

FLINT FARMERS' MARKET

SITE AND PAVILION DESIGN AND MARKET,
KITCHEN AND COMMUNITY SPACE

FUN ARCHITECTURE

CASE STUDY



Bringing Collaborative Adaptive Reuse to Market

Shannon White believes that great communities are the result of great people and great design. Her most recent project highlights exactly that in the new Flint Farmers' Market. Located in the heart of downtown Flint, the adaptive reuse of an abandoned newspaper printing press facility has quickly become the community hub, meeting, shopping, learning, and socializing center of town. It has attracted over 100,000 visitors in its first month of being open and is on track to host over a million visitors in its first year. Shannon worked with Project for Public Spaces throughout the planning process to garner input from vendors, hold community based design charrettes to harness the hopes and ideas of the public, and partnered with over 50 vendors on not only architectural layouts but merchandising strategies, sales and product ideas, and collaborative signage and fixture designs.



The Flint Farmers' Market took over a year of planning, including a feasibility study analyzing costs of constructing the new market, rehabilitating the structure of the former printing press and distribution facility for a year-round market. The new market has a demonstration kitchen used daily for classes and cooking demonstrations, as well

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as for private events. The market also has an incubator space with two fully equipped commercial kitchens complete with both cold and dry storage immediately adjacent so that any vendor or start-up can literally "bring grandma's recipe to market" in a clean and commercially licensed facility.

Multiple conceptual plans were developed, costs were continuously being estimated, vendors and products were identified and partnerships formed, vendors were positioned, and complimentary arts, cultural activities and food festivals were planned and organized to enhance both the space planning and the site design and layout. A large community atrium serves as the true gathering space of over 4,000 visitors a day.

30,000 square feet of the building was demolished to create better site circulation for the outdoor vendor stall which houses over 40 seasonal vendors and allowed



100+ additional parking spaces which are full daily. A variety of funding sources culminated the pro forma for this project including new market tax credits, historic tax credits, non-profit funding, private foundation grant dollars and anonymous gifting.

