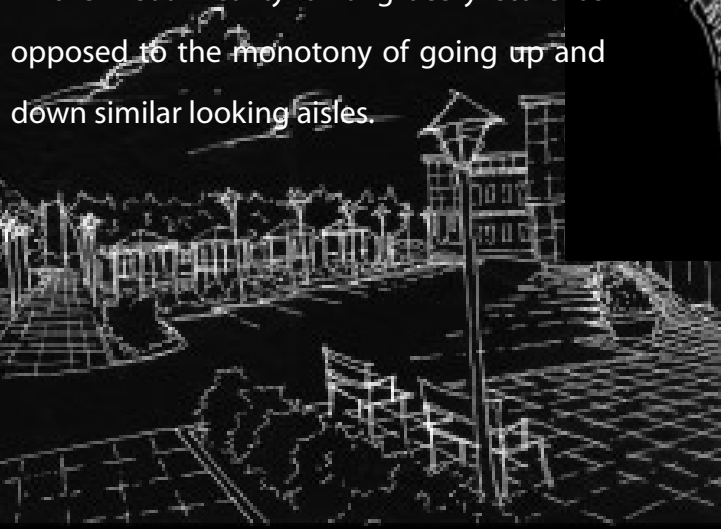


Civic Space and the Urban Supermarket

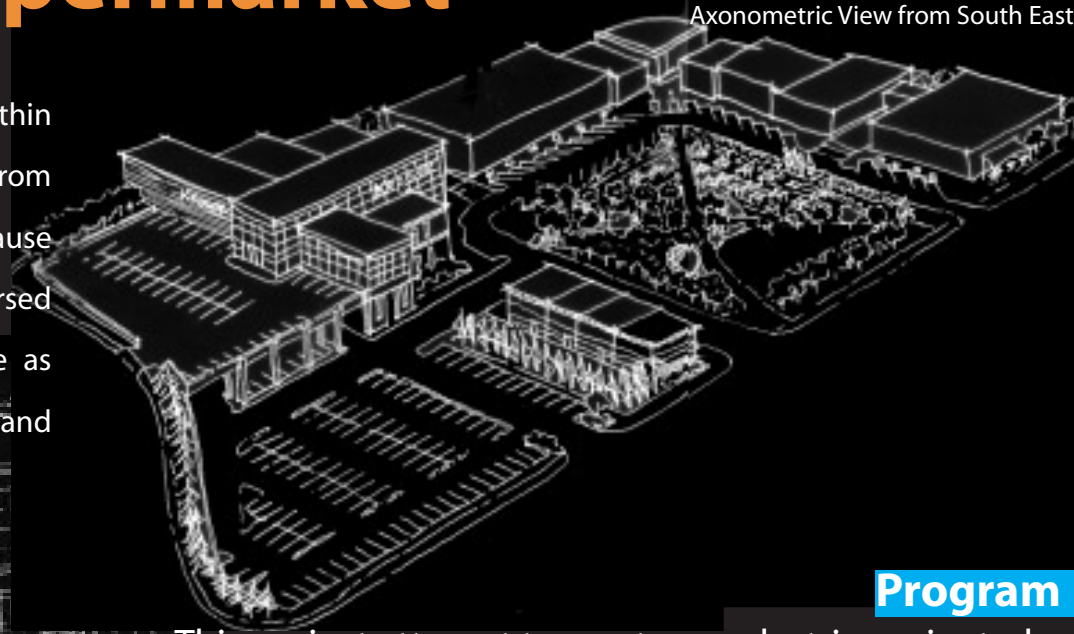
Rebecca Gill

Design Principles:

The experience that the consumer has within this grocery space is markedly different from those of a standard grocery store because they have the opportunity to be immersed in the visual reality of a grocery store as opposed to the monotony of going up and down similar looking aisles.



Axonometric View from South East



Program

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

Design Statement:

This Kroger is a two-story building that communicates with the topography of the site by integrating underground parking. The building uses brick, concrete, and glass to create a palette that communicates to the surrounding neighborhood. The brick and concrete are a continuation of the architectural language already utilized on Vine St. The large expanses of glass that are continued in the axis express the individuality of this building and set it off from the other buildings in its surroundings.



0 100' 50' 150' Site Plan

Goals

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.



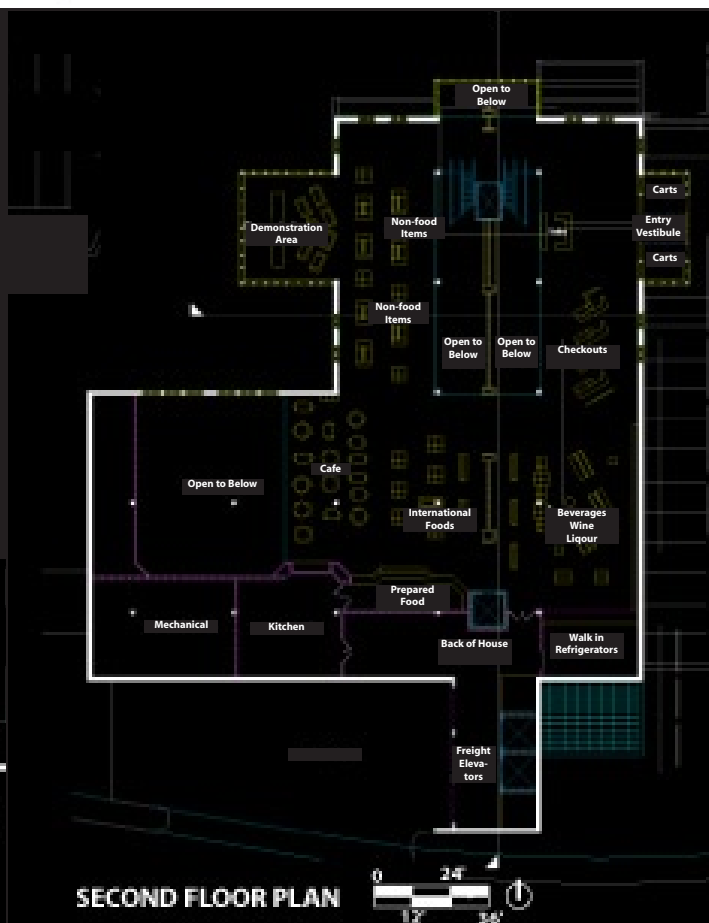
Sections



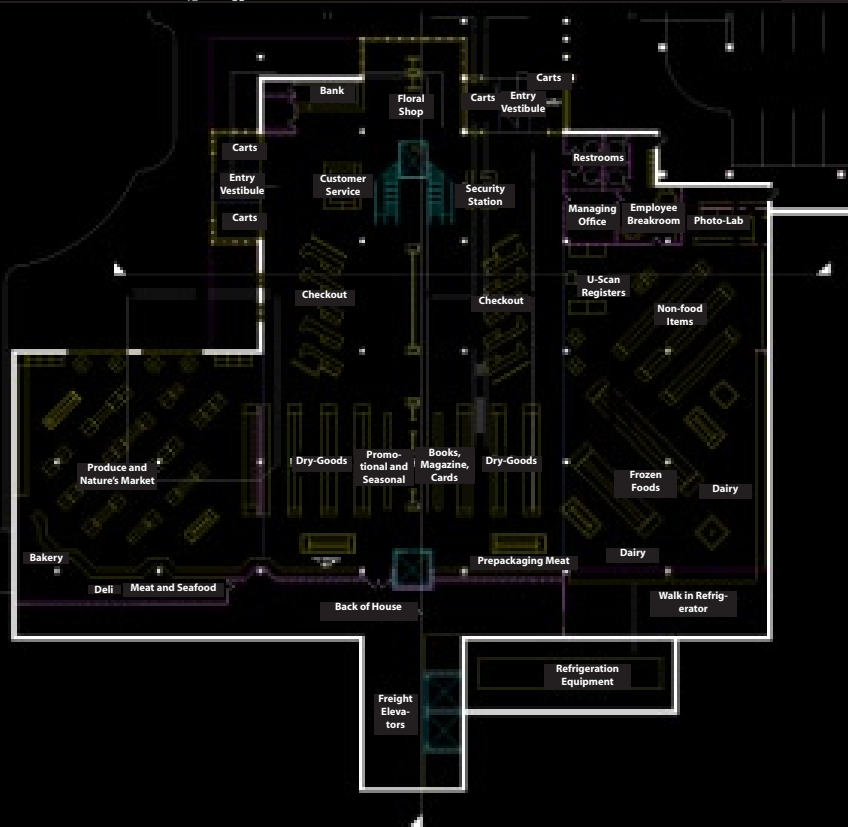
NORTH SECTIONS



EAST WEST SECTIONS



SECOND FLOOR PLAN



FIRST FLOOR PLAN

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