style-type: none"> <li>• I don't think parking needs to be free, but there should be more incentives such as the \$2 fee for parking in the City garage if you leave by 11 a.m.</li> </ul>
	<ul style="list-style-type: none"> <li>• The PPS report does not discuss the fate of the parking area on York Street or parking garage, if parking areas are removed.</li> </ul>
	<ul style="list-style-type: none"> <li>• The parking of tour buses should be limited to the edge of the market. Most do not respect the no-idling rule and congest traffic.</li> </ul>
<b>Local produce/products/businesses</b>	
	<ul style="list-style-type: none"> <li>• Emphasizing sale of local produce is good.</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure fresh fruit and vegetable farmers' have reasonable access.</li> </ul>
	<ul style="list-style-type: none"> <li>• I go to the market for local fruit and vegetables – this is most important.</li> </ul>

**ByWard Market Visioning  
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Ref.	Comments
	<ul style="list-style-type: none"> <li>• I like to shop locally buying fruits, vegetables and maple syrup. These products have become very expensive. You find many of the same products in the grocery store for less than half the price.</li> <li>• I noticed some produce from the United States, which is unacceptable for a local market. Local markets should have local producers.</li> </ul>
	<ul style="list-style-type: none"> <li>• Move fresh produce to the existing Aberdeen Pavilion to make better use of it and to free up prime real estate in the core.</li> </ul>
	<ul style="list-style-type: none"> <li>• Good report. The expansion of farmers' markets in Ottawa's neighbourhoods was not mentioned. Many who used to go to ByWard now go to these local markets due to the availability of free parking.</li> </ul>
	<ul style="list-style-type: none"> <li>• I like to shop at local farmers' markets and feel that the farmers who so hard should not have to pay high fees for a spot to sell locally grown food. They will be driven out of the farming business and we will be the losers.</li> </ul>
	<ul style="list-style-type: none"> <li>• I do a lot of grocery shopping in the Market which includes the cheese stores, La Botega, ByWard fruit market and used to be a customer at the now-closed fruit market.</li> </ul>
	<ul style="list-style-type: none"> <li>• It would be worthwhile to charge produce/flower/locally made products a lower cost than others who sell non-local products.</li> <li>• I would like to see a farmers' market in the ByWard Market similar to the one located at Lansdowne Park.</li> </ul>
	<ul style="list-style-type: none"> <li>• How can we ensure that future generations of farmers sell in the ByWard Market? How would a "green" market policy like Union Square in Manhattan be enforced?</li> </ul>
	<ul style="list-style-type: none"> <li>• The report does not discuss the outdoor vendors selling only non-local products. Stands might be better devoted to at least locally produced products.</li> </ul>
	<ul style="list-style-type: none"> <li>• City must subsidize local producers to ensure that fresh produce is available all year long.</li> </ul>
	<ul style="list-style-type: none"> <li>• About business replacing Ontario Fruit, I feel, is an issue because the market is too small and constricted the way it exists today.</li> </ul>
	<ul style="list-style-type: none"> <li>• Fresh food retailers, especially produce retailers, seem to be an element which is desirable in the neighbourhood and yet when they exist in too close a proximity to a farmers' market, they can pose a direct and undesirable conflict with that farmer's market.</li> <li>• True local farmers, which only have a limited amount of in season produce, could not compete with these resellers or with the year round retail stores that operated close by. The city got rid of the re-</li> </ul>

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Ref.	Comments
	<p>sellers but it still did not attract very many local farmer/ producers.</p> <ul style="list-style-type: none"> <li>• There are several reasons why farmers don't want to sell at the ByWard Market. First among these is the market's reputation. The market was not farmer friendly.</li> <li>• Secondly, there is a perception that the city's bureaucracy is not farmer friendly. ByWard laws, regulations and fees are a hassle and inconvenience to deal with.</li> <li>• Thirdly, the market is not an easy place to physically access. Market traffic congestion can make it not worthwhile.</li> </ul>
	<ul style="list-style-type: none"> <li>• ByWard has strong agricultural roots, times have changed and the arts and craft sector of the market is more prominent.</li> </ul>
	<ul style="list-style-type: none"> <li>• Time is not on the side of ByWard Market's survival.</li> <li>• The number of food market stalls has been steadily decreasing over the years.</li> <li>• This situation has been exacerbated, by the combination of stall rental fee increases, lack of security around the central building perimeter, proliferation of an assortment of non-food stalls.</li> </ul>
	<ul style="list-style-type: none"> <li>• The current fruit and vegetable sellers are not doing themselves a favour by selling fruit on double Styrofoam cups (very misleading) or putting fruit of lesser quality on the bottom. Perhaps it could be self policing.</li> <li>• There is more competition from other markets and from stores such as Loblaws.</li> </ul>
	<ul style="list-style-type: none"> <li>• We recently lost our one major fruit and vegetable store to yet another prepared food outlet.</li> </ul>
	<ul style="list-style-type: none"> <li>• Why Shop in the ByWard Market for produce? There is better selection closer to home.</li> <li>• Not to mention the "double box" fruit displays, when fruit sellers display they wares in double foam containers, but in fact it's just a thin layer in the top box. (one of these really annoying things).</li> </ul>
	<ul style="list-style-type: none"> <li>• Promote residents who have a dream to operate a small booth to sell their home made delectable food similar to a farmers' market.</li> </ul>
	<ul style="list-style-type: none"> <li>• We need to limit what the resellers can sell!</li> <li>• Resellers and growers need to be segregated.</li> <li>• This can be policed and enforced through a code of conduct.</li> </ul>
	<ul style="list-style-type: none"> <li>• I live in the Market and support the shop owners, restaurants and market stalls on a daily basis. I went to the Market this morning to purchase flowers and herbs the same way I have been doing for the past 20 years. This year there are less than ½ of the stall owners. The City is killing the Market!</li> </ul>

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Ref.	Comments
	<ul style="list-style-type: none"> <li>• The vendors said to me:               <ul style="list-style-type: none"> <li>- One of the stall vendors who had 5 stalls is not here this year. He had some of the nicest plants. Too expensive in the Market - \$10,000 per stall per month!</li> </ul> </li> <li>• The City is good at dictating what they should have e.g. similar stalls and overhead shelter, but the stall owners pay for it – they are not impressed.</li> </ul>
	<ul style="list-style-type: none"> <li>• We are down to ONE place to buy fruits and vegetables in the winter. The Ontario Fruit and Vegetable Market closed and it is now being replaced by a gourmet take out business.... I'm not going to frequent the gourmet take out every week, but I will be buying fruit and vegetables every day or every other day.</li> <li>• How much do residents collectively pay in taxes? Stop treating the place as a tourist trap!! I refuse to buy bananas and apples from the stalls one at a time.</li> </ul>
	<ul style="list-style-type: none"> <li>• Think of the really nice working markets in the world e.g. Granby, St. Lawrence, Pike. They are great because they are real.</li> </ul>
	<ul style="list-style-type: none"> <li>• I am disappointed about the lack of attention given to the presence and importance of the craft in the ByWard Market and the craft component in the ByWard Market Building.</li> <li>• Crafts people are local producers the same way as farmers and their contribution is too vital to be overlooked or displaced. Crafts people are like farmers who need a nurturing environment to sell their wares.</li> <li>• Crafts people contribute to the authenticity, atmosphere and local colour. Historically markets have always included local craft in their mix.</li> </ul>
	<ul style="list-style-type: none"> <li>• I would like to see the proposed initiative of proactive leasing to not only focus on farmers and food retail, but also local craft producers and retailers. The local craft component is every bit as local, valid and vital in the market mix.</li> <li>• The educational component proposed by the PPS report also missed other opportunities with respect to the craft component of the ByWard Market.</li> </ul>
<b>Nightlife and bars</b>	
	<ul style="list-style-type: none"> <li>• Please do not remove focus on nightlife. If you remove focus on nightlife, the situation will only get worse and it is not good already. There are already enough food shops in the Market. During the day people like to shop, which is why focusing on food and stores is a good idea. At night people do not shop but rather go out for a night on the town.</li> </ul>

<b>ByWard Market Visioning Report – Public Comments (May 24, 2013)</b>	
Ref.	Comments
	<ul style="list-style-type: none"> <li>I strongly suggest to try to focus on creating a family-friendly area. There is a lot of night life, but I will never go there after dark because I do not feel safe there.</li> </ul>
	<ul style="list-style-type: none"> <li>The endless expansion of the Irish Village and near identical faux Irish pubs needs to stop before the Market becomes one homogenous restaurant.</li> </ul>
	<ul style="list-style-type: none"> <li>There are enough bars and restaurants and not enough places selling produce or a place selling coffee. A few more places like Moulin de Provence would be attractive.</li> <li>I think there should be more variety and be an appealing place to live in and visit all year round. A good start is the area near the parking garage.</li> </ul>
	<ul style="list-style-type: none"> <li>The City continues to allow more restaurants or restaurants turning into bars.</li> </ul>
	<ul style="list-style-type: none"> <li>I am very concerned with the number of bars, pubs and restaurants in the market.</li> <li>I fear the market is turning into a tourist haven/ drinking quarter with few services for residents.</li> <li>As the number of establishments encouraging bad behaviour increases, security in the area becomes a more serious problem</li> </ul>
<b>Social issues</b>	
	<ul style="list-style-type: none"> <li>Homelessness, substance use, and prostitution surrounds the ByWard Market area. People suffering from homelessness and addictions need our help. Why are they attracted to the ByWard Market?</li> </ul>
<b>Development</b>	
	<ul style="list-style-type: none"> <li>How to keep the Market out of the hands of rapacious developers is not addressed in the report.</li> </ul>
<b>Transportation</b>	
	<ul style="list-style-type: none"> <li>People can go to the Market by car, bus, bicycle, foot or combination.</li> </ul>
	<ul style="list-style-type: none"> <li>Get cars off the streets around the Market Mall. This is key for many people. It is annoying to dodge all those cars.</li> </ul>
	<ul style="list-style-type: none"> <li>Would like to see better traffic routes and greenspace with benches.</li> </ul>
	<ul style="list-style-type: none"> <li>Install more bike racks.</li> <li>Improve transportation connections to the ByWard Market, even on the weekends.</li> </ul>
	<ul style="list-style-type: none"> <li>The ByWard Market needs to be bike friendly.</li> </ul>
	<ul style="list-style-type: none"> <li>More bike racks in secure areas is needed year round.</li> <li>There is no reason why some of the major streets couldn't be closed to traffic on the weekends so it is much friendlier to pedestrians. Clear the routes to and from the parking garages.</li> </ul>



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Ref.	Comments
	<ul style="list-style-type: none"> <li>• Make sure the Ambassadors (in yellow shirts) are familiar with the Bixi system. Tourists will be using the system and is a clear start or end of a cycle trip.</li> </ul>
	<ul style="list-style-type: none"> <li>• The PPS report's recommendation to implement a parking validation system seems way out of sync with the city's higher level policies of trying to reduce automobile usage.</li> <li>• The single recommendation from the report that I support is to "rethink York Street". The wide avenue currently used for parking can be become the central boulevard by removing traffic and making it into a pedestrian mall on weekends. Increase greenery and develop a public piazza or plaza.</li> </ul>
	<ul style="list-style-type: none"> <li>• The market must become bike friendly</li> </ul>
Suggested Improvements and ideas	
	<ul style="list-style-type: none"> <li>• Establish a partnership between downtown restaurants and the public market to enable them to source a majority of their produce/meats/cheeses, etc. at fair commercial prices. This would encourage diversity of food items in the market and could be a marketing opportunity for the restaurants.</li> </ul>
	<ul style="list-style-type: none"> <li>• Host seasonal events in the market, which use food items from the market for the public e.g. offer free/short food prep classes, cooking competitions, visits from culinary activities.</li> </ul>
	<ul style="list-style-type: none"> <li>• Reduce the number of vendors selling jewellery to tourists and replace them with items of local interest e.g. oils, vinegars, locally produced snacks.</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide food education in the market including live demonstrations on how cheese is made, where cuts of meat come from various animals, how ice wine is made, how maple syrup is made.</li> </ul>
	<ul style="list-style-type: none"> <li>• Build a stronger social media presence including a Facebook page with up to date info on market events, short bios of some of the farmers/farms. Check a successful example – Terra20.</li> </ul>
	<ul style="list-style-type: none"> <li>• Please keep the public notified on how it can continue to share new feedback and build on existing ideas.</li> </ul>
	<ul style="list-style-type: none"> <li>• Redesign the current market area for bistros, brasseries and high end restaurants. Keep the entire area pedestrian-only. This provides more room for patios, gardens, fountains and a welcoming environment for residents and tourists.</li> </ul>
	<ul style="list-style-type: none"> <li>• The City needs to have more food retailers and not restaurants. It needs to buy buildings around the market and offer subsidized rent to local farmers and businesses that contribute to the feel of the area. Without City ownership, it's almost impossible to direct the type of retail uses for these spaces.</li> </ul>
	<ul style="list-style-type: none"> <li>• Build vertically not horizontally with more attractive patios. Be careful not to block out sunshine from</li> </ul>

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Ref.	Comments
	<p>the area shopping outdoors.</p> <ul style="list-style-type: none"> <li>• Offer taste samples and simple healthful cooking shows/classes along with local produce to attract clients.</li> <li>• Offer market “stamp cards” that allow a free meal in the market or \$ value of produce after a certain number of visits.</li> <li>• Make the market more entertaining and appealing on a regular basis. Free music cultural shows/entertainers, culinary shows to appeal to all ages cultures with good family values_without promoting a “party-crazy” environment.</li> </ul>
	<ul style="list-style-type: none"> <li>• Revitalize the ByWard Market by making it more pedestrian-friendly e.g. increase pedestrian only areas – particularly George and York Streets between Sussex and Dalhousie.</li> <li>• Relax restrictions and allow more street food vendors in the area. There is too much bias towards restaurants/pubs right now.</li> <li>• Allowing street food vendors will encourage small businesses to participate in the sale of artisan, innovative homemade goods.</li> <li>• Provide more seating areas.</li> <li>• There are many lively pedestrian squares in Germany. Take note of what makes those places so vibrant. These factors include local artisan products and street food vendors.</li> <li>• I do not want my taxes to be used to subsidize business rents or renovation costs. Businesses that are successful innovate.</li> </ul>
	<ul style="list-style-type: none"> <li>• Beautify York Street by removing the ugly parallel parking on York Street. Nothing is less inviting to tourists and locals than coming from Major’s Hill Park down the stairs by the US Embassy and seeing a sea of parked cars.</li> <li>• Use this space as a central plaza or expand the farmers’ market during the day or “rue du Tresor” with artists like Montreal or Quebec.</li> <li>• A people friendly area will draw people and this will counter balance the bars and restaurants.</li> </ul>
	<p>Subsidize the farmers, create some green spaces and use York Street as a grand entrance to the Market, not a parking lot.</p>
	<ul style="list-style-type: none"> <li>• Some ideas from other cities: Baltimore – bricks purchased by citizens and businesses that pay homage to the RAVENS. Why</li> </ul>

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	<p>not duplicate this idea for the Ottawa Senators hockey team? It could start from Elgin Street – Sens Mile and lead to the ByWard Market. A “Heritage Walk” could also be tied into this and end at the historic ByWard Market.</p> <p>Savannah - public garages – are decorated with beautiful flower boxes on all levels to provide colour, reflect seasonal changes and promoting what’s going on in the Ottawa. The ByWard Market BIA could do this and decorate for different seasons and events e.g. Canada Day, Tulip Festival, etc.</p> <p>In South Carolina wooden swings facing the boardwalk and waterfront. They were well lit and partially covered providing protection from the sun. In Ottawa these could provide an opportunity for people to sit and enjoy especially if they are located in a safe and clean area.</p> <p>City/Tourist/Ambassadors were close by to answer people questions. Some even travel on Segways. We need visible and roaming Ambassadors who could also provide a first point of contact in emergency situations.</p>
	<ul style="list-style-type: none"> <li>• The City needs to establish a cordial working relationship with the National Capital Commission (NCC) so they can partner in developing a plan for the Market. Many merchants I have spoken with have complained about the exorbitant rents charged by the NCC, which limits the type of vendor establishing in the area. This has probably been a key factor in attracting the trendy restaurant crowd.</li> <li>• The NCC may own many of ByWard’s heritage buildings, but it still needs to be part of the City’s fabric.</li> <li>• Why not run the Market building in the same way as the St. Lawrence Market, with food vendors so people can shop for specialty foods year round. Granville Island is another model.</li> </ul>
	<ul style="list-style-type: none"> <li>• ByWard needs a facelift. It needs an improved venue to enhance the experience of buying fresh produce.</li> </ul>
	<ul style="list-style-type: none"> <li>• Please consider regulating the ByWard Market vendors so that local, organic produce is sold – just like Lansdowne market. That market has been burgeoning and thriving despite needing to relocate during construction at Lansdowne Park.</li> <li>• Please reach out to the vendors and organizers of the Lansdowne market to help revive the stalls in the ByWard Market this summer and into the future.</li> </ul>
	<ul style="list-style-type: none"> <li>• City needs to enforce its own rules e.g. 70% of Market Building devoted to fresh produce.</li> </ul>
	<ul style="list-style-type: none"> <li>• The construction of condos, the posed intent to expand The Rideau Centre and add a Rideau Street casino, if planned in a way that includes The Market can be revenue generating.</li> </ul>

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	<ul style="list-style-type: none"> <li>• The City should not try to micromanage the neighbourhood economy by attempting to lure businesses. Concentrate on revitalizing the farmers' market.</li> <li>• Turn over the operation of the market to a self managed vendor's group as is the case with the Ottawa Farmer's market. Perhaps even having the Ottawa farmer's market operate the ByWard Farmers' Market.</li> <li>• Focus on a weekend market, when the public prefers to do this type of shopping activity.</li> <li>• Remove parking on York Street and make it the prime vendor's area. Use the wide boulevards on York Street from Sussex to Clarence to plant trees.</li> <li>• Develop a central piazza with a large fountain and greenery on York Street at the North end of the Market Building.</li> <li>• I would offer to volunteer to help.</li> </ul>
	<ul style="list-style-type: none"> <li>• The rent generated from the park can reutilize the market.</li> <li>• The rent received from patio spaces should be returned to market administration to revitalize the area.</li> <li>• The City must not lose control of the market.</li> </ul>
	<ul style="list-style-type: none"> <li>• Move homeless shelters out of the market.</li> <li>• Add a public area.</li> <li>• Add more signs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiating an immediate campaign to welcome back the lost food retail producers AND vendors by slashing daily rates and lifting the many complicated rules in effect for the location of food stalls. The time to do this campaign is now, while the Lansdowne facility is not yet ready to attract the organic vendors, food retail producers that deserted the market or never considered it an option due to cost and conditions.</li> <li>• Providing better security for the market stall in the evening, possibly by sharing the cost of security guards or greatly enhancing police presence at the time of bar closure.</li> <li>• Solving the stench problem that permeates the vicinity of the building on summer days, possibly by examining the means of refuse disposal by building operators and providing a systematic centralized daily garbage pickup system.</li> <li>• Setting up a small working group chosen from a select number of representatives to decide on a time frame for implementation.</li> </ul>

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	<ul style="list-style-type: none"> <li>• I suggest the approach of “Collective Impact” will aid your planning group.</li> <li>• We must further support local chefs by providing space where niche market produce is for sale.</li> </ul>
	<ul style="list-style-type: none"> <li>• The market’s business hours should reflect the seasons, from Mother’s day until Thanksgiving: seven days a week for the rest of the year and weekends only.</li> </ul>
	<ul style="list-style-type: none"> <li>• Reduce the cost of parking or remove it all in general.</li> <li>• In Major Hill’s Park, have nights play local movies and sometimes Hollywood for the general public.</li> </ul>
	<ul style="list-style-type: none"> <li>• Large group consultations with business interests, nearby residents and others who are beneficiaries of the market’s success may shed important light and add valuable creativity to the process.</li> </ul>