

CASE STUDY



Positioned for Success! A Market for Northern Michigan

The City of Grayling loved everything about the Flint Farmers' Market. After participating in a USDA webinar presented by FUNArchitecture owner and architect Shannon White, they were impressed with her development tips, key design considerations and best practices on the most important vendors to include in new community farmers' markets.

They met with Shannon and formed a partnership to move forward with their longtime vision of converting their weekly pop-up market to a year-round, seven-day-

a-week farmers' market that would serve the region and the 42,000+ vehicles passing through Grayling on a daily basis. FUNchitecture worked with the city on site selection – eventually deciding on a prominent corner on the busy M-72 and I-75 Business Loop. Grayling's ideal location at a key point between the northeast and northwest quadrants of lower Michigan was pivotal in their strategic selection. This location provided access to "downstate" visitors and served as a food hub for farmers, including the state's largest lettuce, cut flower and lamb farmers.

Continued on back...

C A S E S T U D Y

Continued from front...

A full set of schematic designs were developed, reutilizing the old heavy timber structure and parts of the roof from an old lumber warehouse that was on site. The building suffered a partial collapse from years of deferred maintenance, which helped secure funding through brownfield and MEDC grants to raze the building and start from fresh.

A new, exciting two-story market building was born! An event space (unique and much needed in Grayling) anchors the upper level above the market selling floor and main vendor booth space. Both areas are fronted by a floor-to-ceiling glass curtain wall for prime views of the city. A two-story atrium allows for live concerts on the grand, open staircase leading to a mezzanine level. There, offices for related programming including education, agricultural concerns and a local news radio station are located and highlighted by a full-service, sit-down restaurant. The restaurant is accentuated by a glass storefront, visible from both the lower level market floor, and the exterior full-service roof terrace

that can be used by diners and those attending functions in the event space. What a fabulous place to hold a party, wedding, political fundraiser, beer tasting, culinary celebration and so much more!

The back portion of the building is also two-story and is anchored on the ground floor by three commercial kitchens available for lease by the community and vendors, a demonstration kitchen, and a warehouse with cold and dry storage for market vendors. The upstairs also features community college classrooms that can be utilized for local K-12 classes, senior center field trips, as well as agricultural and agri-science education classes from local higher education institutions. This building is a true mixed-use facility with community programs tailored to fit ANY need. A destination for many, a community need for Grayling residents, and a stopping point for the thousands of families traveling throughout the great state of Michigan daily – the Grayling Farmers' Market is a win-win-win for all!

