

October 24, 2024

Reference No.: 452304536-002

To: City Council

From: Kent Snyder, Branch Manager

Subject: **Notice of Intention to Designate the South Side Market as a Municipal Historic Resource**

SUMMARY

This memo initiates the process to designate a historic resource, the South Side Market, at the owner's request, as a Municipal Historic Resource in accordance with the *Historical Resources Act*. The property is currently owned by the City of Edmonton, but is under a sales agreement with a new private owner.

CURRENT ACTIONS

(Immediate)

1. That a Notice of Intention to Designate a Municipal Historic Resource, as set out in Attachment 1, be served on the owners of the property located at 10335 - 83 Avenue NW in accordance with Section 26 of the Alberta *Historical Resources Act*, RSA 2000, c H-9.¹
2. That the City Manager be appointed to implement matters arising from the issuance of the Notice of Intention to Designate the South Side Market as a Municipal Historic Resource, as set out in Attachment 1.

FUTURE ACTIONS

(At least 60 days after the Notice of Intention to Designate is served)

1. Pursuant to the provisions of the Alberta *Historical Resources Act*, RSA 2000, c H-9, a Bylaw to Designate the South Side Market as a Municipal Historic

¹ On November 26, 2019, City Council passed amendments to the City Administration Bylaw, delegating approval of Notices of Intention to Designate (NOI) under the *Historical Resources Act* (HRA) to the City Manager, where the owner consents to the designation of their property. The NOI initiates the designation process under the *Historical Resources Act*; the final decision on designation remains with City Council by way of a bylaw.

Resource (the “Bylaw”) will be brought forward to Council for their consideration.

2. If approved, the Bylaw and corresponding Rehabilitation Incentive and Maintenance Agreement will contemplate funding of up to \$10 to be provided from the Heritage Resources Reserve to satisfy the requirement for compensation under the *Historical Resources Act*.

BACKGROUND

The South Side Market is on the Inventory of Historic Resources in Edmonton, and merits designation under City Policy C450B - Policy to Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton. The building was constructed in 1923, and features masonry construction with Edwardian style influences, designed by architect John Martland, the City Architect from 1919 to 1944. Martland was the designer for other city buildings including major additions to the Royal Alexandra Hospital, the Victoria Golf Course clubhouse, the No. 2 Firehall and Blatchford Hangar.

The sale of the property by the City of Edmonton to the new owner is conditional on the designation of the building as a Municipal Historic Resource. The sales agreement is executed with a closing date of February 28, 2025. The exterior of the building is in good condition generally, and rehabilitation work is not required at this time. The new property owner is therefore not requesting a rehabilitation incentive as part of the designation. However, the nominal amount of \$10 will be provided to the property owner in order to satisfy the requirement for compensation under the *Historical Resources Act*. The designation will only apply to the west and north elevations of the original historic building.

On October 22, 2024, the new owner completed the application requirements to have the South Side Market, located at 10335 - 83 Avenue NW, designated as a Municipal Historic Resource under the provisions of City Policy C450B.

If designated, any future renovation of the South Side Market will be required to meet the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

The designation of this property will support its proper restoration and continued protection in the future. The new owner will be able to access maintenance grant funding from the Heritage Resources Reserve to assist with ongoing upkeep of the west and north elevations of the original historic building.

BUDGET/FINANCIAL

If the Bylaw is approved, the property owner will be provided up to \$10 from the Heritage Resources Reserve. The current Reserve balance is sufficient to cover the committed funding, including the South Side Market.

PUBLIC ENGAGEMENT

Public engagement was not undertaken as part of this process, as it is not required under the *Historical Resources Act*.



KS/bs

c: Executive Leadership Team

Aileen Giesbrecht, City Clerk, Office of the City Clerk

Michelle Plouffe, Chief People Officer and City Solicitor, Employee Services and Legal Division

Attachments:

1. Notice of Intention to Designate the South Side Market as a Municipal Historic Resource - *Historical Resources Act*
2. Location Map
3. Photographs
4. Statement of Significance

Notice of Intention to Designate the South Side Market as a Municipal Historic Resource

HISTORICAL RESOURCES ACT
R.S.A. 2000, cH.-9, as amended, Section 26

TO: 1541655 Alberta Ltd.
8224 - 104 Street NW
Edmonton AB T6E 4E6

City of Edmonton
1 Sir Winston Churchill Square NW
Edmonton AB T5J 2R7

City of Edmonton
Financial and Corporate Services Department
Real Estate Branch
1 Sir Winston Churchill Square NW
Edmonton AB T5J 2R7

Notice is hereby given that sixty (60) days from the date of service of this Notice, The Municipal Council of The City of Edmonton intends to pass a Bylaw that the original 1923 structure known as the South Side Market and the land on which such structure is located, legally described as:

PLAN I
BLOCK 68
LOT 17

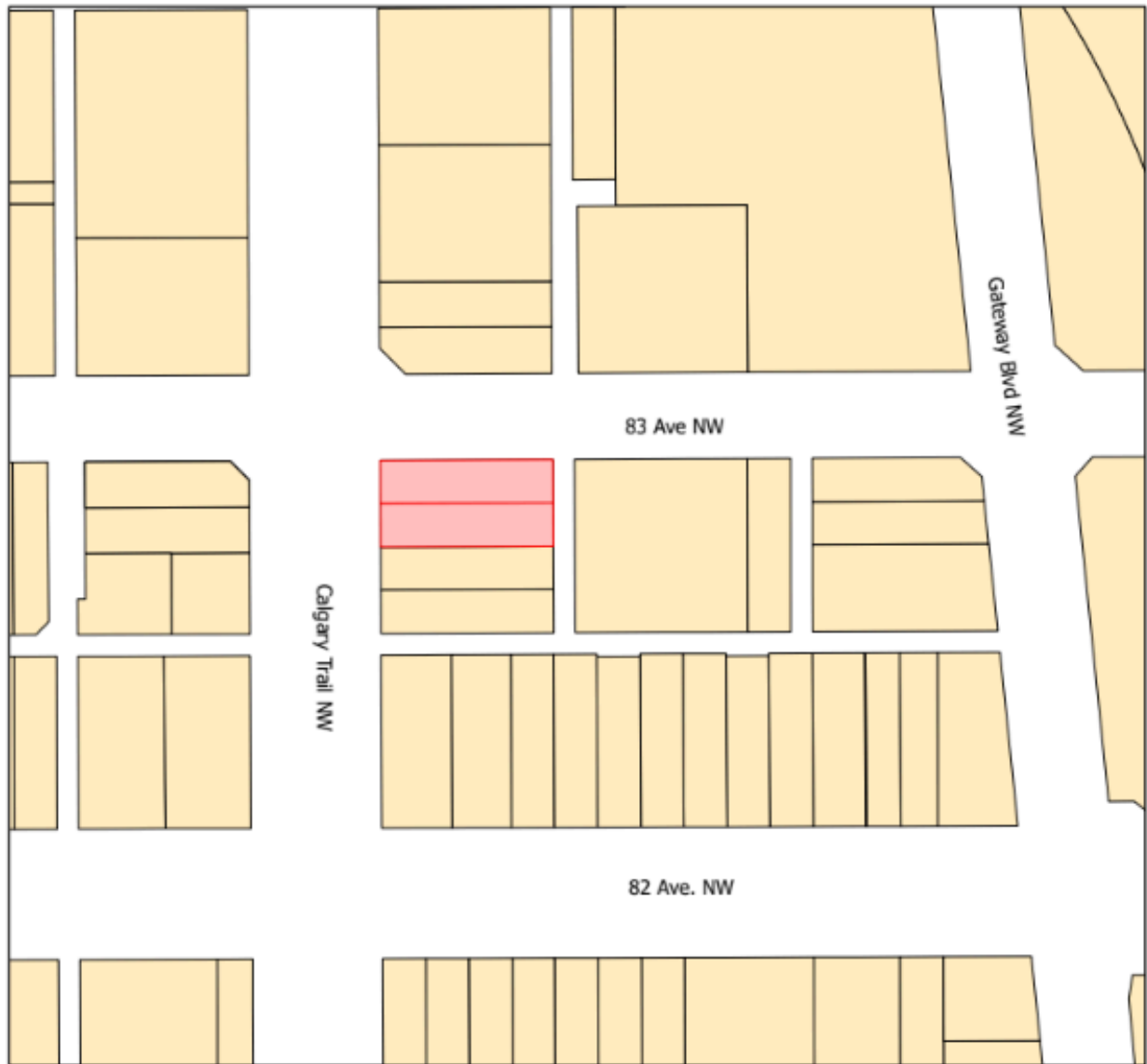
EXCEPTING THEREOUT ALL MINES AND MINERALS

and

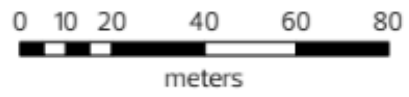
PLAN I
BLOCK 68
LOT 18

and municipally described as 10335 - 83 Avenue NW, be designated as a MUNICIPAL HISTORIC RESOURCE under Section 26 of the *Historical Resources Act*, as amended from time to time.

Location Map for the South Side Market



South Side Market
10335 - 83 Avenue NW



Photographs of the South Side Market



View of front (north) elevation, looking south from 83 Avenue NW.



View of front (north) and side (west) elevations, looking southeast from the intersection of Calgary Trail NW and 83 Avenue NW.



View of side (west) elevation, looking east from Calgary Trail NW.

Statement of Significance

Description of Historic Place

The South Side Market building is a single-storey commercial building in the Strathcona neighbourhood, located at the southeast corner of 104 Street and 83 Avenue. The building was constructed by 1923 to serve as a new public market space at the centre of the community. The architecture is influenced by the Edwardian style and contains modest decorative elements across the two corner facades, facing west and north. A symbol of interwar commercial activity in Strathcona, it subsequently provided important public and private services and contributes to the broader heritage landscape across the Old Strathcona Provincial Historic Area.

Heritage Value

The 1923 South Side Market is valued for its association with the development and evolution of the Strathcona community over a long period and the Edwardian-influenced architecture produced by notable Edmonton architect, John Martland.

After Strathcona was incorporated as a city in March 1907, significant energy and resources went into establishing civic institutions. In May 1907, the Strathcona burgesses voted to build a city hall, construct a hospital, and establish a public market. The City of Strathcona bought land on the south side of First (now 83) Avenue for the market and in 1909 erected a small market building a short distance to the east of the subject site. That 1909 building, which is now the oldest extant municipal building in Edmonton, served the market through the economic ups and downs of the 1910s but proved inadequate as urban development began again following the First World War.

In February 1921, the South Side (now Strathcona Centre) Community League and the Strathcona branch of the United Farmers of Alberta urged City Council's Parks and Markets Committee to build a new, larger building for the market. Calls for the new market building became stronger when Thomas Malone, the community league's president and the first president of the Edmonton Federation of Community Leagues, was elected to City Council in December 1921. A bylaw to borrow \$11,500 for South Side Market improvements was rejected by voters in December 1922, but in 1923, the City built a more modest building on the subject site than originally planned using \$6,000 in funding previously allocated. It officially opened on Saturday, 8 September 1923. An *Edmonton Journal* headline read "City Has Provided Spacious Brick Building In Heart of Shopping District."

The location fronting 104 Street, Strathcona's original Main Street, was selected to better connect the market with the other shops in the area and to establish a more respectable face for the market given the public library and churches that were also along the street. The 1923 South Side Market building originally had a set-back annex pointing east to the 1909 building, where the market's weigh scales were moved after the 1923 building was constructed. The 1920s was a decade of slow, restrained growth in Edmonton. The South Side Market, also

known as the Strathcona Farmers' Market, continued into the early 1930s but then collapsed as the economic impact of the Great Depression became more severe. In 1933, the City leased the 1923 building to Saunders Transfer and Taxi, a moving company.

After the Second World War, however, the city's population began growing rapidly and the need for public services increased. In 1946-47, the City terminated Saunders' lease and moved its south side offices into the building. It was renamed the South Side Civic Block. Here citizens could pay property taxes, utility bills, parking tickets, etc. The annex, demolished sometime in the 1930s or 40s, was replaced in 1953 by a building for a new South Side Health Clinic fronting onto 83 Avenue just east of the 1923 building. It addressed the significant pressure for public health services south of the river at the height of the baby boom. In the mid-1970s, the City closed its offices in the 1923 building, which some people were now calling the South Side City Treasury offices. The adjacent public health clinic, however, needed more room, so in 1977-78 it was physically connected with and expanded into the 1923 building. Staff included nine nurses, a doctor, a dentist, a dental hygienist, a nutritionist, and two receptionists.

A decade later, though, public services began to be streamlined in the face of new political ideology and provincial budget deficits. Despite protests from area residents, the Edmonton Board of Health closed the health clinic in 1990. In 1993, the building was converted into a restaurant and a generation of Edmontonians came to know it as Packrat Louie. In 2022, the PIP restaurant moved across 104 Street into the 1923 South Side Market portion of the building and Pal's Sandwiches opened in the 1953 clinic portion.

The South Side Market building reflects an attempt to bolster commercial development and economic growth in Strathcona after the First World War. Having been built to serve farmers and market gardeners and their customers, it is a tangible reminder of the city's connections with agriculture. Since its public market days, it has been valued as the site for a variety of public services and private businesses meeting the needs of citizens in the area and providing opportunities for gathering and community building.

The South Side Market is further valued for its Edwardian-influenced architecture and association with John Martland, City Architect from 1919 to 1944. Martland was the designer for other city buildings including major additions to the Royal Alexandra Hospital, the Victoria Golf Course clubhouse, the No. 2 Firehall and Blatchford Hangar. The South Side Market building consists of a simple stretcher brickwork pattern with 4 over 1 sash and pane window patterns on the north and the west facades. The windows are supported by plain concrete lug window sills and topped by flat voussoirs with a central keystone. Between the windows and near the four corners of the north and west facades are decorative white stone inlays. The building is topped by a flat roof. Between the roofline and the window tops is horizontal banding that evokes a sense of stability. The original doorway facing onto 104 Street on the west facade was closed and converted to a window as part of the 1977-78 public health clinic renovations. The same window was converted again into a doorway in 2017 to provide access to the building from 104 Street. The building has retained the majority of its material and contributes to the architectural theme and feeling of the surrounding Old Strathcona Provincial Historic Area.

Character-defining Elements

Key character-defining elements of the South Side Market, limited to the west and the north elevations of the building, include:

- Form, scale, and massing of the one-storey structure
- Original stretcher bond masonry
- Flat roof
- Modest horizontal banding between the roofline and the windows
- Plain concrete lug window sills
- Narrow 3 by 3 windows
- Flat voussoirs with a central keystone above the windows
- Decorative white inlays between the windows and near the four corners of the west and north facades