

WELCOME!

St. Lawrence Market - Lower Level Retail Design

Project Overview:

The Market is undertaking a redesign of the lower level, to improve the circulation for customers and goods, and to create an attractive and engaging retail destination that improves the market experience for all. Tonight's Open House presents the proposed design, along with guiding design principles and the "Big Moves" for the re-imagined lower level.

Project Process:

Beginning in late 2016, the lower level design project has been developed through a collaborative and iterative process with St. Lawrence Market Staff, the City of Toronto, the Market's merchants, and other stakeholders. As an initial step, a series of design Principles and "Big Moves" were developed, providing key guidance and direction for the re-envisioned lower level. Subsequently, a preliminary design was developed, and presented for review and comment through a Market drop-in session, stakeholder meetings, vendor interviews, and other engagement sessions.

Feedback and input from these conversations were then incorporated into a revised design, which is presented here today.

Current Design:

The updated design presented here today has sought to incorporate many of the comments and feedback received from stakeholders to date. Additional comments and feedback on this design are welcome.

Next Steps:

Feedback from today's event will be reviewed, and inform the finalization of the lower level design. Any further refinements to the concepts presented today will be incorporated, and the plan will progress to final design, Council and tender, before moving onto phasing and construction.

We Want to Hear From You!

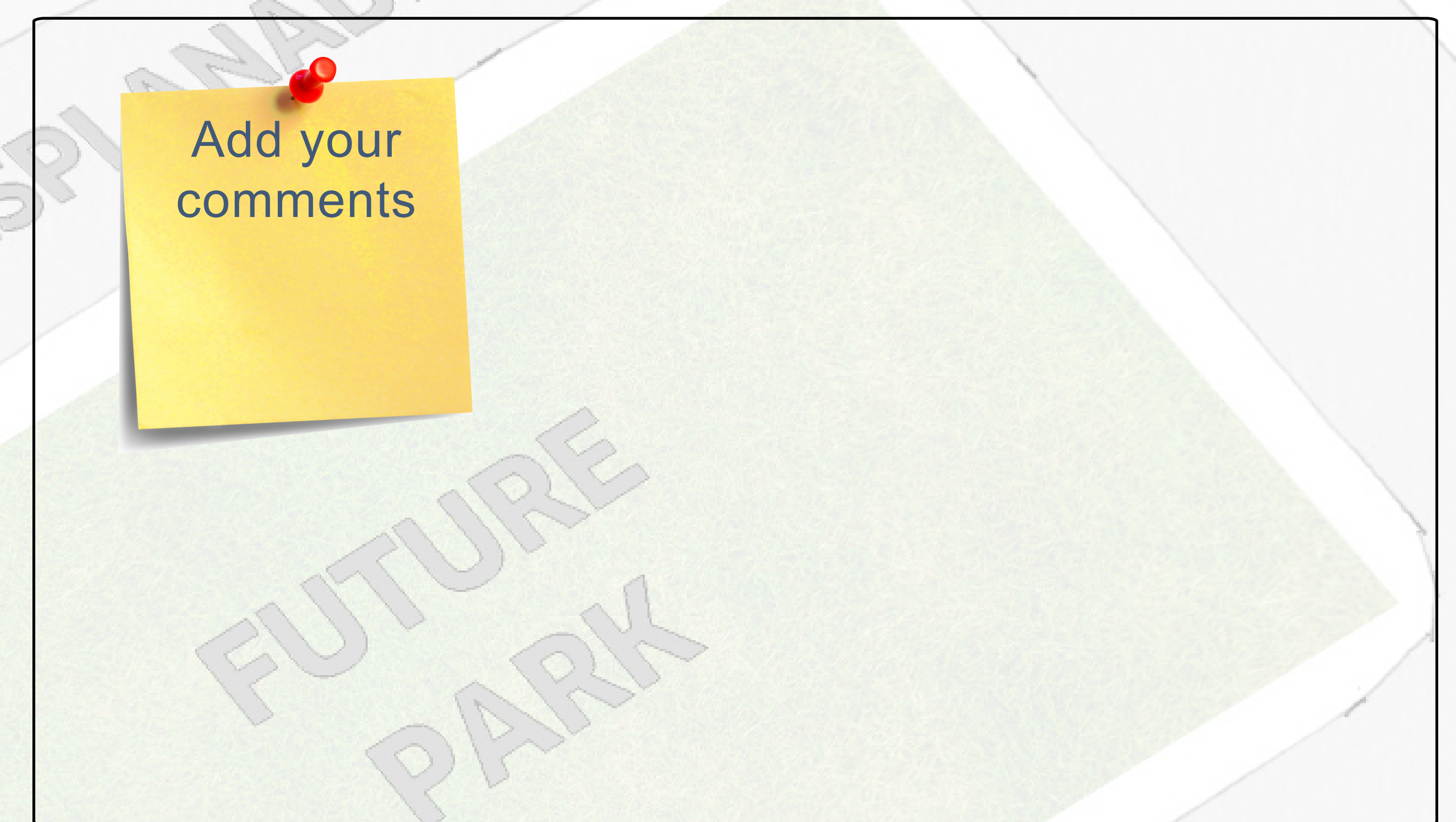
If you have any questions or comments, we encourage you to speak with the team here tonight. Please feel free to share any feedback or ideas you have, as well as write down any comments, and leave a note on the panels.

Contact:

For further information, comments and inquiries, please email the Market:

stlawrencemarket@toronto.ca

Project Timeline



St. Lawrence Market - Lower Level Retail Design

Add your comments

What We Heard

Comments and feedback from stakeholders on priorities for the lower level and the initial concept designs.



Drop-in session at the Market (June 2017)

“Can there be new (dedicated) seating for merchants?”

“Different operating hours for Market Street merchants is necessary.”

“The north sidewalk on The Esplanade is unsafe.”

“More modern furniture elements are needed.”

“We need to maintain parking and traffic on Market Street.”

“Does cleaning up the lower level make it feel like a supermarket or shopping mall?”

“The loading area must be dedicated for delivery operations.”

“Improve natural light levels in the lower level.”

“This won't work if the programming is off – empty=bad.”

“Shouldn't the Market be promoting healthier, organic, hormone-free, etc. offerings?”

“I would like to see more flower merchants.”

“Would events conflict with customer movements?”

“Losing retail space for floor openings doesn't make sense.”

“Same (or more) storage space is required in the new plan.”

“It would be nice to break the 'upstairs vs. downstairs' barriers.”

“What about a central seating area and customer service kiosk?”

“Improve knowledge about the lower level.”

“Can the north staircases be improved?”

“What about vertical transportation improvements for barrier-free and carts?”

“Movable furniture is necessary for busy times.”

“Lighting improvements would be nice.”

“Focus on the history of the Market and merchants, not the jail!”

“Can seating upgrades happen now?”

“Signage upgrades are absolutely necessary.”

“Safety and security are important.”

“Revenue-generating merchant spaces should be maintained.”

“Can we create an outdoor-market feel?”

“How do goods get upstairs from the north storage area?”

“Having diverse offerings (non-food) seems to work for tourists.”

“Can we keep the seating areas?”

“Don't displace current merchants.”

Principles

Guiding Principles to enhance the lower level and make it part of a great market.



IT'S ALL ABOUT FOOD

Studies show that current retail units offering products such as jewelry and clothing, are not as successful as the food related units.

The proposed layout focuses on food, from all the ingredients required to prepare one's favorite meal to housewares and cook books. The new plan offers a diverse selection of goods related to food and drink.



VARIETY, DIVERSITY, SEASONALITY

The proposed tenant mix aims to reflect Toronto as one of the most diverse cities in the world. The target audience is everyone who enjoys food, from Asian ramen to German beer, from French baked goods to Indian food, SLM would have an answer to every taste all year long.



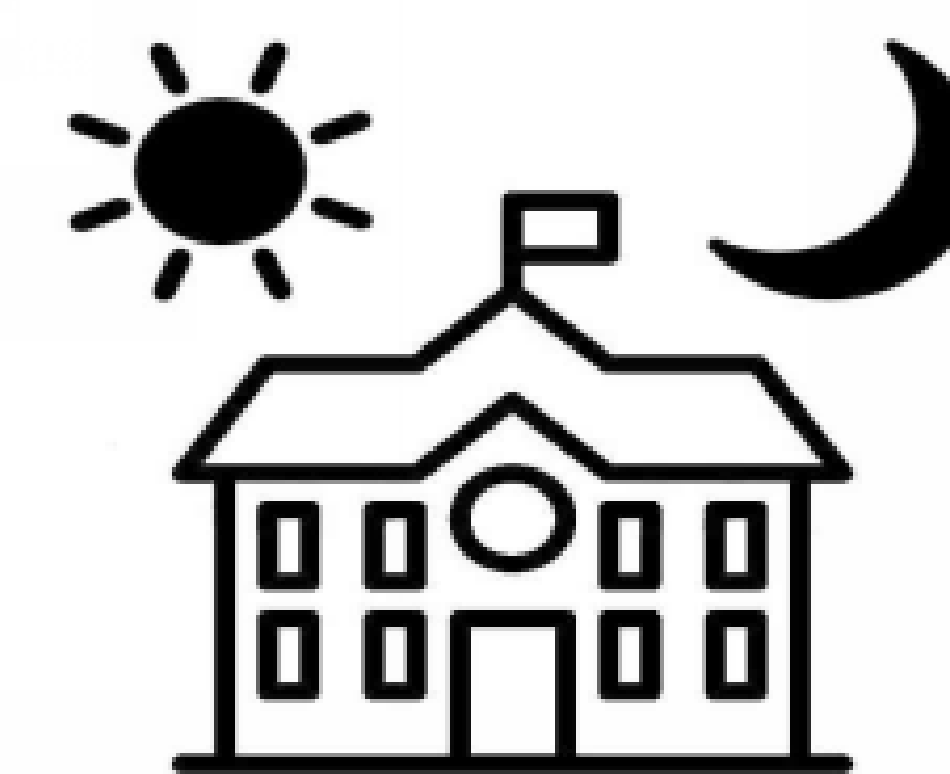
THE RULE OF (APPROXIMATELY) 3

Providing choice for users is key in the proposed tenant mix; Successful markets usually offer 3 units for each category of goods. Here, our intention is to dedicate three or more units to each category between the two levels to increase both competition and choice.



EAT OR COOK, THE CHOICE IS YOURS

It is important for food markets to keep the balance between prepared and unprepared food. While providing users a variety of choices to dine-in, the proposed layout has a large number of units which offer food ingredients for every recipe.



SLM NEVER SLEEPS

Currently, SLM closes every day by 7 and the building is closed on Sundays and Mondays. With the proposed layout, cafés and restaurants along Jarvis and Market street can be open when the market is closed and the internal corridors close off to control the flow. This approach also helps animating the East and West façade that are presently so contrary to what market tries to achieve.

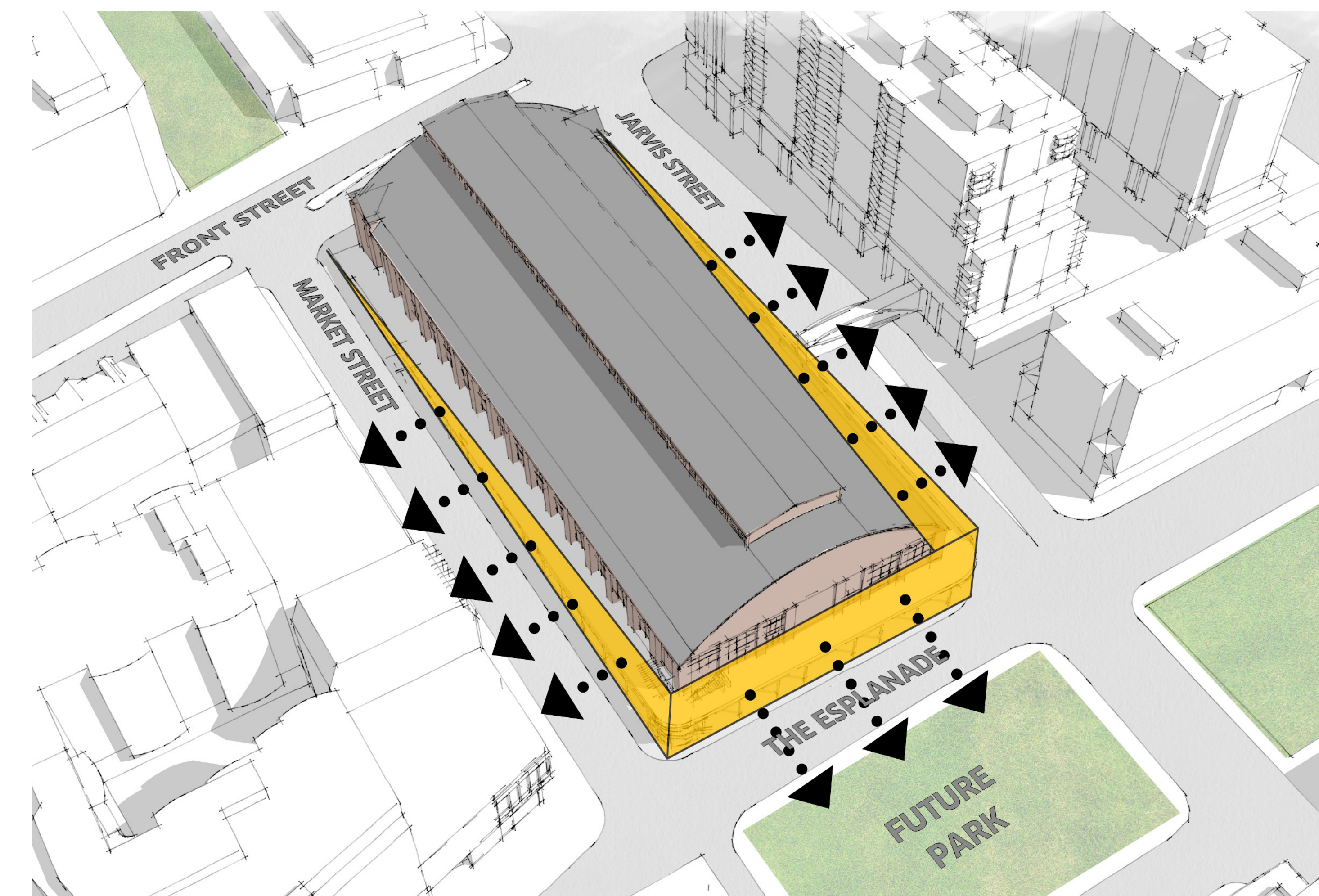


MARKET AS A THEATRE

Liveliness of every successful market depends on how transparent it is in relation to its customers. The merchants and products are the actors and props; the customers are the audience. It is key for SLM to show people how the market works, what it has to offer and what activities are happening "behind the scenes". This proposal blurs the edges between inside/outside & front/back to let the people be part of the market experience.

St. Lawrence Market - Lower Level Retail Design: The Big Moves

1. Improving the exterior presence of the lower level.

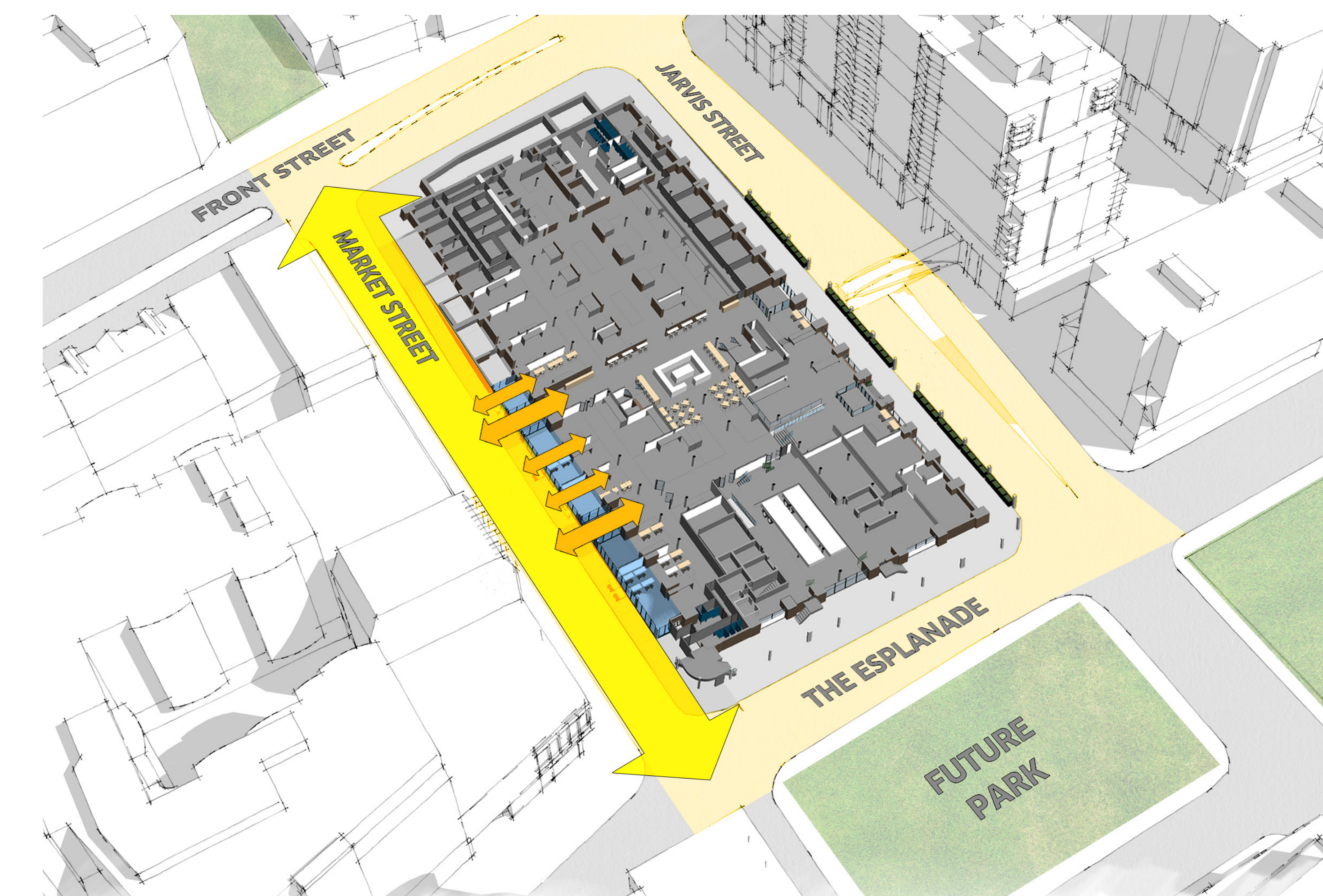


Creating more transparency and visibility along the street front to support greater awareness of the lower level.

The Big Moves are the key directions of the design for the lower level, and are shown here along with some of the comments and feedback received from merchants through the survey and focus group sessions.

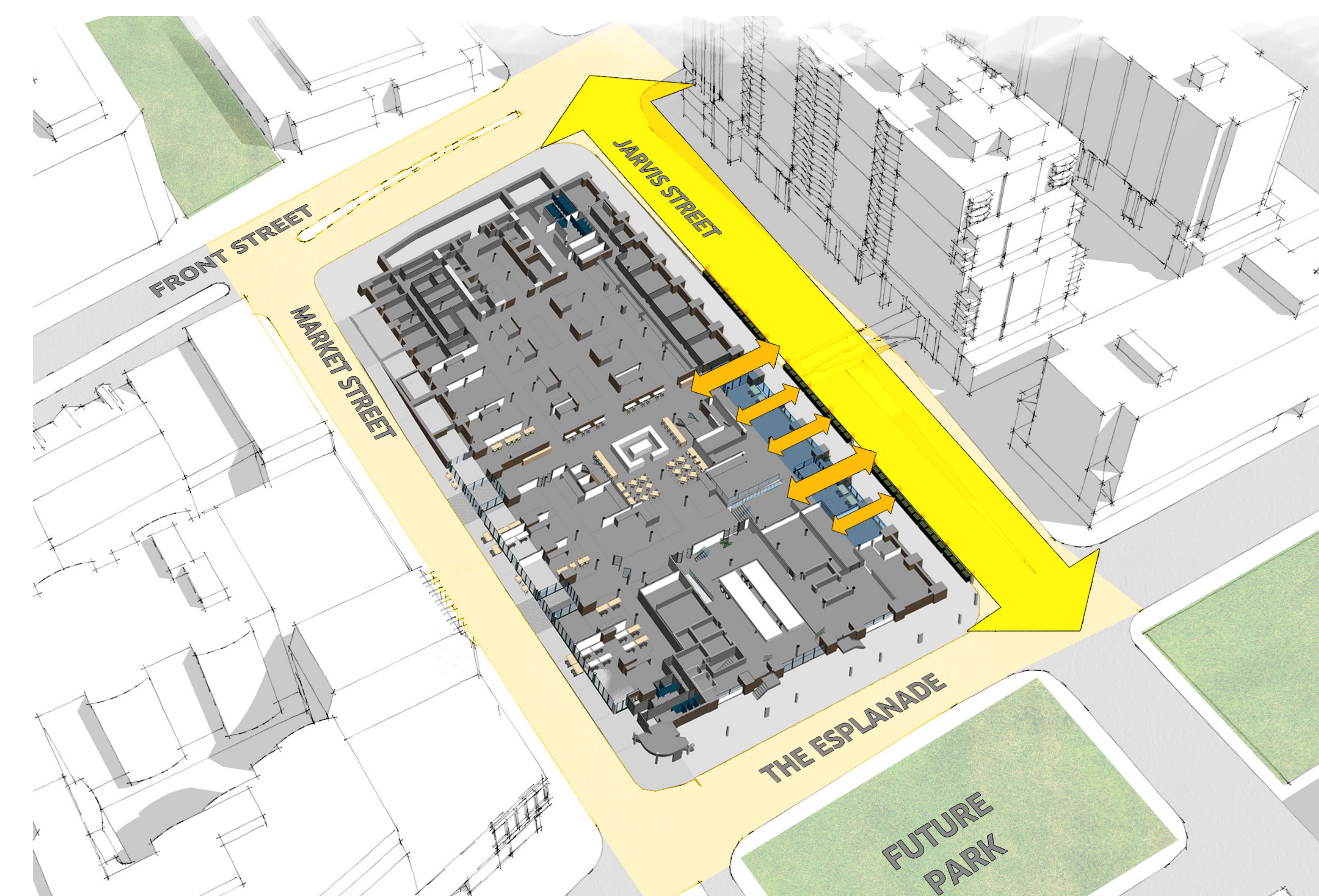


2. Retail expansion under the Market Street patio.



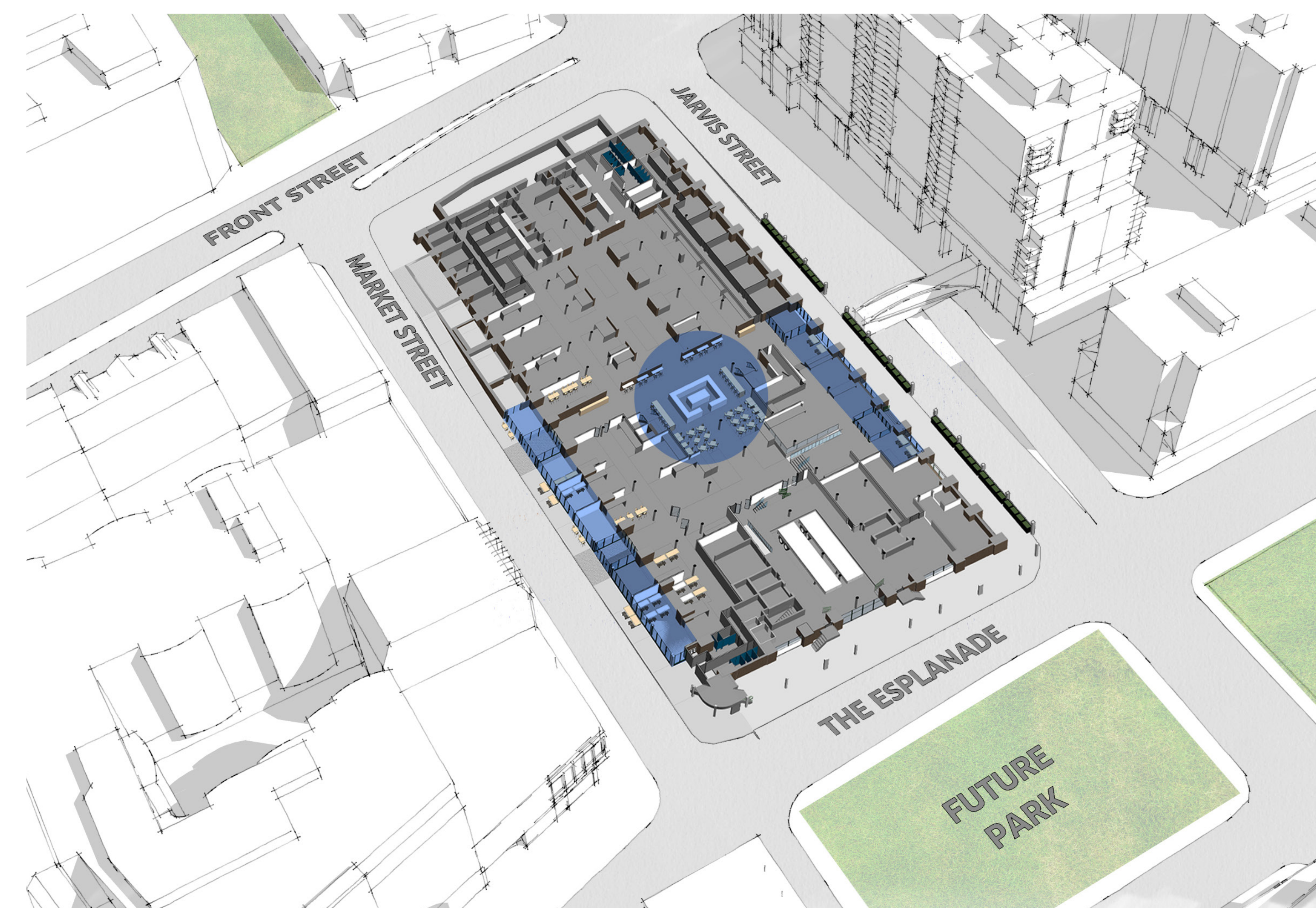
Animating Market Street with store fronts, patios, cafes, and vendors oriented towards the street to expand the retail space, supporting a more active and vibrant public environment, as well as allowing for potential extended Market hours.

3. Improving the walkway under the Jarvis Street patio.



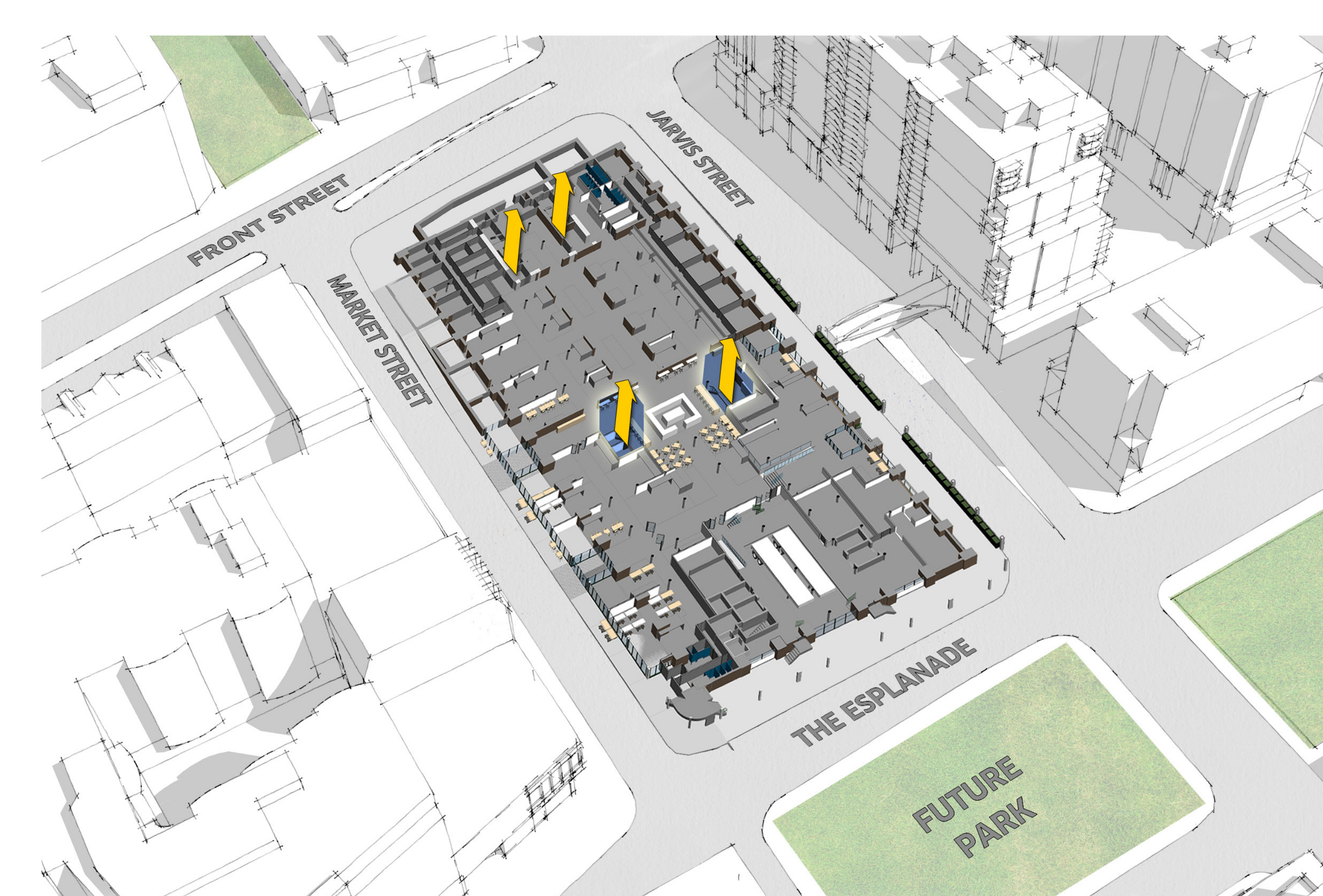
Bringing more activity to the Jarvis Street side to further support visibility, while also providing greater animation to the street and a more attractive facade.

4. Seating areas and gathering spaces throughout the lower level.



Enhanced seating to support patios, cafes, restaurants, as well as places to rest, linger and watch the life of the Market. Seating can also encourage people to extend their visits, grab a meal, and enjoy the space.

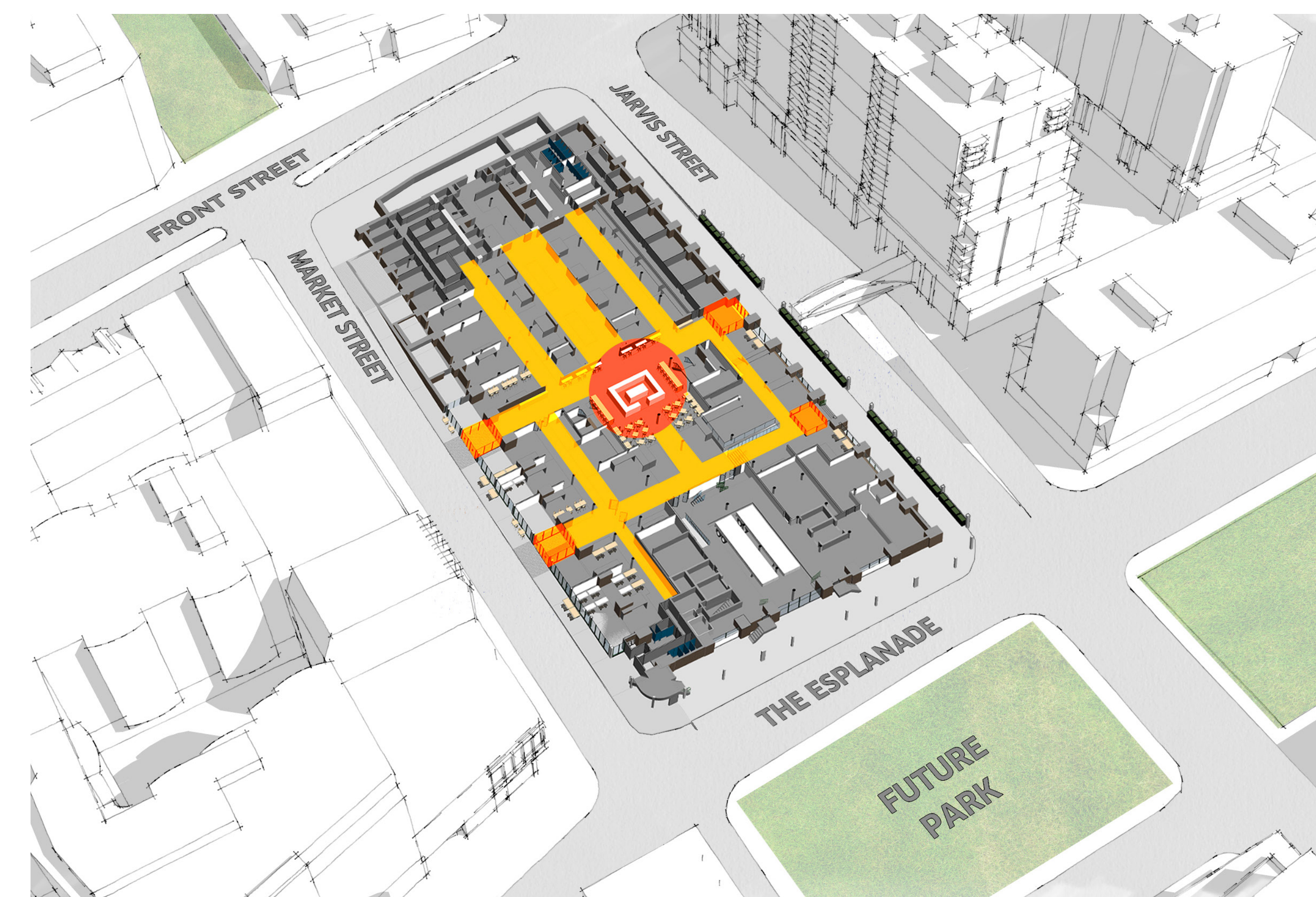
5. Visual connections through vertical circulation.



Stronger visual connections from the two levels can help to generate more awareness of the lower level, and draw more people to explore. In addition, visual connections assist in way-finding and orientation.

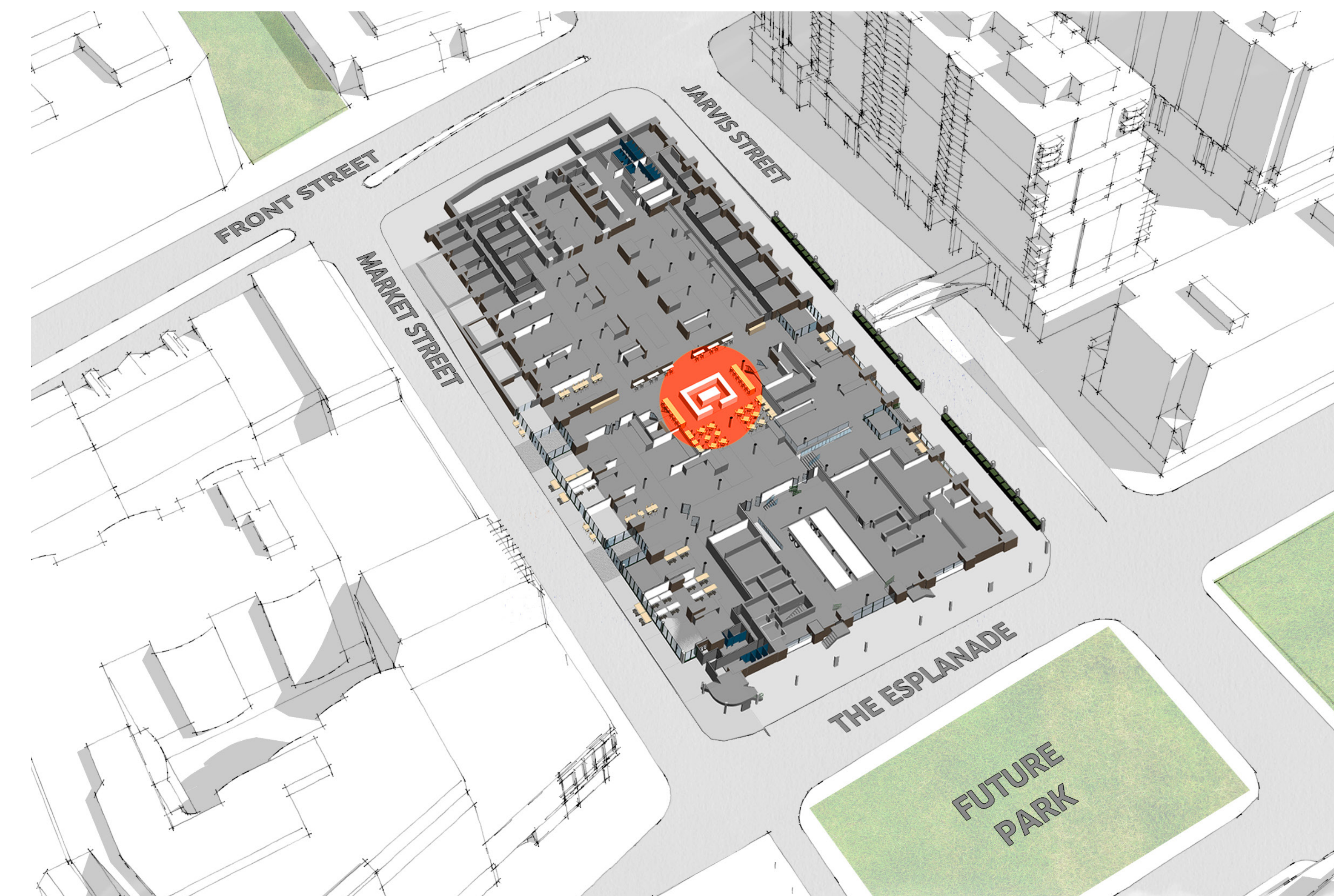
St. Lawrence Market - Lower Level Retail Design: The Big Moves

6. Way-finding and signage improvements with visual barriers removed.



Corridor layout, lighting, signage, and other design elements can assist in easier navigation of the lower level.

8. New focal area feature space at the centre of the lower level.



A new central focus space for the lower level can host events, pop-up shops, seasonal activities, and more. The space can be a lower level destination within the building, as well as a general draw for visitors to the Market.

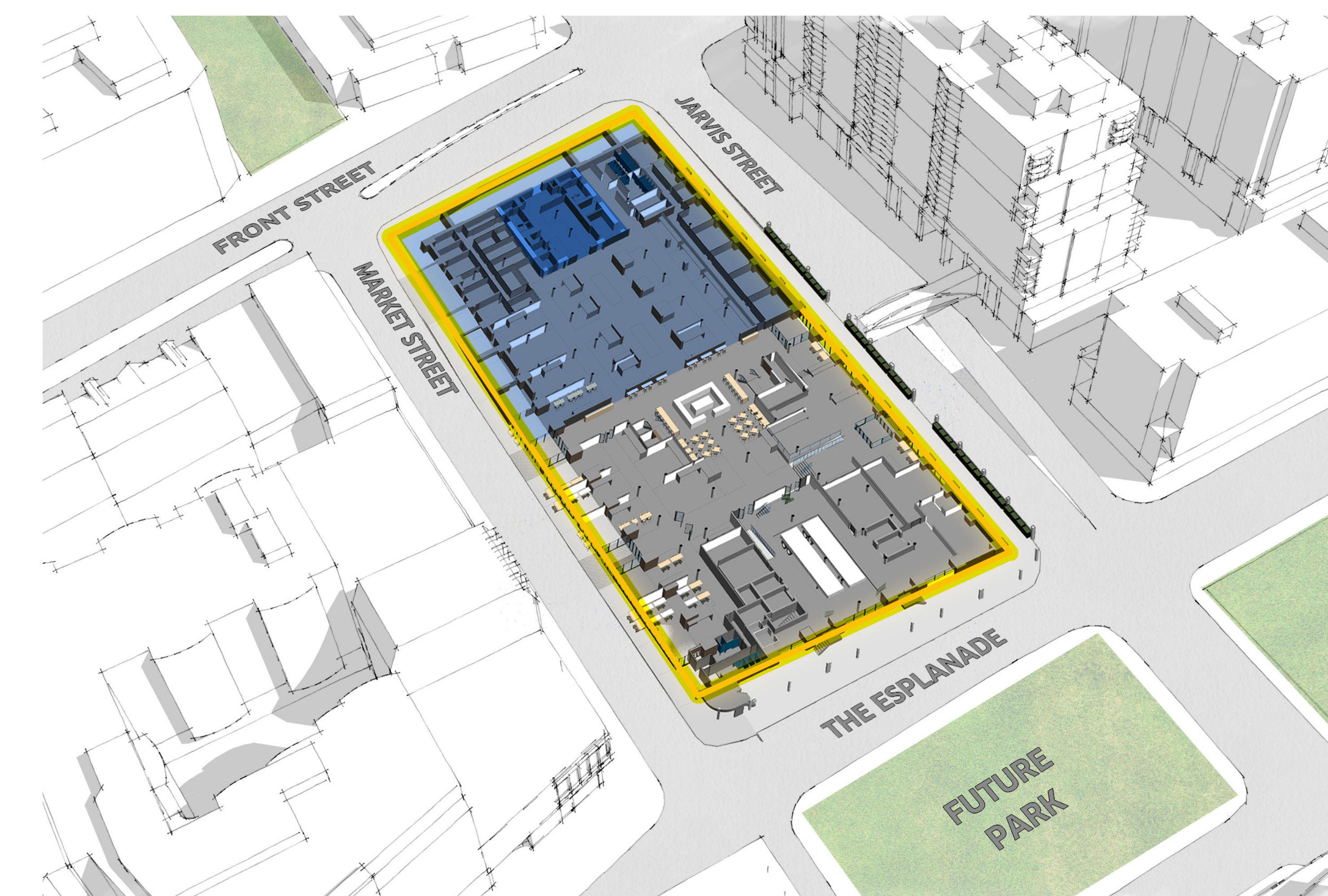
9. Focus on food and food-related retail offerings.



Increasing the diversity and variety of food, and food related offerings, including fresh foods and dried goods along with cooked meals (cafes, restaurants, take-out, etc.), can promote the Market as a premier destination for all things food related.

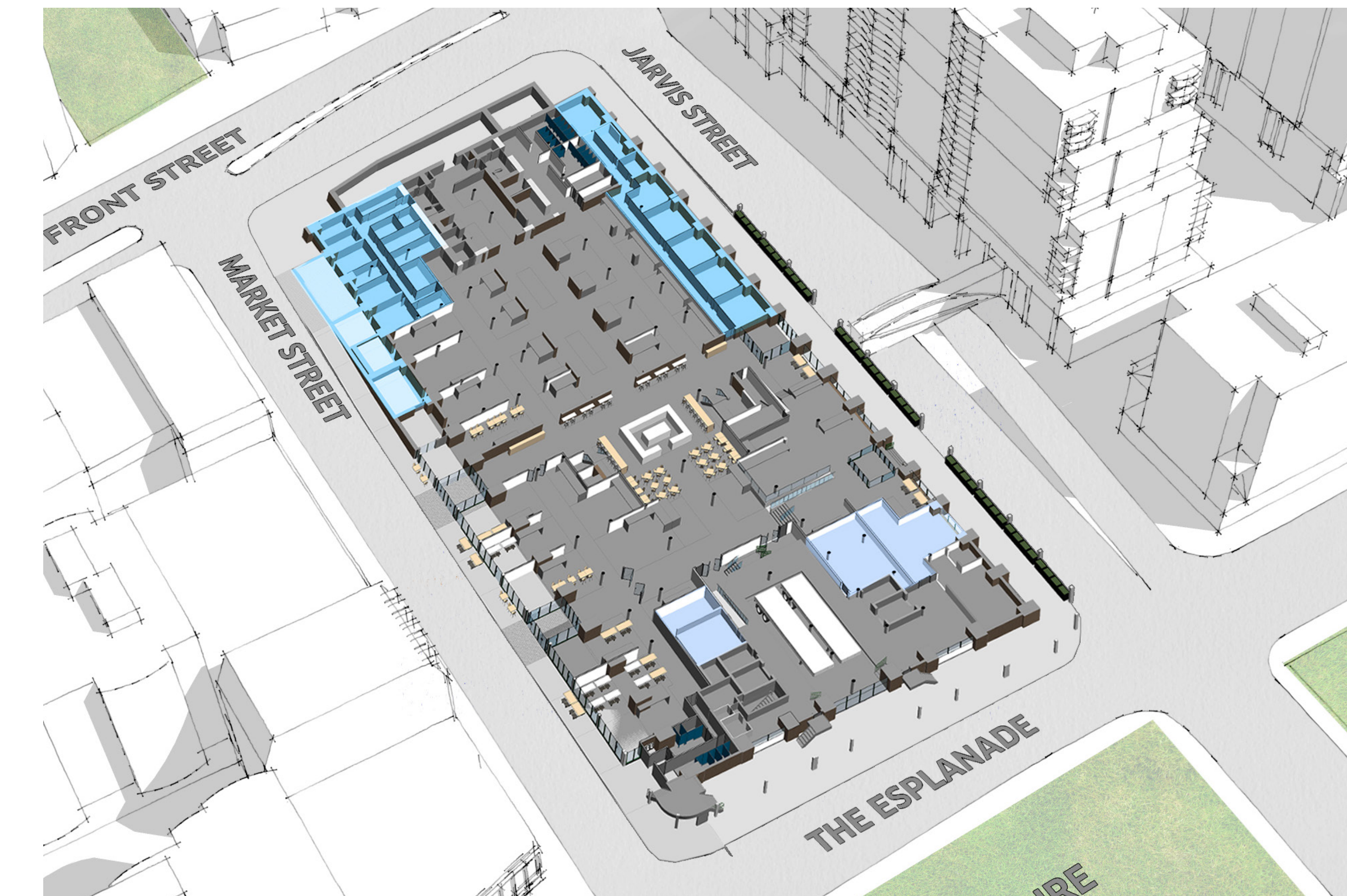


7. Heritage features celebrated and made accessible.



Showcasing the heritage features of the building adds visual and cultural interest to the space, providing an additional attraction and draw for visitors, as well as recognizing and celebrating the history of the Market.

10. Storage relocation(s) and consolidation.



Reconfiguration and consolidation of storage space can support greater efficiency, and free up valuable publicly fronting space for businesses, supporting a more active and vibrant lower level.

St. Lawrence Market - Lower Level Retail Design

PROPOSED LAYOUT

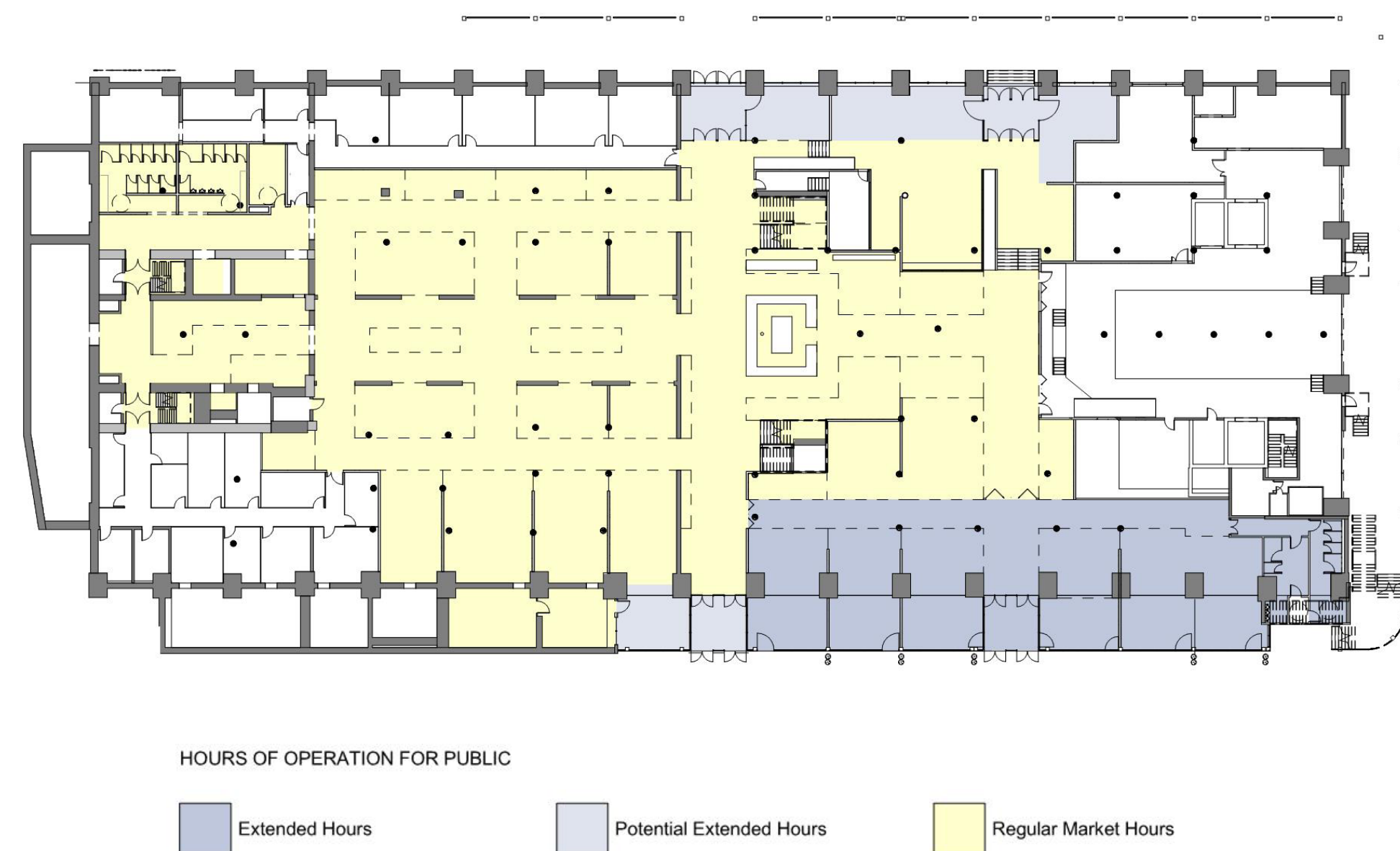


PROPOSED		EXISTING	
CIRCULATION	1285 m ²	CIRCULATION	1120 m ²
PVT CIRCULATION	410 m ²	PVT CIRCULATION	435 m ²
RETAIL	1465 m ²	RETAIL	1165 m ²
SEATING	95 m ²	SEATING	115 m ²
SERVICE	455 m ²	SERVICE	680 m ²
STORAGE	885 m ²	STORAGE	735 m ²

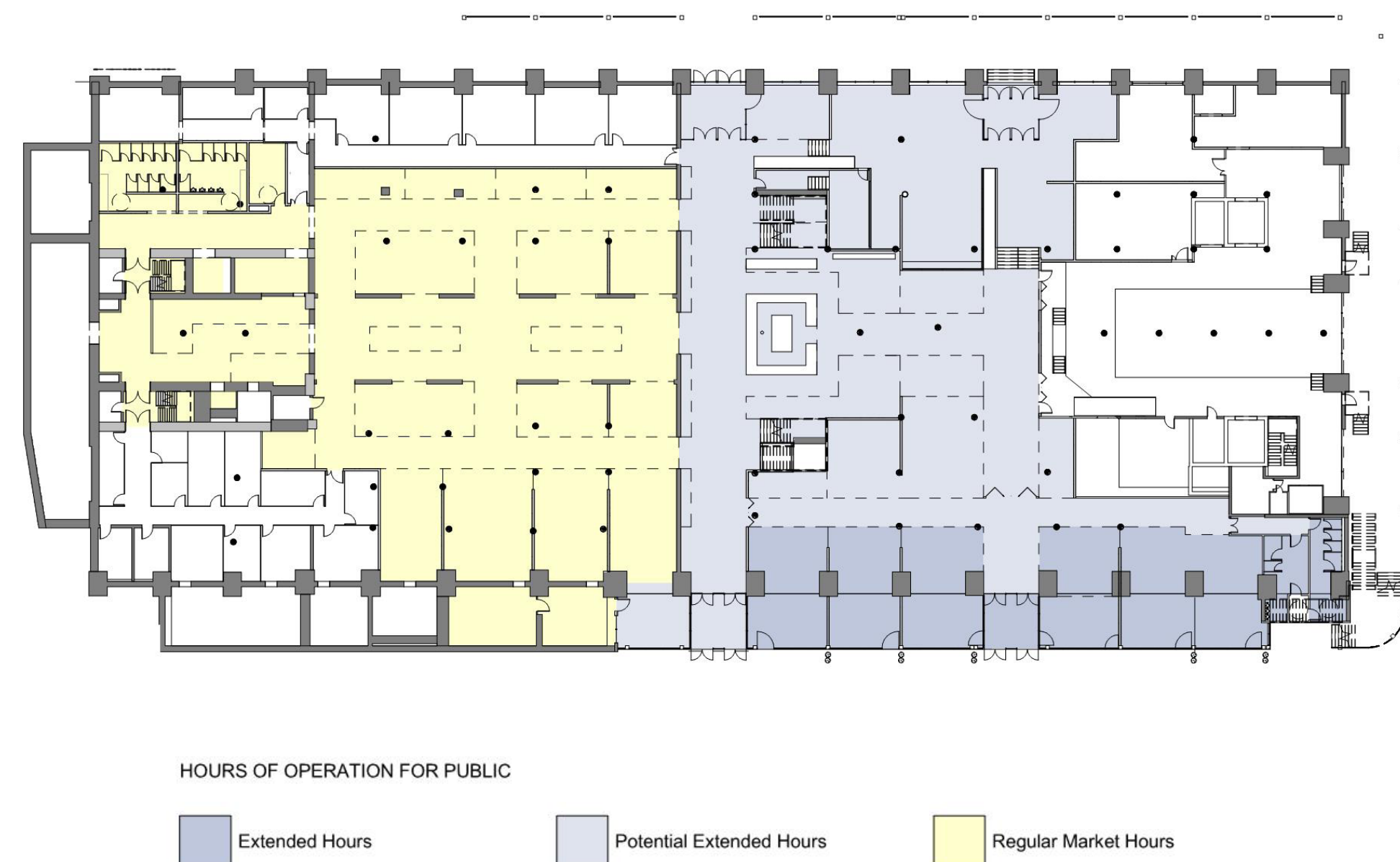
EXISTING LAYOUT



OPPORTUNITY FOR EXTENDED HOURS - OPTION 1

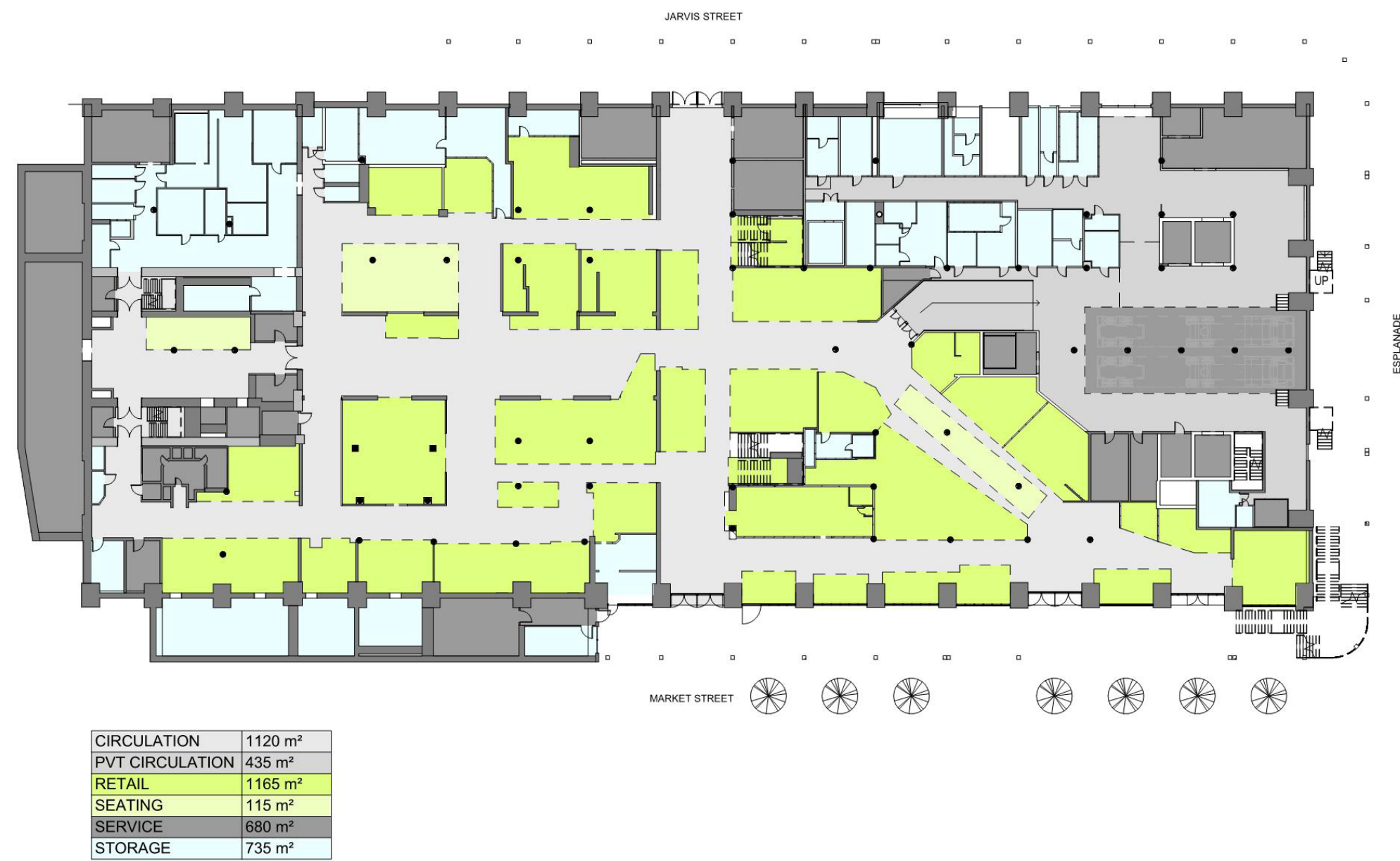


OPPORTUNITY FOR EXTENDED HOURS - OPTION 2

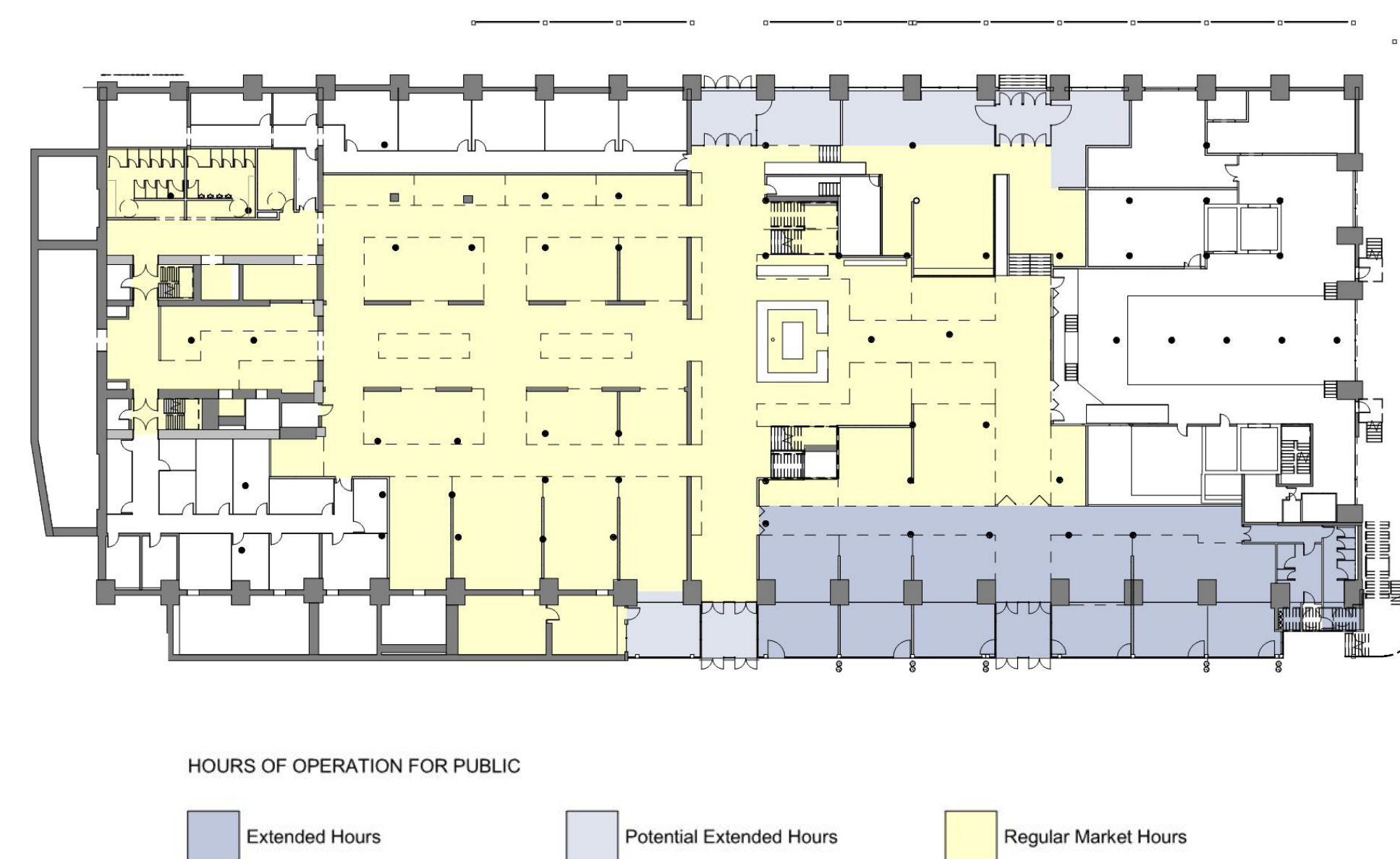


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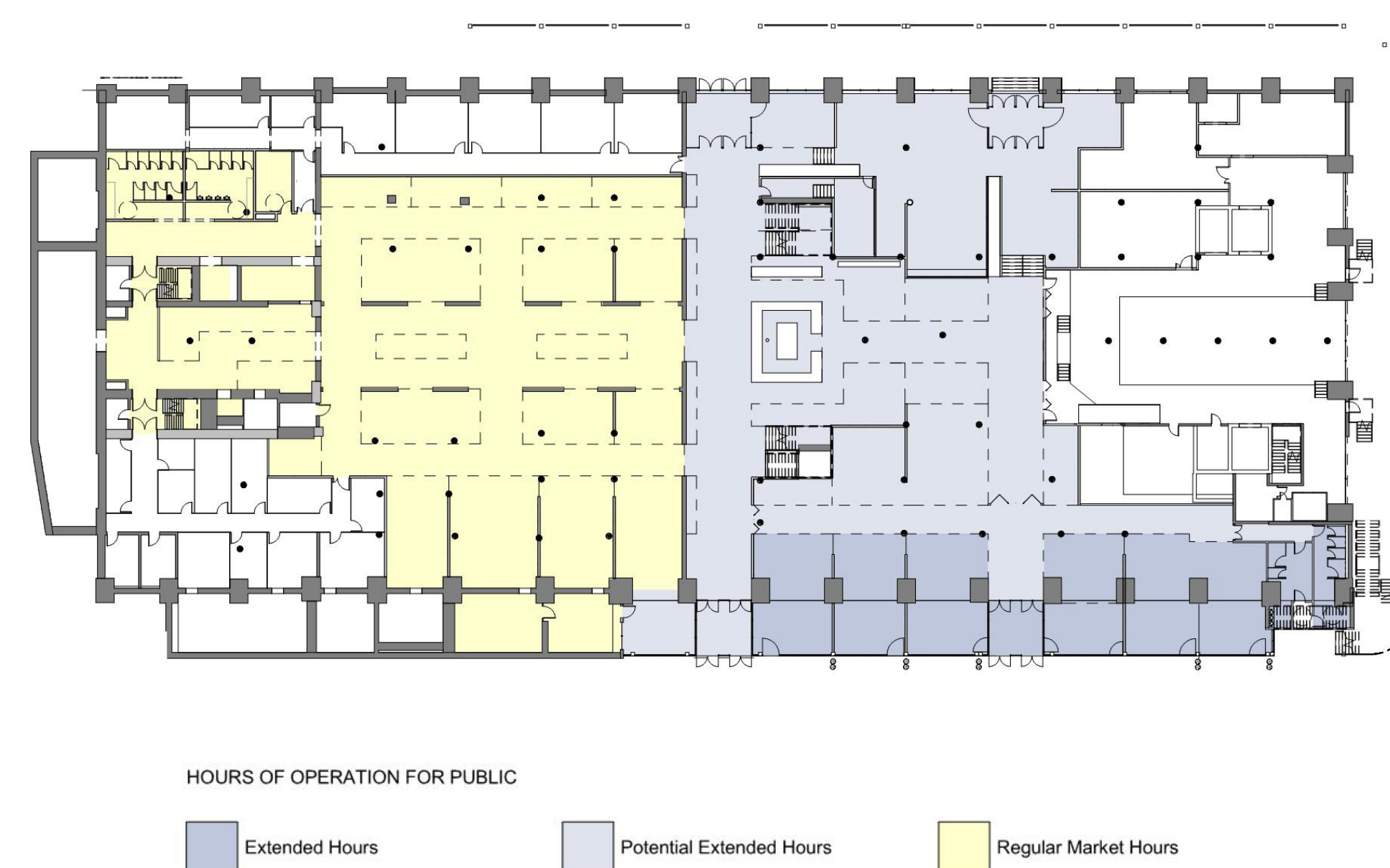
EXISTING LAYOUT



OPPORTUNITY FOR EXTENDED HOURS - OPTION 1



OPPORTUNITY FOR EXTENDED HOURS - OPTION 2



PROPOSED LAYOUT



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