

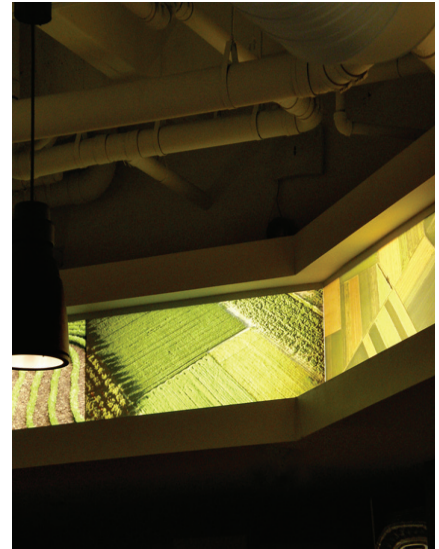
Donald's Market

2010 | New Westminster BC

project profile



deli



images of regionally grown crops

overview

Donald's Market was a fit-up of a new store location for the family-run grocery that is already a legend in East Vancouver. Donald's is the anchor tenant in River Market in New Westminster. The goal of the newly revitalized River Market is the transformation of the New Westminster Quay into a community hub that will act as a catalyst for the reinvigoration of the whole river front district. Donald's is part of River Market's celebration of the "journey of food". This theme is first expressed in the graphics of Donald's exterior windows leading to the main entry, showing images in a sequence from the macro scale of farmland, through crop harvest, to the micro scale of a single strawberry held in a child's hand.

The existing 7,720 sq ft space had been taken back to bare bones. Administrative, staff and support areas

were created at the back of the store on one side of the public corridor with coolers, delivery and produce preparation areas on the other side. The working areas of the store are visible to the public from the corridor, giving customers a glimpse into a part of the "journey of food". Work in the front of store included coordination of equipment and shelving layouts, graphics, and lighting. A bulkhead with illuminated panels was created across the back of the store to draw people in with light and colour. A dropped ceiling panel over the deli case defines that area. The functional and minimalist design puts the focus on the products, and highlights the natural beauty of the food with lighting.

The design of Donald's addresses sustainability on a number of levels. Like River Market, the store celebrates connecting people with food in a local

and sustainable way. Illuminated panels across the back bulkhead connect food to the land it comes from, with images of farmland, seen as abstract patterns in close-up aerial views. The images represent the types of crops grown regionally: apple orchards, rows of blueberries, vineyards, fields of wheat, etc. A graphic work by artist, Blake Williams, on the wall tiles of the corridor, also refers to the relationship between food and land, and features a large-scale contour map of the Fraser River around New Westminster.

The riverfront walkway is a valuable amenity for New Westminster's residents and visitors. The layout of Donald's provides the option of opening up sliding doors facing the river and taking movable produce display bins outside during seasonable weather, enriching the experience of a riverside stroll.



entry from inside River Market

The existing concrete floor was used as a finished floor and the ceiling was left open as a strategy to reduce material use. Directed lighting draws attention to the product and away from these surfaces. Energy-efficient fluorescent T5 luminaires over the aisles direct light onto the vertical face of the store shelves and high-CRI metal halide track lights enhance the colours and textures of fresh fruits and vegetables.

The use of low-emitting materials such as paints, coatings, adhesives and sealants, help maintain a healthy indoor air quality. Agri-fibre core doors and medium density fibre-board panels contain no added urea formaldehyde.



cooled produce section with illuminated panels

Donald's occupies a single ground floor level and is fully accessible to all. The automatic-open front doors invite an easy passage, whether in a wheelchair, with a stroller, or fully laden with groceries. Access to the rest of River Market – at the back of the store – is through an open corridor during shopping hours. A security gate pulls across when Donald's is closed.

People entering the store from inside River Market are greeted with a graphics panel describing the history of Donald's Market.



produce section

Penner & Associates was the Primary Consultant and Interior Designer for Donald's at River Market.

collaborators

- Alto Construction Limited (construction manager)
- Applied Engineering Solutions (electrical)
- Glotman Simpson Consulting Engineers (structural)
- Hands on Publications (graphics and signage)
- Perez Engineering (mechanical)
- River Market (developer)
- Robin McIntosh (record photos)