



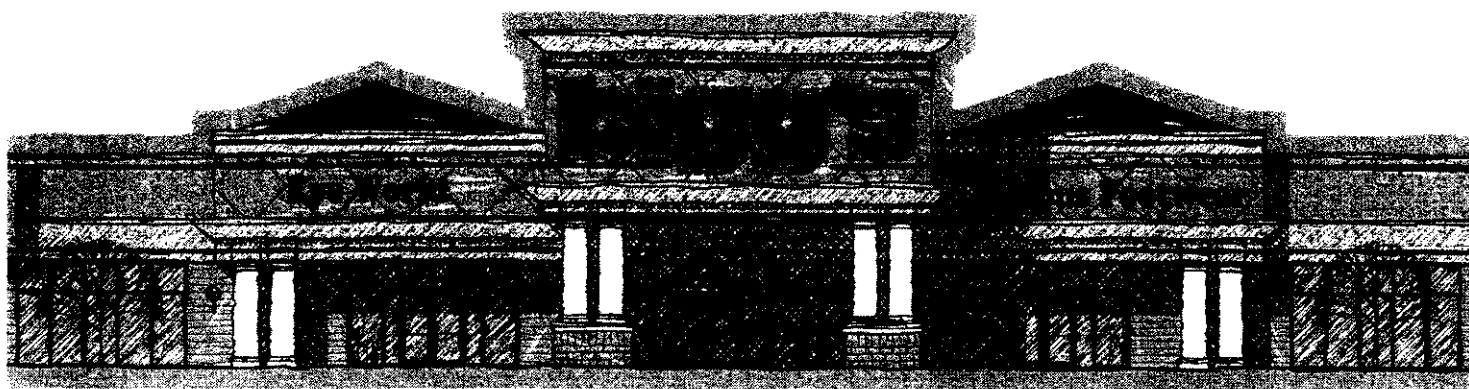
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KBA/ARCHITECTS DESIGNS EXCITING NEW LOOK FOR BIGGS PLACE – EASTGATE



KBA Incorporated was retained by Amerishop Real Estate Services, L.P. as architects for a complete exterior renovation of Biggs Place shopping center at Eastgate in Cincinnati. Amerishop, a privately held real estate partnership headquartered in Dallas, Texas, manages over 40 properties located in 22 states.

Architectural design services for Biggs Hypermarkets at 10 locations in four states, along with many other retail projects, made KBA an obvious choice for redesigning the center's facade and entryways. Len Bonomini, R.A., KBA president, is project coordinator and Bill Schalk, R.A., is project architect.

A fresh, new look and individual storefront entries for customer convenience are the primary goals in renovating the shopping center. Once the renovation is completed, shoppers will have easy access to businesses from the exterior, rather than only through a common, interior mall corridor as in the past.

ENTRY POINTS, PLUS STOREFRONT WINDOWS

The new exterior facing and new exterior entries give each tenant an individual identity while retaining an overall look of continuity. The main mall entries and the

common interior corridor will remain, with one new entry corridor being added.

A primary feature of the new look is the addition of large exterior retail display windows and entries. This will be accomplished by cutting openings into the existing exterior wall to receive the 10-foot-high storefront system. This gives each store increased visibility to help attract shoppers.

Entry canopies of varying depths will project out to create major focal points for the lengthy facade. These canopies will be supported by large, decorative columns that offer a pleasant contrast to the other features.

MODERN WITH EARTHY TONES AND TEXTURES

The KBA design will dramatically change 80 percent of the existing facade, which extends approximately 550 feet.

A continuous sign band of synthetic stucco will be applied above the storefront entries to blend with the existing exterior walls, which will be painted beige. A decorative cornice in a lighter tone of beige adds a subtle ornamental touch to the facing.

Standing-seam pyramid roofing (hunter green in color) has been added for visual

accent and to help identify tenant spaces. The same color is repeated in decorative bands extending the length of the facade, and in the framework of the storefronts.

TREES, LIGHTING, AND SIGNAGE ARE ADDED

New sidewalks running the length of the facade will incorporate tree grates for ornamental trees—with uplighting to accent the trees at night. New pole light fixtures and exterior wall fixtures will provide significant exterior lighting—as will lights from inside showing through the storefront windows. Canopy lights and tenant signs will also brighten the exterior areas.

KBA also coordinated signage for the entire project, including a new monument

sign at the parking lot entrance to list retail tenants. KBA will assist tenants with zoning regulations relative to signage.

Renovation to existing tenant spaces will also be required to accommodate the new entries. Tenants will continue to operate while the front of their businesses are revitalized with an exciting new look. Construction for the project is slated to begin in early summer and to be completed in 2000.

KBA Incorporated has offices at Eastgate Professional Office Park, 4360 Ferguson Drive, Suite 120. Phone 513-752-7800 to inquire about architectural design, space planning and interior design services.

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