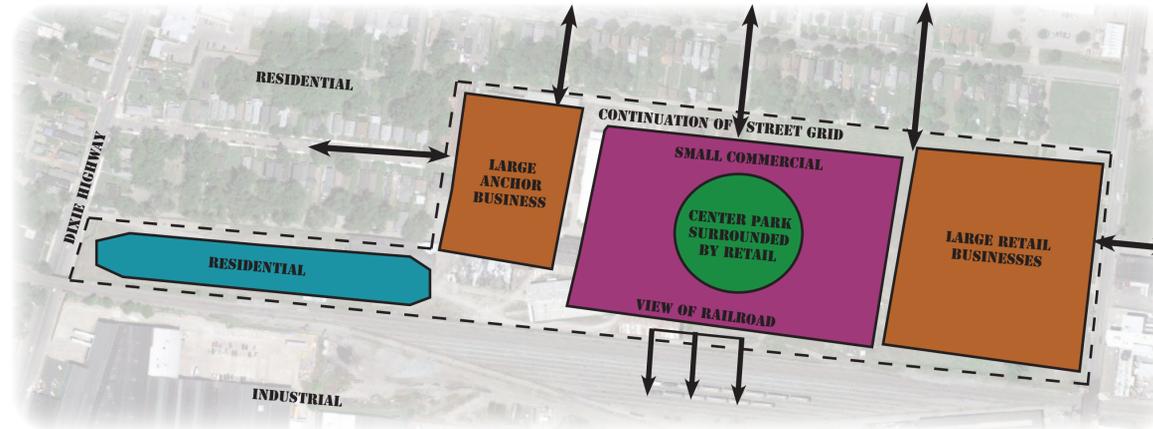


PROGRAM

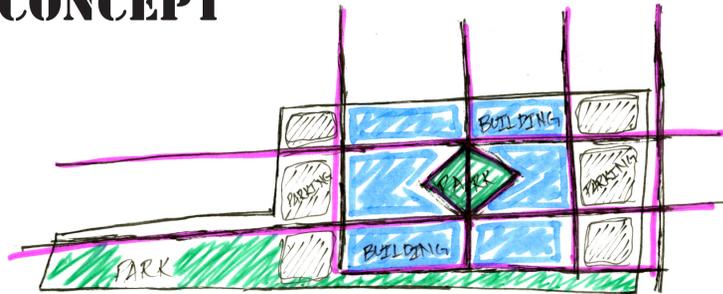
- COMMERCIAL PROPERTY
- RESIDENTIAL TOWNHOMES
- GREEN SPACE
- LARGE RETAIL STORES
- MOVIE THEATER
- GROCERY STORE
- LOCAL BOUTIQUE'S
- RESTAURANTS
- WALKABILITY
- ACCOMODATE ALL AGES
- RETAIL VARIETY

ANALYSIS



AFTER GATHERING INVENTORY OF THE SITE AND IT'S CONDITIONS, THE DESIGNER WAS ABLE TO MAP OUT THE BEST PLACES FOR DEVELOPMENT. THE ANALYSIS ALSO SHOWS CONDITIONS AROUND THE SITE THAT WILL EFFECT THE DESIGN. THE MAIN CONSTRAINT WITH THIS SITE IT THE CONTAMINATION OF THE SOIL. THE SITE WILL HAVE TO HAVE A NEW SOIL CAP TO BE SAFE FOR DEVELOPMENT.

CONCEPT



THE GOAL OF THIS DESIGN IS TO CREATE A RETAIL OPEN AIR MALL ON THE SITE. AFTER RESEARCHING THE SITE AND ITS SURROUNDINGS, IT IS EVIDENT THAT THERE IS NOT MUCH COMMERCIAL DEVELOPMENTS CLOSE-BY. THE SITE IS CONSIDERED A FOOD DESERT BECAUSE THERE IS NOT A CLOSE GROCERY OR MARKET. THIS DESIGN WOULD INCLUDE A GROCERY STORE AS WELL AS LARGE RETAIL STORES. LOCAL LOUISVILLE AND KENTUCKY VENDORS COULD ALSO HAVE STORES LOCATED ON THE SITE. CONTINUEING THE EXISTING ROAD GRID THROUGH THE SITE WAS A MAJOR PART OF THE CONCEPT AND HOW THE PROPERTY WAS LAID OUT. THE GRID GIVES ORDER AND MANY ACCESS POINTS TO THE SITE. THE CENTER SQUARE IS THE FOCAL POINT OF THE DESIGN CREATING AN OUTDOOR SPACE FOR SHOPPERS. A LARGE FOUNTAIN IS LOCATED IN THE CENTER WHICH WILL DRAW VISITORS INTO THE PARK WHEN VIEWED FROM THE STREET.

PRELIMINARY DESIGN

THE ANCHOR STORE IS THE LARGEST AND MOST PROMINENT. IT IS LOCATED AT THE END OF THE MAIN STREET TO DRAW VISITORS THROUGH THE SITE.



RESIDENTIAL TOWNHOMES ARE PLACED ALONG THE PAN HANDLE OF THE SITE. THEY ARE PLACED THERE TO MATCH THE SURROUNDING RESIDENTIAL PROPERTIES. DIXIE HIGHWAY IS A MAIN ROAD FOR THE RESIDENTS TO HAVE ACCESS WITHOUT HAVING TO USE THE COMMERCIAL ENTRANCES.

THE ORIGINAL DESIGN ACCOMODATED PARKING UNDERNEATH THE BUILDINGS. ENTRANCES AND EXITS WERE PLACED AROUND THE SITE FOR MULTIPLE ACCESS ROUTES.

THE BUILDINGS WERE CHANGED AND RESIZED TO ALLOW FOR ALL OF THE PARKING TO BE LOCATED ON THE GROUND LEVEL. THE LARGER STORES ARE LOCATED ON THE NORTH SIDE OF THE SITE, WITH SMALLERE BUISNESS SURROUNDING THEM, AND ALONG THE CENTRAL AXIS STREET.

SMALL PLAZAS ARE PLACES IN BETWEEN BUILDINGS CREATING OUTDOOR SPACES AROUND THE STOREFRONTS.

JACK SIMMONS

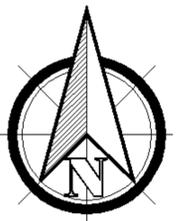
2-20-2012

LA-842

PAGE

1 OF 2

PARK HILL COMMONS
LOUISVILLE, KY



PARK HILL COMMONS MASTER PLAN

JACK SIMMONS

2-20-2012

LA-842

PAGE
2 OF 2



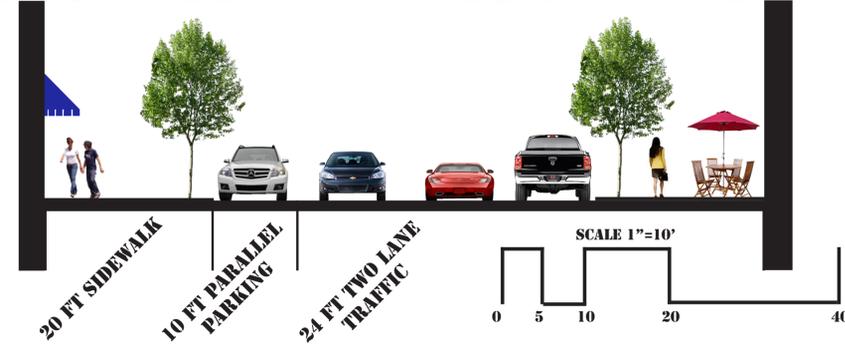
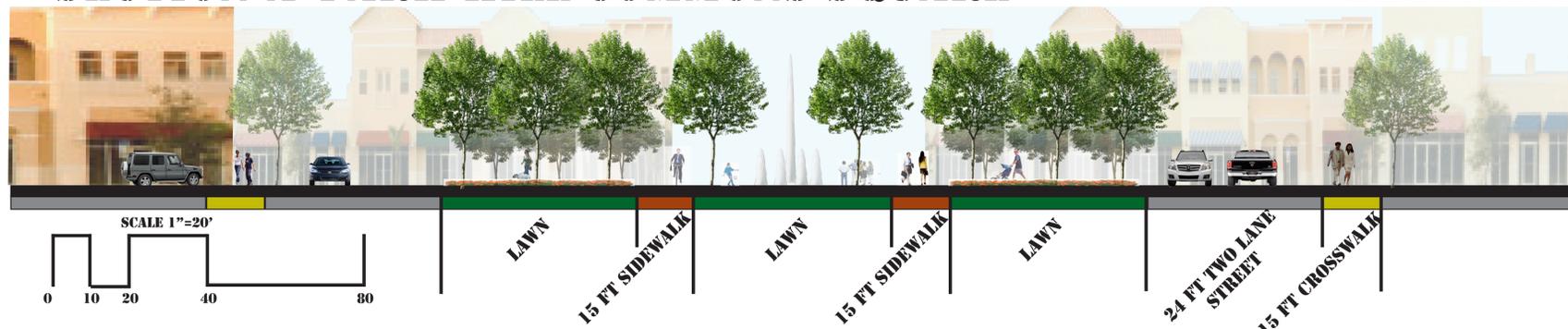
PERSPECTIVE A

PERSPECTIVE B



SECTION A-PARK HILL COMMONS SQUARE

SECTION B-STREETScape MEASUREMENTS



PARK HILL COMMONS
LOUISVILLE, KY

