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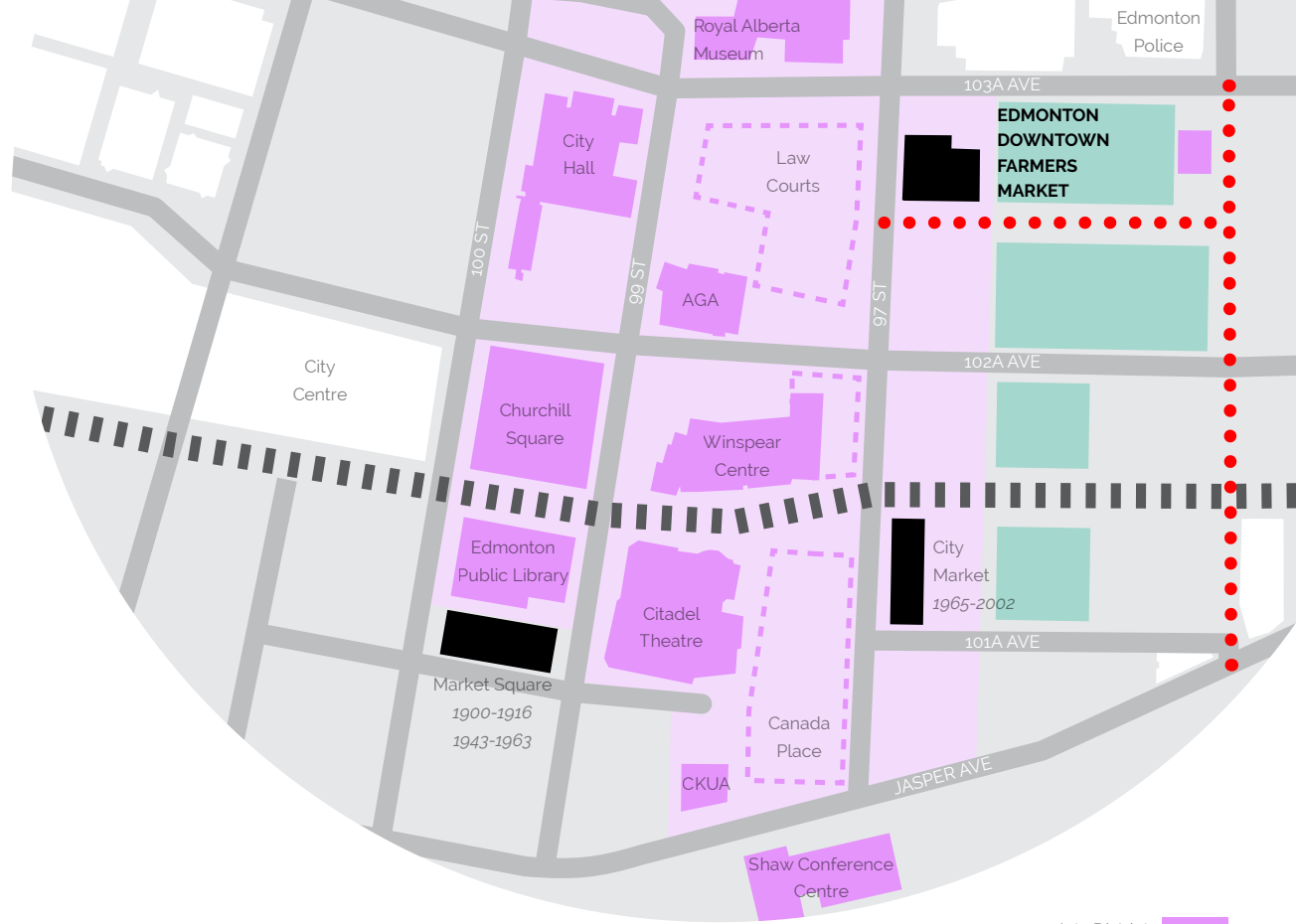
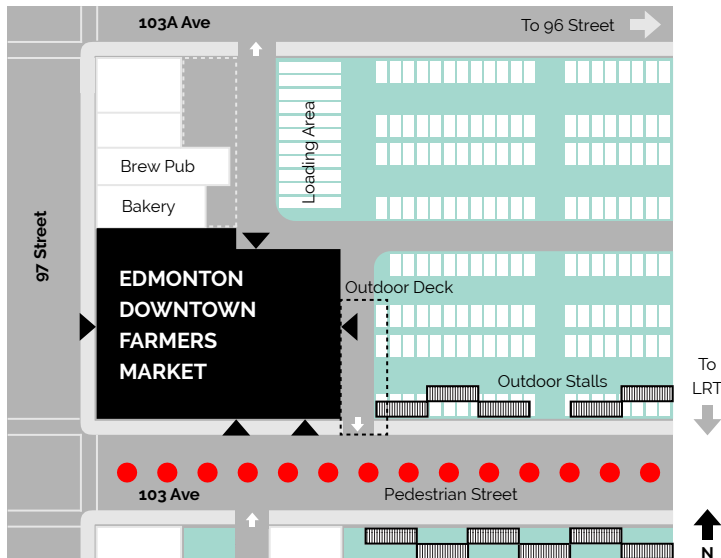
F A R M E R S

M A R K E T

LOCATION

The Edmonton Downtown Farmers Market

is a year-round indoor/outdoor Alberta Government Approved Farmers Market, located in the historic GWG Building. Overflowing onto 103 Avenue, it is positioned adjacent to Edmonton's Arts District, which includes the Royal Alberta Museum, the Winspear Centre, the Citadel Theatre, the Edmonton Public Library, and Churchill Square. The addition of a new market based on Edmonton's food culture will reinforce the cultural heart of the city and become a weekend magnet for Edmontonians and tourists alike. Anticipated to operate as a market on Saturdays and Sundays, the building will contain complementary uses on other floors.



- Arts District
- Historical Market Sites
- Parking
- LRT
- Pedestrian Street

Accessibility and parking will be a key feature of the Farmers Market site. In addition to front door bus service and nearby LRT stations on the new Valley Line and Capital Line at Churchill Square, the market will boast 1000 parking stalls adjacent to the Market Building. The parking spaces will be topped by a

major art installation consisting of over 100 large murals painted onto shipping containers. Container City will provide an exciting backdrop for street vendors and a place to store street vendor tents and tables. A generous truck loading area will provide market vendors with easy loading.



1911

Caledonian Dept.
Store sold to Great
Western Garments
Company

1917

Modified GWG Building



1953

GWG Co. Factory
Addition



1955

Army & Navy
Department Store

2012

Red Strap Art Market



Originally built as the Caledonian Department Store in 1911, the building was converted into a factory by Great Western Garments Co. (GWG) in 1914, and then expanded. In 1935, its frustrated workers formed the first women's union. In the 1940s, it produced 70% of the Canadian Forces uniforms used in World War II. Its successful blue jeans products included the Red Strap Cowboy King jeans. In 1955, it was sold to the Army and Navy Department Store. In 2012, the Red Strap Art Market brought back the original hardwood floor and pressed metal ceiling so that today some of that original light-filled character can be appreciated.



Second level interior with original hardwood floor and pressed metal ceiling tiles. (2018)

MARKET CONCEPT

Every Saturday and Sunday, the Farmers Market will have over 100 vendors selling product on the ground and second levels. The ground level will feature overhead doors which will be open on pleasant days to create the outdoor feeling of fresh air and natural light. Walk-in coolers for vendor use will also be located near the loading entry.





INDOOR/OUTDOOR FARMERS MARKET

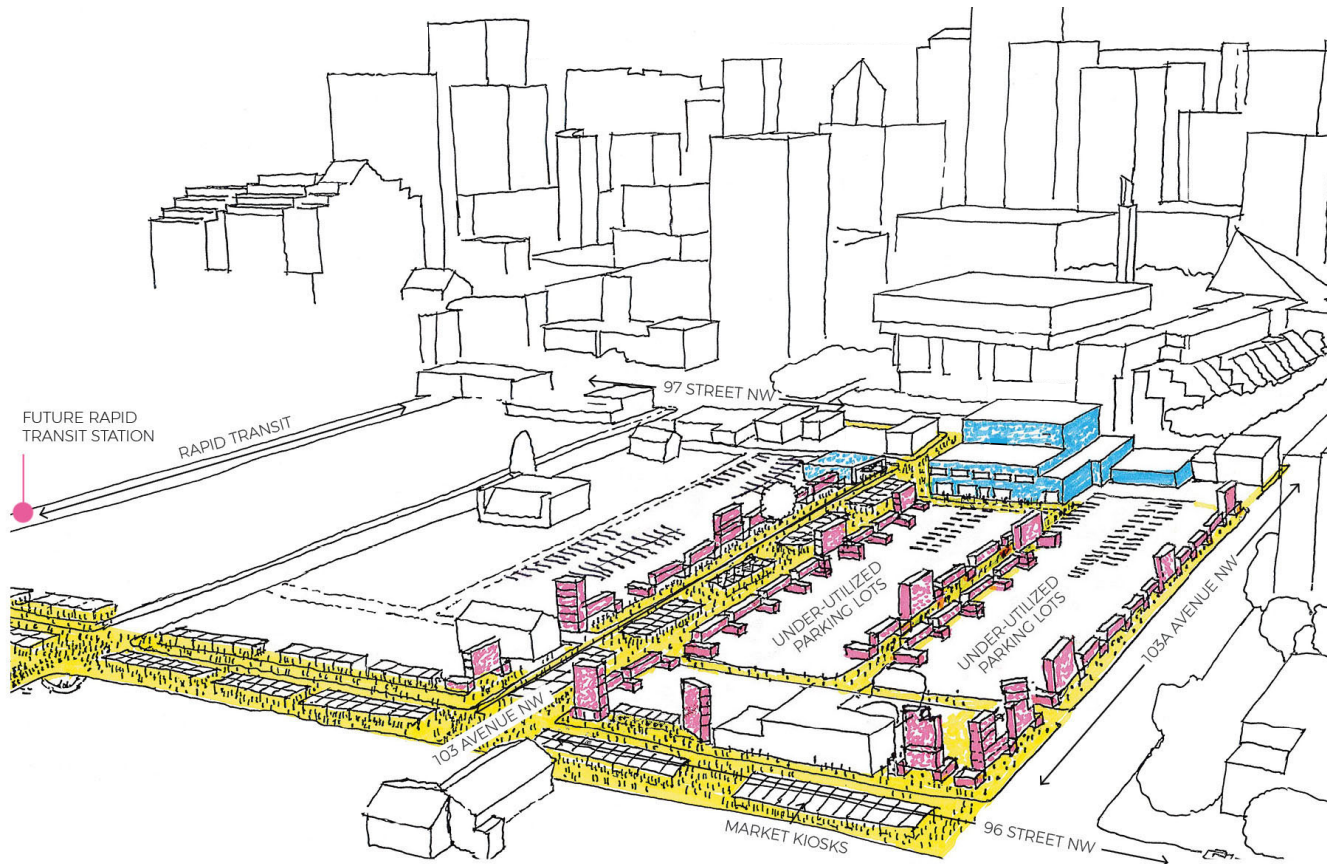
The second level will feature a 230 seat Food Fair offering year-round tastes of Edmonton's fare through a choice of a dozen kitchens. A second floor outdoor deck, covered with sustainable solar panels, will provide seating for over 80 people. Edmonton's finest chefs will be encouraged to become part of this food extravaganza. Local craft beer and baking will be another feature of this weekly Festival of Food.

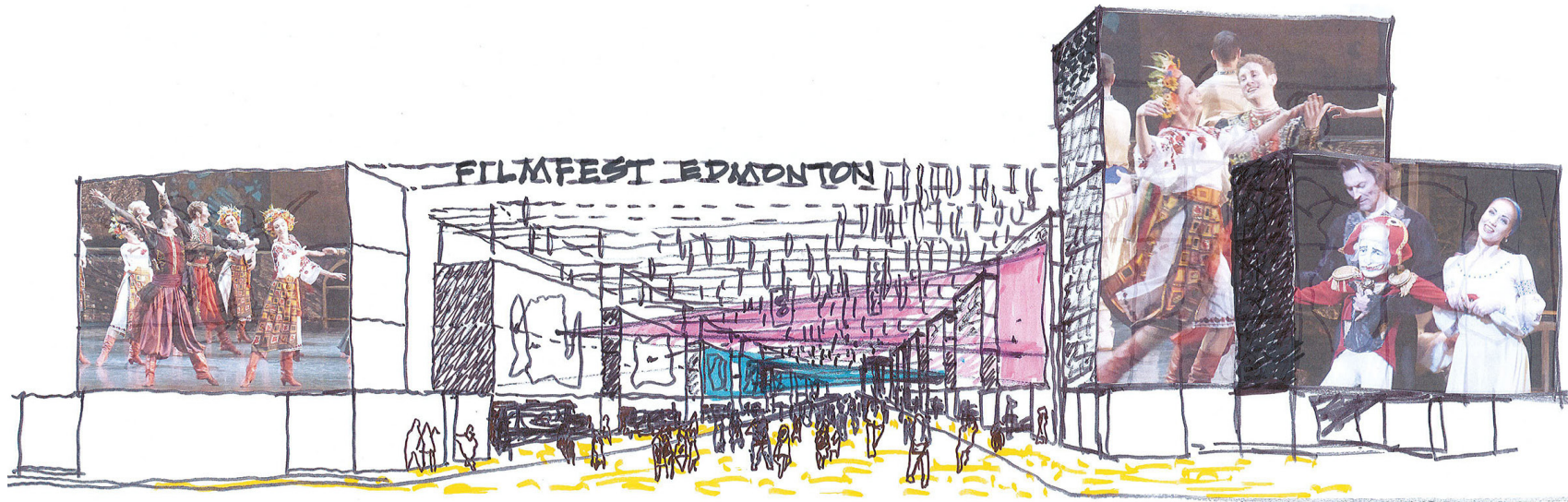


OUTDOOR MARKET/PEDESTRIAN STREET/CONTAINER CITY

The Edmonton Downtown Farmers Market will spill onto 103 Avenue, which will become a pedestrian street, closed to traffic during market hours. Giant murals painted onto shipping containers will provide an exciting backdrop for street vendors and other special events. The containers can be used for tent and table storage when the market is not operating. Market vendors will govern the street uses so that this Centre of Food Culture is managed most effectively. In addition to food events, other cultural celebrations will be encouraged along 103 Avenue and along 96 Street to Jasper Avenue.

OPPORTUNITIES TO CREATE A VIBRANT STREET MARKET ALONG 103 AVENUE WHICH WOULD CLOSE TO TRAFFIC ON WEEKENDS





INSPIRATION



North West Walls (Werchter, Belgium)



North West Walls (Werchter, Belgium)

MORE THAN JUST A MARKET

A Cultural Centre Focused on Food



CHRISTMAS FOOD FESTIVAL



CHILDREN'S CORNER



COOKING SCHOOL



CARIBBEAN FESTIVAL



ALBERTA CRAFT BEERS VENUE



HERITAGE FOOD FESTIVAL



**ALBERTA CULTURE DAYS
(LAST WEEKEND OF SEPTEMBER)**



INDIGENOUS ARTS CENTRE



EDMONTON DOWNTOWN FARMERS MARKET