Epicuria: The Dichotomy of Richmond's Urban and Suburban Landscape in a Market Environment

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EPICURIA: THE DICHOTOMY OF RICHMOND’S URBAN AND SUBURBAN LANDSCAPE IN A MARKET ENVIRONMENT

Kate Canale
MFA Thesis 2011
In my studio mates...

The past two years have been filled with personalities, laughter, tears, conversations, ideas, collaboration, disagreements, frustrations, exhaustion, concrete, dancing, stories, late nights, early mornings, desk naps, coffee runs, place runs and deliriousness. You will be missed.

Thank you for everything.

Sarah Beth
Emily Shea
Tyler
Erin
Kate
Lauren
Angela
Kelly
Emily
This thesis examines the dichotomy of Richmond’s suburban and urban landscape within a market environment. In our quest to make our lives more convenient, we have moved outside of cities, increased commutes and cut ourselves off from one another. Ultimately, we have lowered our standards of quality in food, products and services by allowing big retailers and chain restaurants to determine a new standard of living. The goal of this thesis is to create a food hall and market environment that will act as a catalyst to improve the quality of life of Richmonders as well as to draw residents from the suburbs back into the city and revitalize the run down urban areas. The market and food hall will showcase the best that Richmond has to offer. It will support local farmers and businesses, integrate and encourage community by connecting people, encourage a slower pace of life and act as a center of revenue for the neighborhood and city of Richmond.
Design is transforming.

Transform is to change not just the obvious physical sense, but to shift societal standards and accepted truths. It is taking the everyday mundane material and treating it to evolve into something imaginative and unexpected. Design is sympathetic to context of place but considers opportunity instead of the banal. What is today is not what it should be tomorrow.
During the development boom of the last several decades, suburban areas have flourished and retail malls and stores offering convenience in the form of big boxes sprang up around cities to serve both the urban and suburban populations. These centers of convenience require patrons to get in cars, drive through traffic and spend hours shopping at large chain stores with limited personal interaction. In addition to our isolated shopping experiences, our constant connection to technology has cut us off from one another and limited our human interaction. What little interaction we have is reserved for checkout lines. This convenience focused way of life has lead to increased energy and resource consumption, destruction of the environment, mom and pop business failures. People are consumed in their own lives and we have lost that sense of community.

However, consumers are growing impatient with the inconvenience of long commutes, increased traffic and long lines. A growing population prefers the more urban lifestyle where walking to the corner store is a greener way of life. This increasing trend has been attributed to the growth in urban revitalization over the past few years. The movement toward revitalization of the urban core is a focus for many developers and planners. What once were prime urban locations many years ago have since become run down and undesirable but these sites will gain value as consumers migrate back toward the city centers.

Richmond is not immune to these issues. Many city residents drive ten to fifteen miles outside the city to Short Pump where they shop at Whole Foods. If they stay in the city, they shop for food at Kroger, Market, Food Lion and Walmart. Forgoing quality for the convenience of what is within walking distance of home or work. While numerous in quantity, farmers markets are only open one day a week, ignoring the daily need for access to fresh food. The majority of Richmond’s population lives outside of the city in the suburbs. Previously vibrant commercial districts in the city are run down...

A local real estate developer has identified a solution to these issues in her potential business opportunity. The idea is to create a food hall and marketplace in an up and coming area of Richmond. The proposed food hall and marketplace is a way to encourage the local community and revitalize the area. It would help to draw suburban dwellers back into the Richmond to connect with city residents. The urban food hall and marketplace is a place for people and their neighbors to connect while buying a cup of coffee and the morning paper or some fresh pasta and vegetables for dinner. It is somewhere people can go and have access to specialty food shops (produce, cheese, seafood, butcher etc) and a few local restaurant outposts as well as a cafe with some open public seating space. The marketplace will serve as both a shopping place and meeting space so people can get together with friends and have lunch or coffee but also shop for dinner. It will act as a center of revenue for the surrounding neighborhood as well as the city and will help bring back a sense of community. The urban food hall and marketplace will act as a catalyst to give back a certain connectedness we seem to have lost in our quest to make our lives convenient and will act as a catalyst to ensure residents are getting the freshest and most environmentally friendly food possible.

The chosen site for this development is 1840 West Broad Street. The existing building sits at the corner of Broad Street and Hermitage Road/Meadow Street. The site sits at the crossroads of two major streetcar lines intersected one another (Broad and Hermitage). Richmond is the birthplace of the streetcar which paved the way for suburban expansion using this site as a way to lure suburbanites back into the city and revitalize the urban core. I will bring Richmond’s history full circle.

Can a building represent two distinctly different parts yet form a cohesive whole?
How do you connect two distinctly different parts and programs of one building and make it cohesive?
How can the design and program of a building in an urban setting, draw patrons in from outside the city?
Can the design of a building’s interior attract various populations of patrons into the same space?
Can new pathways be imposed on a building in a predetermined urban grid setting or are existing paths too instilled in the design to be modified?
In recent years there has been a push for buying locally produced and environmentally friendly products. According to the USDA, the number of farmers markets in the United States increased 114% over the last ten years from 2,183 in 2000 to 6,132 in 2010. The reasons for the tremendous growth include increased health awareness, environmental protection and the support of local economies. Buying locally produced products removes third-party middle men and reduces costs to consumers. Additionally, produce and other food items grown locally are fresher from shorter transportation times and are more healthful due to organic and environmentally friendly growing conditions. By supporting local producers and business, it keeps dollars circulating within the local community instead of supporting big business.

The state of Virginia has in recent years developed a “Buy Fresh, Buy Local” campaign to encourage consumers to change buying and eating behaviors. In the Richmond and surrounding areas, there are seventeen local farmers markets which are supported by thirteen local produce farms and eleven dairy and meat farms. These markets are typically open from April through November due to the growing season. The main issue with farmers markets is that they are mainly held on the weekend which leaves consumers to shop at large chain retailers during the week out of necessity.

In my research of local markets, I had approximately ninety people complete a shopping habits survey. Through the responses I received, I determined the majority of Richmonders shop for food at least twice per week. It takes them between one and two hours to shop and the average shopper makes between one and three stops at different stores for food items. Additionally, 23% of city dwellers shop for food outside of the city, while only 5% of suburbanites shop for food in the city.

The top ten supermarkets and food stores in Richmond are listed in order on the map to the right. Kroger tops the list with Martin’s close behind. For the majority of Richmonders, the closest they get to buying local fresh produce is Ellwood Thompson in Carytown, but that is fifth on the list.

I had the opportunity to visit each of these markets. Some general thoughts, products were piled high on shelves, making the markets feel claustrophobic. The exception to this is Tom Leonard’s where products are stacked on boxes about waist high. Whole Foods has the most aisle space and the food is presented the nicest at that store as opposed to the others on the list. Produce is sprayed with water to keep it fresh. It also has a somewhat organic feel as you are allowed to meander through the store, it is not as rigid as a Kroger or Walmart in its design. Many of the stores were extremely organized, produce, dairy and meat were located along the outer edges of the store, the exception to this was Trader Joe’s, a store that could benefit from some categorization. Most stores had a clear path to follow, however patrons can backtrack if they forget an item. Tom Leonard’s does not allow you to do this, there is a clear path to follow and the aisles are very tight, so if you forget an item, you are out of luck.
1840 West Broad Street is a trapezoidal building located at the intersection of Broad Street and Hermitage Rd./Meadow Street.

The building sits just near the northern edge of the Fan district. It is bounded to the north and west by Routes 95 and 64 and to the east and south by the Downtown Expressway 195. It is located along the main commercial corridor of Broad Street (Route 250) and is easily accessible from all areas of the City of Richmond as well as outlying suburbs.
History of the building:

1919 - Building completed, became the Atlantic Motor Company showroom, garage and shop. Designed by Richmond architect Albert F. Huntt.

1926 - American Motor Company goes out of business and the building is vacant for two years.

1928 - Richmond Valeteria, a commercial laundry facility opens. The Valeteria’s use of the building necessitated no changes to the physical structure of the building, and no physical evidence of its occupation in the building is visible today.

1938 - Richmond Valeteria closes.

1939 - Gallaghert’s Inc., an electric appliance dealership, moves into the space. No known changes were made to the building structure.

1944 - Gallaghert’s Inc. closes.

1946 - Lauritzen Motors, operated a Nash sales and service dealership in the building.

1954 - Nash merges with Hudson Motor Company and the two become American Motor Company (AMC).

1982 - AMC becomes Renault.

1987 - Renault becomes Chrysler Corporation.

1998 - Chrysler merges with Daimler-Benz and vacates the building.

2005 - C.F. Sauer Company (building owner) hires Commonwealth Architects to renovate the building. Current tenants include BCW Architects, VCDC and Trent Construction.
1840 W. Broad Street is located just west of the Broad Street Commercial Historic District which was the original central business district of the City of Richmond. The district encompasses what was considered to be the hub of Richmond’s retail development in the late nineteenth and early twentieth centuries.

When the suburbs of Richmond began to flourish, it left the downtown retail areas to fend for themselves. In the early 1980’s developers attempted to revive the Broad Street corridor but many of these attempts have failed. The failed 6th Street Marketplace urban redevelopment project blocks away epitomizes the blight of Richmond’s urban core for the conveniences of suburban life.

The blocks immediately surrounding 1840 W. Broad Street are riddled with vacant retail and industrial buildings. Considering the site’s proximity to several higher income neighborhoods and many neighborhoods in transition, this proves to be a prime location for a marketplace.
IMAGES OF BUILDING + SITE
Built in 1919 as a car dealership, showroom, garage and shop building. The building has two public elevations: the south elevation at Broad Street includes the main entrance to the showroom and has a prominent two-story windowed storefront. The west elevation along Hermitage Road includes the entrances to the shop and garage areas. The space entered from Broad Street is the primary public space of the dealership: the showroom. There is a long sliver of a space on the right of the showroom which was an entrance for a drive through repair shop. Behind the showroom area is the large repair department and shop. The building was renovated in 2005 by Commonwealth Architects and currently houses space for BCWH Architects, VCDC and Trent Construction.
PROGRMMATIC CASE STUDIES

Eataly, New York, NY
Main Street Market, Charlottesville, VA
City Market, Charlottesville, VA
Eataly is a specialty food hall which caters to everything Italian. Many of the products are imported directly from Italy and each of the food vendors specializes in a different category of Italian food (pasta, panini, pizza). Food items are mainly located along the walls of the circulation paths. There are refrigerated sections for meats and cheeses as well as shelves for packaged goods and bins for fresh produce. In addition to the market items, there are several food stations located throughout the market along with many open seating areas to allow pedestrians to grab lunch or dinner and sit down with friends nearby.

The success of the market is in the variety of offerings between the various restaurants/counters, products available, gathering spaces (seating, high tables, bars) and the aisle circulation paths which allow patrons to easily get from one area to another. Everything is clearly marked by overhead signs and each product type has its specified area (i.e. pasta is located all in one place, meats are grouped together).

Eataly is located in New York City on the corner of 5th Avenue and 23rd Street. It is across from Madison Square Park, and near many businesses and a highly populated residential area. The market is positioned well to remain at high occupancy throughout the day as people come for lunch or dinner and stop for food after work. There are two main entrances, one on 5th Avenue and one on 23rd Street. The 23rd Street entrance is the main market entrance, while the 5th Avenue entrance gives pedestrians easy access to the cafe for a coffee as they head on to work or the nearby subway line. This entrance provides major axis for which the market was organized around. The 5th Avenue axis is narrower and leads back to a larger more open space, while the 23rd Street axis is wider and serves the majority of the market andfoottall spaces.
Located in Charlottesville, Virginia, the City Farmers Market is held on Saturdays from 9am-12pm. The market is located in a parking lot right off the Downtown Mall between Water and South Streets. Approximately 40% of the vendors at the market are farmers providing fresh, organic, seasonal produce. 30% of vendors are food vendors and the remaining 20% of vendors are artisans selling crafts and jewelry.

The primary paths of circulation are determined by the preexisting parking spaces and the avenues between them. There are several points of entry to the market but no clear procession to follow. Instead, patrons tend to create their own paths meandering in and out of vendor spaces. This creates a chaotic atmosphere. Vendors are situated on the incline rather difficult. The lot is made up of seven rows of parking spaces consisting of the following: 4 rows of 22 spaces and 3 rows of 13 spaces. Several of the smaller rows are reserved for parking for farmers who have reserved the larger spots as there is limited room to park.

Vendors come to the market in their cars and trucks, which they park in the spaces assigned. Vendors bring their own tables and tents to set up. Spaces are displayed in the parking spaces in front of the cars and trucks. Once a vendor is sold out, he packs up his tent and leaves. This can cause mass chaos in the market because of the pedestrians and lack of space for cars to pull out of their spaces.
Main Street Market is a small market off West Main Street between the downtown mall and University of Virginia. Shops include a specialty grocer, bakery, butcher, seafood, florist and two cafes. This is not the type of market where one would do all of one’s shopping, but it is somewhere convenient to go, with good quality food and specialty items where you know you will receive superior customer service and will run into someone you know.

The vendor/market spaces are located along a central axis. Within that axis are two open seating areas for people to sit and eat or drink coffee and socialize with community members.

On the afternoon of my visit, the market was extremely crowded. People entered from both ends of the building to access the hot spots of the butcher, specialty grocer or restaurant. There was a line out the door for sandwiches from the specialty grocer. People gathered at tables in the main corridor as well as along the outdoor patio immediately outside the doorway.

One of the three open seating areas. Two of which are located outside under a covered area so people can enjoy the fresh air and nice weather.
CONTEXT CASE STUDIES

TWA Terminal, Eero Saarinen
Time Warner Center, NY, SOM
TWA TERMINAL, JFK AIRPORT, BROOKLYN, NY

Saarinen designed the building so that it would represent the excitement of travel. He wanted the terminal to reflect the movement of travel. As such he and his team studied passenger pathways, timing of passengers from drop off to plane boarding, luggage route ways and other various parts to the processional of air travel. They looked at each aspect of the design problem and tried to address them in a wholistic solution.

JFK Airport Site Plan

The diagram to the left shows a plan axon drawing of the TWA Terminal while in use with cars entering the circular drive and passengers going through the front doors to the ticketing hall and waiting area. The blue portion of the diagram shows how the building responds to the main thoroughfare of the airport complex and its circular shape. The red portion of the diagram shows how the main entrance to the airport complex opposite the TWA Terminal had an effect on the design of and pathways through the building. The entry, exit and main walkways throughout the building are all aligned with the main entrance to the airport complex.

The circulation paths in the main terminal building follow the roof line. The roof line acts as the design driver for defining the paths within the building. The diagrams to the right show the roof line (top) and then the passenger circulation through the terminal building (bottom).
The Time Warner Center located in New York City is a project that was years in the making as developers and the City worked for years to devise a good solution revitalizing the area. It was finally completed in 2004 by Skidmore Owings & Merrill.

59th Street view from the interior atrium of Time Warner Center appears as though the street continues into the building and the building and street become one.

The building is located along the heavily trafficked W 59th St. and Broadway. It sits at the pivotal intersection between the two streets along the western side of Columbus Circle. The intersection marks the point at which a driver or pedestrian chooses to head towards the upper portion of Manhattan or midtown. The building also sits just at the southern tip of Central Park which is a major pedestrian thoroughfare in the city. Many people use the park to traverse from either the West and East sides or North and South.

59th Street divides the building in two much in the way it divides NYC between uptown and midtown/downtown. The axis through the building allows 59th Street to visually continue even though it ends at Columbus Circle.

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The axis of the building which follows Broadway allows the building to appear from higher above in the NYC skyline that it only follows that one axis. It directs people from up town, down into the heart of the city, Times Square.

59th Street and Broadway Axis

Columbus Circle influences the curve of the site and the building facade. The interior pathway through the building echoes the curve of the circle much in the way pedestrians would walk around it.
Richmond, like many cities, split into two worlds. Those who live within the city boundaries and those who live in the suburbs. These two worlds are very different, however even if you live outside city boundaries, you are a Richmonder. There are reasons people chose to live either in or outside of the city, many of which are preferences in terms of what conveniences and what quality of life someone desires.

I do feel there is a certain quality of goods and services you give up as you move outside of the city, however while products are available in the city, sometimes it can be a hassle to run around all day just to buy what you need for dinner that night. I am interested in looking at how to draw people back into the city from the suburbs and how to connect city dwellers and suburbanites.

I felt it was important to stay true to the building by paying homage to the two distinctly different parts: the showroom and the shop. The showroom is impressive, shiny, classical in design, somewhere people are drawn into. The shop on the other hand is industrial and very exposed, it is stripped down. I wanted to create two parts that had their own feeling and characteristics and could each stand on their own so if a patron just wanted to quickly go in and grab ingredients for dinner they did not have to enter the food hall. I did not want to have the two parts interwoven but I wanted them to be cohesive, hence the dichotomy of the building became extremely important.

Richmond was planned in the typical city grid. Land surveyors planned streets of downtown at 90 degree angles to the James River. From there, the land dictated the urban footprint and the areas of Oregon Hill and Sydney (The Fan) broke that clean urban grid because of their differing angles to the river. The streets that were formed because of these angles created odd spaces where the two orders met. What happens in the off spaces that are created when two orders meet?

Urban Richmond
Characterized by dense population, grid like planning, built up growth, central city core, mixed use development, small spaces, narrower roads and pathways, imposed structures and planning.

Suburban Richmond
More organic in shape and less grid like than those of the urban environment. Many neighborhoods are located on cul-de-sacs, which are dead end streets that serve as divisions within the larger communities. They also act as “safe havens” for children playing since they are out of the way of the larger main roadways. The main roads tend to be planned in a fashion that allows for as little land leveling as possible, so the communities are “organic” to the land in terms of their planning.

concept diagram used for space planning with angles of Richmond urban grid imposed on the building
CONCEPT MODELS

The models above are studies in 1) creating a space for one and a space for many; 2) understanding visually how the three different pathways within the Richmond urban environment converge and form space; 3) understanding how to deal with a structure riddled with columns and how to three dimensionally respond to those columns.

These concept models were an effort to understand how pathways can influence a space from the interior and exterior. The first study in the idea used just one pathway and how it forced itself from the exterior through the interior of the form. The second model was an effort to understand many pathways, their connections and how where those paths meet form the interior environment of a building.
CONCEPT MODELS

The concept model below illustrates the transition from the built-up structures of the urban core to the modular suburban homes. The grey chipboard represents Richmond’s downtown as it is imposed on the landscape in a gridded fashion and is self-contained. The brown chipboard represents the earlier Richmond suburb (Windsor Farms) located just outside the city center and is reliant upon the amenities of the city itself. The basswood strips represent the reliance upon the city. The basswood boxes represent the outlaying suburbs (Wyndam) and the organic nature of its planning and development as well as the modular character of the homes.

The concept model above has the same ideas as the one on the previous page, however it shows this idea as it relates to the landscape and not just the built environment. The gridded portion of the model represents the downtown area of Richmond and how it was built at 90 degree angles to the river. The lighter colored wood pieces represent the wider streets of the suburban areas. The chipboard represents green spaces which are imposed on the city side and organic in the suburbs.
<table>
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<th>Category/Location</th>
<th>Square footage</th>
<th>Adjacencies</th>
<th>Pledge Access</th>
<th>Daylight</th>
<th>Privacy</th>
<th>Security</th>
<th>Parking</th>
<th>Special Equipment</th>
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<tbody>
<tr>
<td>Food Hall - Wine Bar</td>
<td>500</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>Y</td>
<td>Wine Storage</td>
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<td>Y</td>
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<td>N</td>
<td>N</td>
<td>Y</td>
<td>Cold Storage, Pizza Oven</td>
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<td>Y</td>
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<td>Y</td>
<td>Cold Storage</td>
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<td>N</td>
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<td>Take Out Window for Access to Outside</td>
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<td>N</td>
<td>Y</td>
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<td>N</td>
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**Total Area:** 18,000 sq.ft.
my space planning began with more building diagramming to understand the various paths dictated by the structure and the site.

An important discovery during my building diagramming phase is that if Hermitage Road continued, it would go through one door on the north side of the building and exit diagonally across the building on the southern side, emphasizing the strong diagonal of the building on the west or Hermitage side.
Bubble diagramming helped me to understand where I wanted to place programmatic elements within the building. As planning progressed it became clear I should split the two functions of the program into the two different areas of the building. I let the building dictate where certain elements would be and it seemed natural to place the food hall elements in the large, double height area with the market in the back of the building close to the parking lot.
SPACE PLANNING
section 1
marketplace
1. open seating
2. vendor spaces
food hall
3. glass box connecting marketplace and food hall
4. storage
5. raw bar
6. wine bar
7. cascading box seating in mezzanine
8. mezzanine seating
building exterior along broad street
section 2

markplace:
1. Hermitage road entrance
2. Food delivery entrance

food hall:
3. Panini/pizza restaurant
4. Glass box connecting marketplace and food hall
5. Raw bar/seafood restaurant
6. Wine bar
7. Stairs to mezzanine
8. Cascading box seating in mezzanine
9. Wood slat mezzanine structure

adjacent building
The food hall area is designed to emphasize the twenty-three-foot high ceilings in the space as well as give the feeling of an imposed urban structure. The glass boxes cascade down from the mezzanine and break through the dividing wall between the food hall and marketplace in order to connect the two parts of the building as well as draw patrons from the market into the food hall. The boxes are designed to appear as if they are floating above the first floor. They are made of white glass and although patrons cannot see into the boxes, shadows can be seen. This was done on purpose to be reminiscent of driving down the streets of a city at night while being able to see into houses and buildings with the lights on to see the life going on inside the structure.

Secco Wine Bar, Carytown
Casual chic wine bar with an extensive selection of artisanal wines and craft beers. A menu consisting of antipasti, sandwiches, soups, salads, pastas and small plates using extensive fresh seasonal ingredients. As with the beverage menu, proteins and produce are sourced almost exclusively from family-owned farms, favoring local producers whenever possible and avoiding factory farms.

Water Grill, Carytown
Fresh local and regional seafood, hand cut steaks, chops and extensive raw bar. The restaurant is part of a collection of dining establishments owned by a local company.

Olio, The Fan
Gourmet panini, salads and pizzas all made with fresh local ingredients. The Olio Truck is a favorite of nearby VCU students.

The wood structure that connects to the boxes is made of acoustic paneled wood to keep the noise level down in the cavernous space. The wood slats have increasing spacing between them as the structure reaches the ceiling. This allows for natural light to get into the mezzanine space and also acts to draw the eye up the structure and over to the boxes.
The diagram to the left shows the major paths of circulation within the building. The marketplace in particular was designed to have a pathway around the perimeter, with the vendor spaces contained within or along that main path. This was done to mimic the design of modern Richmond suburbs.

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Denotes area for meat and dairy farmers/vendors. Much like a traditional market this is located along the periphery of the market as patrons are on the way out so it is the last thing they purchase before exiting the market. This will prevent spoilage. The location along a main wall also allows for refrigerators to be placed in the vendor spaces instead of shelves.

The area is reserved for vendors selling specialty food items such as spices, sauces, pasta. When the produce season is at its peak, these can also be converted to fresh produce spaces.

This area is reserved for vendors selling specialty fresh produce. These spaces are also located along the periphery of the market to allow for easy access to patrons entering from both the Henleigh Road and parking lot entry points. When the produce season is not at its peak, these can also be converted to spaces for specialty food items.

Local Richmond coffee shop, with the feel of a Pacific Northwest cafe.

The cafe is located in a central area of the market to allow for people to gather together in a village green or plaza type setting. The location near the entry also allows patrons to grab a coffee for their shopping experience.
The food hall is intended for use by local restaurants to act as an additional outlet for business. The additional location for these businesses will help increase word-of-mouth recommendations and help generate revenue.

The food hall is intended as a place where people can congregate with friends, family, and colleagues, while allowing each individual options for eating as there are three establishments in the space. There are two main areas for seating, one is located along the broad street side with windows that open to the sidewalk beckoning pedestrians to enter the space. The mezzanine acts as a lounge-like atmosphere with comfortable seating so patrons can linger in the space longer and connect with friends in a more intimate setting than the larger gathering space below.
The marketplace is intended to be a specialty food market where local businesses may have an outpost and farmers can rent spaces for the producing season. The walkways in the market are wide, and the vendor spaces are modular to give the feeling of suburban life. The angled walls of the vendor spaces act to draw the eye back and the glass fronts allow patrons a clear view of the products available.

The vendor rows are designed to fan out from the forty degree Heritage Road side of the building to the ninety degree angle on the opposite side. The rows follow the angles of downtown Richmond, Oregon Hill and The Fan. The placement of the vendor rows creates wide boulevards and clear views from the entry doors on the north side of the building through to the food hall to create interest and draw suburbanites entering the market into the urban portion of the building.

The cafe, located between two rows of vendor spaces is intended to be a village green where people can gather and catch up with friends or just grab a cup of coffee before perusing the shops.

Materials (from left to right): orange shipping container, Benjamin Moore grey smoke painted brick, clear glass, polished concrete flooring.
The vendor spaces are designed to represent a series of modular homes in suburban Richmond. In many suburban neighborhoods, homes look somewhat similar with only minor differences. Often times when you buy a house from a developer, you can choose from three to four different styles. The vendor spaces reflect the modularity and limited choices found within the suburban environment.

The spaces are designed to allow the glass front to draw patrons in. The position of the register allows for immediate connection with the vendor himself for a more personalized shopping experience.

The vendor spaces are modular, allowing for easy replacement of shelving with produce display bins.
BUILDING MODEL

scale: 3/16" = 1'-0"
materials: basswood, chipboard + homasote base
VENDOR SPACE DETAIL MODEL

scale: 1" = 1'-0"
materials: basswood, plexi, chipboard, museum board + plywood base
detail includes:
- modular shelving system in place
- wood panel doors
- streetcar-like track in floor for door panel operation
- shipping container exterior walls
- point of sale for vendor and patron
The goal of this work is to create a marketplace and foodhall in an urban location within Richmond. The urban marketplace and foodhall will support local farmers and businesses, integrate commercial and residential areas, and has become a leading cause of urban decay. In our work, we will create a cohesive space that allows for a visual connection between the market and the foodhall. The marketplace will act as a catalyst to improve the quality of life of Richmonders. The establishment of the ‘suburb’ changed our way of life. The new standard of living allowed big retailers and chain restaurants to determine a space outside of cities, increased commutes and cut ourselves off from the suburbs back into the city and revitalize the city center. City dwellers left urban life for the conveniences of suburban living. And now, what once was a thriving city is now riddled with run down or abandoned buildings. City dwellers are now left to imagine what the city might have been. This new frontier of suburban expansion. This new standard of living allowed big retailers and chain restaurants to determine a space outside of cities, increased commutes and cut ourselves off from the suburbs back into the city and revitalize the city center. City dwellers left urban life for the conveniences of suburban living. And now, what once was a thriving city is now riddled with run down or abandoned buildings. City dwellers are now left to imagine what the city might have been. This new frontier of suburban expansion.

The urban marketplace and foodhall will support local farmers and businesses, integrate commercial and residential areas, and revitalize the city center. The marketplace will act as a catalyst to improve the quality of life of Richmonders. The establishment of the ‘suburb’ changed our way of life. The new standard of living allowed big retailers and chain restaurants to determine a space outside of cities, increased commutes and cut ourselves off from the suburbs back into the city and revitalize the city center. City dwellers left urban life for the conveniences of suburban living. And now, what once was a thriving city is now riddled with run down or abandoned buildings. City dwellers are now left to imagine what the city might have been. This new frontier of suburban expansion. The urban marketplace and foodhall will support local farmers and businesses, integrate commercial and residential areas, and revitalize the city center. The marketplace will act as a catalyst to improve the quality of life of Richmonders. The establishment of the ‘suburb’ changed our way of life. The new standard of living allowed big retailers and chain restaurants to determine a space outside of cities, increased commutes and cut ourselves off from the suburbs back into the city and revitalize the city center. City dwellers left urban life for the conveniences of suburban living. And now, what once was a thriving city is now riddled with run down or abandoned buildings. City dwellers are now left to imagine what the city might have been. This new frontier of suburban expansion.
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