



SOUTH SIDE MARKET

CITY OF EDMONTON HISTORIC RESOURCE MANAGEMENT PROGRAM



10335 - 83 AVENUE NW

DESCRIPTION OF HISTORICAL PLACE

The South Side Market building is a single-storey commercial building in the Strathcona neighbourhood. The building was constructed 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 South Side Market is valued for its association with the development and evolution of the Strathcona community 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, through the economic ups and downs of the subsequent decade, proved inadequate and resulted in the community calling to build a new, larger market building by 1921. The 1923 South Side Market opened on Saturday, September 8th, with an Edmonton Journal headline reading “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 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 building to Saunders Transfer and Taxi, a moving company.

The city’s population began growing rapidly after the Second World War and the need for public services increased. In 1946-47, the City terminated Saunders’ lease, moved its south side offices into the building, and renamed it the South Side Civic Block. Here citizens could pay property taxes, utility bills, parking tickets, and so on.





The annex, demolished sometime in the 1930s or 1940s, 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. However, the adjacent public health clinic 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 1953 portion is not included in the Municipal Historic Resource designation.

The South Side Market building reflects an attempt to bolster 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. 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 1923 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; and
- + Decorative white inlays between the windows and near the four corners of the west and north facades.

Designated as a Municipal Historic Resource through Bylaw 21016 in February 2025.

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