

MAIN STREET MARKET

By | ARCHITURA
space planning & design





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PROJECT OVERVIEW

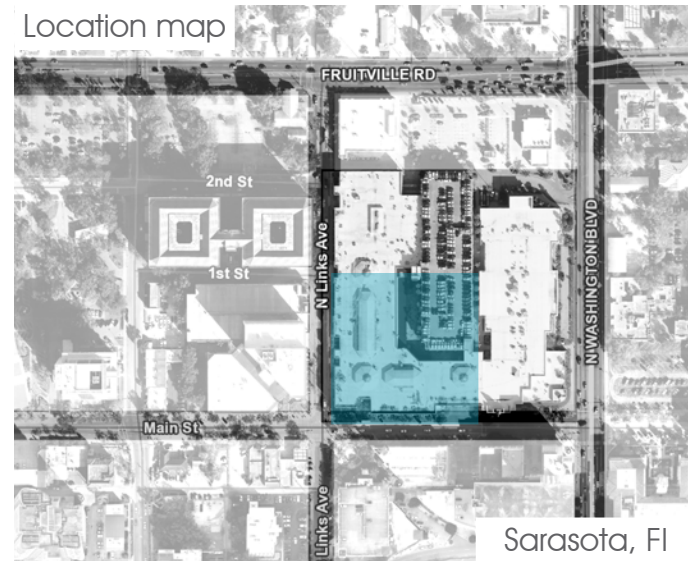
Our goal is to transform Main Plaza into a vibrant multi-functional space that rejuvenates the east part of Main Street. Creating a bold presence inside and out is key to making the new Main Street Market into a destination for locals, tourists, and businesses.

DESIGN CONCEPT

The intent of the design is to connect the front exposure of Main Street and bring an open and inviting feeling. By moving the main entrance to the southeast corner we created an ease of access that the current layout lacks. An abundance of glass offers daylighting and clear views to encourage traffic inside. The profile shape impacts the quality of sight lines and sets the aesthetic tone. Using an eye catching butterfly roof brings a playful architectural element that creates a distinguishing feature yet is familiar to the Sarasota School of Architecture.

EXISTING CONDITIONS

Built in 1986, the current layout and aesthetic of Main plaza is dated and uninviting. The entrances are hard to find and the lack of window creates the sense that the building is closed. Once inside, the existing finishes and architectural elements noticeably haven't been updated in the 32 years it's been constructed.



South-West
entrance

View at South Facade



Restaurant
entrance

Parking garage
entrance

Regal Hollywood
Stadium 11

Main Street

02-03

EXTERIOR RENDERINGS

View at South Facade

A new curtain wall system will modernize the exterior facade while adding much needed daylight to the interior spaces. Two feature walls allow for advertising along with giving Main Street Market an identity. The relief to the first floor creates dimension to the building while also adding outdoor seating to further connect main street.



View at South Facade

Businesses and patrons alike will enjoy the light filled rooms and will make Main Street Market a highly sought after place to work and dine. Breathing new life into 250,000 SQFT of the east part of main will revitalize this part of the city.

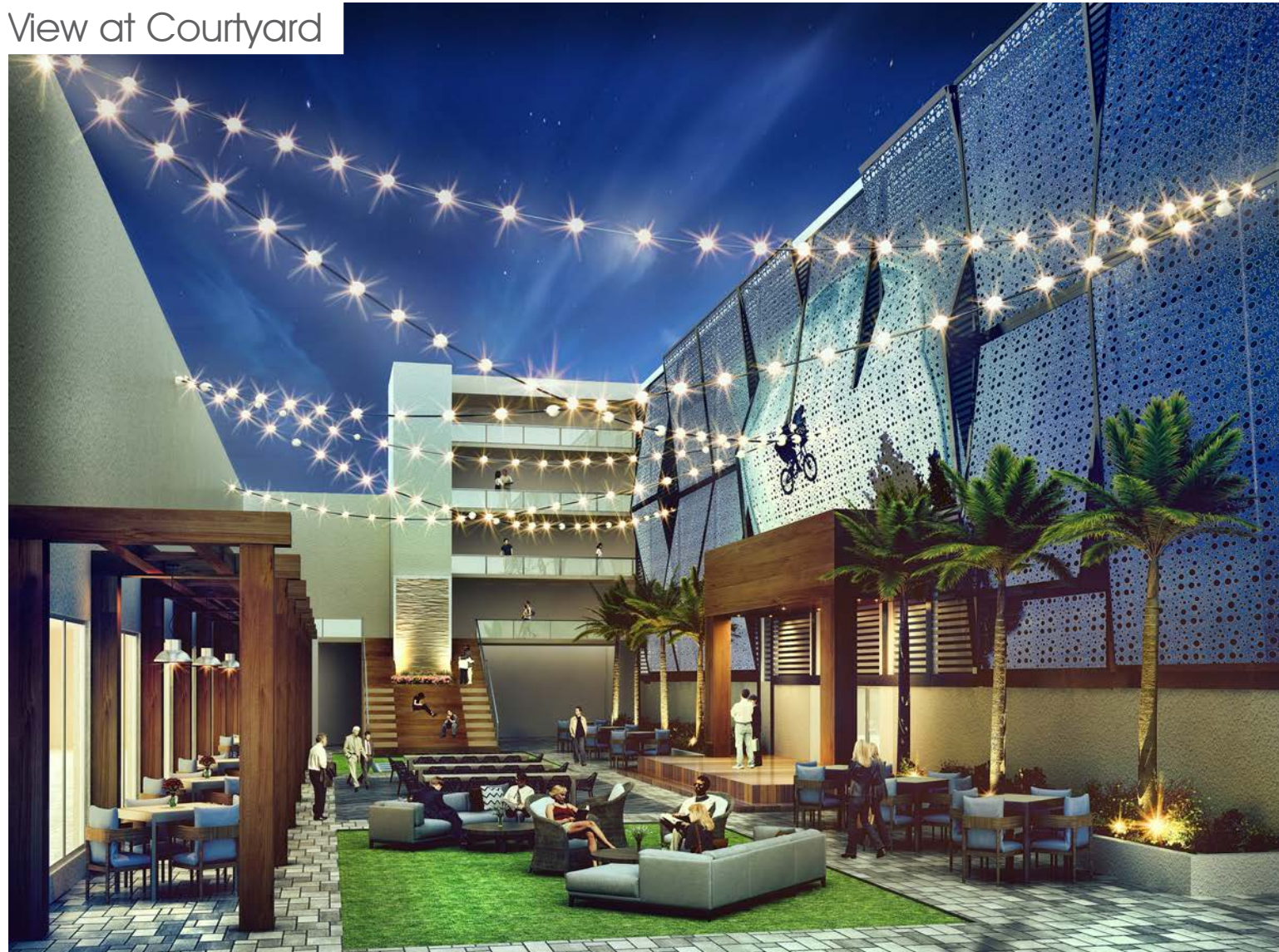




CONCEPT

Pedestrians can easily engage Main Street Market from multiple access points. Cars can pull through during business hours and be blocked off when needed. Adding valet parking will help the parking frustrations held by many who visit downtown. Updating the ceilings and pavers in the breezeway changes the atmosphere to a relaxed area great for gathering and lounge space.

View at Courtyard



View at Courtyard



Lounge space by day, entertainment by night. The courtyard is a versatile space that will be a highlight of the grounds. The new stairway serves dual purpose as stadium seating and provides access to the second level.

INTERIOR RENDERINGS

A food hub and market is a centric place for locals to gather in a causal setting. It gives a place for new restaurateurs to be successful and established ones to grow their business. Having an eclectic atmosphere creates a space for everyone and can evolve easily over time.



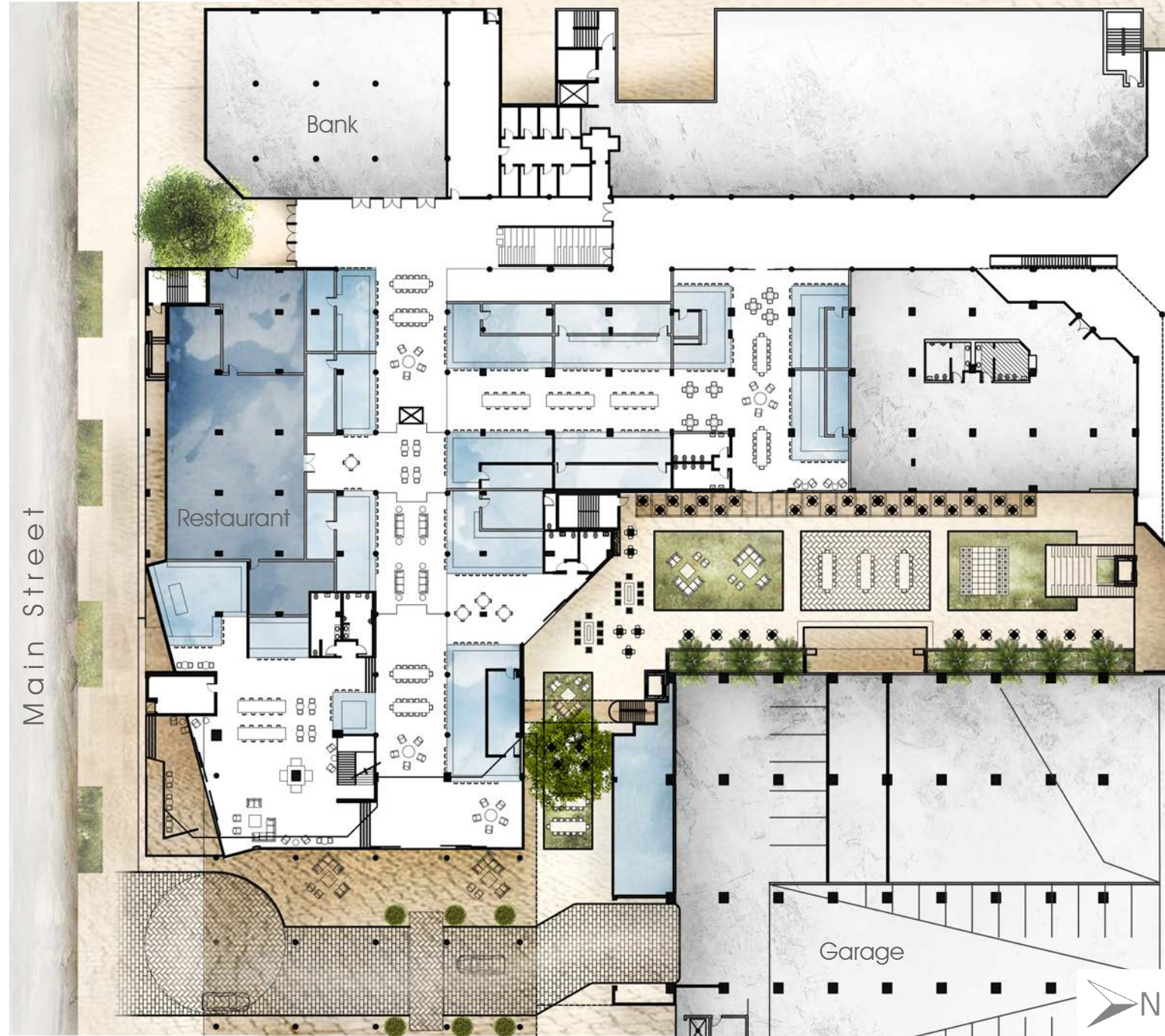
View at East Entrance



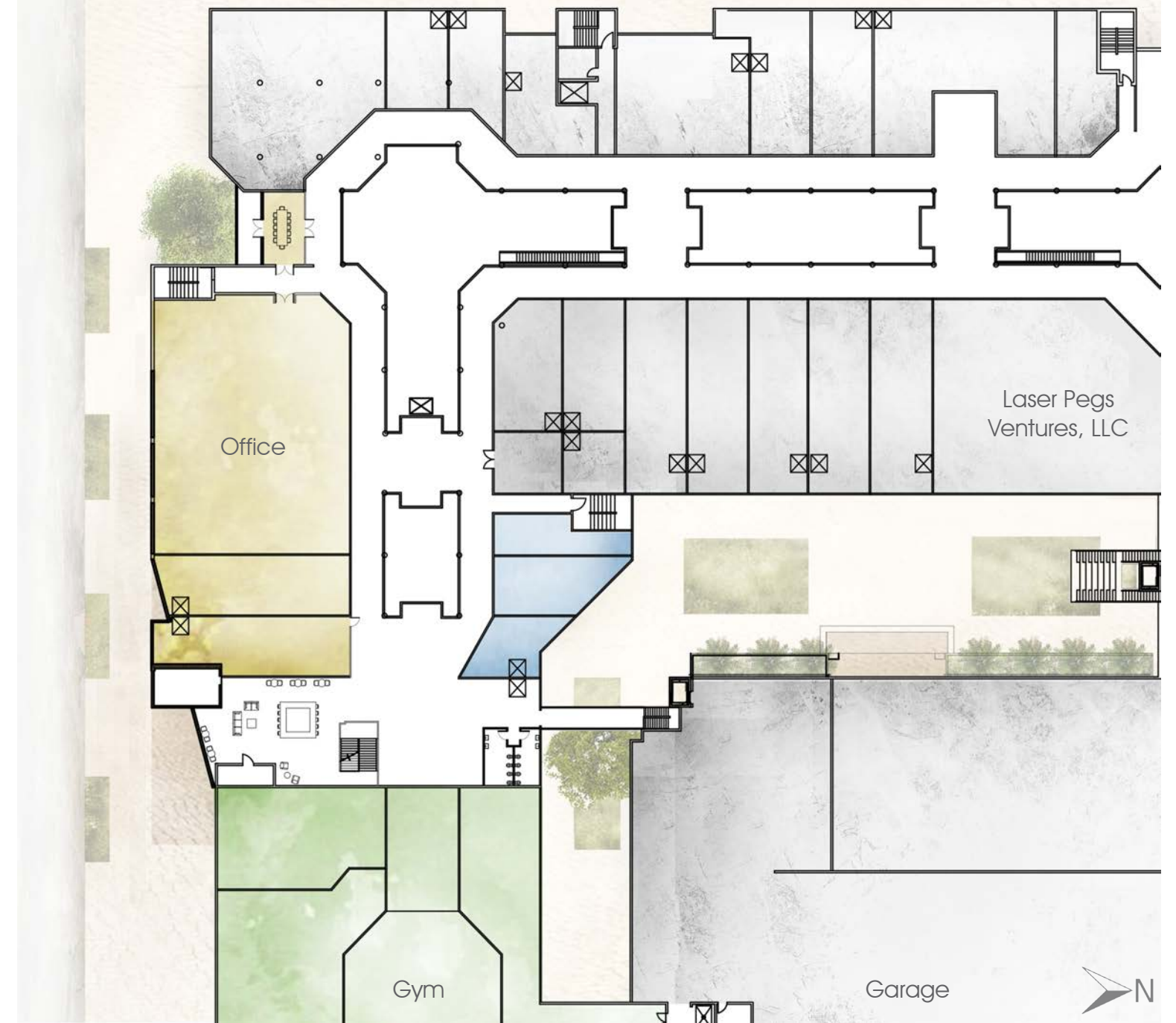
View at Central Hall

The double volume hallway visually connects the businesses upstairs to the market below. New elevators, open stairways, and access to the courtyard create better circulation.

SITE PLANS

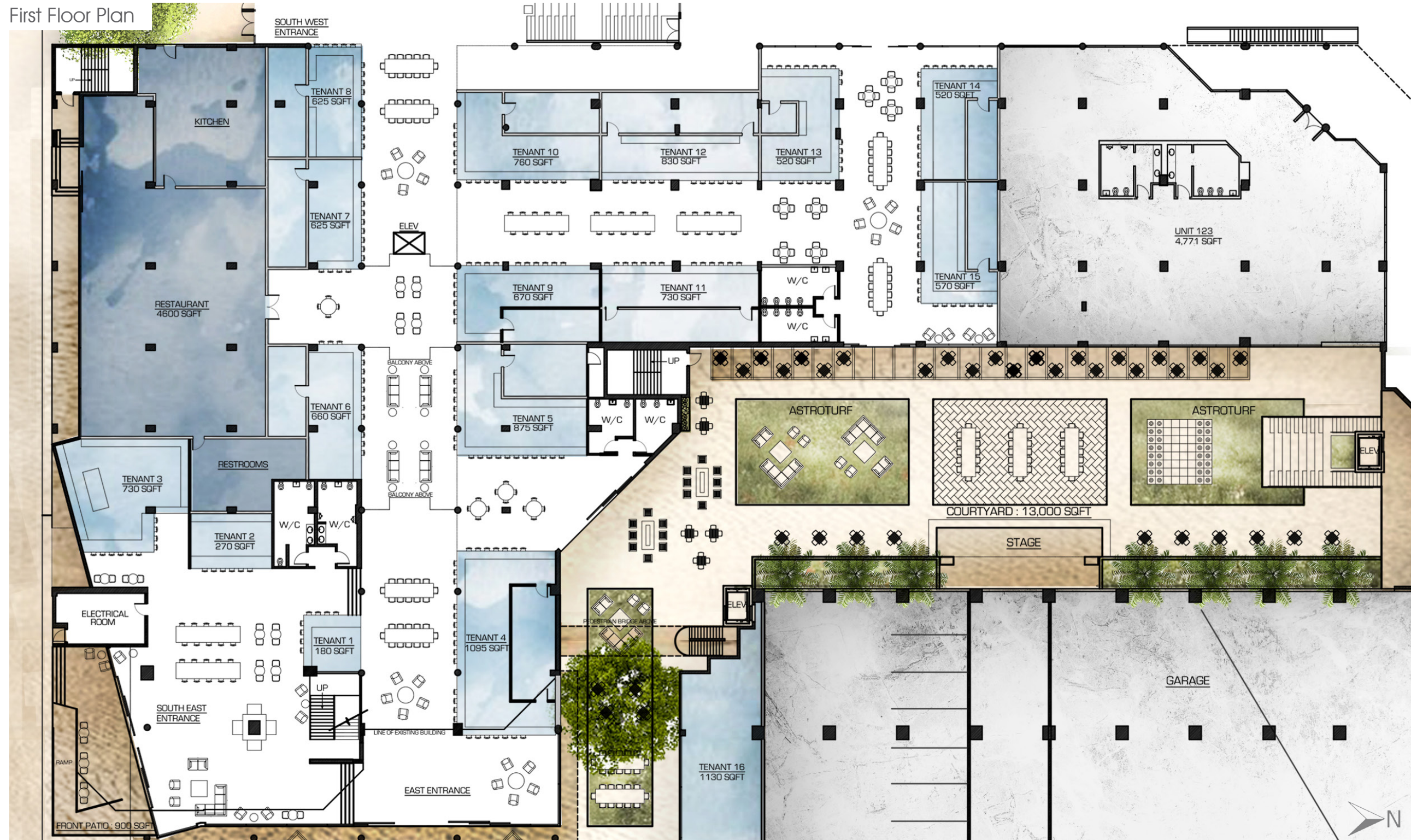


First Floor Plan



Second Floor Plan

First Floor Plan



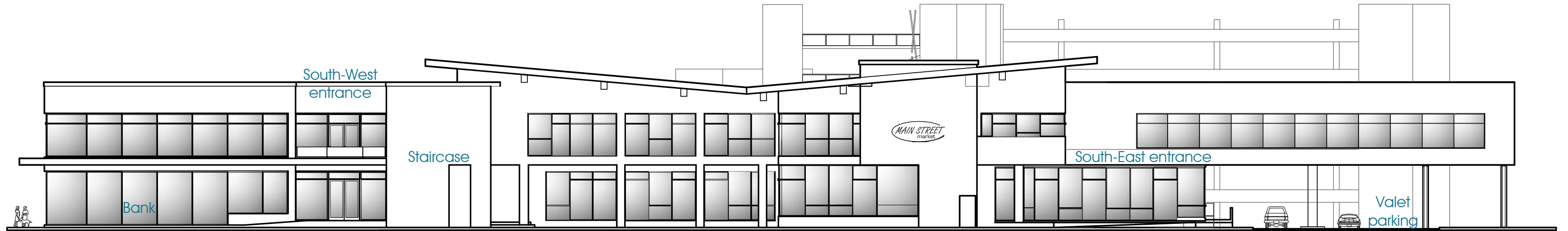
AREA SQFT

Tenant space unchanged	4,770
Existing tenants modified	26,590
New vendors	15,390
Indoor seating	13,500
Outdoor seating (covered)	2,500
Outdoor seating (uncovered)	11,000

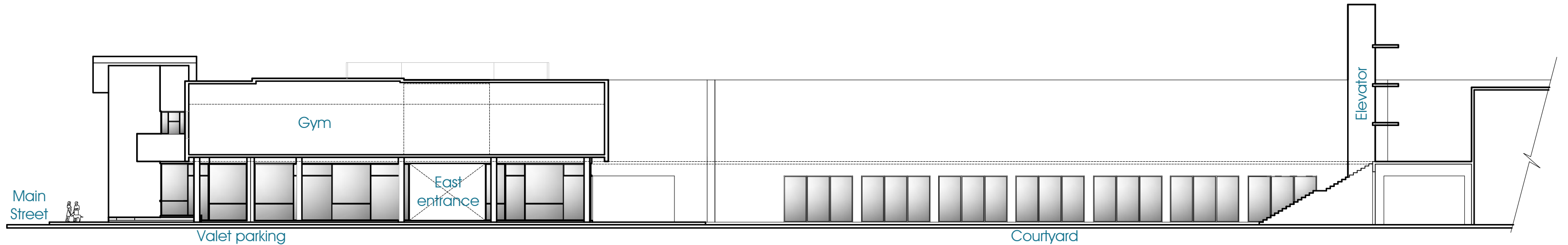
KEY

- Restaurant
- Tenant space
- Office space
- Gym
- Public space
- Landscape
- Not in scope

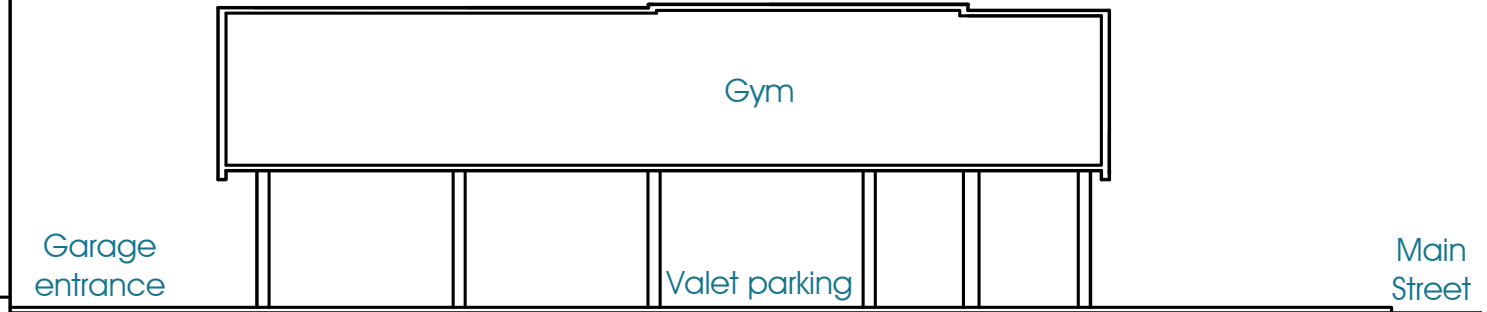
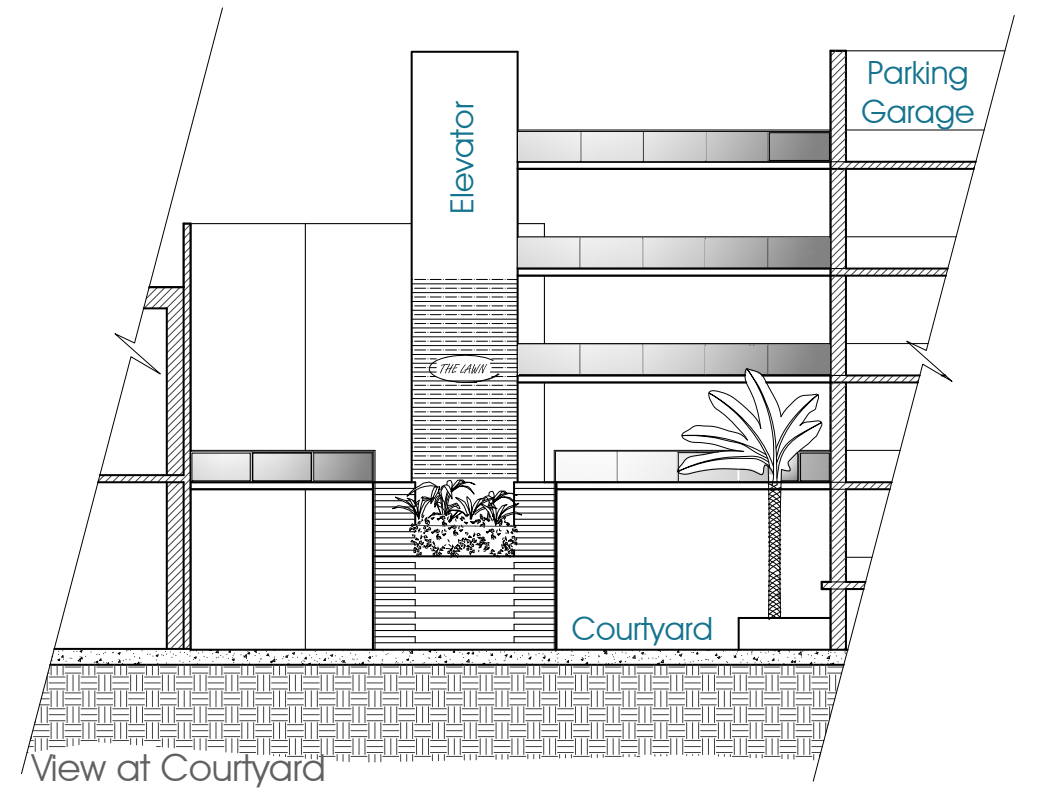
EXTERIOR ELEVATIONS



View at South Facade

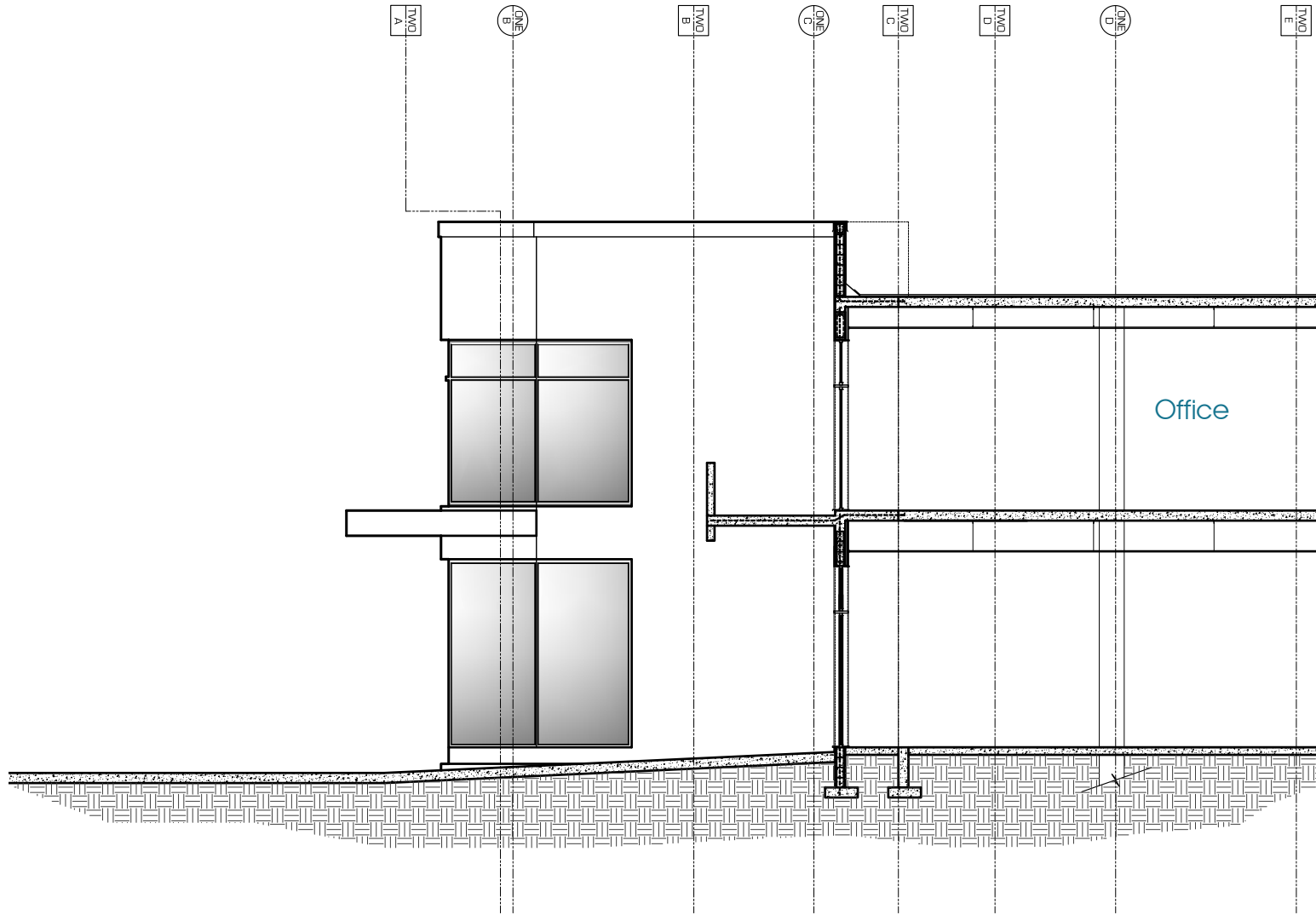


View through Courtyard

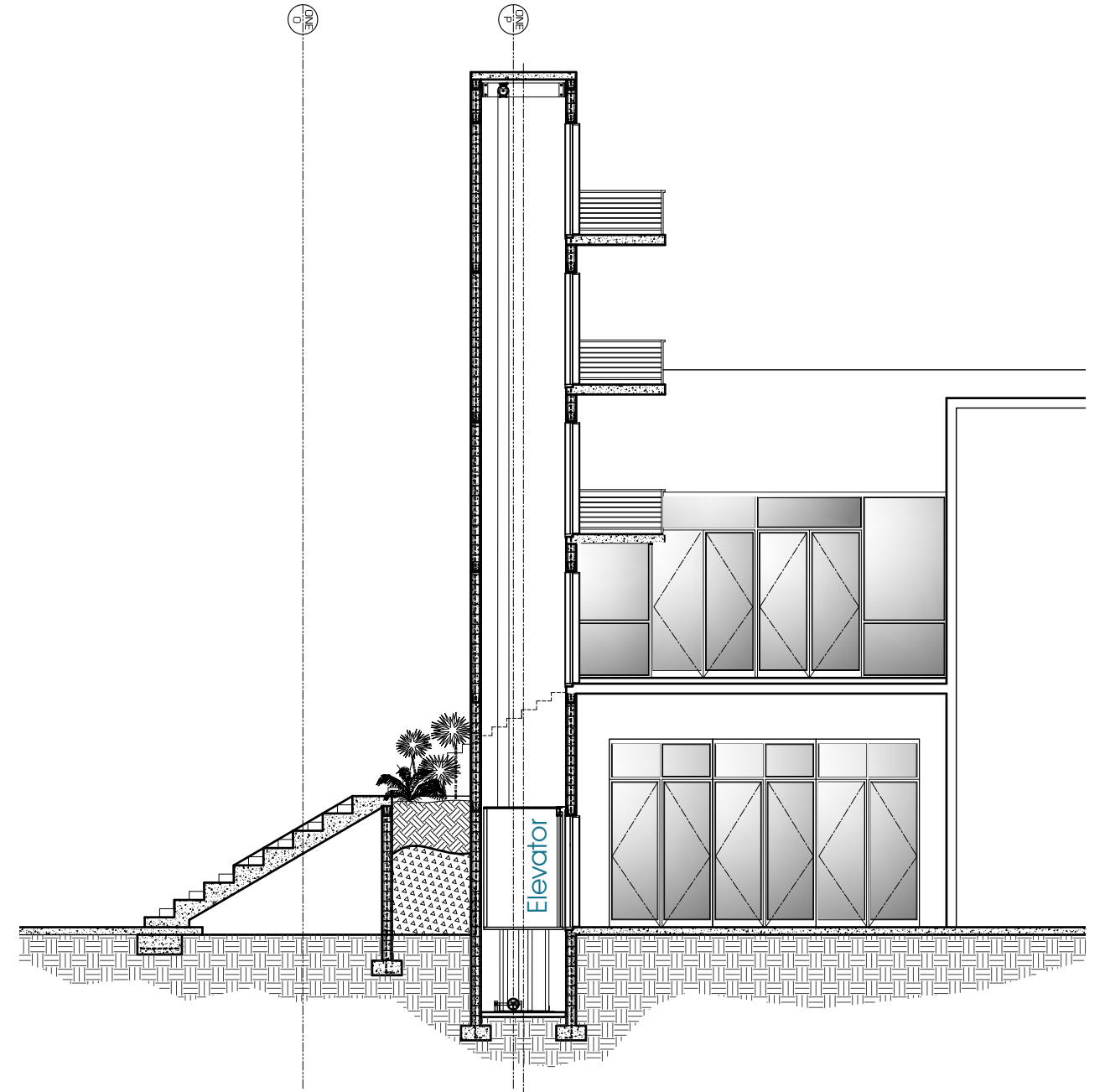


View at Parking Garage

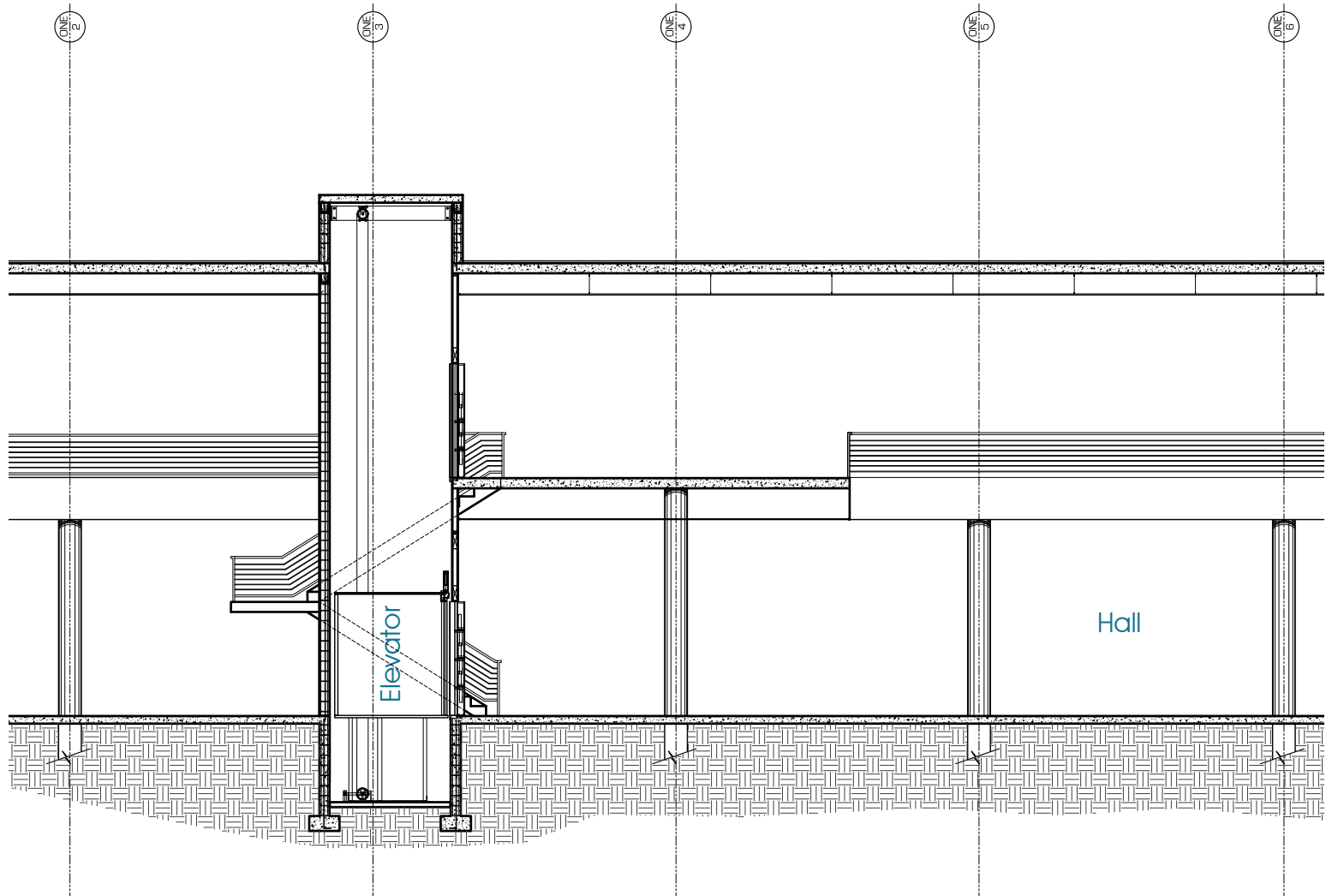
CROSS SECTIONS



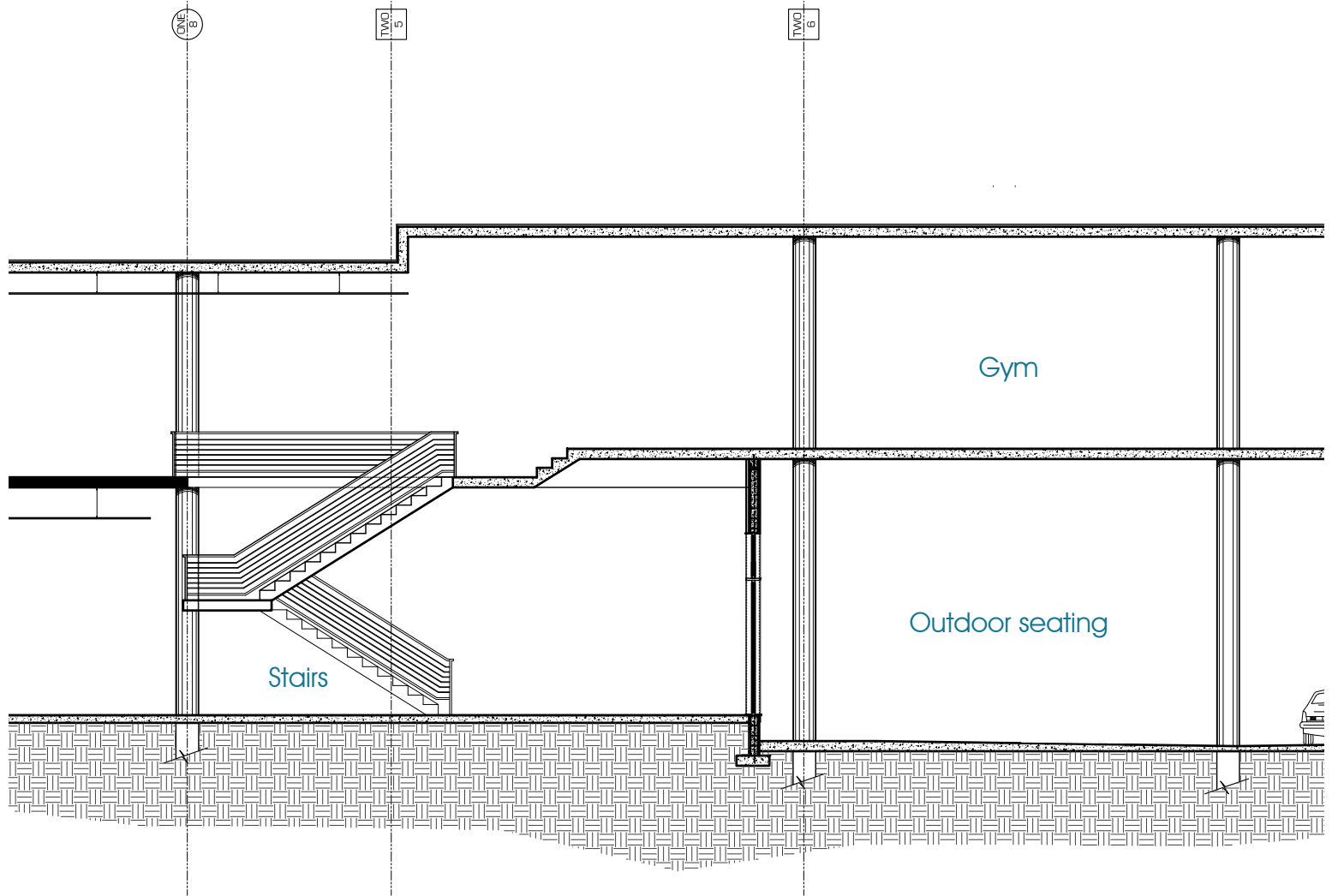
Section at South-West Entrance



Section through Courtyard Elevator



Section through Central Hall



Section at East Entrance

ARCHITURA

space planning @ design

47 South Palm Ave, Suite 302
Sarasota, FL 34236
941.953.3800
mail@architura.net



