



**The Corporation of the City of Cornwall**  
**Regular Meeting of Council**  
**Report**

Department: Planning, Development and Recreation  
Division: Parks and Recreation  
Report Number: 2020-271-Planning, Development and Recreation  
Prepared By: James Fawthrop, Manager of Recreation and Facilities  
Meeting Date: February 10, 2020  
Subject: Waterfront Park Pop-Up Businesses

**Purpose**

To provide Council information on the feasibility of creating leasable spaces for pop-up businesses to operate in Lamoureux Park.

**Recommendation**

That Council direct Administration to issue a Request for Proposal to solicit interest from entrepreneurs interested in leasing a small structure in Lamoureux Park for the purpose of operating a pop-up business.

**Financial Implications**

The estimated cost to create four leasable, prefabricated, lockable, steel structures in Lamoureux is \$73,750. A breakdown of this estimated cost is shown on the attached spreadsheet.

**Strategic Priority Implications**

The 2019-2022 Strategic Priorities established by Council list pop-up businesses as the first item under the "Developing waterfront through ownership, partnerships for business, recreational opportunities" initiative.

## **Background / Discussion**

At the regular meeting of Council held on May 27<sup>th</sup>, 2019, the attached motion was approved requesting a report from Administration on the feasibility of waterfront pop-up businesses in Lamoureux Park.

The City of Belleville implemented a pilot project this past summer to create four 10ft x 10ft structures in Victoria Park along its waterfront to provide space for seasonal businesses to operate. Two of the businesses were food vendors, another was a canoe/kayak/SUP rental business, and the other was a bike rental business. Due to elevated Lake Ontario water levels, the proposed location of the pop-up businesses had to be relocated to an alternative park, West Riverside Park. The alternative park location was deemed not suitable by the canoe/kayak/SUP rental business, so they withdrew their proposal. In August, media reported that Belleville's Administration recommended to Council that they refund the lease fees for the three pop-up businesses who operated in West Riverside Park, indicating that it was not a very successful season for the business owners due to the alternate location.

Administration contacted City of Belleville staff to discuss their experience with their pilot project. City of Belleville staff advised that they purchased prefabricated sheds for each pop-up business, which were primarily used as storage space for each business and that the food vendors had mobile operations that would set up next to their storage shed. Belleville staff also provided a summary of their costs incurred to establish these pop-up business locations. Belleville staff confirmed that the first year of the pilot project was not as successful as they had hoped, but they are expecting to continue the pilot for another season.

Administration met with a representative of the Downtown Business Improvement Area (DBIA) and requested commentary regarding the proposed pop-up project. The DBIA representative advised that the project was discussed at their meeting and that the DBIA members in attendance did not vocalize any opposition to the proposed project.

Administration also discussed the proposed project with staff from the Eastern Ontario Health Unit (EOHU) to determine the requirements for food vendors to operate in one of the proposed pop-up structures. The EOHU confirmed that any food vendor would have to comply with the Ontario Regulation 493/17 Food Premises (attached), and that the structures would not be considered as "Mobile



Food Premises” under this regulation. Therefore, these structures would require dedicated water and sewer services as well as a long list of necessary amenities to permit food preparation within the structure. Since there are no water and sewer services available in the immediate vicinity of the proposed location, water and sewer services would have to be extended from either Water St. or from the Woodhouse Museum, which would result in a significant additional expense. Administration met with Councillors Bennett and Bergeron to discuss the additional expenses required to permit food vendors to operate in the structures and how that aligns with their vision for the proposed project. In light of these additional costs, the Councillors provided Administration direction to omit food vendors as potential pop-up businesses from the project.

Administration proposes to use prefabricated steel shipping containers equipped with roll up steel doors to serve as the leasable structures for each pop-up business. Please find attached a photo of a similar shipping container. It is proposed to place the structures within proximity of the playground structure and splashpad as this area has the greatest amount of pedestrian traffic on a regular basis. The attached sketch identifies the proposed area within Lamoureux Park for the pop-up business structures. Each structure would be equipped with lighting and electrical outlets. The tenant would be responsible for supplying any furnishings required to suit their needs. Should the pilot project not be successful the structures could be repurposed to provide equipment storage at various municipal buildings and/or within our parks.

If approved, Administration proposes to seek interest from potential pop-up business entrepreneurs using the Request for Proposal (RFP) process. A review committee would select up to four pop-up businesses for the pilot project. Based on the fees applied in Belleville, Administration proposes to specify a seasonal lease fee of \$1000 to lease the structures beginning the first weekend in May through to the end of the Thanksgiving weekend in October.

Document Title:	Lamoureux Park Pop Up Business - 2020-271-Planning, Development and Recreation.docx
Attachments:	<ul style="list-style-type: none"><li>- PopUpCostEstimate.pdf</li><li>- Motion 2019-052-CL.pdf</li><li>- OntReg493-17.pdf</li><li>- Container-roll-up-doors-2.jpg</li><li>- LamoureuxPopUpLocation.pdf</li></ul>
Final Approval Date:	Feb 3, 2020

This report and all of its attachments were approved and signed as outlined below:

**Mark A. Boileau - Feb 3, 2020 - 1:29 PM**

**Maureen Adams - Feb 3, 2020 - 2:59 PM**