

Project Description/Narrative

In a maximum of 300 words, describe the basic program requirements, special site problems and how the design process and solution satisfies these. Please also state any technical, environmental or social advancements regarding your project. **(The minimum font size should be 10pt/Arial.) DO NOT change the background of this slide.**

The name of the project can be mentioned generically. For example entrants can say “The education center was designed for the university.” Instead of “the John Johnson Educational Research Center was designed for the university.”

ROOTED

In this Farm-to-Market fable, a thriving farmers’ market grows from the fallow foundations of an abandoned farmstead.

As land elsewhere in the suburban town was being developed, Brighton, NY, made a big bet on this, the last former farm. Could it become a community asset to a suburban population, yet stay true to its roots?

Rather than conjure a myth of Old MacDonald agriculture for this modern market shed, we aimed to add a chapter to the farmstead on which we built.

We heed timeless principles intrinsic to agricultural buildings:

Siting.

Scale.

Rhythm.

Pragmatism.

Expression.

Economy.

It is this ethic which we apply to a 21st century building, while honoring the collection of inherited ag structures on the site.

Simple form. Repetition. Bulletproof cladding. Crisp detailing brings these mundane principles into the realm of architecture. And into the public realm.

Deep overhangs regulate sun. Their articulated, bracketed supports — inspired by agricultural buildings at rural county fairs — provide depth, visual interest and shadow play to the south-facing facade.

By day, milk-glass windows diffuse the light. By night, these openings glow like beacons to passersby, a nod to free-stall barns in modern Genesee Valley farms, with translucent openings that shine at dusk.

Inside, exposed structure: steel posts, diagonal bracing, and parallel-chord trusses play off a simple interior palette of concrete and OSB.

Functionally, this yields a tight thermal envelope of insulated panels, permitting an unbarnlike, year-round, conditioned community space. Genealogically, this framework is a direct descendant of the ubiquitous “pole barn” structural system of the modern farm, as demonstrated by the onsite 1960’s feed barn.

The result of all this? A seamless integration between the spirits of countryside and community. Unpretentious. Rooted in place. Bright! A room animated by its people, its produce and its purpose.

AIA's Framework for Design Excellence

As we are less than a decade away from the [AIA 2030 Commitment](#), AIA Rochester continues to include a focus on sustainability in our annual Design Awards this year and into the future.

Please choose a minimum of **three** of the ten measures of the [AIA's Framework for Design Excellence](#). In 300-500 words, please explain how your project addresses these three measures. You may duplicate this slide to accommodate your responses. **(The minimum font size should be 10pt/Arial.) DO NOT change the background of this slide.**

The name of the project can be mentioned generically. For example entrants can say “The education center was designed for the university.” Instead of “the John Johnson Educational Research Center was designed for the university.”

The ten measures in the Framework for Design Excellence are:

Design for Integration:

The last piece of the last former farm in the Town of Brighton is being preserved. It's being re-invented for a post-ag community that still wants a place to connect to the land, and to eat locally-sourced food all winter. The long-life, loose-fit design of the market shed follows the wisdom of agricultural buildings still on site. Its posture is one of Siting, Pragmatism and Economy - in the broadest sense.

A durable, low-maintenance skin of recyclable metal matches the spirit of its neighbors. A SIP envelope segregated from a steel skeleton permits a tight thermal envelope. A sunlit, uninterrupted interior space designed with produce in mind is nonetheless suitable for a variety of year-round functions.

As the surrounding community and their connection to agriculture and ecology continue to evolve, this investment ensures a suburban population can retain a strong connection to its agricultural past through site and architecture.

Design for Economy:

“More with less” could be the slogan of buildings throughout agricultural history, and certainly the assemblage of remaining structures on our site. Economy with a capital E is the driving principle behind the pragmatic beauty and timelessness of barns we admire.

In adding to this former farmstead we adhered to this principle of Economy above all, from its corrugated siding and milk-glass windows to its expressed interior structure and exposed OSB finishes. Economy doesn't mean cheap, it means essential. The precision of these assemblies — and the refinements to suit a shed designed for humans — is where architecture enters in.

Design for Change:

While the design is rooted in its agricultural context and primary use as a winter farmers' market venue, we employ long-life, loose-fit thinking. After all, this is a municipal structure that will serve citizens for 100+ years in ways we may not anticipate. Design for Change is a mandate.

A no-nonsense envelope of corrugated metal eschews trendiness for the timelessness of its agricultural heritage. An open-span steel structure sits inboard of a SIP system whose OSB interior becomes the finished interior walls. Concrete floors complete the ensemble and extend its flexibility, being easy to clean, repair, reconfigure, and access by delivery vendors. The space is just as suitable for a winter farmers' market or a wedding as it would be washing and processing carrots and beets, or shearing sheep.

By maintaining one of the last undeveloped farm sites as a year-round amenity, this market shed provides roots for suburbanites, and opportunities for continued evolution now and into the future.

AIA Rochester Community Impact Award

As architects and designers our focus and priority are the pure aesthetics and functionality of the buildings and spaces we design. The color, materials, scale, and functionality of the client's needs drive the projects. After the pencils are put down and the construction dust has cleared, there sits a building/structure/space that now impacts the community where it has been placed. While the design may be added to, subtracted from, and ultimately give way to another, its impact is a permanent part of the community and site's history.

In that spirit, as part of the 2023 Design Awards, we are requesting that you include with each submission a brief summary explaining its "community-impact goals". Projects can affect communities in many ways: improving the housing stock, rejuvenating a neighborhood, adding a pedestrian or biking route, filling a gapped-tooth "street smile" with a parklet, steering the life of a business district in a previously unforeseen path, adding beauty and functionality, and more.

This information is intended to be used during and following the Design Awards event in promotion of the Design Awards via AIA Rochester's social, news outlets, and in promotion of AIA Rochester.

Community Impact Award summary (500 words or less):

The Town of Brighton got it done. They made all the right moves: to acquire and preserve the last former farm; to engage the community in a visioning process about its future; and ultimately to tie the property's future use to its agricultural bona fides. That takes vision and it certainly took perseverance. The entire framework for community impact belongs to their choices.

Our work picks up there. Ten years ago, we led a series of workshops and community intake sessions. Our design team responded with a master plan that explored the ecology and appropriate uses of the site.

Most pressing, the existing winter farmers' market was getting evicted from a windowless gymnasium accessed through echoing hallways of a former school. From this dark, crowded venue the Town had higher hopes for a new, high-function home to serve as a happy crossroads for community-building and neighbor-visiting.

The Town found the money to make the next steps happen. We stabilized and restored the gambrel-roofed barn. That was followed by its interior renovation into an insulated year-round community space with bathrooms and a small kitchenette.

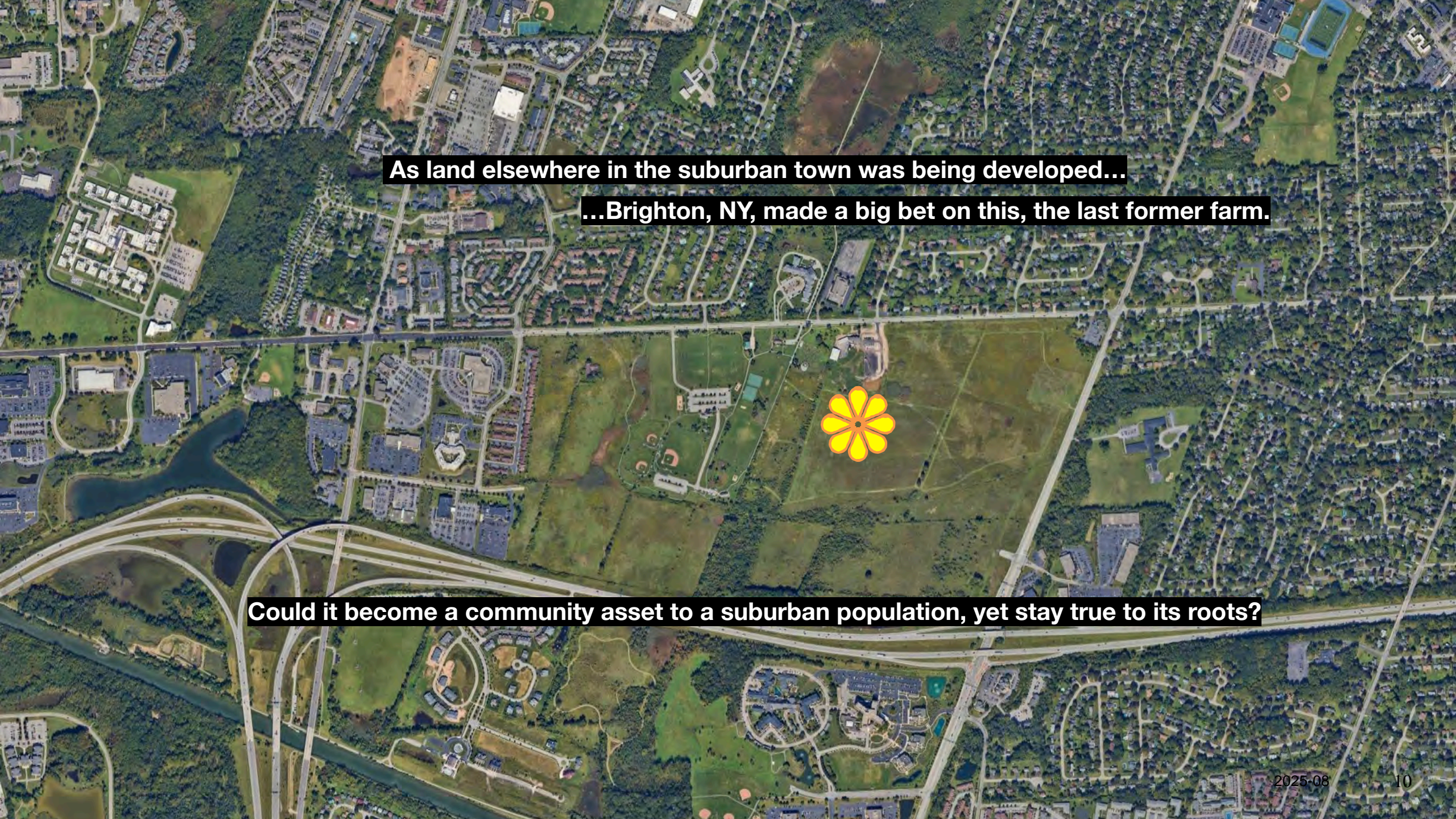
Finally, the Town moved ahead on new construction. The new, corrugated metal-clad market shed - linked to that renovated barn - is only the most recent phase. Its positioning on the site lays the groundwork for a future summer outdoor market that pivots around the knuckle of the standing silo.

In the face of Town's ambitions, this market shed cultivates humility. It aims to join a neighborhood of farm buildings on site, and to promote community, outside and in. Architecture enters in through material choices, crisp detailing, celebration of structure and the harnessing of light and shadow. Through these details, the modest market shed seeks to elevate that communal experience.



ROOTED

In this real-life Farm-to-Market fable,
a thriving farmers' market grows from
the fallow foundations of an
abandoned farmstead.



As land elsewhere in the suburban town was being developed...

...Brighton, NY, made a big bet on this, the last former farm.



Could it become a community asset to a suburban population, yet stay true to its roots?

**Simple form. Repetition.
Bulletproof cladding.
Crisp detailing.**




A backdrop for a civic space





Deep overhangs regulate sun.
By day, milk-glass windows
diffuse the light.

A photograph of a modern building at night. The building features a large, multi-paned window that is brightly lit from within, casting a warm glow. To the left of this window is a stone wall with a small, dark window. The foreground is covered in snow, with several large, dark rocks scattered across it. The sky is a deep blue, and the overall scene is illuminated by the building's lights and the ambient night light.

By night, these
openings glow like
beacons to
passersby



Inside, exposed structure, concrete and OSB.



The result of all this?

A room animated by its people, its produce and its purpose.

2025-08



Unpretentious.

Rooted in place.



**A seamless integration between
the spirits of countryside and
community.**

