



CASE STUDY

CHROMA

A modern development synthesizing a creative district with urban lifestyle.

PROJECT OVERVIEW

LOCATION

St. Louis, Missouri

COMPLETED

Spring 2018

TYPE

Wrap & Podium

SIZE

4 Stories

236 Units

3.7 Acres

Retail: 18,400 sf

DENSITY

76.4 du/ac

CERTIFICATION

LEED Green

CHALLENGE

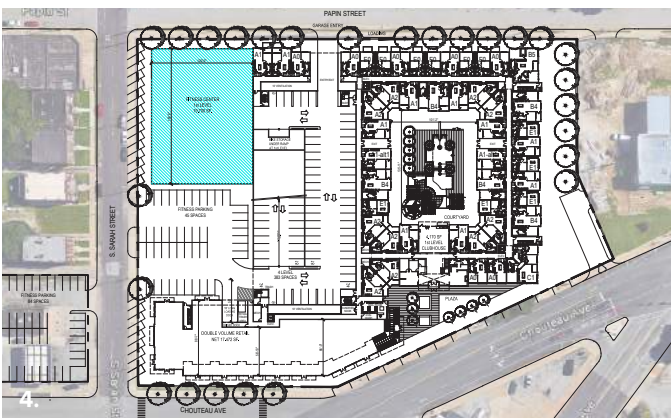
Chroma is a sleek and modern mixed-use development that anchors the east side of The Grove Entertainment District—a revitalized neighborhood five miles east of St. Louis. Chroma's more than 18,000 square feet of retail hosts a variety of business, retail, restaurant and entertainment destinations. We were tasked with creating a dynamic streetscape that would encourage stronger community engagement in this eclectic neighborhood where St. Louis' artists gather. One challenge was how to capture this edgy audience while also designing a viable apartment community that would appeal to a broader Millennial demographic. Over the last 12 years we've designed more projects in St. Louis than any local architect; Chroma is by far the most urban. We expertly streamlined time consuming processes for our client as they worked with the city in addition to a very active neighborhood association that wanted to approve all our plans.

SOLUTION

The client presented a straightforward directive. "We were instructed to surpass all competition in the area. I think we achieved that," says Michael Smith, Studio Director. Sitting on five acres, this four-story wrap-style project boasts original art installations, modern high-tech amenities and an adjacent park where food trucks gather during events. We designed custom bollards to encourage seating in the newly expanded public space for residents and community events. "Many clients are afraid of darker colors because they tend to fade, but Koman Group let us push the envelope," notes Smith. The mixed

It's that piece that wasn't down here (before) with this quality...It makes a good statement for The Grove.

Phil Hulse, Managing Partner - Green Street



materials of the black and gray facade are stunning without overwhelming the neighborhood's iconic signage—which had been a community concern. Working with the One Humphreys family of architectural companies also ensured a streamlined and highly coordinated experience for our client. From the inviting facade designed by architect of record HPA to the beautiful interiors executed by HPA Design Group and HPLA's intentional landscaping, Chroma expresses a seamless and integrated design vision.

KEY HIGHLIGHTS

The 235-unit multifamily residence delivers over ten different floor plans ranging from cutting edge 524-sq. ft. studios with upgraded finishes to generously sized 1,495-sq. ft. three bedroom apartments with two baths. Units surround a courtyard with an inviting resort-style pool. The neutral palette expressed on the facade also serves as a canvas for interior spaces which come alive with pops of gold and thoughtfully curated colors. The name Chroma evokes the colorful nature of The Grove which is alive with street art, so neighborhood talent was invited to create a mural in the clubhouse. Additional amenities include a two-story fitness center and yoga/stretching room, business center with private work stations and conference room and dog park. Amenity spaces were planned to fit the needs of young professionals who are delighted to find at Chroma everything they need to live/work/play.

ABOUT HUMPHREYS & PARTNERS

For over 25 years, Humphreys & Partners Architects (HPA) has been providing high quality, innovative planning and design services. As an award-winning firm specializing in multifamily, mixed-use and hospitality/resort design, HPA has extensive experience in high-rise, mid-rise, student, senior, tax credit, affordable, moderate and luxury communities with offices across the nation and abroad.



1. Chroma's sun lounge view overlooking resort-style pool, yoga garden and hammock retreat.
2. Seating nook by gas fireplace and custom geometric screen in clubhouse adjacent from the pool table.
3. Aerial view of Chroma and its orientation to local transit, dining, retail and the Grove District.
4. The complete site plan includes wrap building, fitness center, interior courtyard with pool and double volume retail.