



**The City Market**

Client: The City of Kansas City, Missouri; Piper-Wind Architects, Kansas City, Missouri

Scope of Work: Site Analysis, Evaluation, Graphics Master Plan, Tenant Sign Guidelines and Criteria, Design Development, Construction Documents & Construction Administration

Design Fees: \$84,000.00

Completed: 2006

Consultants: Custom Engineering, Inc., Independence, MO (Electrical)

Design Staff: Bob Lane, Eric Swenson

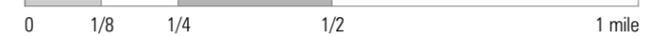
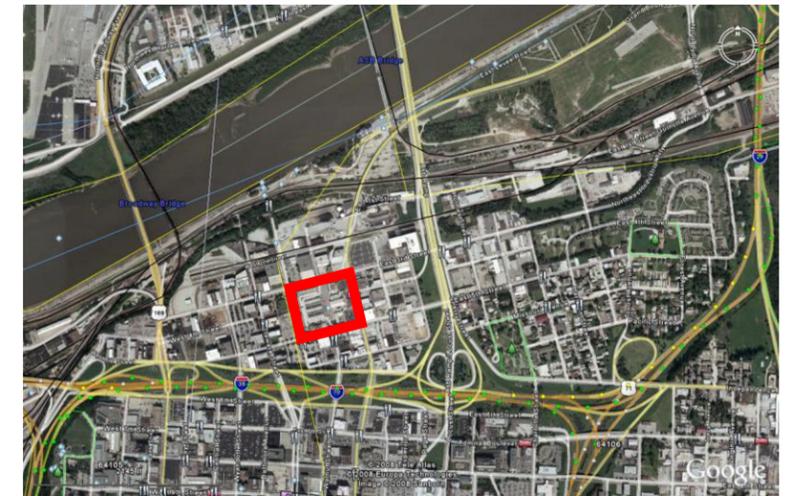
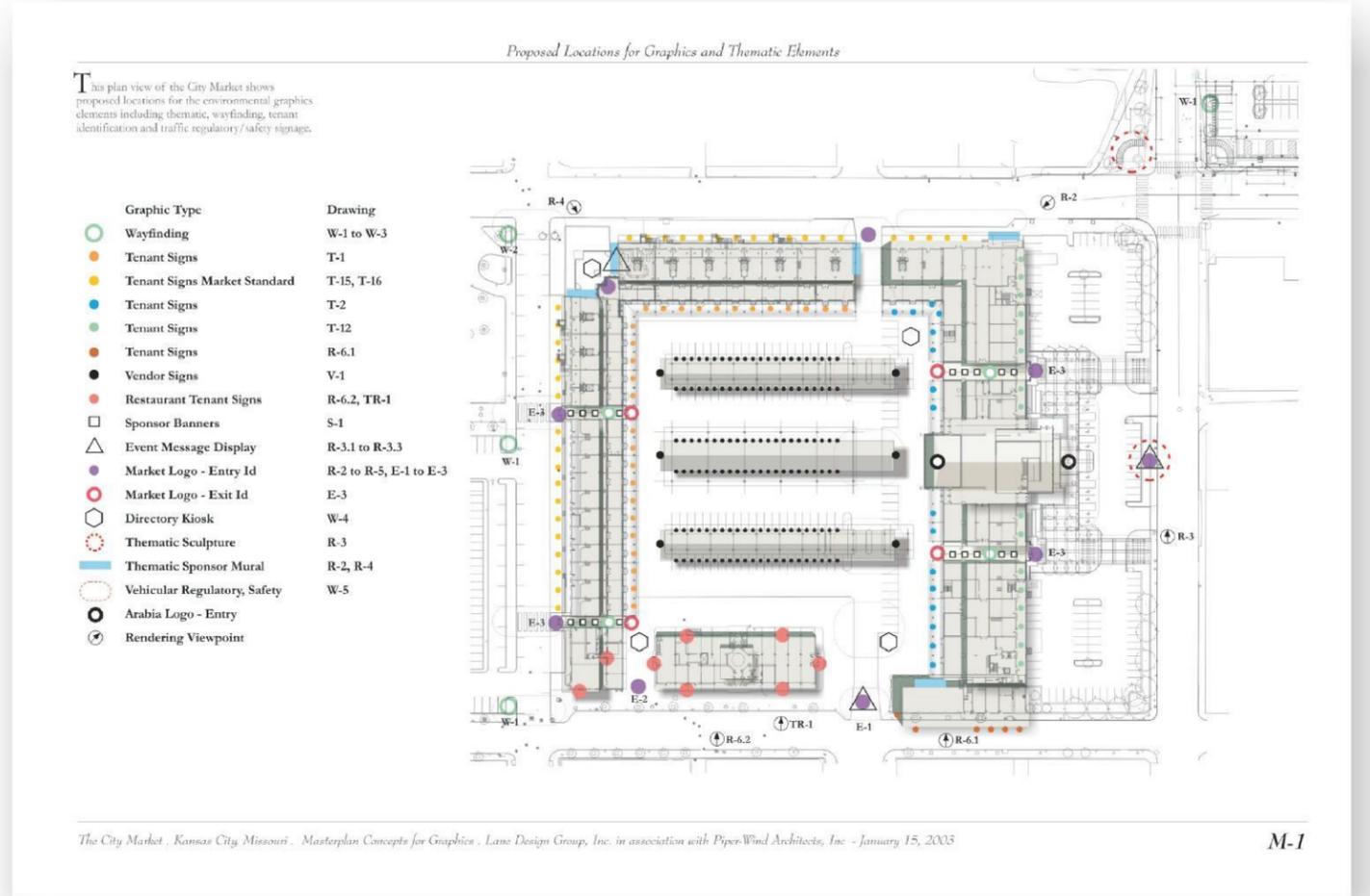
**Project Summary:**

The request from Tom Bean, City Architect of Kansas City, was to simply see what could be done to improve the overall appearance of the historic market, which had slowly deteriorated over the years, to an unpleasant experience that was far from self-promoting or readily identifiable to passing vehicular traffic.

**Analysis**

The study of existing conditions involved photo documentation and study of conditions the were contributing to unsightly appearance as well as visioning of the opportunities that could be realistically pursued. Circulation patterns were studied along with use and operational requirements. The architectural character was determined to be a unique, interesting and, behind the visual clutter, a rare opportunity to transform, reclaim and reinvent a vital environment.

Survey photos of existing conditions:





Design

The design was driven by visual and functional needs and opportunities. To clear up a montage of vinyl banner signs displayed as large and as red as possible by needy tenants, a visual study was conducted to show before and after comparisons of appropriate vendor identities. A criteria manual was prepared that allowed each tenant the ability to custom design their own signs, but within a carefully prepared set of variables.

General appearance of facilities were also studied and where cost-effective improvements could be made, those design concepts were also presented, including a more visible image for motorist. Large murals were designed to help create a sense of arrival and to start the "market experience" for arriving patrons. Several studies were presented in manuals and guidelines that could be implemented as the City budget would allow over the near future. The design standards for graphics were carefully coordinated with the architectural improvements designed by Eric Piper of Piper-Wind Architects. The Graphics Master Plan was presented with cost estimates and approved for a phased implementation in April, 2002.



*Custom Designed Signs*

Custom designed signs may display distinct symbolic shapes where appropriate and beneficial to visually communicate the nature of the tenants business as shown here. These signs however must be within the maximum sign dimensions. Custom colors may be used for these signs if they are critical to the visual symbology. Full color sign layouts are required and must be approved by the Owner prior to sign fabrication and installation.

When merchants occupy two or more adjacent bays they may display two identical signs, centered at each bay. They may also use two similar signs to display part of the store name on each sign as shown below. The signs must be of the same color scheme and style so the signs don't appear to represent two different stores.

*The City Market - Kansas City, Missouri - Tenant Sign Criteria*

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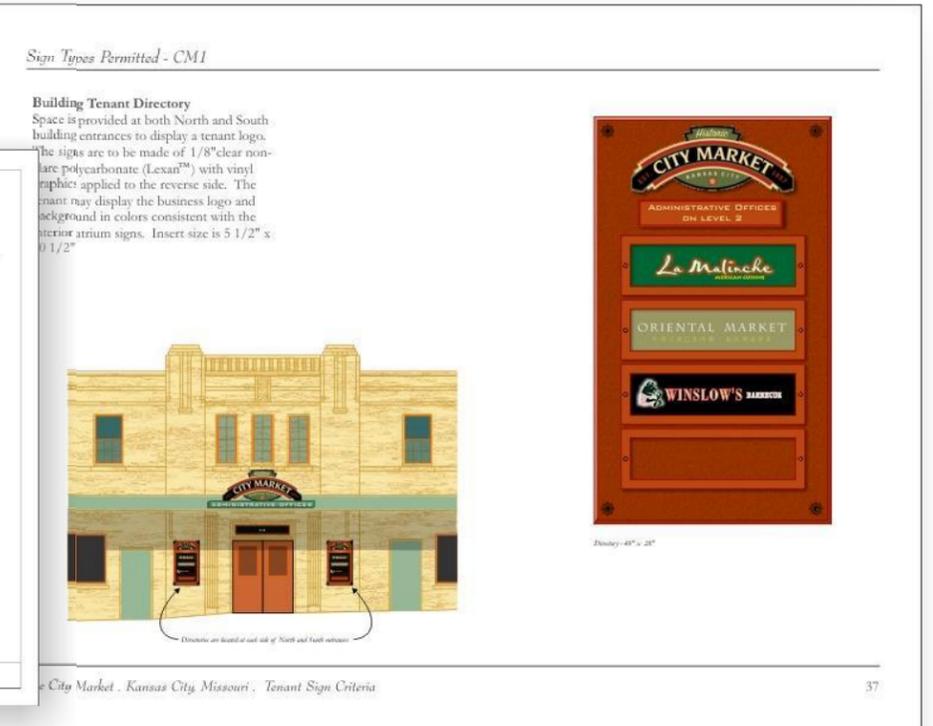
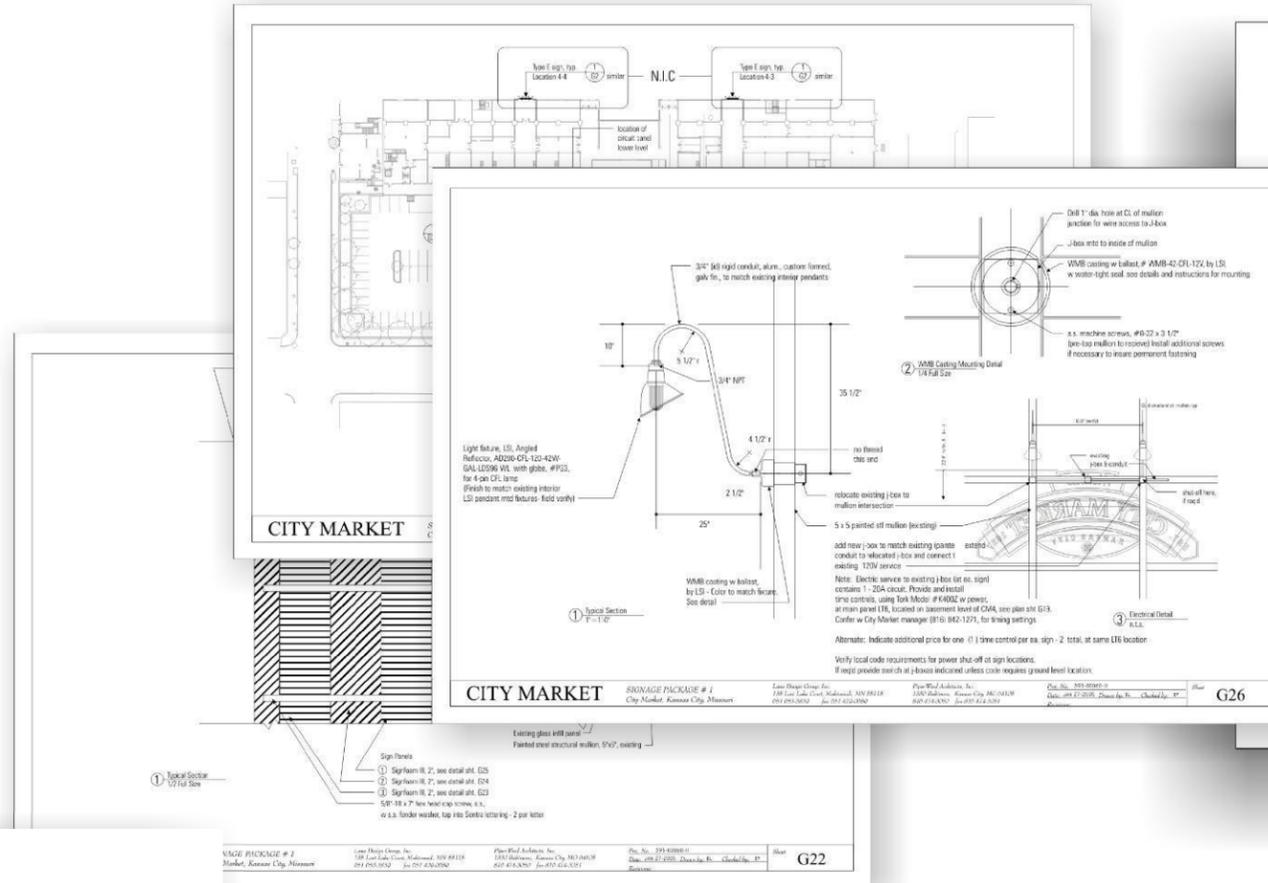
Simulated photo imagery was used to present design concepts



Documentation

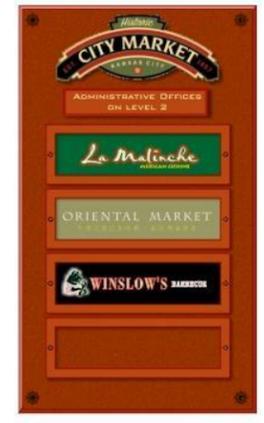
Lane Design Group developed construction documents for several implementation packages that resulted in a phased fabrication and installation of wayfinding, identity and tenant signing over the next four years.

First to be implemented was the tenant signing to conform to the new guidelines and involved meeting with individual tenants to review "their designs" as submitted using a unique "tenant sketchbook" form indicating their choices of colors, sign panel style, logo use, type face selections and ornamental elements to best convey their product. A vendor for tenant sign fabrication was chosen from a bid process that locked-in a unit price over a two year period, based on unique sign designs for each tenant, within the defined parameters. We assisted the City in this selection process.



Sign Types Permitted - CM1

**Building Tenant Directory**  
Space is provided at both North and South building entrances to display a tenant logo. The signs are to be made of 1/8" clear non-flare polycarbonate (Lexar™) with vinyl graphics applied to the reverse side. The tenant may display the business logo and background in colors consistent with the interior atrium signs. Insert size is 5 1/2" x 11 1/2"



The City Market, Kansas City, Missouri, Tenant Sign Criteria

Building Standard Signs - CM2, CM3 Loading Dock Identification

Tenants may display identification signs at the loading dock areas of their stores in a building standard format as shown here. The signs are two piece signs that contain a base panel with the address numeral for the store and a separate clear acrylic panel with their name, phone, hours of operation and emergency phone if applicable. Each tenant must fill out the specific information they wish to display. Since tenant names vary in message length, the lettering for the name may be compressed if necessary to fit the panel. Primary name copy (line 1) should not exceed 18 characters. If necessary additional identification copy may be displayed on line 2 in place of the phone number. The sign uses tamper-proof fasteners, but are removable with an allen head wrench as needed to change tenant names or identification information.



The City Market, Kansas City, Missouri, Tenant Sign Criteria





The next phases of implementation involved the market identity, logo design, perimeter signing and banners for tenant identification along the surrounding streets. This work included construction documents and construction administration for wayfinding elements, directories, a remodeling of the primary gateway sign and secondary entrance identifications.

As funds become available, it is anticipated the thematic murals will be added to complete the rebirth of Kansas City's historic City Market. We understand that today the visual impact of these incremental improvements has caused a noticeable increase in tenant occupancy and a valued diversity of products and food service venues. And for the many downtown workers, and intercity residents, its once again is a pleasant place to have lunch.



The market identity design studied several concepts for symbology and applications, including promotional billboards.

Bleu cheese - blue grass.

[kc-citymarket.com/events](http://kc-citymarket.com/events)

