

Alberta Meat Market

4921 48th Street



Description of the Historic Place

The two-storey Alberta Meat Market has a flat roof, large rectangular flexboard panel cladding, and an inset aluminum storefront. It is located on a commercial street in downtown Red Deer.

Heritage Value

The Alberta Meat Market is significant for its association with Robert Edward Barrett, as well as for its 1950s modern commercial design.

The Alberta Meat Market is significant for its association with Robert Edward Barrett. Robert Edward Barrett, known as 'Ed', was born in Hamilton, Ontario in 1904 and moved to Red Deer with his parents when he was fourteen. He was employed at the Alberta Meat Market in 1919, and he remained with the company for thirty-two years. In 1951 he entered into a partnership with the previous owner, Mr. John Teasdale, who had co-founded the Alberta Meat Market in 1911 and had previously bought out his partner, Sam Wilson, in 1927. Barrett subsequently bought Teasdale's share in 1952 and moved the business to a newly constructed building at 4921 48th Street in 1954. The business remained at this location until it closed in 1964. Barrett was a well-known member of the community: he was elected a City Alderman in 1961, became mayor in 1965, and held the city's principal political office until 1974.

Built for Barrett in 1954, the Alberta Meat Market is significant because of its 1950s modern commercial design. Designed by J.A. Cawston, a Calgary-based architect, and built by Sandquist Construction, the new Alberta Meat Market employed select brick and a flexboard cladding on the second floor. Its simple modern design was articulated by the flat roof, the tall vertical brick pilaster on the right side, and the horizontal row of windows on the second floor. When the new market opened it was lauded in city newspapers as having "new and modern equipment, excellent lighting, and plenty of

Statements of Significance for the Downtown Red Deer Legacy Year Project

room”, and was “as smart a butcher shop as you will find anywhere in the province.” The Alberta Meat Market was recognized as contributing to the downtown Red Deer streetscape when it received exterior rehabilitation as part of Red Deer’s Alberta Main Street project.

Character Defining Elements

The character defining elements as expressed in the form, massing, and materials of the 1954 two-storey Alberta Meat Market include:

- The flat roof
- The flexboard panels on the second storey
- The red brick pilaster on the left side of the front façade
- The brick bulkhead underneath the storefront windows
- The inset storefront
- The pattern, style and construction of all original window openings on the second floor

The Alberta Meat Market may require intervention to meet Provincial requirements prior to designation. Any interventions should be in accordance with the *Standards and Guidelines for the Conservation of Historic Places in Canada*.