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Redefining the City Market

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Redefining the City Market

Kansas City Urban Studies

Critic: Raymond Streeter

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John Freshnock

Kansas City developed in the tradition of many other midwestern cities which relied on the rivers as a link to the more developed East. Settlement of Kansas City began in the 1840's along the riverfront, an area recently renamed the River Quay. As the city grew, it expanded its orthogonal grid southward encompassing several outlying towns and suburban areas. The original river city and the city market were left to decline as the new adjacent downtown and outlying district developed. The city market has survived the periodic rise and fall of the River Quay district, expanding over the years from one block in 1846 to four blocks today.

Kansas City has become a city with many centers, each district being a vital part of the whole. The declining River Quay district has been selected for redevelopment, reclaiming it as an integral link in the network of centers within the city structure. Revitalization of the city market with an addition of 45,000 square feet of commercial space and a 500-car garage will be the catalyst and focus for further development within the district.

The three resulting design solutions hinged on several issues. The marketplace is to develop as a focal point for the district while also relating itself to the overall context of the city. The additions should unify the marketplace as a whole and preserve as many of the existing historically significant structures as possible. Furthermore, the new proposals need to strengthen indoor-outdoor relationships and foster year-round activity within the marketplace and the River Quay District.



Sue Price — Perspective

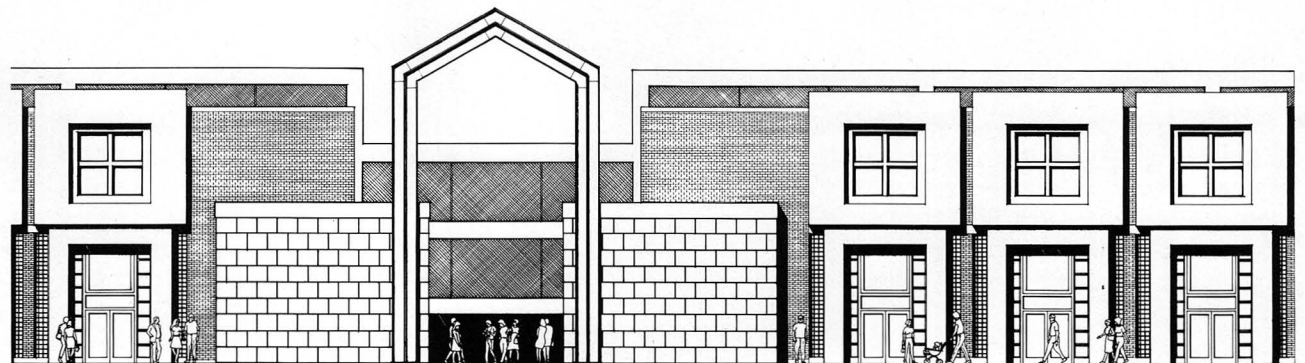
Solution A — Susan Price

The historic evolution of the marketplace and the River Quay district were recalled to provide order and unity in this scheme. An archaeological layering of concentric growth rings serves to order the market functions. In addition, the grid of the district is re-established on the site to create physical linkages within the market and to the surrounding district.

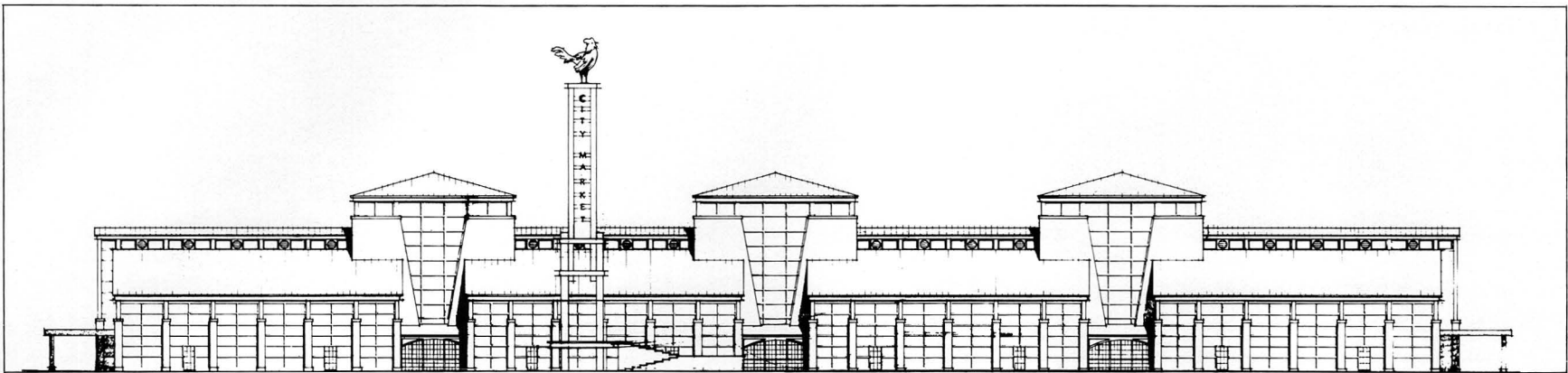
The marketplace centers on a recessed plan in the southwestern quadrant of the site. This plan symbolizes the original public square dedicated in 1846, and reveals the caissons of a historic public

building. A fountain brings life to this focal element and gathering-point of the site. The second layer is demarcated by a colonnade encircling the present market square. Open market functions are accommodated within this paved surface. Enclosed market functions are housed within the third layer, an extension of the existing fragmented built form. These new retail buildings mimic the existing structures in form and proportion yet have a distinct visual image of their own. The fourth and outermost layer includes the new parking garage and other lots adjacent to the site. This layer services the internal workings of the market and provides for future expansion.

The original street grid which orders the River Quay district, was redefined to provide a cross axis for the four city block site. Main circulation paths occur along these new pedestrian streets creating linkages to the surrounding district and city. A spine of retail stalls further defines the Fourth Street edge and serves to connect the concentric functional layers of the marketplace. In addition, the spine is designed to create minimal obstruction of market circulation, while providing a maximum visual impact linking the city market to the Delaware commercial street, and surrounding River Quay district.



Elevation



Tim Deal — Elevation

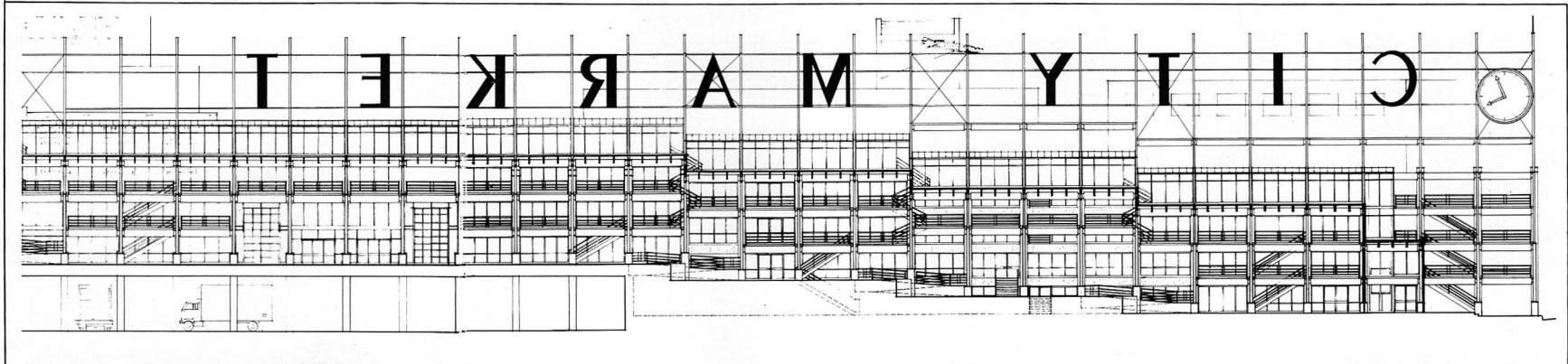
Solution B — Timothy S. Deal

A bronze rooster has been chosen to preside over this urban market. Because it is the main farmers' market of Kansas City, emphasis has been given to grand scale. The existing square has been fur-

ther defined and glorified to create the image of a big city market without imposing on the intimate activity within. Fronting the space on three sides, the present buildings now contain the most permanent of retail activities. The fourth side is

defined by the new glass hall which, like the square, can be subdivided to accommodate temporary one-to-one trading. Circulation is extended between the three existing steel sheds and the heavy interior cores. The arcade serves as both transi-

tion into the site and as a datum to unify old and new. Finally, the monumental tower with its whimsical sculpture not only creates a focus, but reiterates the great presence the market has in Kansas City.



John Freshnock — Sectional Elevation

Solution C — John E. Freshnock

The goal of this design strategy is the development of a memorable place by using distinct elements that are imageable as "Kansas City" and when combined, create a landmark for the River Quay.

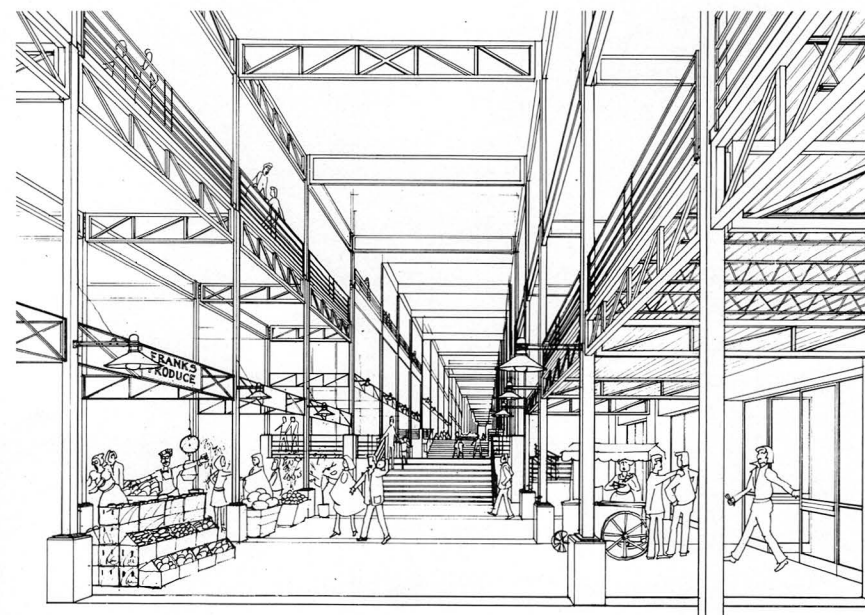
A survey of Kansas City was used to develop a typology of linkage between landmarks, districts and centers. The use of the two signs, one facing north, the other south, creates a spine with typological, visual, and physical links to the city.

The addition of the market hall to the existing market buildings consolidates the selling of goods into one block, changing the use of the existing buildings from market stalls to retail space. Thus a

change is accomplished in the form of the market from a square, where a weekly market was the focus, to the market hall, which now occupies the center.

While subordinate to the two signs, the market hall is typical of the massing, scale, and materiality of the neighborhood. The use of steel construction and industrial imagery is derived from the existing market sheds.

The market hall and the spine were designed as a shell and backdrop to be acted upon by the market tenants. The display of produce and merchandise in the shell as well as the addition of tenant signs and logos to the spine will complete the design.



Interior Perspective