Modern Public Market to Revitalize a Small Community

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Abstract of Thesis

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For thesis, I will explore the resurgence of public markets in a variety of settings by analyzing branding strategies and design features that mold tradition to contemporary tastes. Our contemporary culture has a love affair with food. Not only are chefs celebrities but our society is more conscientious of food preparation and origins. This emerging interest started a revolution in public markets. Public markets are not a “new” idea. They have been in existence for centuries. Beyond providing food for the local community, they are responsible for providing improved economic factors and more social opportunities than supermarket shopping. The new markets are considered food entertainment establishments. Many of them have bars, restaurants, and cooking classes added for a sophisticated shopping experience. Thankfully, our society has had a shift in the way we spend our money and time. Food offers a way for people to connect with themselves as well as each other. Being a more sophisticated audience, design has become a crucial element in establishing a successful business. Sleek construction and nods to historic origins give an authentic vibe to markets while integrating modern conveniences like refrigeration. Branding and Packing also play a role. Consumers have so many options that marketing and image attract customers and illustrate the artisanal properties of markets today. By analyzing the history of public markets both foreign and domestic, I will illustrate how they have come full circle in their usefulness, contributing to local economies and societal changes.

For my proposed project, I would like to illustrate how to bring the modern public market into a suburban setting. Using all the attributes such as farm-to-table sourcing, construction, branding, and design I would like to represent the public market in an area with less population and analyze how it would affect the surrounding environment. For guid-
ance on the process, I will analyze the following design and architecture firms, Edens, Jensen Architects, and AvroKO.

My research up until this point has included but is not limited to the following: Books, social media, online references, and site visits. Thankfully, I have at least one historical public market in close proximity, Eastern Market on Capitol Hill. The new trendy version of a public market is Union Market, located in NoMa neighborhood.

Originally, public markets were conceived out of necessity. Farmers needed a centralized means of selling and distribution of products and materials. Consumers did not have cars and modern supermarkets had yet to be invented. Thus, public markets came into existence and did much more for the community than provide a means to purchase food. They became a means to support the community by providing economic and social enrichment. Patrons and vendors created a sense of community. Good design fosters functionality and success of a market.

In conclusion, public markets have a positive effect on local economy, providing healthy food alternatives, employment opportunities and a sense of community pride.
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Introduction

"If you want to seed a place with activity, put out food."

- William H. Whyte

Nothing brings people together like food. It is true, we all have to eat. Why not make it a memorable experience? From as early as I can remember, gathering at the table for special occasions is filled with warm memories. It seemed in those precious moments, we put our differences aside and came together as a family, appreciating how fortunate we were to be together. The food was traditional New England fare. Recipes had been passed down from generations of people who worked with their hands and collapsed from physical exhaustion at the end of the day. These occasions called for the use of heirlooms that only made a brief appearances throughout the year. A litany of warnings came with their usage. This often referred to china, silver flatware, and of course table linens. When I was young, I thought this was so trivial. Why have plates if you can’t use them? My poor mother anguished the entire time she was entertaining about everything from the food to the placement of a cloth napkin.

As an adult with my own family, I try to recreate the same feeling. It is odd to think of myself as the parent trying to evoke memories my son will have for a lifetime. The torch has been passed. We are fortunate to have jobs that allow us to sit, but technology has made us continuously connected. I once was happy to prepare meals on a daily basis. Then my husband came
into the picture. He is far more capable than I am in the kitchen, easily out preparing me on my best day. For entertaining, I have a much different approach. I truly enjoy it. Since my extended family is so spread out, friends are often the beneficiaries of our get-togethers. Together we are a good team. He is proficient and well-versed in his talents, and I focus on ambiance and decor. When entertaining it is crucial for your guests to have a memorable, joyful, and heart-felt experience. And guests can spill, it’s ok. Entertaining at home brings people together.

Having people over for dinner has taken a new turn since my childhood. We have sophisticated food culture consumers in our midst. Boiling food with salt and pepper won’t do anymore (see traditional New England cooking). Through the media and entertaining, people know what they want and what they are looking for, really good quality and delicious food, along with new experiences. Due to our need for constant stimuli, the atmosphere is like an extension of the food experience. Our surrounding environment is made to enhance the entire endeavor and reflect that of what you are consuming.

In the evolving food culture in the U.S. people have a wider knowledge of culture, food production, health, socioeconomic factors, and sustainability. As a result, a shift in our relationship with food has occurred. With this in mind, chefs are now considered celebrities. People buy their cookbooks, watch their television shows, read their blogs, patronize their restaurants, and buy their products. No more dinners out of cans or frozen plastic bags as
people try to be more like them.¹ But why? The influences of pop culture cannot be ignored. In the U.S., society covets what is on television and social media. The desire is palpable. The connectivity is constant, leading to both positive and negative effects.

Americans are more aware of healthy food consumption, how food is created, where it is grown, and under what conditions. The previous generation made mistakes using preservatives, trans fats, and hormones just to name a few. Now the farm-to-table movement has ignited a call to freshness, artisanal handcrafted food products and socially conscious markets (See figure 1).

![Growing Interest in Food](image)

Figure 1 Project for Public Spaces
“How Our New Buying Habits are Changing Design Approaches to Public Markets”

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Consumers embrace this idea for several reasons. Not only does this movement promote healthy, fresh produce but also boosts local economy, and provides commerce for local farming and its employees. When products are made locally, vehicles use less fuel. Sustainability is a benefit as well. This reduces the emission of carbon dioxide into the atmosphere and congestion on our roads.2

Food, like so many things in U.S. culture, has risen to status symbol heights. At one time, it was savvy to buy in bulk at a “big box store.” The reality is buying bulk is not necessarily cheaper or better. Americans learned a lesson after the mortgage lending crisis. Banks were approving questionable loans, so consumers could purchase the largest house possible. The result was defaulting on loans, foreclosure, and large empty homes. Bigger isn’t always better.3 Since then, Americans have started to down size, living more frugally with less space and material goods. American culture has taken this to markets as well. Supermarkets once had a tremendous hold on food distribution, the convenience of one stop shopping. The unremarkable shopping experience in a supermarket left patrons wanting more. The new solution has been the renaissance of a modern public market.4

In this context modern public markets are markets that are enclosed and have a variety of temporary and permanent food retail spaces. They can be utilized for food shopping, “to go” meals, and sit-and-eat establishments.

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The term “public markets” have been in existence for centuries. Modern public markets marry the tradition of local artisan vendors and technology, providing sources of entertainment through food and modern culture.

A European cultural standard which is gaining popularity in the U.S., public markets are a foundation to thriving communities. Food markets were once used as the main distribution outlet for local farms. The market was a farmer’s only outlet for retail. Two hundred years ago, citizens didn’t have cars or refrigeration. Traveling across town was a time-consuming hardship. As a result, amenities like markets sprouted up in and around cities and rural areas. They were open-air establishments, and were the backbone of local farming economy. Poultry, meat, and eggs were served in the morning and produce all day. This attracted people throughout the day, but something else besides commerce was happening. Citizens from all social levels and cultures were interacting and socializing, strengthening the seeds of community. The markets had become greater than food distribution.⁵

A phenomenon occurred at these establishments that people did not anticipate. Markets become a social hub of villages or squares, therefore increasing a community’s potential to thrive.⁶ A market was a place to talk to neighbors, see vendors, and meet new people. Sustaining local businesses was good for a community.⁷ It created new energy that made people excited

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⁷ Ibid.
about neighborhoods. What was true 200 years ago is recurring in current times.

The modern public market’s role in society has changed, often leading to the revitalization of blighted urban areas. It has occurred multiple times in the U.S. from Anaheim, California, to Boston, Massachusetts. Redevelopments in downtown areas are dotting neighborhoods across the country. The success is largely due to the artfully designed idea of community. These areas of new development contain work areas, entertainment, and retail space. Most were designed with the millennials in mind, but the appeal is much broader. People who are older find the smaller market spaces located in thriving and tight-knit communities appealing after spending a lifetime in suburbs dependent on cars. Walkable shopping environments with all the conveniences close by offer a refreshing new way of life for those who used to rely on cars.

After living in a suburbs, where everything looks and feels the same, dynamic shopping environments that transport consumers into a different world are highly desirable. Having one-on-one discussions with a proprietors allows Americans to learn more about craftsmanship and authenticity in food. The market provides a good environment for this to take place and building design can encourage this interaction.

Adaptive reuse of historic buildings or reuse of existing buildings appeals to developers too. The notion of recycling appeals to consumers as a

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8 Kevin Brass, “Food Markets Nourishing Development.”
sustainable measure and a way to retain the historical quality of a site. In a subtle way, this is breathing new life into communities. Grittiness that reflects the authenticity of a location is currently considered so chic. Being “true to its materials” is what people are desiring for finishes and materials. Locally sourced markets bring a cultural vibe to neighborhoods that otherwise may be desolate and inactive. Modern public markets have certainly become the “hottest” ticket in town (See figure 2).

Figure 2: Project for Public Spaces
“How Our New Buying Habits are Changing Design Approaches to Public Markets”

What have the effects of this new phenomenon been on communities? First and foremost, it fosters jobs, mostly in locations where they are not

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10 Kevin Brass, “Food Markets Nourishing Development.”
plentiful. Secondly, it creates a sense of community, thirdly it is a place where small businesses can shine, and these markets bring cultural diversity to once bland areas.

So what would happen if a modern public market were to be placed in a small town environment or even the suburbs? This could be a town or village that has a main street with commercial businesses or a town center. Or a suburban area outside of a city. In either case, the population has to be one that can support an enclosed public market. An ideal local would be an area that has a diverse community, willing to patronize a locally run, locally supported market. Another plus would be the existence of a tourist season for an influx of out-of-towners. In order to be an asset to the community, a market would have to be accessible to all income levels and have large employment opportunities.

The phrase *American Dream* brings to mind the idyllic single family home with a white picket fence. However, in the past decade a growing number of cultural, economic, and ethnic changes have occurred in these bucolic settings leading to problems like those facing urban areas. Could the advent of a market help save these areas?

American food culture has led to the rebirth of public markets in restored historic buildings. Public markets have revived struggling urban areas and can also bring small communities new energy, cultural enrichment, and economic growth.

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Food culture is a way of thinking, behaving, or working that exists that revolves around food. Urban areas appear to have cornered the market in this realm of artisanal foods. Why not try that formula in other areas that are struggling? The small town-environment implies an environment that is a predominately a residential area. A modern public market would bring new vitality to a community by infusing it with a needed amenity, a health-conscious gathering place, and a way to actively support small local businesses.

Part of the success of any market is branding which refers to the visual identity associated with an object or a place. In the context of markets, branding can refer to anything from elements found in graphic design to materials used in interior design. A market’s branding can convey its authentic roots by using visual elements that refer to the goods it sells. Design notes can be threaded throughout a market in a variety of ways to ensure a cohesive look and distinct identity. This makes the experience of patronizing a market more pleasant and memorable than shopping at a common supermarket.

Some people believe in a redeveloping and revitalizing communities while others are critical of the effects on housing and cost of living. It is a worthwhile debate. Yet, if a public market is operated properly, it can benefit everyone in the community. Small businesses can get their start, and people can have job opportunities, there are health benefits from eating fresh food, local economy grows, along with educational programs for those in need. If supported by local government, a market can be operated as a nonprofit,
with the ability to accept food assistance programs like Supplemental Nutrition Assistance Program, (SNAP). Markets have the ability to enhance a community and serve many interests in addition to selling food.

Markets are an effective way to bring a community together. In a way, public markets have the potential to make patrons feel like they are welcome or part of the family. It is this experience that makes patrons want to come back again.

In further discussions of markets, European history is part of the dialogue. For centuries, markets have been the cornerstones of community. Long ago, Europeans brought those traditions with them and recreated them here. It is interesting to see how traditional markets meet a need for modern people. Creating a market from the ground up in modern times would involve analysing successful modern public markets in the U.S. This would entail looking at location, demographics, building design, circulation patterns, branding and company ethos. The criteria for developing markets in small towns merits further exploration.
Chapter 1: The History of European Markets

“In France, cooking is a serious art form and a national sport.”
- Julia Child

As in most U.S. traditions, people in the U.S. turn to Europe for a look at the origins of food markets. Food is a window into culture, history and traditions. Four diverse markets, Les Halles in Paris, France; La Boqueria in Barcelona, Spain; the Borough Market in London England; and Markthal in Rotterdam, The Netherlands, are old markets that have reinvented themselves to adjust to the current culture of food. All of these markets have a long history, but each of them has a different take on how to respond to the modern society’s fascination with food.

Les Halles, Paris, France

As one of the oldest cities in Europe, Paris has had its share of challenges moving into a modern era. Restoration, revitalization, and city planning are often daunting for an older city. The question of whether or not to save historic buildings and sites comes up time and again. In the case of Les Halles, poor city planning led to the dismantling of a historic site for quick revitalization. The result was a downturn in both commerce and tourism. Efforts to repair the transgressions of a previous plan required committing more resources to the market.
Paris, with its high cost of living, experienced similar problems to the U.S. as its residents moved to the more affordable suburbs. The city struggled to make decisions on whether to preserve one of its most historical structures, the central market of Les Halles.

Les Halles has a long history in Paris. Centuries old, it was a market located in the heart of the city. As years went by and technology and architecture become more advanced, the buildings evolved to more permanent structures for merchants to sell their wares. The last iteration of the buildings were glass and iron designed by Victor Baltard. Sadly in the 1970s the buildings were dismantled and relocated. What was left in its place quickly became an area fraught with urban blight. The city replaced the 800-year-old structures with a multi-level garden, five level underground mall and subway metro station. The garden was poorly designed providing ample opportunity for unsavory behavior while the mall was unsightly in a city filled with such beautiful classic architecture. For Parisians and tourists this site became the hallmark of unsightliness.

Recently, plans for a redevelopment have come to fruition. The busy metro stop, Chatelet-Les-Halles is getting a face-lift providing better access for tourists and residents. By making the space 50 percent larger and adding more lighting, users will be able to navigate the terminal in an easy and orderly fashion. The mall, Forum de Halles is getting revitalized, too (See

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13 Ibid.
There are plans for a roof top canopy made out of green glass made to simulate tree tops and tie in with the garden scape where it resides. The ample green space will receive a redesign and provisions were made to completely revamp the space, making it safe for pedestrians and children.

Figure 3: The aboveground portion of Les Halles will be replaced by a curvilinear building inspired by plant life: La Canopée.

Although this redesign is not embraced by all Francophiles, it offers a lesson for those attempting to revitalize a struggling area. The history and esthetic from the previous structure was ignored, removing any attempts to connect with its past. In its place is an entirely new structure. This was a missed opportunity, particularly for a city like Paris, which sees its fair share of tourists. This could be a destination hub. If Les Halles were to return as a food market, it could provide food and jobs for local residents. Paris is

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15 Jeffrey Iverson, “Paris Finally Gives Les Halles a Face-Lift.”
famous for its food. Why not provide a venue that benefit both tourists and locals?

*Mercat de Sant de La Boqueria (La Boqueria), Barcelona, Spain*

Barcelona, the Catalanian outpost on Spain’s Mediterranean coast is a vibrant city with spectacular avant-garde architecture and world class food. Rich in history, Barcelona regards its food markets as a cultural staple. Today, Barcelona has 43 permanent markets serving 73 neighborhoods.\(^{16}\) Its most famous market, Mercat de Sant de La Boqueria or simply La Boqueria has been said to be in existence since the 1200s (*See figure 4*). Despite its longevity, La Boqueria and other local markets have had to reinvent themselves in order to meet the demands of modern city Barcelona.

![La Boqueria Food Market front entrance Barcelona Spain](http://www.driftwoodjournals.com/?attachment_id=1381)

City planning reflects the fact that Barcelona considered markets as a central part of day-to-day life that should be accessible to all in the community. Every market is within 20 minutes of a community. \(^{17}\) Other activities are grouped near by reflecting the centrality of markets and in local culture.

The benefits only begin with food accessibility in Barcelona. The economic advantages are numerous. For new smaller vendors, as well as more established older vendors, markets provide advantage over distributing in a large city. It is said that Barcelona's network of markets employ about 7,500 people and represent 10 percent of the commerce within the city. \(^{18}\) This aids in fostering strong neighborhoods and valuable relationships among citizens and vendors. These benefits help Barcelona weather downturns. Because of this, Barcelona’s major financial contributors to the stability of the Catalanian region.

In recognition of the value and cultural contributions of public markets, the governing bodies of Barcelona formed the Barcelona Municipal Institute of Markets, (IMMB). This organization’s managerial roles include trade management and buildings services such as upgrades. The market’s role in its community is managed by its public relations. \(^{19}\) The IMMB oversees a unique centralized food distribution center. Most of the merchandise that is in

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\(^{17}\) “Market Cities: Barcelona Offers a Hopeful Glimpse of the Future,”

\(^{18}\) Ibid.

\(^{19}\) “Barcelona Municipal Institute of Markets,” Mercats de Barcelona. Accessed November 15, 2015, http://w110.bcn.cat/portal/site/Mercats/menuitem.8cf34d6b720bce1e7e357e35a2ef8a0c/?vgnextoid=c970ede30b518210VgnVCM10000074fea8c0RCRD&vgnextchannel=c970ede30b518210VgnVCM10000074fea8c0RCRD&lang=en_GB.
the market controlling and allowing for smaller businesses to contribute as well as larger more established entities.

Almost all of the markets in Barcelona have had to be remodelled one way or another. For example one of the larger central markets actually had a basement dug underneath it. It now contains a parking lot, shipping and receiving, as well as refrigeration, that could have not been accommodated on a ground-level site.

Food distribution is not the only way La Boqueria and other markets have had revitalize. With the assistance of IMMB, Vendors stay open later to accommodate full-time working residents. Social media is now being used to market and promote the services of the local markets, including ordering online and delivery service. Markets from other countries are using this model to cross-pollinate their goods into new countries.

Vital public spaces like that of La Boqueria and other markets of Barcelona, help define these communities and make them thrive. It is about retaining a community's history but bringing them it into the 21st century making as and convenient place to live.

Borough Market, London, England

Located in Southwark, Central London, Borough Market is one of the oldest markets in London. In 2014 it celebrated its 1,000 birthday. Starting as a street market, its success was due to its affordability and location. The space is located on the water, directly south of the London Bridge. As

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London grew, so did the market’s popularity. In fact, it became so successful it caused congestion in the streets and was shut down by Parliament. The residents of Southwark were so up-in-arms about the closure that they started a new market on the adjacent street, which is where the current market now stands. Here is an early example of what citizen participation can have on a community, and the Borough Market continues to have strong ties to the community it serves.

![Borough Market](figure5.jpg)

**figure 5:** Entrance to the Borough Market
*Source: [www.travelstay.com](http://www.travelstay.com)*

The Borough Market is owned by a charitable trust and has a board of volunteer trustees. In keeping with a tradition of serving the community, the board of directors, who are required to live in the vicinity of the market, are charged with maintaining the market as a center for local residents. The

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market is meant to be all inclusive and serve those in the community, as well commerce and entertainment. ADA compliance is enforced and outreach programs for vendors is encouraged. The commitment to the community reflects the long historical tradition of the Borough Market.

Like many of its contemporary counterparts, Borough Market has also had to adapt historical buildings to modern-day requirements. In late 1800s, the buildings were designed by Henry Rose and Edward Habershon, both architects known for ecclesiastical designs of a Gothic nature, popular at the time. Wrought iron glass structures as well as brick structures were used to house (See figure 6). The buildings were located near the wharfs in order to accommodate ships, and later railways were developed making the market ideal for receiving goods.

figure 6: Borough Market Rehabilitation
Source: http://www.gands.co.uk/projects/3/42/markets/borough-market-london.html

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23 Stephen Halliday, “Underneath the Arches: Celebrating Borough Market.”
At the close of the 20th century, the market fell into disrepair and surrounding area into decline. The board of trustees launched a revitalization that would regenerate the market and infuse the surrounding areas with new energy. Not only was the board interested in breathing new life into the market, it also wanted to bring in restaurants, bars, cafes, and coffee shops to provide an entertainment hub for the area.

London-based architectural firm, Greig & Stephenson won the Royal Institute of British Architects, (RIBA) design competition to provide the area with a new vision that was sympathetic to its history and committed to its preservation.24 Taking notes from its past, the Victorian glass structure was refurbished while unsalvageable buildings were raised to make way for new structures. Construction and restoration went in stages in order to have the vendors relocate to temporary structures and remain open for business. This market caters to wholesalers and speciality suppliers as well as vendors and stallholders. That encouraged the mixing of professionals in the food industry and common shoppers. As a result, this area is now thriving with retailers and other commercial businesses, making it a “hot spot” to visit while in town.

*Markthal, Rotterdam, The Netherlands*

History plays a large role in traditional markets as well as contemporary ones. In historically preserved buildings, people typically can

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buy authentic quality products while enjoying the experience of connecting with the past. But in Rotterdam they are taking a whole new approach.

Like so many public markets in the late 1990s, Rotterdam’s central market was competing with the supermarkets that were starting to dominate Northern Europe and Germany. However, the main culprit for this particular market’s decline was the disregard for consumer needs and desires. The market didn’t offer a variety of goods, was open odd hours, and did not have a well-planned layout. In 2004 the city of Rotterdam sponsored a design competition for a market hall at Binnenrotte, in the heart of Rotterdam, near the Blaak railway station (See figure 7). The objectives were to provide a covered section of the market for new health codes on refrigeration but and housing that would inject the city center with a new residential population. The winners, Provast developers and architecture studio MVRDV received the opportunity to revision the concept of a public market.

Starting with its location, the new market was replacing what was the largest open air market. An entirely new concept, the Markthal was going to combine residential housing, 500 vendor stalls and retail shops, restaurants and cafes, a supermarket and underground parking. The first of its kind, no other covered market had residential housing as its shelter. The genius of this development is the cohesion of all of these functions. The building’s unique horse shoe shape is designed around traditional elevator shafts and provides the lower level with more retail space. Taking advantage of the location, the building is situated on the block that offers a view of the city could be seen.27 The exterior of the building is grey to match the concrete of the surrounding area, but the inside is brightly colored to accentuate the activity inside and draw attention. The building appears open on either side.

but it does have a steel cable net facade which glass is mounted on as an enclosure for weather constraints and control of interior climate.\textsuperscript{28}

On the lower level, parking and loading bays were included in the plans to not disturb the residents or disrupt daily activities of the market. The apartments that surround the open air market, the windows that face the interior are triple glazed to deflect noises and smells. All of the residential spaces have balconies and six private elevators located on the exterior of the building.

Still in its infancy, the Markthal Rotterdam is attracting a lot of attention due to its unique design and functionality. It is reported that the market serves 135,000 visitors a week.\textsuperscript{29} Management is constantly evaluating the needs of its customers and sees the need to remain flexible in order to serve a changing demographic.

A look back at the history of European markets, their communities have rich histories that define their cultures. As society’s needs changed, so did the markets. Sometimes the changes were successful while others were not. Take for instance, the demise of Les Halles. The market was literally dismantled and the site was poorly reinterpreted as an underground shopping mall. Although efforts have taken place to restore portions of Les Halles history, the preservation is lost. La Boqueria in Barcelona and Borough Market in London have followed a different path. By staying true to their original mission of serving the community with local produce, providing a

\textsuperscript{28} “Markthal Rotterdam / MVRDV.”
\textsuperscript{29} “How Our New Buying Habits are Changing Design Approaches to Public Markets,” Project for Public Spaces.
service, and acting as the hub of a community. Both of these sites are also populated with tourists. This is not necessarily a bad thing, as tourists generate income and activity for the community. Some critics say that tourism detracts from markets being a community amenity. Tourists want to experience local flavors for that authentic experience. A local historical market is an ideal place to find such a thing. Lastly, Markthal in Rotterdam is a completely new interpretation of the contemporary urban market. An architecturally significant building, it contains housing as well as extensive, integrated food and retail establishments. The examples cited previously, foster and contribute to the community while in Markthal, it “is” the community. It will be interesting to see how large mixed-use complex will affect the surrounding areas.
Chapter 2: Branding for Modern Public Markets

“Authentic brands don’t emerge from marketing cubicles or advertising agencies. They emanate from everything the company does.”
— Howard Schultz, *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*

Branding is a marketing tool used to help consumers easily recognize their products. It conveys an identity. To succeed in marketing, a business must be able to target a consumer and position their brand.\(^\text{30}\) Traditionally, the rule has been to create enticement by showing your product.\(^\text{31}\) Audiences are far more sophisticated these days. With the introduction of the internet and a constant stream of media, consumers have more brand knowledge than ever before. Restaurants, food products, and related suppliers have to bring that extra something to attract and retain loyal patrons. Forming an attachment or an emotional bond to a product or place makes that connection.

Consumers are attracted to brands that align with their core values and belief system.\(^\text{32}\) People buy brands that support and reinforce their commitment to an ideal. Products are a sign of a belief system and consumers want to embrace that message. A brand is about creating an identity and feeling that emanates throughout a product or place.


\(^{32}\) *Ibid.*
Boston Public Market employs these very branding strategies to appeal to tourists and locals. Opened this summer, Public Market is a 28,000 square feet indoor retail space located in the Haymarket T-station Building along the Freedom Trail in Boston (See figure 8). Featuring over 30 vendors, it is entirely comprised small businesses that are based in New England.\textsuperscript{33}

Considered self-sustaining, the market sells produce, meat, cheese, fish, bread, flowers and specialty foods that are all locally sourced. As a tremendous asset to the community, the market will provide food for all income levels, including those accepting government subsidized programs. There is a demonstration kitchen to provide classes on food preparation and

nutrition. With its community goals in mind and the heavy foot traffic, the market has plenty of opportunity for commerce in order to support itself.\textsuperscript{34}

For the branding of the market, the organizers and architecture firm, Architerra took inspiration from the New England location and goods for sale. They use rustic element and durable materials. Selected walls are clad in reclaimed wood in a shiplap application. The modular stands also have a rough wood finish on them resembling shipping crates. This visually connects the rustic nature of barns that dot the New England countryside to the market. The design element emphasises the branding of the market as a seller of New England goods. The space is clean, well lit, and highly usable. The layout creates a comfortable market setting for customers to interact directly with producers and employees from local farms, food businesses, fishing boats and restaurants.\textsuperscript{35} The space was raw so a lot of materials and design had to be used in order to set the stage for the market and meet all of the required health codes.

For vendors looking to rent space, the architects came up with a strategic plan that allows branding of the market while providing vendors with their own autonomy. This includes flexible stall design, structural canopy design and signage. Since the interior is a raw industrial space with high ceilings, a canopy system was developed in order to visually ground the stalls and provide a consistent location to hang vendor signs (See figure 9). The vendors have the option of renting various stall sizes, which are based on a

\textsuperscript{34} David O’Neil and Larry Lund, “Business Plan Executive Summary Fall 2013,” (Boston Public Market Association and the Project for Public Spaces, Commonwealth of Massachusetts, Boston, Massachusetts, 2013). 16.

\textsuperscript{35} Ibid.
modular cube design (See figure 10). The size of the stall will determine the number of cubes one requires, by giving the overall space cohesive look and feel.
Signage is important for vendors because they want to promote their own business. Knowing this, the designers of the market took a shrewd approach to branding Boston’s Public Market. They give vendors a size, material, and color requirement but otherwise, the design is up to the individual vendor. So, they are free to use their company logo and typography to promote their business within the constraints of the market requirements.

Since opening in the summer of 2015, Boston’s Public Market has received praises, for the most part. Although the physical branding has achieved its desired effect, the market is attempting to strike a balance as it strives to please different types of customers including patrons who consider artisanal, local food the cornerstone of a healthy diet and locals who just want to put dinner on the table.\textsuperscript{36} Due to its location on the Freedom Trail a Boston tourist attraction, the market has to attract out-of-towners who want to experience local New England flavors. By accepting public assistance programs, the developers also considered community with its wide range of incomes and ethnic groups. The community is comprised of a wide range of income demographics and it has to be accessible for all patrons.

The criticism of the market is that it is trying to please too many groups at one time. Some feel that the market caters to tourists and focuses on local entertainment rather than feeding the local population.\textsuperscript{37} This is strictly due to location. The future will tell if Boston’s Public Market will

\textsuperscript{36} David O’Neil and Larry Lund, “Business Plan Executive Summary Fall 2013.”

become a success or not but, the management took great care in making it affordable by all groups.
Chapter 3: Case Studies: Urban Public Markets in the U.S.

“Most cooks try to learn by making dishes. Doesn't mean you can cook. It means you can make that dish. When you can cook is when you can go to a farmers market, buy a bunch of stuff, then go home and make something without looking at a recipe. Now you're cooking.”
—Tom Colicchio

Modern food culture has revitalized public markets in the U.S. Public Markets have evolved beyond the sheltered farmers markets previously seen on street corners. Modern public markets are enclosed and have amenities such as bars, cafes, restaurants, locations to sit, music, lectures, and space for children. In some ways, they have replaced shopping malls once popular in U.S. society only a few decades ago. Both serve as a means of entertainment, creating experiences while consumers tackle necessary shopping. Unlike the apparel usually found in the shopping malls, which is now bought mostly online, buying food continues to be a hands-on experience. Consumers want to see what they are purchasing and due to the limited shelf life of fresh food, ordering on the internet is not really a viable option. Unlike shopping for non-perishables, online shopping for food can not provide the immediate satisfaction that shopping in person can. Going to a market that has all of these needs met plus an inviting environment is enticing for the consumer.

In this chapter, there are case studies of urban markets in the U.S. that embody the principles of a successful market for modern lifestyle. Analysis of important elements such as layout design, branding, location and the design teams associated with these projects, provides practical
information when designing a new markets for a small town. Can the attributes of an urban market be used in a market in a small town to help revitalizing the community?

By definition, urban markets are located in areas that are densely populated either by residents or tourists. Thanks to popular culture, food has become a source of interest for our society which is more and more seeking artisanal quality food. The modern public market concepting began in the cities and has recently started make its to less populated areas. Small towns and the suburbs want to enjoy the revitalization it brings and form a stronger community.

_Gotham West Market: New York, New York: AvroKO_

Situated on the ground floor of a 1,238 unit apartment building in the Hell’s Kitchen neighborhood of New York City is Gotham West Market (See figure 11). Designed to lure tenants to this new complex, the market is one large step ahead of the “food courts” found in shopping malls. Over 10,000 square feet of super slick design and sophisticated foodie options are part of this space. From high-end restaurants to small food stands, Gotham West has something to fit every taste. For events and cooking demonstrations, Gotham West contains a private dining and entertaining space called the _Club Room._

The variety of dining options range from _Genuine Roadside_, a sit-down casual dining experience, to _The Cannibal_, a market-driven small plate bar that

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features charcuterie and cured meats served with a variety of global beers and curated bourbons and whiskies.

The team who created the space is international design and concept firm AvroKO. Formed by four college friends, AvroKO has design strategies using an integrated process that sets them apart from other design firms. The recipient of two James Beard Awards, AvroKO came from obscurity to become a “go-to” design firm. By 2001 the organization had grown to employ a staff of 90 and have four distinct operating groups: AvroKO, the interior design and architecture firm; Brand Bureau, a strategy and concept group branch geared toward hospitality; and Goodshop, which creates custom furniture and light fixtures for the Avroko Hospitality Group focused on guest and consumer end of hospitality.\(^39\) The manner AvroKO has obtained this

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success is by having a complete design processes that includes architecture, interior design, branding, and hospitality. Co-founder Kristina O’neal explains:

“Our designs are based on what we want the end experience to feel like, and we try to achieve that as honestly as possible through materials and objects, hopefully avoiding a lot of theatrical or non-utility-based elements... we call it ‘integrated psychological design’.”

This branding philosophy plus location serves as Avroko’s design inspiration, leading to a concept that becomes a unique story reflected in every detail of the space. Avroko incorporates many layers from the elements of the neighborhood to the architecture and the ingredients used in the menu items. The cohesive elements form a community that includes artisanal chefs and bartenders. In Avroko, there is a passion behind designing an alluring space. Their genius is knowing how to create a dynamic space that attracts a variety of patrons.

For the market in Hell’s Kitchen, they wanted to use, Genuine Roadside (See figure 12) as an anchor restaurant for eight artisanal food vendors plus a bicycle store. While this is a space primarily for residents of building and surrounding areas, it also has appeal to tourists. Using the design elements from their restaurant, they employed a similar, 1970s gritty New York vibe throughout the market. Genuine Roadside takes its design elements from worn California roadside stands but with gourmet influences.

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42 Ibid.
Clearly, there are elements from the seventies such as pine wood paneling and faded photos in dated frames. The lights are adjustable so you can control the atmosphere.

This aesthetic is carried through into the interior of the market, providing a consistent look and feel. Using nostalgic motifs, the market’s aesthetic ties in with the building and its surroundings (See figure 13). The vendors range from a local butcher to a dairy farm. All of the products are considered artisanal and are locally sourced. In the market patrons can grab dinner “to go” or they can sit at one of the many food establishments. There are communal tables towards the center of the space.
The floorplan is a lengthwise space with anchor stores at each end and permanent vendors on the outer edge. Temporary vendors and communal tables are situated towards the center aisles. The entrance from the street is in the middle of the space creating a center aisle. Due to its long extent, the circulation is reminiscent of a figure-eight race track. Patrons can slip in between some of the central vendors and tables but traffic is funneled through the main space, (See figure 14).

![Figure 14: Gotham West Market circulation plan and retail plan](image)

This space contains all the features associated with a modern urban market. It is in New York city, and Gotham West contains the trendiest
vendors in artisanal food culture, and its flexibility accommodating to patrons who are either getting food “to go” or want to have a unique dining experience at a communal table. The market offers a wonderful atmosphere that can appeal to several generations.

But its size and location also lead to some challenges. Due to its popularity, foot traffic is heavy and noise is an issue. Being located in New York city, it is expensive and there is no parking. Green space is limited to a small patio adjacent to the bike shop on the far end of the market. The design is also very taste specific and it may not be to everyone’s liking. In addition, it is very dark, not using a lot of natural light. Thankfully, there are many markets in New York City to choose from so patrons are sure to find one that suits their taste.

_The SHED: Healdsburg, California: Jensen Architects_

Across the country in Sonoma Valley, California, is the SHED. Located in Healdsburg, the SHED was developed by husband and wife team Doug Lipton and Cindy Daniel. Unlike the modern public markets that are in urban settings, the SHED is located in Healdsburg, a small town of about 12,000 residents. Committed to sustainable farming and wine making, the couple wanted to share their food and way of life with the community. The SHED, considered a modern grange, only uses locally grown and produced products created within a ten-mile radius of the site. Inspired by the California grange, SHED supports strong communities, family farms, and local economies.44 For

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design, the couple turned to Jensen Architects of San Francisco to help bring their dream to life *(See figure 15).*

Opening in 2013, the SHED was designed as a structure that is both barnlike and modern in its interpretation. The use of a pre-engineered utilitarian metal structure commonly known as a “Butler building” is a familiar part of the agricultural visual language common to the area.\(^45\) Passers by immediately notice the building since it stands apart from the other structures in the surrounding areas. The signage is also unique, being integrated into the metal exterior, and is a homage to the large scale barn signs indigenous to this region.\(^46\) In order take advantage of California’s

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perfect climate, the SHED has multiple two story glass garage-like doors that open up to connect the indoors and outdoors.

Designed with sustainability in mind, the SHED takes advantage of the topography already in place, channelling its roof water run-off into a nearby small creek. The prefabricated building is constructed mostly of recycled material and has insulated metal-panel cladding. It was constructed entirely off-site then quickly reassembled at its permanent location. This quick construction time was gentle on the environment since it produced less site erosion and construction waste. Prefabrication is inherently cost and time effective.

Inside, the building’s first floor holds a market and a cafe. Carefully curated by Cindy, the artisanal food products and produce are the best locally grown and made goods. Individual sections designated EAT, COOK, or FARM by large wooden letters give patrons visual cues as to what they will find (See figure 16). On the market side are grab-n-go items such as charcuterie, wine, milk, eggs and even home-made pickles. The retail side has a distinctive selection of tools for gardening and cooking, reinforcing the owner’s connection to farming. There is a bakery and coffee shop as well. Unique to this area is a Fermentation Bar, concocting kombucha and shrubs, old-fashioned thirst quenchers made from fruit, water, and vinegar. While visiting, patrons can take a seat at one of the communal tables (See figure 17).

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47 “Case Studies Home,” Jensen Architects.
The second floor contains an event space for lectures, public meetings, and demonstrations (See figure 18). In keeping with the owner’s spirit of community the space is designed to revive the traditions of fellowship.\textsuperscript{48} Outfitted with modern technology, including a large video screen and a commissary kitchen, the second floor is an incredible space to hold any event. Carrying through the materials and finishes from the first floor, the

\textsuperscript{48} “Case Studies Home,” Jensen Architects.
SHED’s second floor is flexible in its design being able to conceal the kitchen when it is not in use. In Cindy Daniel’s own words:

“It’s not just a food place, but more of a hub ... As much as possible, we want to show the hand, the people, the process behind the food.”

The interior design of this building strongly relies on the language presented outside its doors. Using nature as its stepping off point, the SHED is clad in wood and glass to allow as many natural elements as possible permeate the space. The wood planks are locally sourced reclaimed wood. The glass garage doors are functional and act to bring the outdoors in when weather permits.

Seeing the trend towards natural food cultivation and local resident involvement, the owners wanted this space to be a community center where its patrons could dine as well as shop for high-end kitchen and garden equipment.49 As the home of the farm-to-table movement, California’s

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49 “Case Studies Home,” Jensen Architects.
Sonoma Valley is the perfect location for this scenario. Moreover, Healdsburg has deep roots in farming. The town has resisted the urge to overexpand and “give in” to the big-box stores. The SHED enhanced the community spirit in the heart of this small town in wine country.  

The SHED is an embodiment of community, unity, and conservation wrapped up in one beautiful market. A true Californian homage to connection with the earth and its inhabitants, the SHED strives to educate and provide for the people it serves. Being in Sonoma Valley, it has a certain demographic that can patronize this establishment. But is it, in fact, available to everyone in the community it serves? It is already a hit with the critics. It will take some time to establish a track record with the community. In 2014 it won a James Beard Award, which should boost its image as a well designed multi-functional building.

*Union Market: Washington, D.C.: Edens*

Located in Washington D.C.’s urban NOMA neighborhood is the resurrected Union Market. Responsible for breathing new life into the Northeast neighborhood of D.C., Union Market was reinvented by the folks at EDENS, a development firm.

Originally called the Centre Market, the capital’s largest public market was at a cross-section of old world heritage and new immigrant opportunities. In 1931, it was razed to make way for the National Archives

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and the market was then reopened closer to Union Station as Union Terminal Market. It was home to as many as 700 vendors, cold storage vaults, elevators, and a public cafe. Vendors sold merchandise typical to markets of the time: meat, fish, eggs, dairy and produce. Unfortunately, in 1962 the city banned the outdoor sale of meats and eggs, resulting in the essential shutdown of these markets. In 1967, a new utilitarian building was built in its place, creating a new indoor market. By 1989, the area had become rundown and vendors left the markets for supermarkets and other modern avenues of distribution.

Yet the area’s rich heritage appealed to Edens, a multibillion-dollar developer and property owner who saw an opportunity to breathe new life into this challenged neighborhood. In 2012 the Union Market was opened and marketed as an authentic artisanal marketplace (See figure 19).

![figure 19: Union Market Exterior](Source: Photo by Tom Bridge via Flickr)

It was the first step in Edens’ larger plan to bring mixed-use housing into the neighborhood. Their goal was to restore community and opportunity

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53 “The History of Union Market.”
to this struggling neighborhood, and by all account they have succeeded. Looking to add a hotel, residences and other modes of commerce to the area, Edens has started "a buzz" in a neighborhood that was once a site to be avoided for safety reasons.

The market is located directly beside Gallaudet University metro stop, and it has something rarely seen in commercial spaces in Washington, D.C.: a parking lot. The structure is a plain utilitarian warehouse meant to fit in with the current design of other vendors in the immediate neighborhood. Considered part of its charm, the grittiness appeals to the market’s new patrons as a link to its past. Despite honoring tradition, Edon did add modern glass garage doors onto the facade to allow for plenty of natural light and for opening during warm days.

The inside of the market has some common themes with other urban markets. It has a large sit-down restaurant as its anchor and permanent to semi permanent vendors throughout the floor plan. There are several entrances on one side of the building, and the circulation mimics a circular racetrack pattern, allowing patrons to weave in between stalls. The vendors are small local businesses, some with name recognition which is important to branding of the market as a destination (See of figure 20). The second floor is reserved for rental entertainment space only.

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The aesthetics of the space are industrial. The ceilings are open so the ductwork and piping are visible. On weekends, the space is teeming with activity. Most of the vendors are food related with a few stalls being housewares.

Although this is a modern urban market, one issue that comes up is a lack of indoor seating which encourages patrons to have grab-n-go mentality. In Washington D.C., outdoor seating options may be usable for seven or eight months at the most. In theory, these establishments should have a variety of seating options encouraging a variety of options for socializing and retail.
This market is predominately meat heavy. This poses a challenge for consumers who are vegetarian or vegan. In order for markets to appeal to the larger audience, it is important to consider all tastes (See figure 21).

figure 21: Union Market Interior
Source: https://hungrygamesdotcom1.files.wordpress.com/2013/01/union-market-shops.png

These three markets are just an example of what is happening across the country. Communities are being revitalized as markets provide opportunities for commerce, fellowship, and entertainment. The Gotham West Market in Hell’s Kitchen is part of a mixed-used development designed to entice new residents to a less popular section of Manhattan. Being a new building, the design team associated with the project sought to retain the authentic character of the neighborhood as an industrial warehouse district. Union Market in Washington, D.C., has had a dramatic effect on a neighborhood in the Northeast part of the city. Edens has had great success completely redeveloping struggling areas by including mixed-use housing and adaptive reuse of buildings.56 Edens has many holdings throughout the Metro area, including the popular Mosaic District in suburban Virginia. They have

been so successful that developers have been lured to invest in their vision for Northeast, D.C. The SHED in Sonoma Valley is a slightly different project focusing on the farm-to-table movement where the produce is close at hand. The SHED is in the small tourist town of Healdsburg. Located at the intersection of three major wine-producing regions, it is small town whose residents are very interested in wine, food and culture. The SHED has given these civic minded citizens a place to convene and provided tourists with an entertainment venue.

On the surface these markets share the common goals of providing entertainment, retailing authentic goods and produce, and fostering community, yet their environments are different. Some are urban cities while others are smaller and more suburban. Each of these markets has had an impact on the population in a positive way, showing the adaptability of the public market concept.

Chapter 4: Proposed Sites on the Eastern Shore

“When tillage begins, other arts follow. The farmers therefore are the founders of human civilization.”
— Daniel Webster

The proposed location of a modern public market serving a small town or suburban area, has to meet certain criteria. First, there needs to be a population that is knowledgeable about growing, harvesting and preparing food. There must be people willing to undertake culinary endeavors not typically found in a small town, or perhaps someone in search of the food choices they left behind in the city. Second, there has to be a plethora of local vendors available to populate the market and provide authenticity in food, products, and craft as well as foster community spirit. Third, the location has to have good visibility and can be easily accessed by patrons. In a small town or suburban area, the ideal location would be a town center or on the main street, preferably in a building that has historic significance to the town or is available for reuse. There has to be plenty of parking available also smaller communities are often car dependent.

In order for a modern public market to succeed outside of an urban area, it must sell the ideals of authenticity and community. This will make it appealing to an audience that embraces small-town life and is willing to patronize establishments designed to help the local community. The Eastern Shore is such a community.

The Eastern Shore of Maryland, Virginia, and Delaware encompass the Delmarva Peninsula with the Chesapeake Bay on the west side and the Atlantic Ocean on the east side. It includes nine counties in Maryland divided
into three regions: Upper Shore (Cecil, Kent, Queen Anne’s); Mid-Shore (Talbot, Caroline, Dorchester); and Lower Shore (Somerset, Wicomico, Worcester), in Delaware (Kent and Sussex) and Virginia (Accomack and Northampton) (See figure 22). This area appeals to a wide variety of people because of its idyllic landscape and leisure activities. These regions offer water-related activities, such as boating and beach going, and outdoor enthusiasts have many options between the cycling trails and footpaths. Golfing is also a popular sport because of the great weather in this area.

Dotted across the landscape are several quaint historic towns, like Easton, Maryland and Cape Charles, Virginia. They each have a commitment to preserving historical sites and architecture. Recently small-town culture has gained popularity among those who are seeking second weekend homes, working people wanting a slower way of life, and new retirees looking to stay active in more affordable homes. Not to be overlooked is the advent of telecommuting. Without the need to go to an office, professional workers have more living options than they did before.

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Maryland’s Eastern Shore appeals to folks who are considering just such things.\textsuperscript{59} It is conveniently located about two-hours driving distance from Washington, DC and Baltimore, MD, making it the perfect weekend retreat. People from as far away as New York are buying homes on the Eastern Shore. Although it is a five-hour drive, housing there is far more affordable than the Hamptons of Long Island, New York.\textsuperscript{60} There is also an influx of retirees. Baby boomers are retiring in greater numbers. The state of Maryland projects that one-third of all Worcester County residence will be 65 years or older by 2018.\textsuperscript{61} Given the increase of affluent retirees and weekenders, it is important to consider what tastes they have picked up from living in affluent regions. One of these tastes is for artisanal products.


\textsuperscript{60} \textit{Ibid.}

\textsuperscript{61} “Maryland Statistical Handbook-Maryland Department of Planning.”
In researching possible sites, three buildings rose to the top as candidates. Two are in the town of Easton, MD and one slightly further south in Cape Charles, VA.

The population of Easton, Maryland in off season is 16,000 but in the summer time, tourists swell the small town. Easton is quaint and has a town center with historic charm. Offering many services and amenities, it is the perfect place to “get away” from the activity of its surrounding major cities.

The first site is located on Ocean Gateway, which is the main artery to the beach. A former Midas Muffler shop, the building is a simple CMU square with five glass garage doors and a glassed reception area. It was built in the 1980s and is approximately 4,000 square feet. The building is reminiscent of the industrial building that houses Union Market in Washington, DC. It too uses glass garage doors as a design element allowing the outdoors in. Its simplicity is vaguely reminiscent of Bauhaus Dessau (See figure 23). The immediate location is surrounded by woods on three sides, giving it an air of isolation and tranquility. On the interior, it is a blank slate with soaring twenty foot ceilings. The benefit of a newer building would be its updated infrastructure. In theory, plumbing, HVAC, and electricity would be up to code and suitable for adaptive use.
Despite these positive qualities, there are a number of factors that keep this location from being the chosen site. Although the town that the building is located in is suitable, the building itself is on a main road filled with motels and chain restaurants. It is a busy street so foot traffic and bicycle lanes are not present at this time. Due to the woods surrounding the building, visibility from the street is compromised. The low-grade commercial location of building doesn’t allow for as much character as it would in an urban environment. The size of the building would also have to be addressed. In its current state, it is too small to house all the elements required for a public market.

Just a few miles from this first potential site, the next option is on Dover Road. Located on a busy commercial street this building is a shed dormer-like structure that has a bay of retail stores along the street and a
second story for residential apartments. Much larger than the previous building, Park Place is approximately 13,000 square feet. It has a large parking lot and is accessible by car, foot, or bicycle (See figure 24). Also in its favor is it is on a commercial street with private residences surrounding the strip mall.

![Park Place](source:www.EasternShoreHomes.com)

However, this building lacks curb appeal and historic charm. Cosmetic changes beyond surface repair would have to be made to make it stand out from its commercial competitors. There is no green space on the property. Because the modern public market is to be supported by local farmers and businesses, it needs to have a “green” feel. The interior would require the same amount of energy to convert it into something “seemingly” authentic, so despite its size and location it was not chosen as the site for the market.

The final site is further south on Virginia’s Eastern Shore. Much like its northern neighbor, this area has seen a growth in popularity, too. Located at
the southern tip of the Delmarva Peninsula, it is Virginia’s waterfront retreat with a small town vibe. In this close-knit community, the residents have a strong commitment to the environment and architectural preservation. The Victorian town of Cape Charles is included in the National Register of Historic Places.62

The seven-by-seven block downtown offers a lot, including restaurants, cafes, galleries, and a museum. The center of town has Cape Charles Central Park, a green oasis that has a gazebo and hosts annual events such as Crabby Blue Festival (May), Labor Day Neighborhood Picnic (September), and Grand Illuminations (November).63 The Cape Charles Town Beach is located at the southwest part of town and is completely unspoiled by development. Recently, a major residential project was completed adjacent to Cape Charles, VA. The Bay Creek Resort and Club is a master-planned community, featuring 1,800 acres of waterfront living, two golf courses, and two miles of white, sandy beach. The golf course is ranked #12 in the United States.64

Rich in history, Cape Charles is dotted with beautiful antique buildings. One such building is a beautiful Spanish Colonial Revival in need of revitalization. Known as the Kellogg Building, it was built in 1930 to serve as the offices of the ice plant across the street (See figure 25). Just off the main street into town, the building sits on Fig Street. It’s brick facade and large

64 “A Day in the Life of Bay Creek.”
first-floor windows span the length of the property making it an excellent candidate for a retail space. It’s many unusual details give this historic building a lot of character. It is long and narrow with a small second story. The first floor is approximately 5,000 square feet while the second floor is 1,200 square feet. It housed an auto dealer for a short time but has remained vacant for years. The adjacent lot offers plenty of parking and there are sidewalks. Golfing is very popular in this community so it common to see golf carts on the street. There is an undeveloped green space behind the building.

Although this building is quite remarkable, it does present challenges. It has been vacant for years and needs major work to meet current living and health code standards. The infrastructure would have to be addressed. The plumbing, electricity, and HVAC need to be updated. Fortunately the roof and the bricks have been maintained by the owner, so there are no structural issues at this time.
Despite all the setbacks, this location offers the most design potential and a charming location in the small town of Cape Charles. A modern public market would enhance the community by fueling economic growth and providing the new affluent residents an amenity common to urban areas. Until recently, Cape Charles was 15 percent below the poverty line. The advent of this new marketplace would create jobs, and the addition of Bay Creek Resort and Club brings an influx of resources that the small town desperately needs. Why not take this opportunity to fill a need for new and old residents alike?
Chapter 5: Public Market Program to Revitalize Cape Charles, Virginia

“A small town is a place where there's no place to go where you shouldn't.”
— Burt Bacharach

Bringing a modern public market to a small community requires a number of conditions. There has to be a demographic that is willing to support and patronize a local market and/or be employed by it. There must be resources from which the market can draw its merchandise. The site also needs a stellar location that locals will embrace and tourists will be excited to try. In a small town, the market should be fairly small and have a plan for the winter non-growing season.

In order to accommodate modern conveniences, The Kellogg Building would require additional space. Unique and charming as the building is, it must be expanded to hold a studio, restaurant, marketplace, coffee shop and an event space. The facade of the of the building will remain the same, retaining its esthetic and period details. It has a long facade of windows along the street to entice passers by (See figure 26). The back of the building is one long solid brick wall that runs along the property line and would allow for the needed expansion of the existing structure (See figure 27).

figure 26: Kellogg Building Front View
The original space is approximately 5,000 square feet. Sizable additions would double it to 10,000 square feet. Two adjacent lots would have to be acquired in order to bring this vision to light.

![Image](figure 27: Kellogg Building Back View Source:www.commercialsearch.com)

The additions will need to be placed on the entire rear length of the building (See figure 28). The different sections should have to have access to each other yet have the ability to close areas off when needed (See figure 29). Different activities, taking place at different times, will change the traffic flow. A courtyard is added to create outdoor seating and activities. Grassy areas are made to in a grid-like fashion in order to transverse through the courtyard without having to go through the grass. Around the courtyard are planter benches. It also includes a small stage for band performances or movie night. Every interior area has a view of and access to the courtyard (See figure 30).

There will be a separate studio constructed to the side of the plan, and the use of the second story will be confined to private events ranging from
community-orientated lectures to cooking classes. The space will have a large outdoor deck.

figure 28: Kellogg Building Area Map with Additions

figure 29: Schematic Diagram with Additions designating the five distinct areas.
For aesthetic and branding purposes, retaining the look of the original building is essential. It is a Spanish Colonial Revival characterized by the use of arches on the facade. The ornate brick detailing of the arches in the second story are unique to the Spanish mode and inspired by the 1880s — Cape Charles’ most popular and economically successful time. In its heyday, it was a major port for shipping and the railroad industries. To use an updated version of this Victorian aesthetic would speak to the town’s golden age and bring a unique look and feel to the branding and interior space (See figure 31).
The studio spaces will be in northwest corner of the lot. Artists like privacy and they need access to private areas on the lot to transport supplies. Often artists can create a lot of noise, smells, and waste. Those are all things that could deter people from patronizing a food establishment, so having them in a separate space with designated hours would be an ideal solution.

The artist studio will have different architecture than the other buildings. Currently, there are three studios for painting, ceramics, and woodworking. In order to access light but, control glare, a clerestory roof line was used. This allows to access to Northern light and limit the exposure to Southern light. Plus, there can be a second story loft in each studio. There is a retail space available in the woodshop. The thought is the artisans could use this space could sell their wares (See figure 32).

figure 32: Studio Space interior view.
The exterior of the artist’s studio will be made out of brick but painted a dark gray to differentiate it from the main building. It’ll have a wooden deck with a pergola to help shade the southern exposure. The entrances will be more modern with all glass (See figure 33). These will have excellent views of the courtyard. The name of the studio space will be “Art House” and has its own logo.

![image](image)

figure 33: Studio Space exterior view from the courtyard.

Based on case studies of modern public markets, a restaurant would be the most likely establishment besides the market, located at the north end of the property. The street side of the restaurant will use the window lined facade of the original building (See figure 34). A large addition on the rear will be for restrooms and back of house operations. This restaurant will use produce, seafood, poultry and meats from local farms and resources. The menu would use seasonal ingredients acquired from the market right outside the door and feature local wines. This establishment will offer lunch and dinner in a casual but sophisticated ambiance. It should accommodate patrons who want to feel comfortable walking in from a long day of boating or golfing, as well as those who want to enjoy an elegant night out. There
will be a full-service bar that serves small plates, local wines and beer. There is a street entrance, market entrance and one from the courtyard. During warmer months outdoor seating will be available in front and in the courtyard. The restaurant will be called “Anchor” and have its own logo.

For decorative elements and materials, there are elements that reflect the 1930’s instructional vibe. Starting with the floor, I have hexagon tile in black and white in a classic pattern. For the walls, some original brick is exposed but wood paneling in a dark blue finish line the walls from the baseboard to five feet. For continuity, the bar base also uses dark blue wood paneling. The surface tops including the bar are a honed marble, to give it a traditional patina, common in older establishments. To recreate the era’s look, oak is featured in several furniture pieces like Thonet chairs and barstools. For the metal rails and light fixtures, oil-rubbed bronze was selected (See figure 35).
In the center and heart of the building is the marketplace. To make access easy for a busy commercial space, two entry doors were added to the original window bays facing Fig Street/East side. On the opposite side, two doors were added to the mostly glass West side that faces courtyard. On the interior of the market, the look is industrial. The floors are a polished concrete and walls have exposed brick with white subway tile up half the wall. The cabinetry and open shelves are made out of a hewed oak native to Virginia. The ceiling is rough with services and conduit exposed. The light fixtures and fans are stainless steel (See figure 36). The vendors on the outer edge have traditional cold cases while the vendors in the center have stands made from reused shipping palettes. A garage door is located on the southern side of the market. This was retained from the original building when the market was the showroom. It will make for a good pick-up and drop-off spot for vendors.
Working in concert with the market is the outdoor pavilion. The pavilion is large at 70’ x 30.’ It houses 12 semi-permanent stands. It is made out of wood and has slats with removable screens. There is a green roof that grows herbs for the restaurant to harvest (See figure 37). The space is flexible so, it can be rented for events. The name of these market spaces is “Provisions.”

The coffee shop is on the southern side and is housed in the former gas station office. In order to accommodate restrooms and a service counter, an addition was added onto the rear of the building. Windows and a doors
were added to the new space to access the courtyard. There is a large glass window that faces the corner of street corner. For additional seating, a large planter box with benches was created outside (See figure 38).

![Exterior view of the coffee shop.](image)

For materials on the interior, blue paneling, hewed oak cabinetry and shelves, and honed marble are re-used in the space. To add a unique element, colorful blue and orange Spanish tile was used on the floor (See figure 39). The name of this coffee shop will be “Joseph’s” and it will have its own logo.

![Exterior view of the coffee shop.](image)
Above the market is a small space for private events. Access to this space is limited, there is only one stairwell from the marketplace. It equipped with a small kitchen available for use with doors. This special events space will be called “Top Hat” and have its own logo.

For marketing and branding purposes, 3 Fig Street will have its own icons. The location will be referred to “Ice House” and will contain five programmatic elements such as “Joseph’s” for the coffee shop, “Provisions” for the marketplace and outdoor pavilion, “Anchor” for the restaurant, “Top Hat” for the event space and “Art House” for the studio spaces (See figure 40). For the artwork used in the icons, it has a very distinctive look. It is reminiscent of the Victorian Era that is approximately when this building was constructed.

figure 40: Icons for the Modern Public Market: ICE HOUSE
Including its divisions: Joseph’s, Provisions, Anchor, Top Hat, and Art House.
Conclusion

The thriving American food culture has led to the rebirth of public markets in restored historic buildings. Public markets, in turn, have revived struggling urban areas. And they can also imbue small communities with new energy, cultural enrichment, and economic growth.

Food unifies us all, and the “table” is a perfect gathering place for people from all walks of life. Our vigorous food culture has stoked our appetite for authenticity and a connection with natural products. Markets answer our desires by connecting people, community, and food.

Although public markets have a long history, a new twist on them has come about. Modern public markets do offer food, but they also incorporate restaurants, retail venues, studio spaces, and areas for special events. In short, they are destinations for entertainment.

Many existing markets provide case studies for bringing the benefits of public markets to a small town. From La Boqueria in Barcelona to Union Market in Washington, DC, markets come in all different shapes and sizes. The market that was most relevant for this project is The Shed in Healdsburg, California. Located in the Sonoma wine country, The Shed applies the concept of a modern public market to a small community. It depends on the surrounding people for patronage and in response, it serves the community by providing space for local farmers, artisans, and craftsmen. As a result, the community has a hub to support locally sourced businesses, consume their products — and feel good about it.
This give and take is especially helpful for a small community that needs revitalization. Such a small town was selected based on the following criteria:

- Close to the Washington, DC, Metro area but beyond commuting distance
- A tourist destination like the Chesapeake Bay Area
- A strong arts community
- Agricultural roots
- A historic town center or buildings

The ideal location is Cape Charles, Virginia, on the Eastern Shore. A former train depot and shipping port for the agricultural industry, this historic town has many buildings in need of restoration, including 3 Fig Street. Originally built as a Desoto car dealership, this 1930s brick Spanish Colonial Revival is a narrow building on the first left turn into town and one of the first things you see when you come into historic Cape Charles. The building is highly visible since it faces a convenience story on a busy corner of Monroe Street, the start of the town’s commercial strip (See figure 41).

figure 41: Street map of location.
In order to create a vibrant, multifaceted market, zones will be created, each with a unique role. These five programmatic elements are a restaurant, a coffee shop, an event space, a studio space, and a market. Accommodating these spaces will require additions that take circulation and activity level into account. The original building will be left intact with the new spaces put toward the rear of the property. The restaurant will be located in the northeast corner of the building with an addition at the back. The market in the building’s center will have a small addition off the back. And the coffee shop will be off to the side, also with an addition for services and rest rooms. The studio spaces, like the outdoor pavilion, will be completely new.

For the town of Cape Charles, this project could provide a destination space that honors the region’s history and contributions — a celebration of all that is authentic, be it, food, materials or architecture. By investing in new amenities and services, Cape Charles would attract more tourists and their business. Less tangible but just as important are the social connections a common space would foster among the locals. It would be a place where people come together for many purposes but come away with a singular pride in the community they share.
Annotated Bibliography


Bay Creek. “A Day in the Life of Bay Creek.” Accessed December 2, 2015. http://www.http://s1056111.instanturl.net/story/press/releases/BayCreekOverview.php#vision. This community is changing the demographic of Cape Charles, Virginia. It is a gated golf community that is bringing new income to this area.


Feldman the necessity for markets returning to the New Orleans area post hurricane Katrina. Neighborhoods devastated by the hurricane are being revitalized by the new energy of public markets replacing the retail outlets that have yet to return.

This book speaks to the culture shift in the in the American Dream of owning a large home in the suburbs to living smaller in urban areas.

This article from The Washington Times discusses how New Yorkers are buying homes on the Eastern Shore over the Hamptons because it is affordable.

This is homepage for Gotham West Market in Hell’s Kitchen neighborhood in New York City.

In the Blog post, the author discusses the impact of Washington D.C.’s Union Market on the old central whole market.

This is the architectural firm that won the contract for rehabilitation and revitalizing the Borough Market.

In this online publication, the article relays the history of the Borough Market and its community driven roots.

This web posting states that Healdsburg, California is actually considered a small town and has a population of approximately 14,000.

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This article speaks to the branding and marketing aspects of my thesis.