

4.1 INTRODUCTION

Cornmarket Street has historically been the city's markets street dating back to the seventeenth century when it was a quay for the landing of goods outside of the city walls. The street market itself is one of the oldest surviving institutions in the city, dating from the 1820s (see map opposite).

In the nineteenth century the market was primarily for the sale of wares (non-food goods) to the poor. This role continued until the 1970s when its reason for existence was undermined by wider changes in the economy and retailing. During the 1960s the market was also a vegetable wholesaling market, extending along the quay to the Opera House.

The decline of the street and the market was recognised in 1994 in the *Historic Centre Action Plan*, and efforts to revitalise the market under the auspices of the *Cork Urban Pilot Project* (1994-1998) saw a surge in activity and a new lease of commercial life. However, this level of activity declined. A small cluster of market stalls also exists on Kyle Street. Currently, of the 371 market trading slots available from the 53 trading pitches, only 140 (approximately) are used per week.

The City Council recognises that the market is widely perceived as being a poor market at the moment, particularly by a number of local businesses. In response to this the City Council intends to make the Cornmarket Street market a good market that will be an asset to the area and also to the Cork Metropolitan Area. It also recognises that if it is to have the support of a wide range of stakeholders in the area, it needs to demonstrate that it can run the market properly on Fridays, Saturdays and Sundays before the market can be expanded to other days of the week.

The City Council will implement the following Street Market Strategy to improve the market.

4.2 THE STRATEGY

Aim

To maximise the potential of the street market so that it serves the needs of the city within a pedestrian-friendly space

Objectives

- To complement the vision for the street as a whole
- To provide a rich and interesting mix of high-quality merchandise for sale to the public
- To create four distinctive trading areas, one of which will be for specialist markets
- To continue the market tradition of trading by local people, serving all socio-economic groups, and being a focal point of community activity
- To develop the market as a shopping and visitor attraction.
- To maximise the use of the available space

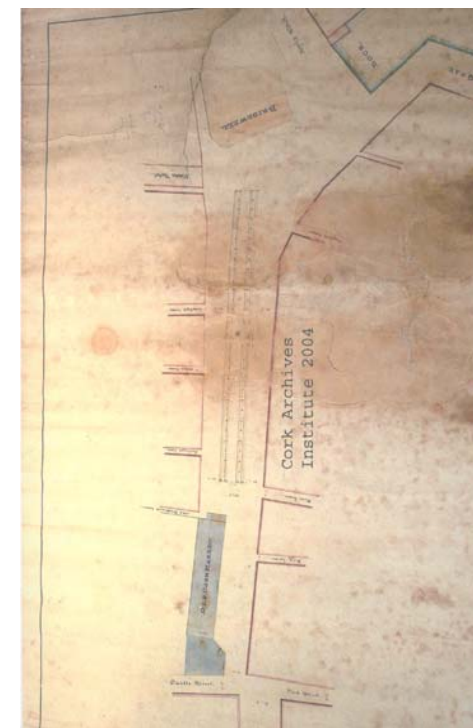
4.2.1 Street Market Concept

The long-term aim is to ensure that the market is busy on 6-7 days of the week. In the short term the market will be improved and managed so that it is operating at (or near) capacity on Fridays, Saturdays and Sundays, with additional days being added as demand arises. A small extension to the market will be created on busy trading days (Fridays and Saturdays) adjacent to the Bridewell Station on Cornmarket Street (north).

The new market concept involves upgrading the uses / function of the market by creating four distinctive trading areas within the street in order to make the market more vital and vibrant and appeal to the widest possible range of customers, whilst still serving the traditional market customers. Developing specialist theme market concepts will form an integral part of the market development strategy. The market will complement the merchandise mix available at the English Market, meeting the latent demand from potential market traders from the city and its region.

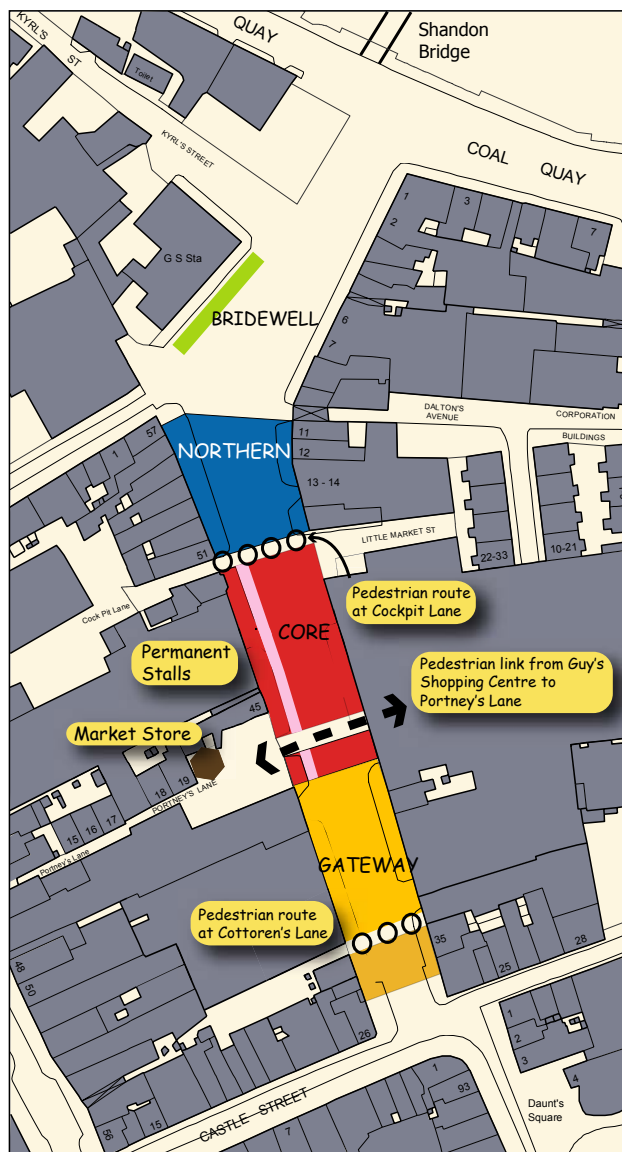


Coal Quay in 1910 (Postcard). (Source: City Street Market, 2004)



Thomas Kearns Deane's street plan, 1828

Figure 4.1 Street Market Layout Concept



The market also has the potential to provide opportunities for small businesses within the city and region, offering the potential to highlight the city's cultural diversity.

The specialist markets currently being considered are:

- arts and crafts
- antiques
- records and books
- ethnic foods
- a hot food court

As the reputation for individual specialist markets grow they will be given specific trading days. Due to the very strong latent demand from potential arts and crafts traders it is proposed that there would be a market for these traders each Friday. The market on Sunday also has the potential to accommodate a mix of specialist merchandise, including arts and crafts and food. A hot foot courtyard use may also be an exciting use to animate the street in the evenings, particularly during spring and summer.



The four trading areas are:

- The Core Trading Area (the middle section)
- The Gateway Trading Area (the southern section)
- The Northern Trading Area
- The Bridewell Trading Area

Figure 4.1 shows the four trading areas and the street market layout concept. Figure 4.2 (overleaf) illustrates the proposed usage for each of the four trading areas

4.2.2 The Core Trading Area

This middle area is the heart of the street market as it is the street's "permanent" market (i.e. it will be busy 5-6 days per week). Capable of accommodating 15-20 stalls, it is based on the area of the Traditional Traders (i.e. those claiming "charter" rights with a historical family link to one specific location).

Figure 4.2 Street Trading Area Usage

	MON to THURS	FRIDAYS	SATURDAYS	SUNDAYS
Bridewell	Disc Parking	Vehicle Trading	Vehicle Trading	Disc Parking
Northern	Vehicle Trading	Vehicle Trading	Food Market	Vehicle Trading
Core	Traditional and Daily Traders	Traditional and Daily Traders	Traditional and Daily Traders	Traditional and Specialist
Gateway	Pedestrian Space	Arts and Crafts Market	Mixed Market	Specialist

Key features of the strategy for this area will be:

- Permanent market structures fronting onto a central space;
- The space will exclude vehicles
- A new pedestrian link across the market connecting Portney’s Lane to the Guy’s Shopping Centre entrance
- The capacity to accommodate “day traders” in permanent market stalls when space exists, so giving the market a dynamic character

The potential for a market store to provide for those operating in the core area will be explored (see 4.2.11).

4.2.3 The Gateway Trading Area

This gateway trading area of 10-14 stalls forms the pedestrian access, or “gateway”, to the market from Daunt Square on busy days. The aim of this trading area is provide a heightened level of interest at the entrance to the market, raising customer footfall and maximising the potential of the space.

Key features of the strategy for this prime trading area will be:

- A vehicle free higher density market space on busy market days
- Apart from on Saturdays the market in the space will be for a range of other specialist themes on a rotating basis. The range of goods sold in this area will be restricted to enable the area to have a distinctive character
- An open high quality pedestrian space on non-busy trading days
- A pedestrian route across the street opposite Cottoren’s Lane

4.2.4 The North Trading Area

This area will provide the venue for the food market on Saturdays and a range of existing traders who trade a good variety of merchandise, including clothing and footwear. Key features of this area will be:

- The space will be designed to accommodate traders requiring vehicles

- The area will also accommodate “day stalls” on quiet days when capacity exists, adding interest and dynamism to the merchandise mix in the market as a whole

4.2.5 Bridewell Trading Area

This area will only be a Casual Trading Area on Fridays and Saturdays to provide additional capacity for traders requiring their vehicles. Priority will be given to those relocating from the existing market when vehicle trading rights are removed.

4.2.6 Merchandise Mix

The Core and North trading areas will accommodate stalls selling a range of product types, including:

- Traditional Traders (have sanction to an unrestricted range of product types)
- Prepared food for consumption
- Clothes and footwear
- Records and books (Fridays in themed area)
- Speciality / miscellaneous (e.g. plants)

The specialist food market will include butchers, fruit and vegetables, dairy & eggs, and miscellaneous. Priority will be given to traders on the following basis:

1. Sale of organic produce
2. Sale of food from the region
3. Owner / operated businesses

4.2.7 Management and Promotion

Markets Supervisor

In order to maximise the potential of the market the following needs to be undertaken in relation to the market:

- **Management** – to ensure the smooth running of the operation (e.g. issuing day licences, enforcement, etc.)
- **Development** - to develop the market so that as many of the 350 licence slots per week are filled as possible (including the development of specialist markets)
- **Promotion** - to promote the market as a tourist and visitor attraction

This role could be completed by the City Council or be procured from the private sector.

Amendment of the Bye Laws

The market operates under local Cork City Council bye-laws created in 1995 (and the *Casual Trading Act 1995*).

The City Council will update the bye-laws to reflect the agreed Street Market Strategy (see Implementation Strategy in Section 7). The Bye-Laws will be updated to address the following (and other) issues:

- The merchandise mix
- The four trading areas
- The types of licence available for traders (in order to facilitate the market being used more intensively)
- Vehicle parking / vehicle parking permits
- The day-to-day running of the market (including waste, cleansing, set-up times, enforcement, stalls, etc.)
- Maximum stall sizes
- Half-size pitches

In order to make and implement new Bye-Laws, the statutory amendment process must be followed (see opposite).

4.2.8 Design of the Market Space

The physical improvement of the market space and the market stalls is crucial to its success. The Public Realm Strategy includes a brief and concept scheme (see Section 6.2) for the improvement of Cornmarket Street (south). This includes the following elements:

- The creation of an area designed to give pedestrian priority
- The redesign of the street itself to create a high quality public space to provide a high quality venue for the street market
- New permanent market stalls / structures in the Core Trading Area
- The exclusion of vehicles from the majority of the market space

Bye Law Amendment Process

1. Press Notice

To publicise draft bye-law amendments. When a local authority announces its decision to make bye-laws under the Act, it must give at least one month for inspection of the *proposed* bye-laws.

2. Submissions

After this one month period (it can be longer than one month) there is a period of two weeks for people to submit comments to the City Council.

3. Amendment/ Adoption of Draft Bye-Laws

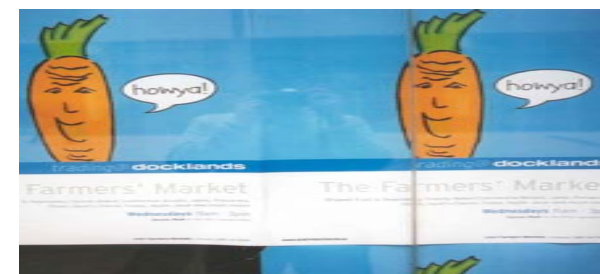
The City Council considers any submissions, and if any changes are deemed necessary these are made. The Manager’s Report will then go to the City Council for adoption.

4. Appeal Procedure

After this period (i.e. at least one month and two weeks), if a person is aggrieved by the proposed bye-laws, they may appeal to the District Court.

In addition the following will also be necessary:

- The installation of a gateway feature at the southern entrance to the market space and/or
- The installation of navigation aids to signal the presence of the market (e.g. in Daunt Square)



4.2.9 Market Stall Design

New high quality permanent market stalls will be installed in the Core Trading Area. These will be demountable to allow for street cleaning and special events. In the other trading areas tables / umbrellas / stalls will be erected by market traders (or stalls provided and erected for a fee), subject to a dress code. Permanent stalls will form an integral part of the identity of the market. They will be bespoke and will be designed to:

- Be unique to Cornmarket Street
- Be a modular contemporary response in form and materials to the requirements of a permanent market stall
- Provide the potential for dual aspect trading
- Combine individual stalls to provide a continual structure that provides good shelter for traders and the public
- Be ergonomic for traders and incorporate essential services (electricity and lighting)
- Have a strong visual identity
- Allow for weaving between the stalls

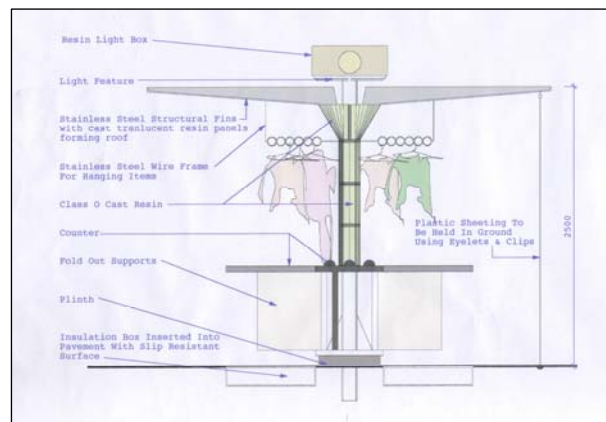
Figures 4.3 and 4.4 illustrate a stall design concept procured by Cork 2005 from Maud Cotter and Andrew Lane for Cornmarket Street. The City Council will need to procure its own bespoke stall design.

4.2.10 Vehicles

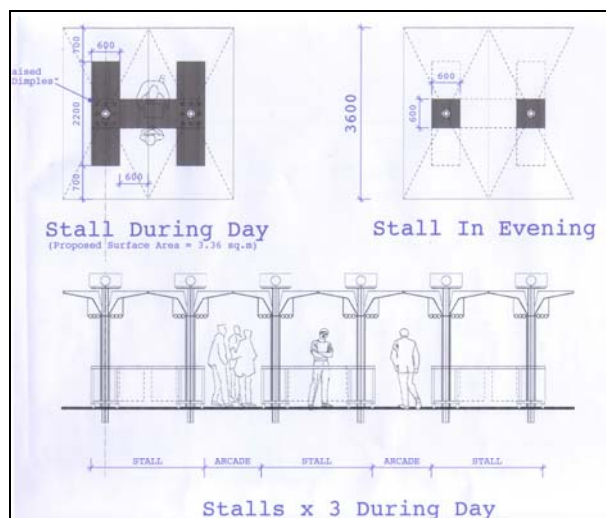
The strategy for accommodating vehicles in the market is set out below, including the exclusion of vehicles from the Core and Gateway Trading Areas. However, this will be achieved in a phased basis, including:

- New CTA licences for the two areas will not allow entitlement to accommodate vehicles in the two areas
- Existing traders will be allowed to retain their vehicles within the spaces until works to upgrade Cornmarket Street (south) are finished (see 6.4.2)

The strategy for the market requires that vehicles will be located outside of the Gateway and Core Trading areas, which will be pedestrian-only spaces with high quality surfaces, although the spaces will incorporate areas for unloading.



Figures 4.3 and 4.4 Lane / Cotter Stall Design Concept



On quiet trading days (Monday to Thursday) traders vehicles will be able to park in the northern trading area, adjacent to the core trading area, providing vehicles are being used for the purposes of casual trading (in order to meet the requirements of the Traffic Regulations).

On busy days cars and vans less than the maximum height at the multi-storey car parks (2.0 metres and 2.1 metres) will park outside of the market space at the owner's discretion. Possible locations include the multi-storey car parks.

In order to provide close parking for large trader's vehicles, consideration will be given to:

- Allowing the Phillip's site for CTA traders vehicle parking (until the site is redeveloped / incorporated into Kyril's Quay)
- Allowing the Kyril's Quay (west) site CTA vehicle parking (until the site is developed or improved)
- Designating a Casual Trading Area (CTA) to the front of the Bridewell Garda Station on busy days, to provide additional areas for vehicle trading

4.2.11 Market Store for Daily Traders

The Council will explore the potential for providing a ground floor storage facility as part of the mixed- use development of its Portney's Lane site. This should remove the need for vehicle parking for those trading on a daily basis.



