



Preliminary Concept Plan for
an Alberni Valley
**Public and Farmers’
Market**

ACRD Agricultural Support Workers
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Purpose

This document outlines a concept for the development of a Public and Farmers' Market facility in the area of Clutesi Marina and/or Stirling field. It outlines some recent findings and recommendations from the Alberni-Clayoquot Regional District's Agricultural Support Workers and describes potential for ACRD involvement in a project which includes an agricultural focus, offering a gateway into further discussion and opportunities for collaboration with other groups.

Background

Request for Proposals

A request for proposal for development at Clutesi Haven Marina will be issued by the Port Alberni Port Authority by the end of 2015.

The City of Port Alberni has offered the Port Alberni Port Authority an amended lease on the property, provided the RFP for commercial development was issued and included public washroom facilities.

There will be a financial incentive offered by the Port Alberni Port Authority (PAPA) in the amount of \$500,000, and in exchange PAPA will not pay the city \$95,000 annually currently required under a previous agreement.



Waterfront North Study

The 2014 'Waterfront North Study' published by the City of Port Alberni offers a vision and direction for development in the area including Stirling Field and the Victoria Quay.



Stakeholders

The City of Port Alberni would like to stop some of the heavy traffic en route to the West Coast and encourage their engagement within the City.

The Hupacaseth First Nation currently leases the adjacent Victoria Quay for uses including the Sunset Market and has expressed interest in additional uses and increased First Nations Interpretive information at the site.

Many First Nations and other fishers use the site as a landing place for their catch.

The Alberni-Clayoquot Regional District (ACRD) has invested in promoting and expanding local agricultural opportunities and ACRD Agricultural Support Workers have identified a high interest for a new farmers' market site along the Johnson Corridor and a need and desire for a local fish market. Recently, rapid assessment surveys were conducted at 5 regional markets to determine public interest and solicit feedback about existing markets and opportunities.

A very high number of visitors travel through the Alberni en route to the West Coast of Vancouver Island. It would be wise to develop attractions in Port Alberni such as those they are seeking elsewhere. This would include a charming public market type facility featuring quality local products and a 'green' ethic.

Desirable Elements to Include in Design

ACRD Agricultural Support Workers have identified the following elements as desirable through research both within and external to the Alberni Valley.

- Weekly Farmers' Market venue, featuring *indoor* and outdoor tables
- Option for 'tail gate' sales
- Kitchen facilities for market vendors
- Permanent and temporary prepared food stalls with seating area and emphasis on cultural foods
- Permanent Fish Market
- Refrigeration and freezers for community and/or First Nations use
- Venue for sales of collectibles and crafts
- Venue for educational information (Agricultural, First Nation, Community, Other)
- Community accessible kitchen facilities
- Attractive, bright building with local design elements incorporated
- Area for music performances/buskers
- Public washrooms



Vision

Port Alberni boasts a year-round indoor-outdoor farmers' and public market, featuring fish and farm sales, craft, prepared and cultural foods. The building is a feature landmark en route to the West Coast and visitors who previously drove right through town stop in to shop, eat, relax and explore the community.

The site offers benefits to the community by offering a venue for sales of local products, kitchen and refrigeration facilities, and public washrooms. It is often chosen as a meeting place for community groups and high attendance offers those groups an opportunity to share educational information and fundraising where appropriate.

The building features glass, wood, and a West Coast design. First Nations and culture is highlighted throughout. It is designed with a green ethic, demonstrating replicable and leading environmental design features.

The building is central to a vibrant and thriving Waterfront North, with a park and stadium across the street at Stirling Field/Clutesi Marina, and pathway leading along to Victoria Quay.



Appendix 1

Description of a Public Market (as per Tiffany Emig, Boston Public Market)

1. A public market primarily sells food. Different public markets focus on different types of products, but typically, a shopper can find produce, meat, fish, dairy products, baked goods, coffee, spices, and various specialty and prepared foods. Some markets also sell flowers, beverages, crafts or other related non-food items.
2. A public market is open year-round. Unlike farmers markets, which often exist only seasonally and may pop up just once or twice a week, a public market is open daily, year-round, in a permanent location.
3. A public market is made up of small independent businesses, and each shop or stall is owner-operated. Rather than one company selling every item, like you would find in a supermarket, a public market features dozens of vendors selling food and other products they made themselves.
4. A public market fulfills a public purpose beyond retail food sales. A public market is more than just a place to shop; it provides customers with an experience. A public market is a bustling and vibrant place that brings people together to taste new flavors, learn from educational workshops and classes, watch the process of food being made, or develop new friendships. A public market is a civic resource for everyone.