

Block Market and the Urban Supermarket

Program

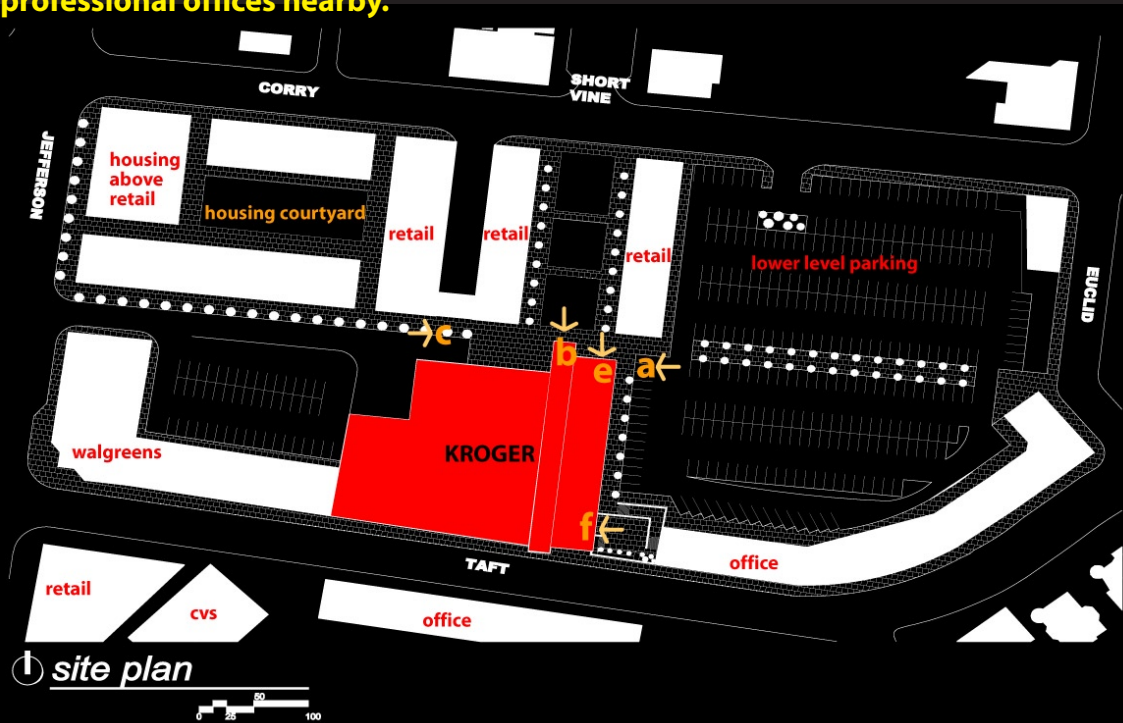
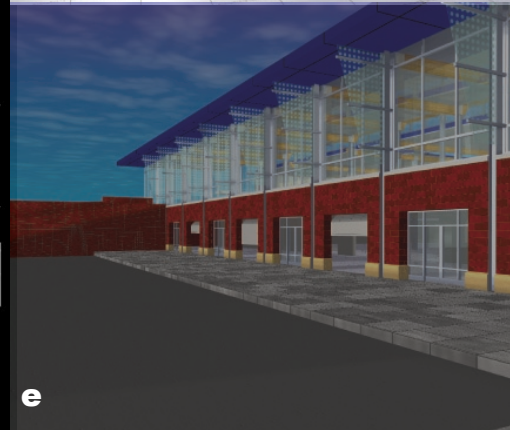
This project attempt to create a pedestrian oriented mixed-use "town center" for the uptown community that is anchored by a Kroger supermarket. It will consist of a 60,000 square foot two-story Kroger with complementary retail uses on the existing University Plaza site.

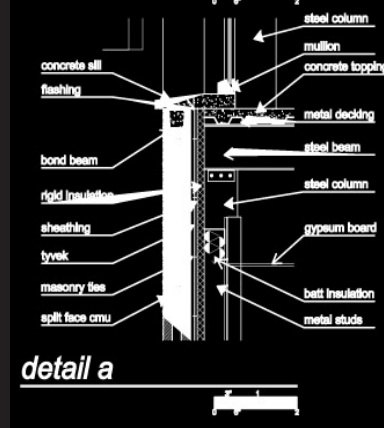
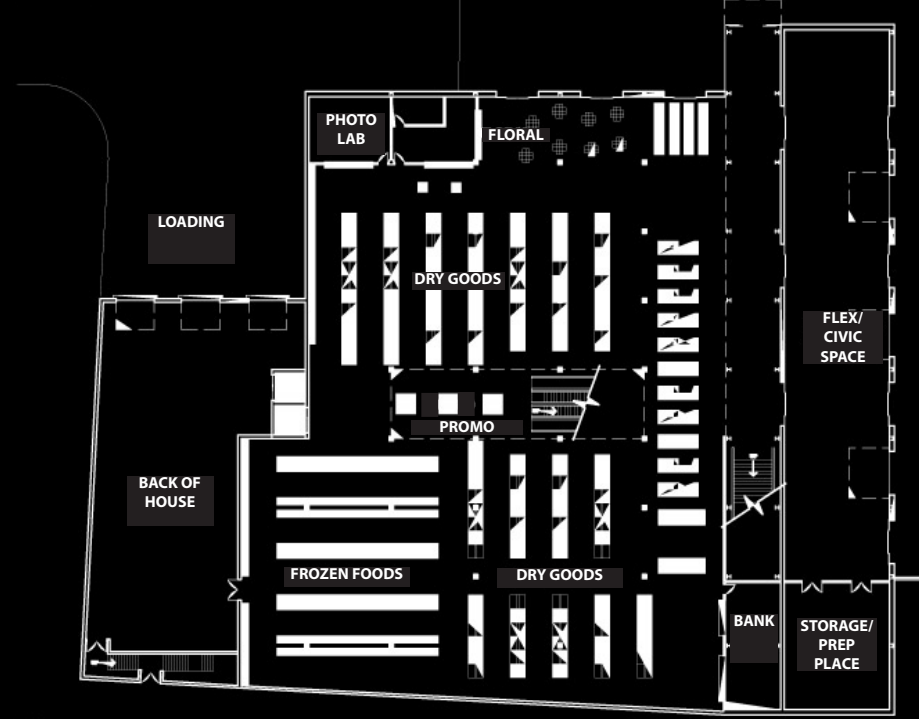
Design Statement

This proposal attempts to integrate a suburban size supermarket into the urban setting of Corryville. Kroger and the act of grocery shopping take on symbolic significance through location by serving as terminus of Short Vine Street

This Kroger consists of two pieces split by a linear element. The west section contains most of Kroger's products while the east section is a festive market hall filled with produce and seasonal promotions. The lower floor of this section is a flexible public/civic which could be used for many things: flea market, art gallery, community gatherings etc.

The linear element serves as a pathway, connecting University Plaza with Taft Street. This element brings passerby through Kroger rather than around it, enticing them to stop by and pick up some food on the way. At the Taft entrance is a Kroger café, service by the store's deli/bakery personnel that would attract lunchtime workers from the professional offices nearby.





Plaza Level Floor Plan
 0 4 8 16

Integrating a large footprint supermarket building and complementary retail uses into the dense urban context of Corryville

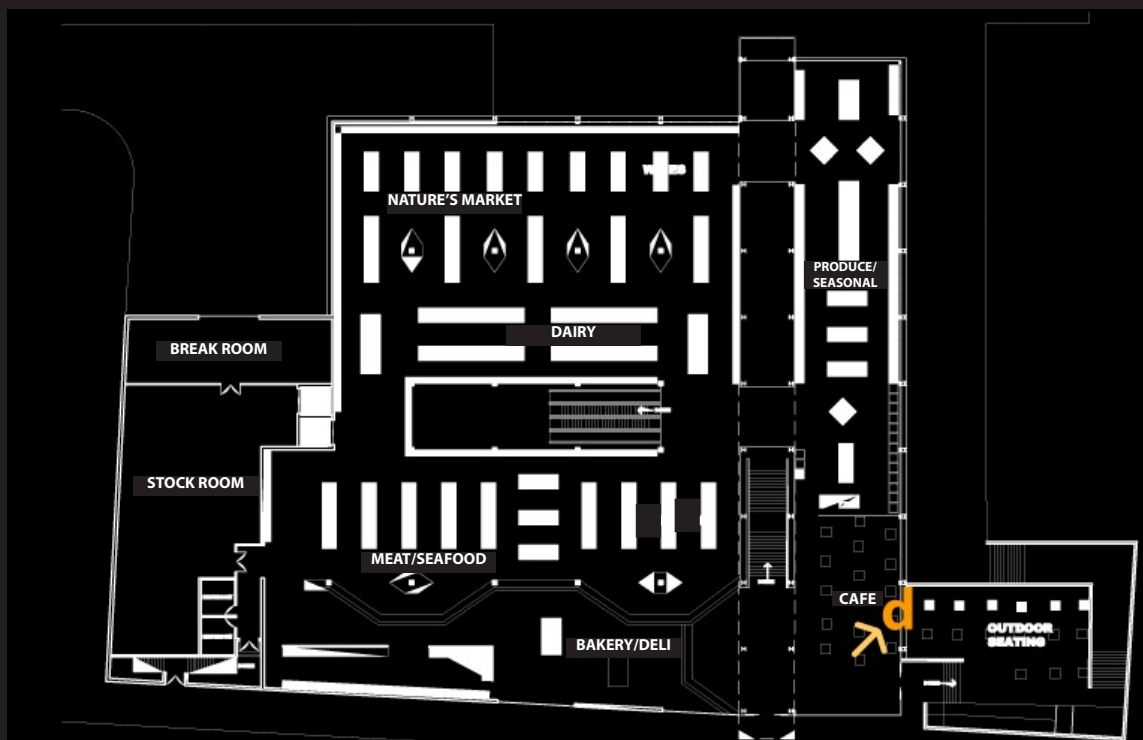
Providing a strong framework of public space that relates to Short Vine and the university campus

Incorporate a mix of uses that complement each other and create a vital 24 hour activity center.

Design Goals

Accommodate a large number of parking spaces in a variety of innovative arrangements that are designed to minimize negative aesthetic impact.

Provide a compact two story design for an urban supermarket that reinterprets the program of a conventional supermarket to offer unique experiences for the customer



Taft Level Floor Plan
 0 4 8 16 32