



January 31, 2017

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Riley Park Farmers Market - Special Event

RECOMMENDATION

THAT the Vancouver Park Board approve an application from Your Local Farmers Market Society to operate a farmers market on the Riley Park Plaza, on Saturdays from June 24 to October 7, 2017, from 10am to 2pm, with all arrangements to the satisfaction of the General Manager of the Park Board.

POLICY

Park Board approval is required for special events not included in the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

BACKGROUND

Since 1995, Your Local Farmers Market Society, a not-for-profit organization, has been working with Vancouver communities to establish neighbourhood-based authentic farmers markets. The Society's mandate is to develop sustainable neighbourhood farmers markets focussed on the growing, harvesting, and sharing of local food and artisan crafted products. These farmers market initiatives support the Park Board's Local Food Action Plan and Strategic Plan. In 2015, in response to changes to provincial liquor regulations, a program was introduced enabling the sampling and sale of locally-produced craft beer, wine, and liquor at designated markets.

In 1997, the Society received approval from the Park Board to deliver a weekly farmers market on Saturdays at Trout Lake Community Centre. In 2002, the Society received a further approval to conduct a market on Wednesdays in the former Riley Park Community Centre parking lot adjacent to Nat Bailey Stadium. With the subsequent demolition of the Riley Park Community Centre, the Riley Park Farmers Market transitioned to a Winter Farmers Market at Nat Bailey Stadium.

As part of the Hillcrest & Riley Parks Master Plan consultation process, a multi-purpose event space was proposed for Riley Park to accommodate a variety of community activities, including marketplaces, farmers market, outdoor concerts, community events, and social activities. The plaza concept was widely supported by the community and eventually integrated into the Riley Park design.

DISCUSSION

The Society is proposing to host a farmers market in the Riley Park Plaza on Saturdays from June 24 to October 7, 2017. The market would include 30 vendor booths and 4 mobile vendors situated on Ontario Street (Appendix A). It is estimated that 60% of the vendors

would sell agricultural products and the remaining 40% would offer prepared foods and craft liquor sampling and sales (maximum of 3 per market). The market would also accommodate community displays, buskers, and a children's activity area.

To commemorate the opening of its new farmers market, the Society is also planning to host an opening day event which will include speeches, activities for children such as cooking, canning, crafts and food sampling, a Carnival band, and a small parade.

Consistent with their other farmers markets, the Society will comply with all Park Board guidelines and policies. The Hillcrest Users Group has been informed of this application and the Society will work with all stakeholders to address or mitigate any unanticipated impacts.

Subject to Park Board approval, the Society will take the requisite steps to obtain the necessary approvals from the City of Vancouver (including Engineering Services, Traffic Management, Street Use, Social Policy, Development Services and Green Events) as well as Vancouver Coastal Health. The Society will also complete a neighbourhood notification process.

SUMMARY

The request by Your Local Farmers Market Society to operate a farmers market at Riley Park supports a number of Park Board strategies and incrementally builds on existing and successful farmers markets at Nat Bailey Stadium and several locations throughout the city. It is anticipated that a new Riley Park Farmers Market will provide neighbours and residents alike with enjoyable experiences and make fresh and locally produced food items and products more accessible. Park Board staff have thoughtfully considered the many aspects of this application with the organizers and stakeholders, and are confident that this initiative can be executed successfully. Accordingly, staff recommend that the Board approve the application from the Society as outlined above.

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Riley Park Farmers Market - Preliminary Site Plan

