



CENTRAL
MARKET TOWER
**IDEAS
COMPETITION**

Design Brief

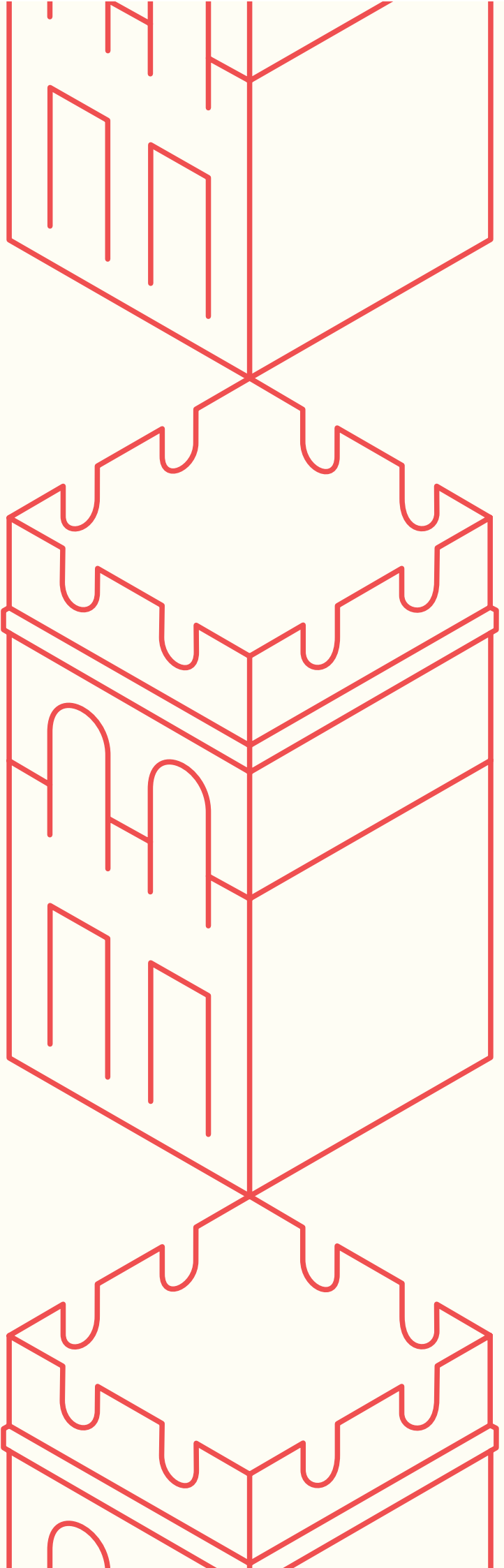




Table of contents

Introduction	3
Why the Market Tower	3
Site Context	4
Site Constraints	5
History	5
Economic Context	7
Project Team Requirements	8
Registration	8
Communication	9
External References	11
Appendix	12
Credits	13

Supported by:



01.

Introduction

This open ideas competition is about unlocking and leveraging the unique characteristics of the iconic Adelaide Central Market Tower. The Market Tower was built in 1900 as part of the original Grote Street shop front of the Adelaide Central Market. To this day, it remains an unused building of heritage significance.

This competition is seeking the best design solutions that will give a new lease in life for this loved and admired Adelaide landmark.

Competition objectives:

- To increase appeal to prospective tenants by refurbishing the Tower's three floors and rooftop.
- To develop an engaging access route to the Tower's upper floors.
- Respect and enhance the Tower's cultural and heritage value.
- Ensure minimal disruption to existing leaseholders and the market traders.
- Identify a suitable and economically viable idea that demonstrates a contribution and long-term vision for the Tower and its ongoing relationship with the Central Market.

This competition is about generating ideas. The winning ideas will be judged against a set of criteria, however the winning ideas may not necessarily lead to the project being realised. After the competition closes and winners announced, the ACMA reserves the right to contact any competition participant to further develop their proposal.

The competition is led by Ryan Kris and Branko Jaric on behalf of The Adelaide Central Market Authority (ACMA) and is proudly supported by the Adelaide City Council (ACC) and the New Architects Group (NAG).

02.

Why the Market Tower

The Market Tower ideas competition was born out of Adelaide's appetite for culturally rich communal events, celebrating world-class produce and encouraging the pursuit of innovative and challenging ideas.

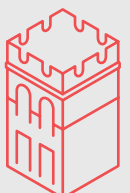
The ACMA aims to re-invigorate the Central Market as Adelaide's premier food destination by improving customer experience and optimising floor space through refurbishing the three floors in the Market Tower.

The ACMA visualises the Market Tower as a home for businesses and community groups that represent and reinforce the Central Market's ideals of quality, community, diversity and service.

The competition encourages competitors to form teams and approach the physically complex nature of the site from various perspectives. The competition calls for innovative thinking from teams that see their design as a necessary aspect for the long-term strategic vision of both the Market Tower and Central Market.

The competition is open to any team comprising of designers, architects, artists, creatives and entrepreneurs who have a vision for the future of the Market Tower.

By orchestrating the bringing together of the best minds across a diverse range of fields and encouraging a culture of collaboration and consultation, this competition initiates a strategic movement toward a more sustainable, accessible and creative Adelaide Central Market.





03.

Site Context

The Adelaide Central Market and its Market Tower are located in the heart of the market precinct. The precinct includes the Market Plaza, Market Arcade and Chinatown along with numerous retail and hospitality businesses located adjacent. The Tower is bound by Grote Street to the north, Gouger Street to the south and private properties to the east and west.

The site lies at the intersection with two key axes. The Airport to Victoria Square axis forms an entrance for arrivals by plane. The other is a proposed pedestrian link

between the Adelaide Oval and the Markets. Affectionately named 'Lager to Laksa' via Pitt St., it joins the back streets nose to tail to create an interrupted boulevard. The newly revamped Victoria Square is located to the north-east which is now equipped to deliver world class events at various scales. The Law precinct lies directly to the east, with an interface both to the market precinct and Victoria Square. To the South-West lies new residential apartment projects, which are tributary to a steady rise in the city's population.

Below: Adelaide Central Market precinct site plan



Site Constraints

Tower egress and access

The Market Tower is situated on the bustling north-east corner of the Central Market site. Currently sheltered by a glass and steel canopy, the north-east entry is used for deliveries, emergency egress and as a customer entry point.

The Grote Street facade consists of the Market Tower and a two-storey component which incorporates the official Grote street entrance. This entrance has an elevator and fire stairs that lead to the car parking levels.

The first floor car park was built in 1966 and shares the same level as the first floor of the Market Tower. The second and third floors of the car park were built in 1986 and don't share a common wall with the tower so don't meet the respective levels of the Market Tower. Access into the first floor of the Tower from the car park can be made by the constructing an opening into the southern boundary wall of the Tower.

The ground floor of the Tower is currently leased to Cappos Seafood, an established local business. An internal staircase leads to the three upper floors with access through a cupboard-like entry from within Cappel's retail space. An alternate entry from the ground floor of the markets is necessary and should be included in the competition design proposals. All plans must consider that the current lease boundary cannot be impacted.

The first floor of the two-storey component of the Grote Street facade is currently used as the parking inspectors office by the Adelaide City Council. There is a door linking the office to the first floor of the Market Tower however it is currently sealed in. If this method of entry is explored consideration for the inspectors office space requirements must be demonstrated.

For visual references mentioned in this document, refer to the site drawings on the website.

History

The origins of the Adelaide Central Market date back to 1869. For a full history of the Market and its architectural developments refer to links in the External References.

Heritage value

The exterior and interior of the Market Tower and the two-storey Federal Hall Building is a Local Heritage Place as listed by the Adelaide City Council. Temporary installations or structures that don't adversely affect the structure will be considered acceptable. Competition proposals that propose external work must demonstrate the value of such work clearly to be considered. Internal work should also demonstrate value although there is more design freedom allowed in order to be conducive to innovative proposals.

The listing for the building is a "Local Heritage Place (City Significance)" and is described in the Development Plan as:

Grote Street ADELAIDE: The Central Market

(Former City Market Buildings)

(Conservation site comprises that part of the CT to a 12 metre depth of Town Acre 333 from the Grote Street alignment)

CT 4349/599

1568

Source: Development Plan Adelaide (City) - consolidated 30 October 2014, http://www.sa.gov.au/_data/assets/pdf_file/0012/21603/Adelaide_Council_Development_Plan.pdf

This listing refers to only the red brick building, inside and out. The verandah and shop fronts are not original.

For further information on the architectural styling of the site, refer to Appendix A.





Photo credit: Lena Madssen

Economic Context

“The outcome is a marketplace where cultures from around the world come together and the alchemy of it creates things different and new”

The Adelaide Central Market is an incredibly important asset to Adelaide. It attracted more than 17.5m visitors in 2010. The Market is widely regarded as one of the best in Australia, and regarded locally as a cultural institution and a mecca for ‘foodies’. The Market plays a crucial role in the promotion of quality local and imported produce, cultural diversity and community.

Along with a vast range of activities available for the public, Market Traders are encouraged to test methods to improve their service in innovative ways. The outcome is a marketplace where cultures from around the world come together and the alchemy of it creates things different and new.

Currently, the Market has 80 stall holders trading under the one roof. For further financial information refer to *Adelaide City Council 2012-2013 Annual Report*.

Economic viability

The competition asks for design solutions that are efficient in their use of materials and space and consider a long-term strategy to optimise the space in the Market Tower and also improve the accessibility between the Tower and the ground floor of the Market. A proposal should demonstrate and describe the short and long-term advantages, economic viability and value of the proposed design solution.

Future vision

Economics of any sector move with the times and as such, entrants are encouraged to consider a level of adaptability. The only constraint regarding the suggested occupants of the space is that they are complimentary to either the Market and food culture in Adelaide, or beneficial to the city itself. All competition proposals should articulate in what ways a proposed tenant will positively impact the Market and how the proposed use of the space can be adapted to accommodate future use, predicted or otherwise.



07.

Team Requirements

Teams can be any size per submission and contain a minimum of one person without a background in the Design, Art or Architecture professions. This will naturally encourage a variety of perspectives and enable a well-rounded approach.

Teams are encouraged to test their ideas through different mechanisms of analysis. Proposals that demonstrate a holistic understanding of the standard considerations for any capital works project will stand out.

Names and current organisation of employment will be required in the registration form. We encourage a range of professionals be included in your team including some with strategic planning experience.

Student teams are encouraged to engage at least one current or recent graduate business student.

08.

Registration

Register as either a professional or student team through the official competition website. A confirmation email will be sent along with a unique four digit notification number that will be assigned to your team during the competition. It will need to be clearly displayed on all documents to identify your team.

Recent graduates are considered professional and can also be included in a student team. A student prize will be awarded separate to the professional prizes available.

The competition is open Australia-wide and internationally. For the full competition timetable and prize pool please refer to the Market Tower Competition website.

Short listed proposal submissions

A total of 16 submissions will be short listed, 10 professional and 6 student. Shortlisted teams will be notified by email and required to professionally print and mount the A3 presentation and A4 document on form-core for exhibition at the awards ceremony. National or international teams will have their presentation printed and mounted for them.



Communication

Competition teams are encouraged to use visual communication rather than lengthy appendices. Graphics that clearly show the aesthetic along with the economic strategy will help during the judging when considering the design intent across the visual and written documents.

Two (2) A3 (420x297mm) boards, orientated landscape and an A4 (210x297mm) text document orientated portrait are to be used to communicate a proposal.

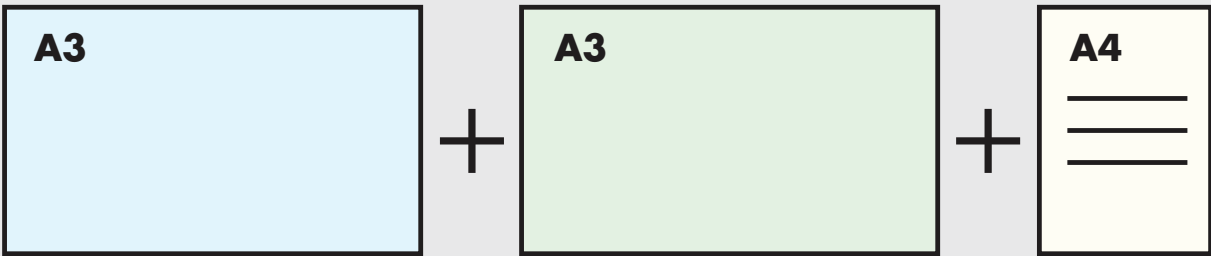
Specific requirements as follows:

First A3: For graphics that describe the design strategy clearly. Plans, sections and elevations are to be maximum 1:200 scale and used sparingly. Other types of drawings are encouraged to graphically explain the three dimensional structure of the Market Tower and its adjacent buildings. Text should be kept to a minimum 200 words per A3.

Second A3: A 'hero' image that covers no more than 50% of the page. Remaining 50% to be used at the Competition Teams discretion.

A4 Text document: Max 500 words in 11pt Calibri font. Give a written description explanation of the design strategy. No graphics allowed.

Additional images: Submit a softcopy of the hero image. Prepared for print using Adobe Photoshop, full bleed and no more than 1.5mb in size. This image may be used for promotional purposes by the competition organisers.



Competition teams will upload all required documents through the official competition website.

Full details are available on the competition website.





Photo credit: Branko Jaric.



10.

External References

It is recommended competition teams familiarise themselves with the context of the Central Market, the surrounding precinct and its history. The following sources provide information to help entrants to develop an effective competition submission.

Short History of the Adelaide Central Market
A brief historical timeline of the Central Market.

<http://www.adelaidecentralmarket.com.au/marketmanagement/history/>

Long Form History of the Adelaide Central Market
By Patricia Summerling

http://www.adelaidecentralmarket.com.au/wp-content/uploads/2013/01/history_of_the_adelaide_central_market.pdf

Adelaide Central Market Complex
Details of the market complex, surrounding precinct and heritage

<http://www.adelaidecitycouncil.com/assets/Policies-Papers/docs/PLAN-clmp-adelaide-central-market-complex.pdf>

Central Market: Grote Street Façade
Architectural record of the Grote Street building design

<http://www.samemory.sa.gov.au/site/page.cfm?u=1440&c=681>

Adelaide City Council
Annual Report 2012-13

http://www.adelaidecitycouncil.com/assets/documents/annual_report_2012-13-mobile.pdf

Appendix A

The architectural style of the Central Market buildings.

Historically, the Central Market has reflected the times and fortunes of the South Australian economy. It is a reflection of fortunes and attitudes and a much loved institution. The buildings nominated for the Register (the Grote Street buildings constructed in 1900, and the Gouger Street buildings erected in 1906) reflect the second phase of the construction of substantial buildings to be erected on the site that housed market functions. As such, they reflect the consolidation of the Central Market as it firmly established itself as a major retail food outlet.

The architectural reminders of the early years of the market are the brick facades on Grote Street that date from 1900 and a group of seven two-storey shops in Gouger Street, completed in 1906.

The Grote Street building is a two storey brick building with a four storey tower to the western end of the building. A modern steel-framed, mesh clad pedestrian and car park entrance is attached to both ends of the building. The brickwork used in all the walls of the building is of good quality. The bricks are laid in a Flemish bond and are, and were always designed to be, exposed. The roof of the building is disguised behind a parapet. The building features a decorative brick parapet using profiled bricks. The brickwork to the tower has been laid to create a decorative scalloped pattern.

The Gouger Street shops constructed in 1906, are housed in a two storey building of brick that features rendered decoration and parapets to the face of the building. The main features of the building are three distinctive gables, projecting from above the parapet.

Both buildings (the Grote and Gouger Street shops) are constructed in architectural styles popular at the time and therefore they represent an important architectural style and period. There are several examples of more florid architectural styles in the City; the Adelaide Fruit and Produce Exchange, West's Coffee Palace and the RAA Building in Hindmarsh Square. The buildings constructed near the Central Market are much simpler, but are good examples of their period, demonstrating the increasingly acceptable use of brickwork to produce solid, utilitarian buildings.

The construction of both buildings and the evident success of the market, encouraged other businesses to establish themselves here, often using a similar design theme. Both buildings contribute to notable physical environments. Their character and construction prompted the erection of other new buildings in the vicinity, a good many of which were constructed using red brick. The character of the Grote Street and Gouger Street buildings may be said to have informed the character of the area.

Source: 'The Central Market - former City Market facade of Gouger Street two storeyed shops, Adelaide; and facade of Grote Street brick building with Tower', (Oct 1990). Heritage of the City of Adelaide, Corporation of the City of Adelaide.



Credits

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