

KAYTLIN BULLOCK

AU23' DESIGN 5202

CAPSTONE PROCESS

EST
2024

**FRAKLINTON
· MARKET ·**

FRESH & LOCAL

PHASE 1

FRANKLINTON FRESH MARKET

Franklinton Fresh Market would provide fresh produce, ready-meals, and employment to individuals in the community. With a partnership with Franklinton Farms, fresh locally sourced produce will be available for in-need families and individuals. This market would also provide a third space flex area for visitors to work, catch up, or enjoy their food.

CURRENT RESIDENTS & INCOME DIVERSITY

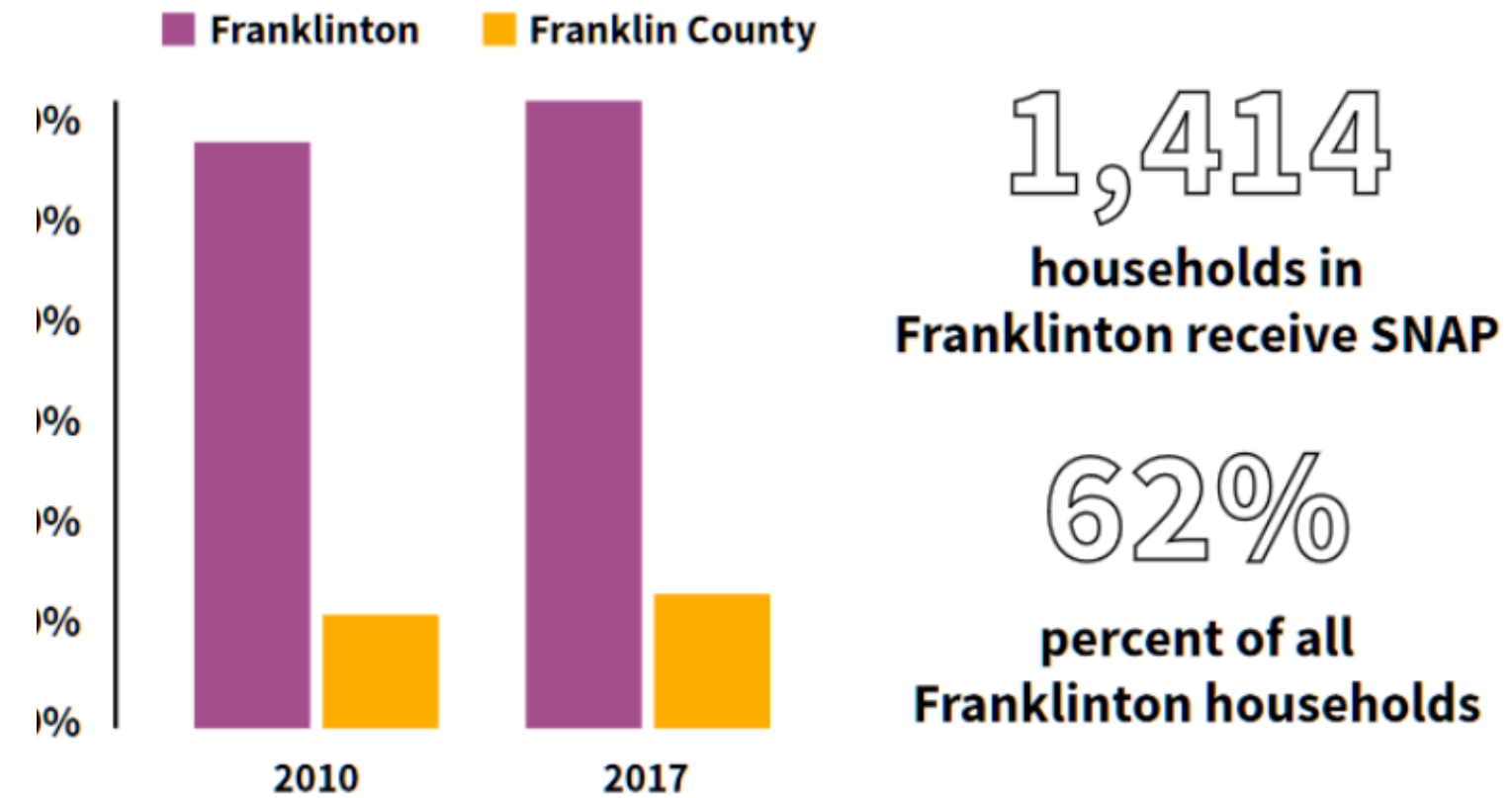
The need to have a more income-diverse neighborhood is even more important with the recent reduction of funding in the Supplemental Nutrition Assistance Program (SNAP) program.

It is important to note that obtaining the spending power on its own may not be enough to attract a grocer. There are many site-related criteria and corporate decisions that factor into location decisions for such businesses.

In the interim, there are several strategies that could be employed.

- Continue to get local market owners to improve curb appeal and sell fresh produce as they did at the Broad & Princeton Market.
- Explore further expansion and partnership opportunities for Franklinton Gardens.
- Start a cooperative as was done on the east side (Near East Side Cooperative).
- Incentivize a small grocer (approximately 15,000 square feet) as a tenant of a larger mixed-use development. Example: a 16,000 square foot grocery was built in Cleveland partially funded through a local foundation and federal funds (Constantino's Market in Uptown).
- Seek federal funds available to "Food Deserts."
- Attract Project Related Investment (PRI) from local foundation(s).

SNAP FOOD ASSISTANCE BY HOUSEHOLD



*Statistics pulled from Columbus.gov 2014 "The West Franklinton Plan Appendices"

WHAT PEOPLE WANT

Grocery Store

A full-service grocery store was the most sought after retail business to add to West Franklinton.

While the current demographics, spending patterns and market conditions do not support a grocery store in the short-term, the area could potentially attract a grocery store operator in the long-term under the following scenario.

Household growth and income diversity in Franklinton are key to attracting a full-service grocery store and even more resident-specific retail. The average household spending on food and beverage (F&B) at home for Franklinton residents is \$2,100, nearly half that of the average City of Columbus household (\$4,000). If neighborhood growth continues to be concentrated at the same income level, the household base in Franklinton would have to more than double (from 3,600 to 8,500) to support the average supermarket which has gross annual sales of \$17.8 million.



*Statistics pulled from Columbus.gov 2014 "The West Franklinton Plan Appendices"

AREA STATS

Retail Corridors

Corridor	Average Daily Traffic (ADT)
West Broad Street	18,104 – 25,405
Sullivant Avenue	5,600 – 9,920
Town Street	2,507 – 9,000
Rich Street	<5,000
West Park Avenue	<5,000
Greenlawn Avenue	11,889 – 27,505
Mound Street	8,699 – 22,047

Source: Esri, Incorporated

Sullivant Avenue has a more modest ADT of approximately 10,000 vehicles at the Sullivant/ Central Avenue intersection. Aside from traffic associated with access to and from Mount Carmel West, ADT in Town, Rich, and West Park Avenue is below 5,000 vehicles, generally not considered retail-supportive levels. Greenlawn Avenue has the highest ADT at 27,505 vehicles, but much is through traffic accessing I-70.

Households Required to Support Average Grocery Store

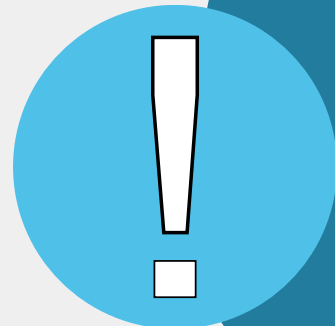
Area	Median Household Income	Average Household Spending on Food & Beverage at Home	Total Households Required to Support Grocery Sales
Franklinton	\$20,000	\$2,100	8,500
City of Columbus	\$40,000	\$4,000	4,500
Columbus MSA	\$50,000	\$5,000	3,500

*Statistics pulled from Columbus.gov 2014 "The West Franklinton Plan Appendices"

CURRENT PROBLEMS

GOALS

Does Franklinton need another Pharmacy



Franklinton residents need access to fresh high quality foods



Franklinton Fresh Market can provide food security to all residents in the area (8,000 people)



Franklinton Farms can become larger scale and grow more produce for residents



Franklinton needs more jobs for current residents

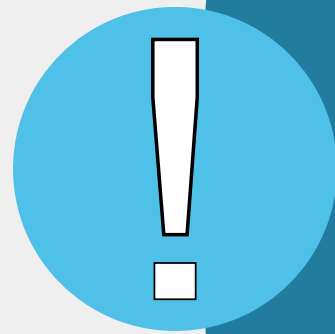


Franklinton residents can work locally and help provide healthy meals to others in the community

CURRENT PROBLEMS

GOALS

Does Franklinton need another Pharmacy



Through observation, Franklinton residents are in need of a third space area



To give residents a flexible third space for individuals or groups

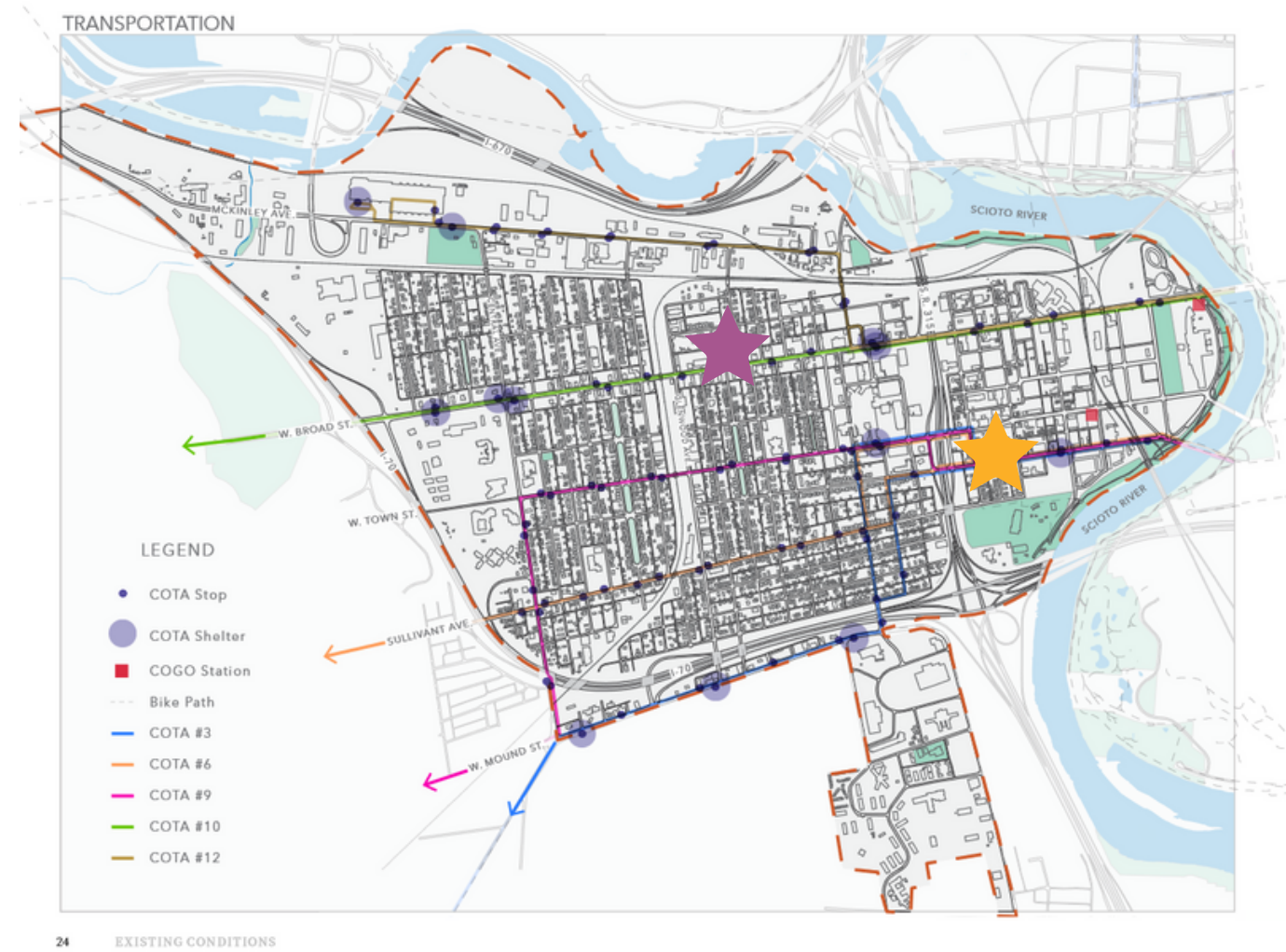


Throughout observation, Central Franklinton lacks any convenient food options



To provide a market with ready-made options as well as a place to sit and enjoy their food

566 WEST RICH ST



ENGINE HOUSE 10



PROS

- LARGEST FOOTPRINT
- CLOSER TO HIGH OCCUPANCY APARTMENTS
- NEARBY PARK
- ON A BUS ROUTE
- INTERESTING CEILING

CONS

- NOT CENTRAL
- IS THIS CLOSE ENOUGH TO F.F. GROWING LOCATIONS?
- CLOSER TO GENTRIFIED AREA

PROS

- CENTRAL LOCATION
- ON A BUS ROUTE
- OPPORTUNITY FOR INDOOR/OUTDOOR
- ON A MAIN ROAD THROUGH TOWN- ATTRACT MORE PEOPLE

CONS

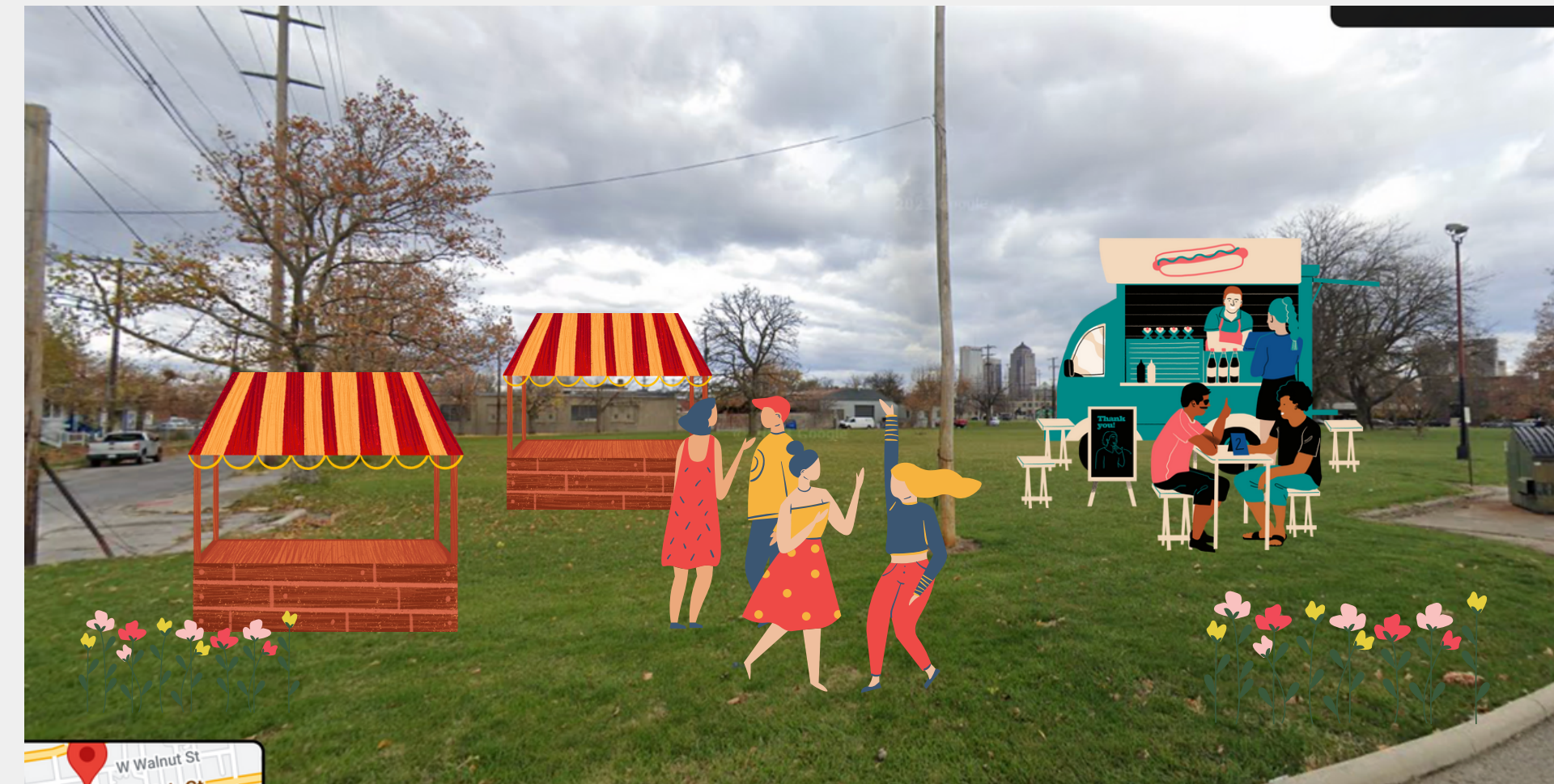
- TWO STORY
- IS THIS CLOSE ENOUGH TO F.F. GROWING LOCATIONS?

566 WEST RICH



Street corner----- make appealing and make a connection to park

Nearby park----- Expand to park area



Path to park----- make appealing and lean into art

ENGINE HOUSE 10



Main flow of traffic----- add crosswalk for safety



Nearby apartments and parking ---
-room for food trucks?



Backyard area----- Outdoor market

PHASE 2



ENGINE HOUSE 10

- Central location
- Historical/well known building
- Indoor/Outdoor Opportunity
- Around 7,872 SqF
 - Roughly 3,936 SqF per floor
- Occupancy Classification Code
 - Business (Group B)
 - Section 304



SITE PLAN

- Engine House 10
- Community Service/Safety
- Wellness
- Residential
- Private Commercial
- Greenspace
- Street
- Abandoned

Building Analysis

Regulating Lines

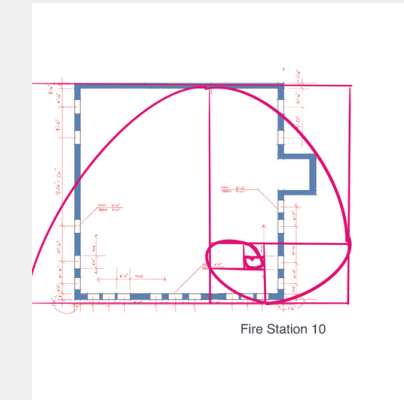
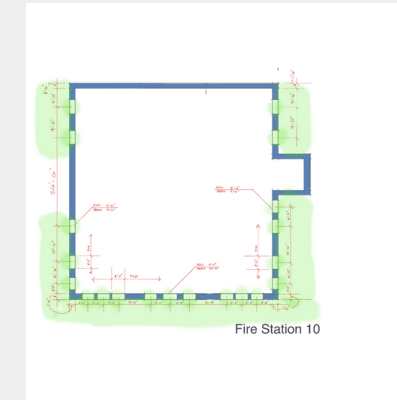
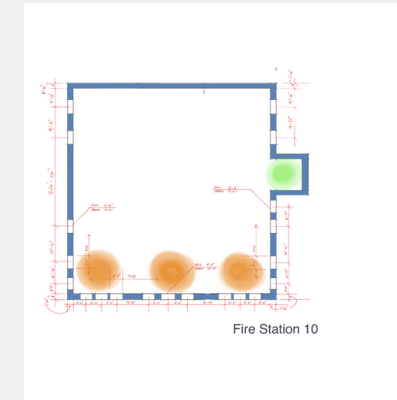
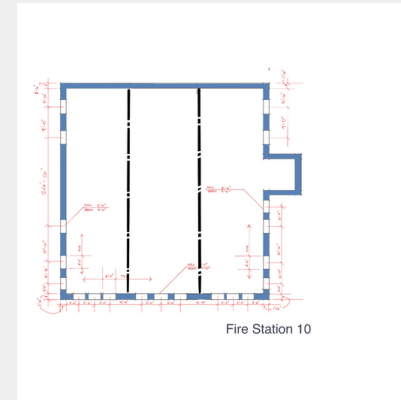
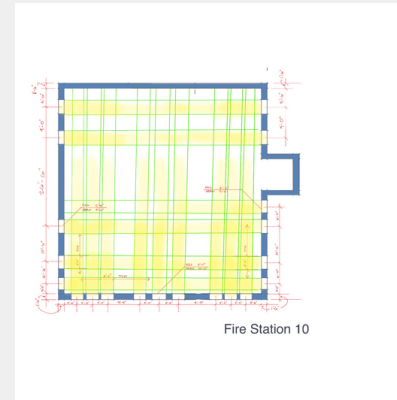
Structure

Volume

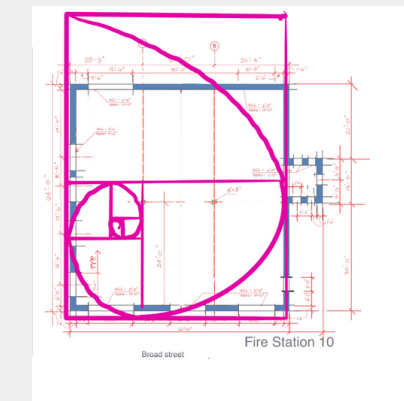
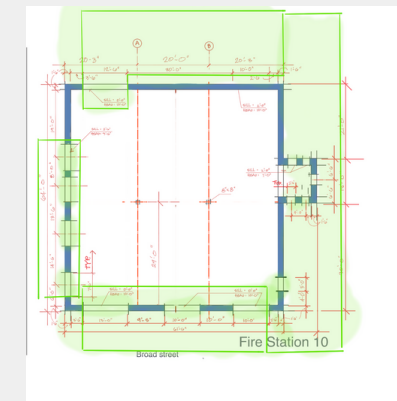
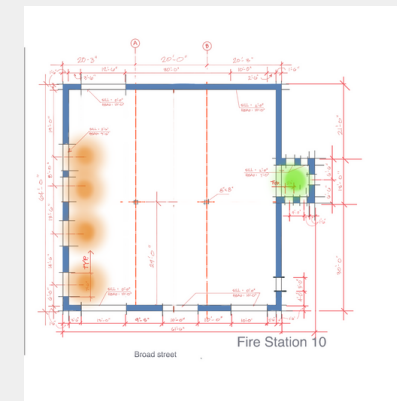
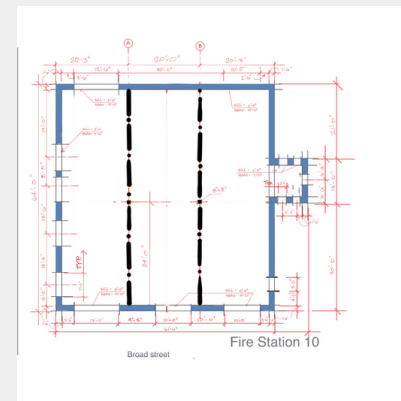
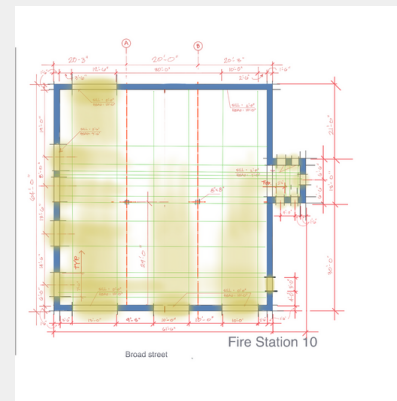
Inside/Outside Connection

Geometries

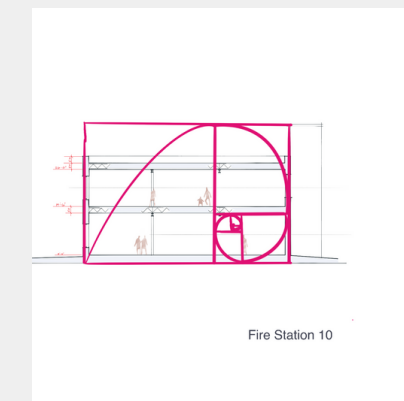
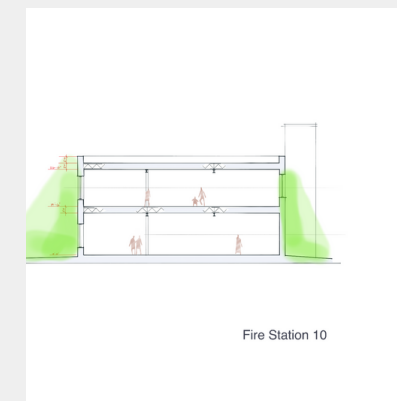
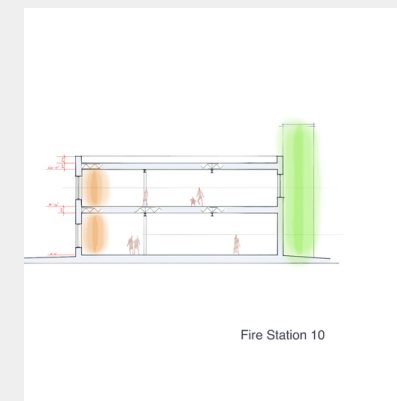
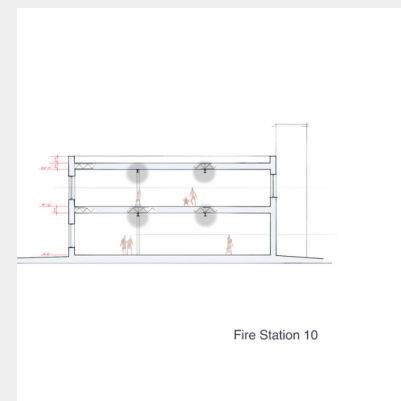
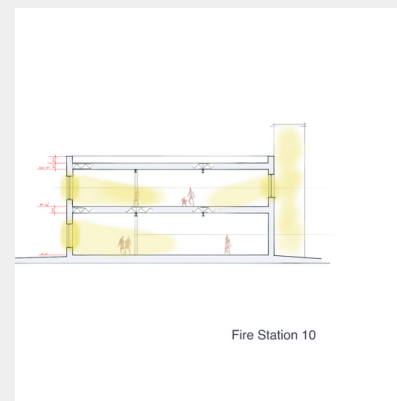
Level 2



Level 1



Section





SHORT PROGRAM

- Fresh Produce Area
- Ready-Made Food Area
- Checkout
- Community Board/Corner
- Third Space Lounge+Tables
- Dine In Area
- Employee Break Space
- Outdoor Market Stands
- Restroom
- Elevator
- Stairs

RESEARCH



TARG BLONIE MARKET

BLONIE, POLAND

- Aleksandra Wasilkowska
Architectural Studio
- 2022
- 15,640 SqF



WHY I CHOSE THIS DESIGN

- Food Market & Park
- Offers local agricultural products
- Supports equal opportunities for healthy and low-cost food for all
- Supports micro-entrepreneurship and community ties



HOW IT'S INNOVATIVE

- Reflective white roofing to protect from sun and weather
- Stepped merchant tables can become seating or meeting tables
- Access road around the roofing for product delivery
- Curb-free
 - safer traveling
- Structure supports a microclimate

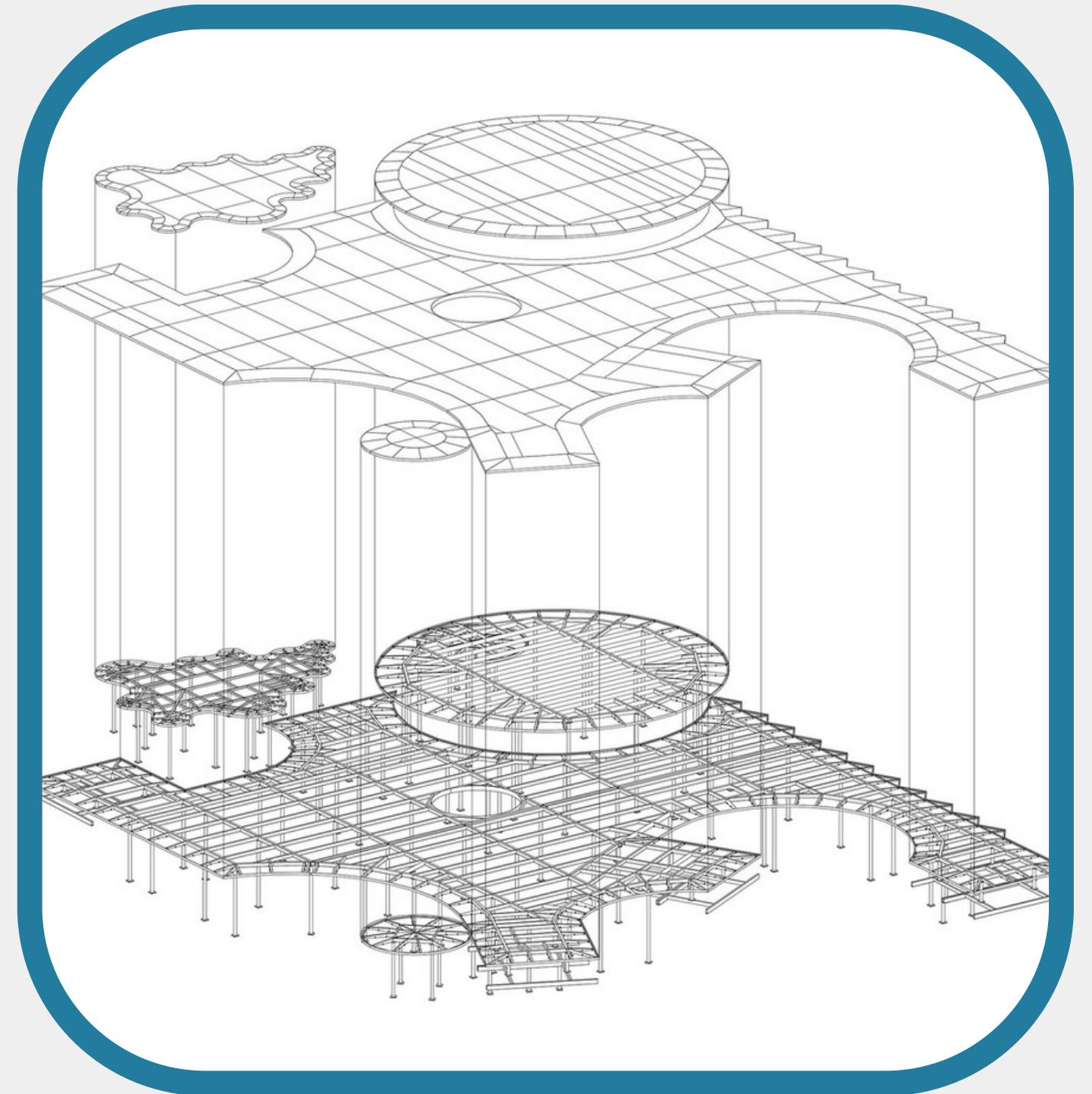


HOW IT'S INNOVATIVE

- **renaturalization & biodiversity**
 - “naturalistic green islands”
 - Plant life to attract birds & insects
 - Flower meadows and fruit trees
 - Rainwater from roof is retained in bowls and used to water the plants
 - The geometry of the structure was designed so the maximum amount of rainwater flows to the areas with plant life



FLOOR PLAN & ROOFING



BUBBLE DIAGRAM & PERCENTILES

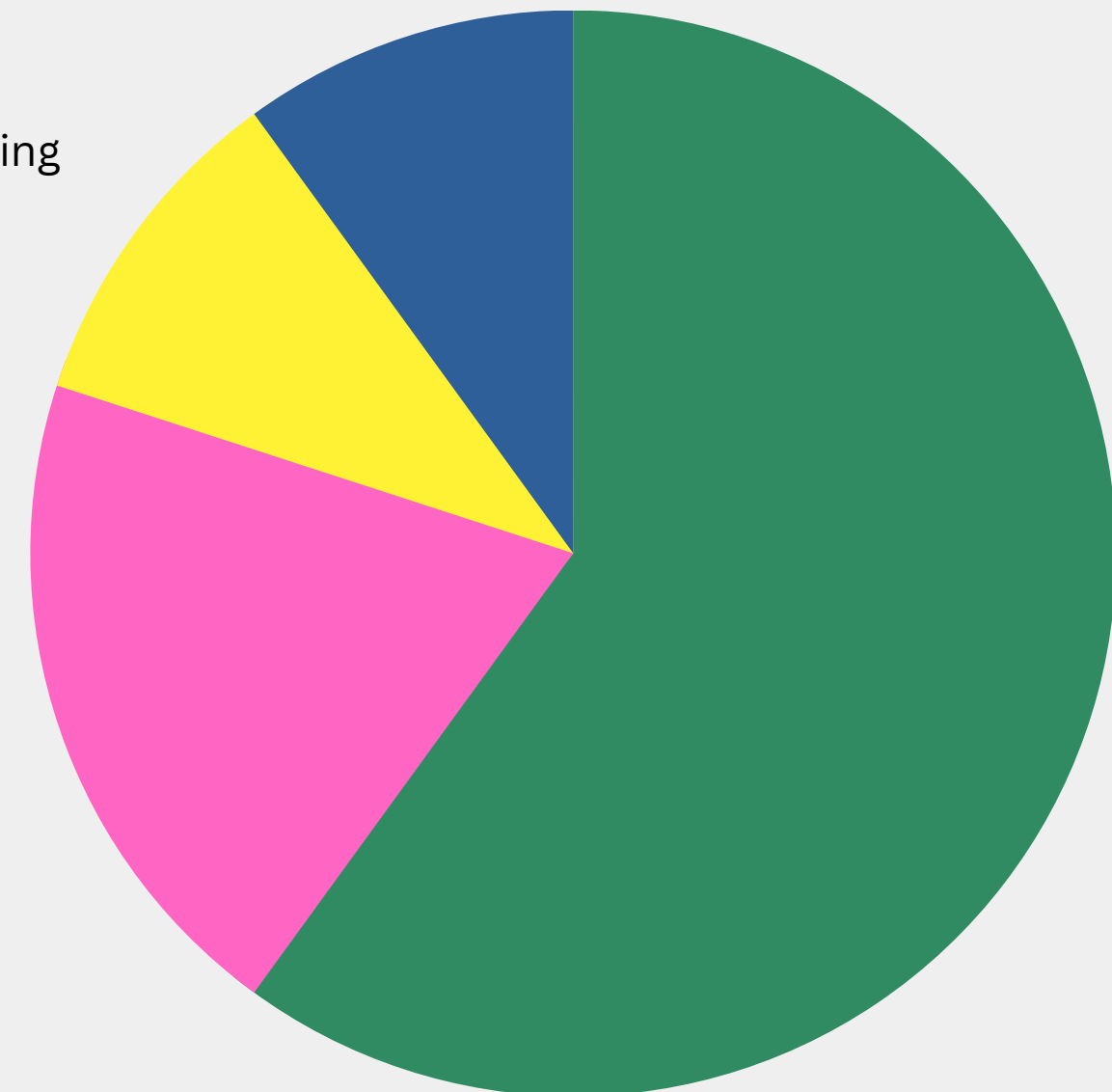


Vendor Truck Parking
10%

Vendor Tables
20%

Admin & Restrooms
10%

Greenspace
60%





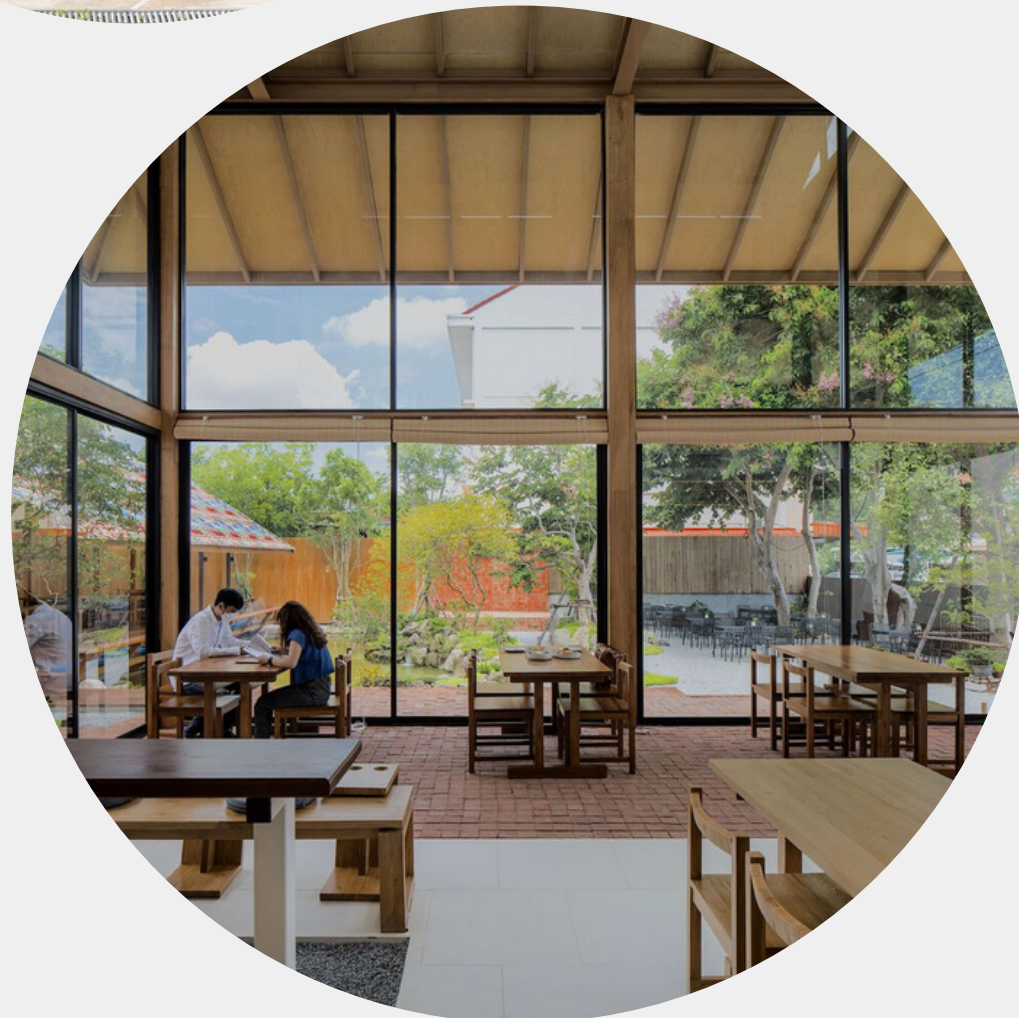
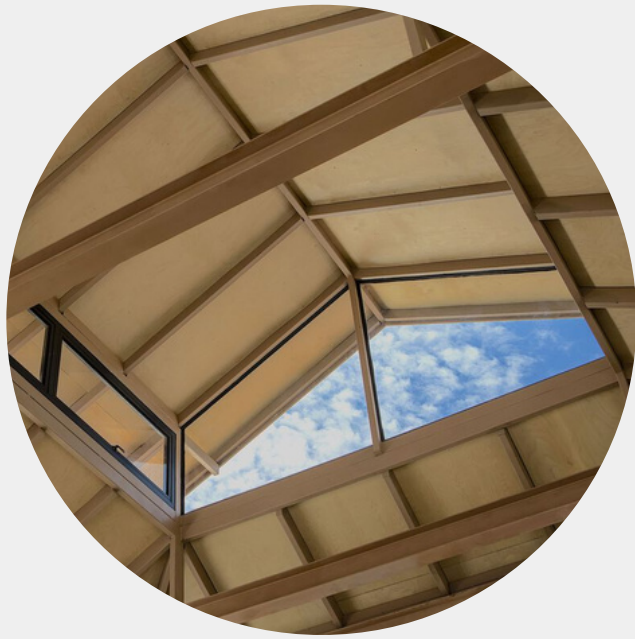
CHIRP CAFE

&

CHAT SPACE

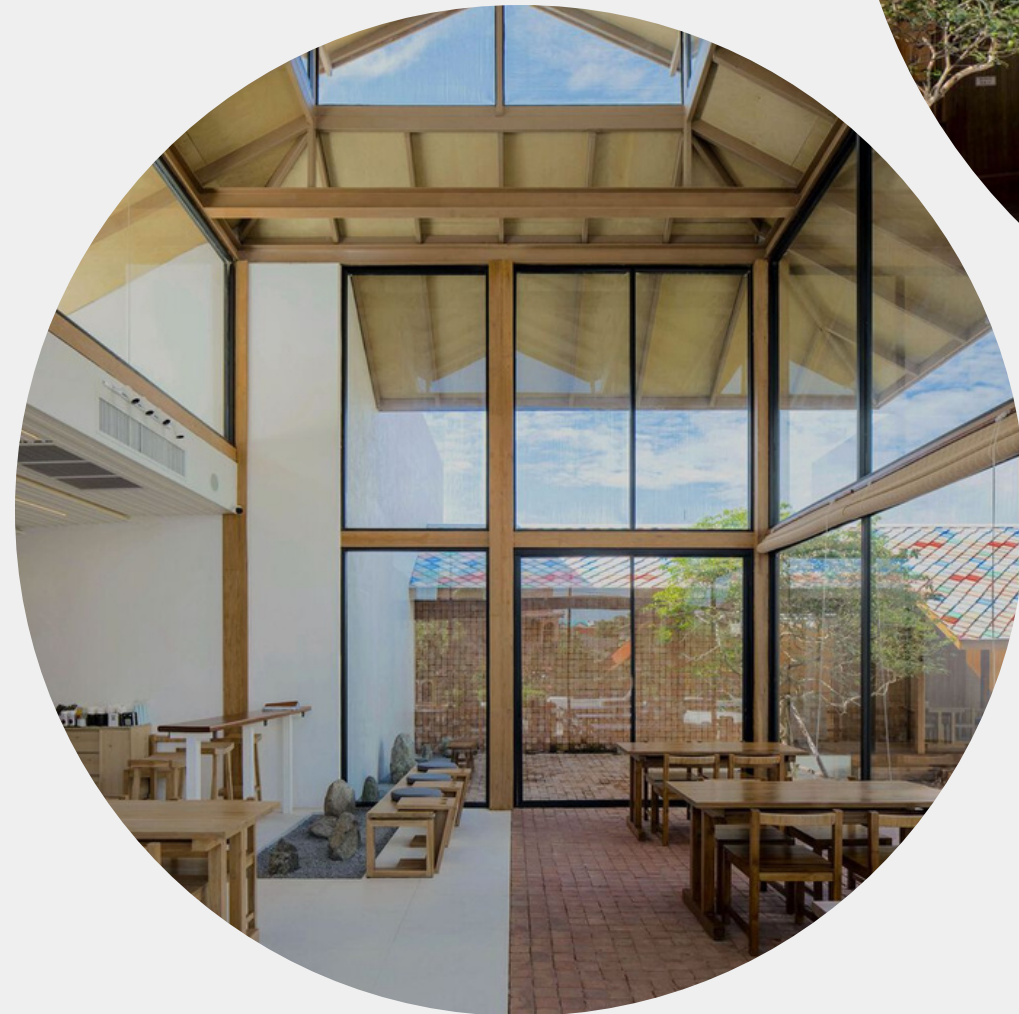
PHRA NAKHON SI AYUTTHAYA,
THAILAND

- FLAT12x
 - Lead Architect:
Julsamano Bhongsatiern
- 2022
- 3,230 SqF



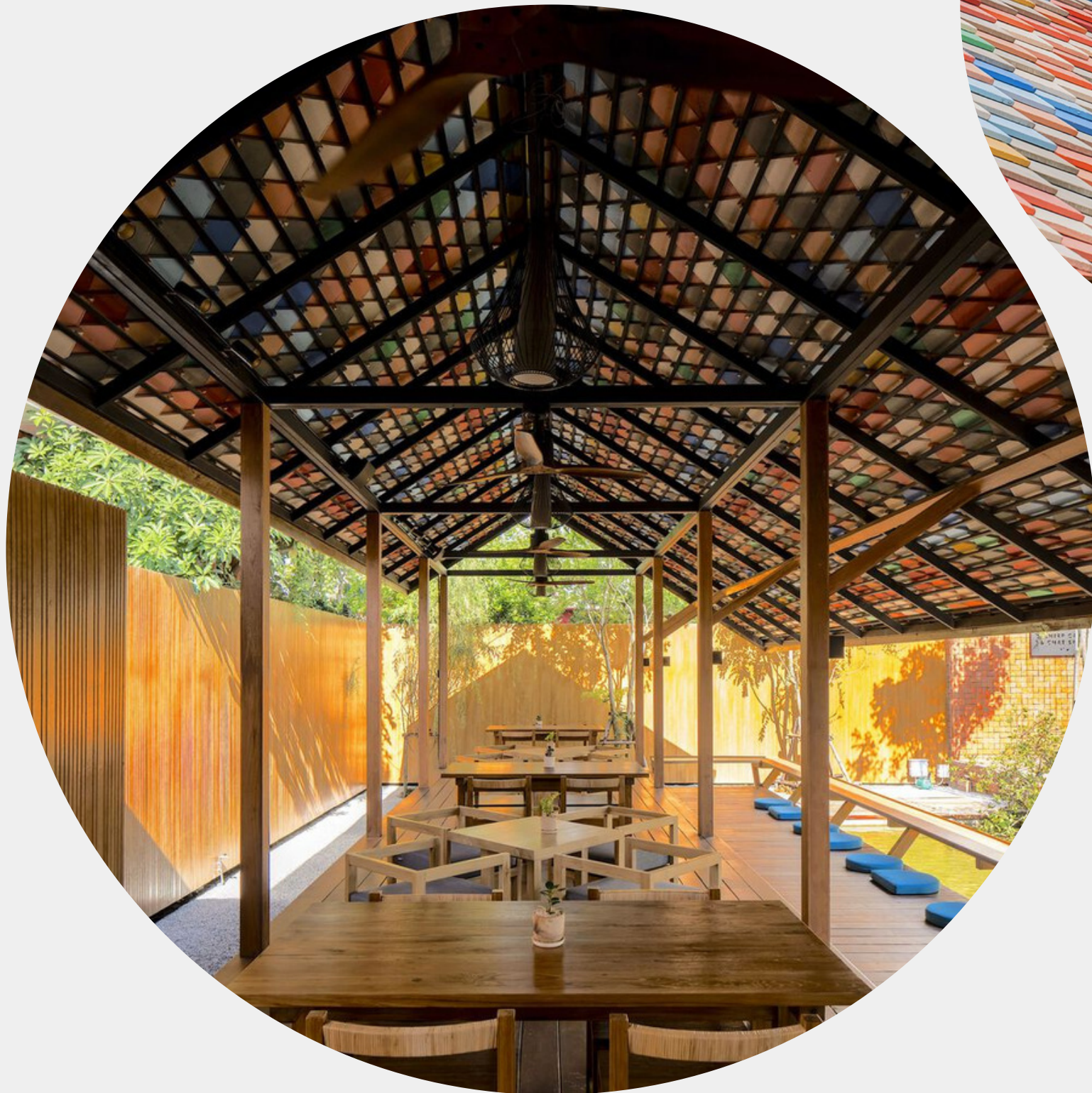
WHY I CHOSE THIS DESIGN

- Third space
- Building reuse
- Cultural ties
 - Located in the 2nd oldest city in Thailand
 - Residential area close to a significant Royal Temple
 - Structure use to be a house
- Connection between the buildings original purpose and new purpose



HOW IT'S INNOVATIVE

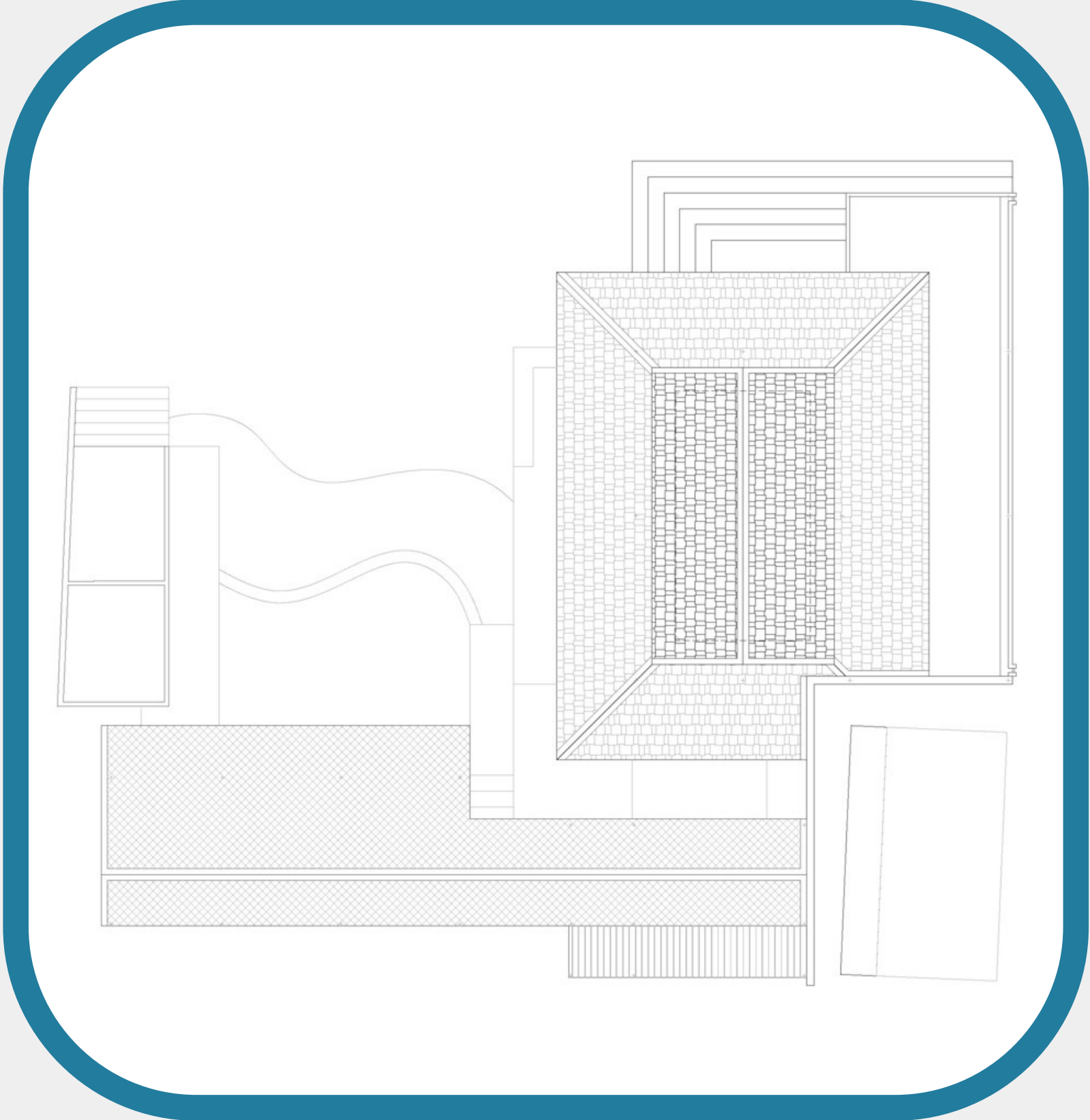
- “portrays ideas from the past” to show respect for the culture & history
 - Brick plinth was used to avoid flooding and protect the building from the surroundings
 - Common in structures from the ancient city
- Separate structure on property
 - Main building & terrace house
 - Reflects a traditional Thai terraced house
 - Serves similar use
 - Focus on original purpose of structure



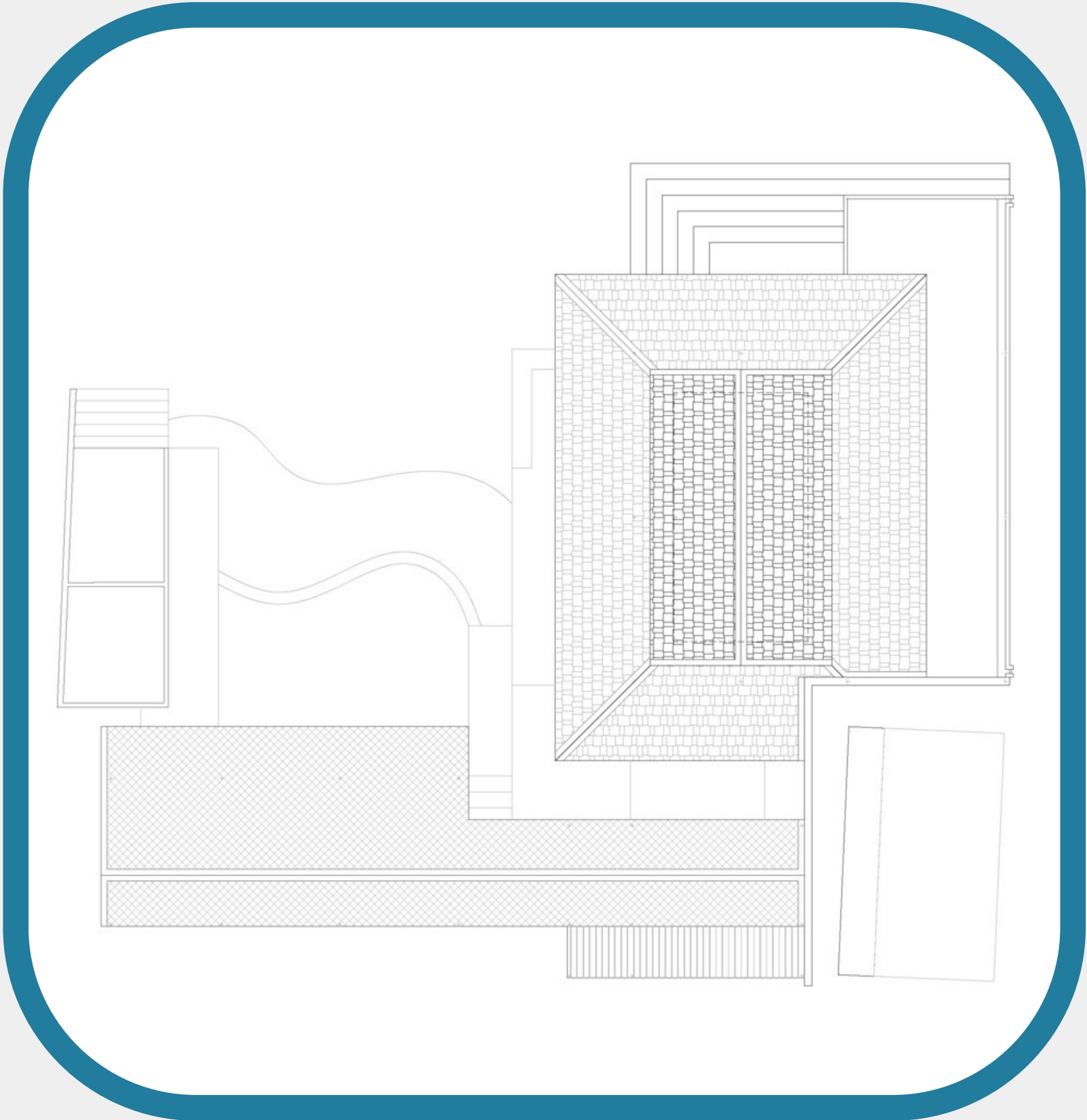
HOW IT'S INNOVATIVE

- Putting a modern twist on traditional color palette
 - Taking the traditional contrasting color palette of Thai culture and adding vibrant colors in a more muted palette
 - Chirp color palette resembles colors in the open air garden space on the property
- Roof of the terrace structure was painted to resemble traditional Thai weave patterns

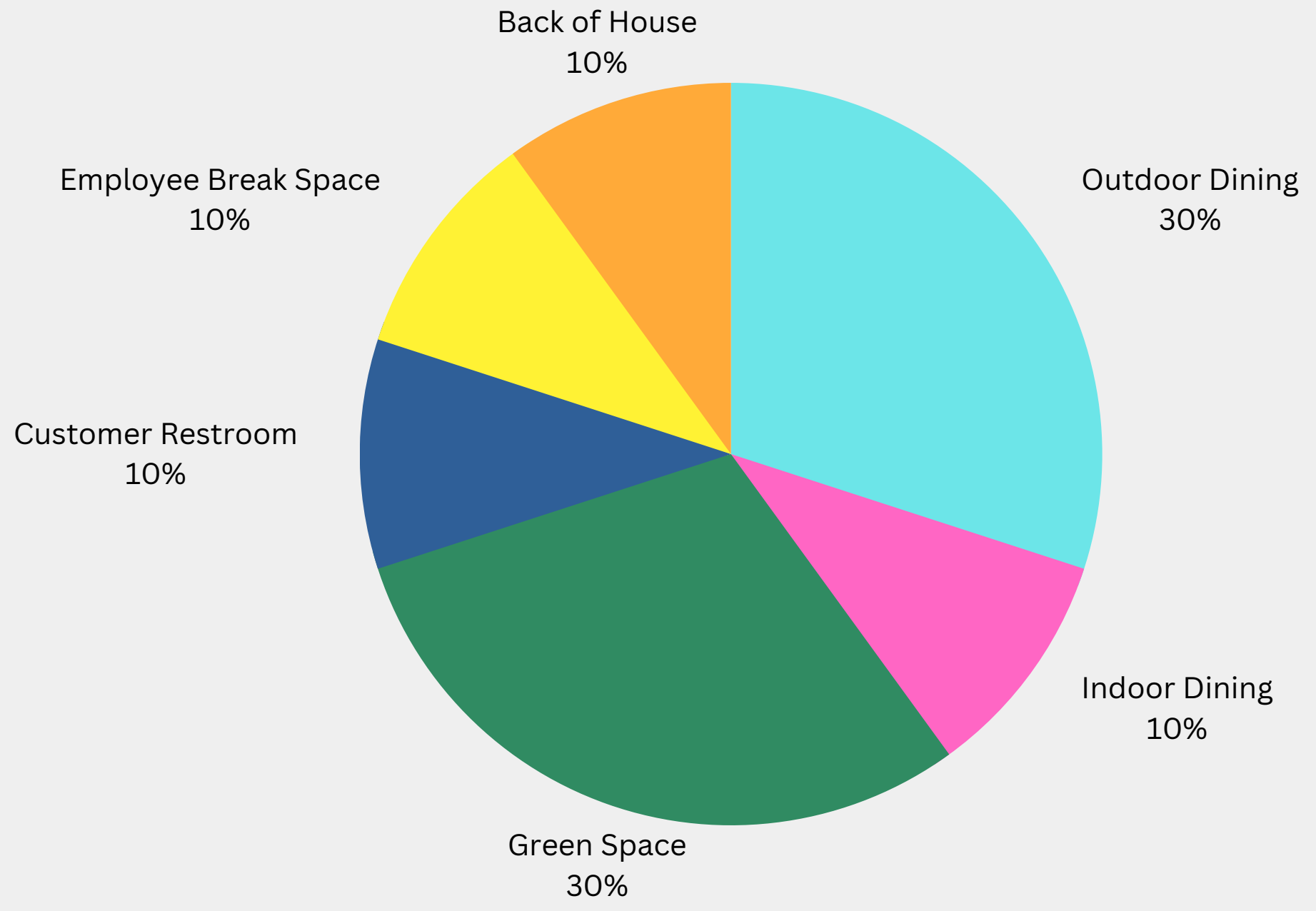
FLOOR PLAN & ROOFING



FLOOR PLAN & ROOFING



BLOCK DIAGRAM & PERCENTILES



PHASE 3



ENGINE HOUSE 10:OCCUPANCY

- 8,054 SqF
 - 4,027 SqF per floor
- Occupancy Classification Code
 - Business (Group B)
 - Section 304
- Occupancy Load Factor:
 - Business: 100 ft² per person gross
- Occupancy Load Limit:
 - Business: 80.54
- Construction Type: B3



ENGINE HOUSE

10:CODES

- Restroom: 1 per 25 people/gender
 - at least 1 ADA per gender RR
- Emergency Travel Distance (Max.)
 - 44.5ft
 - Empty building
 - what I have right now
 - 300ft
 - Code for finished Business
 - Dead End Code: 20ft
- Fire Resistance Ratings
 - 2Hr walls
- Fire Extinguishers
 - 75' radius

SPATIAL REQUIREMENTS

3 MAIN CATEGORIES

Market

- **Fresh Produce**
 - Display+Storage
- **Ready-Made Food**
 - Display
 - Prep+Storage
- **Checkout**
 - Display+Bags/Boxes
 - Register+Menu
 - Order Counter
- **Employee Break Space**
 - Personal Storage
 - Kitchenette

Basics

- **Restroom(s)**
- **Elevator**
- **Stairs**

Third Space

- **Tables+Chairs**
 - Dine-In Area
- **Lounge Area**
 - Sofas+Chairs
- **Community Corner/Board**
 - Events+Activities
 - Resources
- **Access to Charge Points**
- **TV/Media**
 - Games
 - Private room(s)?

ELEVATOR, STAIRS, & DOORS

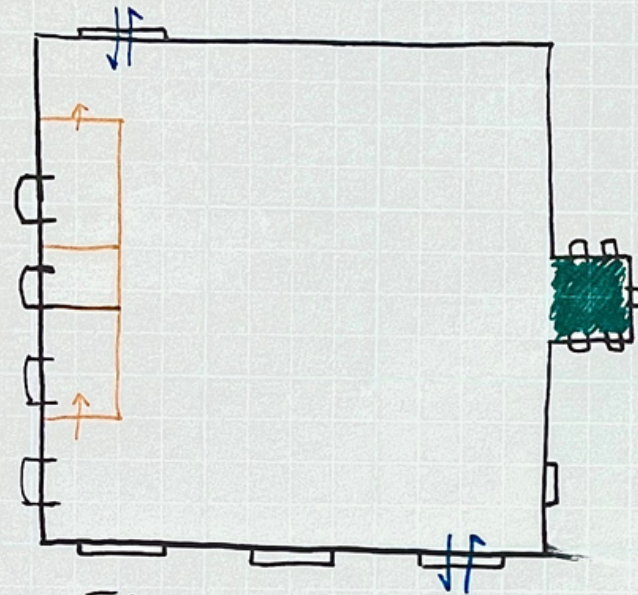
Elevator: ■

Stairs: ■

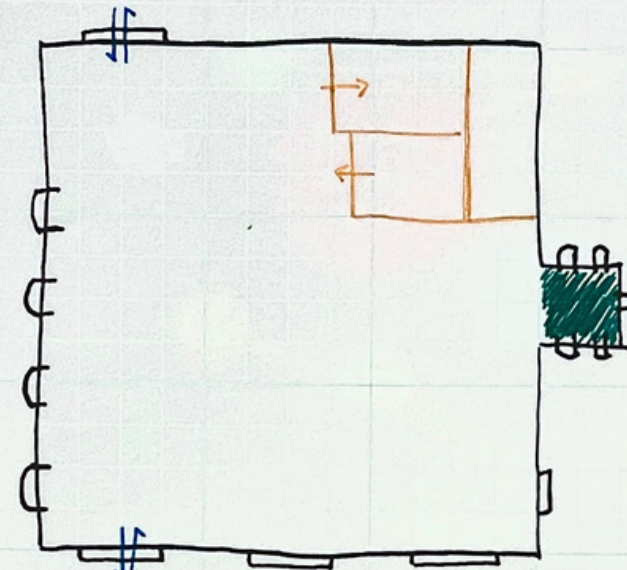
Entry/Exit: ■

⌌ = window

— : doors



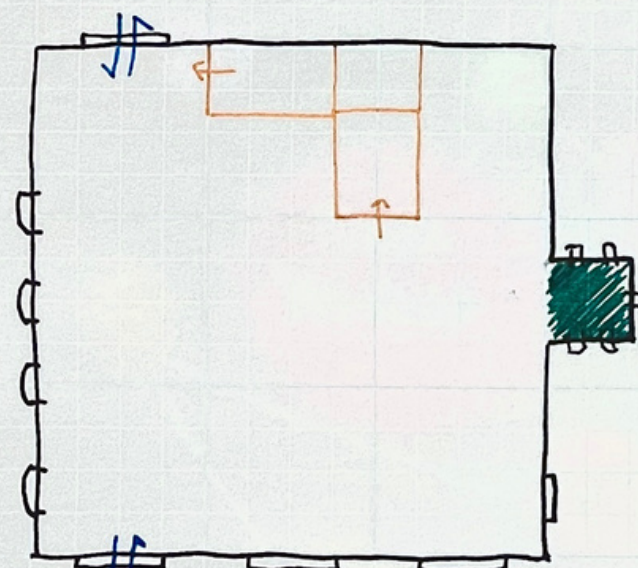
F1: option 1



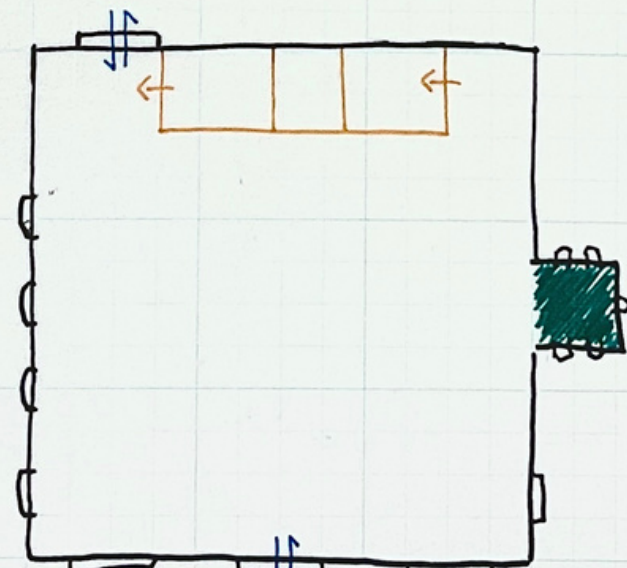
F1: option 2



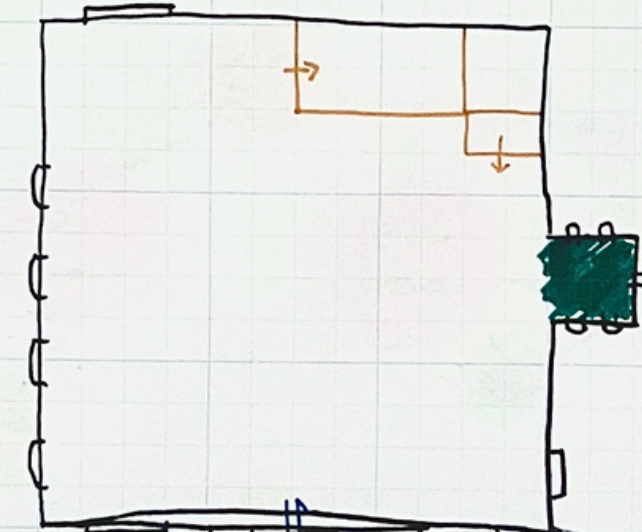
F1: option 3



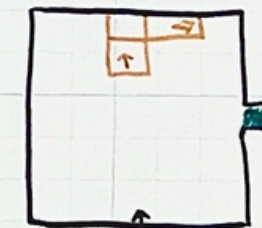
F1: option 4



F1: option 5

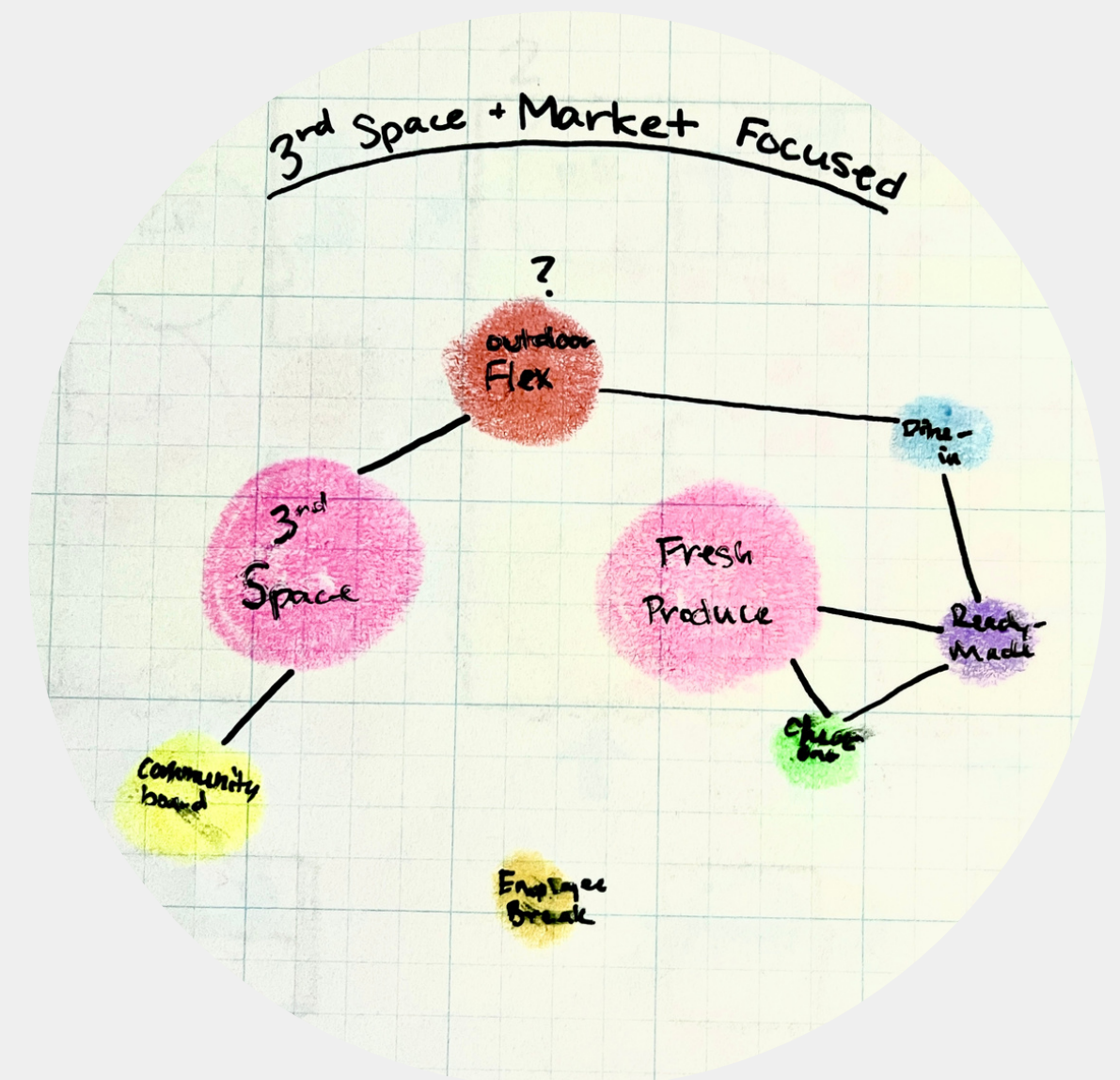
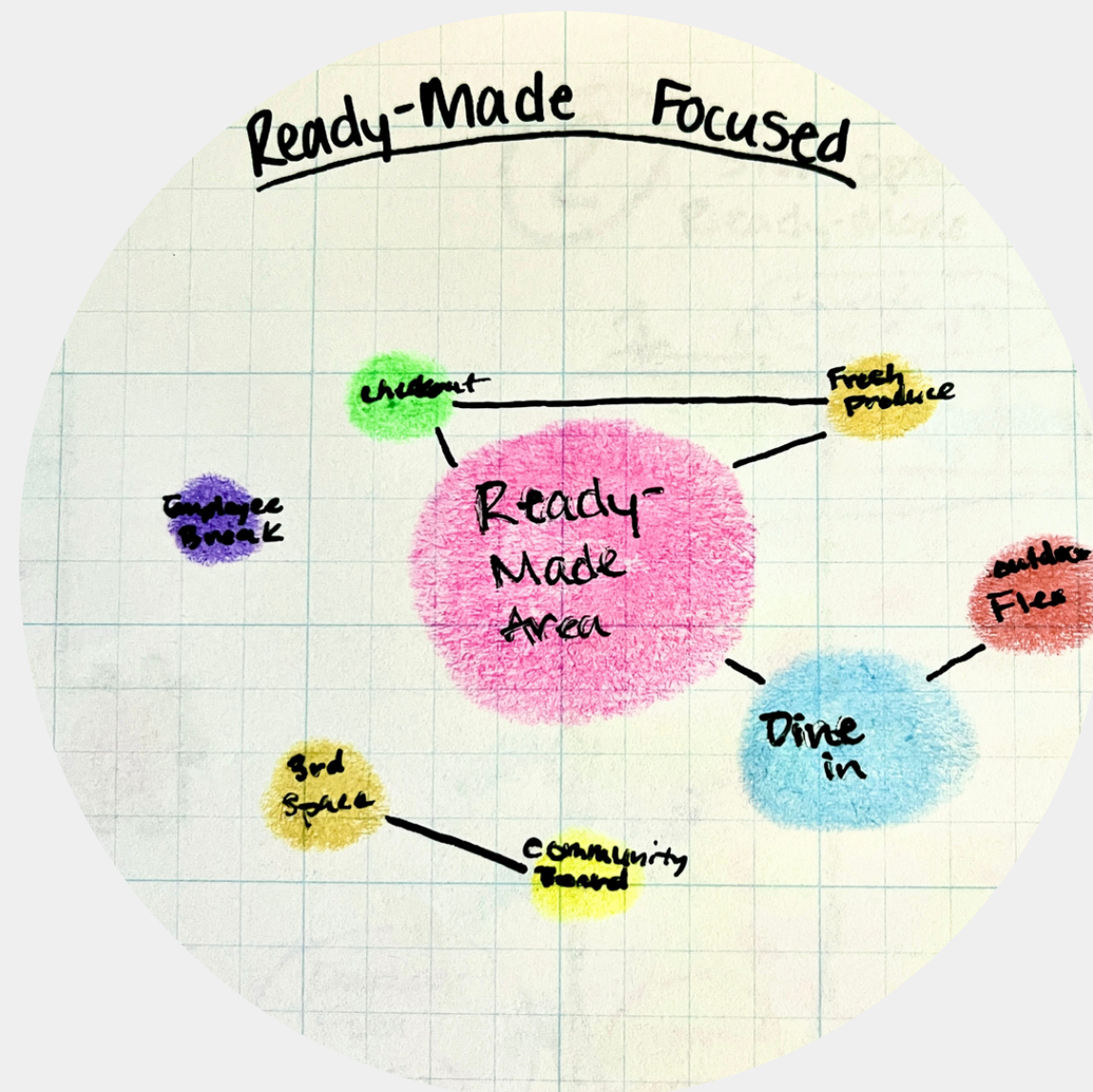
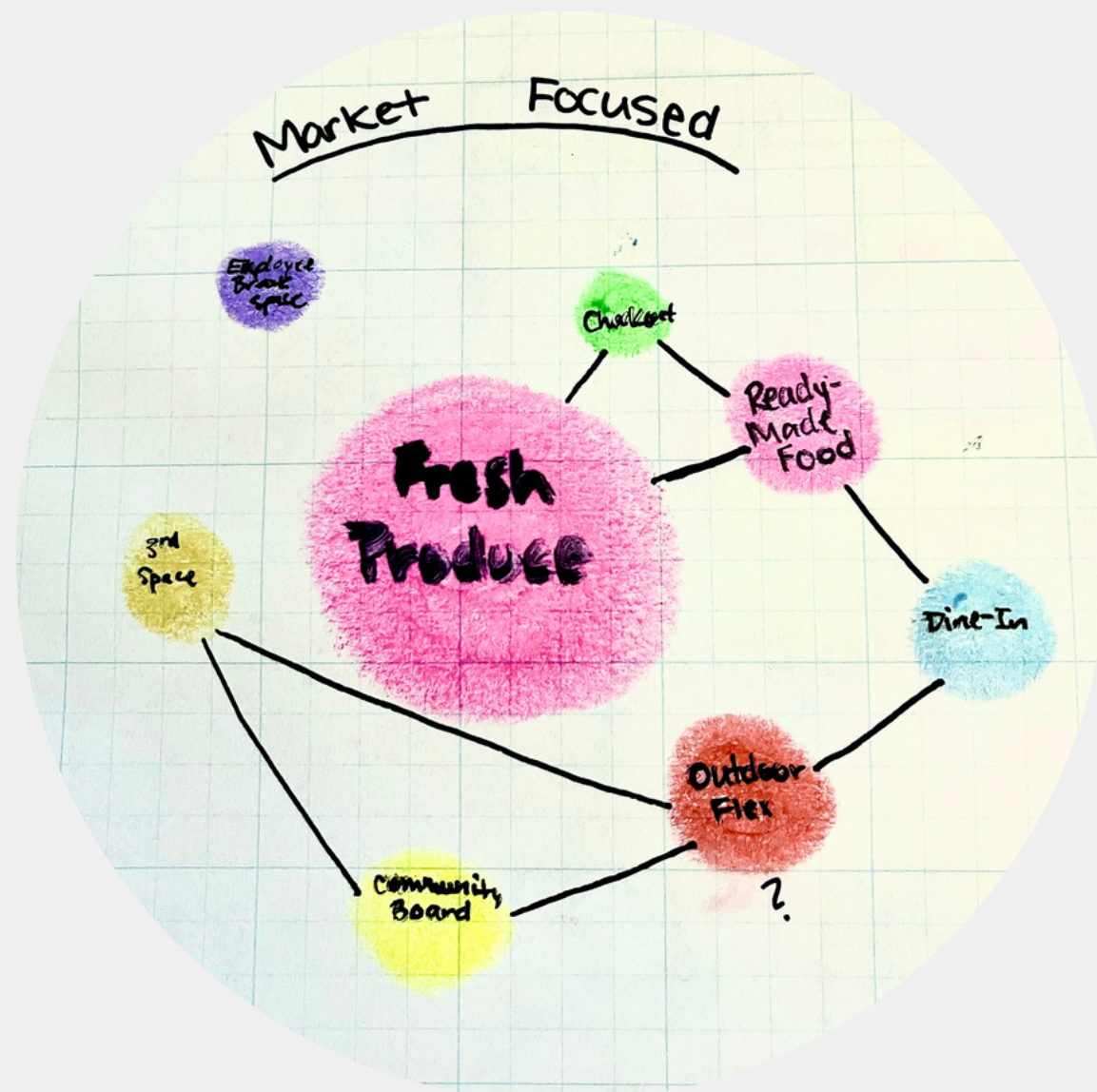


F1: option 6

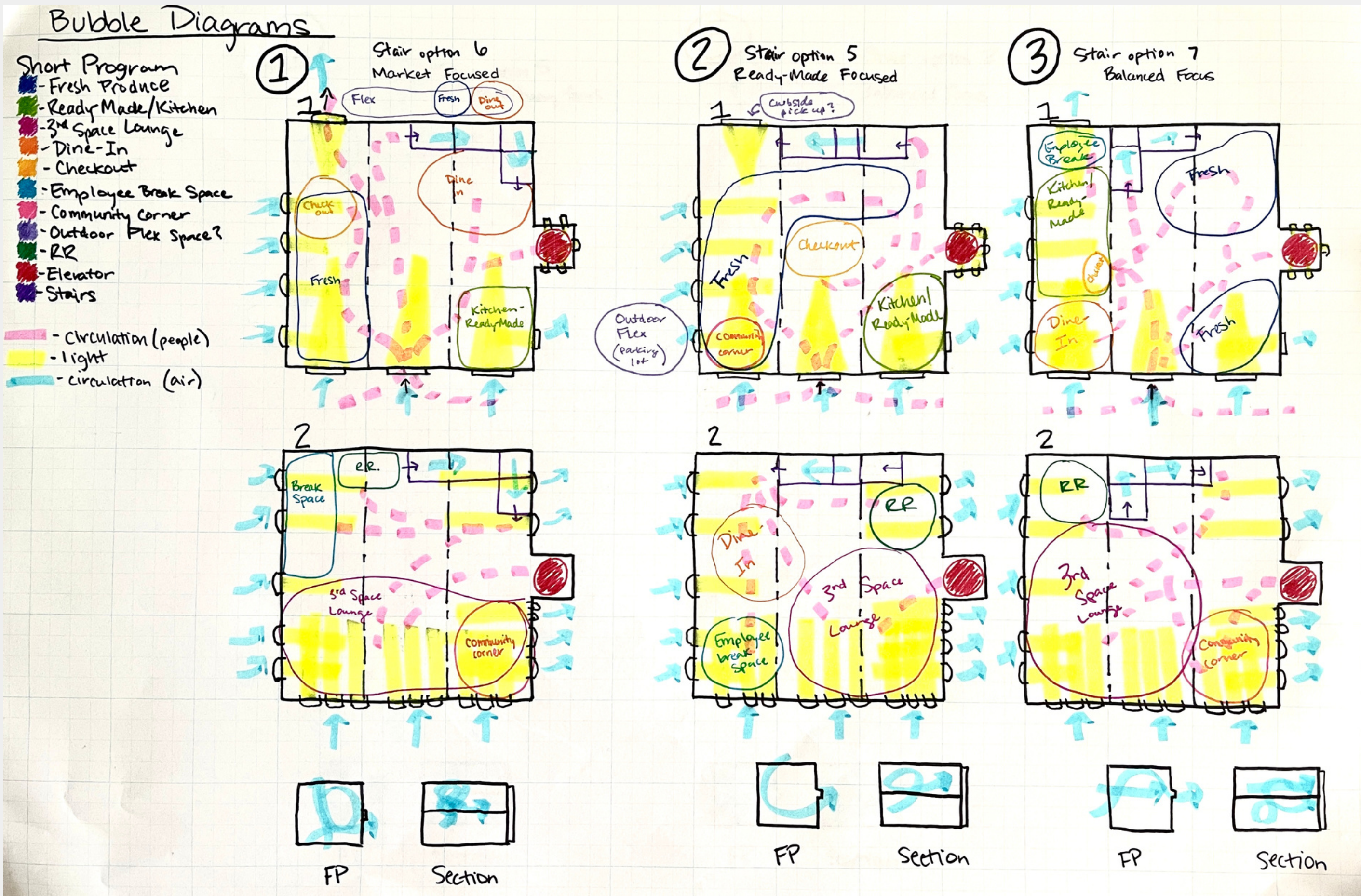


F1: option 7

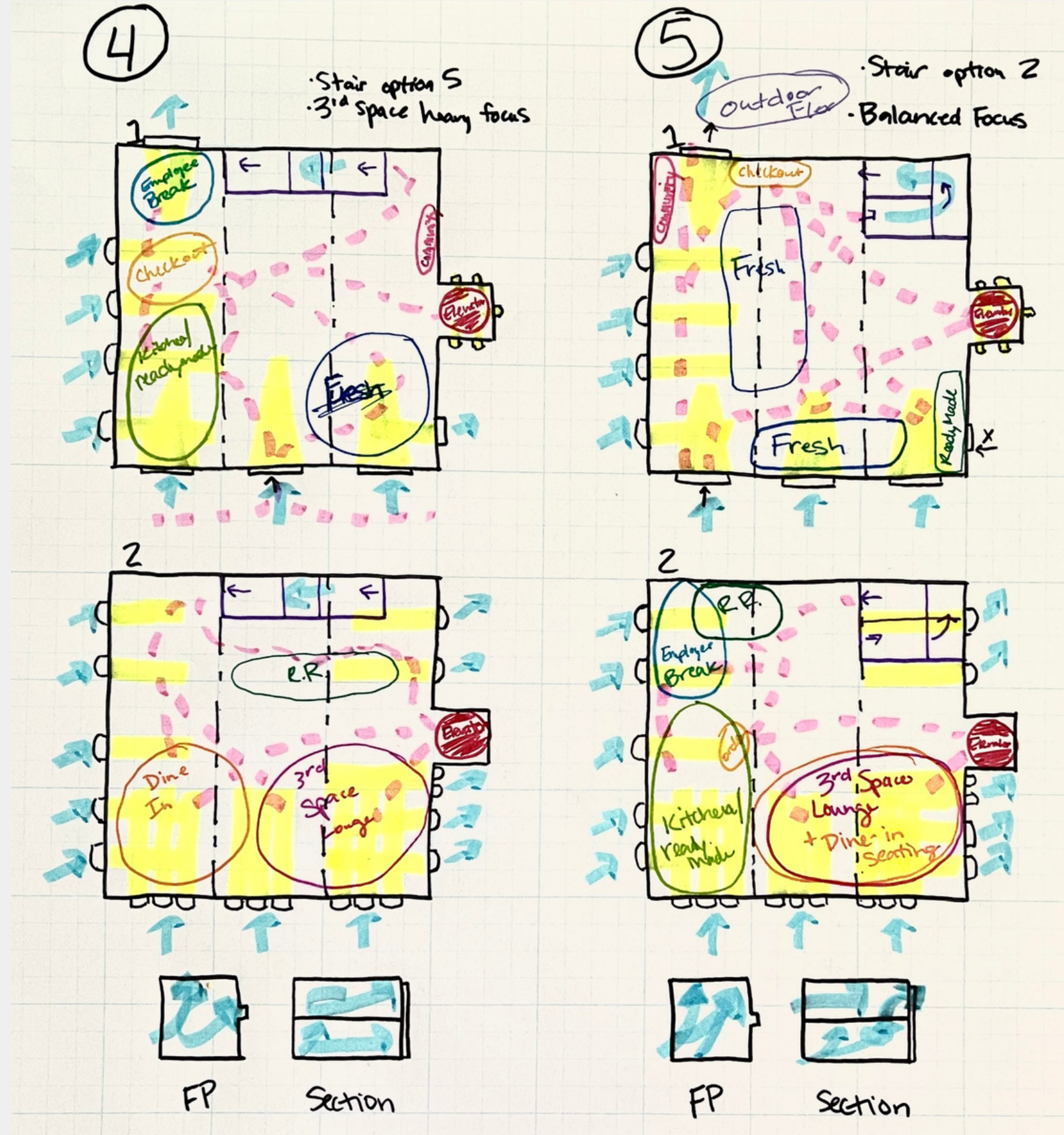
ADJACENCY BUBBLE DIAGRAMS



BUBBLE DIAGRAMS

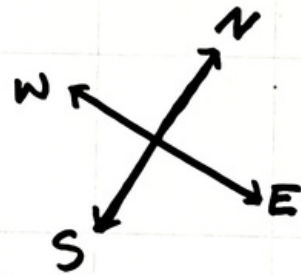
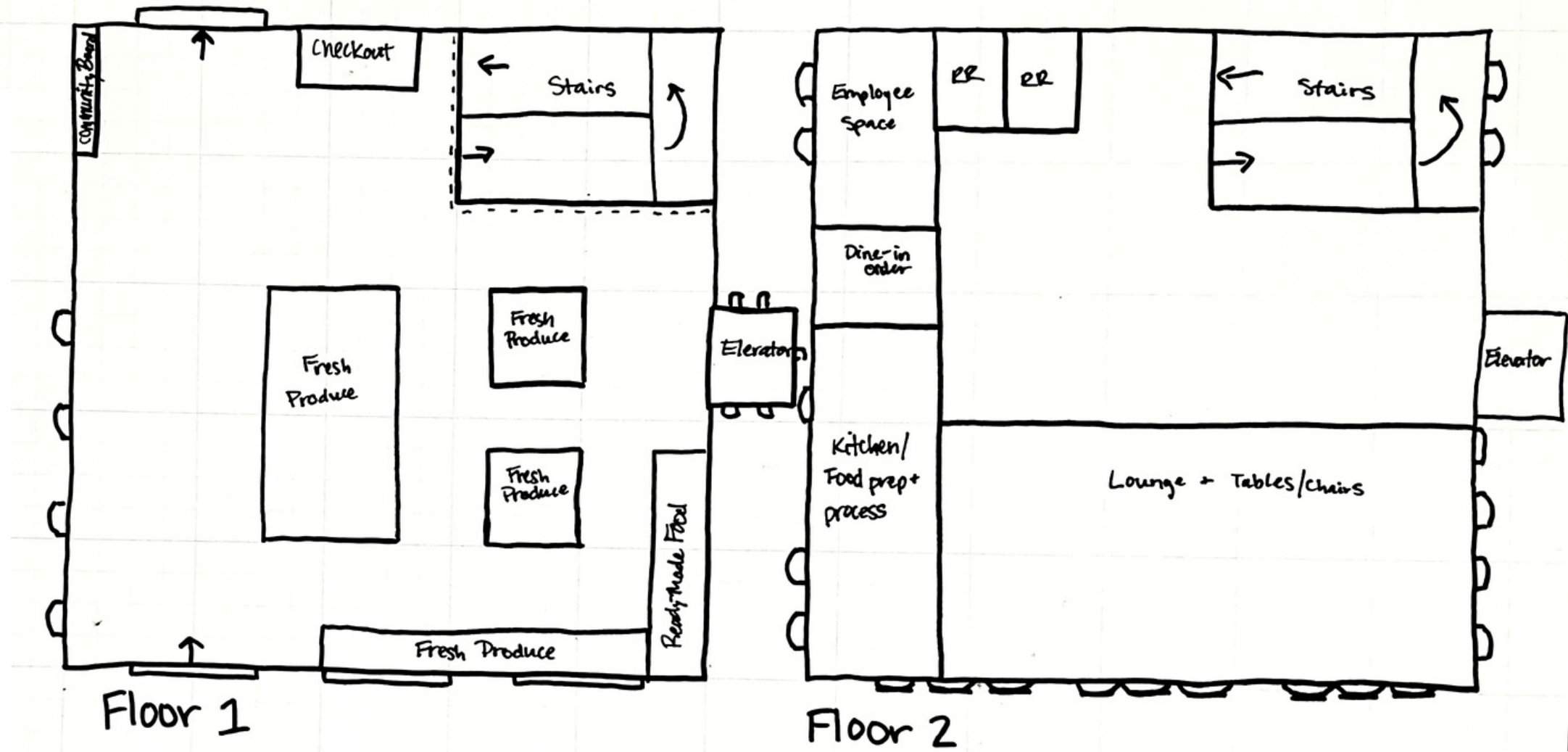


BUBBLE DIAGRAMS



BLOCK DIAGRAM

- Bubble Diagram #5





USER TYPES

- Cashier/Stock
- Kitchen/Food Prep
- 3rd Space Guest
- Market Shopper
- Ready-made/dine in guest

PHASE 4

DESIGN GOALS

- **To create a stronger sense of community in Franklinton**
 - providing employment
 - creating a gathering space for casual hangouts
- **To improve the health & wellbeing of Franklinton**
 - offering locally sourced produce and readymade food options
 - creating a stress free environment
 - using nature as a way of healing

HUMAN-NATURE CONNECTION

This concept emphasizes sustainability, locally-sourced products, and a strong connection to the community. Visitors have a variety of handmade, eco-friendly goods, and can learn about the origins of their purchases, fostering a sense of connection to the environment and the people behind the products. The market promotes a down-to-earth and grounded lifestyle centered around responsible consumption and community support.



TRANSFORMATION





NATURAL



HONEST



VIBRANT



FRESH



VP BOARD

Base Colors



Water

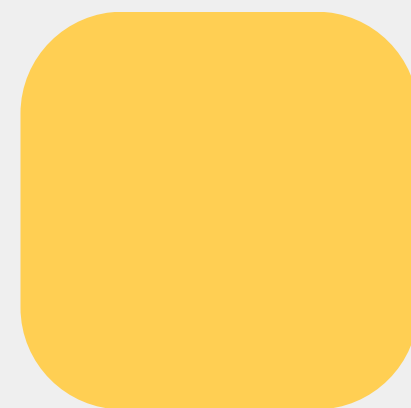


Vegetation



Earth

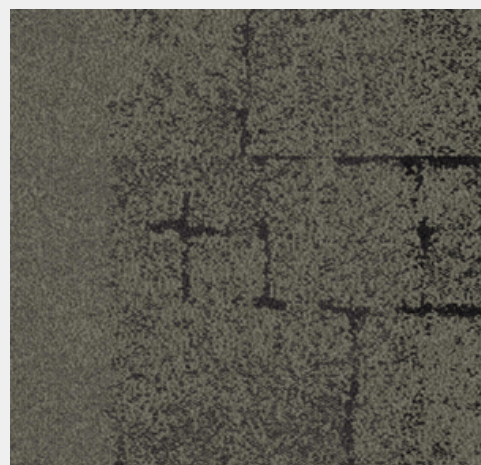
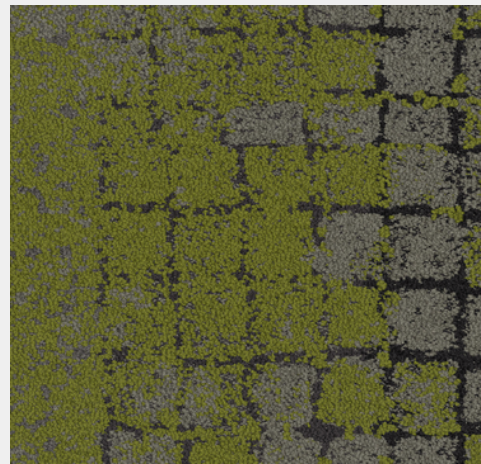
Vibrant Accents



MATERIALS

Earth

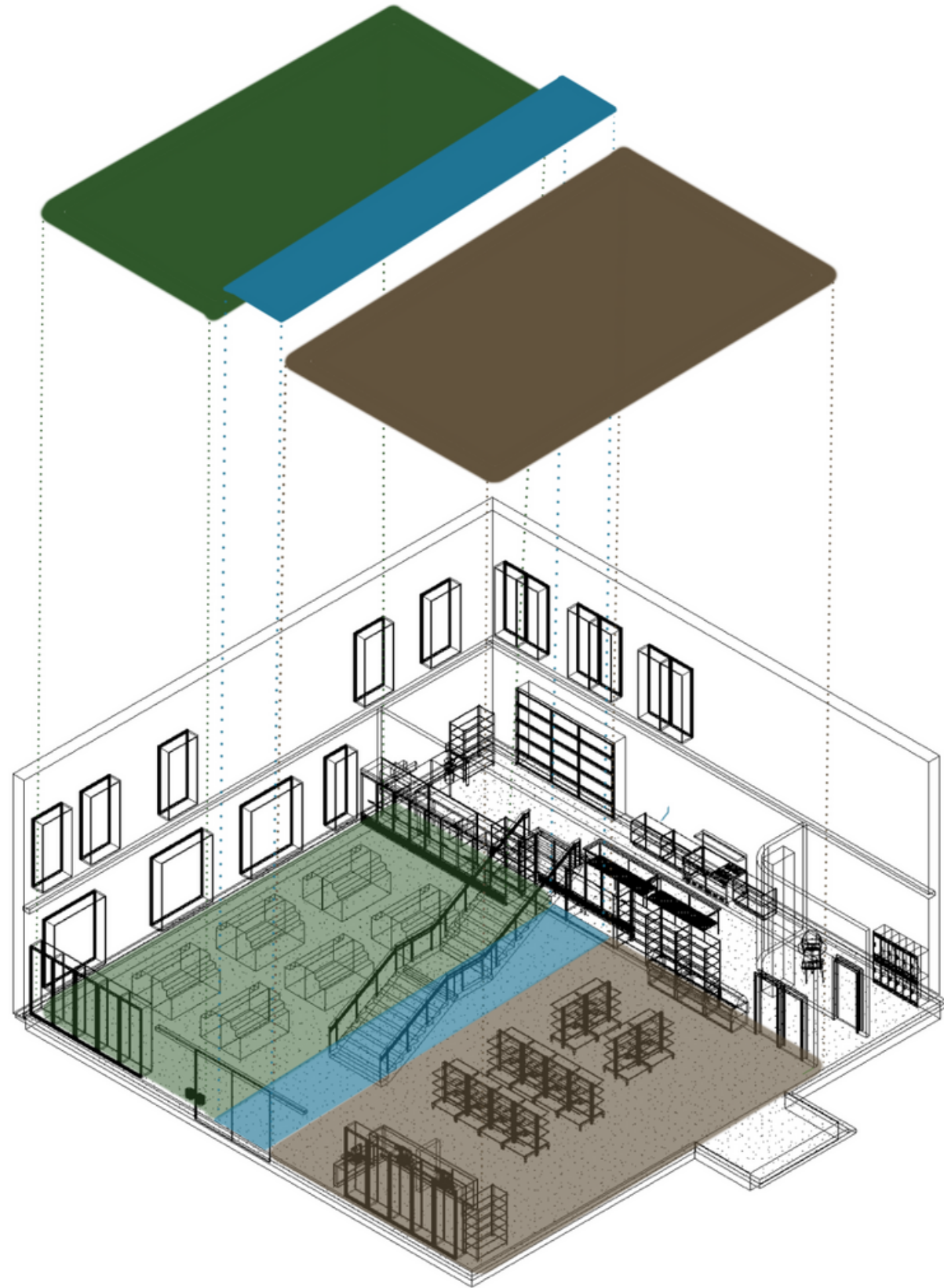
Wallpaper made with real floral



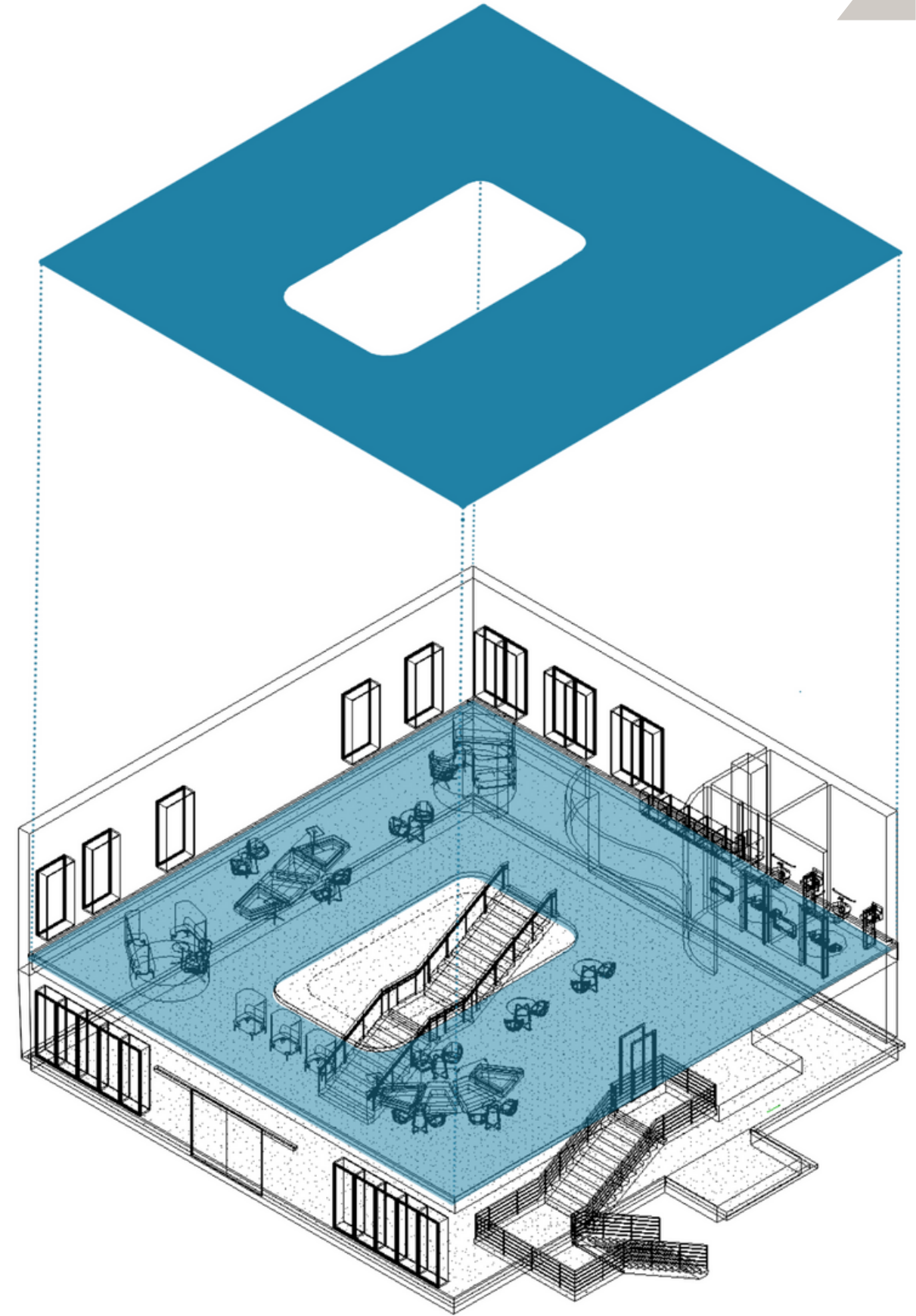
ZONE DIAGRAMS

- Earth
- Vegetation
- Water

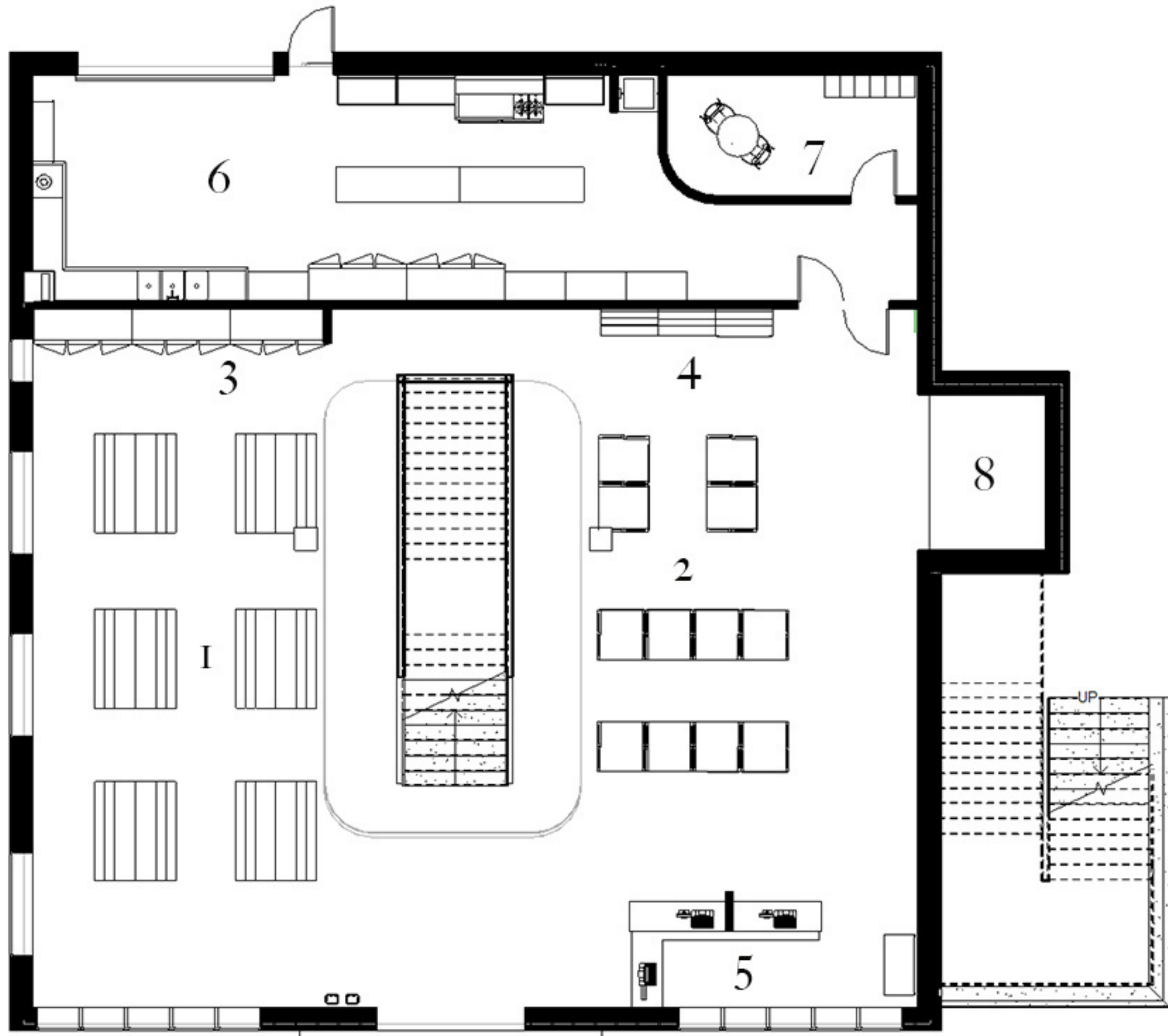
1



2



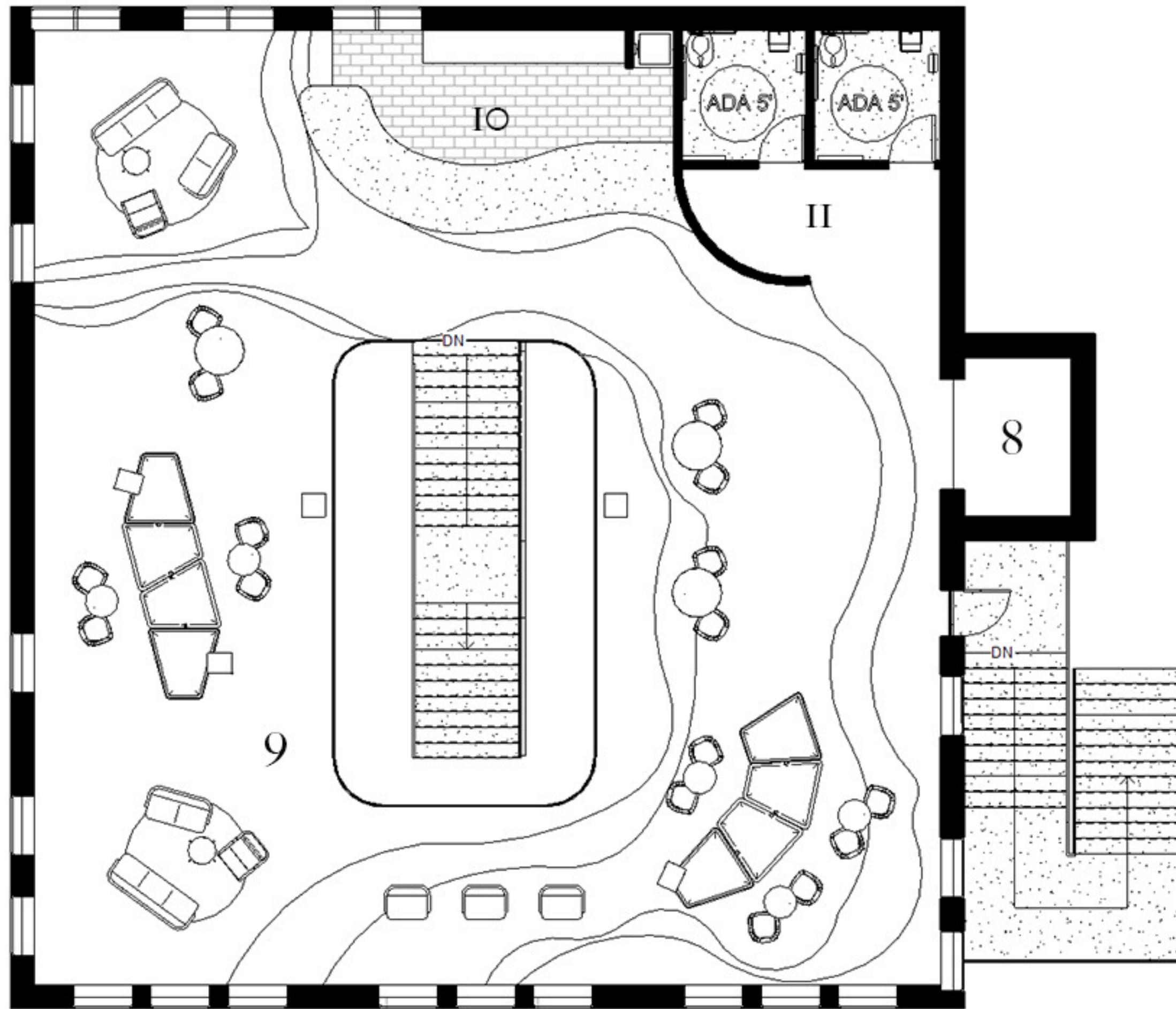
- Key:
- 1: Produce
 - 2: Dry Goods
 - 3: Refrigerated
 - 4: Ready-Made
 - 5: Chekout
 - 6: Processing
 - 7: Break Room
 - 8: Elevator



Level I



Key:
8: Elevator
9: Flex Space
10: Cafe' Order
11: Restrooms

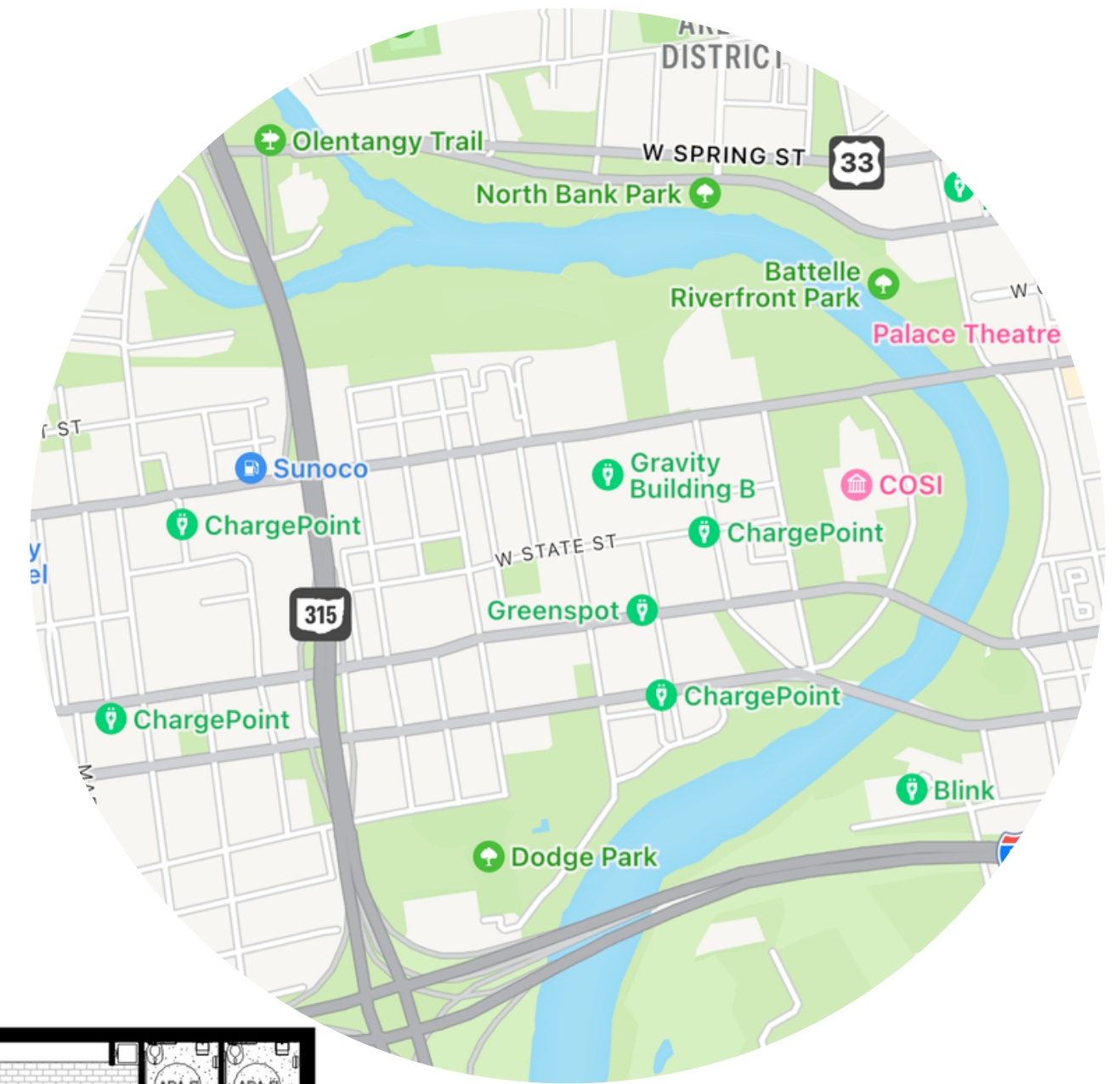


Level 2



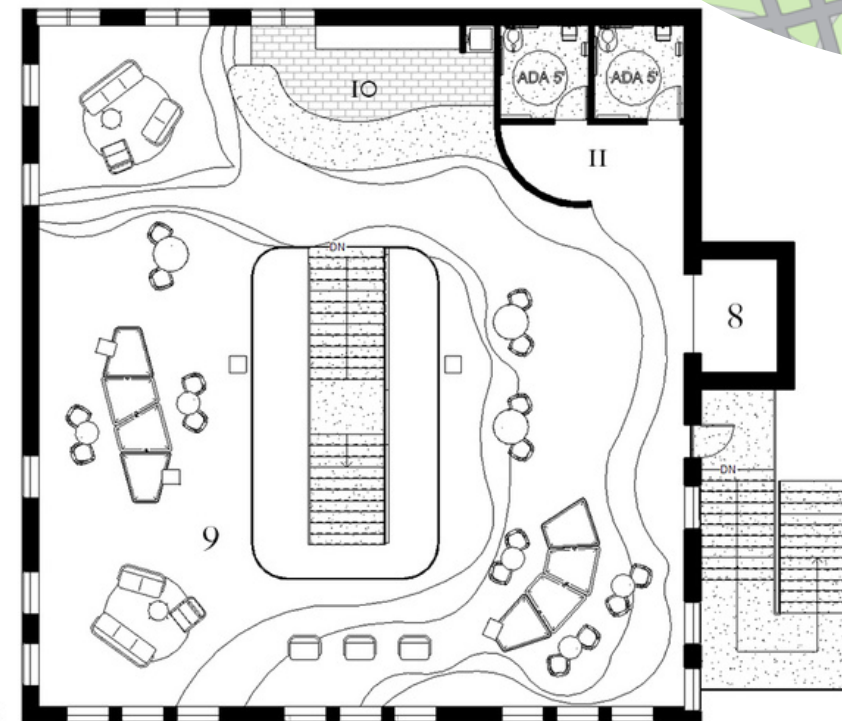
LEVEL 2 FLOORING

Level 2 of the space focuses on the element of water. To further express this idea in a less obvious way, a custom flooring pattern was added throughout that mimics the shape of the Olentangy River. Franklinton is located on the west side of the river just inside the curve. This unique feature is a nudge to Franklinton and the community members that gather in the 3rd space.



Key:
8: Elevator
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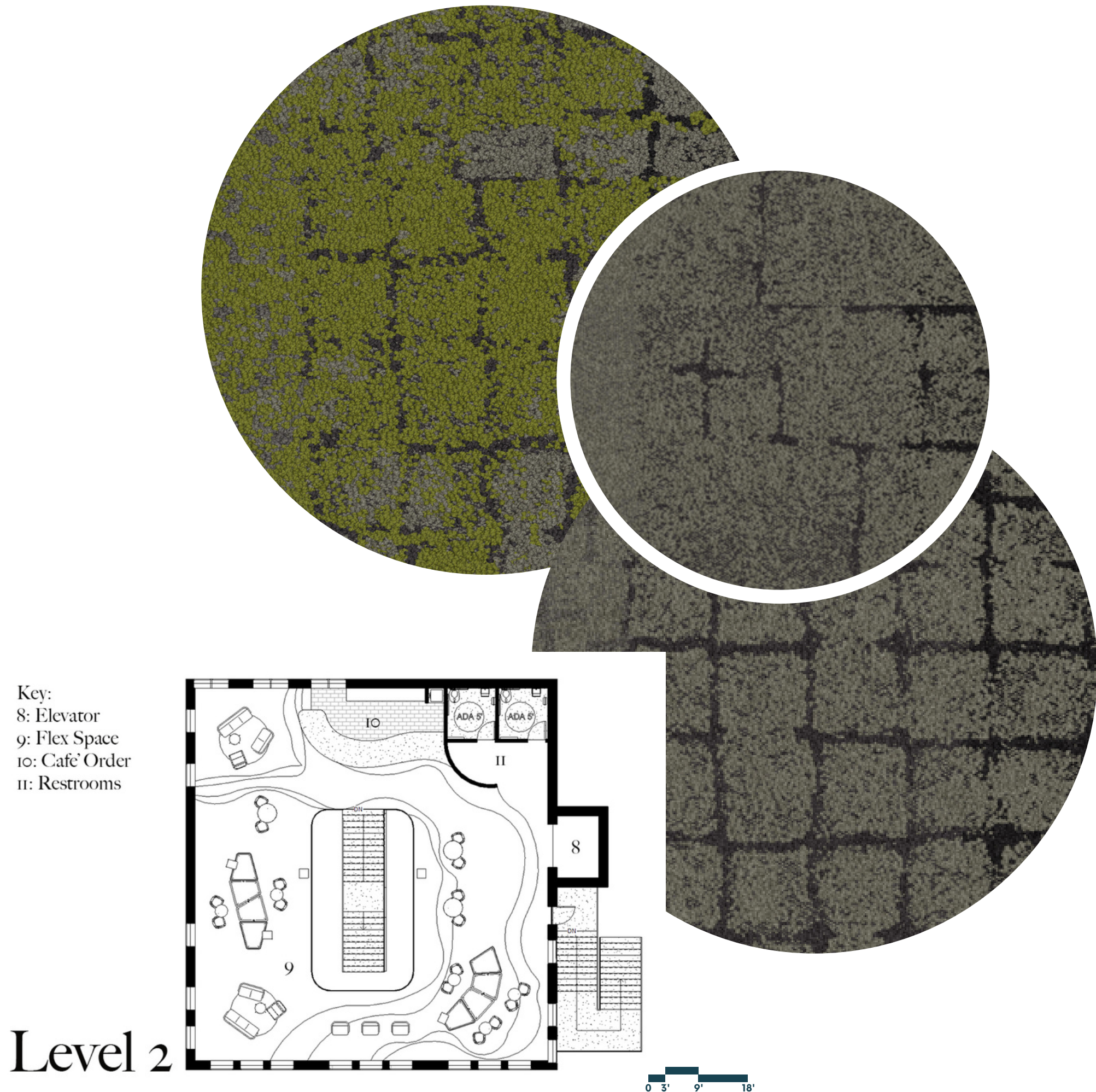
Level 2



0 3' 9' 18'

LEVEL 2 FLOORING

The material used on the floor is an Interface tufted pattern loop carpet tile from the collection called "Human Connections." In this collection, there is a variety of patterns ranging from the look of very mossy to no moss. The intention is to use very mossy tiles inside the shape of the river and less mossy/no moss outside of the river shape. The tiles outside of the river shape will have grid patterns that mimic the community of Franklinton.



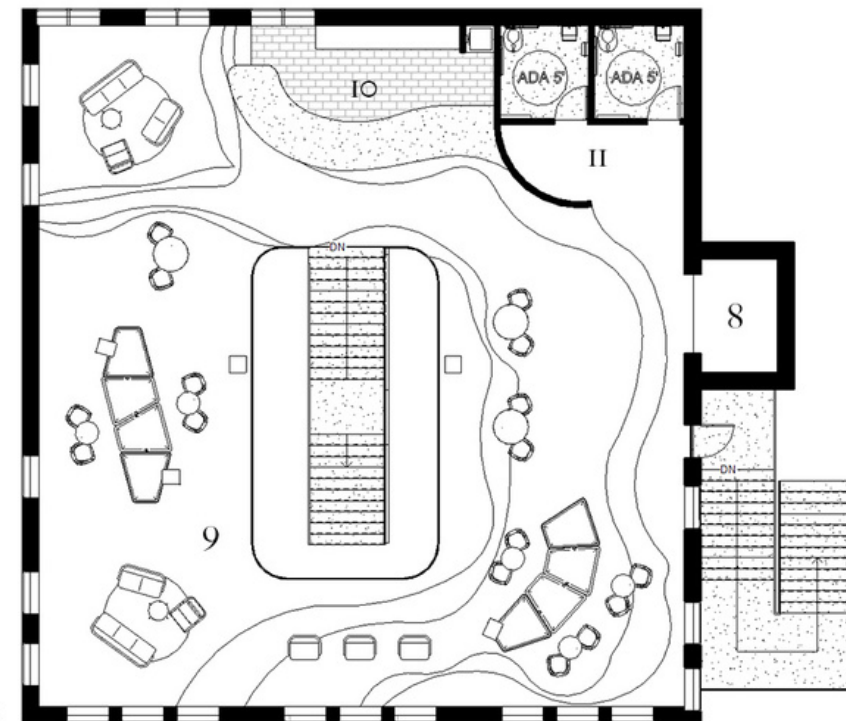
STAIRS

The intention of the stair design is to contrast the entire space and divide. Made of steel and featuring a linear pattern, the stairs are intended to mimic the railway that splits Franklinton. The west and east sides of Franklinton are perceived very differently. This market is located in central Franklinton and will be a place where all members of the community can buy fresh foods and gather.



Key:
8: Elevator
9: Flex Space
10: Cafe Order
11: Restrooms

Level 2



0 3' 9' 18'

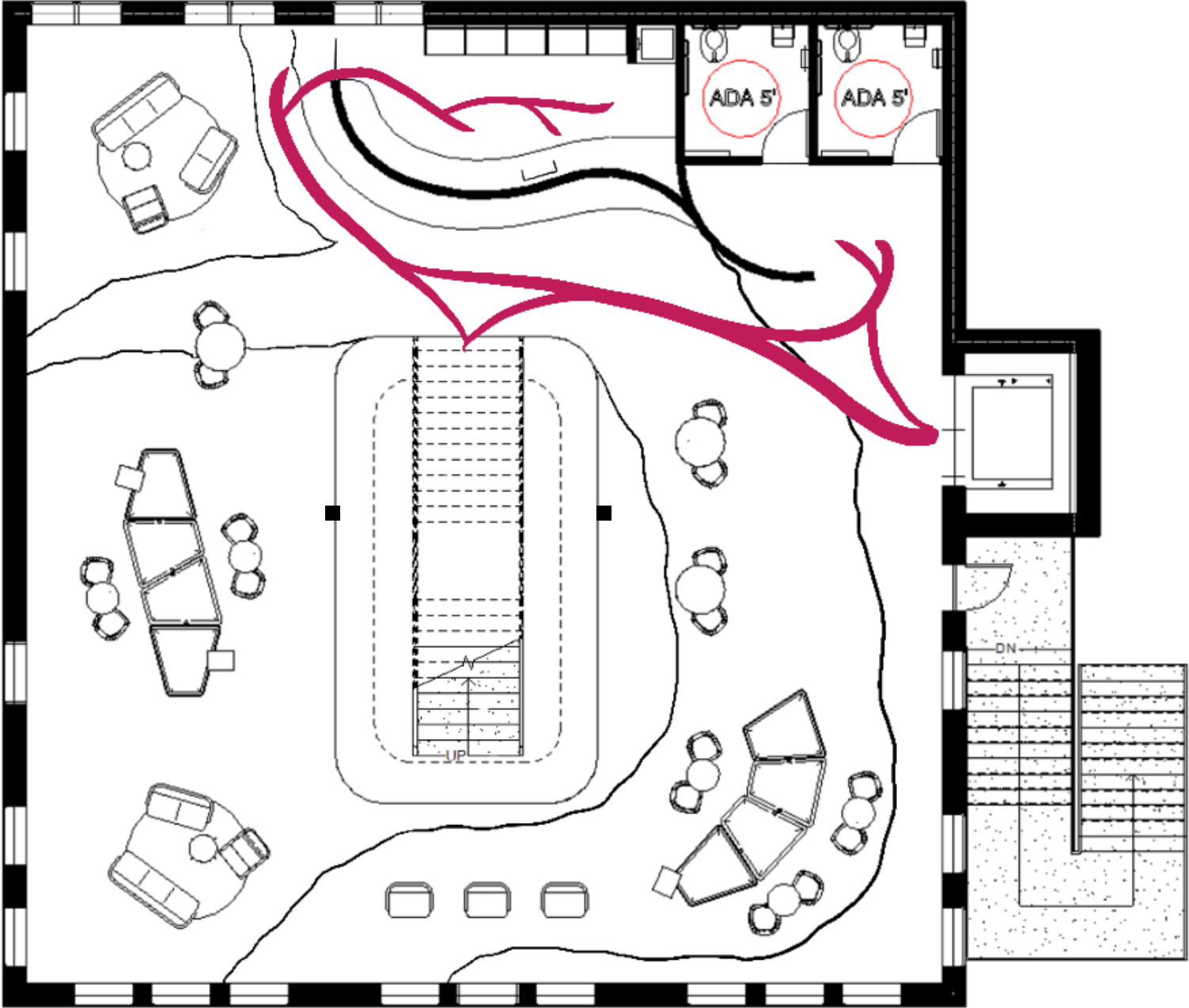
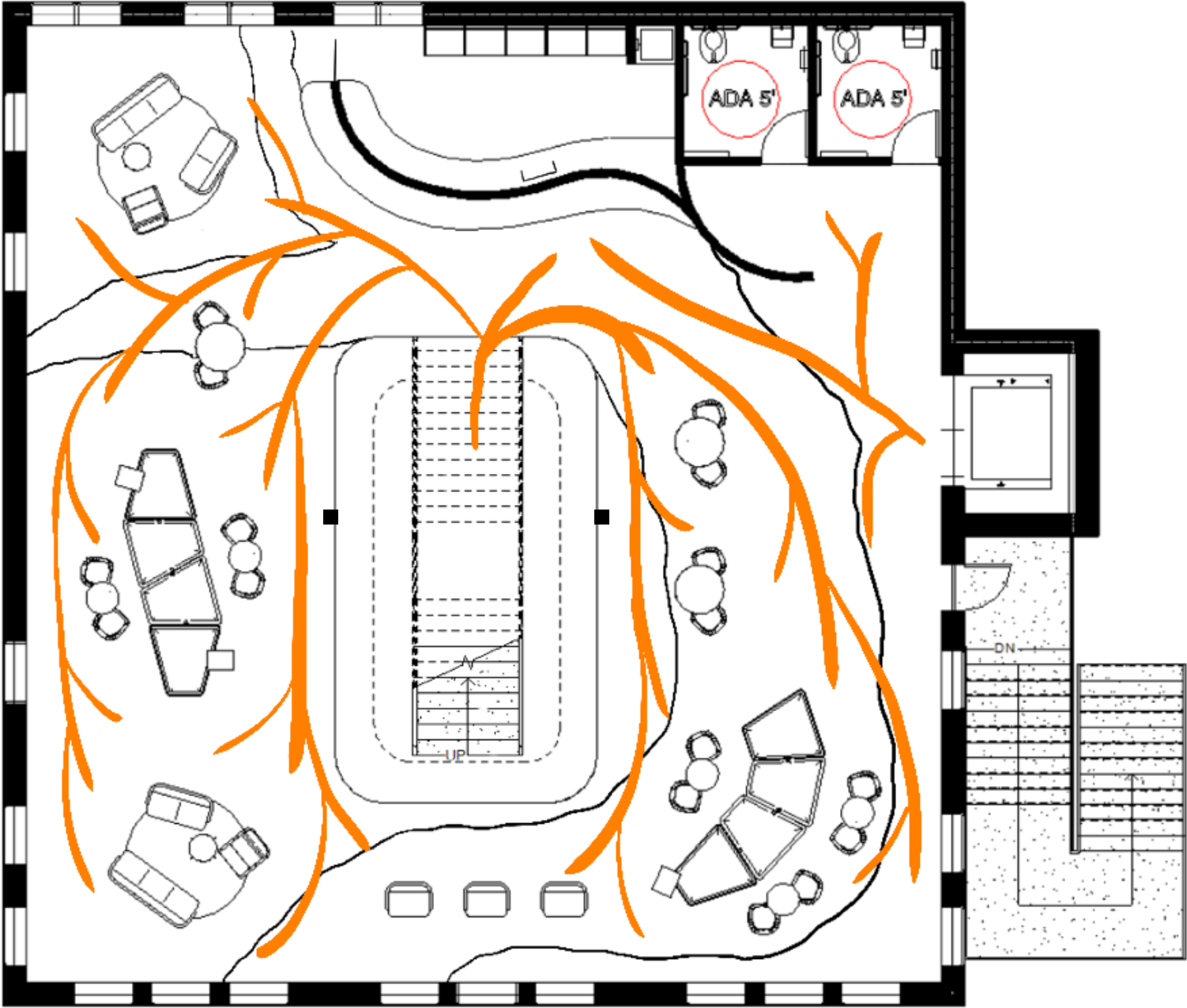
LEVEL 1 CIRCULATION

- Guest
- Employee

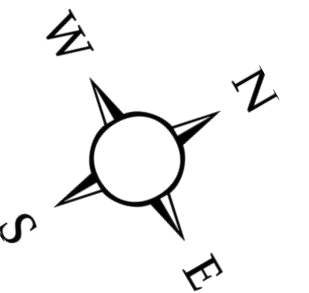
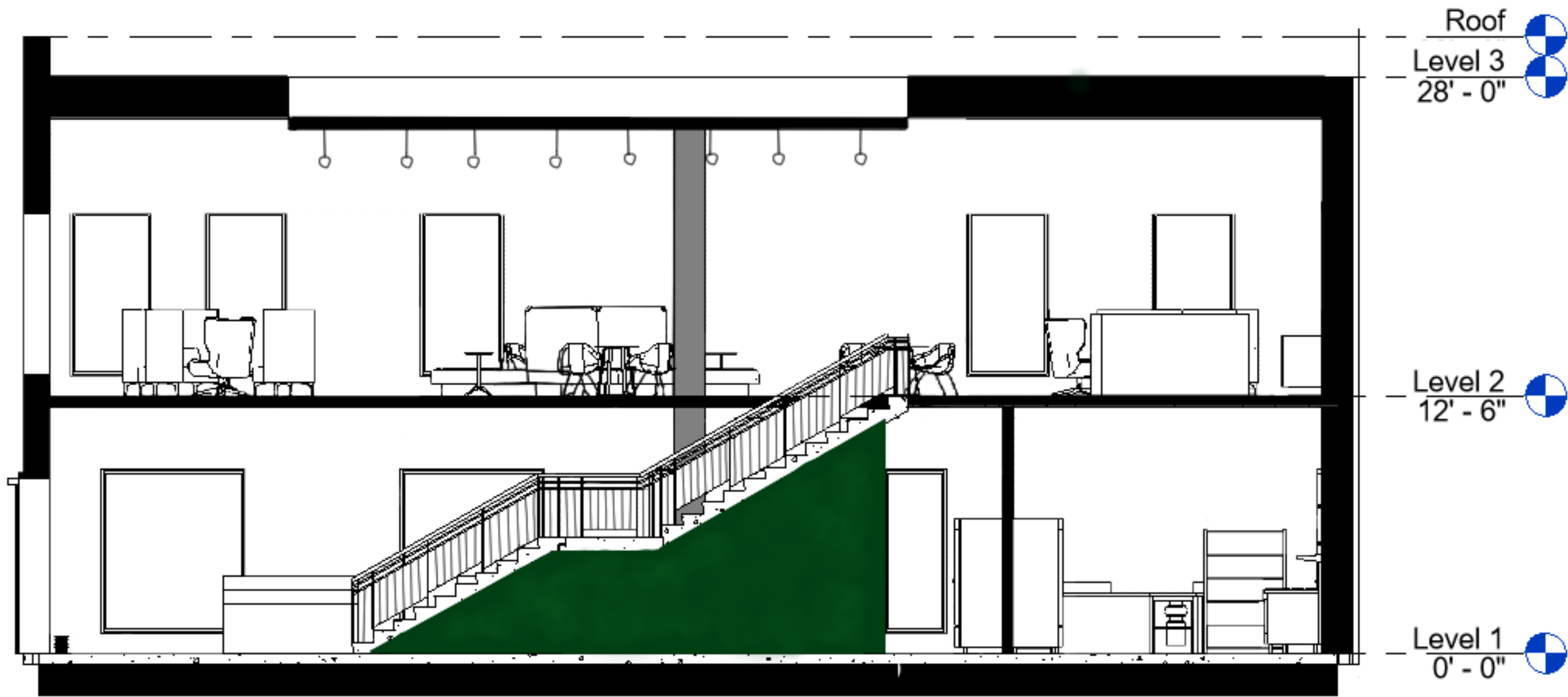
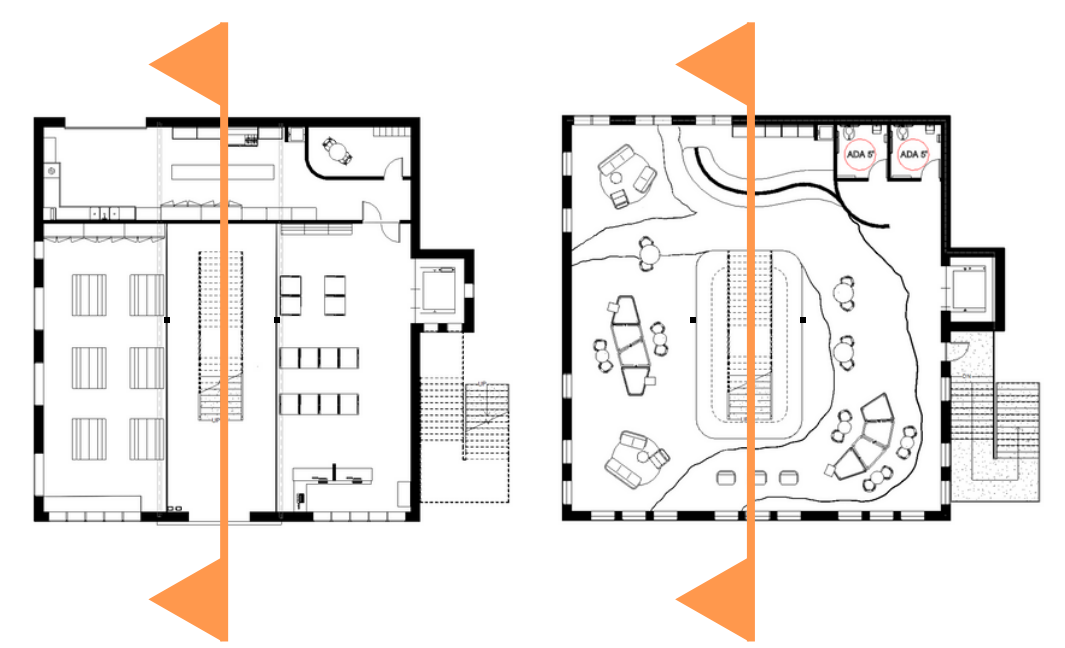


LEVEL 2 CIRCULATION

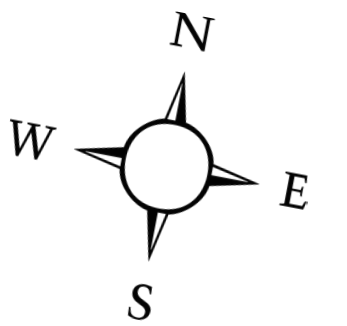
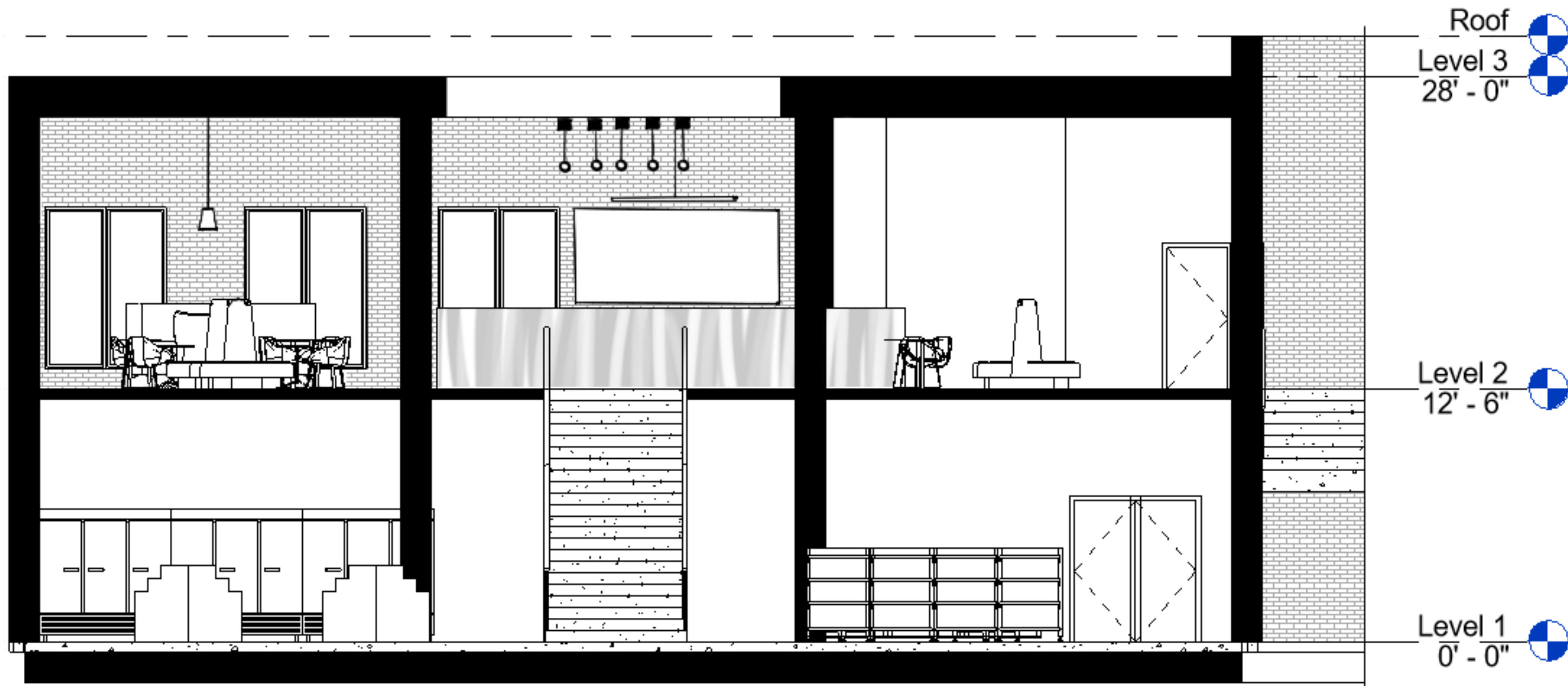
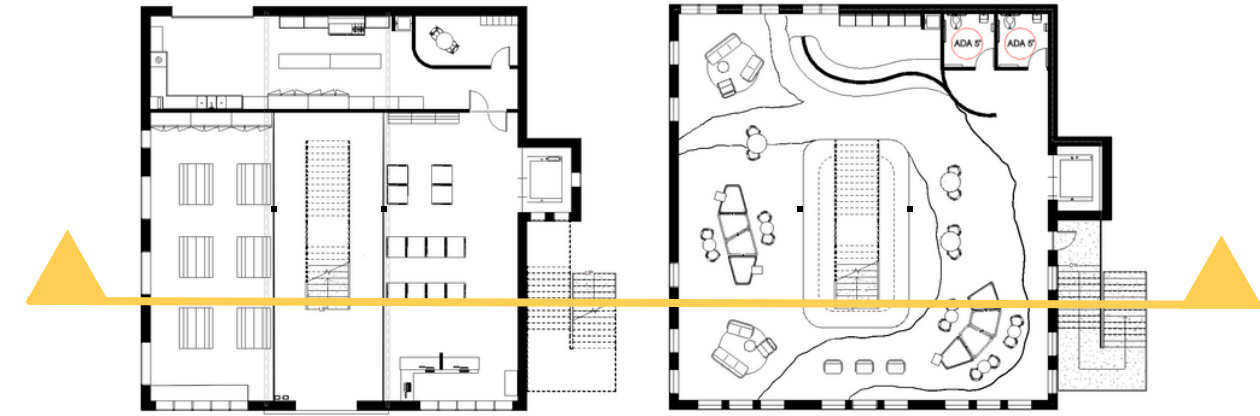
- Guest
- Employee



SECTION 1



SECTION 2





Sustainable
REFILL

Fresh
READY-MADES

Organic
DAIRY

MEAT

RENDERING 1
Level 1 Produce & Dry Goods



RENDERING 2
Level 2 Stairs & Third Space



RENDERING 3
Level 2 Third Space

EST
2024

FRAKLINTON
· MARKET ·

FRESH & LOCAL