

City Market Building Renovation

Restoring Roanoke's Treasure



Significance

The City Market Building, one of Roanoke's historic and iconic structures, anchors the downtown area as well as enhances the Roanoke region in a number of ways. For instance, its historic significance draws visitors to one of very few remaining market houses in the country. In addition, the Market Building allows



The City Market Building in its early days

opportunities for the region's local food economy and for locally owned and operated businesses, while increasing food purchase opportunities for Roanoke Region residents. And it supports business opportunities for entrepreneurs and increases growth of existing businesses.

Furthermore, the Market Building serves as a catalyst for continued downtown revitalization.

History

Discussion about the use and longevity of the original City Market Building began in 1907 when the Roanoke City Council debated whether to rebuild a new market structure in place of the old one or buy the Randolph Street Market. The Council at that time voted 20-2 in favor of keeping the old market, but did not contemplate improvements that were needed.

Some years later in 1921, City Council re-evaluated that decision and the related challenges, and voted to approve and accept plans from architectural firm Frye and Chesterman for construction of a new market house at the cost of \$129,000. The original structure was razed in the late spring of 1921, and construction began in



Market Building vendors sold an assortment of meats.

June 1921. On March 2, 1922, construction was completed and the building was dedicated. While the original cost estimations were \$129,000, the final cost of the completed structure was \$210,000.

The physical appearance of the Market area changed little in the two decades preceding World War II, the most active years of the Market. It was during this period that the wholesale produce trade dominated the area. Farmers used exterior Market stalls to sell their produce, which was purchased through wholesale channels, and a large complex of food wholesale dealers developed within the Market area.



At one time, the Market Building was used primarily as a butcher shop.

During the years that followed, the Market Building was primarily used as a butcher shop, with independent vendors selling their meats to area residents. In the late 1940s and early 1950s, many of the produce vendors moved from the outside Market stalls into the neighborhoods to set up grocery stores. The butchers eventually followed suit, and moved out of the Market Building to start their own butcher shops in neighborhoods. By the 1960s, the decentralized shopping habits that gave rise to the creation of the modern supermarket also led to the demise of the Market Building's original function. Thus, the building's future came into doubt and its structural condition began to show decline.

In 1983, with the technical assistance of the Virginia Historic Landmarks Commission and the financial assistance of the federal urban development action block grant program, plans were made to adaptively reuse the City Market

Project Team

The following city staff comprise the team that will be responsible for the successful renovation of the City Market Building:

Phil Schirmer – City Engineer
Jeff Shawver – City Building Commissioner
Tom Carr – Director of Planning, Building and Development
Charlie Anderson - Architect
Eddie Persinger – Project Superintendent
Melinda Mayo – Public Information Officer
Lisa Soltis – Economic Development Specialist



Artist rendering of the view of central space inside the Market Building from the Mezzanine.

Building as a center for specialty retail and food vendors. Plans for the adaptive reuse of the Market Building consisted of the removal of the old market cases and counters, and the addition of a metal interior mezzanine and neon lighting on the ceiling, and the creation of a center “food court.”

Why Renovate?

While the model developed in 1983 for use of the Market Building was successful for many years, successful residential and business development in our downtown in recent years demands a new, forward-thinking concept for this facility that addresses current needs and allows for future possibilities. Existing conditions which emphasize the need for renovation in 2010 include the following:

- The building has suffered from a lack of systemic solid waste and grease collection systems, and inadequate kitchen exhaust equipment.
- The building’s plumbing system has not been updated since the building was built in the 1922.
- The building lacks adequate toilet facilities, with none available on the first floor or the public hall level.

Renovation of the building will not only provide a better function, appearance, and utilization of the structure, but will restore the historic character of the City Market Building and utilize it to its full potential, including the third floor assembly hall.

Design Process

Dulany Plater-Zyberk and Company (DPZ) was commissioned by the City of Roanoke in 2005 to study the City Market area. In 2006, the DPZ final report identified the City Market Building as being the most important feature of the Market Square. The report recommended several improvements to the building including structural renovations to include the utilization of the assembly hall, emphasis of the height of interior spaces, better connections from the building to the street, sidewalk dining opportunities, and additional restrooms.

In 2008, the architectural firm of Cunningham Quill Architects, PLLC was selected to develop a conceptual renovation plan for the City Market Building. Cunningham Quill Architects is a highly respected firm located in Washington DC that specializes in renovation of significant historic buildings. The conceptual planning effort included many meetings with project stakeholders, market building vendors, and the public to determine how best to renovate the Market Building to reposition the building as a vibrant mixed-use food and retail historic cultural resource.

Proposed design alternatives based upon the DPZ design principles and the input received from the outreach and public participation process were presented to, and accepted by, Roanoke City Council in May 2009. The final design process by the architect was initiated in fall 2009. City staff and the design team continued its outreach and public involvement throughout the design process to further refine the proposed design.

The final plans and specifications for the Market Building renovation were completed in May 2010. The City of Roanoke solicited competitive bids for the project and bids were received on June 15, 2010. The low bid received for construction of the project was approximately 10 percent below the design estimate.



Artist rendering of new central market space on the first floor.

Milestones

- Project award and contract execution (July 2)
- Contractor mobilizes onto Wachovia Plaza staging area (Aug. 2)
- Last day building is open to the public (Sept. 6)
- Construction preparation and asbestos abatement (Sept. 13)
- Construction starts on the first floor and mezzanine (Sept. 27)
- Market Building reopens to the public (mid-July)

Project Management

City staff will take a comprehensive approach to the management of this project. Staff will actively monitor the project through an onsite project manager with a daily presence at the Market Building and inspectors specifically assigned to continually review progress on the renovation.

Regular inspections for Market Building Renovations will be conducted by the city's Building Inspector, the Roanoke City Health Department, and the city's Fire Marshall. In addition a staff member from the city's Economic Development Department will serve as a single point of contact regarding the project as it proceeds through its various renovation milestones.



Artist rendering of the renovated Market Building from Campbell Avenue

Communications Strategy

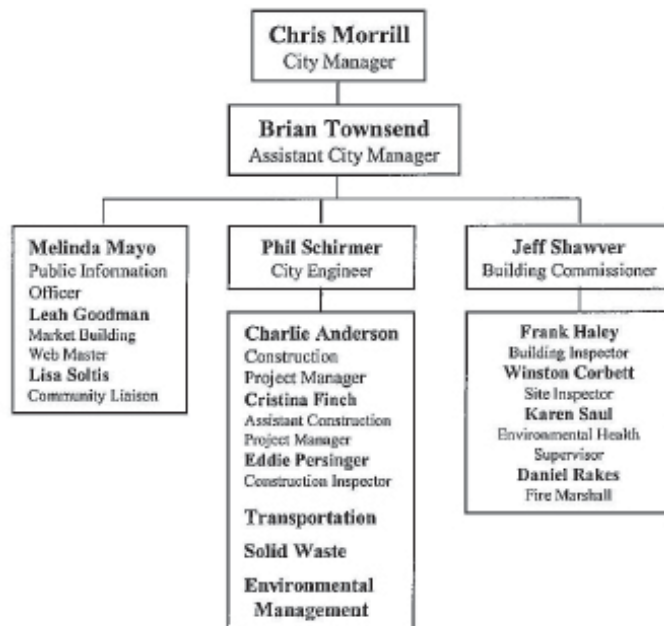
Communication to our citizens and stakeholders in a timely manner is key during a project such as the renovation of Roanoke's City Market Building. City staff have identified the communication needs, the methods and frequency of communication, and will be proactive in updating the public on the renovation progress by allotting resources to ensure public awareness of the project.

Construction timelines, milestones, and updates will be communicated regularly through press releases and public access television. In addition, progress reports and photographs showing the different stages of the renovation will be available on Facebook and on the project web page, which will be hosted as part of the city's website. Other organizations will have the ability to link to the city's website to route Internet users to information about the project. The objective is to reinforce awareness of the Market Building renovation, and keep constituents informed of the project's progress.

Financial

The rehabilitation of the City Market Building is being accomplished through a variety of means, including cash funding, issuance of general obligation bonds of the City of Roanoke, and the use of cash proceeds from the syndication of state and federal historic rehabilitation tax credits. This combination of funding sources will provide the city a sufficient amount of funding to undertake the rehabilitation of the building while limiting the impact of the project on the city's general obligation debt limits and future debt service payments from the city's General Fund. The financing structure resulting from the use of state and federal

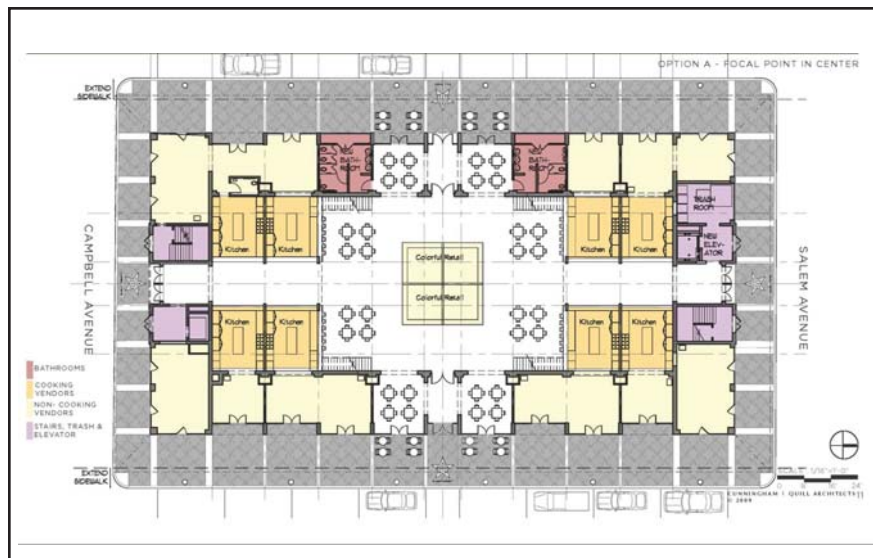
Organizational Chart



federal historic rehabilitation tax credits enabled the creation of the Market Building Foundation Inc. This public non-profit entity has been created and incorporated to ensure the preservation of the historic and architectural character of the community through the rehabilitation, management and maintenance of the City Market Building, which is critical to the continued vitality of downtown Roanoke.

Five of the seven Foundation directors represent a broad cross section of organizations and entities engaged in fostering the development of downtown including, the City of Roanoke, the Economic Development Authority of the City of Roanoke, Downtown Roanoke Inc., the Roanoke Chamber of Commerce, and the Hotel Roanoke Conference Center Commission. In addition, two directors serve in ‘at large’ capacities and bring with them decades of retail and financial experience.

The Foundation, through its directors, has the responsibility of providing oversight and governance for the renovated facility, and will be directly responsible for the management, leasing, and operational performance of the facility. This organizational structure will provide for innovative and creative management of the building while ensuring the Market Building’s ongoing role as the centerpiece of downtown Roanoke’s vitality.



First floor, City Market Building floor plan

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