



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** February 6, 2019

From: Elizabeth Ayers, Director, Recreation and Sport Services **File:** 11-7000-10-01/2019-Vol 01

Re: **Steveston Farmers and Artisan Market Location Options**

Staff Recommendation

That the staff report titled, "Steveston Farmers and Artisan Market Location Options," dated February 6, 2019, from the Director, Recreation and Sport Services, be received for information.

Elizabeth Ayers
Director, Recreation and Sport Services
(604-247-4669)

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:
APPROVED BY CAO	

Origin

On September 25, 2018, at the Parks, Recreation & Cultural Services meeting, staff received the following referral:

That staff examine the three alternative proposals for the Steveston Farmers and Artisans Market within Steveston Village, including (i) working with the Gulf of Georgia Cannery, (ii) options to alleviate traffic control costs, and (iii) engaging with the area's merchants, and report back.

This report details the steps taken by staff with the organizers of the Steveston Farmer and Artisan Market (the "Market"), looking at alternative locations for the Market in Steveston.

Analysis

The Market

The Market has been part of Steveston since 2008. It gives farmers, artisans and craftspeople an opportunity to sell local produce and creations to the local community.

From 2008 to 2015, the Market was located around the Gulf of Georgia Cannery (the "Cannery"), with some vendors being on a portion of 3rd Avenue near the Steveston Harbour Authority's Fisherman's Park. In 2016, the Market moved to the Steveston Community Centre's parking lot (the "Centre"). In 2017, the Market was relocated to its current location at 4320 Moncton Street, across from the Centre.

The Market is managed by volunteers from the Steveston Community Society and operated through the Richmond Agricultural and Industrial Society. On average the Market has 50 vendors. The event runs for a total of 10 Sundays from May to September each year. Volunteers begin setting up the Market before 8:00 a.m. with vendors arriving at approximately 9:00 a.m. to prepare for the 10:30 a.m. opening. The Market is open until 3:30 p.m. with take down and clean-up being completed by 4:30p.m. by Market volunteers.

Events in Steveston

The Market is one of many events that is approved on an annual basis by the Richmond Event Approval Coordination Team (REACT). Forty-three events were approved for Steveston in 2018 by REACT. Staff including representatives from the Traffic, By-Laws, Richmond RCMP, Fire Rescue and Community Services Departments review and examine parking, use of city streets, emergency plans and other factors before approving an event.

As part of the REACT approval process, staff work to ensure that scheduled events are staggered in terms of both dates and locations. The goal is to ensure a balance between events and the day-to-day flow of pedestrian and vehicle traffic in and around Steveston.

Review of Market Locations

Staff met with the Market's organizing committee to look at the viability of the four locations for the Market. These locations included the current 4320 Moncton Street location, Moncton Street (between 1st and 2nd Avenue), the Gulf of Georgia Cannery and Garry Point Park. As part of the review, staff and Market organizers completed a Strengths, Weaknesses, Opportunities and Challenges analysis (the "Analysis").

Staff and market organizers also met with Cannery staff, and the Cannery staff detailed that they will be undergoing a \$2.7 million fire sprinkler system upgrade, which has already begun and will continue until their anticipated completion in 2020.

The following is a summary of the advantages and disadvantages for each of the four locations:

1. 4320 Moncton Street (Current Location)

Advantages:

- Accommodates up to 80 vendors;
- Close to Steveston Village;
- Market has been successful in this location for the past two years;
- Market is sustainable for the core group of volunteers to manage on an ongoing basis; and
- Proximity to the Centre for storage of equipment, public washrooms and parking.

Disadvantages:

- Visibility of the Market to the visitors of Steveston Village.

2. Moncton Street (between 1st and 2nd Avenue)

Advantages:

- Accommodates up to 90 vendors; and
- Visibility and proximity to other attractions in Steveston Village.

Disadvantages:

- Distance from Centre for the transport of Market equipment;
- Limited parking;
- Requires portable toilets; and
- Approximately \$1,700 per Market for Traffic Control Persons (TCPs). British Columbia Motor Vehicle Act and Worksafe regulations require TCPs for all street closures.

3. Gulf of Georgia Cannery

Advantages:

- Accommodates up to 80 vendors;
- Market previously held on Cannery site; and

- Proximity to the Cannery and other locations for public washrooms.

Disadvantages:

- No space for storage of Market equipment due to Cannery upgrades;
- Market equipment would have to be transported weekly from the Centre;
- Limited parking;
- Partial road closure required of 3rd Avenue (north bound lane); and
- Location requires Market to be divided into three zones.

Note: Sections of the Cannery parking lot that were previously used are not available due to the construction.

4. Garry Point Park

Advantages:

- Accommodates up to 100 vendors; and
- No road closures required.

Disadvantages:

- Requires a 20 ft. shipping container on site to store Market equipment;
- Requires portable toilets;
- Limited parking;
- Uneven natural sand surface which is non conducive to a large number of tents and participants;
- Exposed to winds off of the Fraser River; and
- Conflicts with existing annual special events that use the Park.

Upon reviewing the suitability of parking, washrooms and proximity to storage of the four Market locations, the Market organizers concluded that 4320 Moncton Street continues to be the most manageable location for the Market at this time. The proximity to the Centre makes the Market sustainable for the dedicated group of volunteers that set up and organize the 10 Markets that take place in Steveston each year.

Staff support the Market organizers' decision to keep the Market in its current location as it is manageable for the group of volunteers that organize it. The relocation of the Market would require an increase in volunteers and volunteer hours to accommodate the logistics of the other reviewed locations.

Financial Impact

None.

Conclusion

The current location at 4320 Moncton Street continues to be the most manageable option for the Market in providing locals and visitors an opportunity to buy quality local produce and products.

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The Market's success contributes to the goal of building a healthy, connected and vibrant Richmond.

A handwritten signature in black ink, appearing to read "Gregg Wheeler". The signature is fluid and cursive, with a large initial "G" and "W".

Gregg Wheeler
Manager, Sport and Community Events
(604-244-1274)