Design the building to capitalize on exposure to traffic on the adjacent, elevated I-71 North. Provide a strong presence for Kroger supermarket through dynamic sculptural form and innovative wall graphics that communicate function to drivers.

Create a pedestrian friendly environment along Eden Park Drive.

Create a mixed-use “destination” that accommodates multiple, inter-dependent uses in a dense high-rise development.

The vegetation of the terraces and the roof garden atop Kroger would be visible from the interstate as well. Also visible would be the fitness center and its western glass façade displaying the members exercising. The building would showcase to all of Cincinnati its uses and human meanings. It would be a center and message for life and living in an otherwise dull and sterile urban environment.
The site of the location is a rather desolate office park-like pocket along I-71. There is very little pedestrian activity and sense of community. The workers of the immediate area park their cars, go to their office then leave at 5:00. By 6:30 PM each day the surroundings are vacant.

Our design includes a 90,000 s.f. two-level Kroger, a two-story fitness center, four levels of office with gardened roof terraces, 3 street-level storefronts, underground and garaged parking to accommodate all the uses and compensate for the parking we are building over all in one megastructure. On the periphery we designed a small pocket park to provide a place for the daily workers as well as those using the storefronts along with a streetscape scheme that would visually lead drivers on Gilbert Avenue and Reading Road to Eden Park Drive and essentially our Kroger structure.

Proposed Level Layout

Second Level and Above: Housing
First Level and Above: Fitness Center; Small Retail Small Offices
Street Level: Supermarket; Carry-out Parking
Underground: Parking