

VINE CITY PLAZA

Atlanta, Georgia



After years of working with the Vine City neighborhood on their latest master plan, TSW was selected as the architect for a new retail building in this historic area. The client, Vine City Health and Housing Ministry, purchased the property including the older dilapidated commercial buildings knowing that it would be an important place for a re-envisioned neighborhood serving retail node.



The owner and neighbors had always conceived the site as a three-story mixed use building—retail below two floors of residential—however the market and funding tempered that vision slightly. Responding to the times, the design team was able to introduce a phased approach to the construction such that the first floor commercial was planned, designed and constructed with the ability to accept two more floors of residential when the market returns. With smart planning, a simple structure, and careful detailing the cost to build the lower floor was marginally more expensive than a typical one story model.



The building is a simple storefront model harkening to nearby turn-of-the-century commercial buildings: a wide sidewalk in front, parking and service in the back. Pulled up tight to the sidewalk with dignified pedestrian entrances, its design reinforces the walking environment and existing urban character of this intown location. Durable and handsome tan brick lends a slightly more modern flair and the bold use of contemporary colors help enliven one of Vine City's main thoroughfares.



*top right: Completed first level
middle right: Completed facade and entrance
below: Computer generated model showing second and third level additions*