



Greyton Conservation Society

MARKET DESIGN BRIEF

Edited 02 July 2017

INTRODUCTION

“In building the ‘new’ market we wish to retain the spirit of the old. There is opportunity to bring new ideas and better flow to the old, but we must not lose sight that this is a local village farmers and craft market with the ethos ‘self-made, self-sold, locally’, as an encouraging platform.”

The objective in designing the re-build of the Greyton market recently destroyed by fire is to create a ‘Phoenix’ that will arise from the ashes of the old market as well as to create a positive reincarnation from what has been a negative and traumatic occurrence.

In building the ‘new’ market we wish to retain the spirit of the old. There is opportunity to bring new ideas and better flow to the old, but we must not lose sight that this is a local village farmers and craft market with the ethos ‘self-made, self-sold, locally’, as an encouraging platform .

The new market should ‘remember’ relevant memories from the old market and its context by considering the retaining of those aspects of the site which are memorable and/or worthy of preservation.

Retaining and incorporating the one rescued thatch structure is an example of how the memory of the old market can be preserved, as is the ‘celebrating’ of the patterned brick paving and the re-invention of the area around the 3 badly burnt trees, as both memory and play-space for children.

The outline of the concrete base upon which the old market was situated whilst representing a memory of the layout, should not necessarily be seen as the definitive ‘footprint’ for the new layout.

The layout of the old market was limited in a number of respects especially w.r.t ‘flow’ and ‘arrangement’ and so the existing footprint should be used where appropriate and discarded where not.

The design should thus incorporate a strong ‘sense of place’ and the facilitation of ‘flow’.

These ambitions can best be achieved either by the creation of a central courtyard [or a series thereof] as a meeting-place for eating, coffee-drinking, socialising etc. and around which the stalls are arranged, or alternatively as a flow ‘meander’ along which the stalls are situated in order to reinforce the idea of linearity.

As part of this idea is the ambition that a Victorian-style ‘band-stand’ carousel and/or a stage or simply a demarcated area for music soirees, am-drams, marimba performances, choirs and other events be incorporated into the design.

The site is rectangular in shape with the E/W axis about double the length of the N/S axis.

The previous market site measured about 31m (between Cross market st and the tennis courts) x 28m (from main towards Market st) but can be extended to some degree [if deemed necessary] towards the tennis courts. This will allow for an extra 18.5m to give a total length of 49.5m. We have been cautioned by the municipality planning department that sticking to the existing footprint will streamline the planning process. It is therefore an idea, if more space is required, to consider a phased approach whereby structures in the expanded area can be erected at a later stage when planning is approved. Temporary stalls and food trucks could for example be used in such an area in the interim.

Due to the un-enclosed nature of the market-stalls, orientation, shading and wind protection is an important consideration for both Summer and Winter conditions. Note that at 11am (half way through the market) the sun is fairly low in the sky and shines from above the church hall.

Rain-protection for the stall-holders and a measure of protection for Customers is essential.

Natural shading using the existing trees should take preference over structured shading.

The design will be required to comply with the existing Greyton Aesthetic Guidelines and participants are advised to familiarise themselves with the relevant stipulations.

With regard to aspects of construction and materiality where the Guidelines are 'silent' some leeway will be afforded designers.

Specifically regarding roofing materials, the Guidelines stipulate corrugated iron or thatch.

In the context of the market structure corrugated iron may be considered too 'hostile' and thatch too vulnerable to destruction by another fire and so appropriate alternatives will be considered.

Boarding and malthoid is one traditional option which may be considered appropriate.

The available budget will mitigate against 'elaborate' design and expensive design detailing and so both the design and the detailing should be 'elegant and uncomplicated'.

A simple 'beam and column' construction will adequately suffice as the 'containing structure', into which stallholder-specific display elements and 'furniture' can be inserted.

Eco-friendly and where possible locally sourced and manufactured and 'finished' building materials are encouraged and earth-bag, cob, straw-bale, rammed earth and other neutral carbon-footprint building methodologies should be incorporated in the design where appropriate.

White and red gum is available for milling and treating and this material should be considered in preference to [for example] commercially sourced SA pine.

Though the requirements for water, and electricity by the market is modest, rain-water harvesting, solar water-heating and photo-voltaic electricity generation should be investigated.

The formal stall-holders number about 43 and the informal/nomadic about 5 to a maximum of 10 and the space-allocation per stall should be about 1.5 m wide x 3m deep. Keep in mind that some traders will use a double space – 3m x 3m. Please refer to the annexure 'design brief accommodations'.

It is suggested that the 'informal' stall-holders should be interspersed and integrated into the formal stall-holder layout in order to 'fracture' the linearity and engender 'interest' in the layout as well as to mitigate against unbroken and therefore monotonous rows of stalls.

Better and more secure storage, ablution and wash-up facilities than are presently existent, are required.

These formal, secured and enclosed spaces will lend themselves well to one of the solid 'alternative' building methods described earlier.

The Greyton market is a 3-hour Saturday-morning event but the design must anticipate that the facilities provided will be used at other times for soirees, am-dram performances, musical performances, carol-singing etc.

It must also be considered that the facilities provided may also attract 'out-of-hours' anti-social elements and so the design must offer proposals as to how to 'manage' these unacceptable activities without resorting to 'ring-fencing' the market precinct. Please note that at the same time we encourage the informal use of the market during especially lunch hour as a comfortable space to gather.

Related to this dilemma is the fact that the adjacent neighbours, whilst supporting the Saturday-morning market activities, have reacted negatively to the above problems and have asked that the 'built' aspect of the market encroach no closer to Market St than was the case with the previous market establishment.

It is therefore suggested that if the design determines that closer encroachment be desirable, this should be done using demountable structures which are either removed after the market closes each week or which cannot be used for gathering purposes after the market closes.

In summary, the ambition is to create an environment which will incorporate the ethos of FUN-FAMILY-FOOD-FORM-FUNCTION-FORUM & FLOW.

THE MARKET RE-BUILD COMMITTEE

June 2017

Please refer to annexures to the brief on the Greyton Conservation Society Website

- Site plan
- Schedule of accommodations
- Greyton Aesthetic Guidelines
- Trader survey suggestions