2011

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

Kate Canale
Virginia Commonwealth University

Follow this and additional works at: https://scholarscompass.vcu.edu/etd

Part of the Art and Design Commons

© The Author

Downloaded from https://scholarscompass.vcu.edu/etd/2415

This Thesis is brought to you for free and open access by the Graduate School at VCU Scholars Compass. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.
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.

Sara Beth
Emily Shea
Tyler
Erin
Kate
Lauren
Angela
Sally
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 work 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 business, 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. 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 re-source consumption, destruction of the environment, mom and pop businesses 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, Martha’s Food Lion and Walmart. In addition to her potential business opportunity. The idea is to create a food hall 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 gain 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/Meade Street. The site sits at the crossroads of where 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 as a way to lure suburbanites back into the city and revitalize the urban core. I will bring Richmond a history full circle.
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 healthier 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 3% of suburbanshop 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 Leonards 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 back track if they forget an item. Tom Leonards 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


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 . . . Gallwright's, Inc., an electric appliance dealership, moves into the space. No known changes were made to the building structure.

1944 . . . Gallwright's, Inc. closes.

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


1982 . . . AMC becomes Renault

1987 . . . Renault becomes Chrysler Corporation

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

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.
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.
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, bar) and the wide circulation paths which allow patrons to easily get from one area to another. Everything is clearly marked by overhead signage 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 business 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 provides pedestrian easy access to the cafe for a coffee as they head on to work or the nearby subway line. This entrance provide 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 and foodhall spaces.

Eataly, New York, NY

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, bar) and the wide circulation paths which allow patrons to easily get from one area to another. Everything is clearly marked by overhead signage 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 business 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 provides pedestrian easy access to the cafe for a coffee as they head on to work or the nearby subway line. This entrance provide 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 and foodhall 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 25% 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 weaving in and out of vendor spaces. This creates a chaotic setting for the customers, vendors, and even the security personnel. The aisles and people walk in every which way often crossing paths with one another.

Vendor spaces bring produce in boxes and crates (as pictured above) and lack of space for cars to pull out of their spaces. This can cause mass chaos in the market because of the pedestrians crossing paths with one another.

The lot is located on a small hill, which makes setting up vendor locations 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.

Vendor spaces bring produce in boxes and crates (as pictured above). This can cause mass chaos in the market because of the pedestrians crossing paths with one another.

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 weaving in and out of vendor spaces. This creates a chaotic setting for the customers, vendors, and even the security personnel. The aisles and people walk in every which way often crossing paths with one another.

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 25% 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 weaving in and out of vendor spaces. This creates a chaotic setting for the customers, vendors, and even the security personnel. The aisles and people walk in every which way often crossing paths with one another.
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, deli/restaurant. They are off the main corridor and outside the doorway.
CONTEXT CASE STUDIES

TWA Terminal, Eero Saarinen
Time Warner Center, NY, SOM
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.

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 (below).

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 the effect the main entrance to the airport directly opposite the TWA Terminal had 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 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 and Broadway Act as a central axis and divide New York City between East and West.

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.

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

Columbus Circle influences the curve of the site and the building facade. The interior pathways through the building also mimics 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. As someone who grew up in a New York City suburb and lived in New York after college graduation, I understand the pros and cons of living in both the city and the suburb. 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. If someone just wanted to grab something to eat, they could just enter the food hall and bypass the market. I did not want to have the two parts interchangeable but I wanted them to be cohesive, hence the dichotomy of the building became extremely important.

Richmond like many cities 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?

**Suburban Richmond**
- Characterized by modularity, organic design and development, wide open spaces, abundant land, quiet, slower pace, spread out, periphery of city, urbanized but not central core, planned but more organic in feel

**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 is 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 and the 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.

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

Richmond like many cities was planned in the typical city grid. Land surveys 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?

- Downtown Richmond (90 degree angle)
- Oregon Hill (45 degree angle)
- The Fan (75 degree angle)
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 this 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 these paths meet form the interior environment of a building.
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 suburbs (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.
## Program + Adjacencies

### Program
- **Food Hall**: 2,500 sq.ft.
- **Marketplace**: 5,000 sq.ft.
- **Cafe**: 500 sq.ft.
- **Take Out Area**: 400 sq.ft.
- **Commercial Kitchen**: 1,500 sq.ft.
- **Manager Offices**: 400 sq.ft.
- **Restrooms**: 1,000 sq.ft.
- **Seating Areas**
  - Fixed: 700 sq.ft.
  - Not Fixed: 3,000 sq.ft.
- **Circulation**: 3,000 sq.ft.

### Total: 18,000 sq.ft.

### Seating Areas
- **Fixed**: 700 sq.ft.
- **Not Fixed**: 3,000 sq.ft.

### Circulation: 3,000 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 closer 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
marketplace
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
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 structures.

Section Perspective of Food Hall + Mezzanine Structure

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.

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 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.

Denotes area for meat and dairy 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 Hermitage 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 piazza 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 outpost 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.

View of bar area and mezzanine.
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 to clearly see the products available.

The vendor rows are designed to fan out from the forty degree Hermitage 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 vision 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 gray smoke painted brick, clear glass, polished concrete flooring.
The vendor spaces are designed to represent a series of modular homes in suburban Richmond. While suburban neighborhoods can vary, homes tend to be 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.

modular shelving, can be replaced by bins for produce display

sliding door (allows for security)

floor track for sliding door (reminiscent of streetcar tracks)

modular shelving, can be replaced by bins for produce display

BUILDING MODEL

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

scale: 1” = 1'-0"材料: 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
EXHIBITION
anderson gallery
april 22-may 1, 2011
The goal of this work is to create a marketplace and foodhall within the city of Richmond, Virginia, as a means to encourage community, connect people, and support local farmers and businesses. The competition called for an urban marketplace and foodhall, and the proposed project aims to integrate this new commercial and residential area into the city's existing fabric.

City dwellers left urban life for the conveniences of suburban living as the means of travel allowed people to live further from the city. This new standard of living has allowed big retailers and chain restaurants to dominate the market, creating a dichotomy of the suburbs and city. Ultimately, we have lowered our quest to make our lives more convenient, cutting ourselves off from one another and from nature. This has led to increased commutes and a lack of connection with the community.

The thesis examines the dichotomy of the suburban and central core, planned but more organic in feel. The competition was located in suburban Richmond, but the design was intended to make it cohesive with the city. The proposed project would represent the conditions of the site around it, with the show room fronts broad street and is a double dichotomy of the building fronting hermitage road is exposed and industrial, splitting it into two halves of one whole.

The marketplace and foodhall are designed to encourage the local community by providing a space where people can congregate and socialize. The additional location for these businesses would be an additional outpost for business. The spaces can be rented out for short or long term periods of time, allowing food vendors to sell their goods. The market is intended to be a space where people can enjoy small plates. Sidewalk beckoning pedestrians to the west end of Richmond, VA.

Local restaurants can rent additional space to act as an extension of their business. By local restaurateurs local producers whenever possible and avoiding factory farms. Menu, proteins and produce are sourced almost exclusively from local producers and fresh seasonal ingredients. As with the beverage menu, proteins and produce are sourced almost exclusively from local producers.

Olio, The Fan is located along the broad street opening from below the mezzanine structure consists of a series of white glass boxes that cascade down to a box that penetrates into the mezzanine. The lounge portion of the mezzanine consists of wood panels that space out as your eye travels up the structure. The glass boxes were designed so patrons could see shadows and passersby can see into the mezzanine.

The foodhall is also intended as a place where people can congregate with friends, family and colleagues, socializing, and eating. There is an option for eating as there are three small plates. A menu favorite of nearby VCU students. Gourmet pannini, salads and pizzas all made of artisanal wines and craft beers. A menu consisting of antipasti, sandwiches, soups, salads, pasta and small plates using extensive variety of artisanal wines and craft beers. A menu preferred by local companies.

The space was designed to be modular to allow for easy expansion. The glass fronts allow patrons to see clearly into the space to prefer. The vendor spaces were designed to be modular to allow for process work and easy expansion. The doors allow the shops to be open when the vendor is there. Glass tracks from hermitage and broad streets respectively. The foodhall tenants during the day, but closed up at night for security.

The spaces were designed to be modular to allow for process work and easy expansion. The foodhall was designed to be a space that connects two distinctly different parts and programs of one building and make it cohesive.
References

CNBC, Supermarkets, Inc. New York. 27 January 2011.
Gupta, Prerna Katali. Creating Great Town Centers and Urban Villages. ULI-The Urban Land Institute, 2008.
Lamplighter Roasting Company. 18 April, 2011. www.richmondcoffee.net
Olio. 3 March 2011. www.olio-richmond.com
Secco Wine Bar. 3 March 2011. www.seccowinebar.com
Skidmore Owings & Merrill. 15 October 2010. www.som.com