



# THE CORNER MARKET

MARKET | PHARMACY | BAKERY | HOUSING

KATRINA TROZADO NGUYEN

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# THE CORNER MARKET

*Connecting the Past and Future Neighborhood*

Katrina Trozado Nguyen

Thesis submitted to the faculty of the Virginia Polytechnic Institute  
and State University in partial fulfillment of the requirements for the  
degree of

Master of Architecture  
In  
Architecture

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Neighborhood  
Corner

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**Cities can become engines not just of  
economic growth, but also of happiness.**

--Marco Frascari "De Beata Architectura, places for thinking"

# THE CORNER MARKET

*Connecting the Past and Future Neighborhood*

Katrina Trozado Nguyen

## ABSTRACT

The Corner Market on Columbia Pike and South Walter Reed Drive in Arlington, Virginia was to stand at the intersection of yesterday and tomorrow. It would knit together a neighborhood segmented by real estate development and economics. It would fill the cerebral need to connect, interact, and relate through the corporeal needs of nourishment, medicine, and shelter.

The building of four functions, market, pharmacy, bakery, and housing, would complete the fourth corner of Walter Reed Drive and Columbia Pike. It would stand on a four-cornered site with four faces: the welcoming North, serene South, diligent East, and leisurely West. The joining of one side with another would be celebrated architecturally, creating moments of importance and delight.

The Corner Market would speak for its citizens in a timeless language free from the assumptions of newness within an old fabric. It would say that the neighborhood meets at the corner.

## FOR

the stars to whom I look up

and

the rocks on which I stand

## ACKNOWLEDGEMENTS

Paul, being your student was one of the greatest gifts of graduate school. I hope to never forget nor forsake all that you shared. Thank you for teaching me how to be clever. I will think of you at every beautiful door.

Marcia, you were a beacon of light and encouragement at some of the toughest twists to the journey. Your perspective was invaluable.

Susan, your steadfast perspective on matters architectural and urban was eye-opening. You taught me how to observe, acknowledge, and resolve.

Carolina, you never failed to see even what I could not. You re-introduced me to my hands and helped me find my words. You taught me to seek beyond the obvious. I am not the first, nor last, to be inspired by you.

Jaan, your flock would be lost without you. I wish it had taken me less time to realize you are always right.

Henry, thank you for making us feel at home.

WAAC, your wealth of insightful and intelligent teachers sets you apart from all the rest. May you always embody the true spirit of learning.

.....  
My friends, you were my drive, pace-setters, and welcomed distractions. Thank you for being the sunshine when the real thing was inaccessible.

My parents and siblings, thank you for all the paper and pencils many years ago. You were my first inspirations, critics, and teachers. You allowed me to grow in the direction for which I was meant, and I am so lucky.

Dennis, you deserve an honorary Master of Architecture. Thank you is not enough for all you gave as a newlywed to ensure my well-being. It is my privilege to be your creative half.

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# 1

## THE NEIGHBORHOOD

*Planning for vitality must convert the self-destruction of diversity and other cataclysmic uses of money into constructive forces, by hampering the opportunities for destructiveness on the one hand, and on the other hand by stimulating more city territory into possessing a good economic environment for other people's plans. Nevertheless, aims of this kind cannot be pursued unless those responsible for diagnosis, for devising tactics, for recommending actions and for carrying out actions know what they are doing . . .*  
*Much of what they need to know they can learn from no one but the people of the place, because nobody knows enough about it.*

--Jane Jacobs, *The Death and Life of Great American Cities*, p. 533

# ARLINGTON, VIRGINIA.....COLUMBIA PIKE

Columbia Pike has been called a “connector” street. It originated as an agricultural thoroughfare to facilitate the transportation of goods from the farms of Virginia to the bustling port of Georgetown. In modern times, it serves the automobile as an artery of movement from Little River Turnpike to The Pentagon. Stretching over eight miles, Columbia Pike is also known as a highway—Virginia State Route 244. On paper, Columbia Pike is a highway, but for the people who live along its eclectic extents, it is a Main Street that brings them to their grocery store, entertainment, and livelihood. They cross the expansive pedestrian walkways competing with fast-turning automobiles. They patiently wait at the many bus stops as drivers on their morning commutes whizz by. Columbia Pike is their neighborhood. It is not a connector, but a place for living and working.

The efforts to support the neighborhood of Columbia Pike led to organized attempts to increase the density of amenities, entertainment, and residential buildings—all things that would contribute to an identity of staying instead of going. The vision of Columbia Pike as a Main Street transformed from a figurative one that lived in the minds of its residents into one that became the front page of an economic opportunity to “revitalize” the corridor. The changes from new construction created tangible seams between the old and new. Good will come from the changes, but *the challenge is to make a whole out of the parts.*



The conflict of Columbia Pike's duality as a highway and a main street brought forth questions from which my Thesis project evolved.

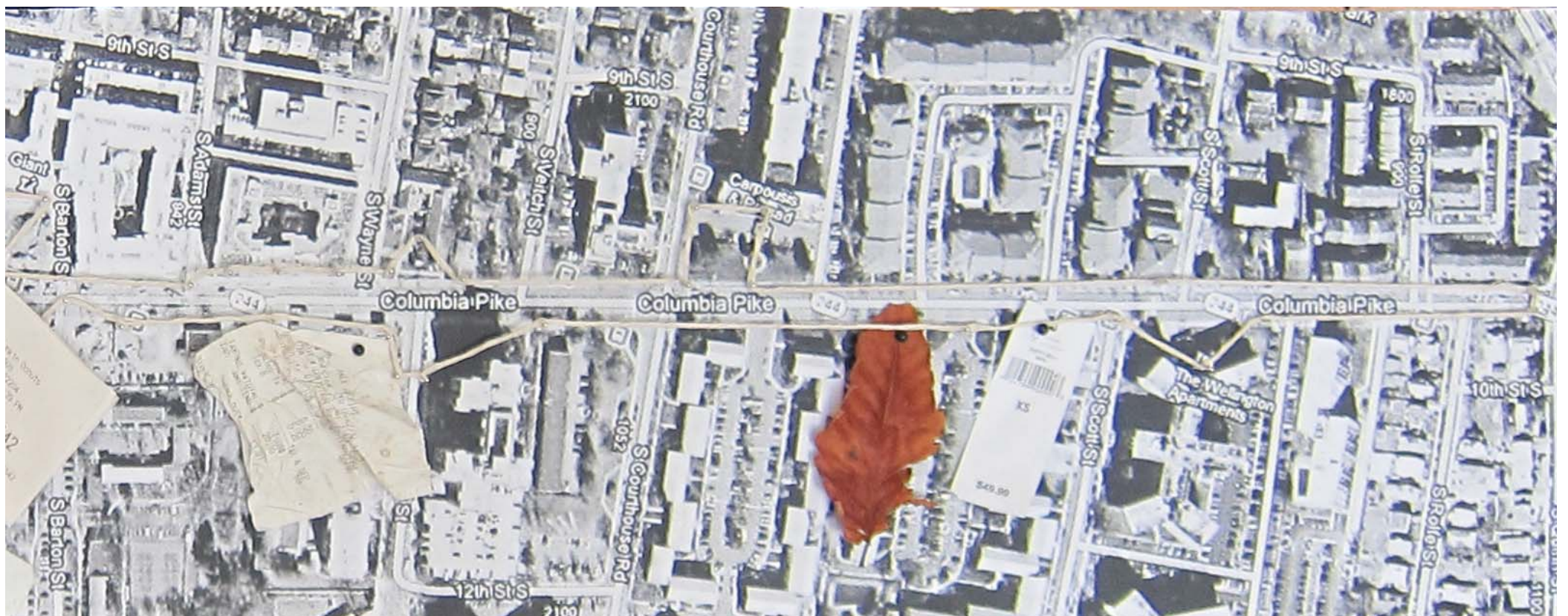
Can Architects serve conflicting urban identities or must we commit to one?

Which identity would best unify the fragmented Columbia Pike?

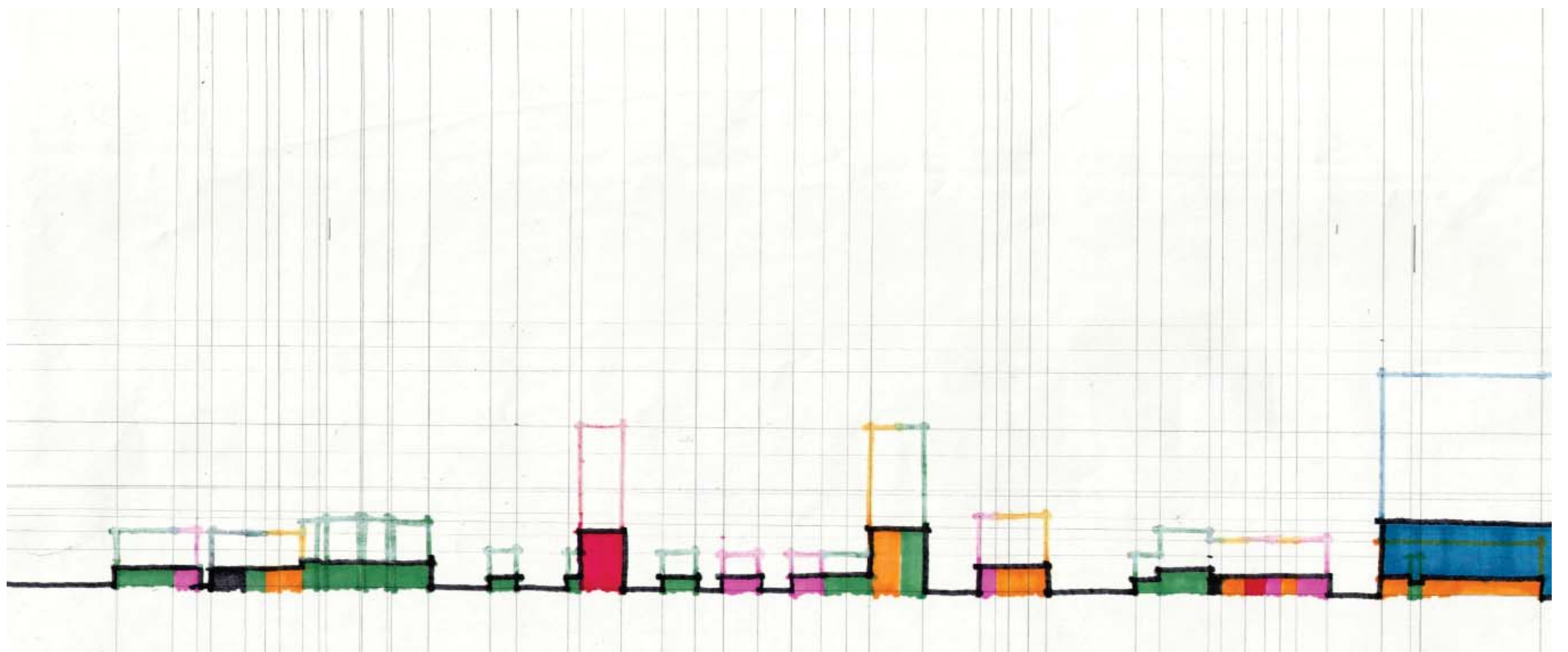
The answers came in the form of another, more important question:

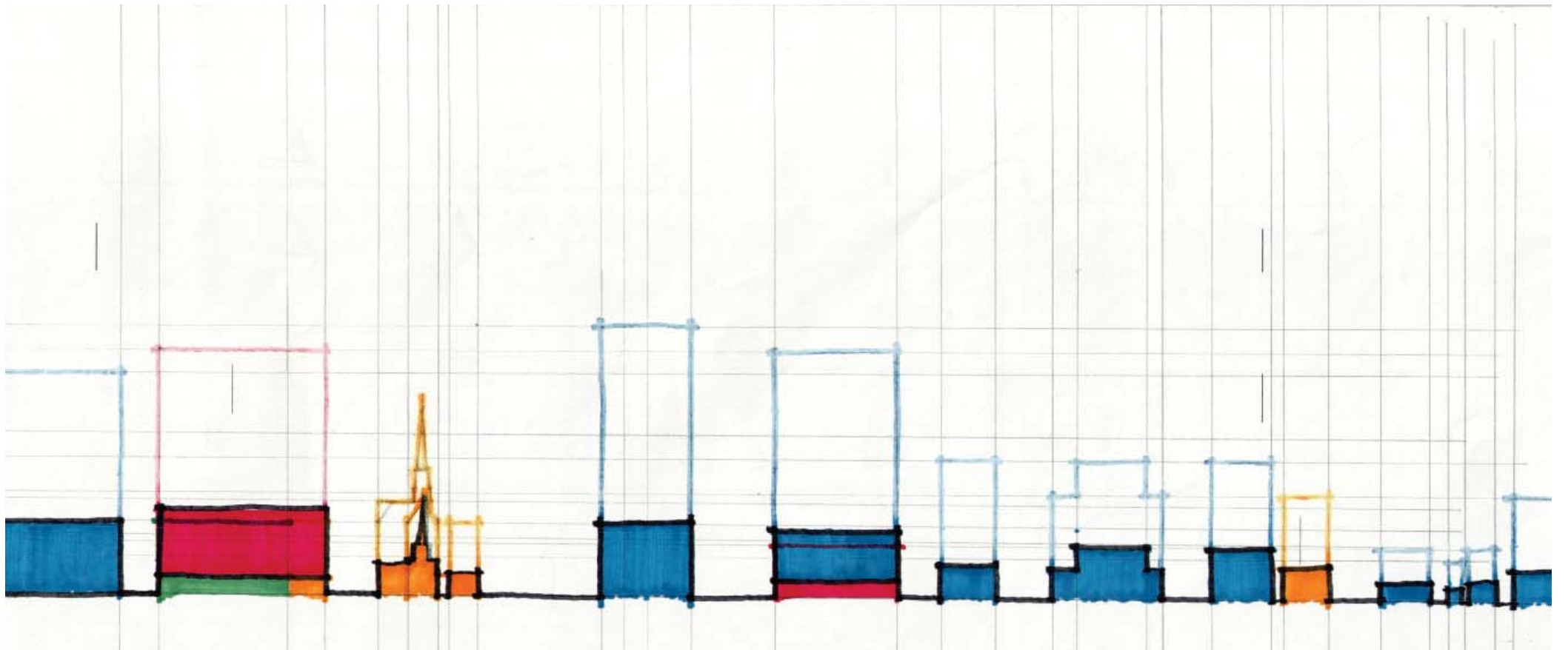
## How can Architecture complete a neighborhood?

I sought answers on a walk down Columbia Pike. I collected paper artifacts off the sidewalk along the way. What I found was a rich mosaic of small businesses representing a wide range of cultures. My project would seek to support that diversity.



COLLAGE MODEL OF COLUMBIA PIKE COLLECTED "ARTIFACTS"





STREET ELEVATION OF COLUMBIA PIKE BY BUILDING FUNCTION



PHOTO COLLAGE OF COLUMBIA PIKE SIGNAGE



safe. clean. competitive. vibrant. diverse. walkable. dense. energetic  
engine. affordable. transportation. infrastructure. dynamic. COLUMBIA PIKE

placemakers. urban inventory. defining. activity center. like squares,  
but better. visibility. could only be here. marker. MARKET

*success happens on the street and through ownership of a place* -t.karantonis

# MAIN STREET

The concept of Main Street is important in understanding what Columbia Pike's advocates envision for the corridor. The Columbia Pike Revitalization Organization is a group formed in 1986 made up of property and business owners, civic associations, and the Arlington County government. The coalition seeks to support the vision of Columbia Pike as a pedestrian-centric urban environment. It supports changes to the infrastructure of the Pike to increase density, provide fast and reliable transportation, and facilitate community events. One of the community events sponsored by CPRO is a farmer's market, currently held on the project site.

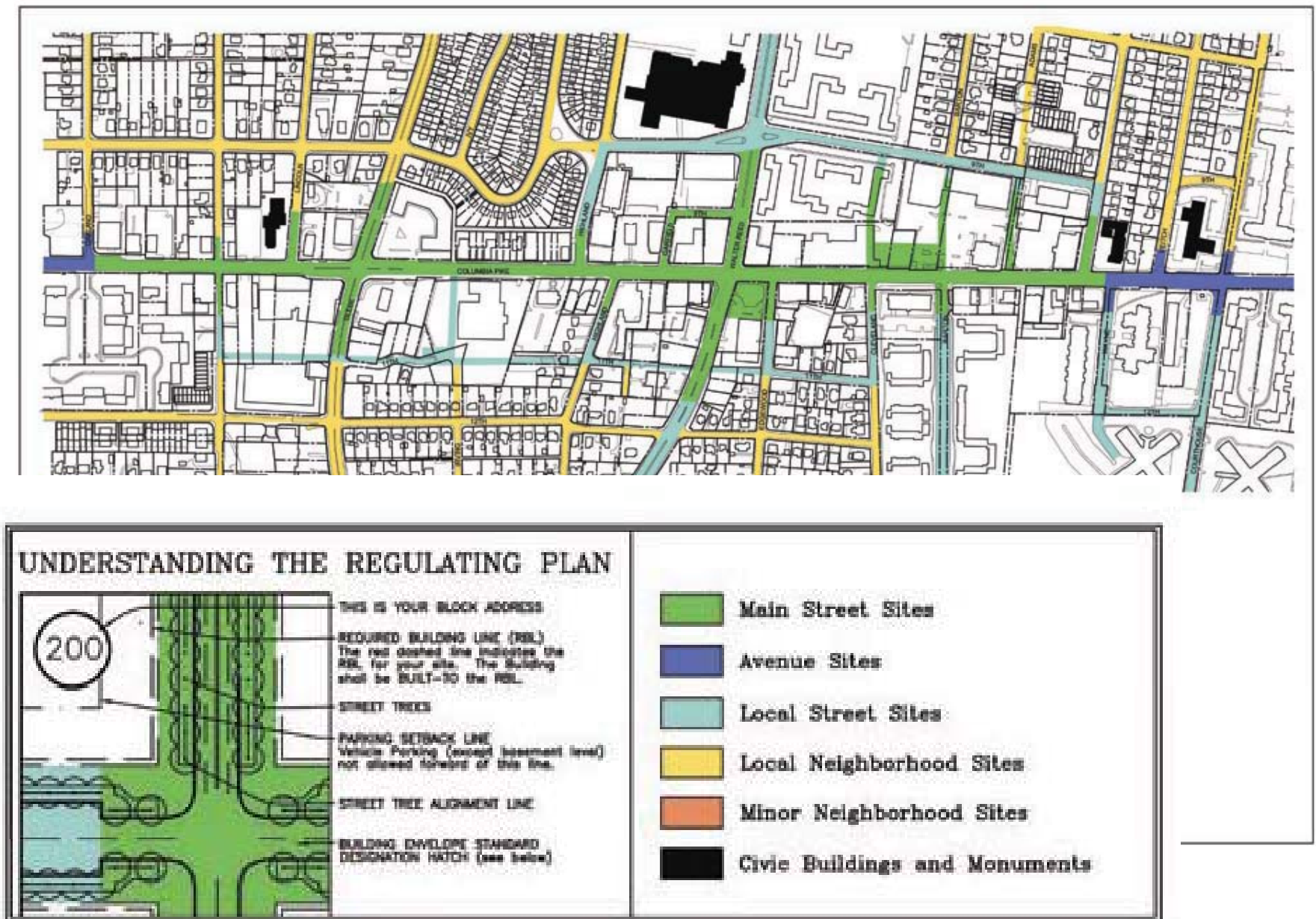


FIGURE 1 REGULATING PLAN (FORM BASED CODE- ARLINGTON COUNTY)

CPRO led the efforts to draft a set of guidelines for the development approval process on new construction on Columbia Pike. The Form-Based Code discusses property location, building form and use, and architecture. The Form-Based Code became a tool for me in understanding what the future of Columbia Pike may be according to its planners. My mission was to take this existing vision and use my own discretion gained from on-site research and first-hand experience as a resident of the Pike to **craft a sensitive and clever design symbolic of the potential wholeness of Columbia Pike.**

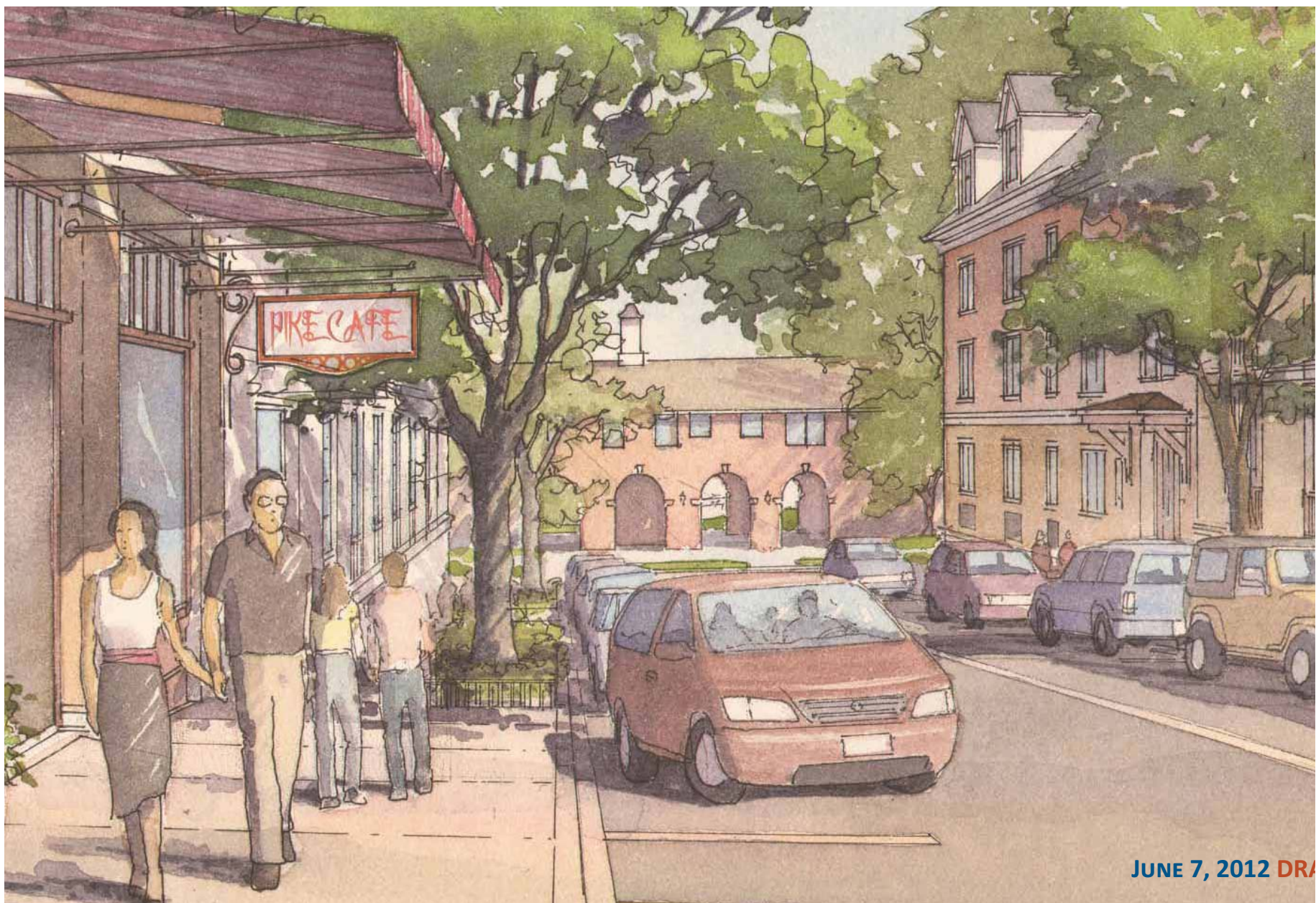


FIGURE 2 FUTURE STREET (COLUMBIA PIKE NEIGHBORHOODS PLAN - ARLINGTON COUNTY)

# STREETCAR

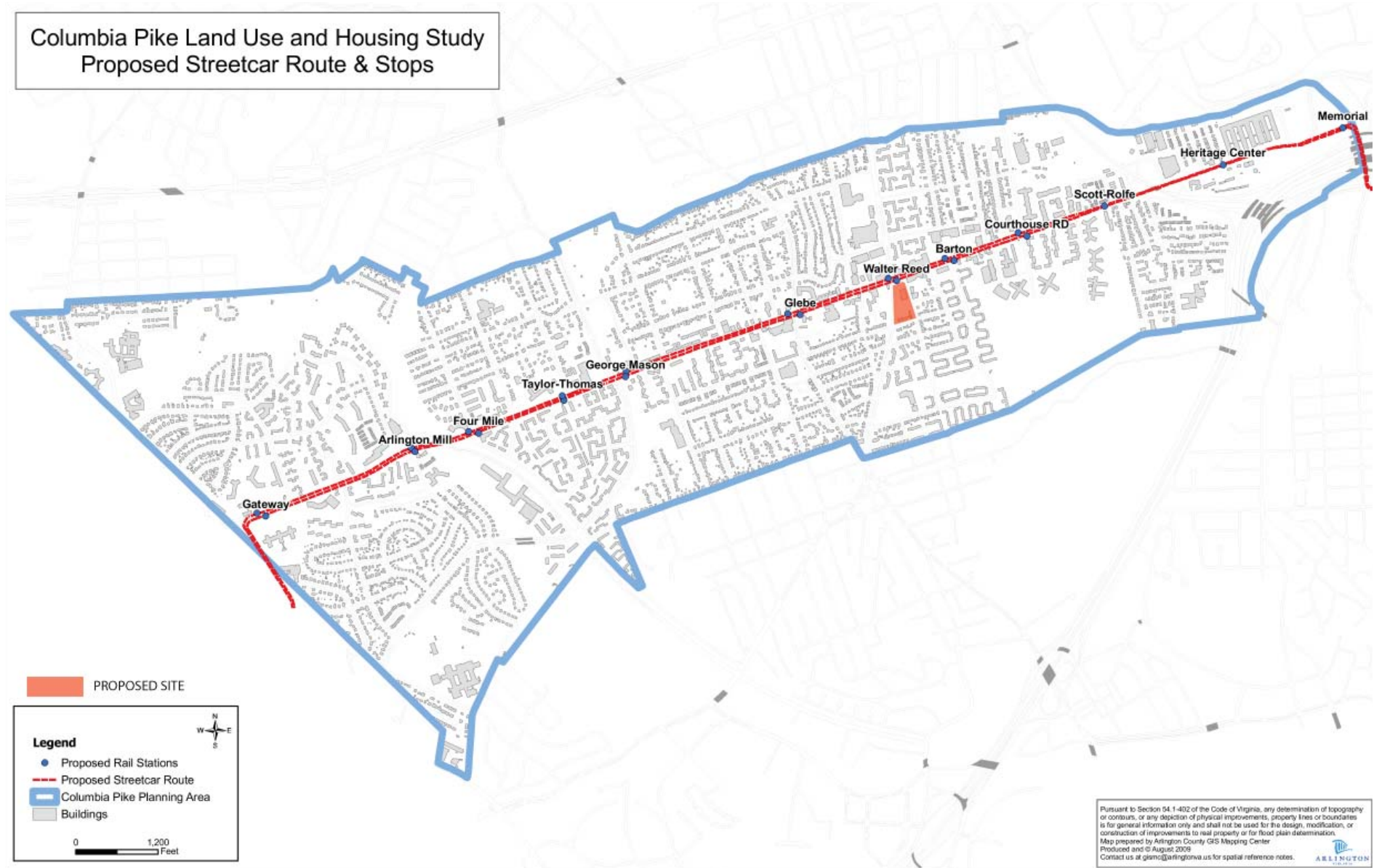


FIGURE 3 PROPOSED STREET CAR ROUTE (COLUMBIA PIKE LAND USE AND HOUSING STUDY - ARLINGTON COUNTY)

The streetcar proposal would heavily impact the street life on Columbia Pike. The fast-moving cars would share lanes with the streetcar system, thereby allowing the efficient movement of people along the Pike while decreasing car use. The streetcar, in heavy debate, would be a significant investment. Although costly, this kind of infrastructure would be a wise method to reduce automobile traffic and increase pedestrian safety along the heavily traversed avenue.



FIGURE 4 "WHAT IF" STREET RENDERINGS (FORM-BASED CODE- CPRO)

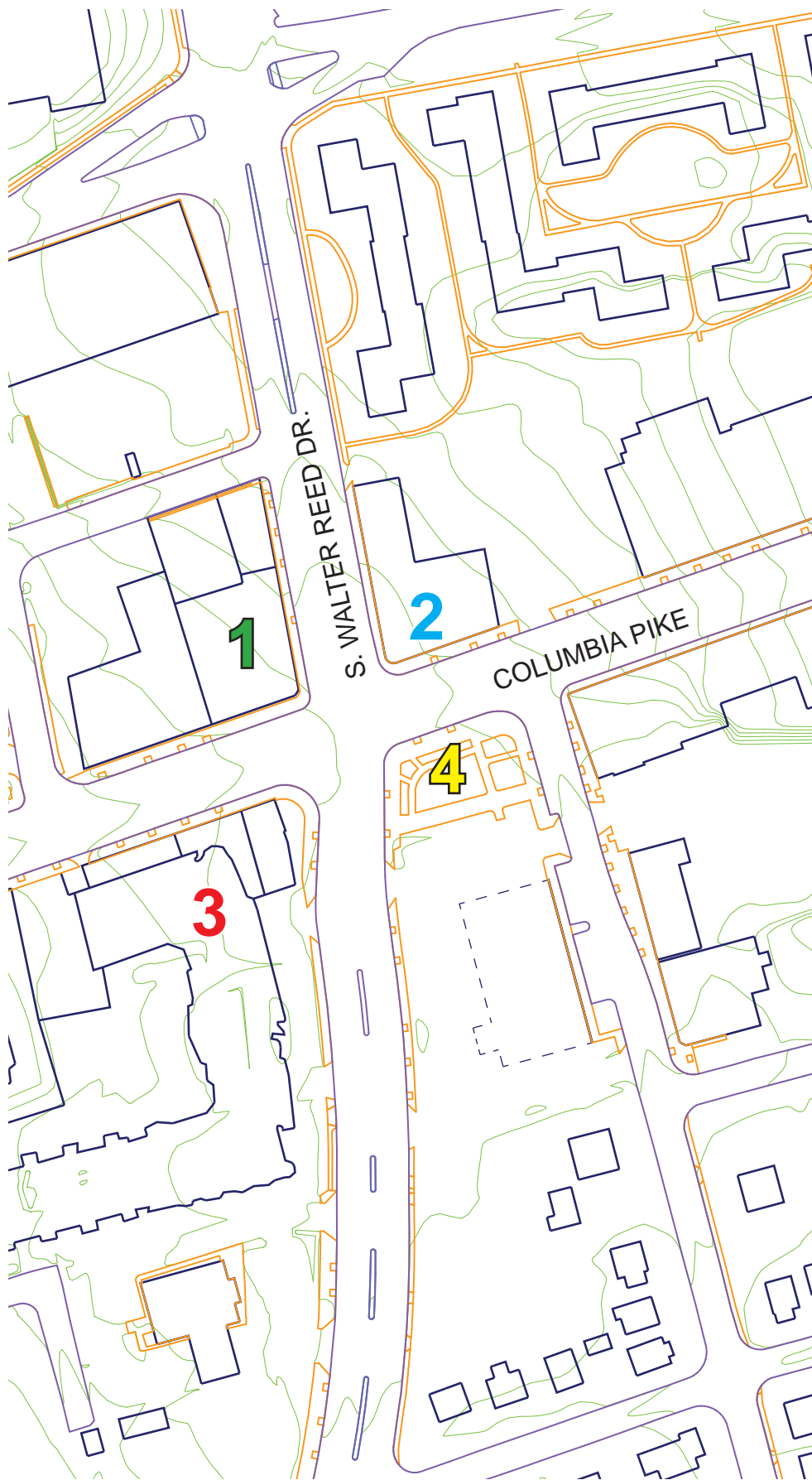
# 2

## THE INTERSECTION





COLUMBIA PIKE AND S. WALTER REED DRIVE

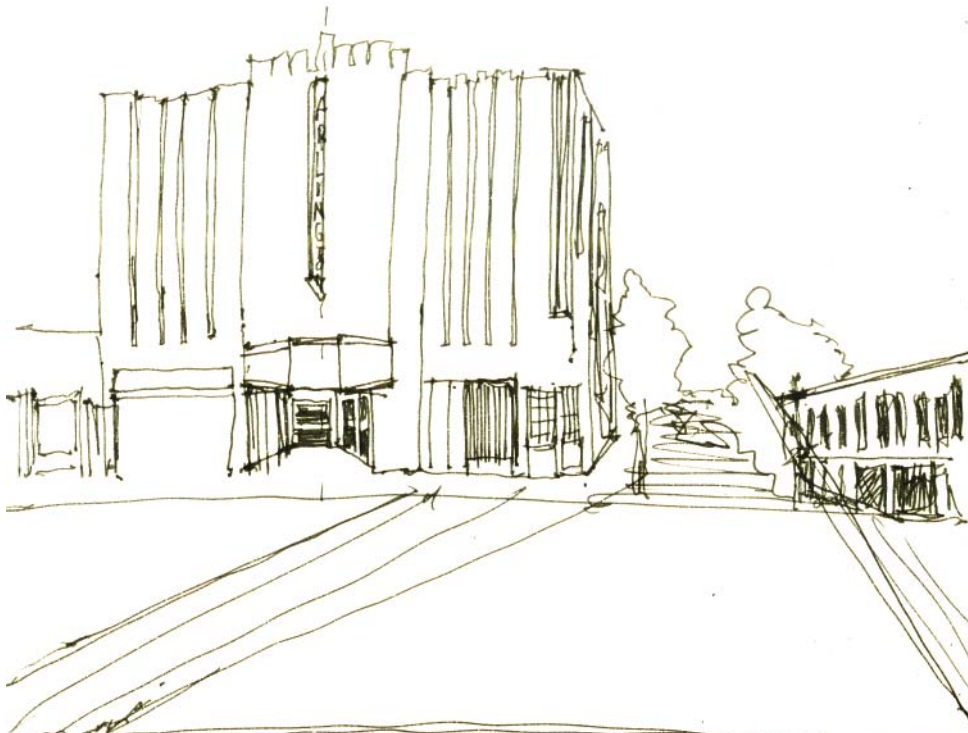


The intersection at Columbia Pike and South Walter Reed Drive is special in its representation of the building typologies in the neighborhood. The neighborhood on Columbia Pike is home to a collage of construction ranging from historic buildings of the 1940's to luxury high-rises built within the last five years. The *Arlington Cinema and Drafthouse* is one of the oldest buildings along the Pike and endures under existing preservation laws. The retail and office building on the northeast corner (2811 Columbia Pike) represents the post-modernist, two-story buildings dotting the corridor. The *Halstead* luxury apartments at the south west corner are representative of the most recent changes to Columbia Pike.

The Form-Based Code requires that all new construction, historical property exempt, directly facing Columbia Pike be a minimum of six stories or sixty feet in height. This largely contributes to the disconnect between the many two-story buildings along Columbia Pike and the newest high-rise construction. Importantly, the new high-rises are home to new residents, many of whom are in a different demographic and income level than the long-time citizens of Columbia Pike. While Arlington County requires 25% of new housing to classify as affordable, there is still a noticeable influx of luxury housing and amenities along the Pike. Although the growth of economically driven real estate is undeniable, an opportunity exists to bring together the old and new, of both architecture and people.

The project site is on the fourth corner of the intersection. Currently a small, landscaped open area is situated north of a Rite-Aid pharmacy. South of the Rite-Aid is a bank and two-story single-family homes. The plaza-like open space is home to a weekly farmer's market, organized by CPRO. The market spills into the Rite-Aid parking lot and adjacent 12th street. The market is vibrant and enlivening for one day a week. The rest of the week, the fourth corner sits unfilled and incomplete. My proposal would complete the fourth corner by creating a place for the farmer's market.





Arlington Cinema and Draffhouse **1**  
Built: 1943



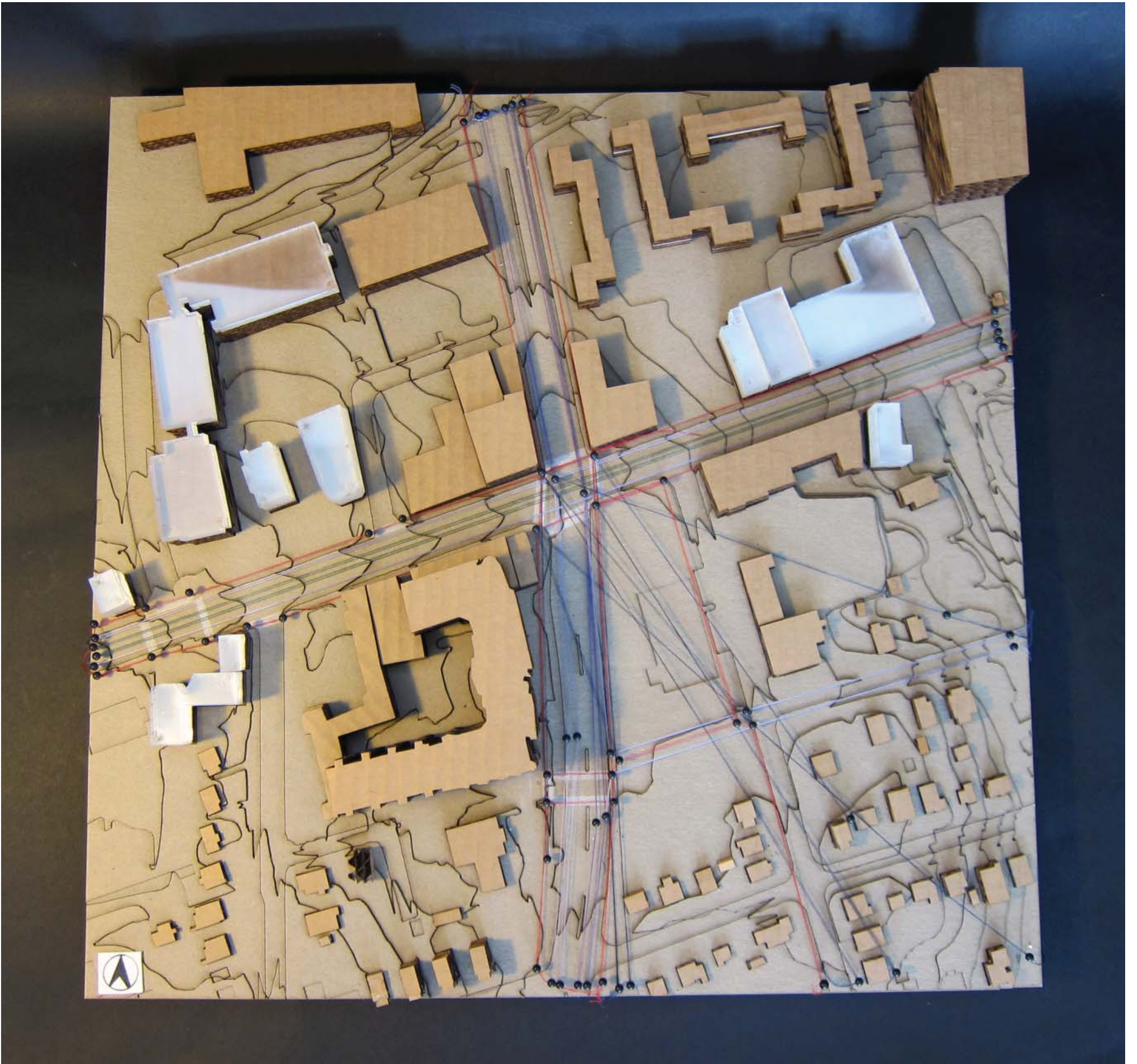
**2** Retail/Office Building  
Built: 1972



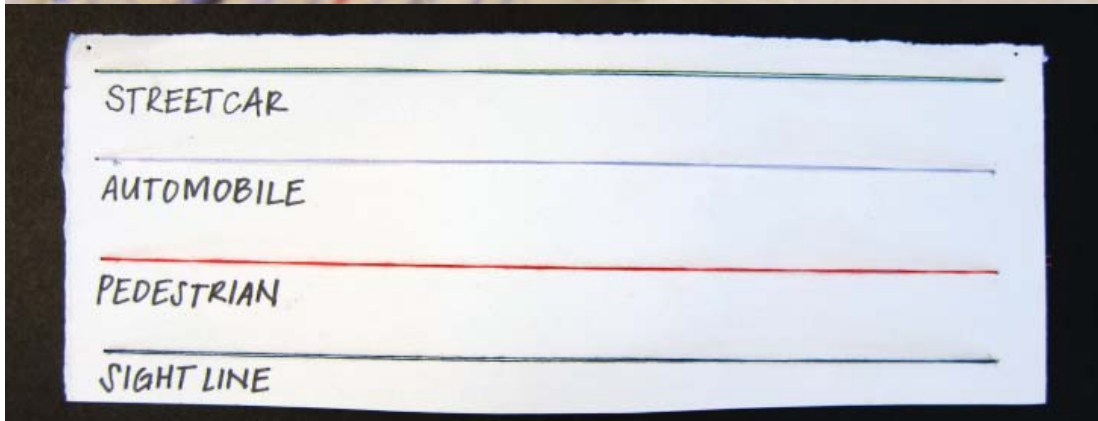
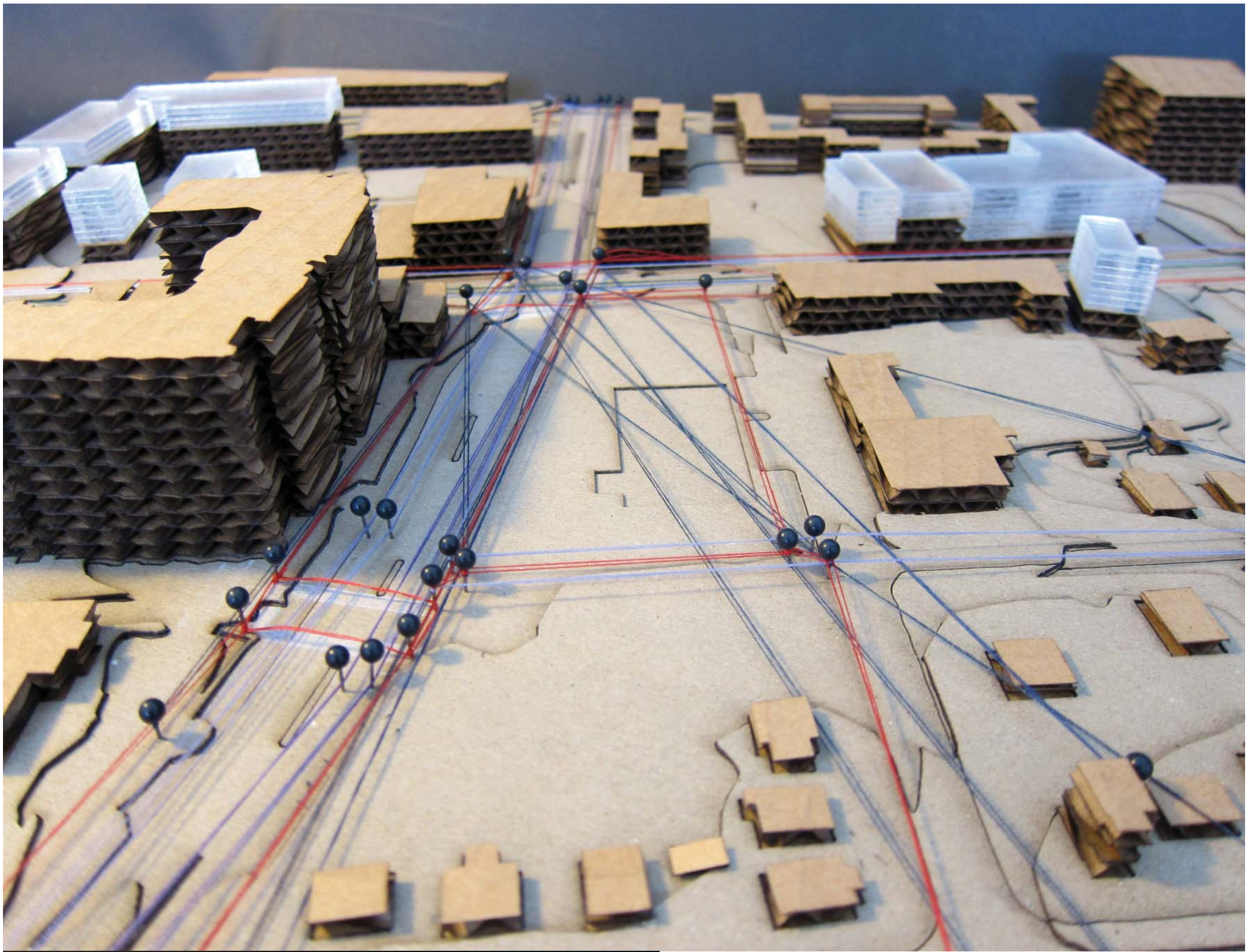
Halstead Apartments **3**  
Built: 2009



**4** ?



SITE MODEL SHOWING FUTURE BUILDING HEIGHTS AND PATHS



ABOVE: SITE MODEL, VIEW OF INTERSECTION

LEFT: LEGEND FOR DIAGRAMMED PATHS

# 3

## THE BUILDING OF FOUR

Four programs fill the four-cornered site: **market, pharmacy, bakery, and housing**. Each plays a part in embodying and strengthening the neighborhood.

The four-cornered site shapes the scale, circulation, and design according to the unique distinct qualities of each edge.

### MARKET

The market is the stronghold of the project. It is the enhancement of the existing farmer's market on the site, with stalls for produce, meat, cheese, baked goods, cooked food, and handmade goods. The market building has the potential to lease vendor stalls to small business owners displaced by the rising property values along Columbia Pike. The market is the spine from which the other programs stem.

The market occupies the first, second, and third floors of the building, as well as outdoors on the site.

### PHARMACY

The pharmacy supports the health of the neighborhood. Its concept and history is universal, like the market, stretching across many cultures. The existing Rite-Aid pharmacy on the site is incorporated into the project, designed in a more deliberate way that honors the long-standing tradition of the pharmacy.

The pharmacy entrance is located at the south west corner of the building, most visible from S. Walter Reed Drive. It expands to the second and third floors.

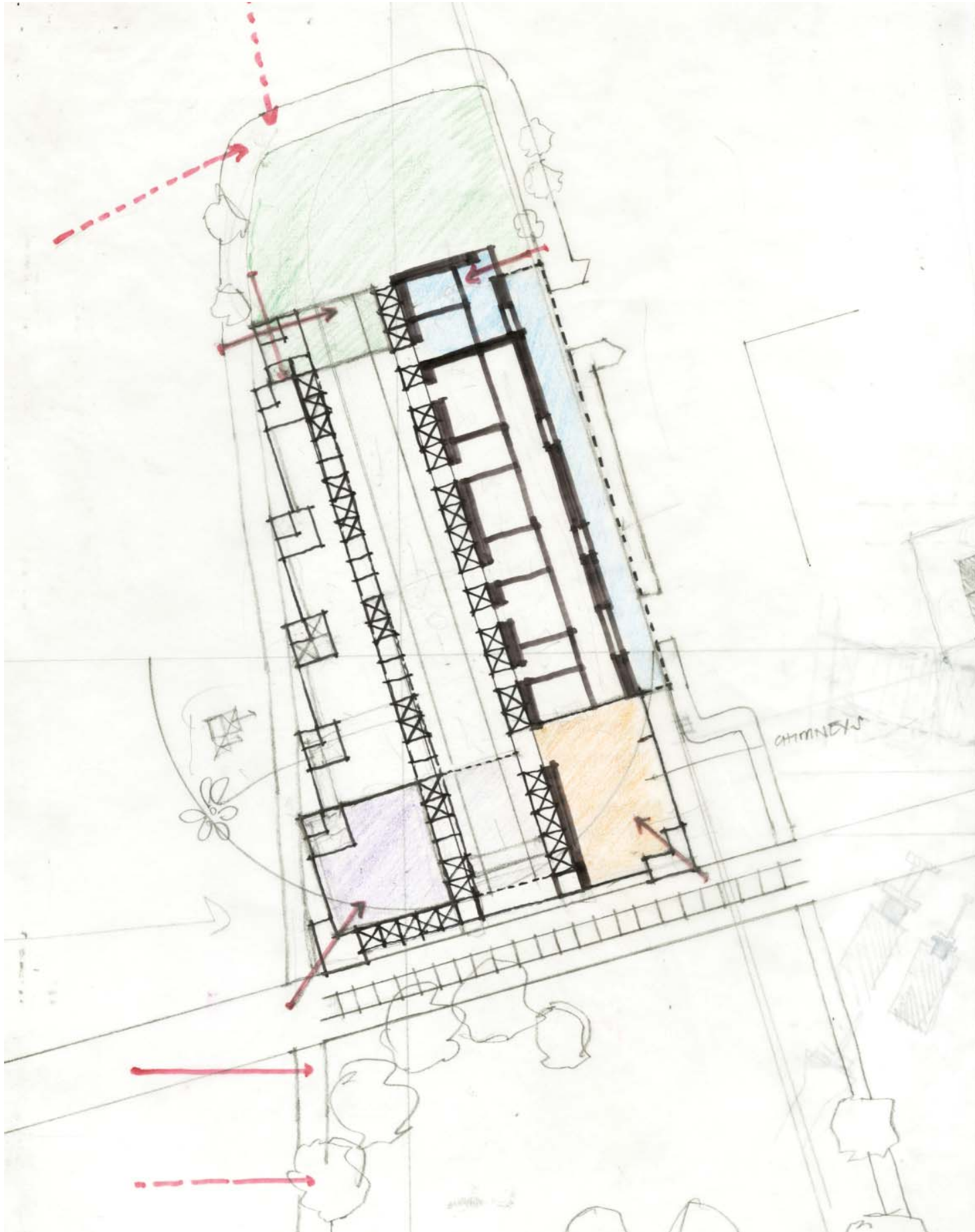
### HOUSING

Housing, in the form of studio apartments, occupies the fourth and fifth floors of the building, on the East side of the site.

The provision of housing in the project brings the neighborhood to the market not just in the most direct sense, but sets up an environment in which people are able to walk to what they need. Bringing together the home and the market brings the people to the neighborhood.

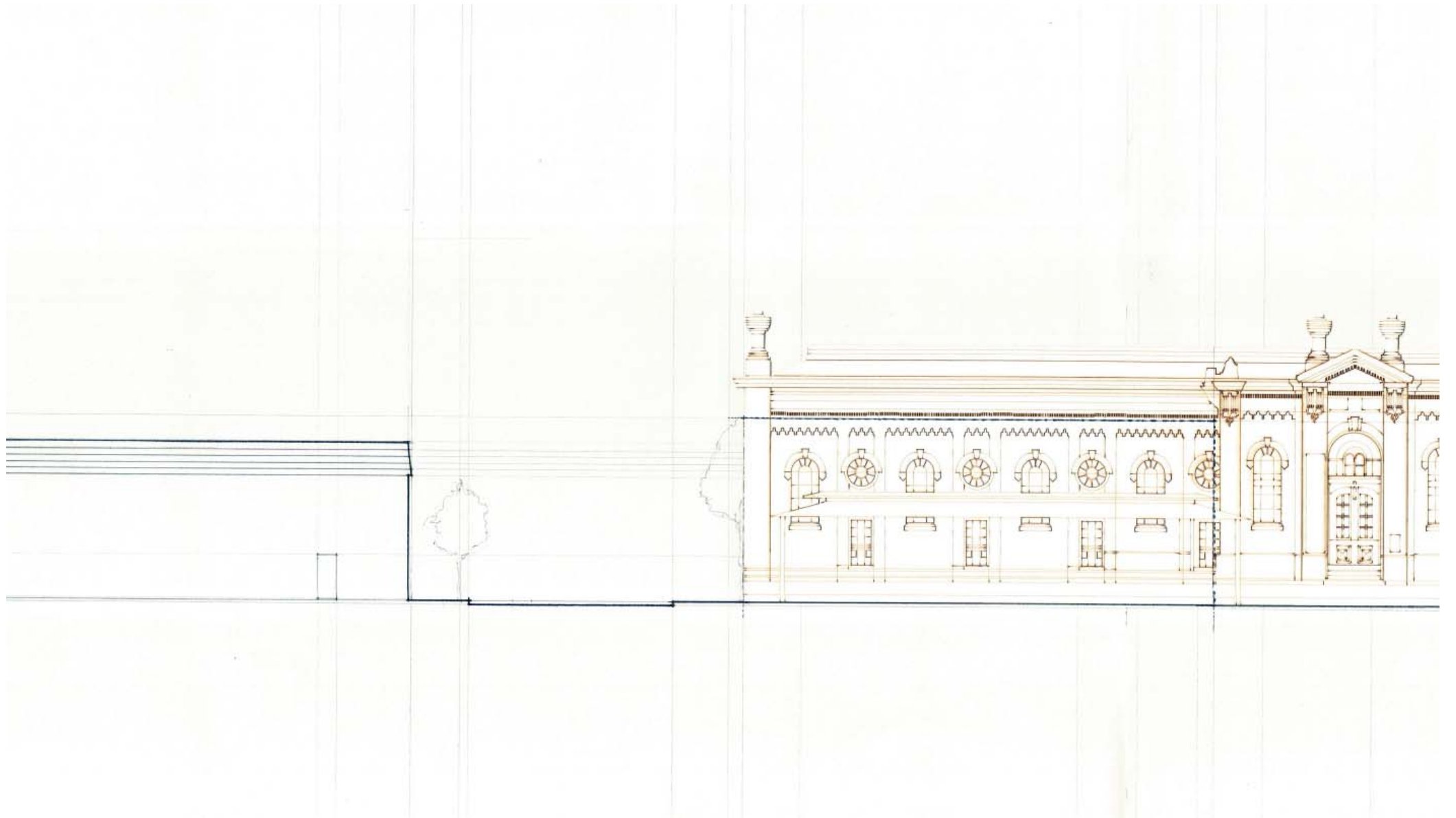
### BAKERY

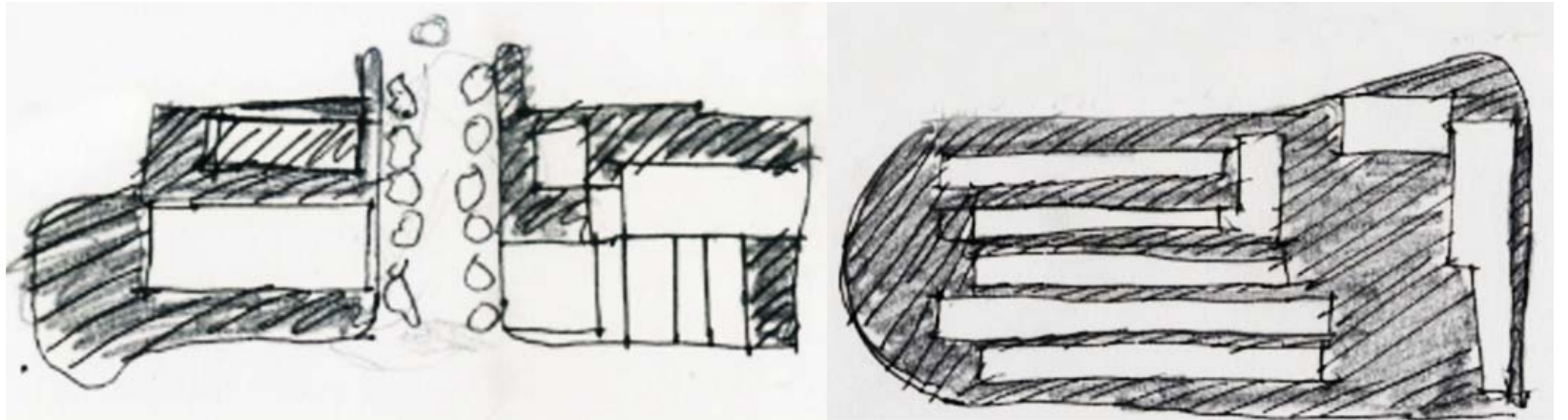
The bakery stands at the south east corner. It is there to welcome the rising sun as members of the community begin their days. The bakery compliments the market by being a place to gather and interact.



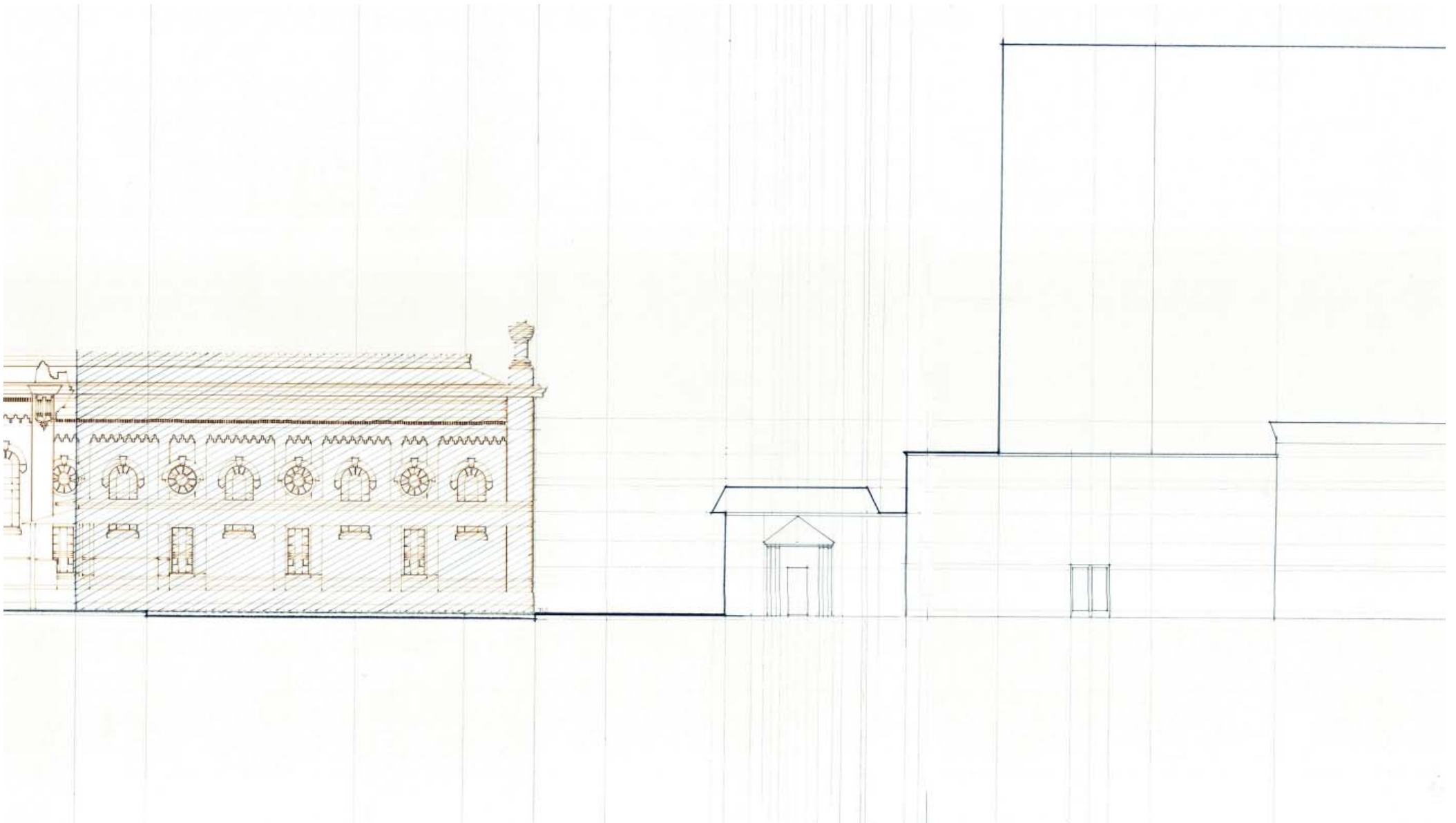
DIAGRAMMATIC PLAN OF THE CORNER THRESHOLD TO EACH OF THE FOUR PROGRAMS

# MARKET STUDIES



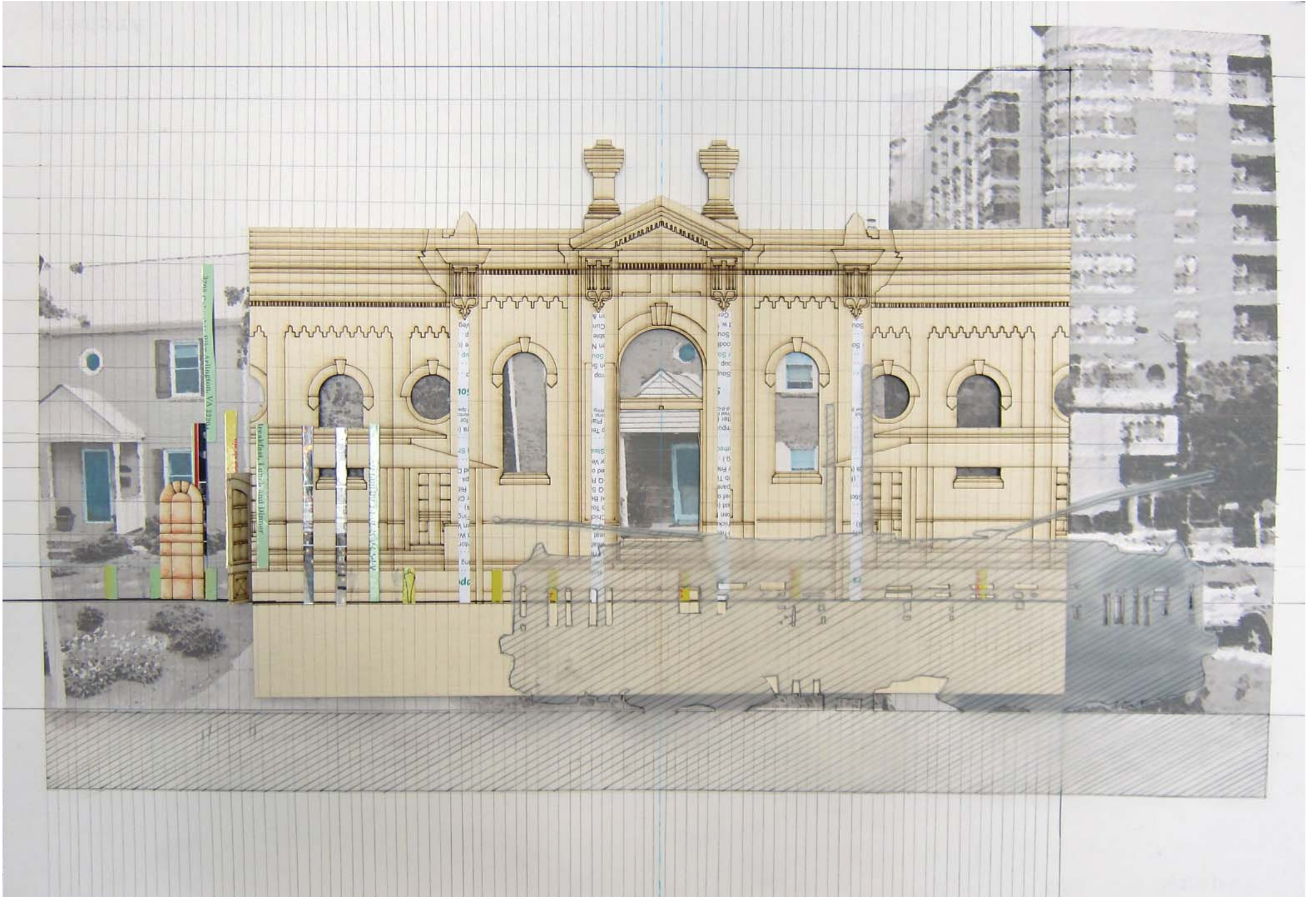


MARKET TYPOLOGY STUDY - OPEN MARKET AT CENTER, LINEAR RANGES (LEFT TO RIGHT)



SITE ELEVATION AT COLUMBIA PIKE - EASTERN MARKET BUILDING FOR STUDY

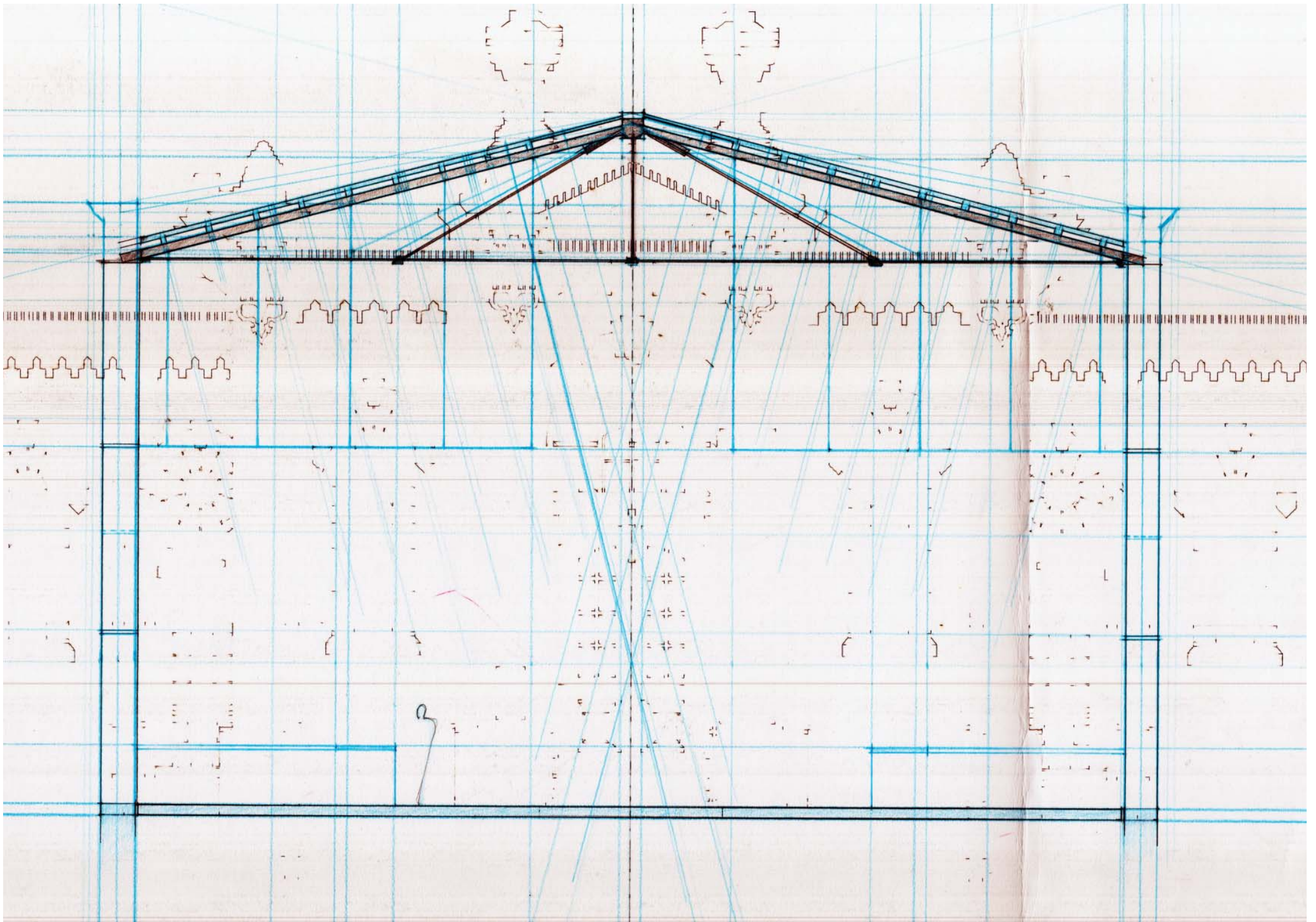
# MARKET STUDIES



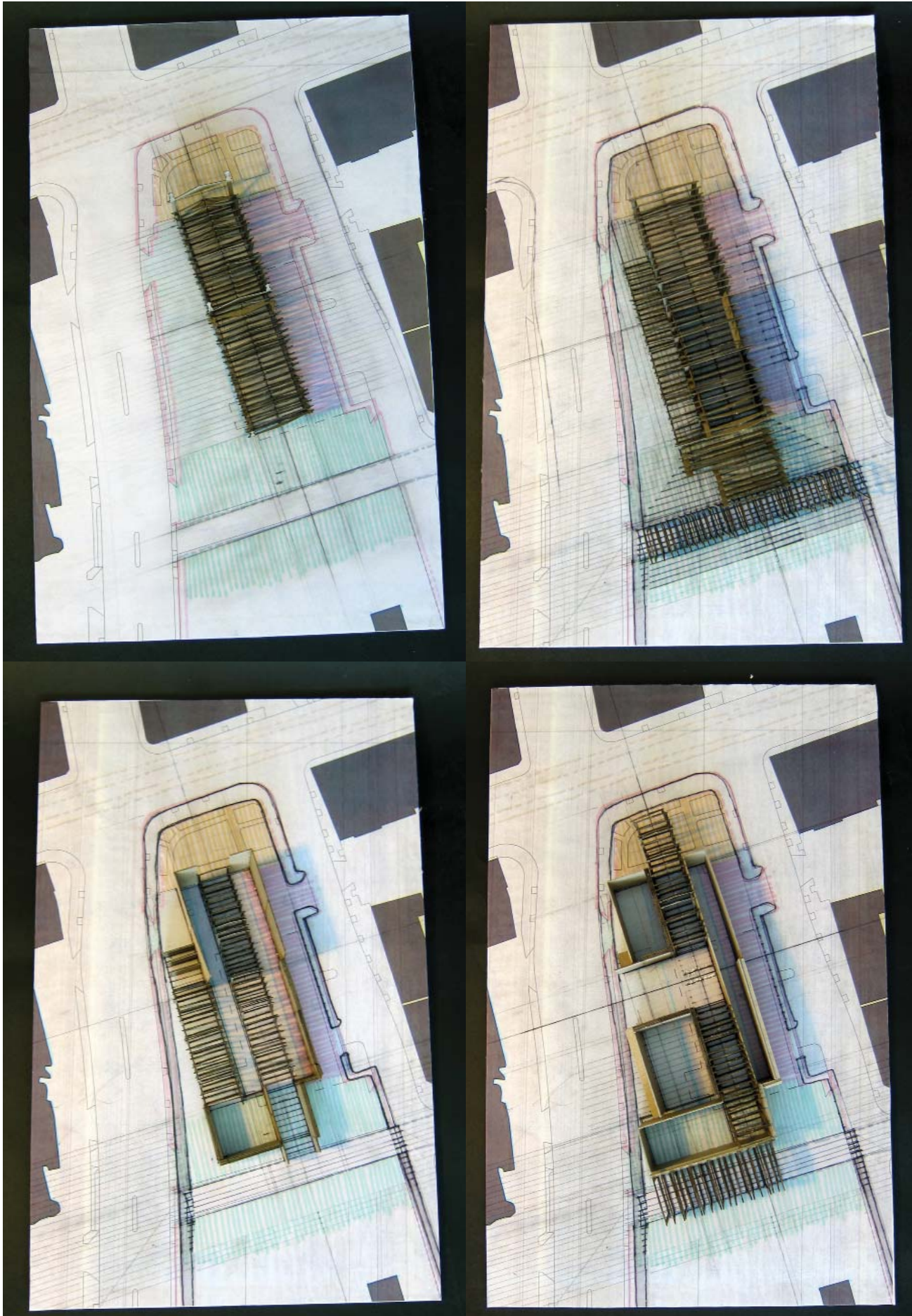
ORTHOGRAPHIA (ELEVATION) STUDY OF EASTERN MARKET, WASHINGTON D.C.



*An internalized setting can be completely controlled and made to suggest another world.*  
--Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles*, p.276

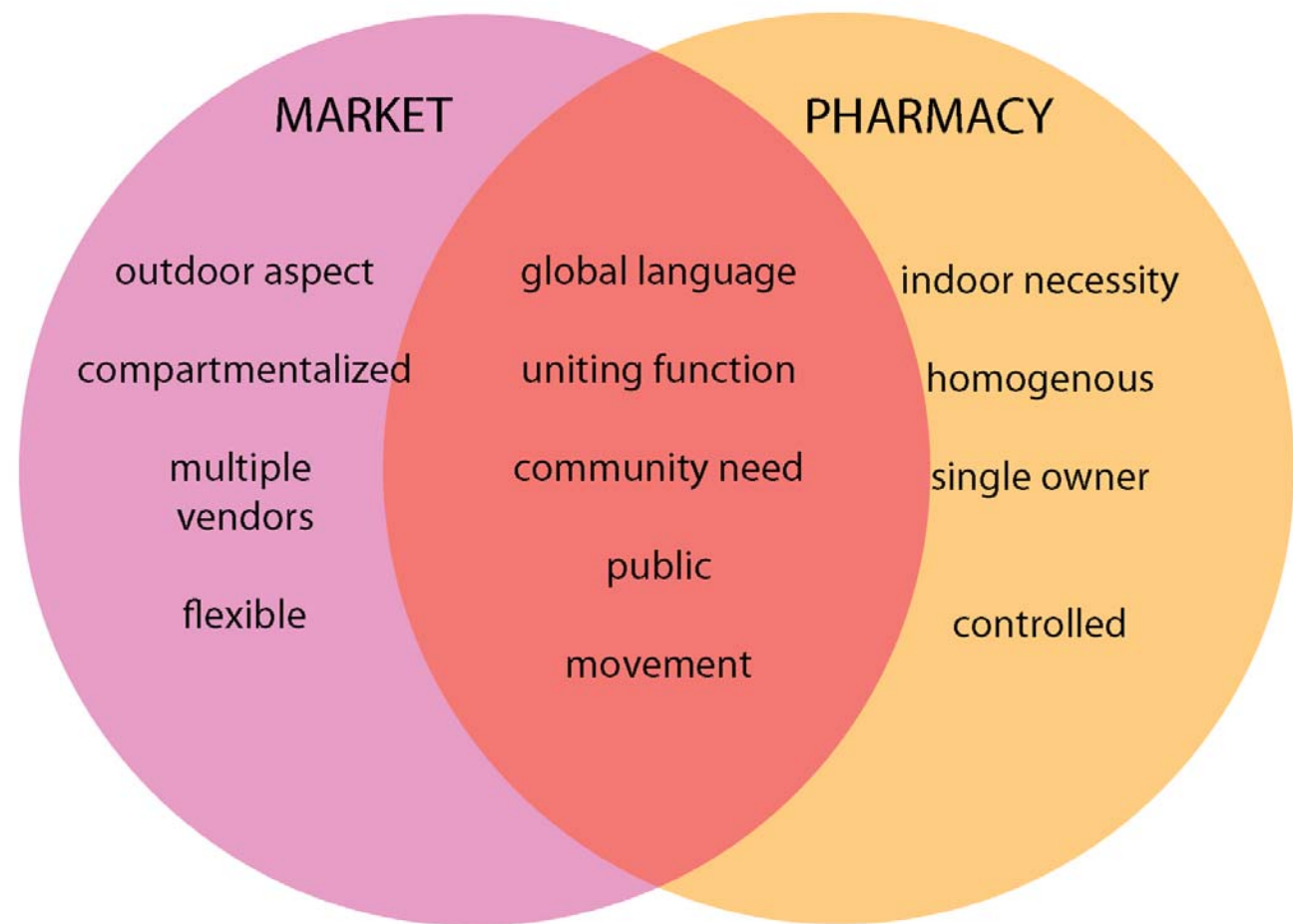


SCAENOGRAPHIA (SECTION) STUDY OF EASTERN MARKET, WASHINGTON D.C.



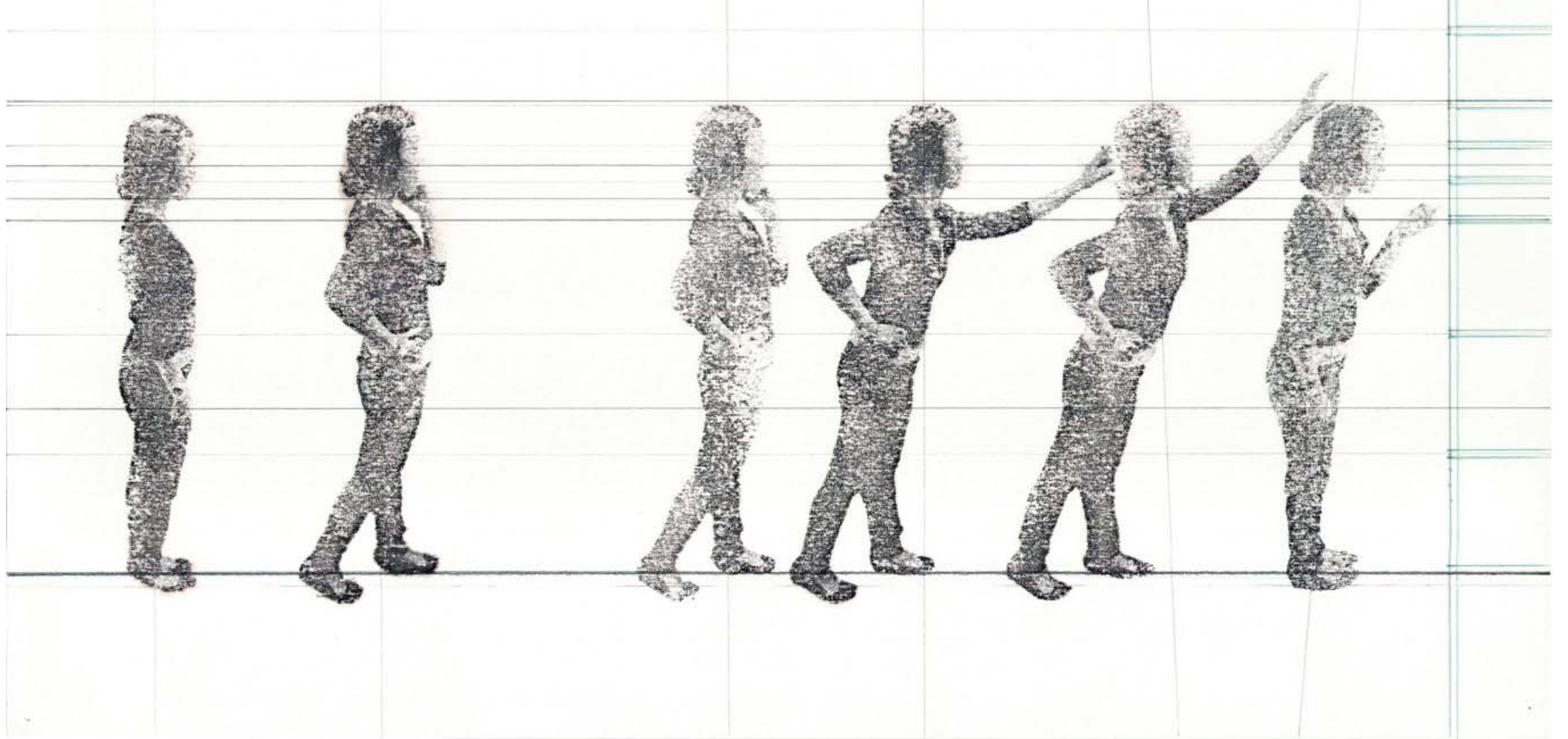
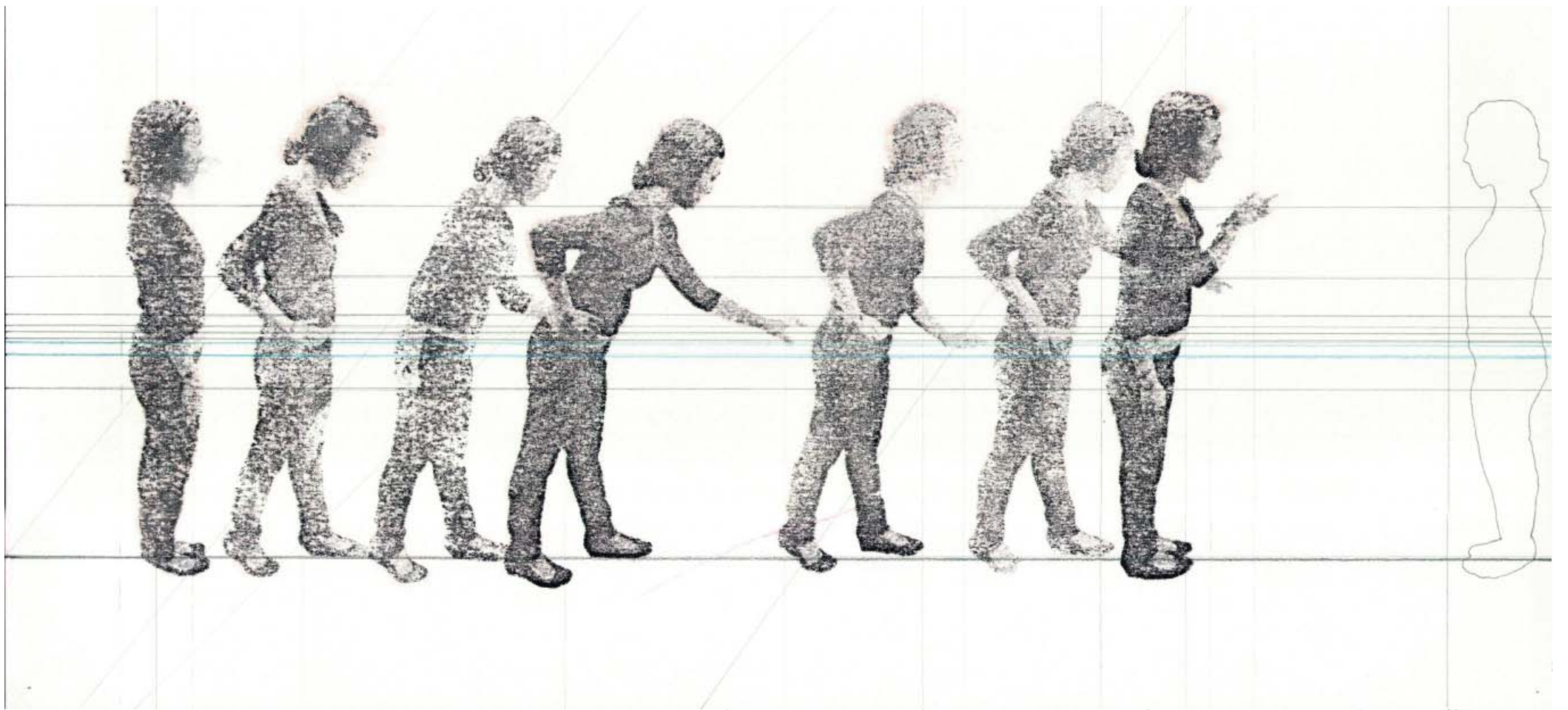
STUDY MODELS OF MARKET FRAMEWORK AND MASSING

# RETAIL STUDIES



ABOVE: MARKET AND PHARMACY COMPARE-CONTRAST

LEFT: SKETCH STUDY OF THE PHARMACY SHOW GLOBE. THE SHOW GLOBE WAS THE INTERNATIONAL SYMBOL OF THE PHARMACY, SIGNIFYING THAT HELP WAS AVAILABLE TO EVEN THE ILLITERATE



STUDY OF BODY MOVEMENT IN RETAIL ENVIRONMENT [MARKET VS. STORE]

## THE FOUR-CORNERED SITE

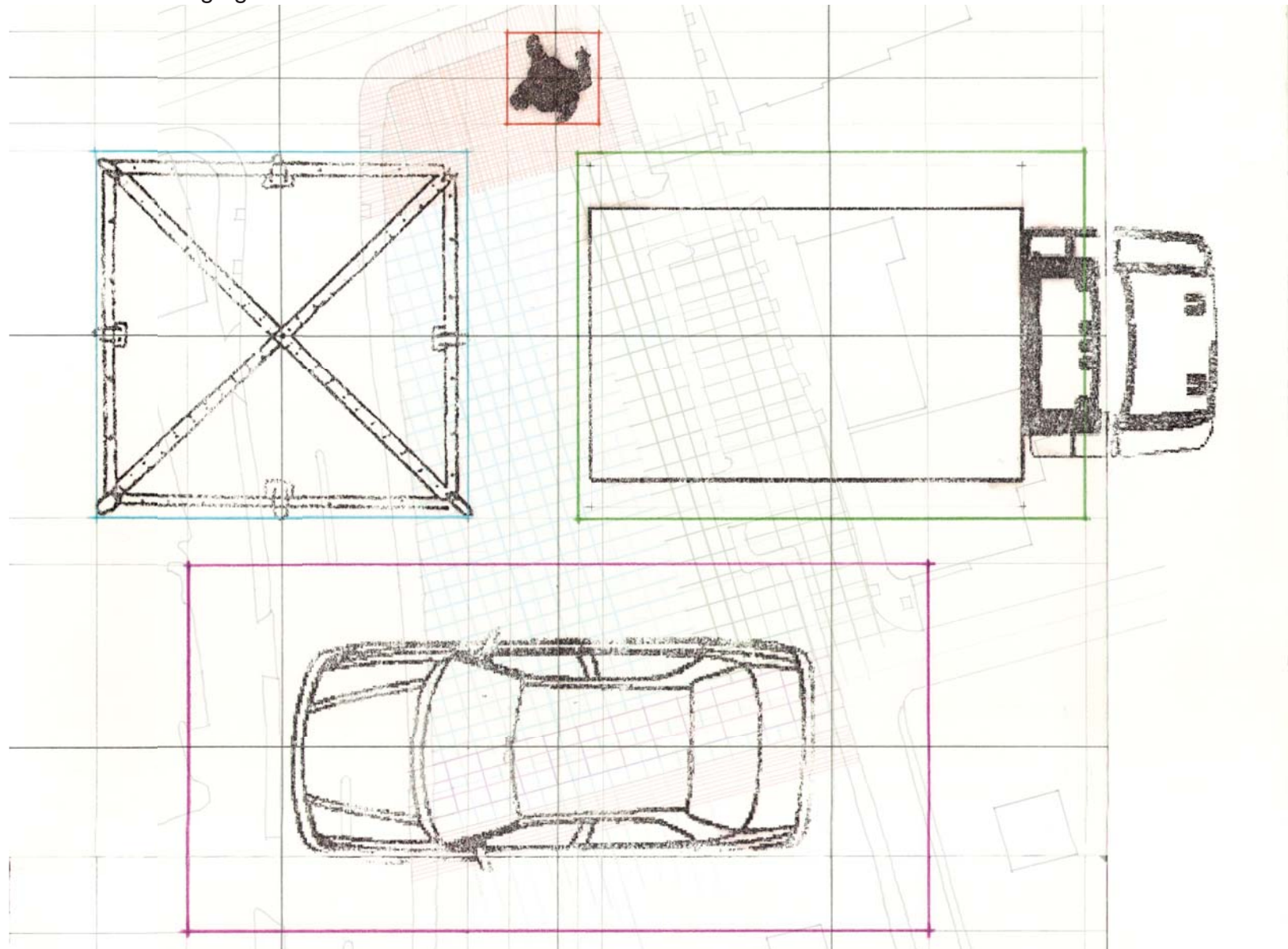
The site's four corners required specific and sensitive design in relationship to the qualities of each.

The **North** plaza is perceived in a pedestrian scale as a place for exterior market stalls and for welcoming the community.

The **West** is visible, adjacent to South Walter Reed Drive, and ideal for the transparency of retail. It is understood through the proportion of the market stall.

The **South** receives an extension of 11th Street, for automobiles when the market is not open and pedestrians when it is. The new street would be made of a smaller scale material to signify the special use. It also creates an appropriate edge between the market and existing residential neighborhood.

The **East** is the market service side at the ground level and studio apartments above. Bound by quiet 12th Street, the East is flexible to take on a changing environment.

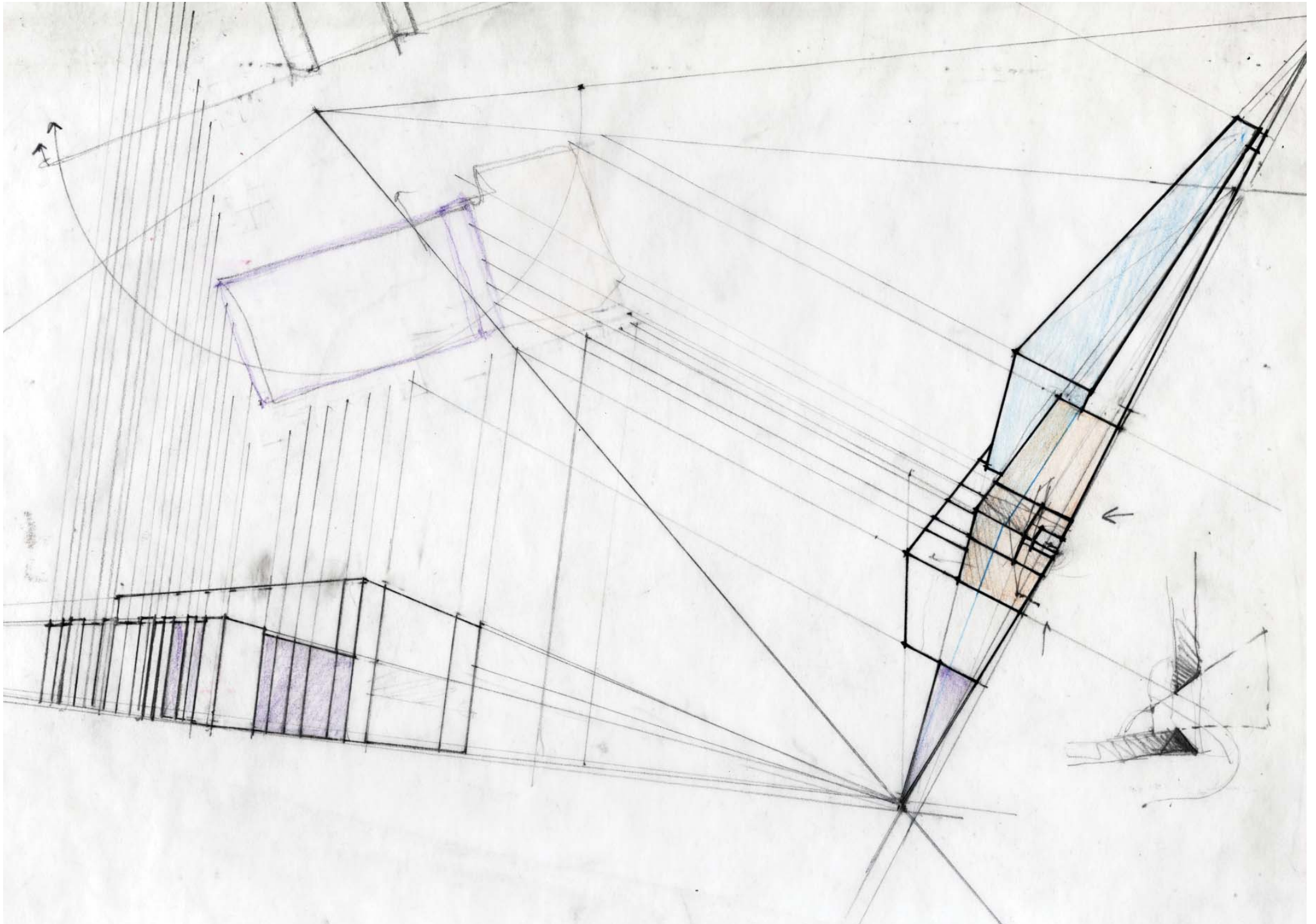




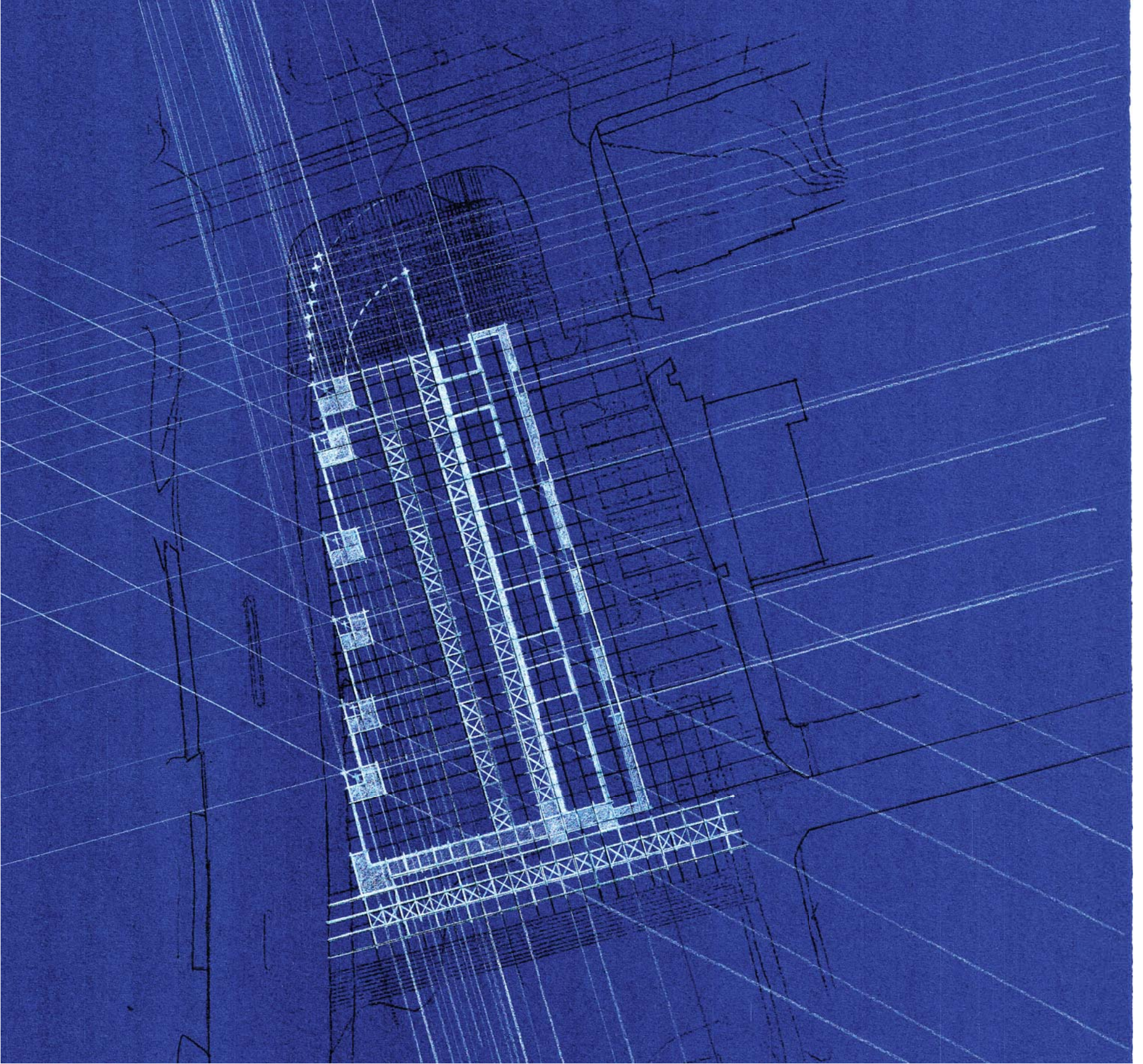
SITE PLAN - THE FOUR-CORNERED SITE

# 4

## COMPLETING THE CORNER

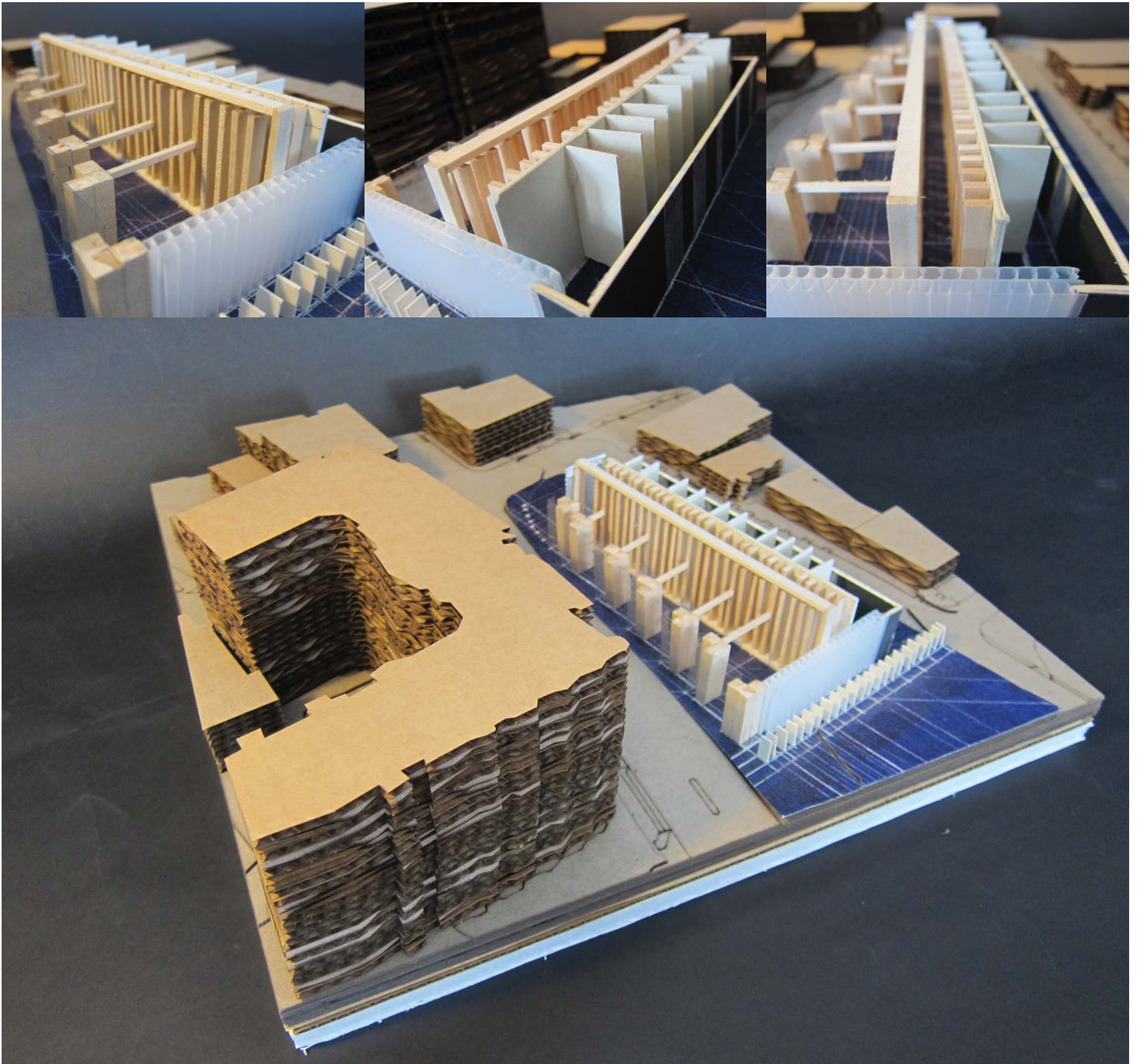


PROCESS MASSING DIAGRAMS



PROCESS GROUND FLOOR PLAN

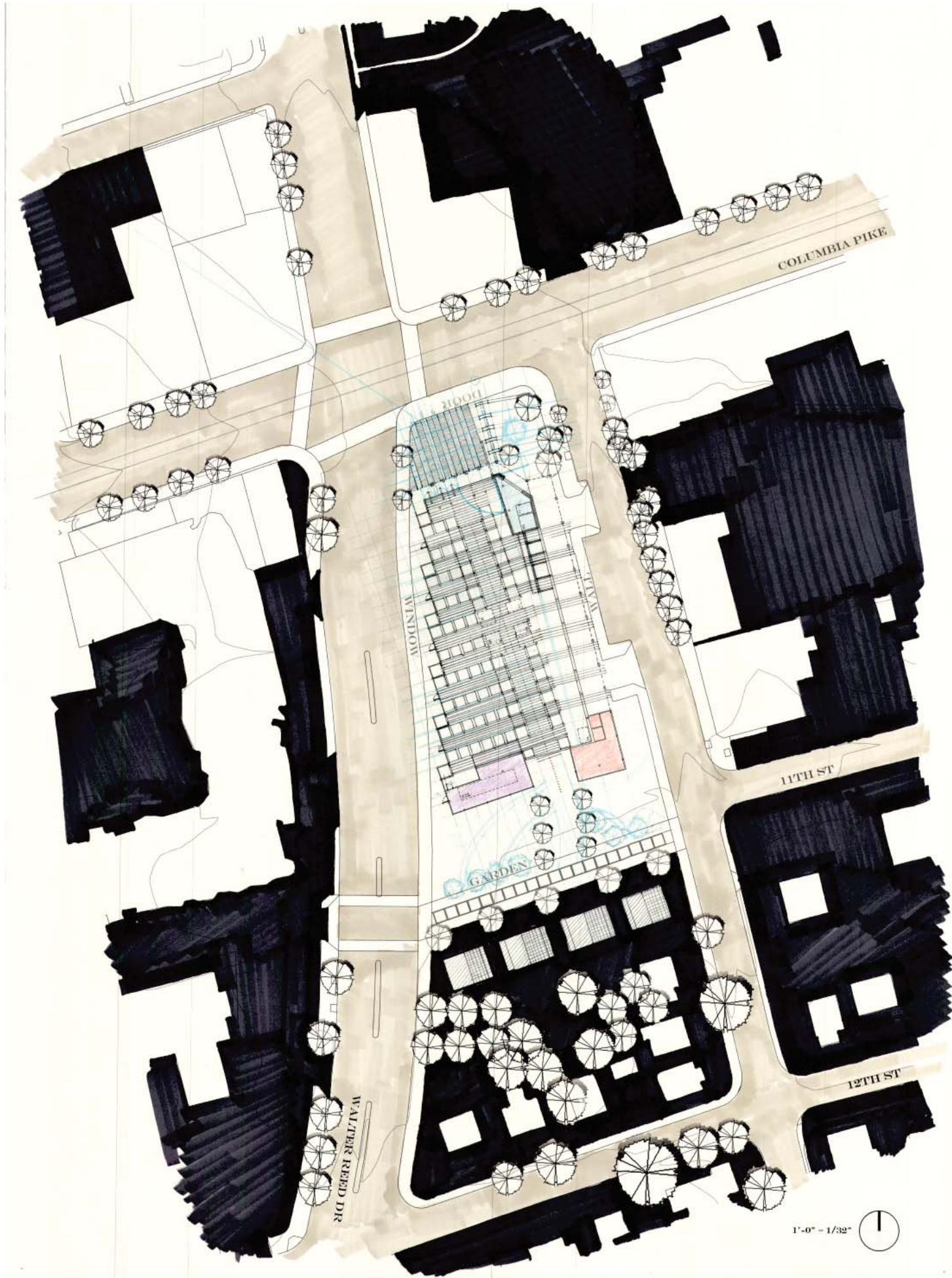




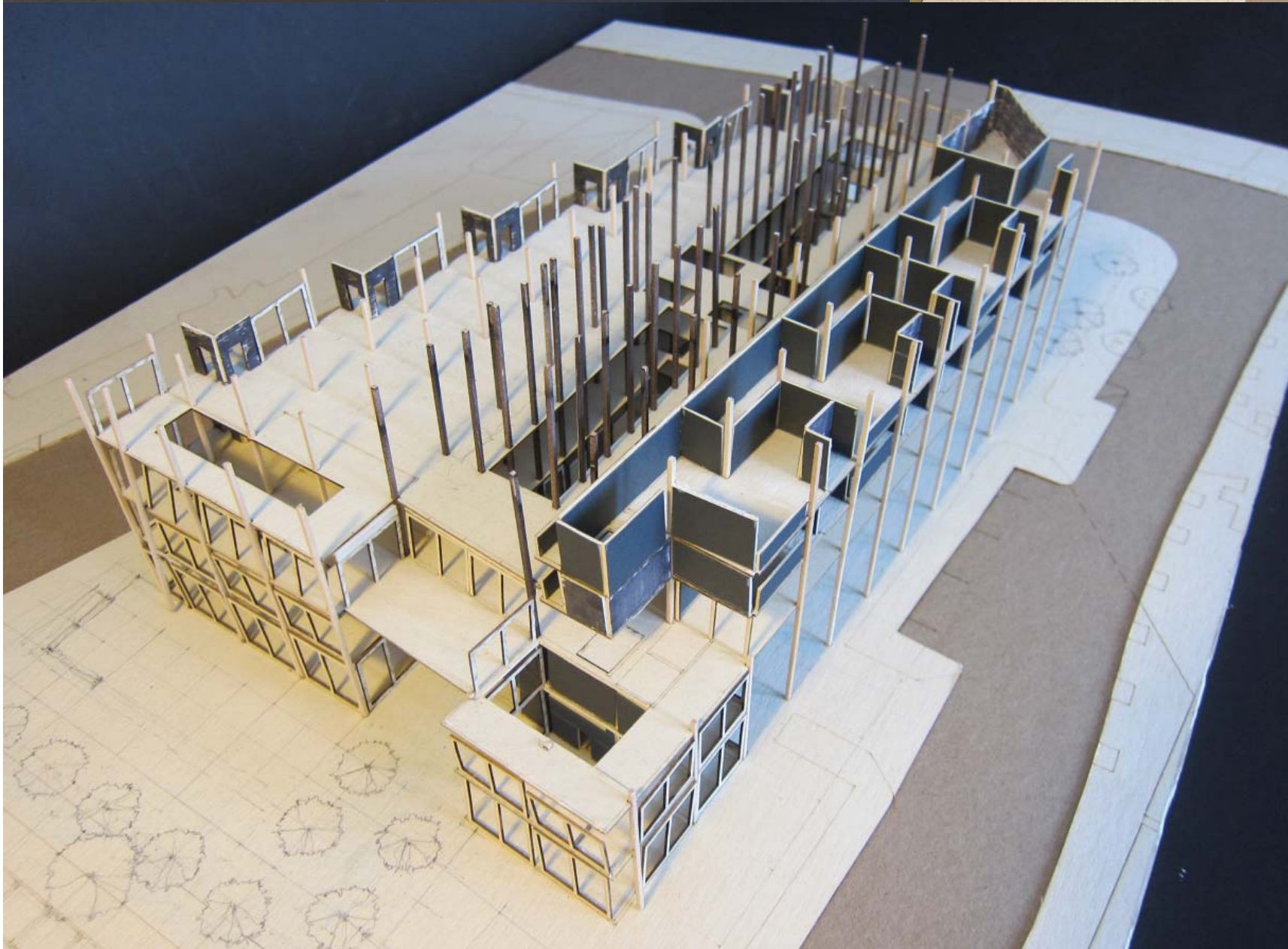
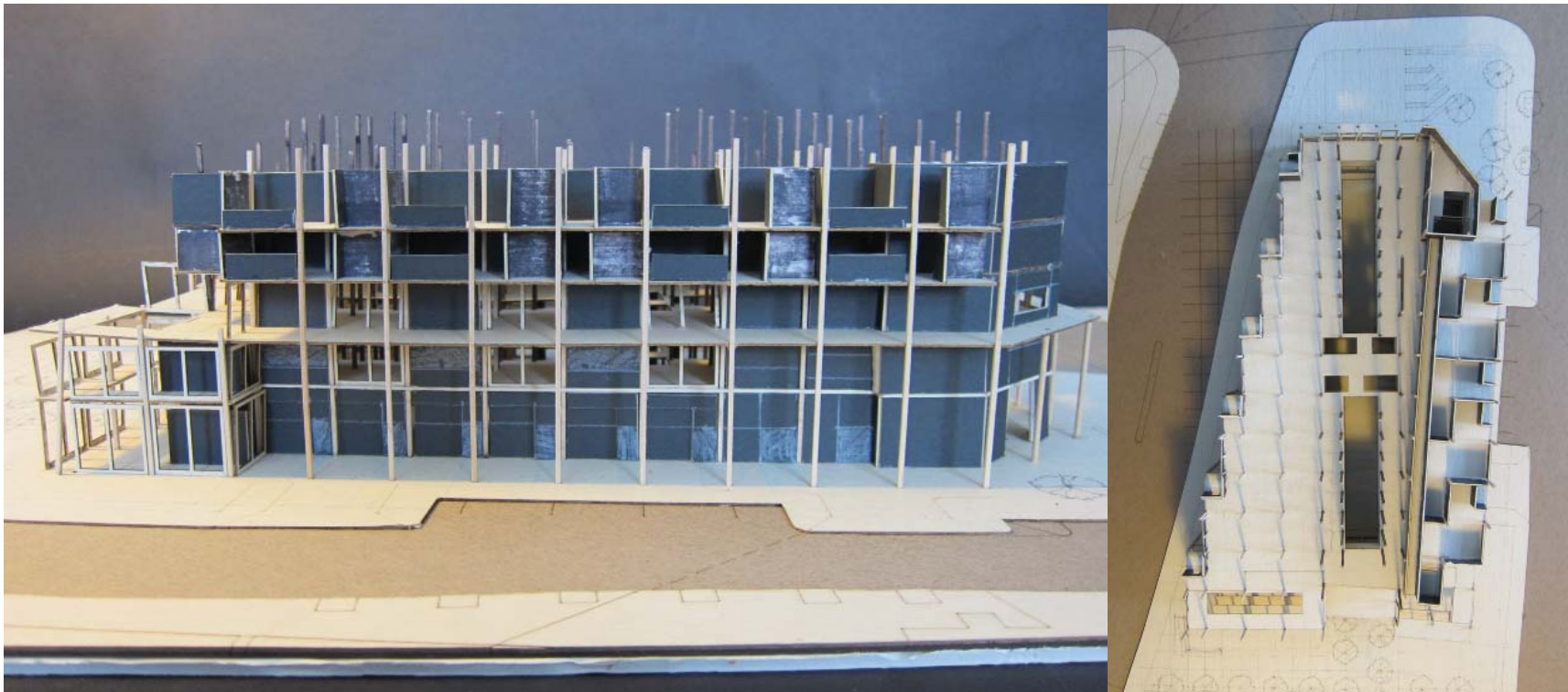
PROCESS MODEL



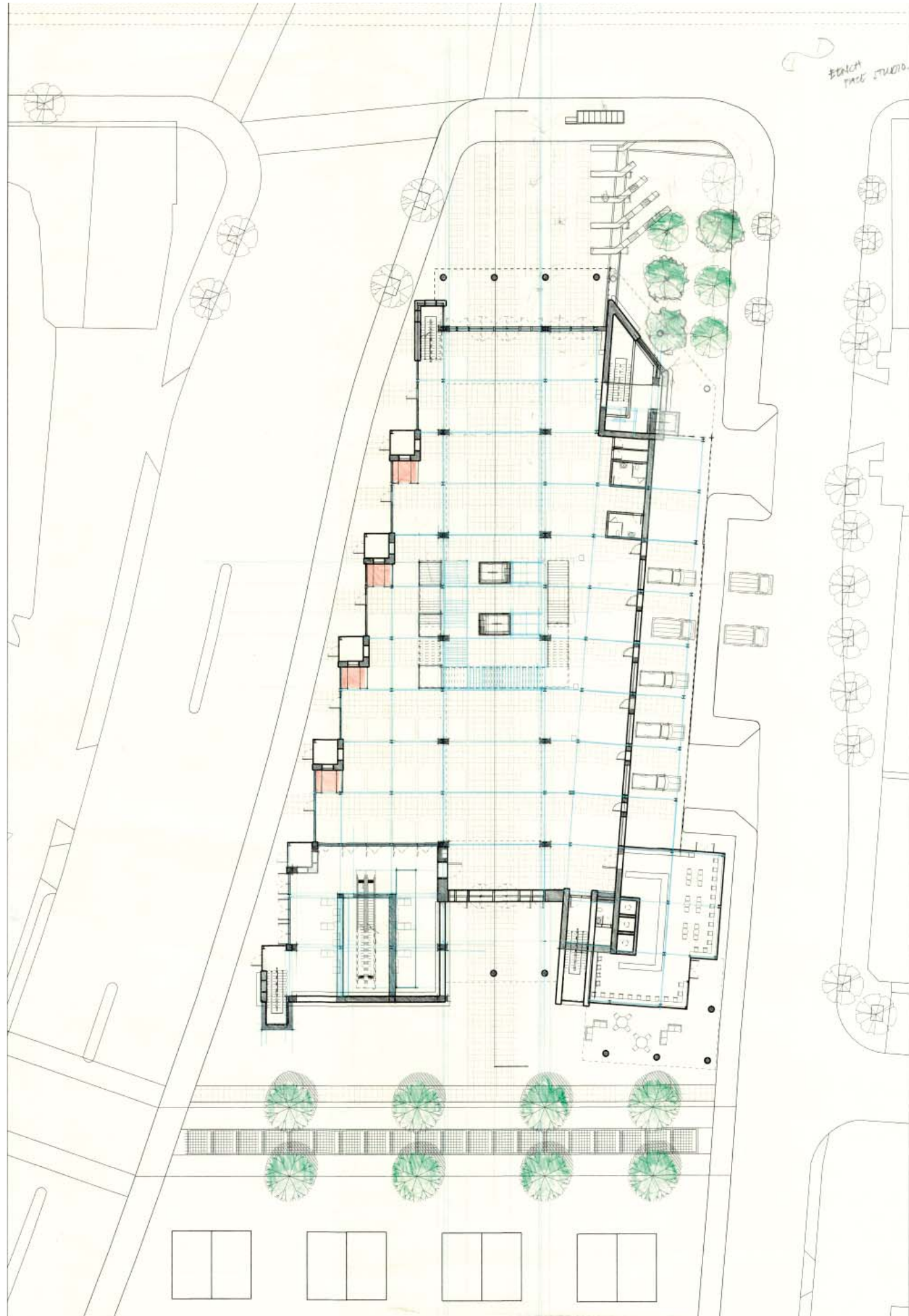
PROCESS SITE PLAN



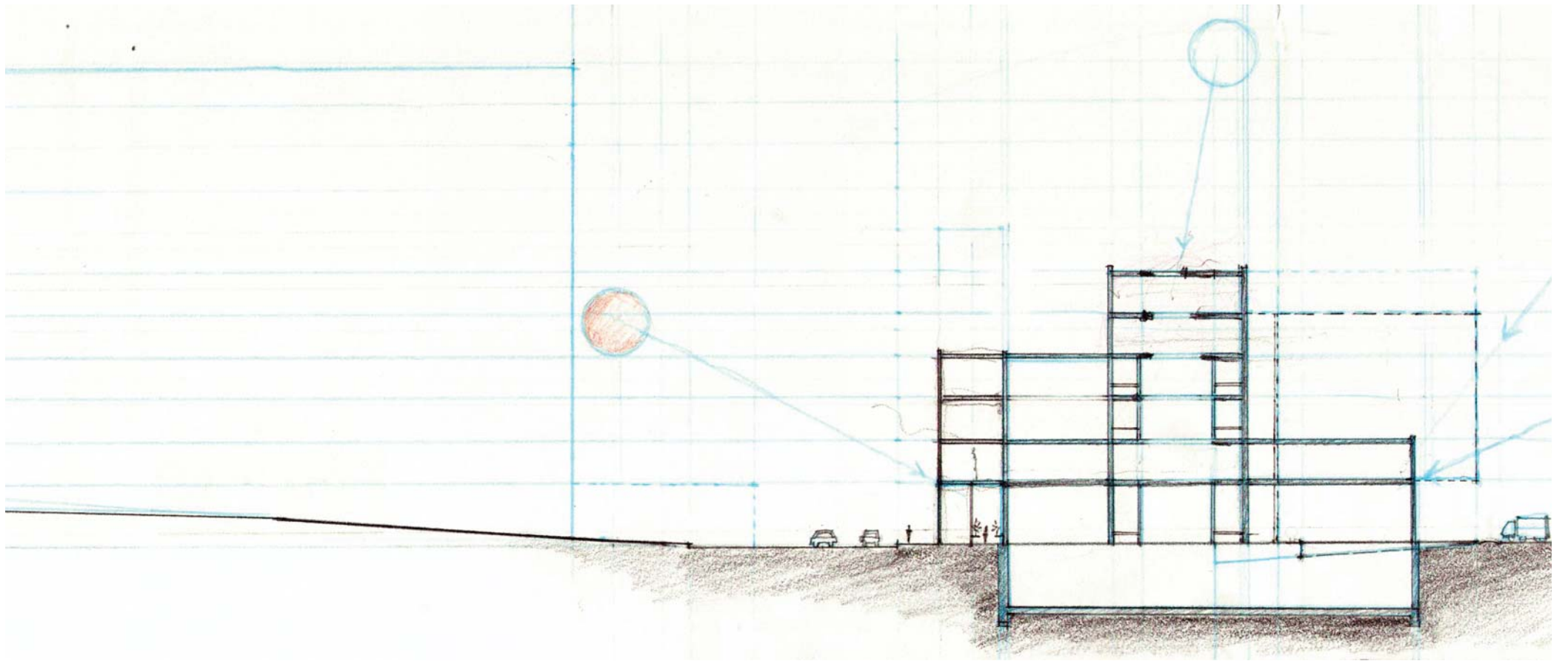
PROCESS SITE PLAN



PROCESS BUILDING MODEL



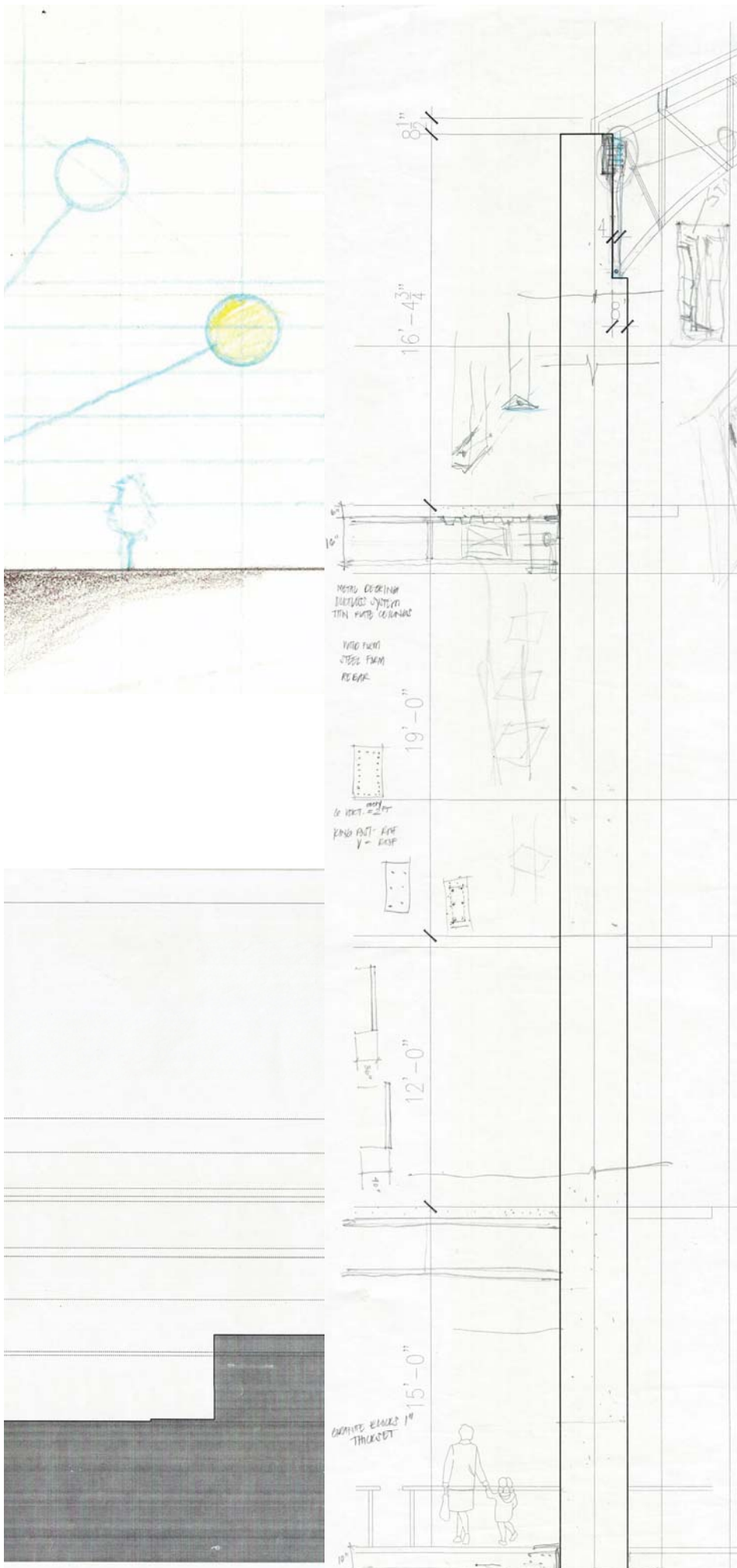
PROCESS SITE PLAN



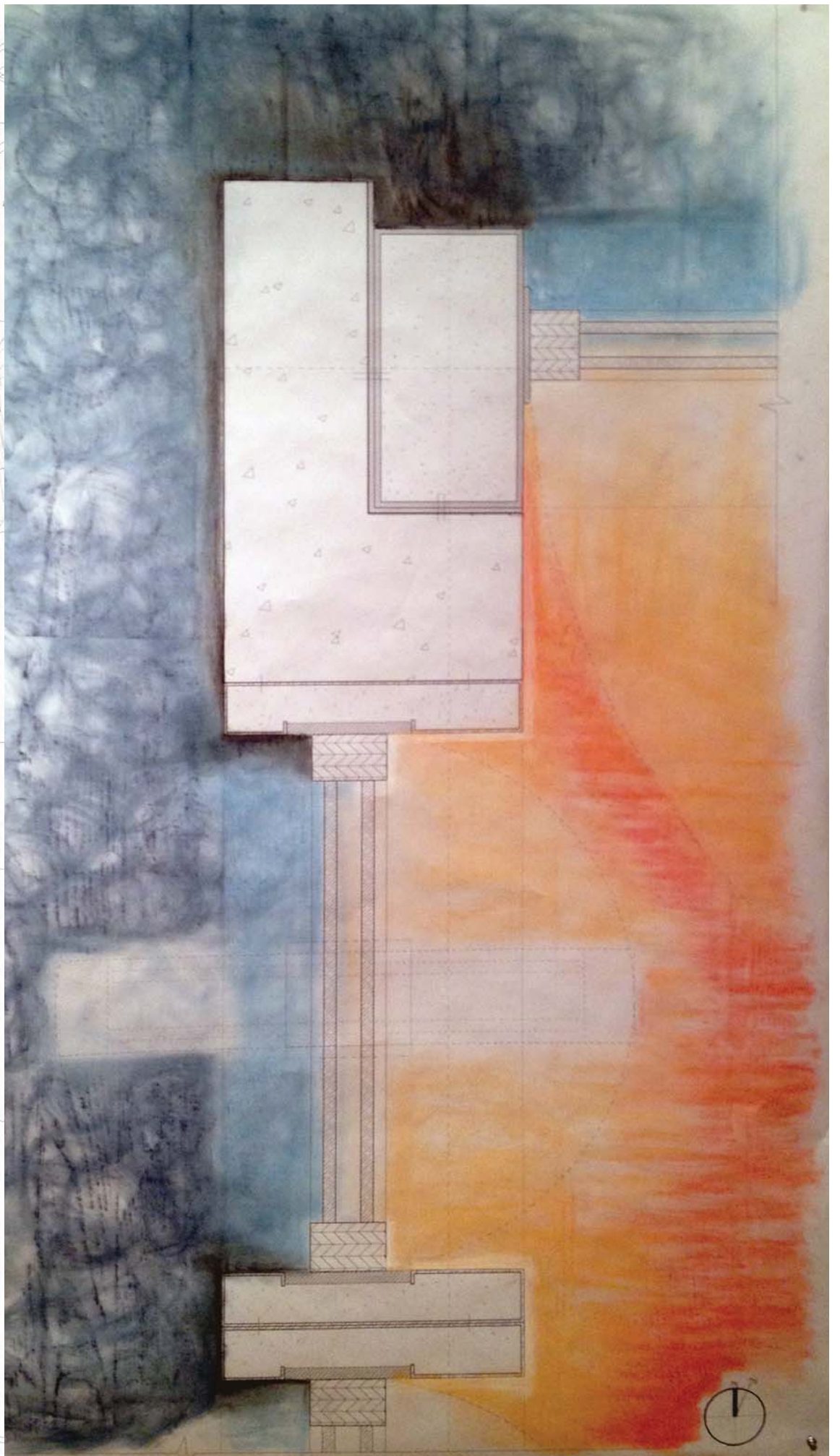
PROCESS SECTION



PROCESS SECTION



PROCESS SECTION DETAIL AT MARKET COLUMN

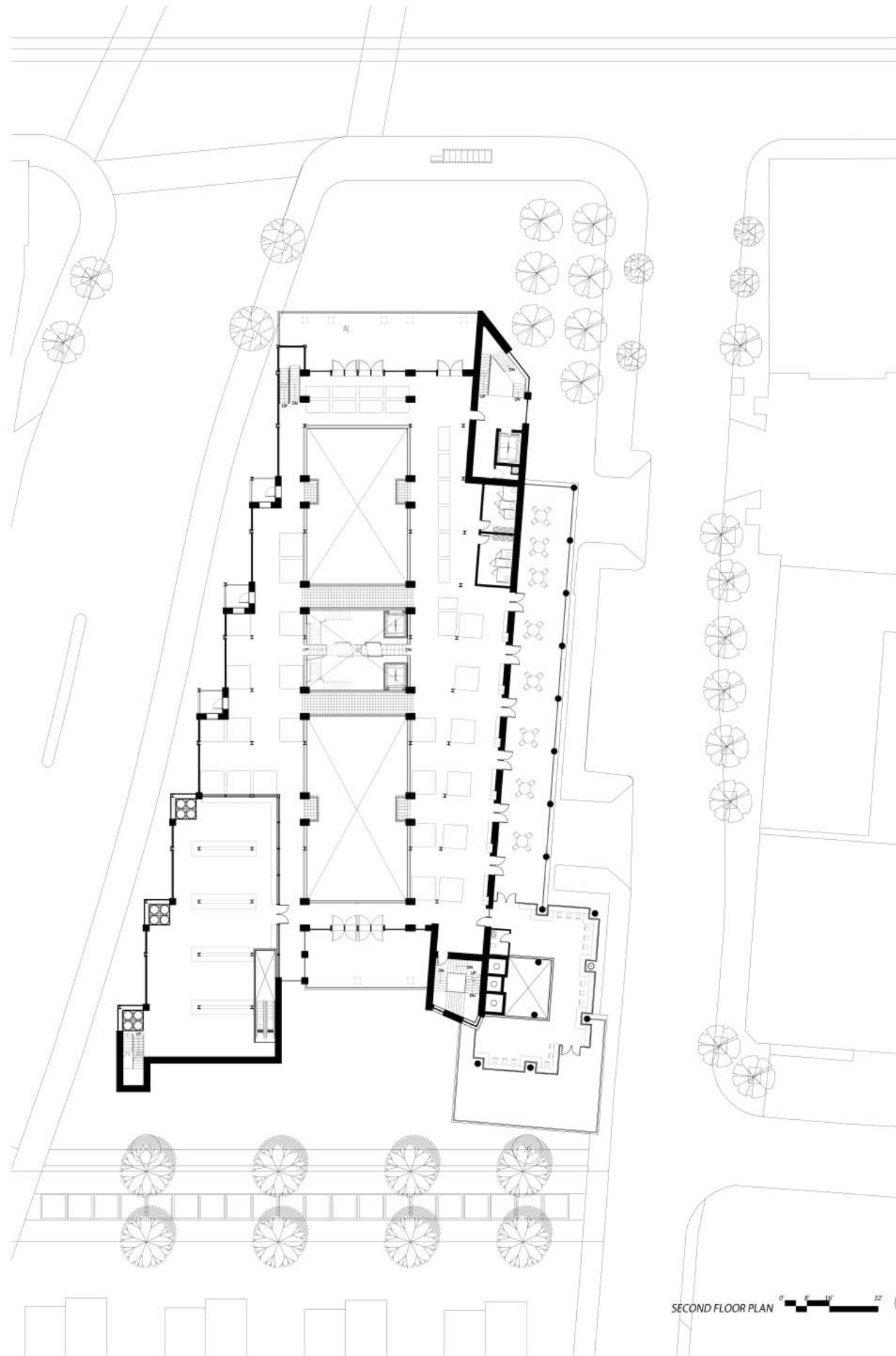


PROCESS SECTION DETAIL AT MARKET WINDOW



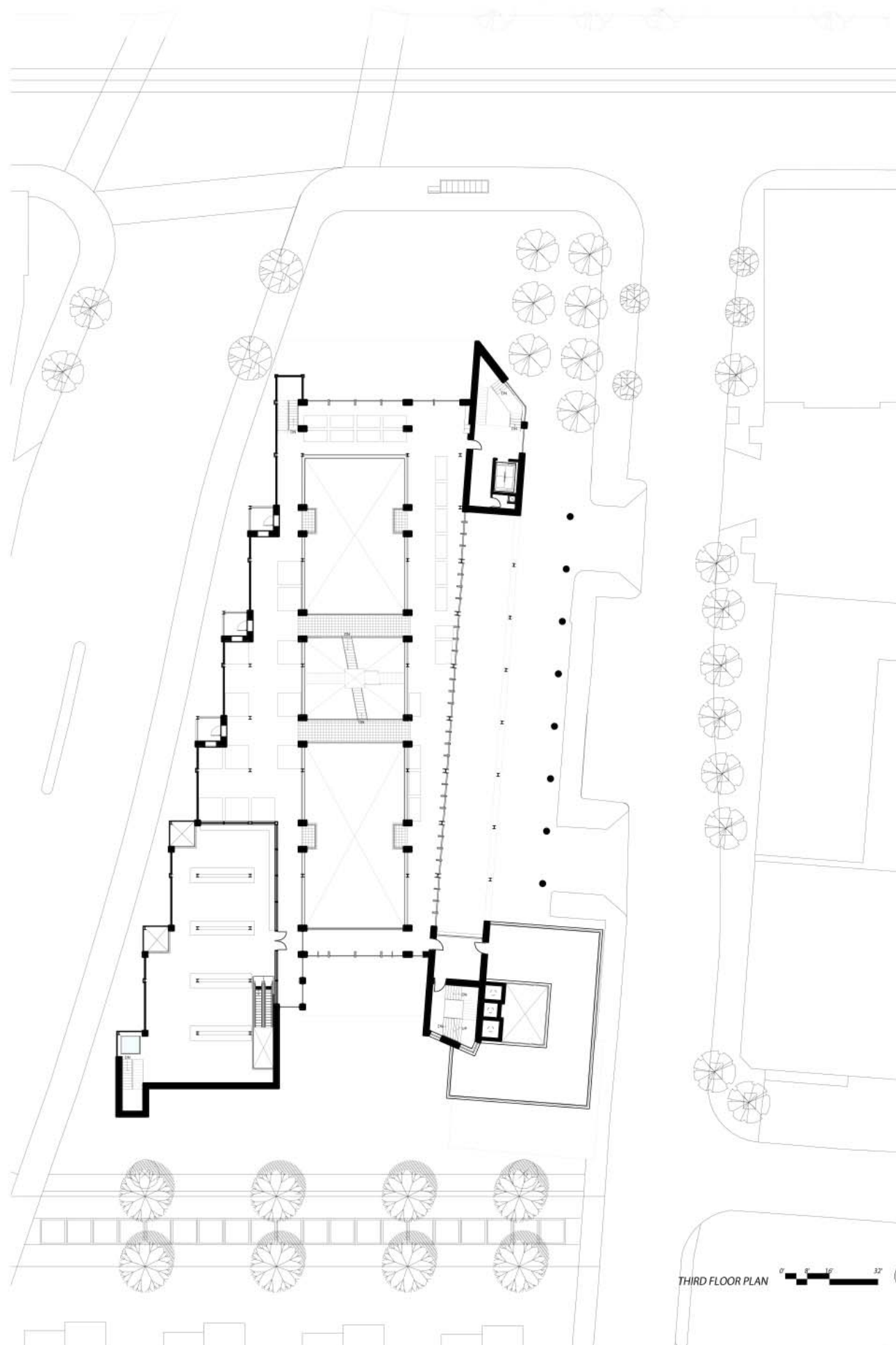
SITE PLAN





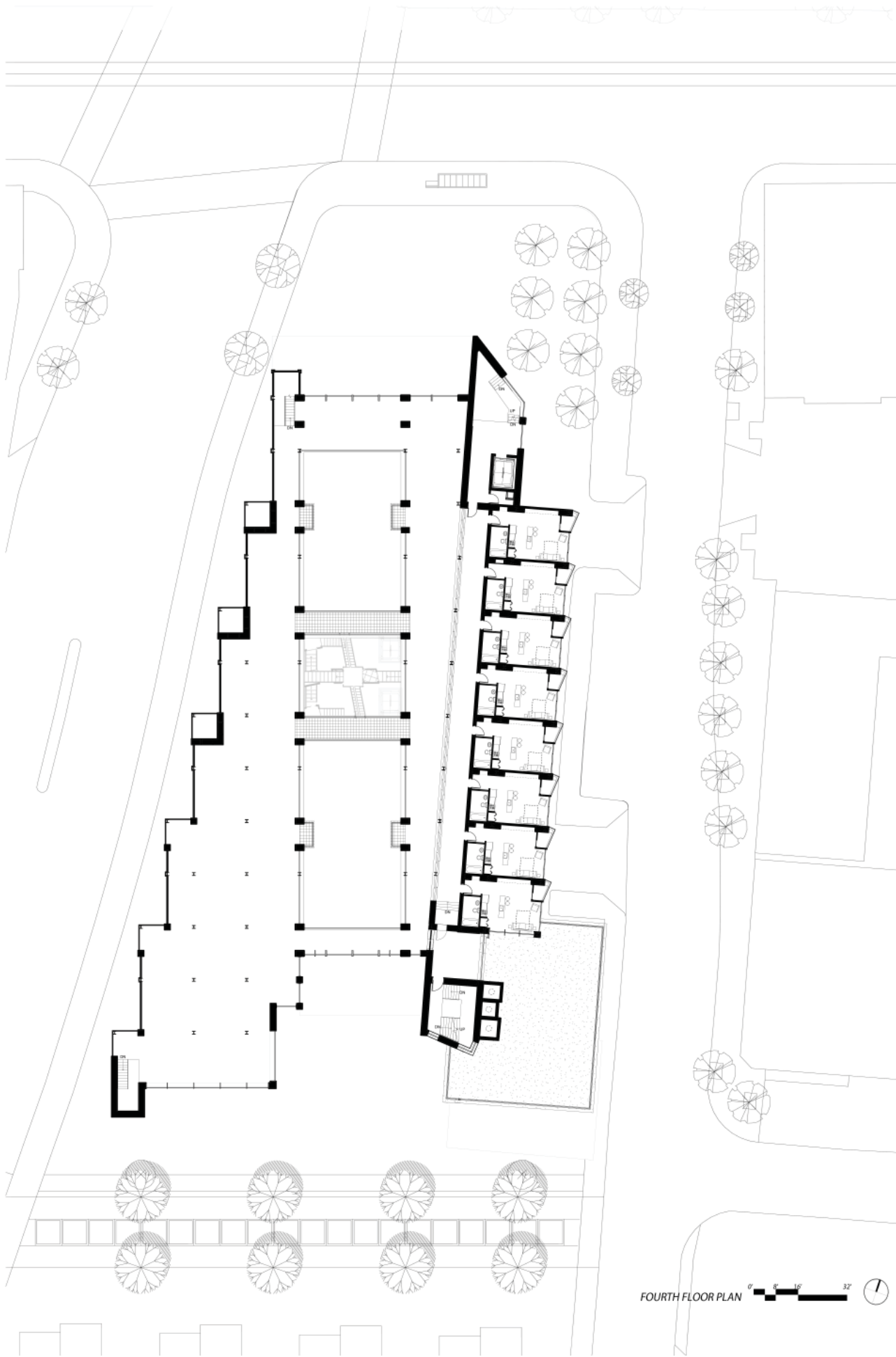
SECOND FLOOR PLAN

SECOND FLOOR PLAN



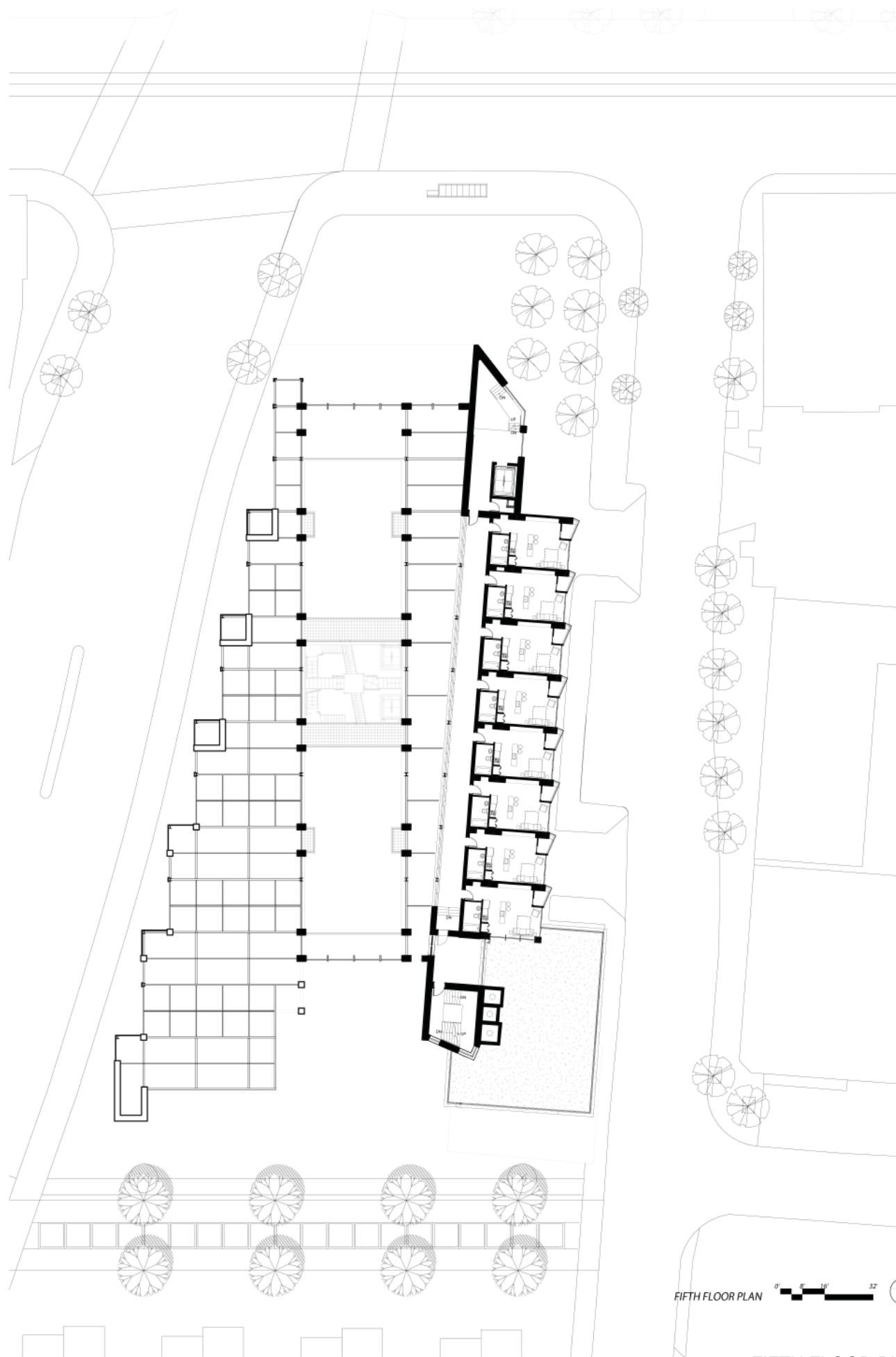
THIRD FLOOR PLAN

THIRD FLOOR PLAN



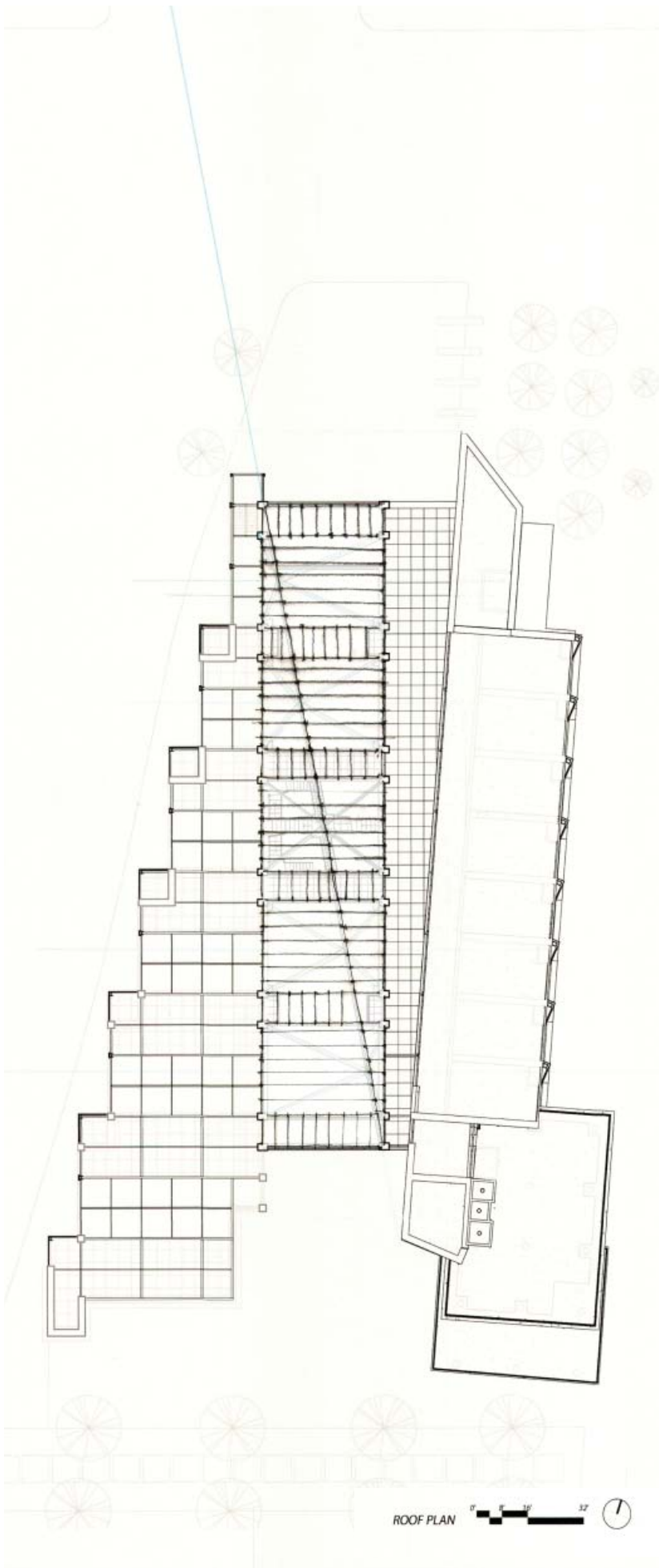
FOURTH FLOOR PLAN 0' 8' 16' 32' 

FOURTH FLOOR PLAN



FIFTH FLOOR PLAN 0' 12' 24' 36'

FIFTH FLOOR PLAN



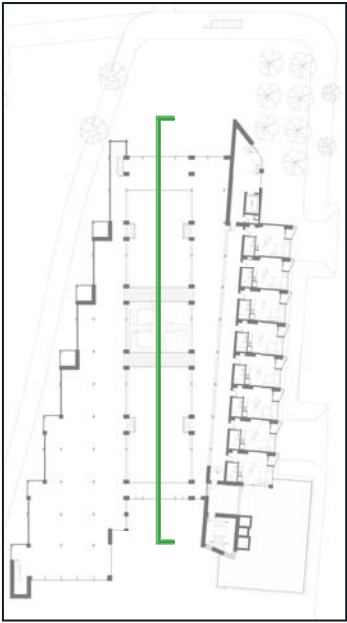
ROOF PLAN





INTERIOR RENDERING OF STUDIO APARTMENT



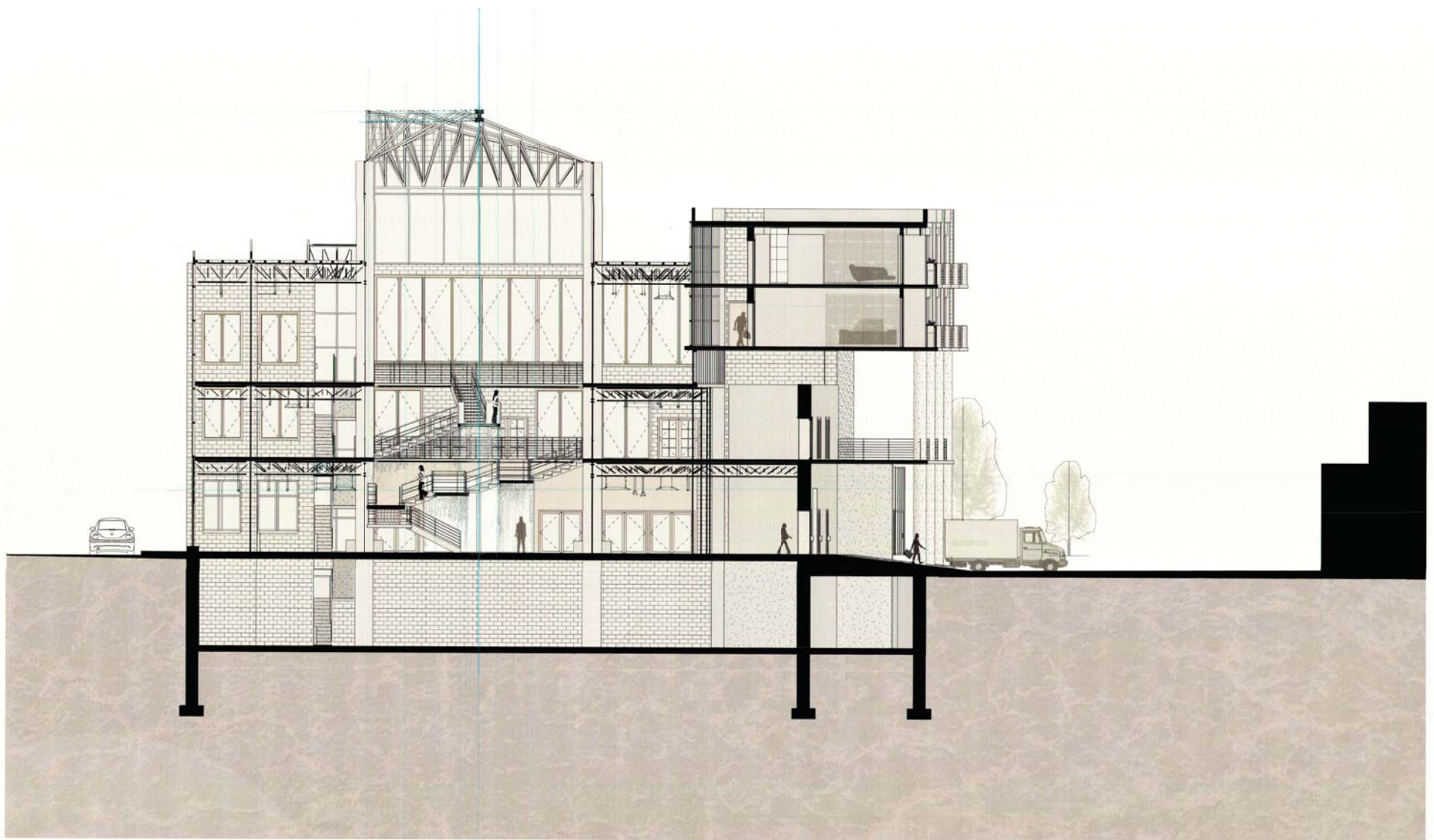
ENLARGED PLAN OF STUDIO APARTMENT





SECTION B 1/8" = 1'-0"  N 

LONGITUDINAL SECTION



SECTION A 1/8" - 1'-0" 0" 4" 8" 16" E

TRANSVERSE SECTION



1:1 SCALE DETAIL SECTION  
AT STEEL ROOF TRUSS AND CONCRETE COLUMN





WEST ELEVATION



EAST ELEVATION



NORTH ELEVATION



SOUTH ELEVATION



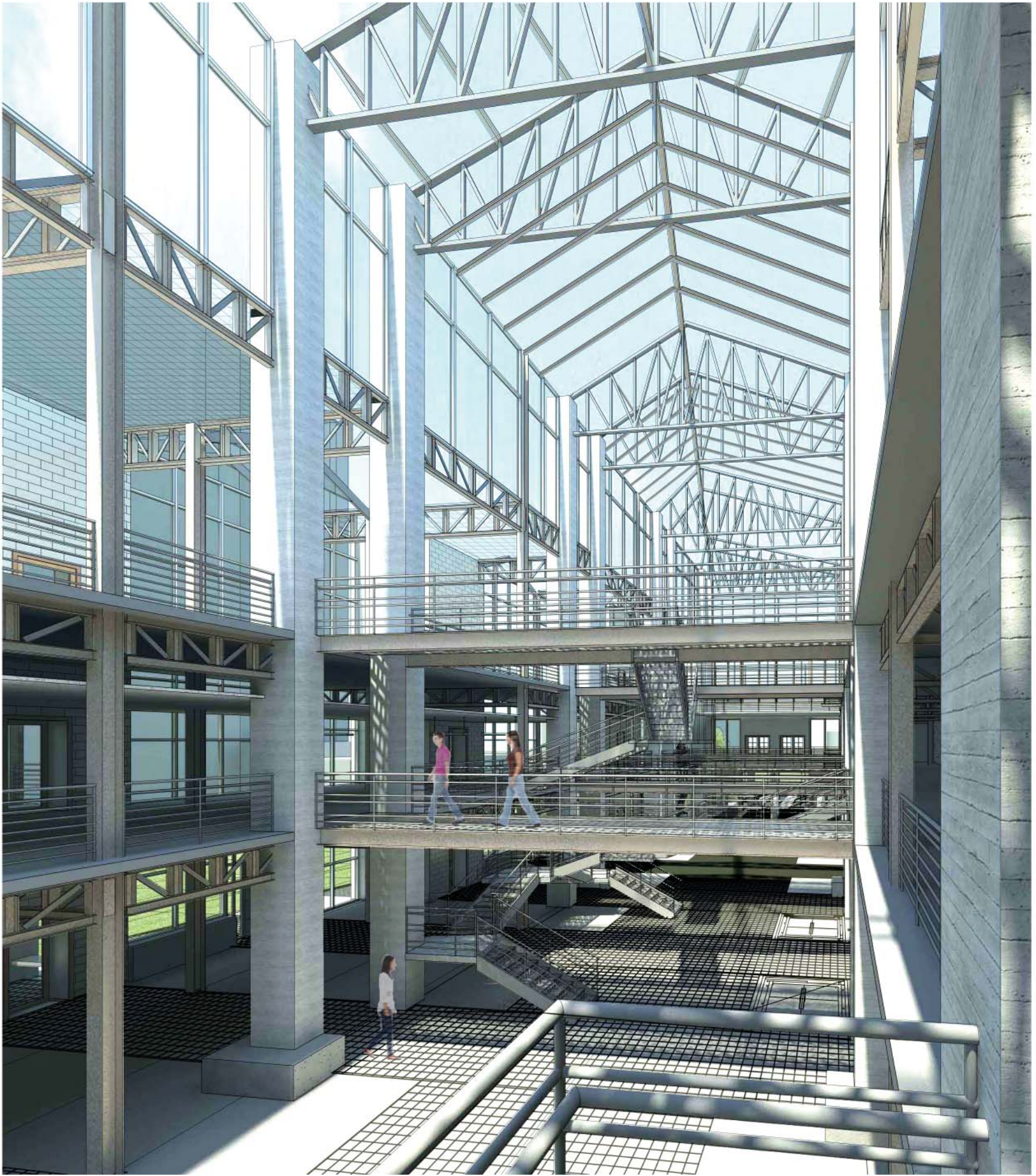
PERSPECTIVE APPROACHING NORTH ENTRANCE



PERSPECTIVE APPROACHING SOUTH ENTRANCE



PERSPECTIVE AT WEST FLOWER STALL

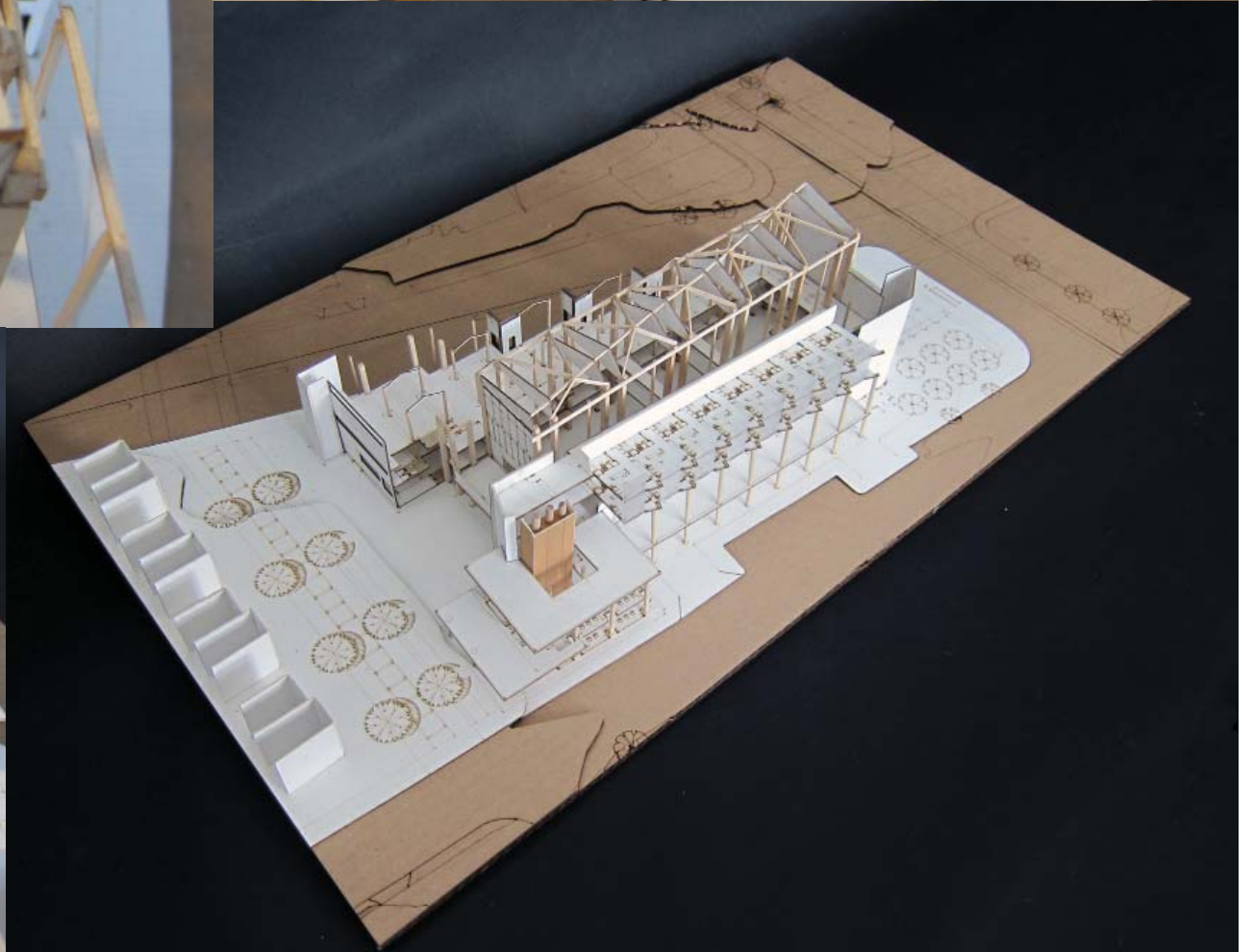
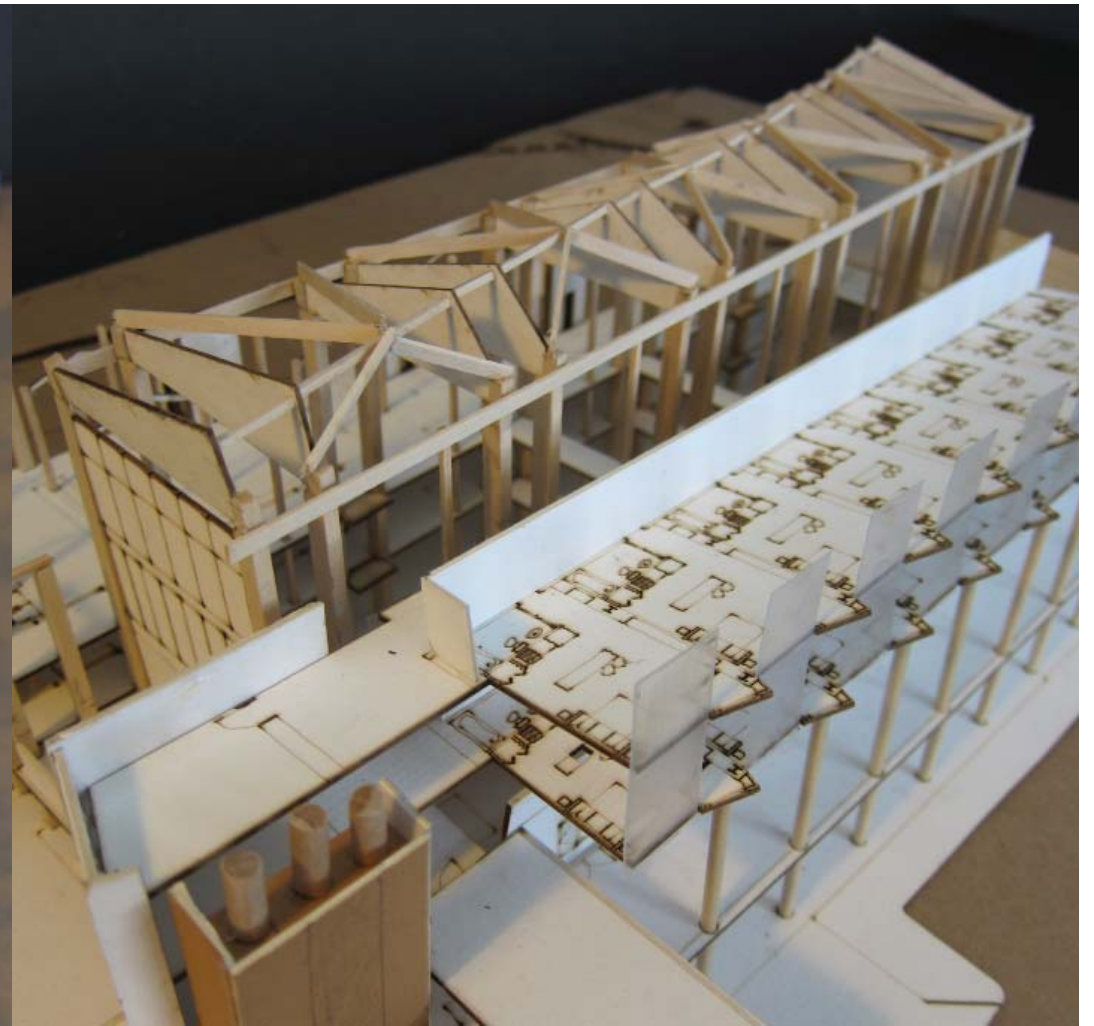
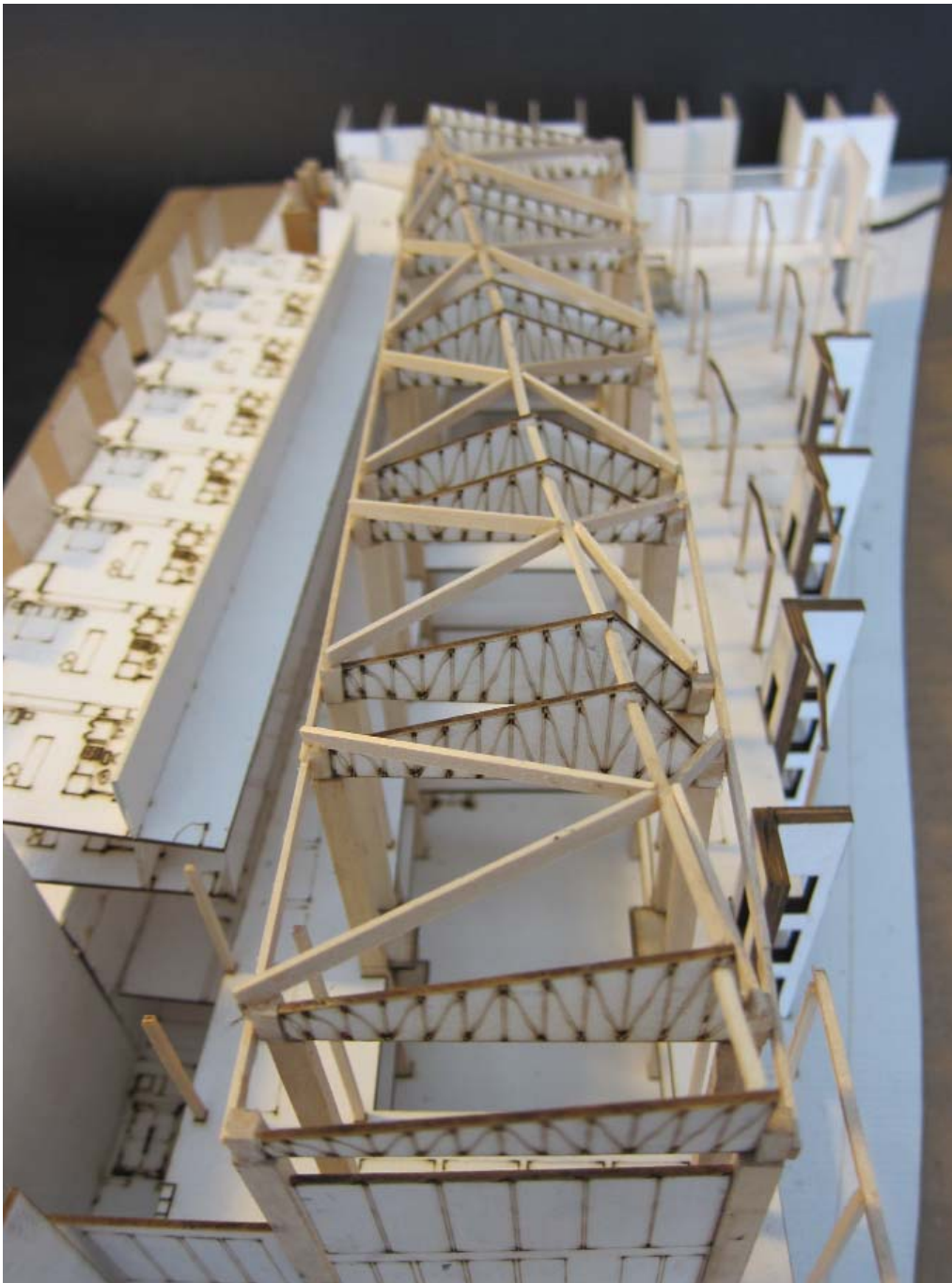


PERSPECTIVE FROM MARKET INTERIOR BALCONY



PERSPECTIVE AT MARKET CENTRAL AXIS





FINAL MODEL

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