

Kraft Retail Center



Brief:

The developer owned a large tract of land just off the major Retail/Business street in Grand Rapids. The first building closet to the intersection needs to be eye-catching and prominent.

Strategy:

An “L” shaped design maximized the first site coming into the development. A large central tower at the inside corner of the “L” facing the intersection has a clock that will be a focal point and can be seen a long distance away. The legs of the “L” use varying heights, high windows, and bold colors to create an attractive design.

Project Information:

Building Size: 27,329 S.F.
Site Size: 1.85 Acres
Completion Date: Under Construction
Project Cost: N/A
Reference: Mark Harmsen – Owner;

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