



Roanoke Downtown & Market Area Revitalization Charrette

The Historic Roanoke City Market is the oldest continuously operating open air market in Virginia. In October 2005, **HFA** joined Duany Plater-Zyberk & Company, and SFCS to facilitate sessions at the City Market Charrette. The Charrette focused on four elements: envisioning the best potential uses for the upper floors of the Market Building, improving the flow and aesthetics of the farmer's market, identifying challenges associated with surrounding infrastructure, and addressing new design ideas for an existing parking garage.

After a series of sessions with Market Building tenants, downtown retailers, market vendors, property owners, and the general public, the Charrette Team developed the following recommendations:

- Turn the Market Building Inside-Out: Relocate the food court seating to the perimeter of the building to allow diners to see and be seen from the street.
- Move the Farmer's Market Stalls to the Center of Market Street: Invigorate the streetscape and increase space for vendors and shoppers.
- Add 2nd Story Balconies to Market District Buildings: Add balconies along the second story for outdoor dining and performances
- Improve Century Station Façade and Add Residential Floors: Transform the Parking Garage into a mixed use anchor.
- Construct a Staircase from the Hotel Bridge to Downtown: Create a European style entrance into the Market District.
- Market District Marketing/Leasing Plan: Develop a marketing plan to share with potential tenants.

Client:

City of Roanoke

Location:

Roanoke, VA

HFA Services Provided:

public involvement
 stakeholder facilitation
 visioning
 public workshops
 charrette planning



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