



TOWNE MALL REDEVELOPMENT

MARCH 11, 2021

AGENDA

- **PROJECT VISION**
- **DESIGN DRIVERS**
- **REVIEW PLAN DEVELOPMENT**
- **REVIEW CONCEPTUAL ANIMATION**
- **NEXT STEPS**



VISION STATEMENT

The vision for the Towne Mall Redevelopment is to transform and maximize the activation of the mall into a regional community and entertainment destination. Gathering areas, greenscapes, and mixed use planning will be used to create a unique and vibrant destination for visitors and residents alike.



VISIONING SESSION TAKEAWAYS

INITIAL PROGRAM:

- + CONVERT EXISTING MALL INTO ACTIVATED AND WALKABLE DESTINATION
- + VARIETY OF SMALL AND MEDIUM RETAILERS, FOOD & BEVERAGE
- + REGIONAL DEVELOPMENT USES - HOCKEY & INDOOR SPEEDWAY
- + 200 MEDIUM DENSITY RESIDENTIAL DEVELOPMENT / APARTMENTS

PROPOSED PROGRAM:

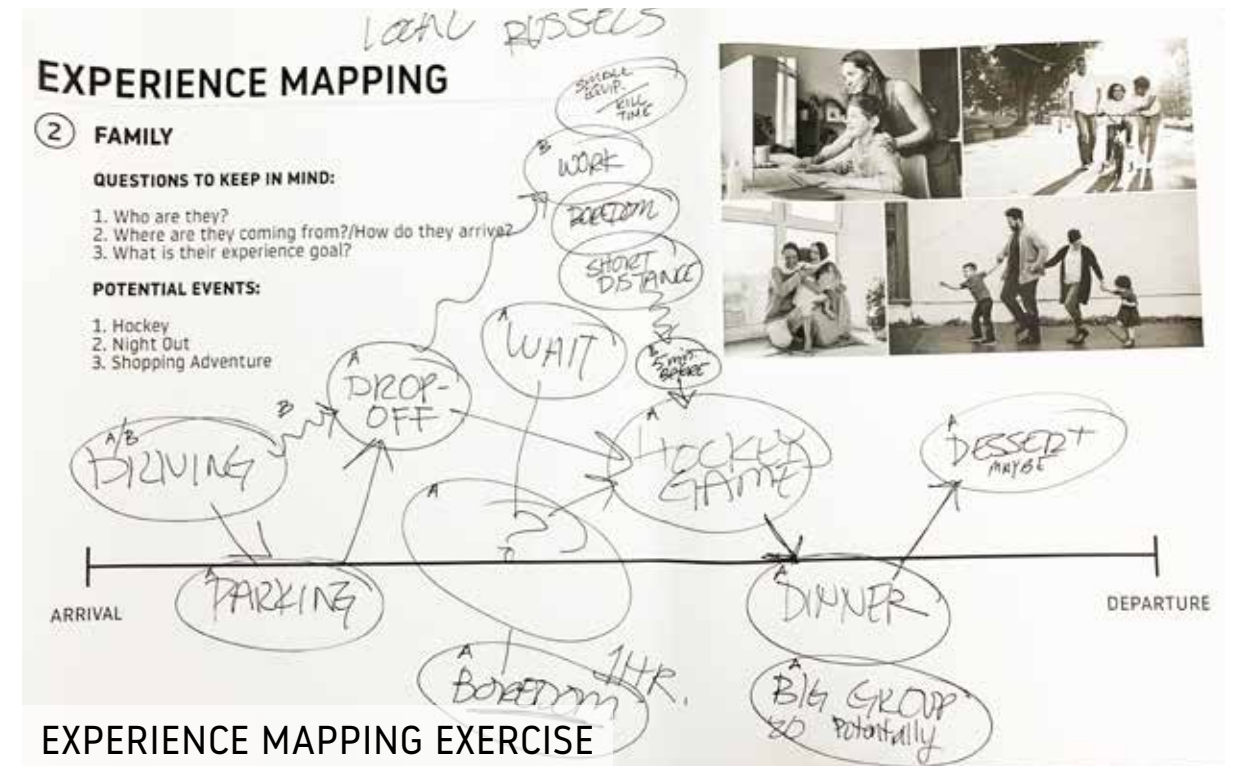
- + COMMUNITY RECREATION
 - OUTDOOR ICE RINK
 - SPLASH PADS
 - PERFORMANCE SPACES + ACTIVE OUTDOOR AMENITIES
 - WALKABLE STREETSCAPE
 - BIKESHARE
- + TRANSIT HUB
- + OFFICE SPACE

LIKES:

1. Modern, steel aesthetic
2. Active, walkable experience
3. Warm Lighting
4. Green Space
5. Street Trees
6. Family Friendly Activities
7. Unique Hockey Destinations
8. Public Transit Incorporation
9. Urban Density
10. Bike Share
11. Pedestrian Activation
12. Live Music
13. Splash Pads

DISLIKES:

1. “Historic” “Old Town” aesthetic
2. Old/dated architecture
3. Big box retail
4. Corporate office style plaza
5. Narrow streetscapes
6. Unclear/Unsafe Paths
7. Monotonous programming



EXPERIENCE MAPPING EXERCISE

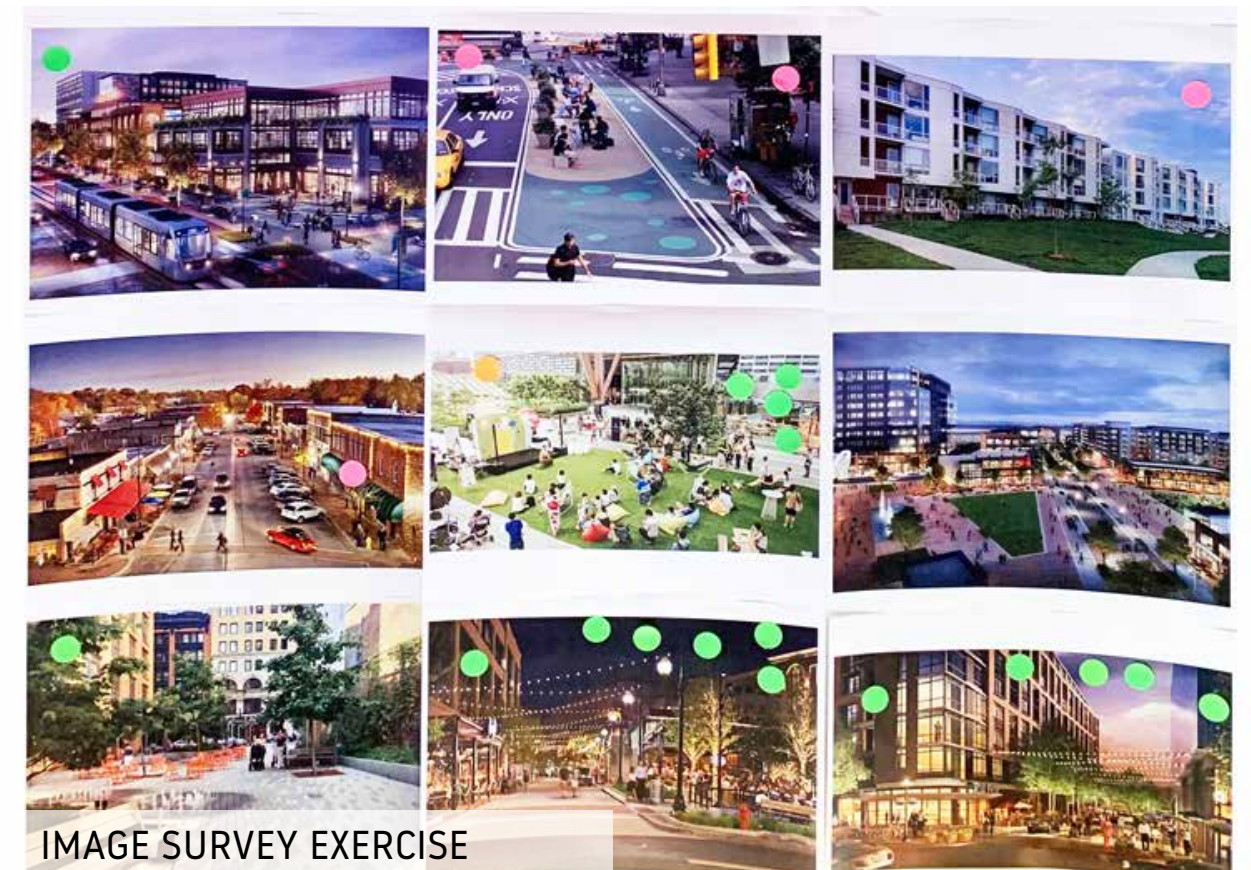
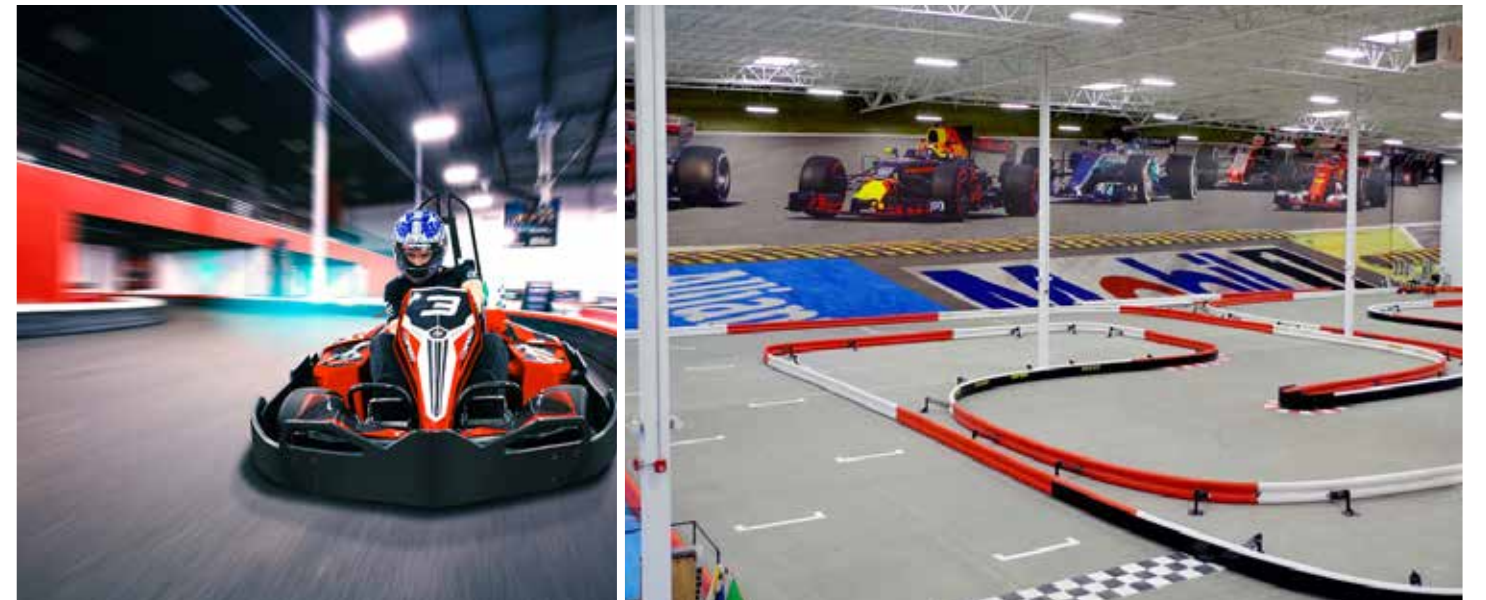


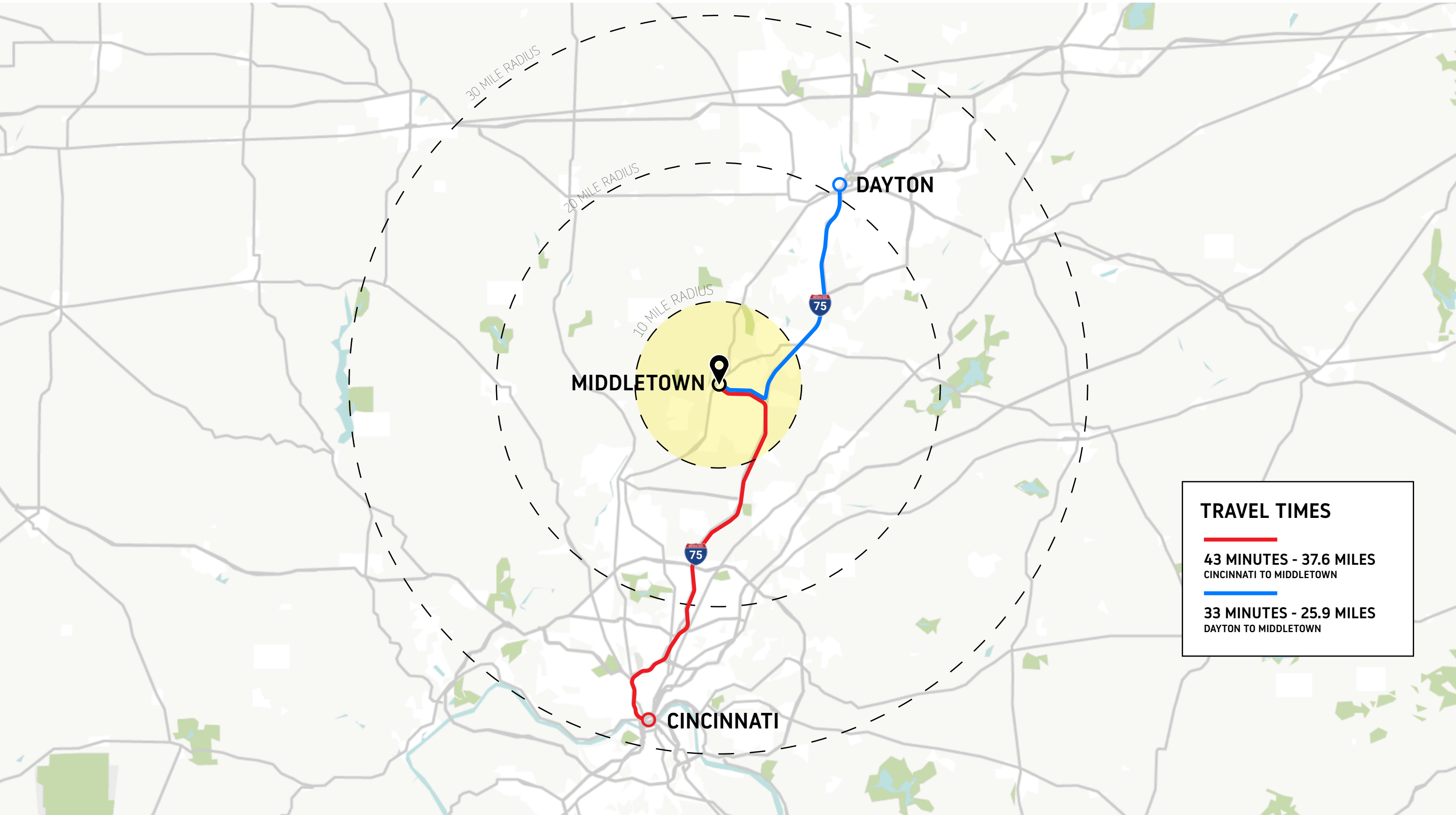
IMAGE SURVEY EXERCISE

DESIGN DRIVERS

- 1 OPTIMIZE ARRIVAL EXPERIENCE**
RECONFIGURE SITE ACCESS FOR OPTIMAL USER ARRIVAL EXPERIENCE
- 2 PROVIDE WALKABLE DESTINATIONS**
CREATE PEDESTRIAN FOCUSED STREETSCAPES THAT CREATE A WELL CONNECTED EXPERIENCE
- 3 REPURPOSE EXISTING STRUCTURE**
REPURPOSE EXISTING MALL STRUCTURE TO PROMOTE A NEW PEDESTRIAN EXPERIENCE
- 4 CREATE OUTDOOR GATHERING SPACE**
PROVIDE FAMILY FRIENDLY OUTDOOR COMMUNITY GATHERING AND RECREATIONAL DESTINATIONS
- 5 MIXED USE NEIGHBORHOOD**
CURATE RETAIL, FOOD AND BEVERAGE, AND ENTERTAINMENT DESTINATIONS TO PROMOTE MIXED USE ACTIVATION



REGIONAL VICINITY MAP

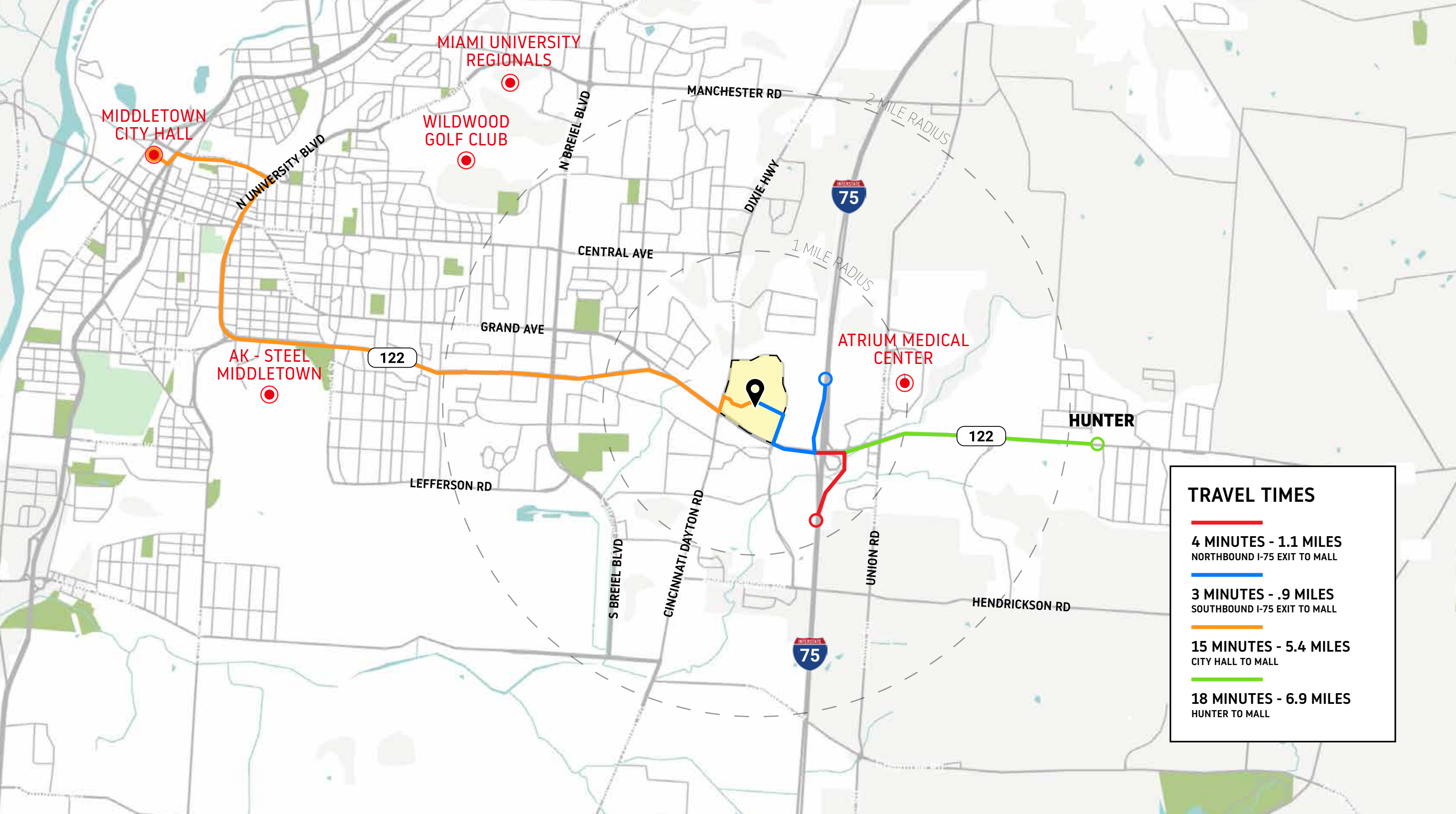


TRAVEL TIMES

43 MINUTES - 37.6 MILES
CINCINNATI TO MIDDLETOWN

33 MINUTES - 25.9 MILES
DAYTON TO MIDDLETOWN

LOCAL VICINITY MAP



TRAVEL TIMES

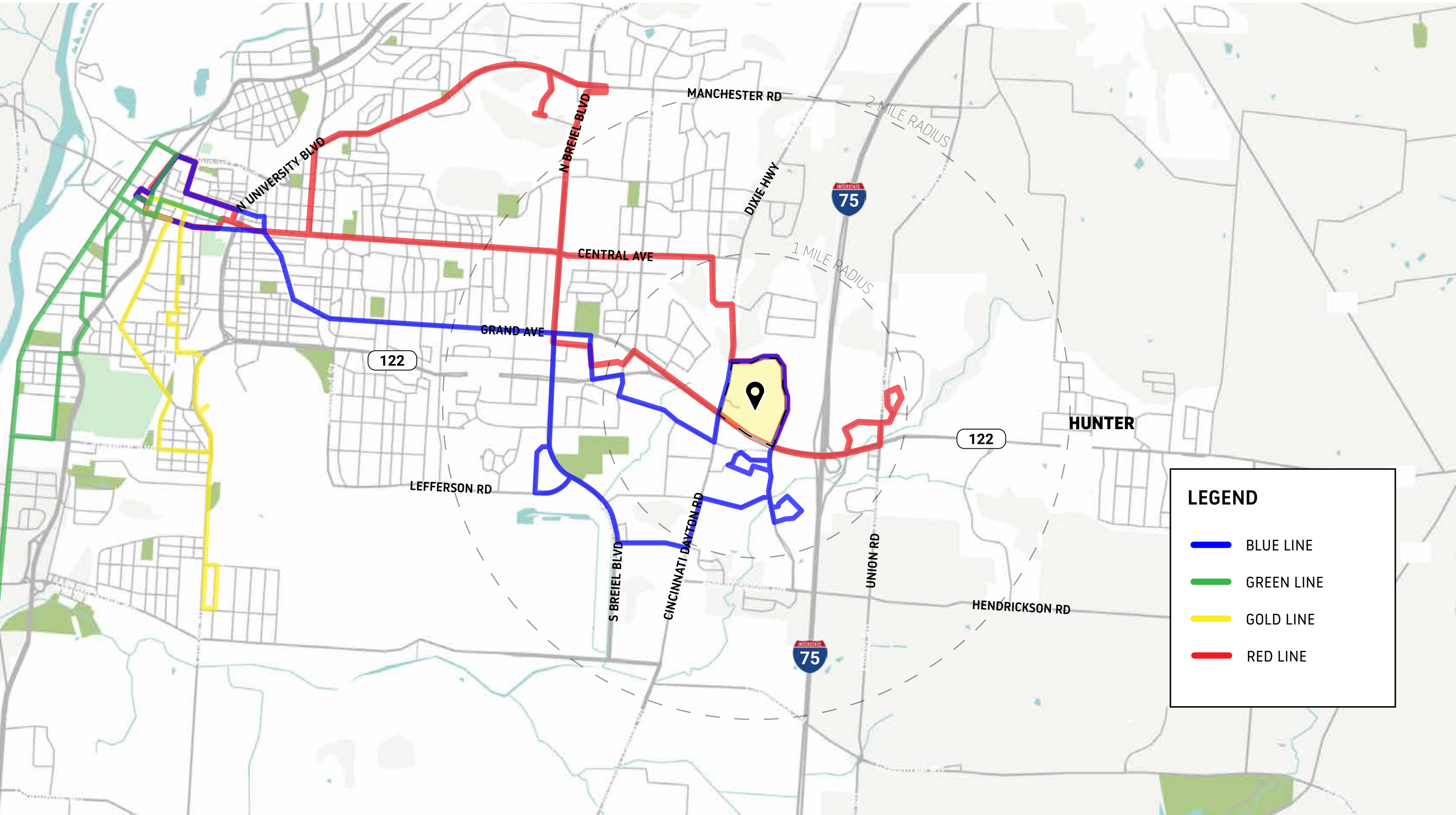
4 MINUTES - 1.1 MILES
NORTHBOUND I-75 EXIT TO MALL

3 MINUTES - .9 MILES
SOUTHBOUND I-75 EXIT TO MALL

15 MINUTES - 5.4 MILES
CITY HALL TO MALL

18 MINUTES - 6.9 MILES
HUNTER TO MALL

LOCAL TRANSPORTATION MAP



LEGEND

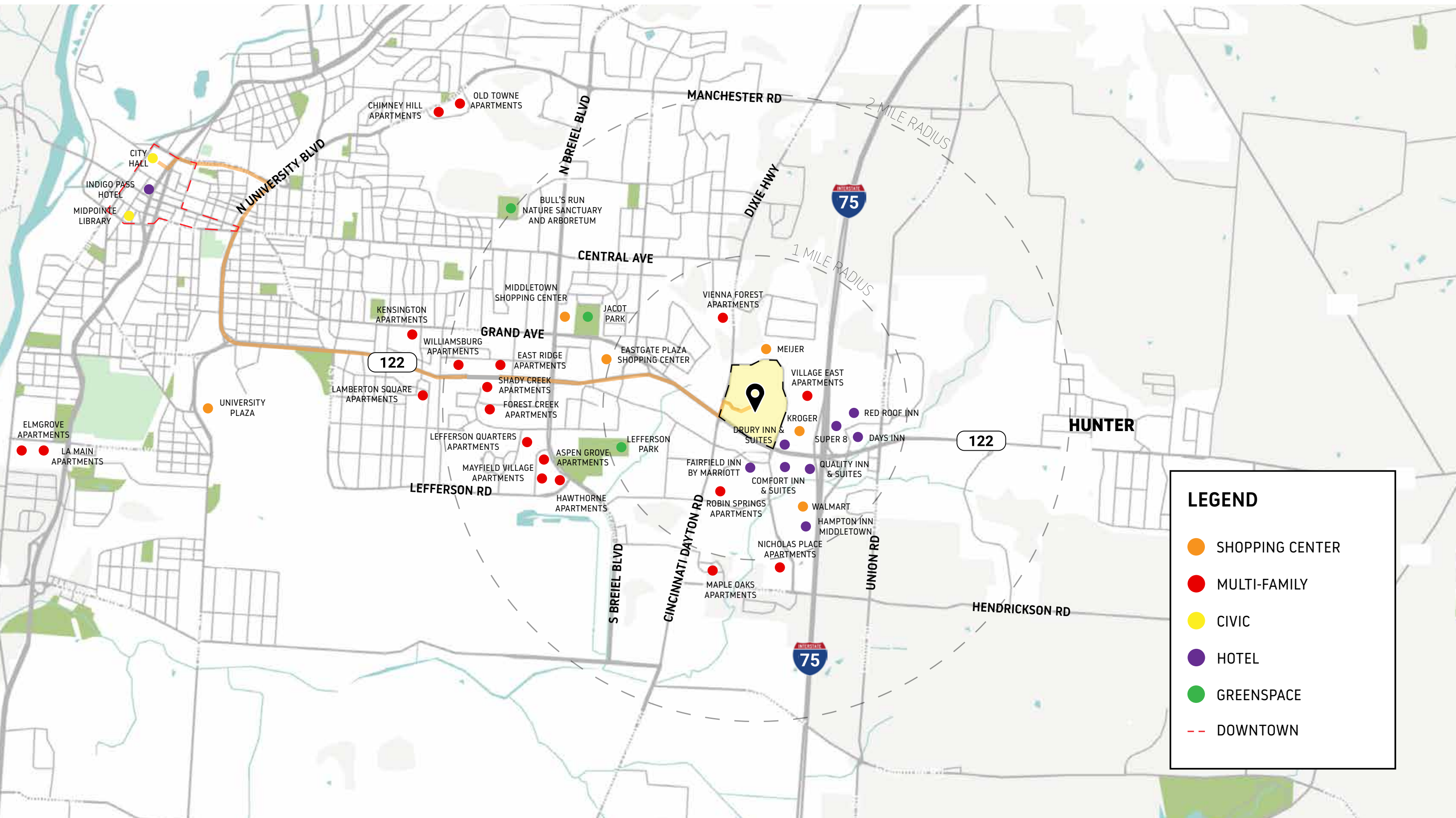
BLUE LINE

GREEN LINE

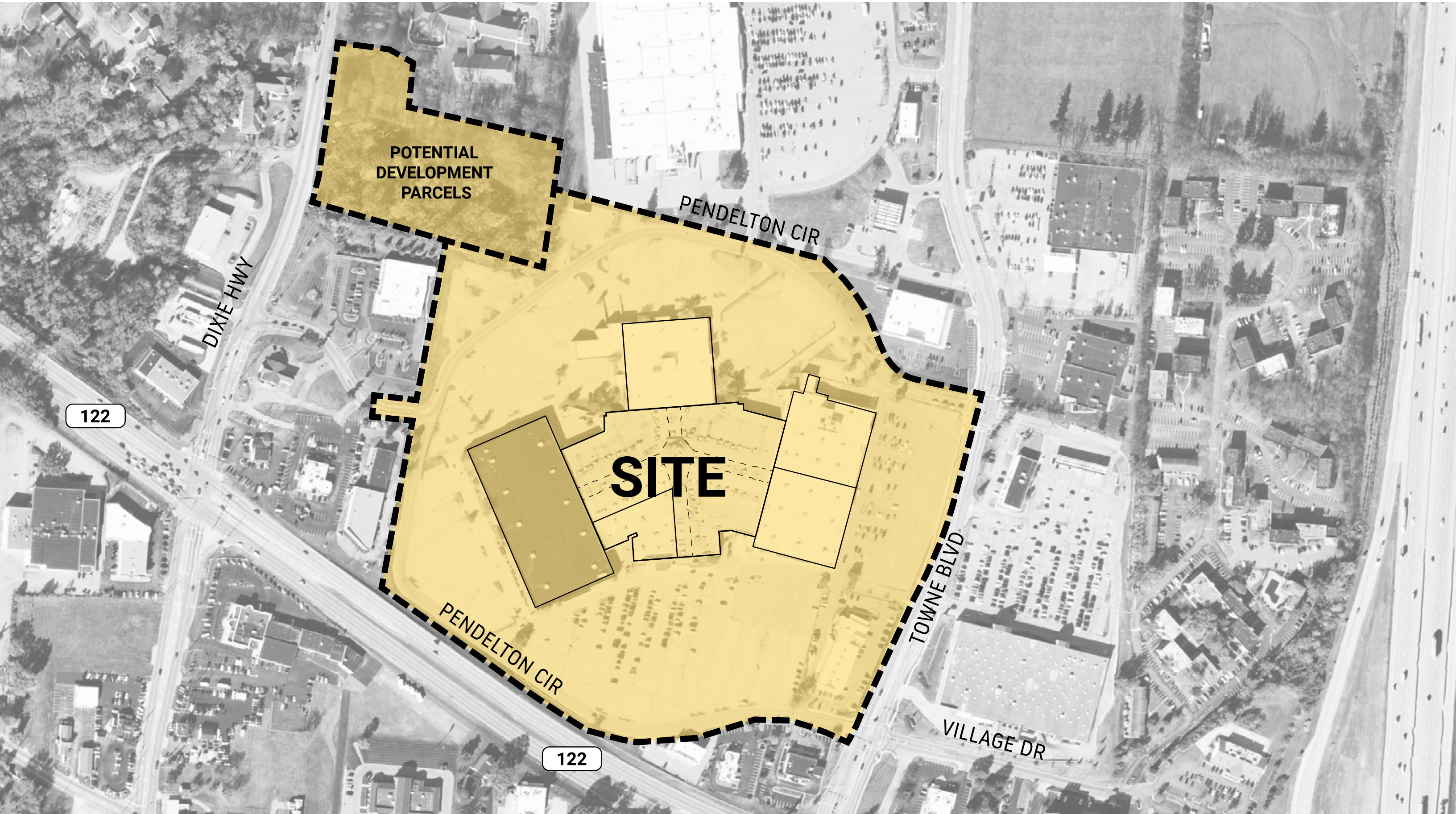
GOLD LINE

RED LINE

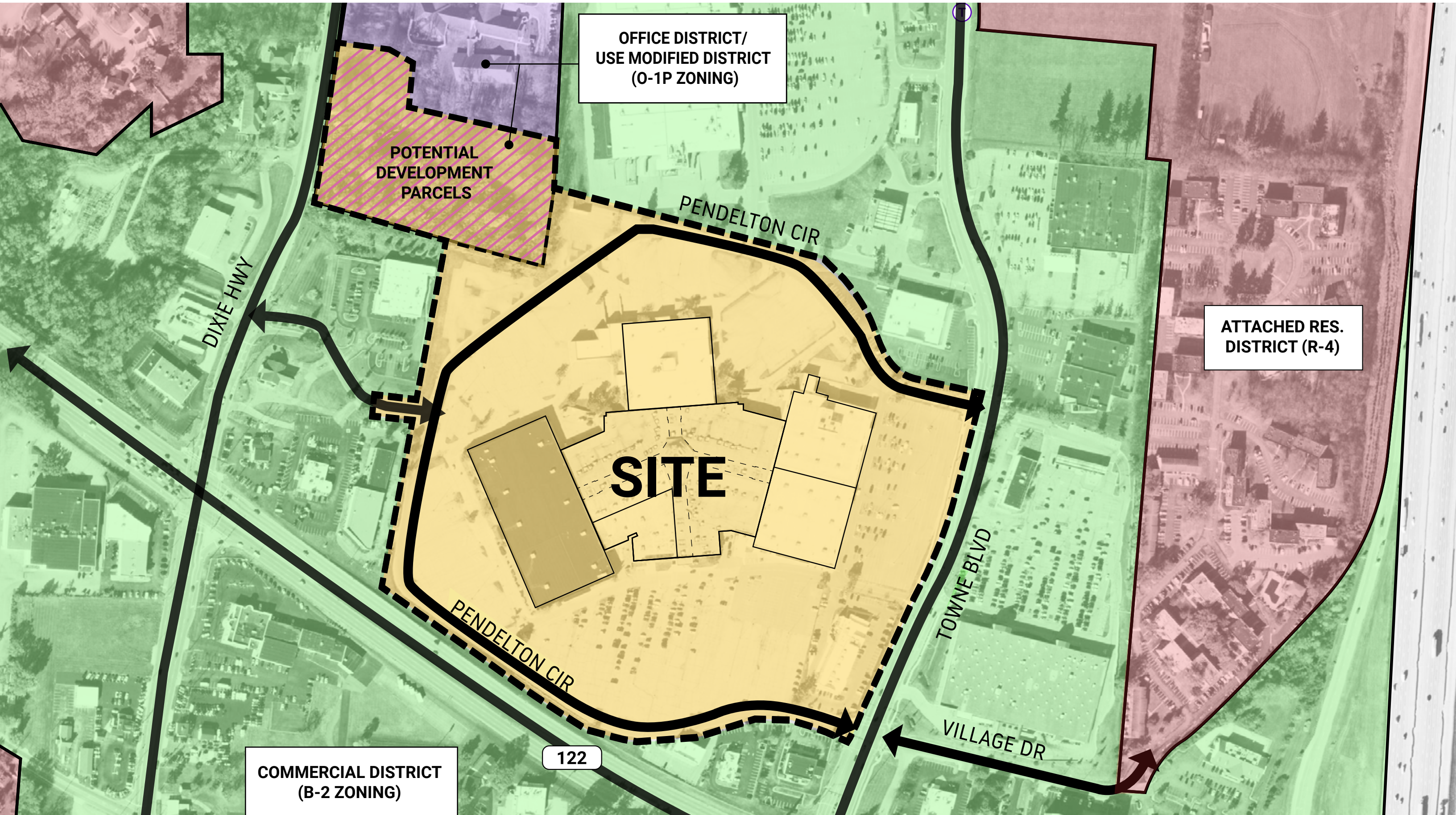
LOCAL PROGRAM MAP



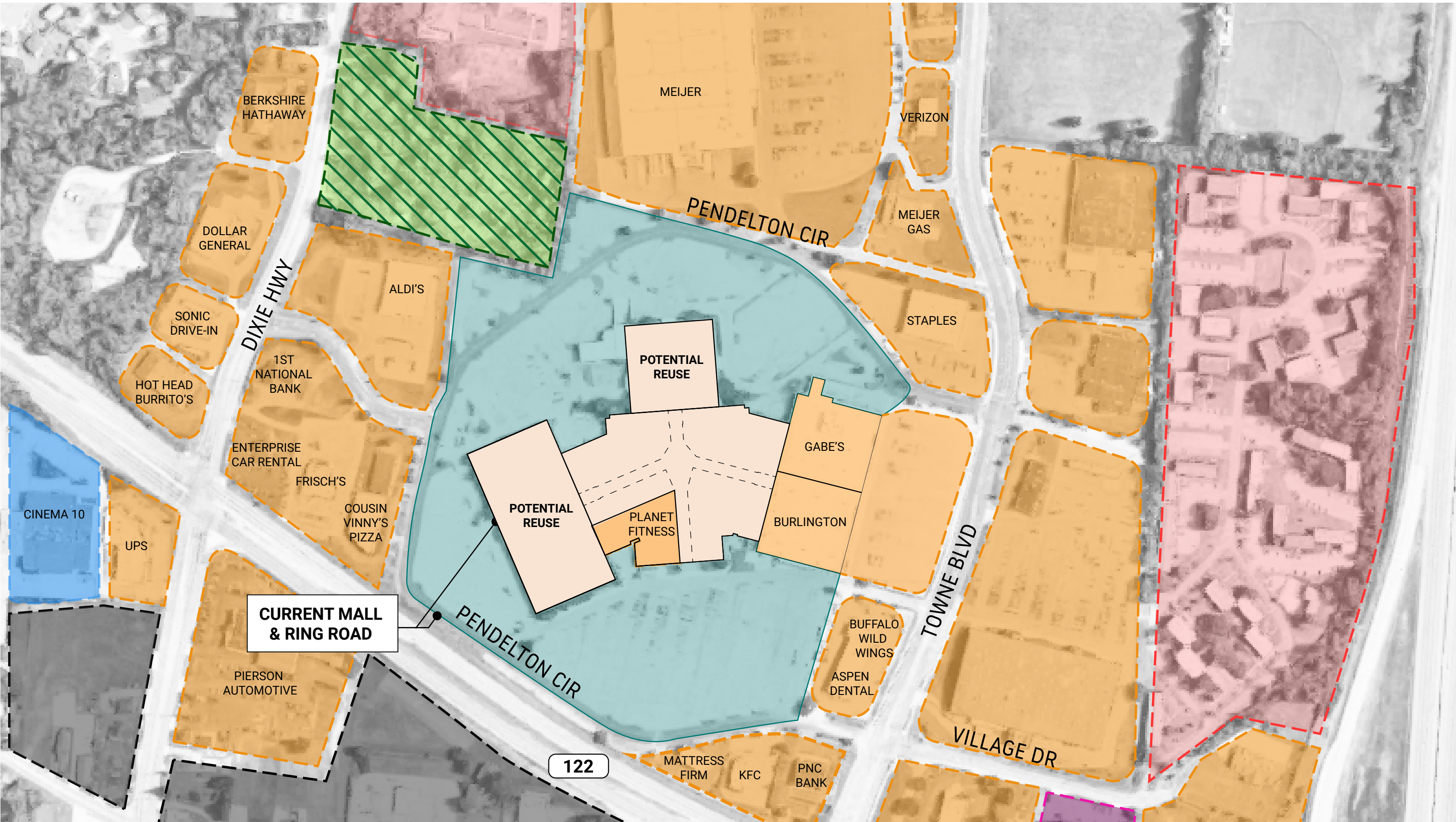
EXISTING SITE BOUNDARY



EXISTING ZONING



EXISTING LAND USE



ORIGINAL PROPOSED CONCEPT

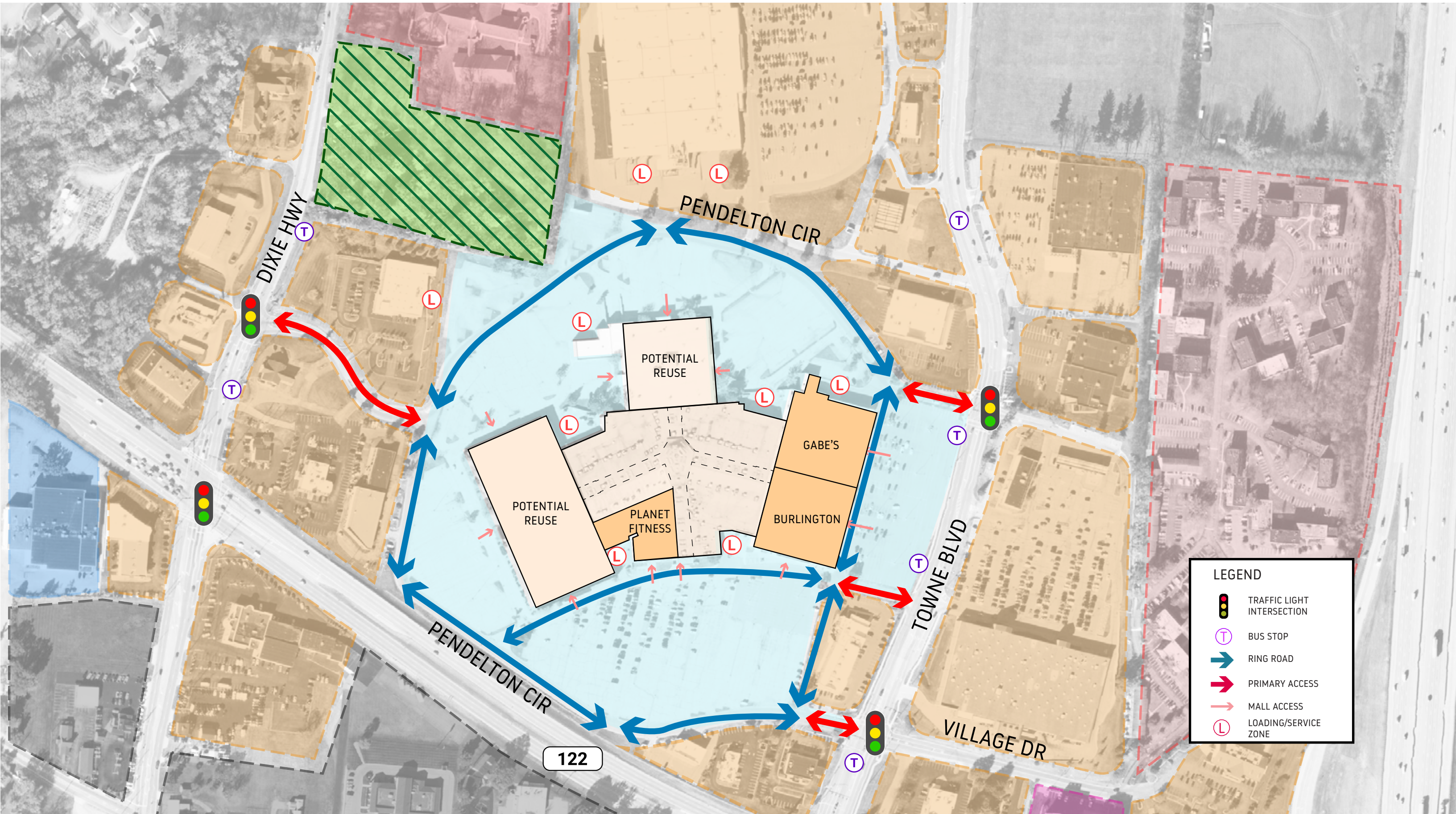


- ① **OPTIMIZE ARRIVAL EXPERIENCE**
- ② **REPURPOSE EXISTING STRUCTURE**
- ③ **PROVIDE OUTDOOR GATHERING SPACE**
- ④ **DEVELOP WALKABLE STREETSCAPING**
- ⑤ **MIXED USE NEIGHBORHOOD**

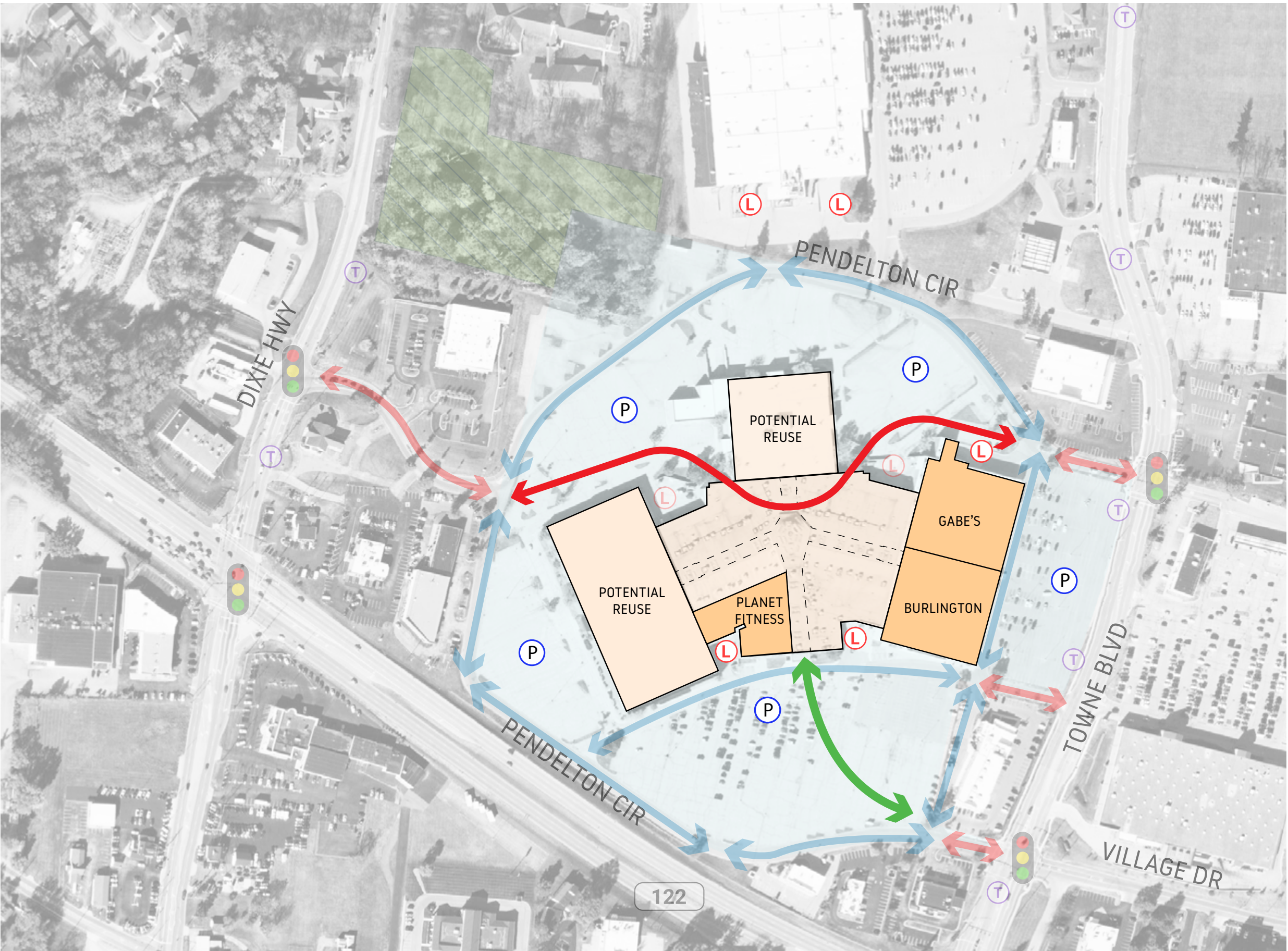
LEGEND

- | | |
|---|-----------------------------------|
|  | TRAFFIC LIGHT INTERSECTION |
|  | BUS STOP |
|  | RING ROAD |
|  | PRIMARY ACCESS |
|  | MALL ACCESS |
|  | LOADING/SERVICE ZONE |
|  | PARKING |
|  | UNDEVELOPED AREA |
|  | GREEN ROADWAY |
|  | OUTDOOR DESTINATION |
|  | GREEN CONNECTION |
|  | RETAIL/ENTERTAINMENT /HOSPITALITY |
|  | PARKING LOT |
|  | FOOD & BEVERAGE |
|  | GREEN PLAZA |
|  | HOTEL |
|  | MULTI-FAMILY |

CURRENT SITE CIRCULATION & ACCESS



CONCEPT DIAGRAM - SITE ACCESS



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

TRAFFIC LIGHT INTERSECTION

BUS STOP

RING ROAD

PRIMARY ACCESS

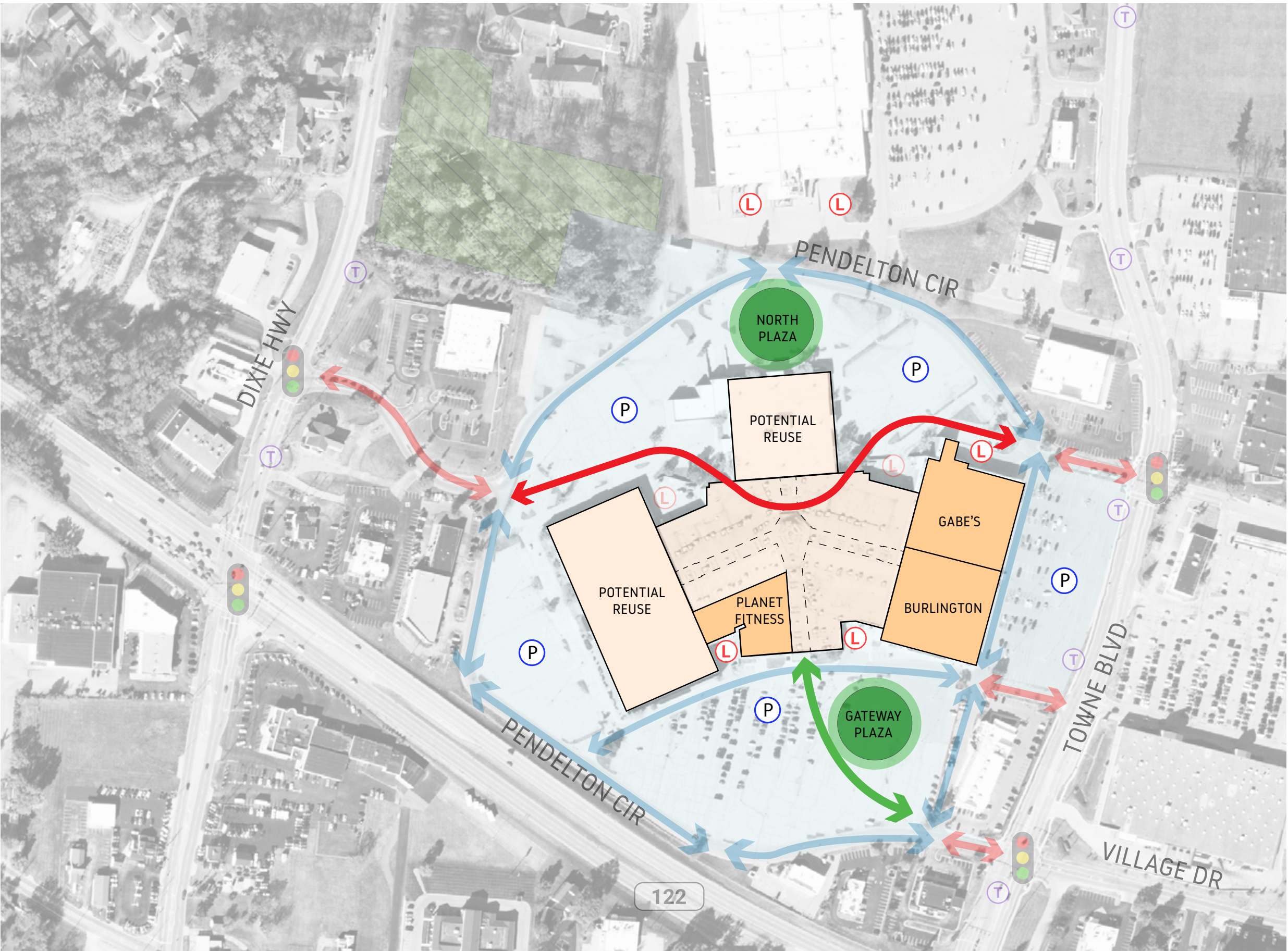
MALL ACCESS

LOADING/SERVICE ZONE

PARKING

UNDEVELOPED AREA

CONCEPT DIAGRAM - GREEN DESTINATIONS



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

TRAFFIC LIGHT INTERSECTION

BUS STOP

RING ROAD

PRIMARY ACCESS

MALL ACCESS

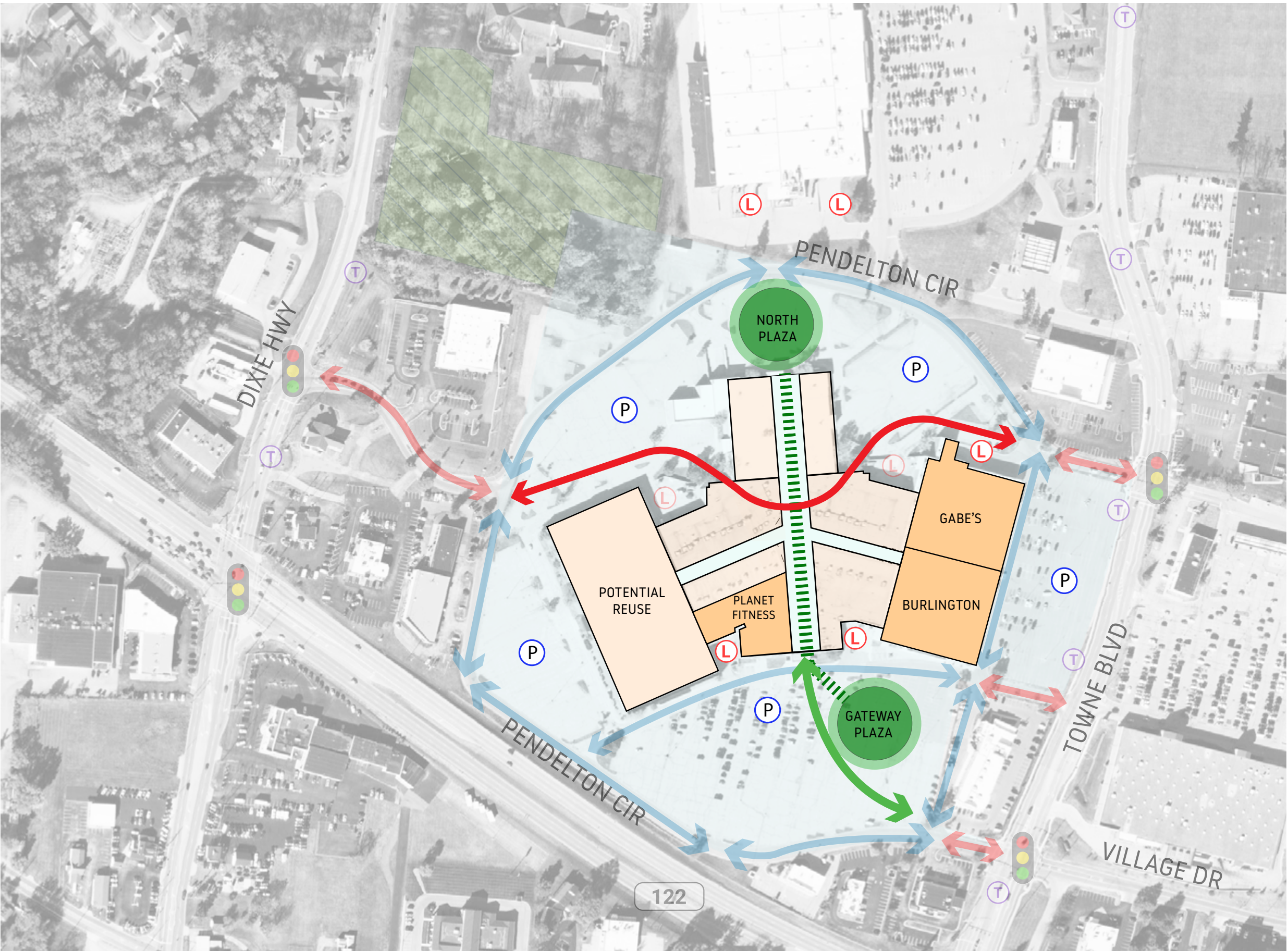
LOADING/SERVICE ZONE

PARKING

UNDEVELOPED AREA

GREEN ROADWAY

CONCEPT DIAGRAM - PRIMARY PEDESTRIAN CONNECTION



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

 TRAFFIC LIGHT INTERSECTION


 BUS STOP

 RING ROAD

 PRIMARY ACCESS

 MALL ACCESS

 LOADING/SERVICE ZONE

 PARKING

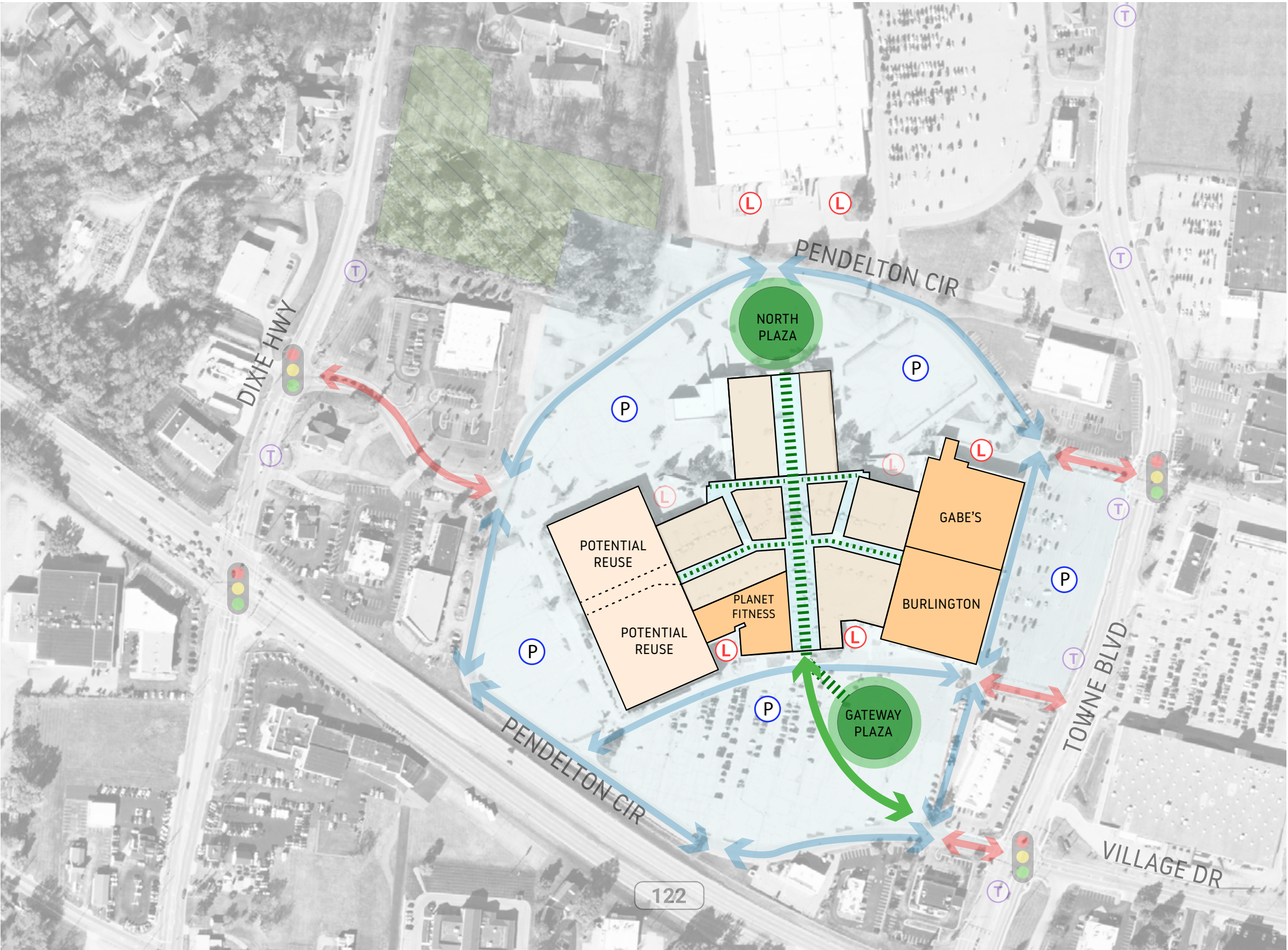
 UNDEVELOPED AREA

 GREEN ROADWAY

 OUTDOOR DESTINATION

 GREEN CONNECTION

CONCEPT DIAGRAM - SECONDARY PEDESTRIAN CONNECTIONS



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

TRAFFIC LIGHT INTERSECTION

BUS STOP

RING ROAD

PRIMARY ACCESS

MALL ACCESS

LOADING/SERVICE ZONE

PARKING

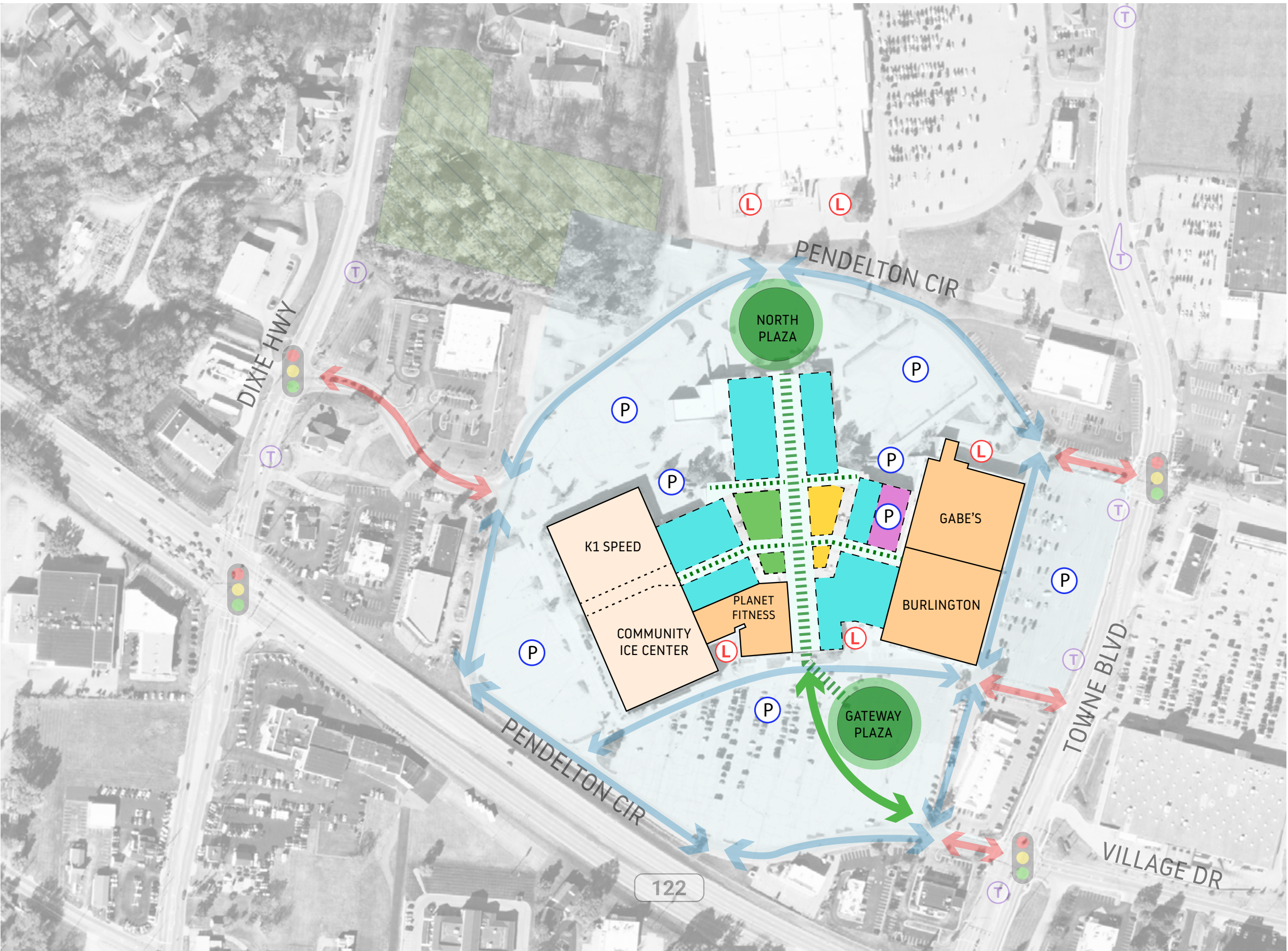
UNDEVELOPED AREA

GREEN ROADWAY

OUTDOOR DESTINATION

GREEN CONNECTION

CONCEPT DIAGRAM - EXISTING STRUCTURE REUSE



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

TRAFFIC LIGHT INTERSECTION

BUS STOP

RING ROAD

PRIMARY ACCESS

MALL ACCESS

LOADING/SERVICE ZONE

PARKING

UNDEVELOPED AREA

GREEN ROADWAY

OUTDOOR DESTINATION

GREEN CONNECTION

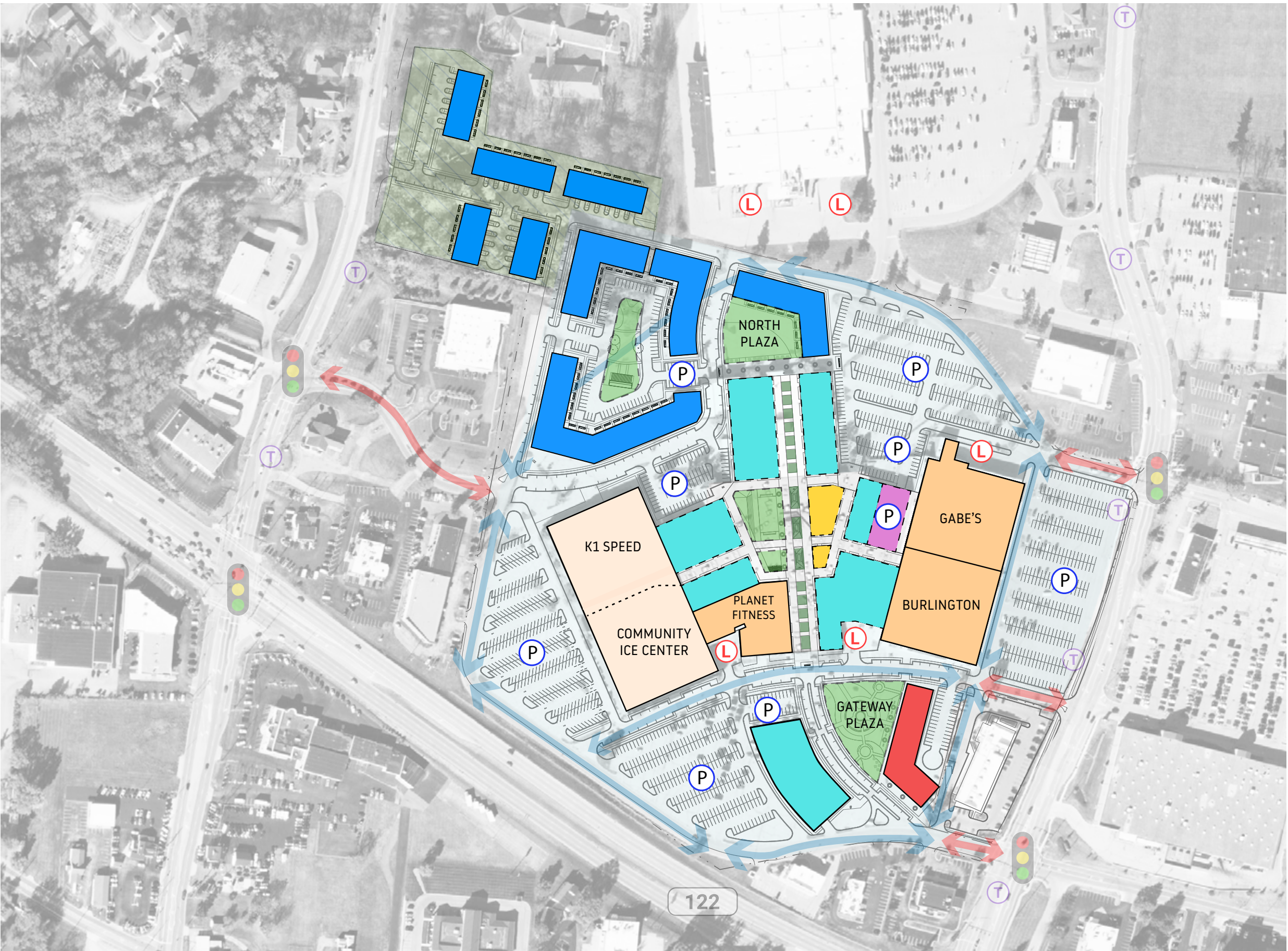
RETAIL/ENTERTAINMENT /HOSPITALITY

PARKING LOT

FOOD & BEVERAGE

GREEN PLAZA

CONCEPT DIAGRAM - SITE PROGRAM



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD

LEGEND

TRAFFIC LIGHT INTERSECTION

BUS STOP

RING ROAD

PRIMARY ACCESS

MALL ACCESS

LOADING/SERVICE ZONE

PARKING

UNDEVELOPED AREA

GREEN ROADWAY

OUTDOOR DESTINATION

GREEN CONNECTION

RETAIL/ENTERTAINMENT /HOSPITALITY

PARKING LOT

FOOD & BEVERAGE

GREEN PLAZA

HOTEL

MULTI-FAMILY

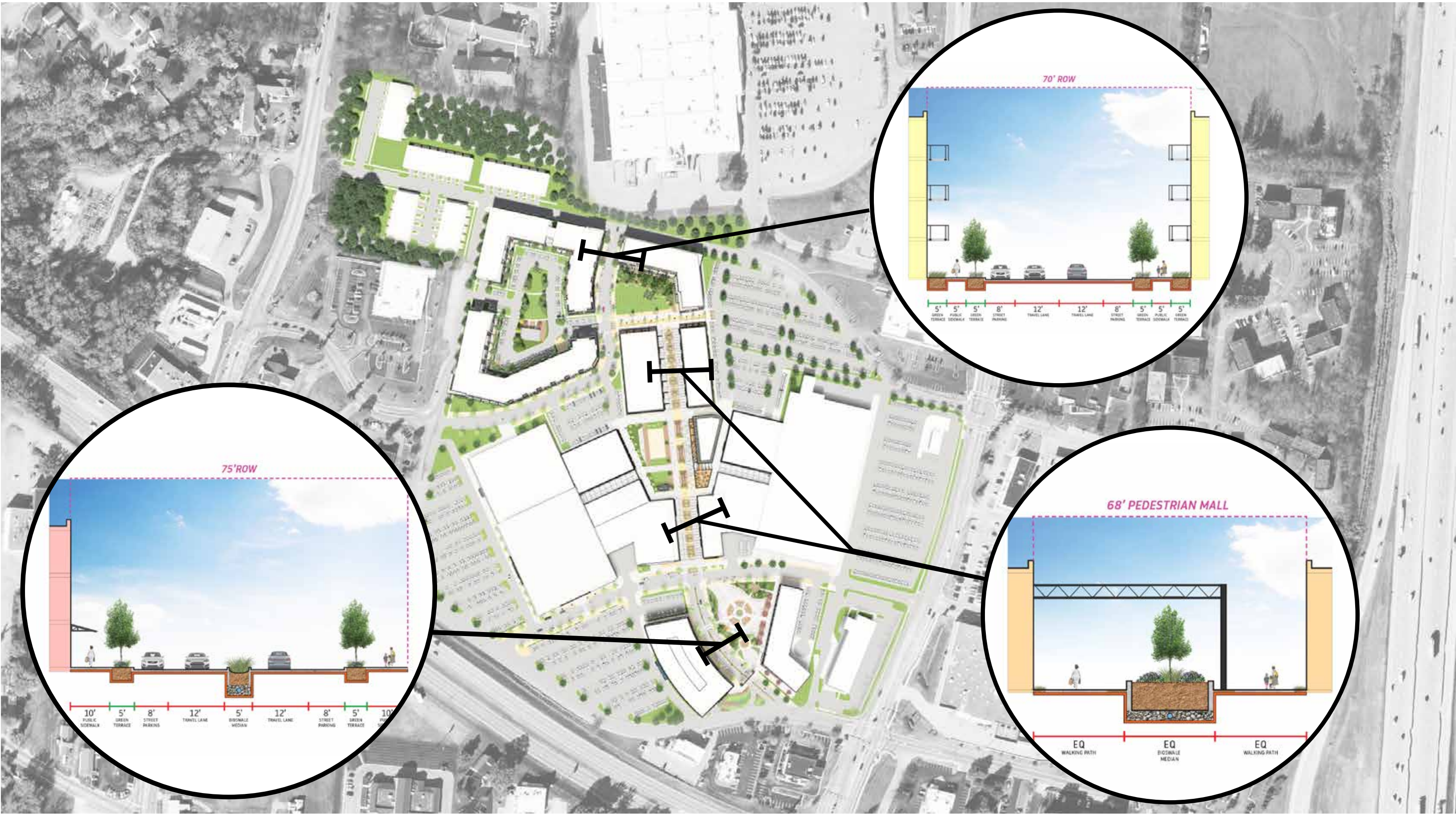
CONCEPTUAL SITE PLAN



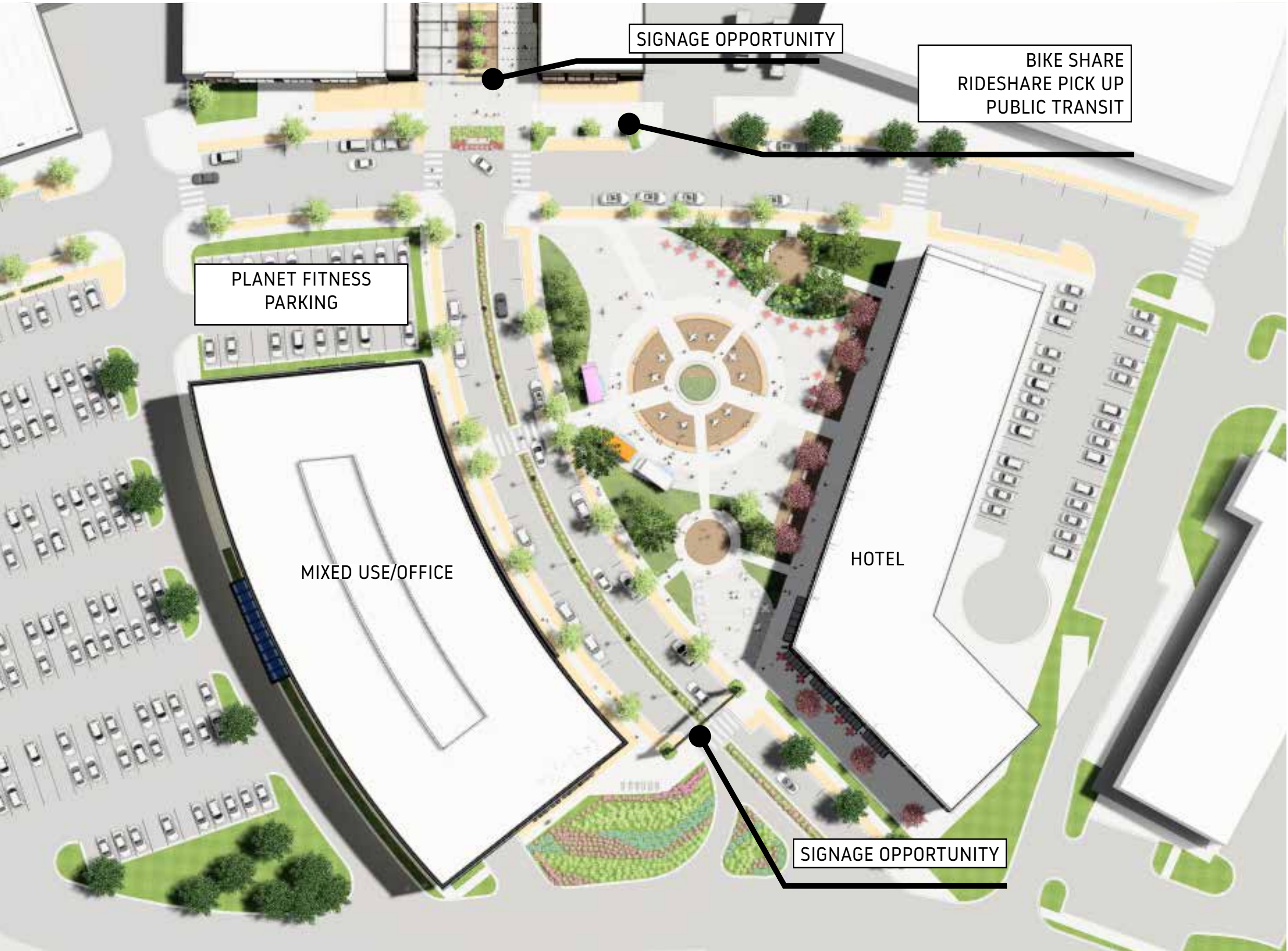


ANIMATION

CONCEPTUAL SITE PLAN - STREET AND PEDESTRIAN CONNECTIONS



CONCEPTUAL SITE PLAN - GATEWAY PLAZA



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② REPURPOSE EXISTING STRUCTURE
- ③ PROVIDE OUTDOOR GATHERING SPACE
- ④ DEVELOP WALKABLE STREETSCAPING
- ⑤ MIXED USE NEIGHBORHOOD



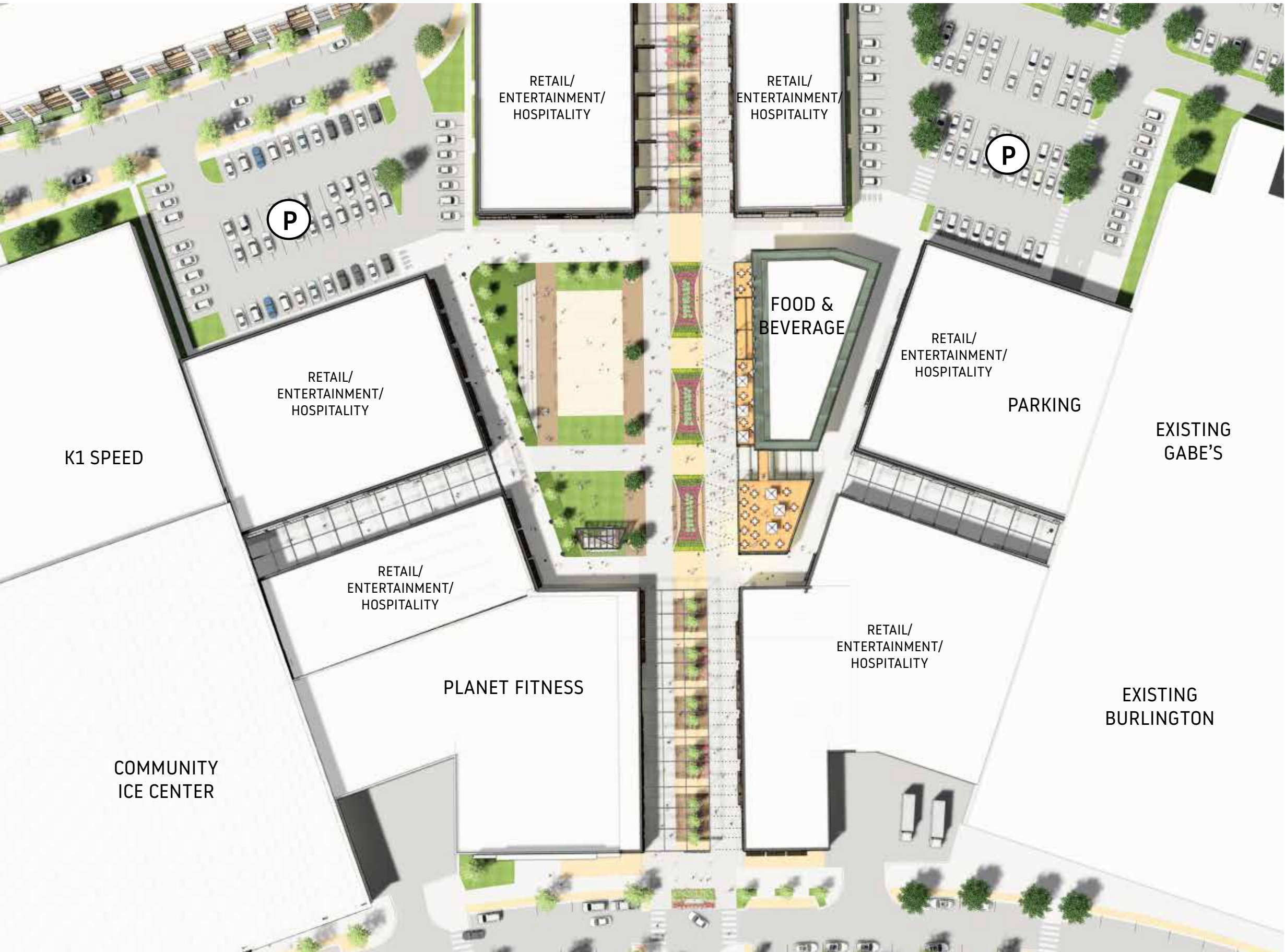
CONCEPTUAL RENDERING - GATEWAY PLAZA AERIAL



CONCEPTUAL RENDERING - GATEWAY PLAZA FACING NORTH



CONCEPTUAL SITE PLAN - CENTRAL PLAZA



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② REPURPOSE EXISTING STRUCTURE
- ③ PROVIDE OUTDOOR GATHERING SPACE
- ④ DEVELOP WALKABLE STREETSCAPING
- ⑤ MIXED USE NEIGHBORHOOD



CONCEPTUAL RENDERING - CENTRAL PLAZA AERIAL



CONCEPTUAL RENDERING - CENTRAL PLAZA FACING NORTHWEST



CONCEPTUAL SITE PLAN - NORTH PLAZA



- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② REPURPOSE EXISTING STRUCTURE
- ③ PROVIDE OUTDOOR GATHERING SPACE
- ④ DEVELOP WALKABLE STREETSCAPING
- ⑤ MIXED USE NEIGHBORHOOD



CONCEPTUAL RENDERING - NORTH PLAZA AERIAL



CONCEPTUAL RENDERING - NORTH PLAZA FACING NORTHWEST



CONCEPTUAL RENDERING - NORTH PLAZA FACING SOUTHWEST



CONCEPTUAL RENDERING - AERIAL FACING NORTH



LEGEND

1

COMMUNITY ICE CENTER

2

K1 SPEEDWAY

3

RETAIL/
ENTERTAINMENT/
HOSPITALITY

4

OFFICE/MIXED USE

5

HOTEL

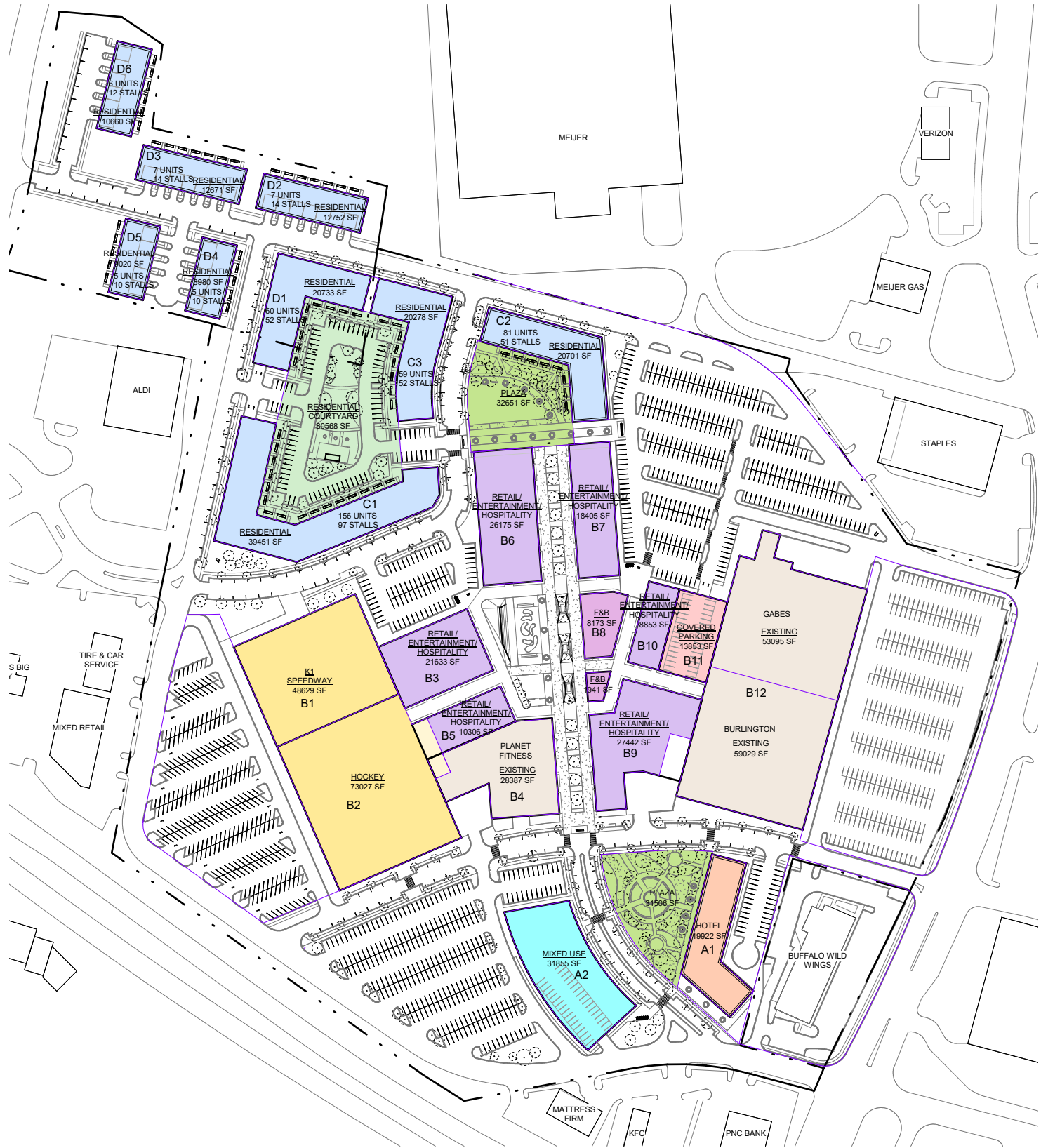
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MULTI-FAMILY

CONCEPTUAL RENDERING - AERIAL VIGNETTES



DEVELOPMENT SUMMARY



ZONE	Footprint SF (+/-)	Retail SF (+/-)	Use	Approx. Units	Levels	Suggested Minimum Parking*	Parking shown	Notes
ZONE A - (Mixed Use, Hospitality)								
A1	22,500	5,700	Hotel	-	3	173	162	155 hotel keys
A2	31,200	20,300	Mixed-Use/Office	-	3	224	213	60,000 SF office total
		26,000				397	375	

ZONE B (Mixed Use, Entertainment, Existing Retail)								
B1	50,400	0	K1 Speedway	-	1	56	39	
B2	68,000	0	Hockey Arena	-	1	272	243	
B3	21,700	21,700	Retail/Entertainment/Hospitality	-	1	72	44	
B4	29,000	29,000	Existing Gym/Fitness	-	1	108	100	
B5	12,400	12,400	Retail/Entertainment/Hospitality	-	1	41	25	
B6	26,200	26,200	Retail/Entertainment/Hospitality	-	1	87	52	
B7	18,400	18,400	Retail/Entertainment/Hospitality	-	1	61	37	
B8	10,100	10,100	Mixed-Use F&B	-	1	101	62	
B9	27,400	27,400	Retail/Entertainment/Hospitality	-	1	91	55	
B10	8,800	8,800	Retail/Entertainment/Hospitality	-	1	29	17	
B11	13,800	0	Covered Parking	-	1	0	32	
B12	111,700	111,700	Existing Retail	-	1	Existing	Existing	
		265,700				920	706	

ZONE C (Retail, Residential)								
C1	39,500	0	Residential	156	4	444	395	1.5 stalls per unit
C2	20,700	0	Residential	81	4			
C3	20,300	0	Residential	59	3			
				296				

ZONE D (Residential)								
D1	20,700	0	Residential	60	3	90	80	1.5 stalls per unit
D2	12,700	0	Residential	7	2	14	18	2 stalls per unit for 2-story townhomes
D3	12,700	0	Residential	7	2	14	18	
D4	9,000	0	Residential	5	2	10	15	
D5	9,000	0	Residential	5	2	10	15	
D6	10,700	0	Residential	6	2	12	18	
				90				

Total Retail Square Footage Available	151,000	Total Residential Units (includes Zone C & D)	386
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*parking for potential uses is adequately addressed in conceptual layouts shown. Depending on final tenant uses, a shared parking model can be utilized for up to 20% of total parking.

CONCEPTUAL RENDERING - CENTRAL PLAZA AERIAL



CONCEPTUAL RENDERING - CENTRAL PLAZA AERIAL

