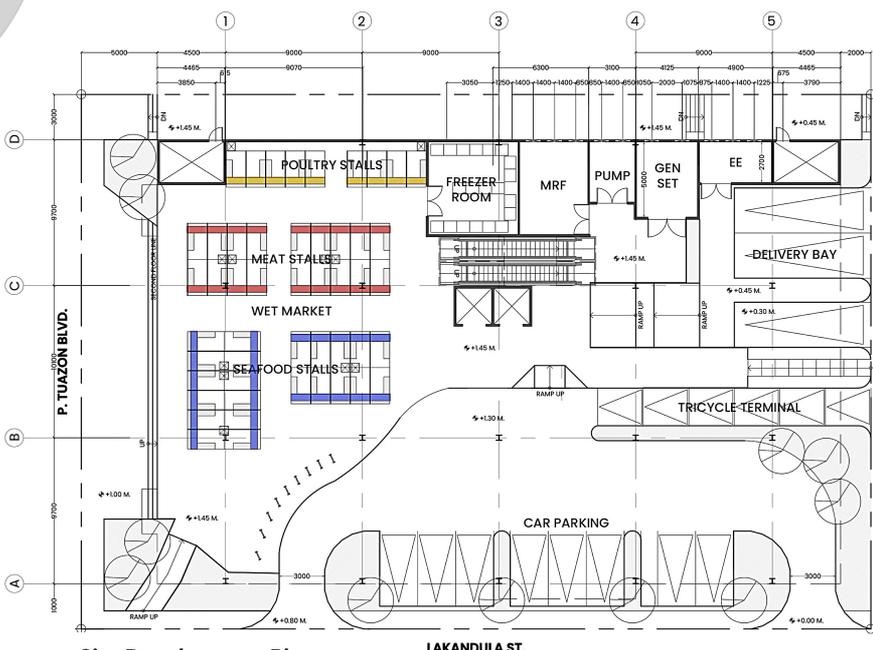
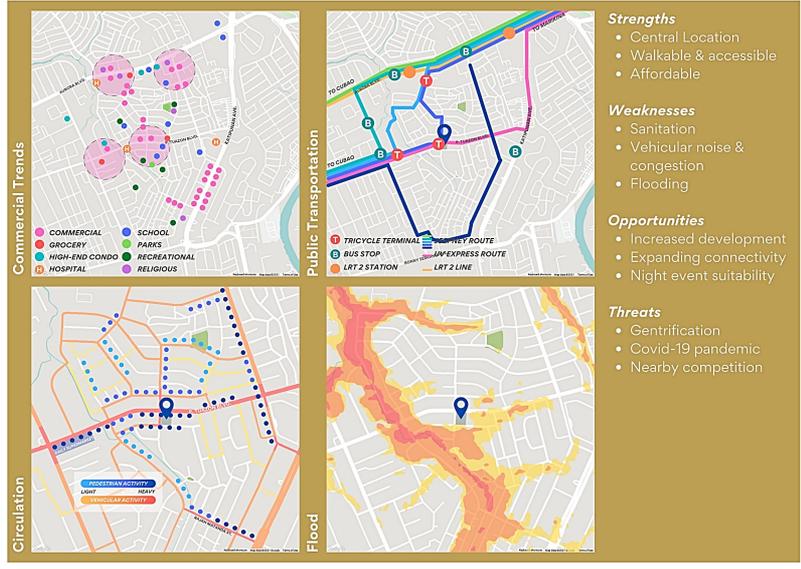
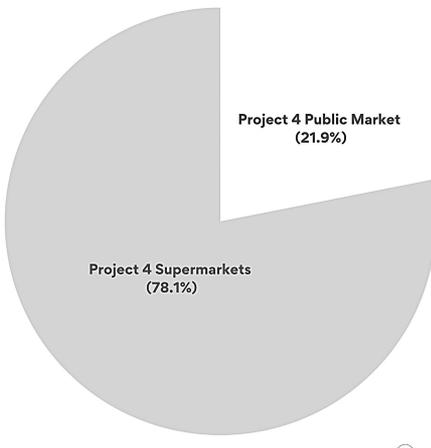


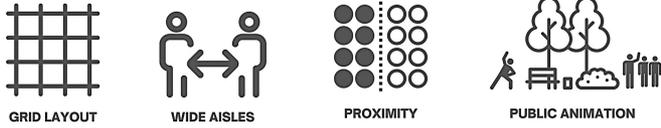
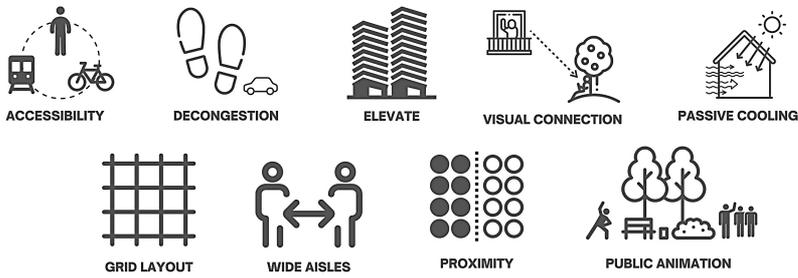


For the longest time, public markets have been the primary trading centers in cities and municipalities in the country. However, they have struggled to keep up with the emergence of supermarkets, convenience stores, and just recently, online shopping. The Project 4 Public Market, currently facing the threat of gentrification of Project 4, is only one of the many markets that struggle to stay relevant in the changing urban fabric of their neighborhood. With that arises the problem, "What architectural design can enhance the public market culture of Project 4, and elevate it into a new and adaptive building typology?"

The researcher reaches the hypothesis that in order to yield the best possible design of the new Project 4 Public Market, it should be able to answer to the needs of its users. Moreover, the researcher makes use of placemaking strategies by conducting a survey among the stakeholders of the new Project 4 Public Market to determine and take into consideration their needs in designing for the market. Special attention will be given to vertical urbanism due to the limitations of the site. This will be accompanied by surveys and interviews with the stakeholders (vendors, shoppers, administration, etc.). The end goal of this study is to be able to redesign the public market's structure for it to be more sustainable for the community it inhabits.

- FEATURES THAT AFFECT THEIR PREFERENCE:**
- Travel distance
 - Convenience
 - Well ventilated
 - Good lighting
 - Cleanliness
 - Parking spaces
 - Price
 - Multiple payment options
 - Amenities and services
- PROBLEMS WITH THE PROJECT 4 MARKET:**
- Stall organization
 - Narrow aisles
 - Dark
 - Poor ventilation
 - Foul odor
 - Unsanitary
 - Flooding
 - Traffic congestion
 - Lack of parking





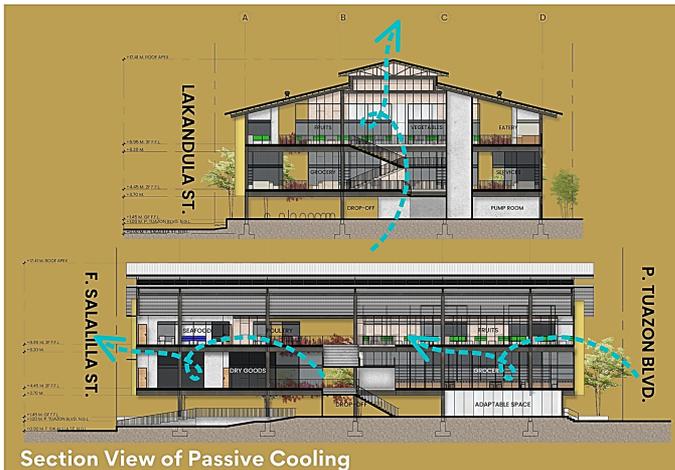
Second Floor Plan



To assist with easy way-finding around the market, the floors will have **color coded signage** painted as pathways that would help guide shoppers to where intend to go to. The colors are based on the different sections inside the market and also lead to important common spaces such as restrooms and fire exits.

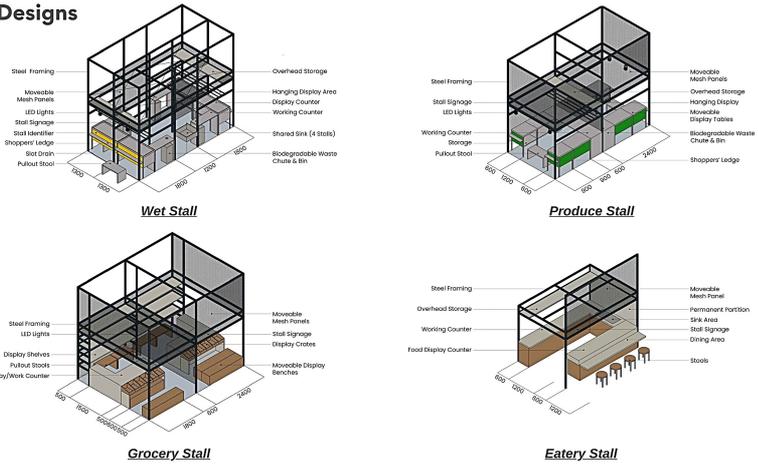
In addressing the concerns regarding the stall organization, the designer applied concepts from Balsas' study which emphasized that **stall colocation** should be done in order to allow the shoppers to have an easier comparative selection among similar products when it comes to price and quality.

With the challenge of working with a small lot area, the designer explores a **vertical expansion** for the new market. Keeping in mind the two concepts from Balsas and Al-Shidhani, the designer came up with 3 floors for the market – transitioning from wet to dry.



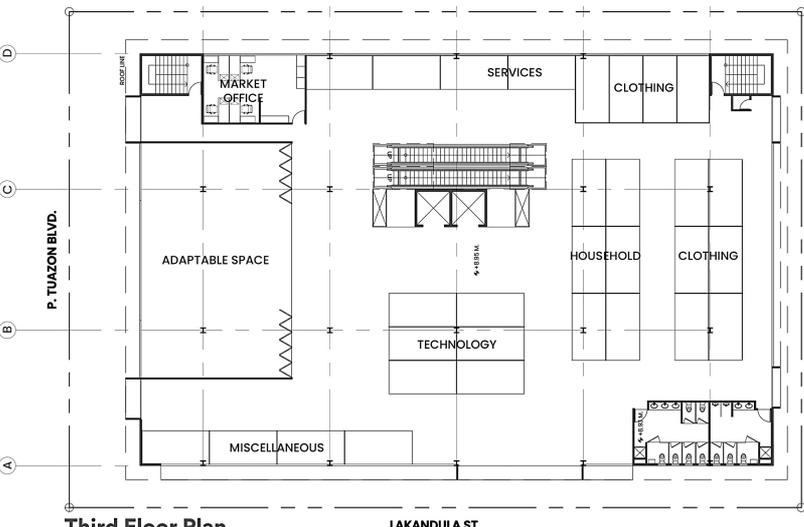
Section View of Passive Cooling

Stall Designs



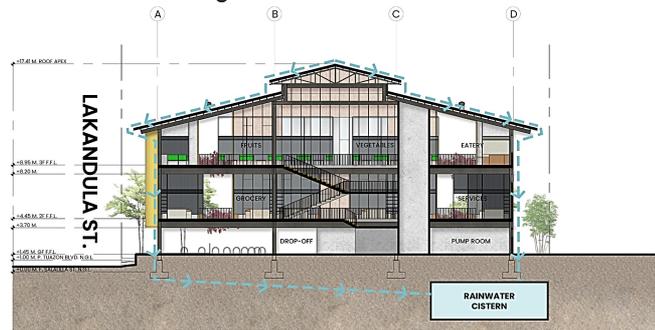
The use of perforated steel panels for the building skin also allows for passive ventilation inside the market. In addition to this, voids were added to the facades of the building to facilitate cross ventilation as well as provide viewing areas for users. In these voids, the designer has also added Bougainvillea planters to help filter the pollution from the surrounding spaces. These plants will help sequester the carbon emissions from vehicles while being low maintenance. The **stack effect** is allowed by the vertical void created by the vertical circulation systems, while we can see the **cross ventilation** inside the market through the balconies. It will help with removing the stale and contaminated air with fresh air, giving the users a more comfortable experience. Making use of natural resources help reduce the reliance of the market on artificial resources such as electricity.

The designer also created typical **modular stalls** for each market section. Vendors are allowed to rent and combine at least 2 stalls from the same section by getting rid of the movable mesh panel that divides the stalls. Moreover, all furniture that are provided with the stalls are completely movable and rearrangeable as well. In enhancing the market culture, the designer aims to be able to translate the comfort and convenience in shopping – that is given by vendors to their patrons – for all shoppers. **Transparency and openness** can be seen with the use of mesh panels as stall dividers – allowing shoppers to see through the stalls and see the processes inside the stalls that they typically do not see such as how the goods are handled, etc. **Comfort** is an aspect that is prioritized for both shoppers and vendors. The modular approach allows vendors to customize their stalls and adjust the furniture to their liking. Shoppers on the other hand are provided with ledges on the stall furniture where they can rest their bags while shopping.



Third Floor Plan

Rainwater Harvesting



The new market will have rainwater harvesting systems in place. This system will help lessen the possibility of overflowing of the creeks which are the catchment areas in Project 4. Since the site only has a small area, the roof will be the sole catchment area for the rainwater. The harvested water will be reused back into the system for plant irrigation, building maintenance, and restroom use.