



Matheny Goldman

Clinton Row



Category:

Retail

Location:

Huntsville, AL

General Contractor:

*Joe Still Building
Company*





The Garage at Clinton Row is an adaptive reuse development in the heart of Downtown Huntsville. Originally built in 1976, the existing four-story Clinton Avenue Garage accommodated over four hundred cars. In an effort to complement and enhance efforts to generate retail development along the Clinton Avenue corridor, a local developer tasked MGA+I with modifying the ground level frontage of the parking structure to introduce boutique retail shop space and to enhance the façade with inventive and edgy design elements. The resulting Shops at Clinton Row were created within the footprint of fifteen first floor parking spaces adjacent to Clinton Avenue. Along the reimagined façade, a swag of perforated metal screens were installed between the existing masonry piers to provide a three-dimensional effect and visual obstruction for the parked cars above while permitting required air flow for an open air parking deck. In addition, new signage elements with architectural depth were created along Clinton Avenue, while a new marquee sign provides visual identification from several directions.











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