



# ONTARIO AGRICULTURAL COLLEGE

SCHOOL OF ENVIRONMENTAL DESIGN  
AND RURAL DEVELOPMENT

October 26th, 2021

## Re: 10C Shared Space as steward and activator of the Guelph Farmers' Market

To whom it may concern,

I am writing to express my strong support for 10C's vision and collaborative engagement process for the Farmers' Market, as outlined in their expression of interest. Having grown up in Guelph, and now living downtown, I know the Farmers' Market to be a beloved and significant hub in the cultural fabric of Guelph, and I'm one of the thousands of Guelphite's who looks forward to my weekly ritual visit, often with my kids in tow. But I'm also writing wearing a professional hat: since returning to Guelph to take a faculty position in Landscape Architecture several years ago, I've invested much of my teaching and research energy into forming relationships with local civic minded organizations in order to develop 'real world' projects for the design studio courses that I teach each semester. I believe that students learn a great deal when given real-world projects to work through, and access to real-world community stakeholders, and that the public conversation about the planning of our city also benefits from the infusion of creative energy and novel thinking brought by the students.

I began collaborating with 10C in the fall of 2019, first in relation to a design studio focussed on the Baker District (in winter 21'), and presently on a design studio focussed on the Farmers' Market site this fall semester. Students are working in small teams to generate low-cost, high-impact, short term design and programming strategies for the exterior portions of the site, and considering themes such as urban agriculture, wayfinding and arrival, outdoor classrooms, public art, performance, community dining, children's play and space for youth, winter and evening activation, Indigenous placemaking, and storage strategies. Staff from 10C as well as the City of Guelph's Smart Cities Office are serving as 'community stakeholders' for our process, offering feedback and critique as the student projects develop. In addition to student learning, a goal of the studio is to generate ideas that can be shared with the public, some of which could be further developed and perhaps even implemented on a pilot basis. The studio is completely aligned with 10C's vision for the site, in its focus on building from the site's existing values, and seeking community based strategies to add new layers of animation to create a dynamic and inclusive 'civic commons' for our downtown which is vibrant 7 days a week, day and evening, and throughout the seasons. I see the re-imagining of the Market site as a transformative opportunity to enhance community engagement, social value and economic development in our downtown, and believe for many reasons that 10C is the ideal organization to steward this vision to reality.

With my strongest endorsement,

A handwritten signature in black ink, consisting of a stylized 'B' and 'S'.

Brendan Stewart, Assistant Professor of Landscape Architecture

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