

STATE FARMERS MARKET MASTER PLAN EXECUTIVE SUMMARY

HH Architecture (along with Timmons Group) was commissioned to design an updated Master Plan for the State Farmers Market in Raleigh, NC. With plans underway for the conversion of the existing Dorothea Dix property into a significant urban park, the adjacent State Farmers Market has an opportunity to substantially increase its visibility in the community. With the ability to attract more visitors and vendors, the Market could potentially see a substantial increase in its annual revenue as a visible component of North Carolina's agricultural economy within Raleigh and the surrounding areas while simultaneously distinguishing itself as a nationally recognized destination.

MASTER PLAN OBJECTIVES

1. Support of the Farmers
 - Provide greater access to the Market
 - Support retail and produce operations
 - Increase number of customers through coordination with adjacent developments
2. Creation of an Identity and Experience
 - Improve pedestrian focus
 - Create recognizable districts
 - Create distinctive entrances
 - Incorporate agricultural theme throughout campus
3. Connectivity to Surrounding Destinations
 - Dorothea Dix Park
 - Raleigh Greenway System
 - NC State University
 - Surrounding neighborhoods

ANALYSIS OF EXISTING MARKET

The Design Team performed preliminary analyses of the existing Market which included the following:

- Stakeholder, Market Leadership, and NC Agriculture Department meetings
- Assessment of overall conditions, building systems, code compliance, and accessibility of all existing buildings on the property
- Survey requesting public input regarding strengths and ideas for improvement of the Market as a whole
- Existing land use and environmental constraint studies
- Consideration of future development and expansion
(Please see attached Land Use Studies and proposed Options)

CAMPUS RECOMMENDATIONS

In order to accomplish the State Farmers Market goals of increased and prolonged visitor attendance, as well as attractiveness of leasing options for vendors, the Design Team made recommendations for alterations to and replacement of specific buildings as well as the addition of new structures and outdoor spaces intended to form a cohesive and integrated Market experience with active and engaging spaces for all users:

1. The creation of "Districts" throughout the Market provides a stronger sense of place and orientation as buildings and outdoor spaces are grouped according to primary functions
 - **Market District** – includes the Produce Building, Market Shops, and a new Event Center
 - **Docks District** – the conversion of existing wholesale buildings to retail with spaces at either end for engaging evening activities
 - **Park Edge District** – area at the north end of the site and the western edge of the Meadow at Dix Park. Intended for future mixed-use development including retail, housing, and office space
 - **Barn District** – the relocated dairy barn and adjunct facility as an Agriculture Museum and Event Center
2. A network of paths
 - create connections to adjacent attractions
 - improve and enhance both pedestrian and vehicular circulation throughout the campus
3. Incorporation of Agricultural Theme throughout campus
 - weaving of abstracted agricultural imagery throughout buildings and exterior spaces, railings, gateways, signage, fencing, etc.
 - maintain a continuous visual connection to the primary purpose of the State Farmers Market

LANDSCAPE ARCHITECTURAL RECOMMENDATIONS

1. Increase parking counts throughout the campus
 - Relocate large parking areas to the periphery of the Market
 - Add a new entrance/exit to main parking area off Lake Wheeler Rd.
 - Provide temporary drop-off/loading zones adjacent the Produce Building
 - Provide parking at back side of new Market Shops and on the north side of converted Wholesale buildings
 - Provide bus parking and bus routes to designated areas within the campus
2. Create a series of pedestrian axes which connect entrances with points of interest within the Market
 - Create both programmed and unprogrammed green space within the main Market axes and weave throughout the entire campus to create multiple active and engaging public spaces.
3. Create a new overall landscape plan
 - Increase the variety and number of plantings on the campus
 - Provide natural screens to define walking paths and minimize the visual impact of existing building equipment
 - Create retention ponds for stormwater management
4. Realign Agriculture Street to extend north through future Park Edge development and connect with existing city streets
5. Create seamless coordination of walking paths and points of access between the State Farmers Market and the new Dix Park with connections to NC State's Centennial Campus and the Raleigh Greenway System

ARCHITECTURAL RECOMMENDATIONS

1. Increase visibility and profile of the Market:
 - Create entrance portals at key areas throughout the campus
 - Main entrance at produce building;
 - North gateway between converted wholesale buildings;
 - New event center connecting east-west pedestrian axis with paths to Dix Park
 - Provide activities/attractions for evening and nighttime visitors:
 - Taverns/restaurants at either end of converted wholesale buildings
 - Parties and lively events at new Event Center
 - Events and fine dining at relocated barn area
 - Amenities for residents within future Park Edge development

2. Create revised architectural language for Market Shops and additions to newly converted retail buildings:
 - Includes the creation of contiguous and inviting shops through consistent character and contextual use of building materials and forms
 - Two new architectural elements as significant public spaces at either end of newly converted retail buildings
 - New event center containing public restrooms, full kitchen, and 2-sided outdoor fireplace with deck

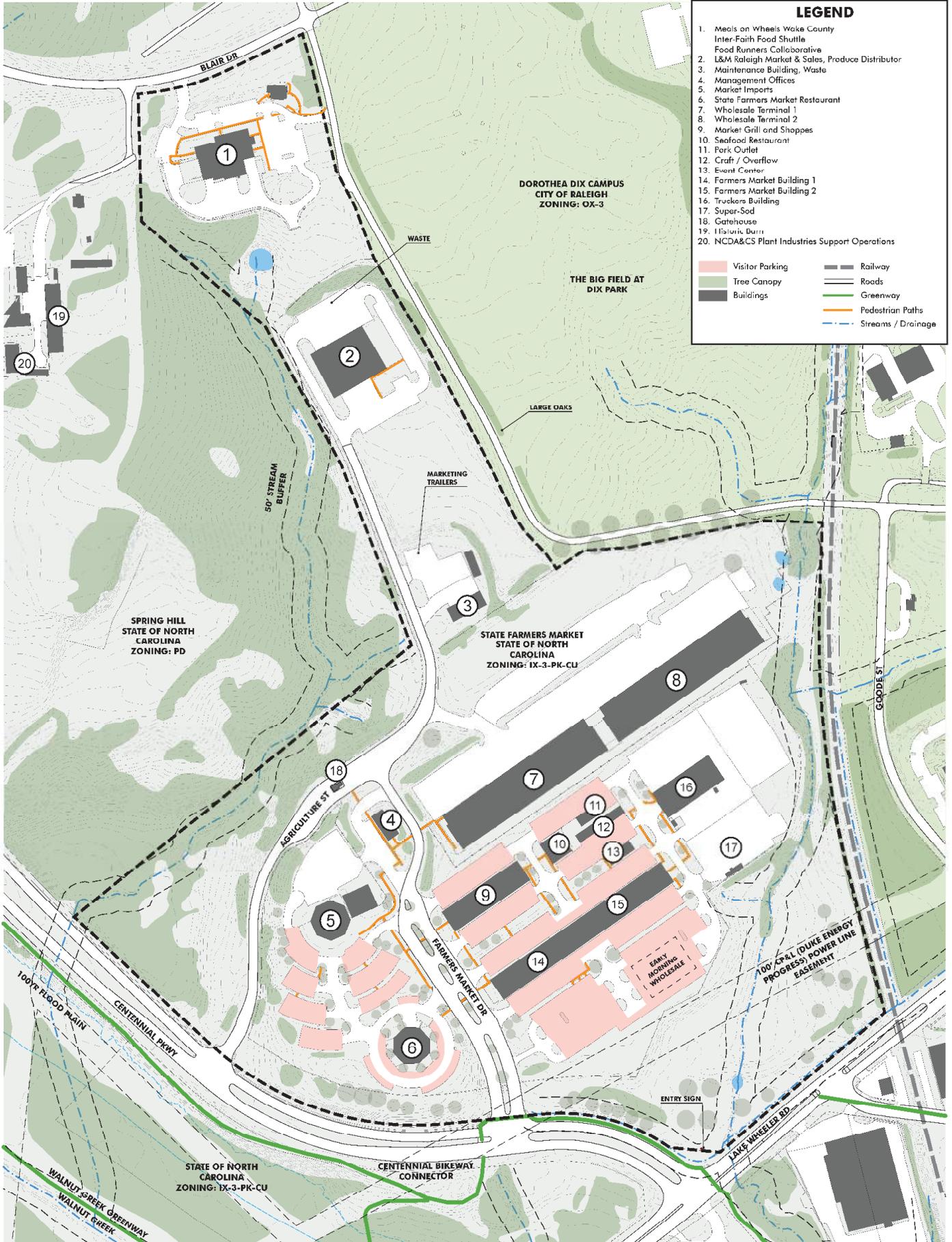
3. Relocate existing dairy barn from Plant Industries to State Farmers Market campus:
 - Renovate and bring into code compliance as potential Agriculture Museum and/or Event Space with ancillary building and outside terrace
 - Capture views from and toward both Dix Park and State Farmers Market

4. Create design guidelines for future Park Edge development to the north:
 - Establish a street edge with mixed-use buildings which capitalizes on the value of the property with its views across Dix Park and toward downtown Raleigh
 - Collaborate with the City of Raleigh to resolve rezoning issues at the Park Edge development area
 - Provide a mix of residential options in the form of townhouses, apartments, and condominiums in addition to office and retail spaces
 - Set guidelines for building character and materials as well as overall building heights and spacing:
 - Stately prominence
 - Permanent, durable materials (brick, stone, metal, glass)
 - Appropriate proportions in massing, transparency, and opacity

PHASING OF MASTER PLAN IMPLEMENTATION

1. Factors in sequencing:
 - Establishment of Public/Private Partnership of future Park Edge development
 - Relocation of barn to State Farmers Market
 - Existing building leases
 - Relationship to new Dix Park plan with regard to entrances and connections

(Please see attached Phasing Plans and proposed final Master Plan)



EXISTING CONDITIONS

LEGEND

1. New Entrance Drive
2. Maintenance, Super-Sod
3. Modified Parking
4. Farmers Market Building Improvements
5. Pedestrian Space Improvements
6. New Open Air Event Building, Restrooms
7. Additional Parking
8. Greenway Connections
9. Farmers Market Drive Improvements
10. Mixed Use Development
11. Parking Deck
12. New Road (Extend Agriculture St to connect to Blair Dr)
13. Relocated Historic Barn (Iconic link, Event Center)
14. Existing Wholesale Converted to Retail
15. Modifications to Market Shoppes
16. Additional Parking
17. Entry Feature
18. Stream Restoration



MASTER PLAN - FULL BUILD-OUT