

MLK-Reading Urban Design

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Aerial View



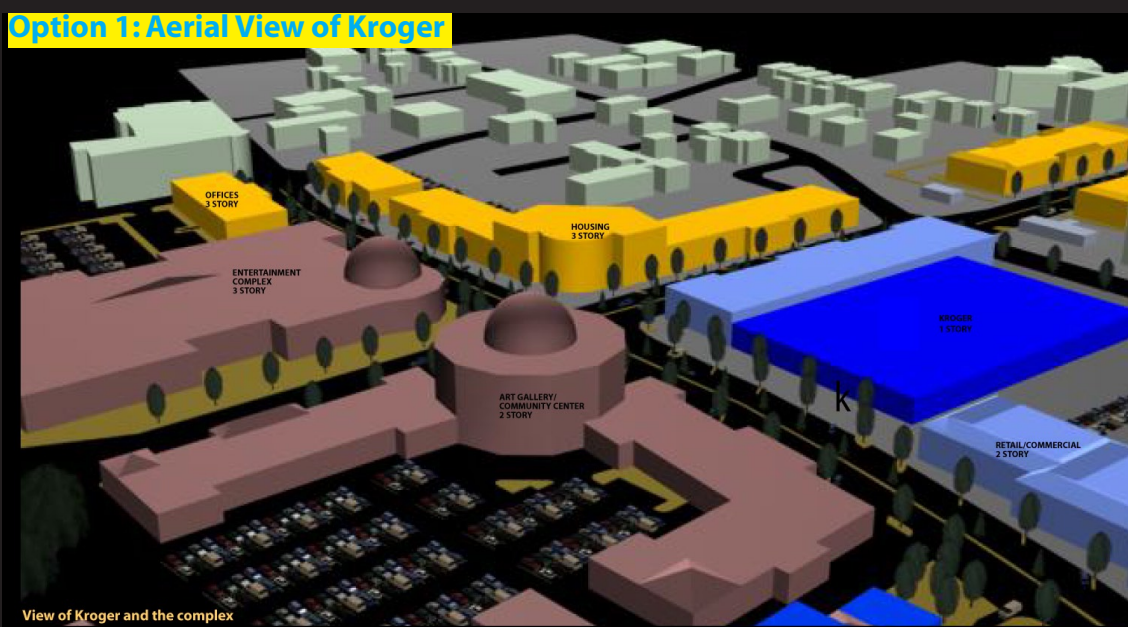
Program:

80,000 s.f. Kroger, an entertainment complex with an entertainment complex, arcade and night club, 40 residential units, structured parking, and complementary retail and restaurant uses.

Design Statement

The primary objective behind these designs are to develop the MLK site into a destination point for the Uptown region and beyond. The site sits on the corner of MLK Ave. and Reading Rd. which serve as 2 main arterials that connect the site to the large Uptown university, employment, and residential base. The potential development of I-71 on-ramps onto MLK, adjacent to the site, portends a larger market of I-71 travelers.

Option 1: Aerial View of Kroger



The secondary objective is to create an anchor for adjacent residents and workers. We approached this objective by designing a pedestrian oriented town-center where none had existed before. Also, the site's immediate proximity to a large worker and residential base draws attention to the necessity for mixed land uses that appeal to that base.

To create a pedestrian friendly, socially inviting environment large open plazas are incorporated into the design with ample seating and wide sidewalks and a promenade. This is made possible by 2 decked parking lots, one below ground and one above, on the site. Other land uses include mixed use development such as restaurants, retail, housing for workers and students, and office space.

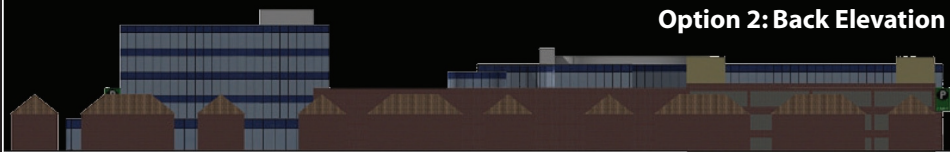
Option 2: Aerial View Facing Northwest



Option 2: Site Plan



Option 2: Back Elevation



Design Goals

Exploit site adjacency to two major arterial roads, and to a future highway interchange

Create a mixed-use regional destination for the Uptown region and beyond.

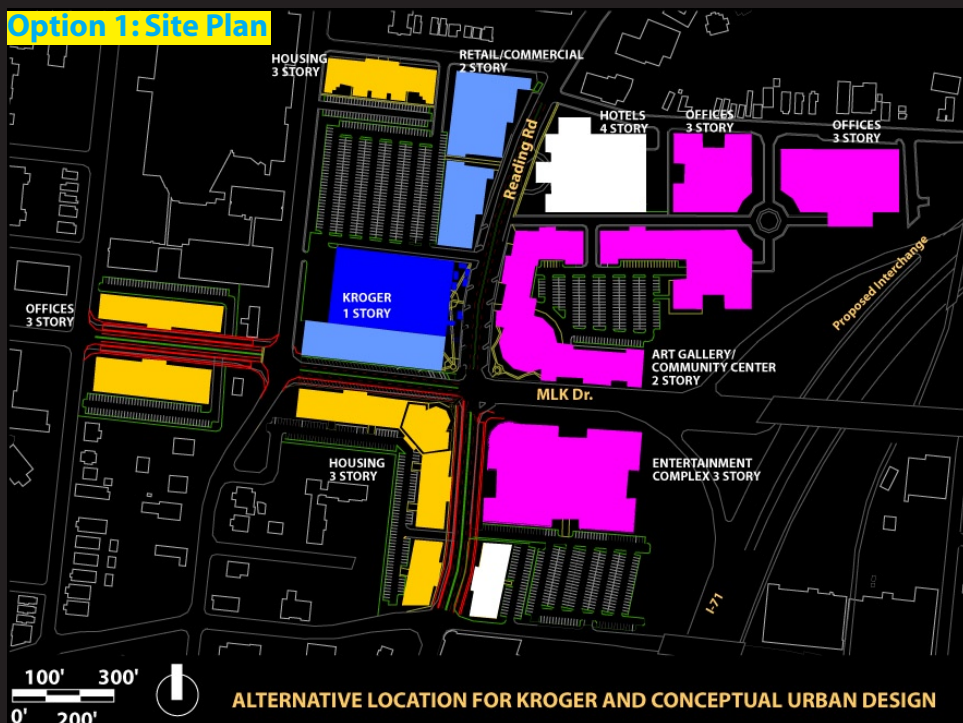
Create a neighborhood retail and entertainment anchor that meets the needs of adjacent residents and the large number of uptown workers including a major supermarket use.

Create a pedestrian friendly environment that supports 24 hour retail and entertainment uses.

These projects attempts to create a pedestrian oriented mixed-use “town center” for the uptown community that is anchored by a Kroger supermarket

Visibility from and circulation through MLK and Reading were also key factors in the final design. Because the site is so large our first design goal was to find the best on-site location and position for a potential 100,000 sq. ft. Kroger. We first worked with a model that was consistent with standard Kroger model dimensions, but changed the size and form of the building in response to the interplay of Kroger and the other land uses of the remaining site. Two important elements that guided the programming of the site include the utilization of mixed land uses that could serve local and regional needs and the need for safe open plazas and walkways that were inviting to pedestrians. Having land uses that operated at different times of the day was also an important factor in the placement of those uses and in the functionality and safety of the plazas and walkways. Programming was also tweaked in respect to optimal circulation and visibility.

Option 1: Site Plan



ALTERNATIVE LOCATION FOR KROGER AND CONCEPTUAL URBAN DESIGN