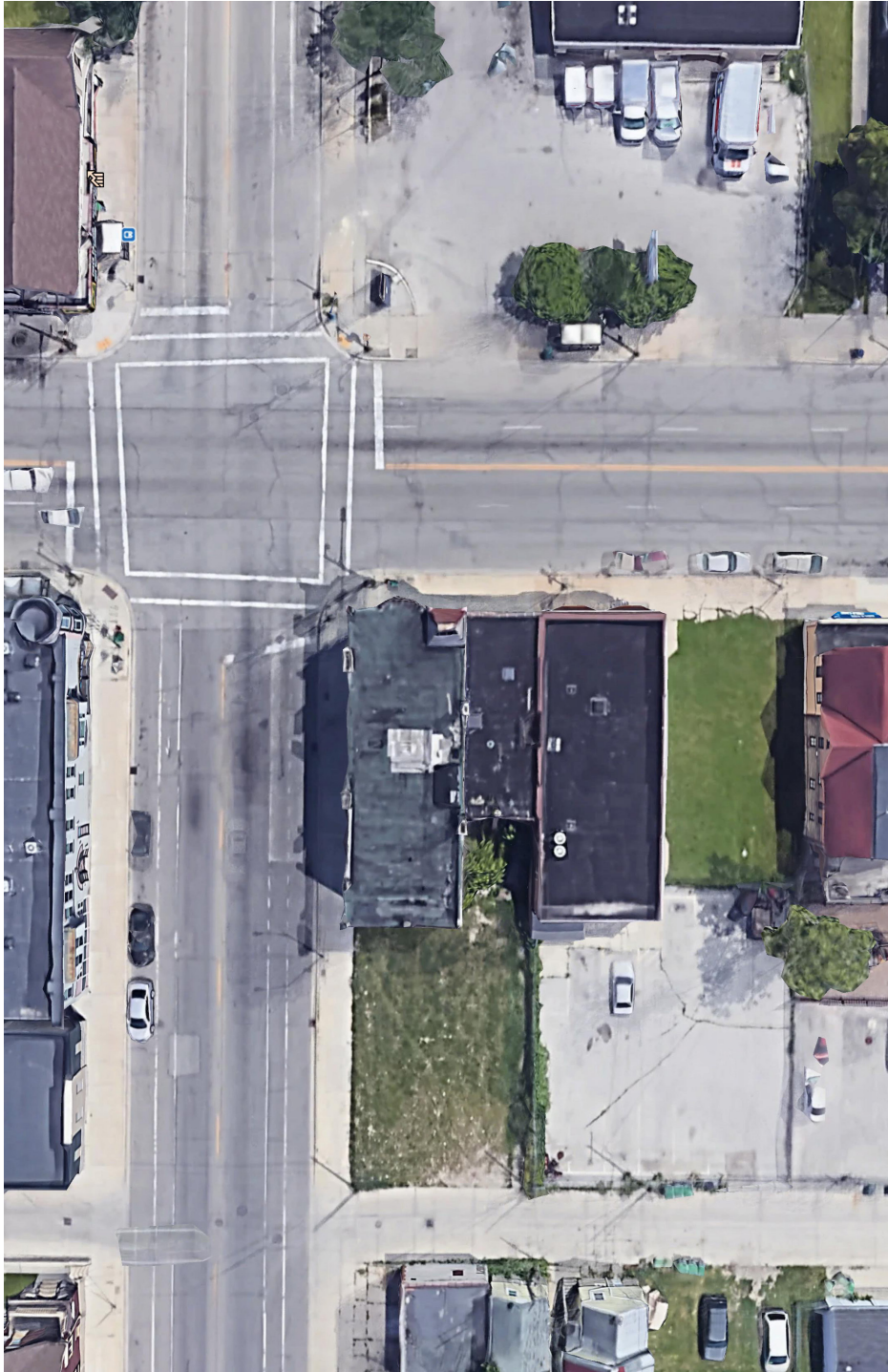


Martin Luther King Dr.

Conceptual Designs





Project Details

Client: King dr. Bid

Contact: Deshea Agee, Historic King Drive BID #8

CDS Director: Carolyn Esswein

CDS Project Assistant: Rachel Schulz

CDS Staff: Amanda Golemba, Elise Osweiler

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Design Goal

Redevelop the iconic corner building, 2673 N MLK Drive, that has been vacant for many years to continue the investment along Martin Luther King Drive (MLK) and create a destination for residents and visitors.

Scope of Work & Program

Community Design Solutions (CDS) worked with Deshea Agee on the Historic King Drive BID to identify potential tenants for each of the floors. CDS measured and photographed the first, second and third floors as well as the facades.

The client wanted a restaurant on the ground floor and office space on the upper floors for Option 1. For Option 2 the client desired an office and podcast space and residential for the upper floors. CDS created floor plans and exterior facade renderings to show the vision of the project.

Both concepts were presented to the BID board for review and discussion of market impacts, reuse options, and the best alternative for investment. Option 2, the office and podcast space on the ground floor, with residential on the upper floors, was selected. CDS revised floor plans and created two interior renderings to reflect the desired option.



Existing MLK facade



Existing back of building facade

Precedents



Hudson Lounge Milwaukee



Hudson Lounge Milwaukee



WeWork Corporation



WeWork Corporation

Option 1:

The ground floor is envisioned as an open kitchen restaurant due to its linear layout. The floor plate is small, so including a complete and enclosed kitchen would decrease the opportunity for seating.

A small cafe is located on the south side of the ground floor, with booth seating and a semi-private outdoor patio with fireplace seating. Parking in the back is limited to five stalls. It is anticipated that many people will park on the street or walk to the building. In discovering the floor on each level would have to be reconstructed, CDS created a ground floor plan with a switchback stair on the back end, and an elevator installation to provide ADA requirements and private access to the offices upstairs.

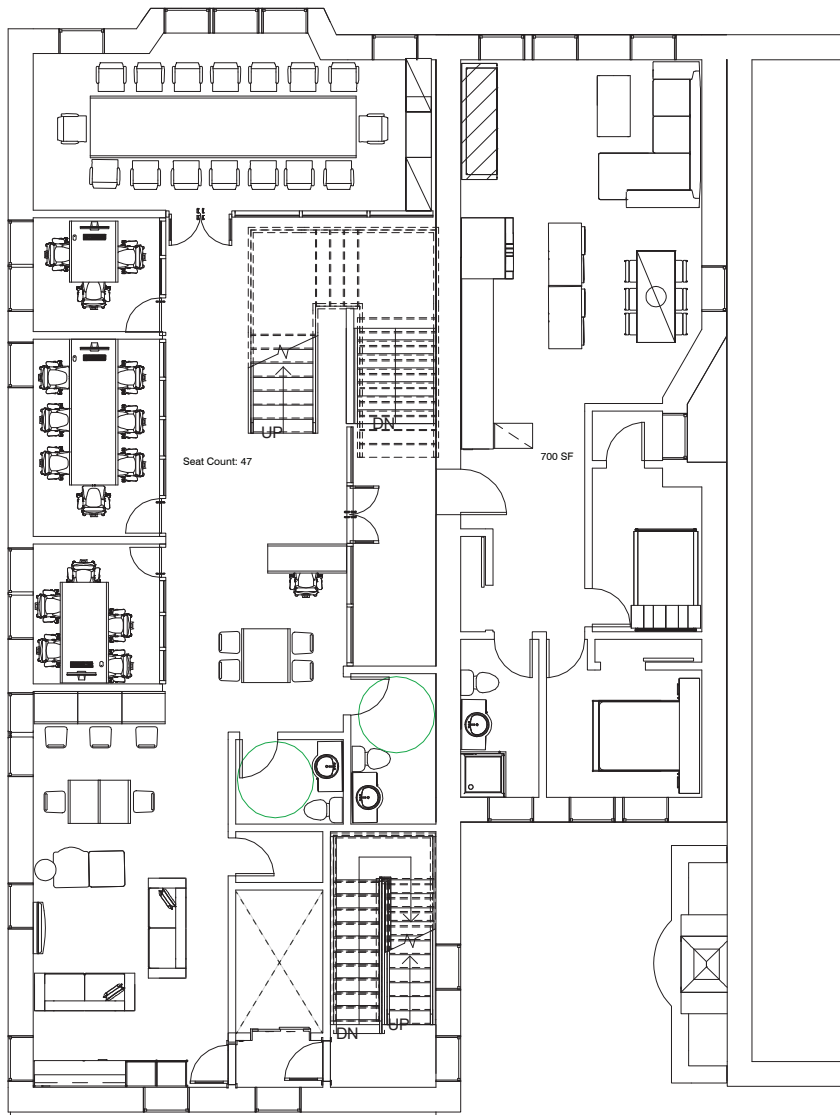
On the south side of the building, there is a single residential unit to accommodate two bedrooms and one bathroom.

The north side includes an office space, either shared workspaces to rent for the day, week or a month. The third floor also has shared work spaces and conference rooms, with a slightly more flexible layout.

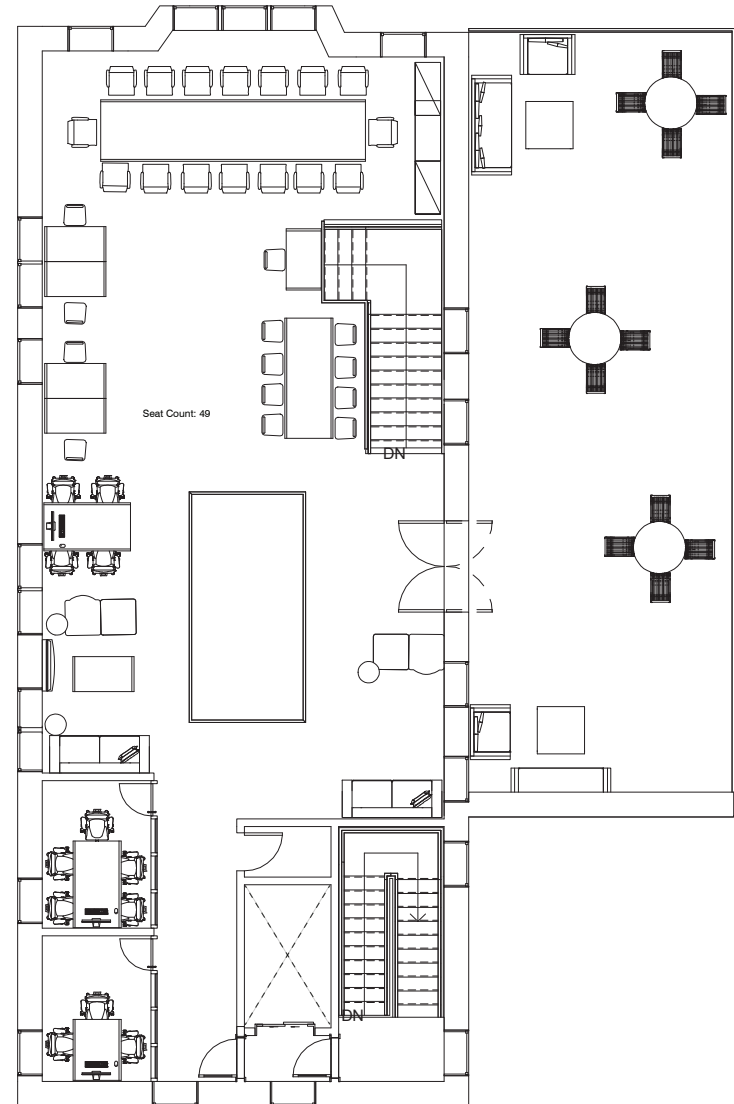
A rooftop patio is located on top of the southern building, with access from the third floor of the northern building. This outdoor space could be accessible to both residents and office tenants.



2nd Floor Plan



Third Floor Plan



Front elevation perspective Option 1



Exterior aerial rendering looking east



Option 2:

The second option includes a ground floor office space for people to rent out single offices with access to a shared lounge and conference room. Similar to the offices in Option 1, there is a communal space in the middle, a locked and enclosed entry, and stations for printing and kitchen needs.

The south side of the building includes a podcast radio station, where the storefront would be envisioned as active and transparent. Four separate recording rooms are included, along with an outdoor patio space for the employees.

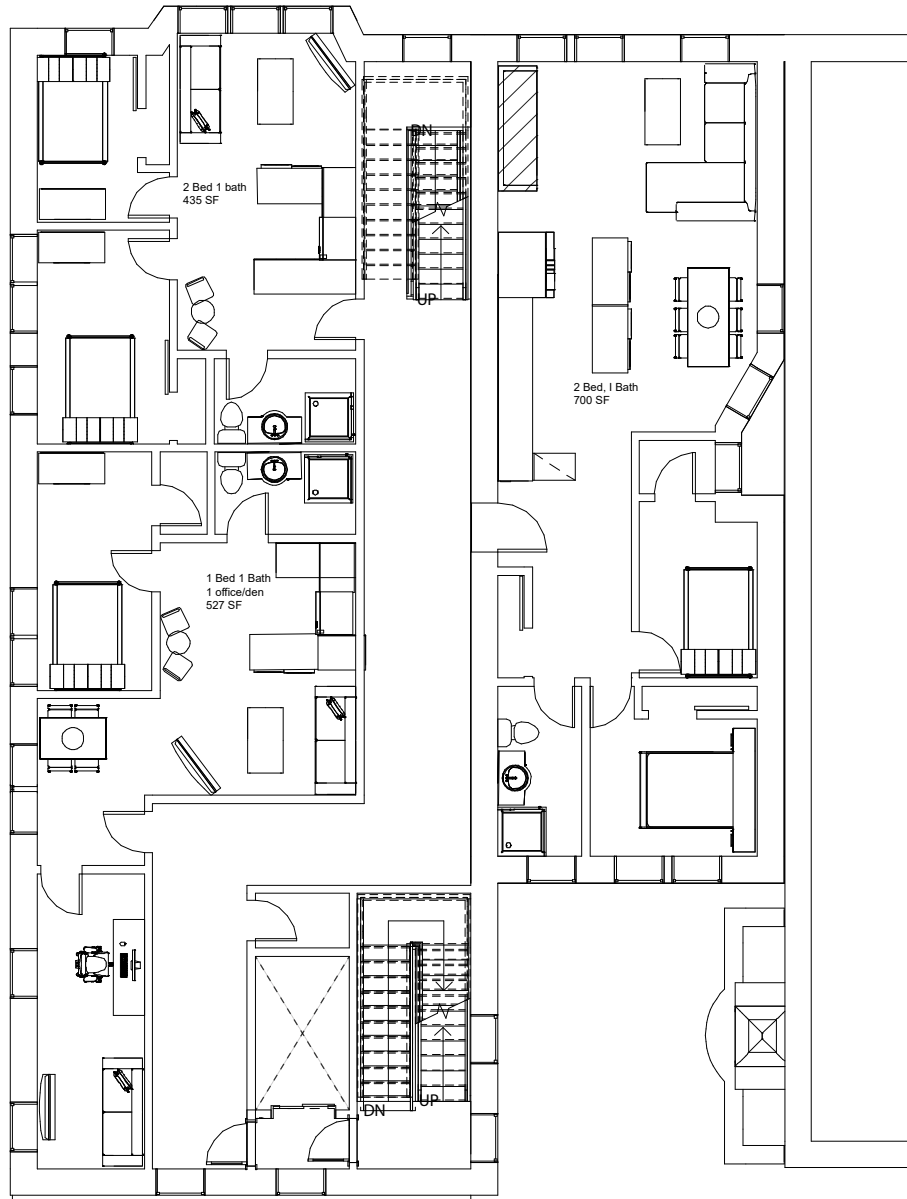
There are five parking spots for the building, and similar to Option 1, the majority of the tenants would use this parking at different times of the day, with street parking on Center or the surrounding neighborhood blocks.

The upper levels are shown as residential units, with a private entry on MLK Drive. The elevator is a locked entry and provides accessibility to the third floor.

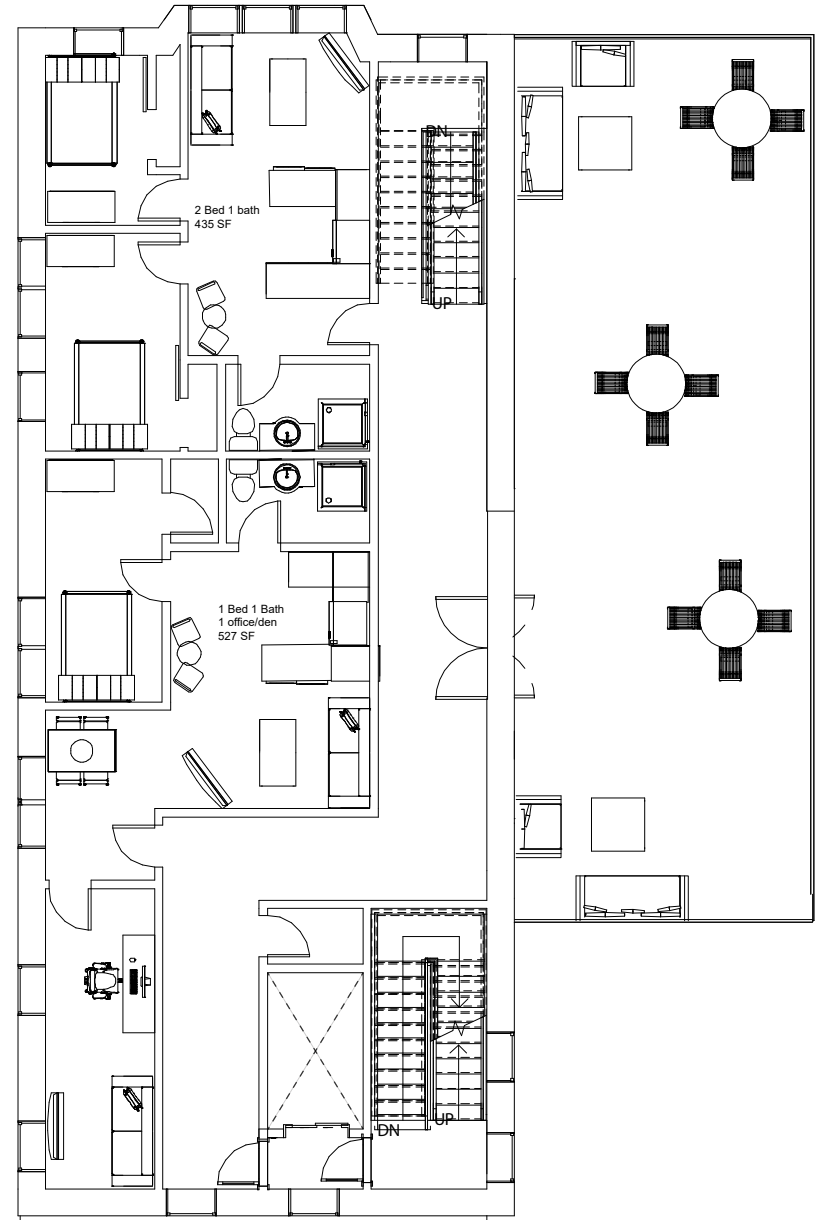
The residential floors contain five units in total. Three with two bedrooms, and two with one bedroom and a den space. A rooftop patio space is available to the residents.



2nd Floor Plan



Third Floor Plan



Front elevation perspective Option 2



Exterior view, looking into south side of building at the podcast station



Interior view on north side looking at offices and communal space



