



CHCRPA EXCELLENCE AWARDS

2011

NAME OF WINNER:

MAIN STREET FARMERS MARKET

TYPE OF AWARD:

HEALTHY COMMUNITIES

DESCRIPTION:

The Farmer's Market on Main Street is a newly formed entity serving the downtown. The market is a once-weekly shopping experience that provides fresh goods produced locally by farmers, gardeners, bakers and artisans who function not only as small businesses, but also as advocates in promoting the "slow food" concept of buying local. The market site is within the thriving Southside community where tourists, residents and downtown employees alike enjoy the revitalized neighborhood that features homes, galleries, restaurants, hotels, a school and offices, all located in the historic Market & Main district.

The market is held Wednesdays from 4:00pm - 6:00pm
www.mainstfarmersmarket.com

AWARD WINNING FEATURES:

- Local, fresh grocery source within what is typically know as a "food desert."
- Supports the local economy.
- Reduces Carbonfootprint by reducing trips, freight, promoting green space and local agriculture.
- Low intensity use in a flexible space – essentially a parking lot, also used for special events – creates a community gathering space.
- Promotes reduced VMT's (vehicle miles traveled) by encouraging walking, biking and transit use for daily needs shopping.

TRANSPORTATION ASPECTS:

- Located on a major thoroughfare, near Electric Shuttle stop and CARTA garage, within walking distance to businesses and residents.
- Shared use of a parking lot.

ENERGY/GREEN ASPECTS:

- Promotes local agriculture and "green fields" conservation.



LOCATION:

Downtown - the Southside

ADDRESS:

197 West Main Street
 (Corner of Main & Williams Streets)

SIZE:

3,000 sq/ft

DEV. TYPE:

Neighborhood Service – Commercial Use



OTHER:

An excellent example of a collaborative partnerships, "Main Street Farmers Market" is supported by a grant from Gaining Ground, a program dedicated to helping to create and develop a sustainable and distinctively "Chattanooga foodscape" through grants, coordinated efforts and public awareness.