



February 2015

MARKET MATTERS

ROCHESTER PUBLIC MARKET: OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

Answering Your Questions About the Coming Market Renovations and Additions

For 110 years, the Rochester Public Market has served the community from its Union Street site. In the coming spring the Market will launch \$7.2 million in needed renovations and additions. The overarching goal of this project? To improve the Market experience and amenities for vendors, shoppers, and businesses while preserving things we love about the Market: its character, history, variety, affordability, and diversity. So while we'll soon have to say "pardon our dust," we believe that with these improvements the Market will earn even more love from you!

This newsletter issue is dedicated to sharing the facts and answering frequently asked questions and concerns about the coming changes. If your questions or concerns aren't addressed here, be sure to connect with us by email at pmarket@cityofrochester.gov, or give a call at 585-428-7282.

See you at the Market!



The new enclosed shed will be brightly lit, energy efficient, and have better amenities for both vendors and shoppers

So here's what's coming:

The enclosed/indoor shed—or "B" Shed, or "Winter Shed"—will be replaced with a new enclosed building. This 13,000 square-foot venue will provide vending spaces that better meet the needs of our farmers and merchants (better water, sewer, utilities, heating/cooling, storage, cooking and product preparation facilities). In addition, this new shed will provide more comfort and accessibility for shoppers (including a wider aisle), and superior energy efficiency. This state-of-the-art structure will be more spacious, naturally lit, climate-controlled, very attractive to the eye, and in architectural harmony

with the Market's historic, iconic curved outdoor "A" Shed that we all adore, and the rest of the older Market buildings.

Also, a new outdoor covered shed, "D" Shed, will add 48 vending spaces and be constructed between the existing outdoor sheds ("A" and "C") and the row of buildings—"Commission Row"—that now house your coveted coffee shops, bakeries, cheese emporia, and other Market businesses. This new outdoor shed will be designed to look like the historic, curved "A" Shed and will be temporarily enclosed and heated to house the existing

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“B” Shed vendors during construction of the new enclosed shed.

This project will also include construction of an additional restroom facility, sixty feet from the existing restrooms, adjacent to the new enclosed shed. This addition will double the number of restroom stalls at the Market.

The famous and favorite food stands flanking the existing enclosed shed—Scott’s, Cherry’s European, Juan and Maria’s Empanadas—will be replaced with more efficient, modern structures. The plan now is to temporarily and perhaps permanently relocate these businesses into boxcar-shaped, retired shipping containers (see above right). Around the world, shipping containers are being repurposed into a fascinating array of houses, businesses, and more. These new structures will provide better space and amenities for our beloved breakfast sandwich and empanada makers, and for their addicted customers!



Now on to the FAQs:

Will rents increase for the vendors?

Vendor rental fees for covered outdoor spaces—in existing sheds and new outdoor shed—will not change as a result of this project. The rental fees in the new enclosed shed will depend on the amenities the vendors choose—water and power provision, storage, cooking and product preparation facilities, etc. So for some, vendor rental fees may rise. However, we are confident that the gleaming new building will attract even more shoppers! We are also confident that products sold within this new building will remain a diverse offering, with much of it staying refreshingly affordable.

Will more parking be added with this project?

We will not be paving additional city-owned spaces. However, we will add add 135 spaces at the nearby Freddie Thomas Middle School on Saturdays. Note that the Market and private lots in the wider Market District have added about 1,000 parking spaces over the last decade—and this has been accomplished without demolishing properties and with minimal impact on our neighbors in the surrounding Marketview Heights neighborhood. We will also be continuing our free shuttle service to the remote lots during the super busy warm months (May-October). Remember, carpooling and taking alternative transportation if you can (Walk! Bike! Bus!) to the Market—and shopping on Tuesdays or Thursdays instead of Saturdays—alleviates parking shortages more cheaply and less destructively than paving more spaces!

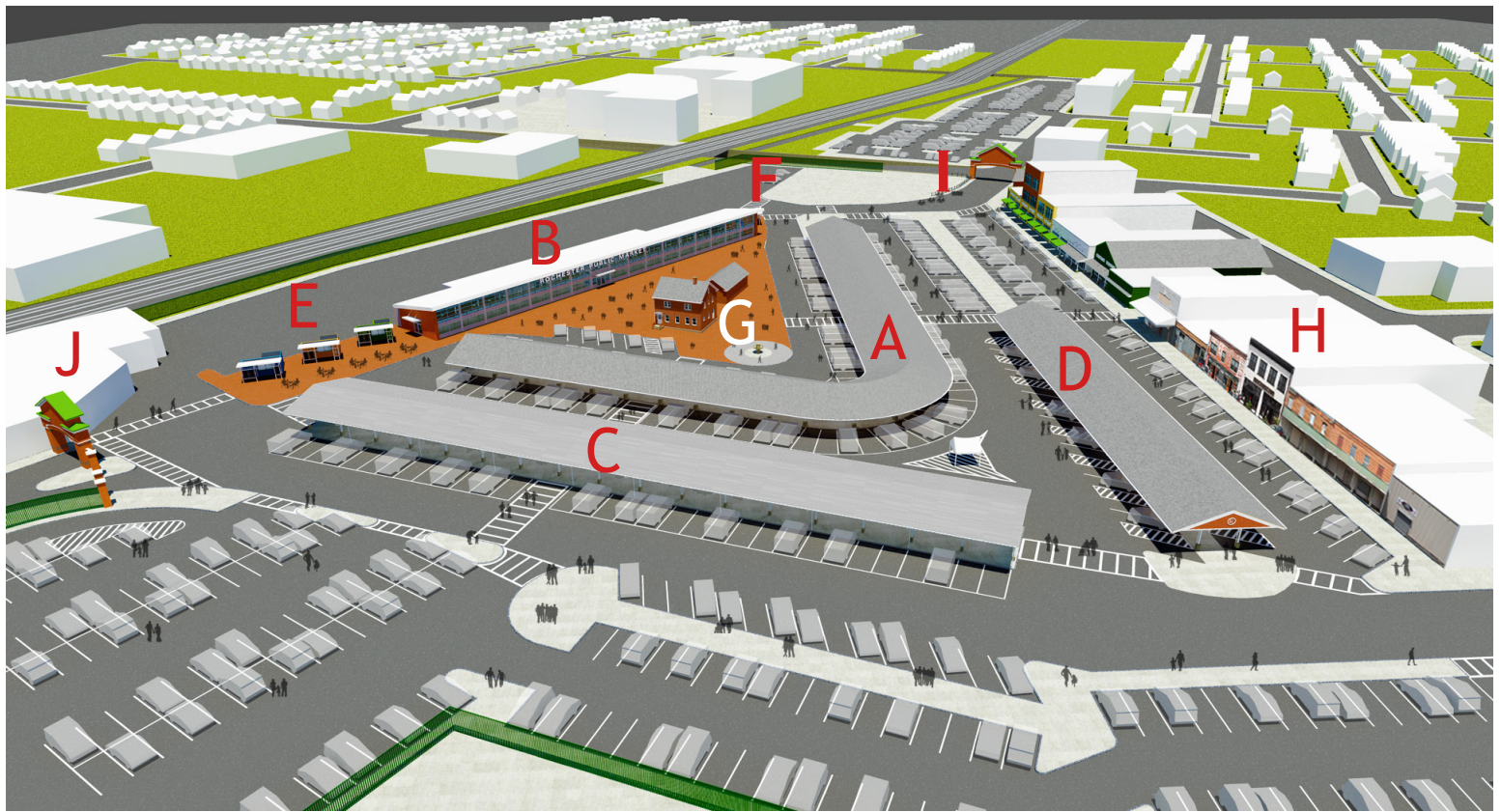
What are the funding sources for the project?

Of the \$7.2 million total for the project, \$2 million is coming from New York State Department of Agriculture and Markets; \$1.5 million from state Regional Economic Development Council funds; and \$500,000 in additional state funds secured by our state legislator David Gantt. The remainder will be covered by City of Rochester capital dollars and bonds.

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A Existing Outdoor "A" Shed
B New Enclosed "B" Shed
C Existing Outdoor "C" Shed

D New Outdoor "D" Shed
E New Food Stands
F Site of new restrooms
G Market Office, Restrooms

H "Commission Row"
I Union Street Gate
J Railroad Street Gate

Will the Market close during the construction period?

No way! While there will be some sights and sounds of construction, the Market will be open its regular scheduled days and hours throughout. Your usual pathways through the Market will have to change some—remember, the new outdoor "D" Shed will be built and temporarily enclosed for existing enclosed "B" Shed vendors and their customers before the existing enclosed "B" Shed is demolished to make way for the new construction. So your Market routine may have to shift a bit during construction—but we're confident it won't be crimped! By no means should you avoid the Market while the renovations and additions are in the works!

When will the project be started and completed?

We plan to start the project in spring 2015 with construction of the new outdoor, covered "D" Shed.

The current enclosed "B" Shed vendors will be relocated to the temporarily enclosed and heated new "D" Shed for the winter of 2015-2016.

The demolition of the existing and construction of the new enclosed "B" Shed should take approximately 12-18 months, meaning that in late 2016 the new enclosed shed should be complete and open, along with the new outdoor covered "D" Shed.

Will this project compromise the character of the Market?

We've heard this concern expressed by many a shopper and vendor and take it to heart.

The City and design team realize that we have something very special at the Market: the architecture, the atmosphere, history, variety, diversity, affordability...right on down to the bumpy bricks and little cardboard vendors' signs with the handwritten prices on them! The paramount goal of this project is to make these much-needed additions and improvements without compromising—but rather enhancing—the character of the Market.

Featured Farm: Cider Creek Hard Cider

Kevin and Melanie Collins' family cider-making heritage is rooted in the hills of rural Steuben County. At their 2,500-acre Canisteo farm, Collins and crew create hard ciders coveted throughout New York and Massachusetts.

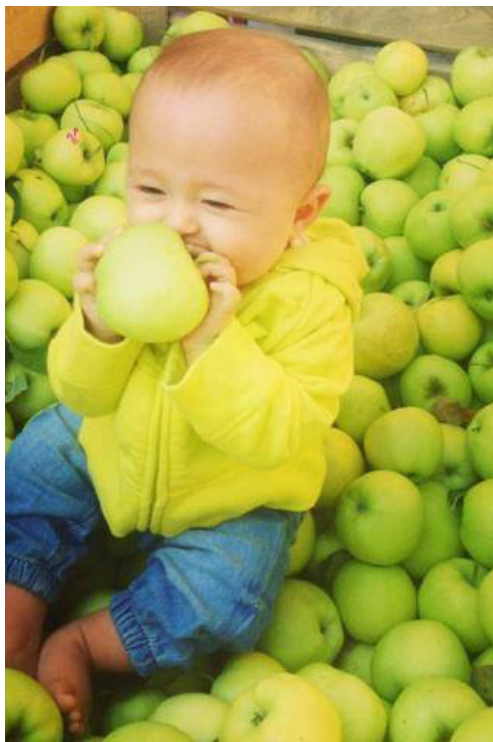
All the apples used for these ciders are bought directly from New York State farmers. Every single apple is hand-inspected before going to the press. From the press, the cider goes to a "cidery"—a renovated barn—where it is bottled and then shipped out to Boston and across New York, including to our Public Market. Fresh and fabulous.



Look for Kevin (pictured above, in Canisteo) and Melanie and Cider Creek Hard Cider at the Market. And check out their website: www.cidercreekhardcider.com.

Need a daily dose of Market information and inspiration?

Join 20,000-plus other Market fans at www.facebook.com/friendsoftherochesterpublicmarket



DOUBLE UP! Program Allows SNAP Recipients to Stretch Food Dollars Even Farther

Thanks to a generous grant from the Greater Rochester Health Foundation and the administrative prowess of the Friends of the Rochester Public Market, SNAP food stamp benefit recipients (Supplemental Nutrition Assistance Program) can now have



their benefit redemptions at the Market matched up to \$20 per visit! This means that \$20 of benefits claimed on an open Market day will be doubled to \$40 with the GRHF grant funds. The program runs through March.

DOUBLE UP is the latest success of the nation's best Market Token Program, which enables food stamp benefit recipients to get healthy, fresh, affordable food at the Public Market.

Market Marvel of the Month

Vendor Mike Wilson sent us this gem of his nephew, Noah Walker. Although a winter-oriented picture might be more fitting here, this was too cute not to share, right on down to the sweat-shirt-apple color coordination!

Have a winning Market shot you'd like to share? Send it as a .jpg file to pmarket@cityofrochester.gov.

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Market Hours
Tuesday and Thursday 6 a.m. to 1 p.m.
Saturday 5 a.m. to 3 p.m.

Marisol O. Ramos Lopez
Commissioner
Department of Recreation
and Youth Services

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
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Evan Lowenstein
Communications and Special
Events/Projects Coordinator

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