

BACKGROUNDER: ST. JOHN'S COMMUNITY MARKET

Feasibility Study

In May 2013 the City commissioned a study to assess the requirements for and feasibility of a community market. The study, funded by the City of St. John's and the Atlantic Canada Opportunities Agency (ACOA) and completed by consultants Goss Gilroy Inc. in February 2014 concluded that:

- There was strong consumer and vendor support for the development of a community market in St. John's and for locating it at the former Metrobus depot.
- A community market would be feasible and sustainable through a partnership of the City of St. John's and the St. John's Farmers' Market (SJFM), using an appropriate management model that capitalizes on their respective expertise and resources.
- The former Metrobus depot building is in sufficient physical condition to facilitate renovations to accommodate a new market.

The study, including a preliminary concept design, is [available online](#).

Business and Marketing Plan

In June 2015, the St. John's Farmers' Market and partners, including the Department of Business, Tourism, Culture and Rural and Development, and ACOA commissioned Goss Gilroy Inc. to complete a business and marketing plan designed to enable a successful and sustainable expansion into the former Metrobus depot.

Seven-year projected financial statements completed for the plan indicate that the SJFM is financially feasible and sustainable in the proposed facility.

Design, Concept and Location

The community market is envisioned as a thriving, vibrant community space in the centre city and will enable aspiring and existing entrepreneurs in the craft and artisan industries, as well as agriculture, to test, promote, and sell their products, and consequently, grow their businesses. The improved quality of public space in the centre of the City will offer opportunities for regular community interaction and engagement that will create meaningful connections and build capacity for communities to thrive. This will contribute to a strong and healthy neighborhood in the City centre and throughout the entire region. There will also be space for outdoor vendors on the exterior of the building. A final detailed design will be completed this summer.

The market will be approximately 14,000 square feet of the vehicle storage/bus bay area of the former Metrobus depot at 245 Freshwater Road, St. John's.

Operations, Lease and Timeline

The market will be managed, operated, and staffed by the St. John's Farmers' Market Co-operative. The SJFM will enter into a lease agreement with the City of St. John's who will maintain ownership of the building. The City will provide snow clearing on the site, maintain adjacent green space, and provide structural maintenance. All other responsibilities for operating the market, including hours of operation reside with the SJFM.

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The estimated timeline below is subject to change:

- June 2016 Call for proposals for building design
- Summer 2016 Consultation, public engagement and design
- Spring 2017 Construction will begin
- Spring 2018 Estimated move-in date

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