



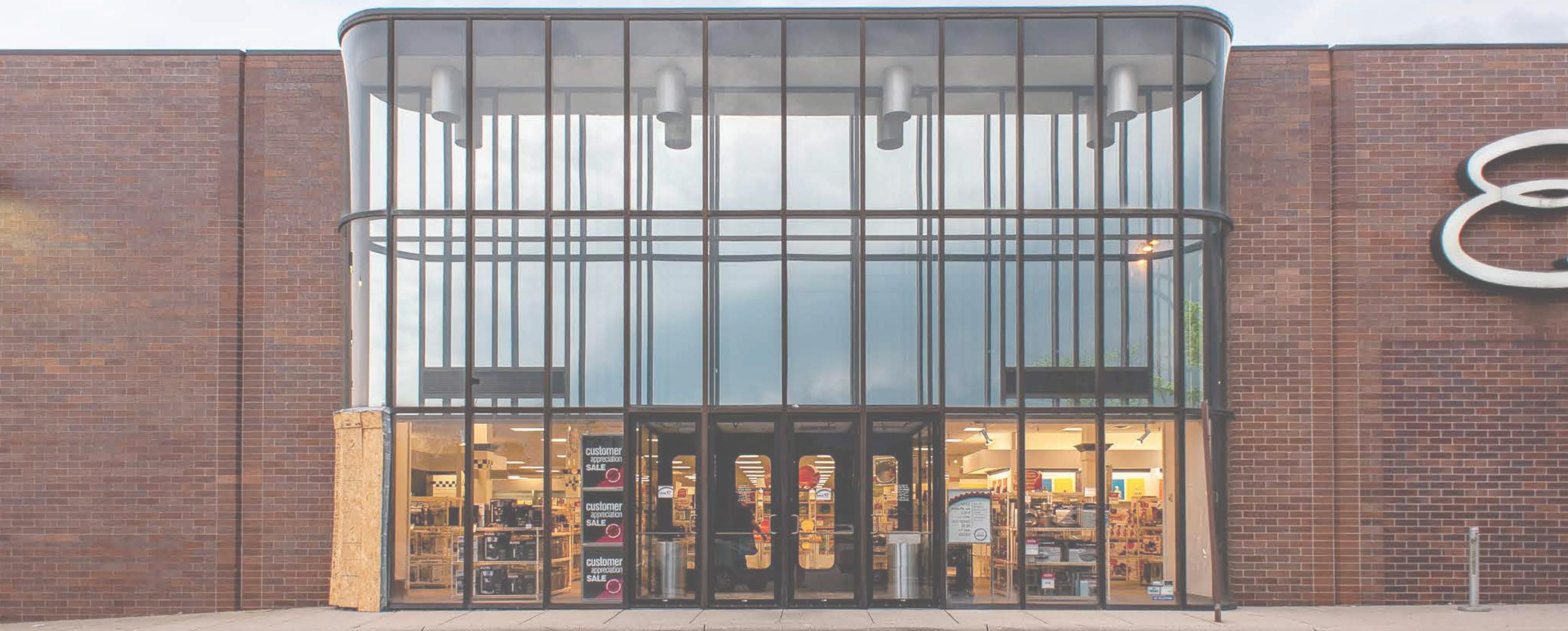
TOWNE MALL REDEVELOPMENT

MARCH 11, 2021

RINKA+

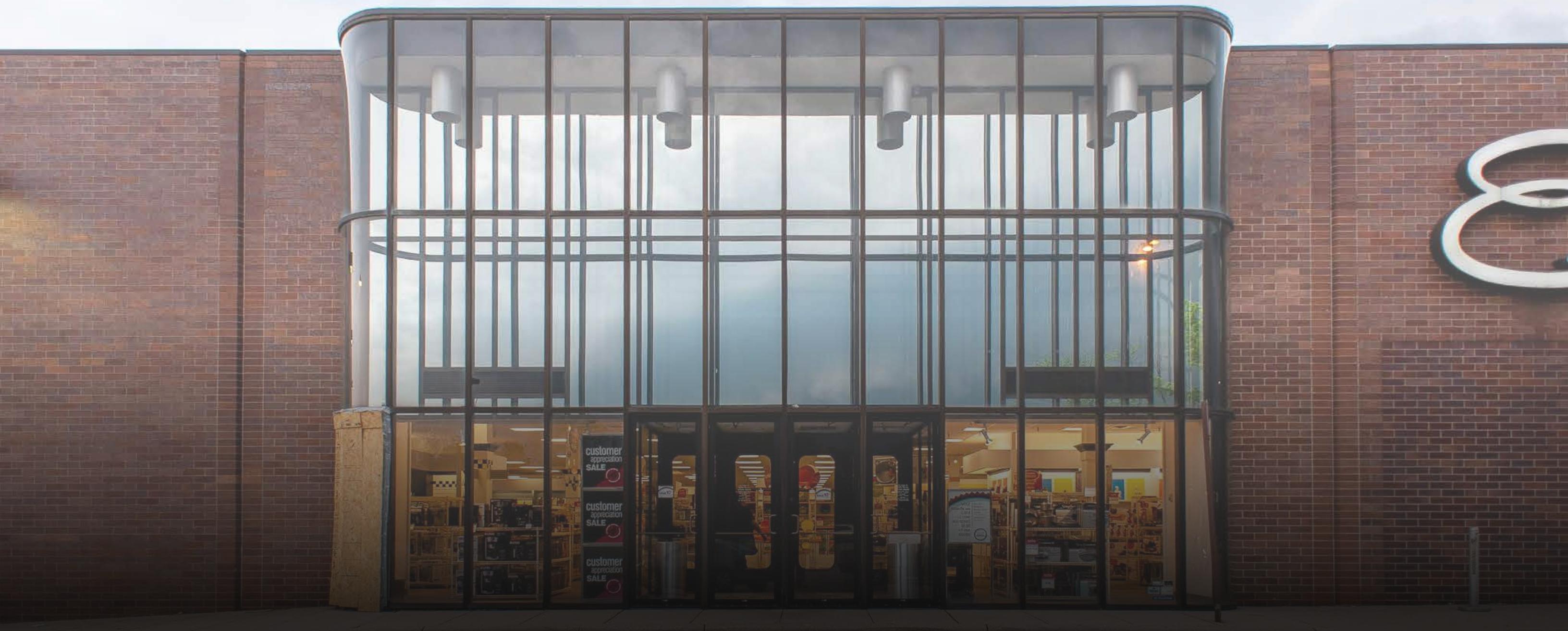
AGENDA

- 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:

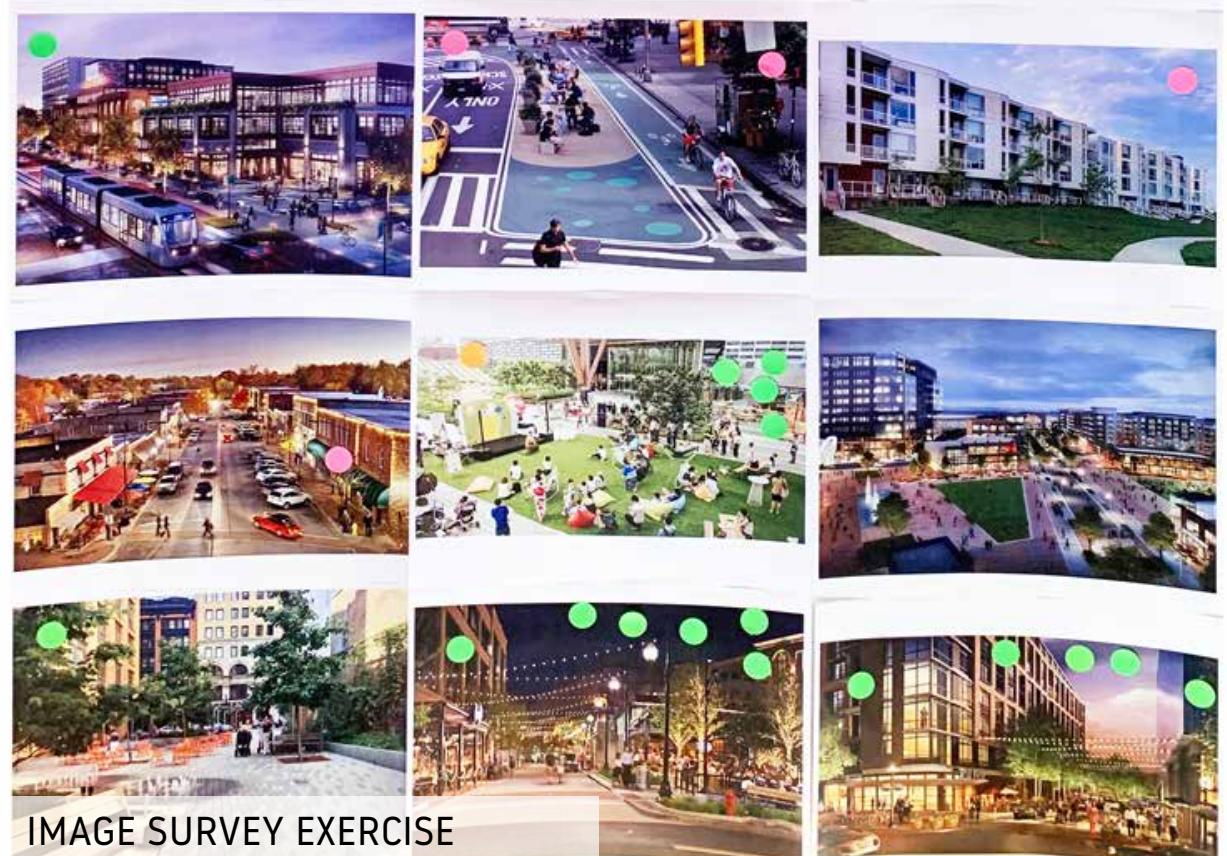
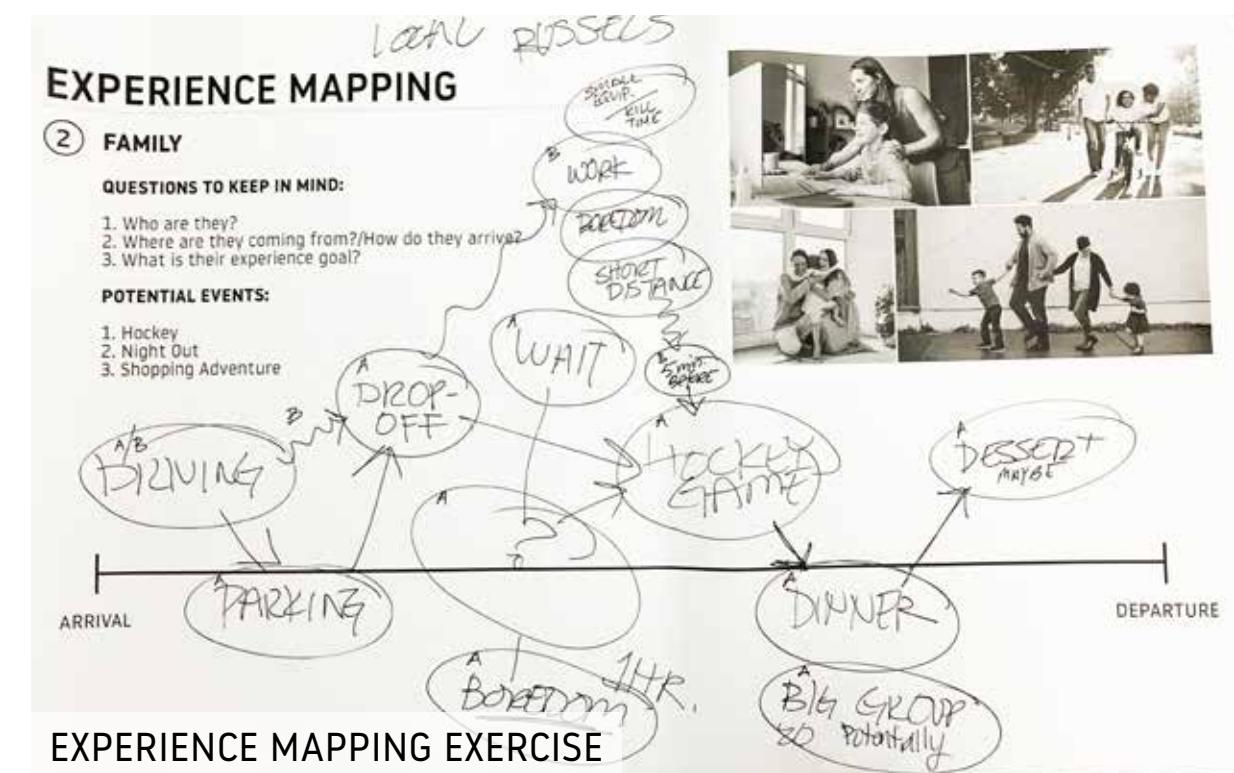
- + COMMUNITY RECREATION
 - OUTDOOR ICE RINK
 - SPLASH PADS
 - PERFORMANCE SPACES + ACTIVE OUTDOOR AMENITIES
 - WALKABLE STREETSCAPE
 - BIKE SHARE
- + TRANSIT HUB
- + OFFICE SPACE

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



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



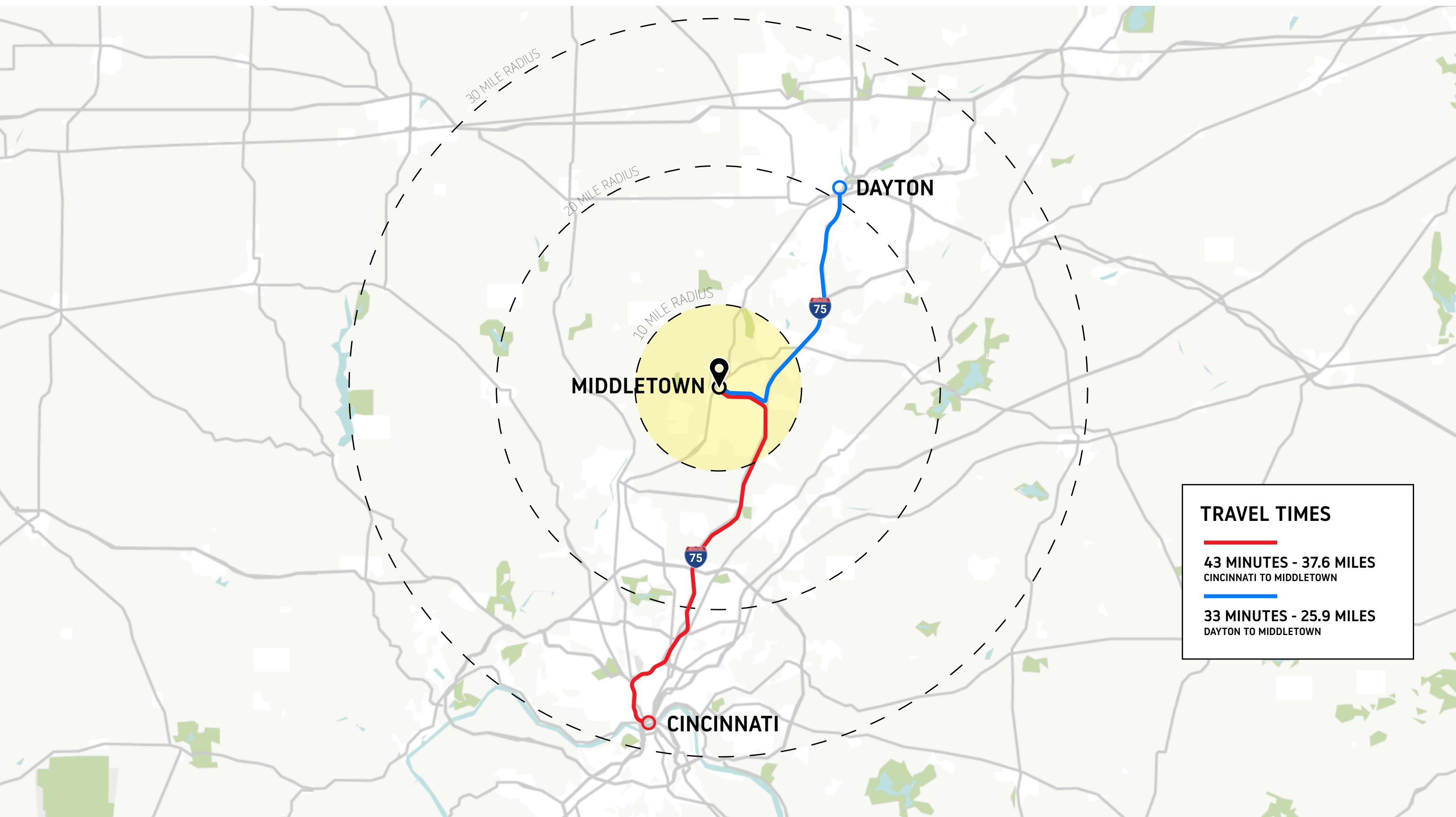
4 CREATE OUTDOOR GATHERING SPACE

PROVIDE FAMILY FRIENDLY OUTDOOR COMMUNITY GATHERING AND RECREATIONAL DESTINATIONS

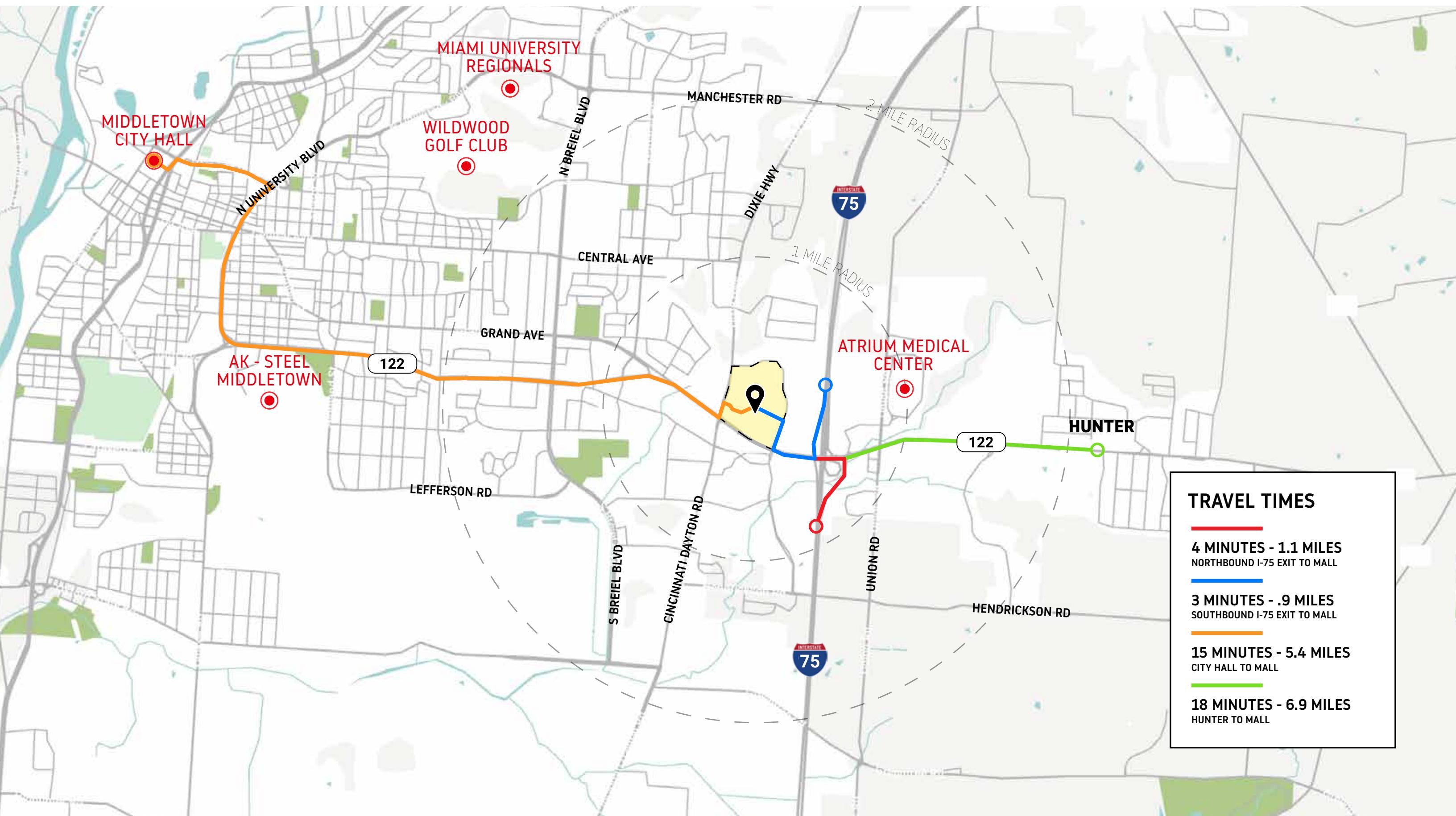
5 MIXED USE NEIGHBORHOOD

CURATE RETAIL, FOOD AND BEVERAGE, AND ENTERTAINMENT DESTINATIONS TO PROMOTE MIXED USE ACTIVATION

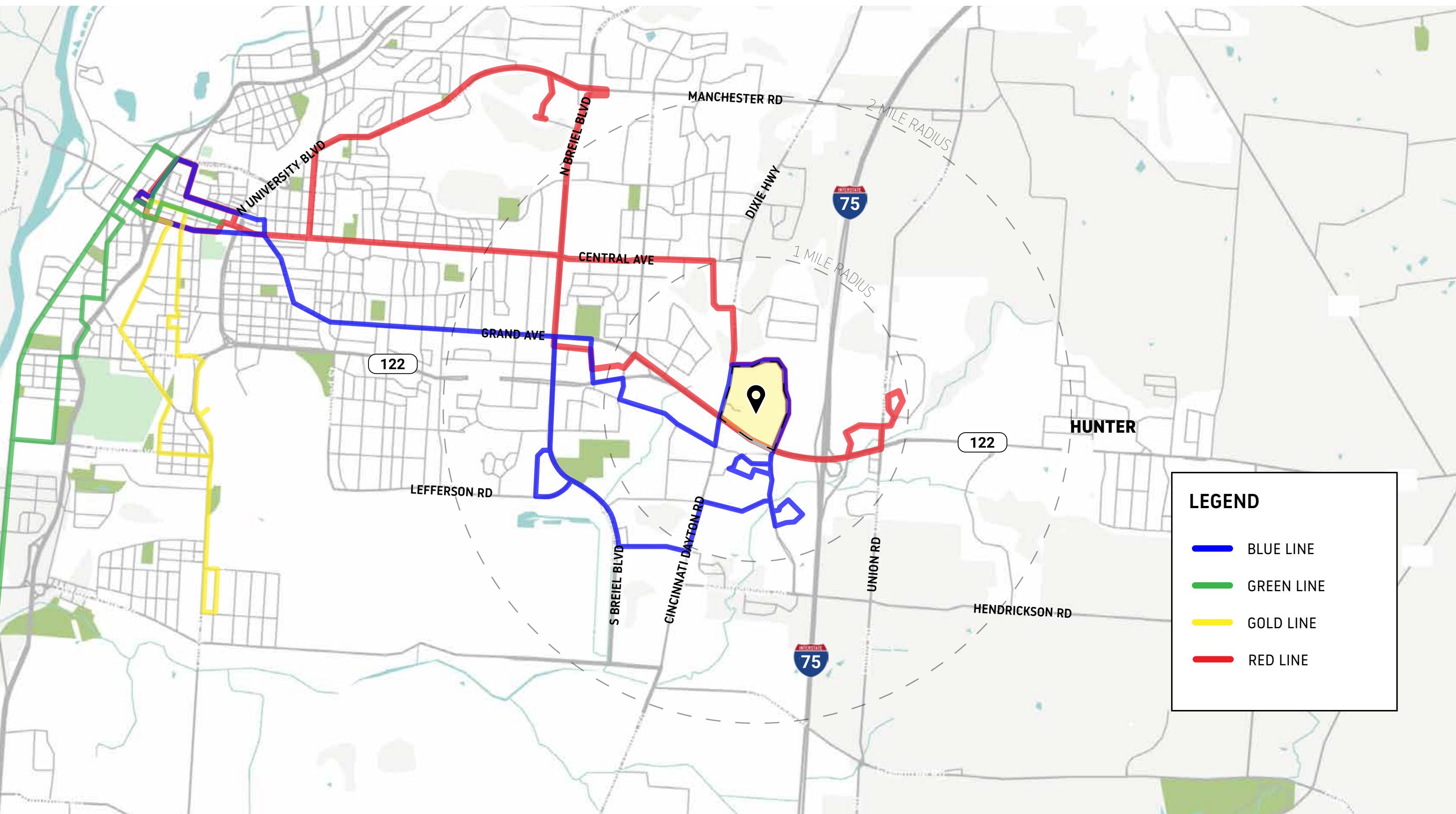
REGIONAL VICINITY MAP



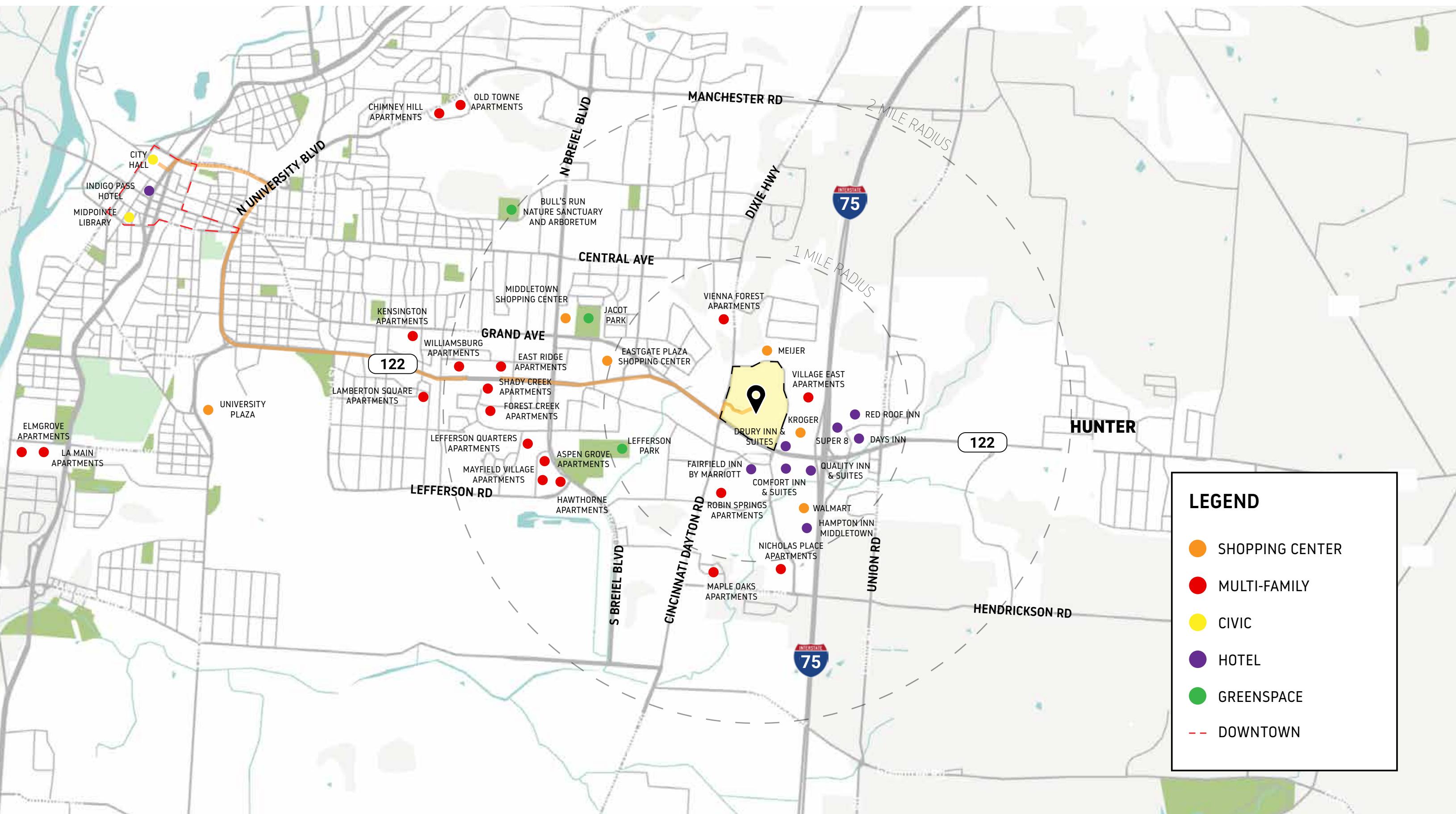
LOCAL VICINITY MAP



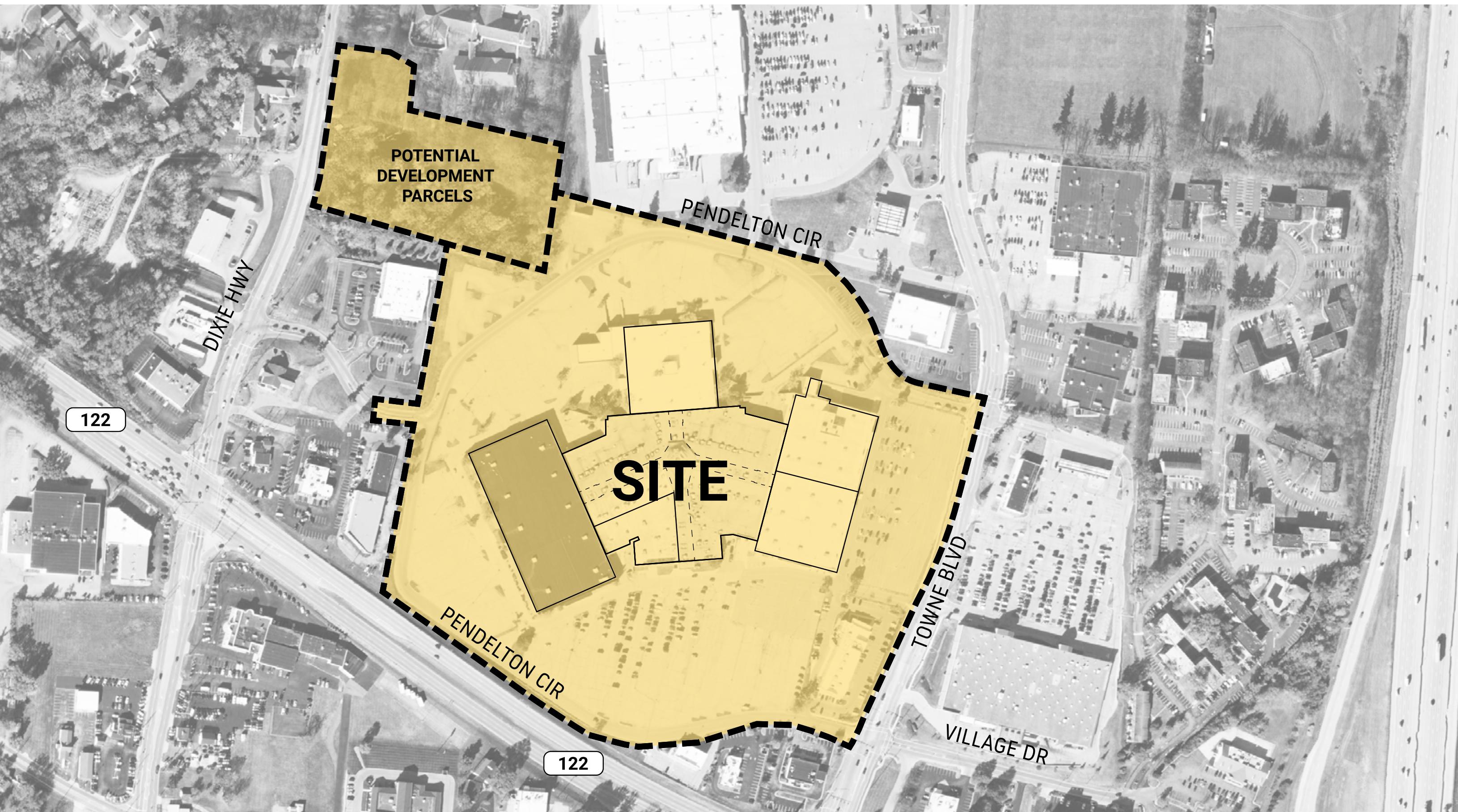
LOCAL TRANSPORTATION MAP



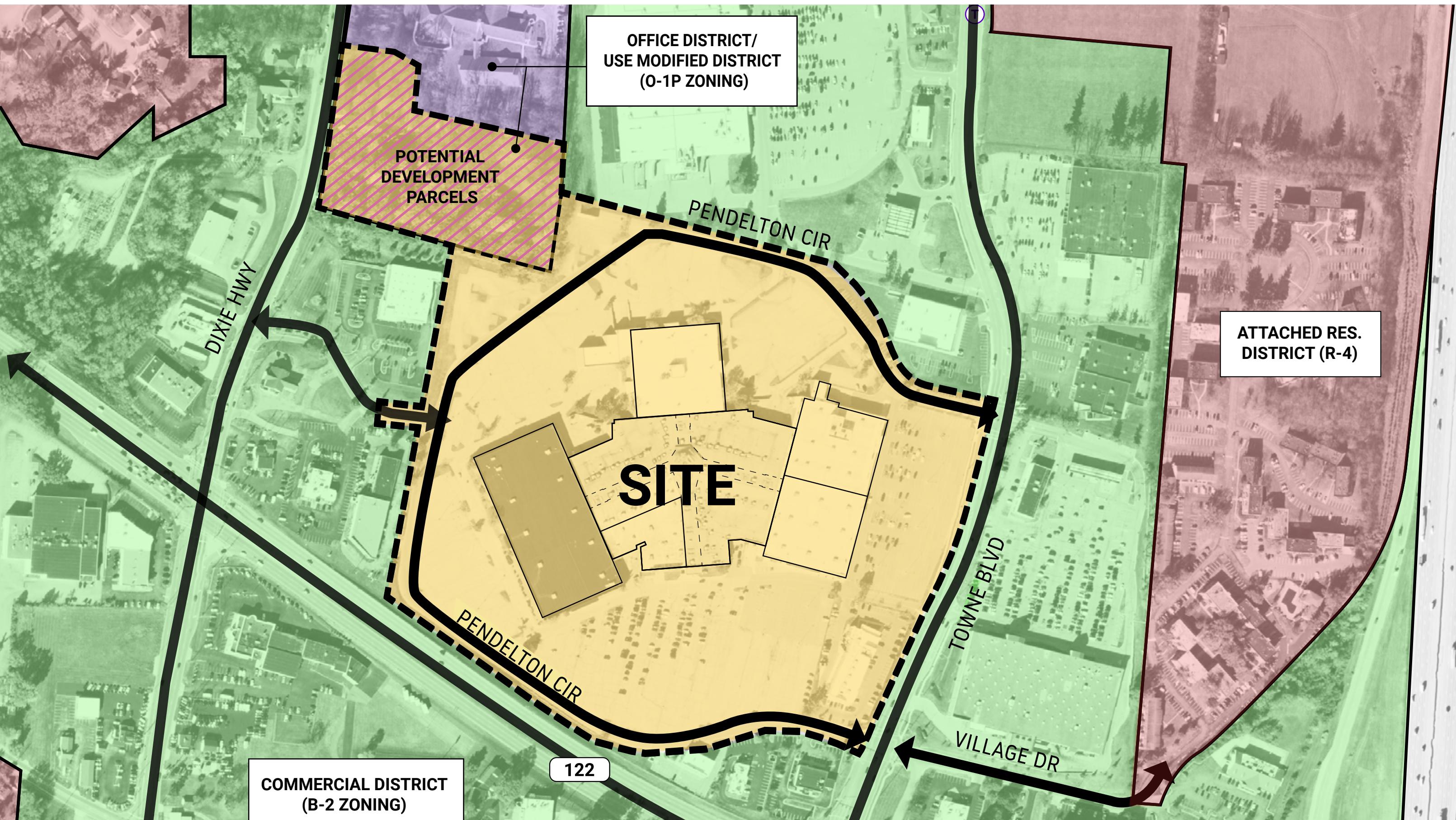
LOCAL PROGRAM MAP



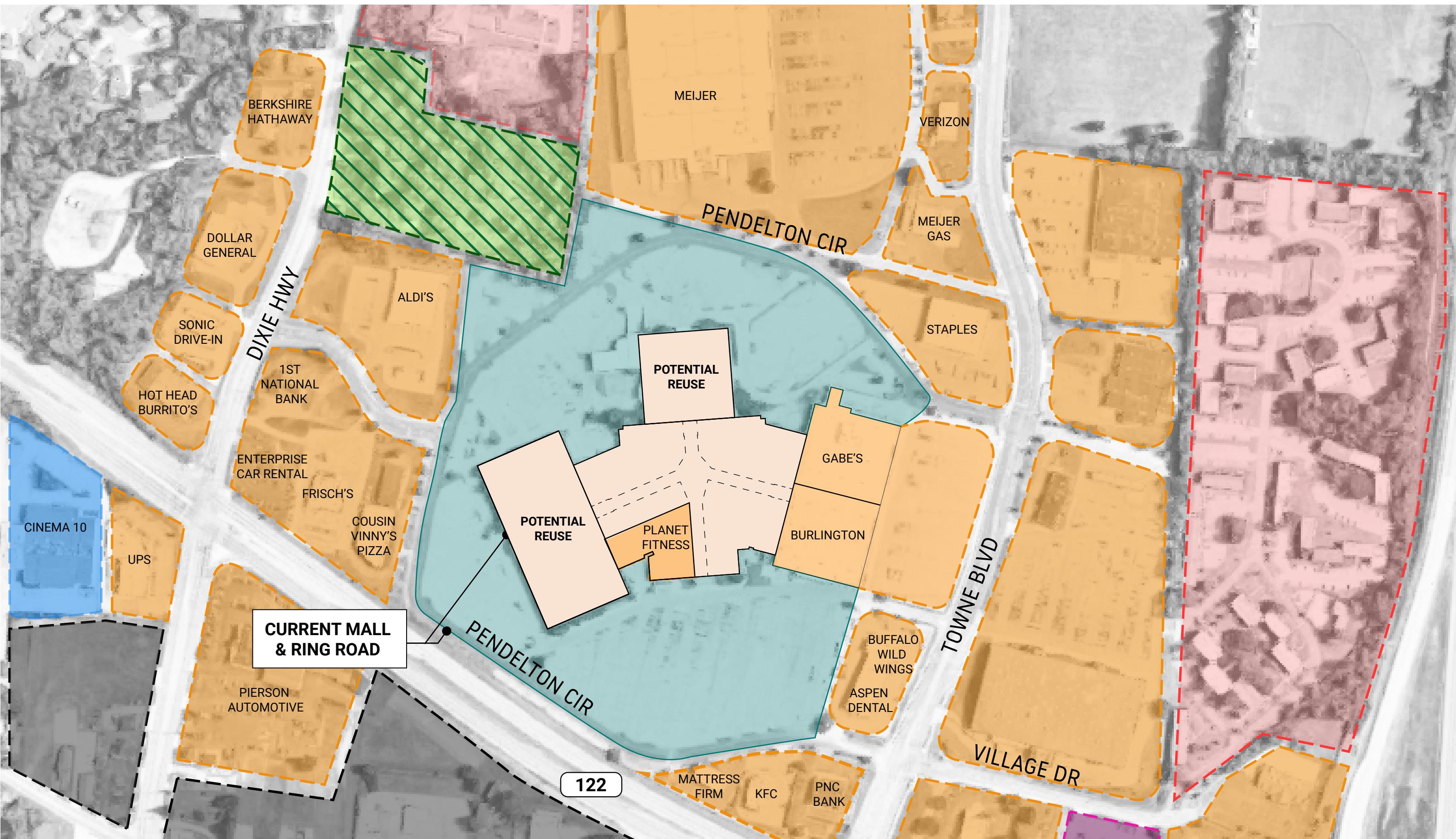
EXISTING SITE BOUNDARY



EXISTING ZONING



EXISTING LAND USE



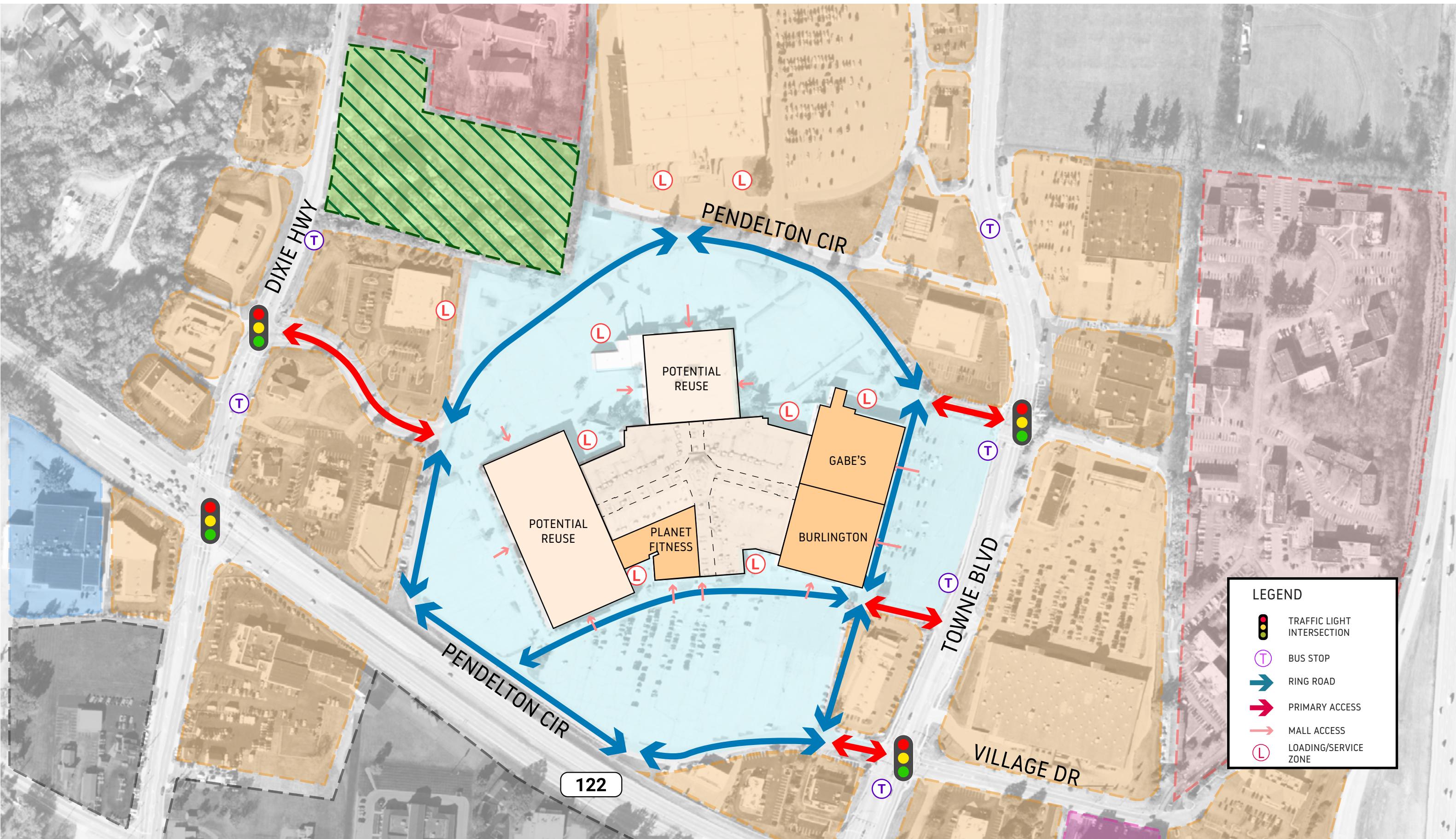
ORIGINAL PROPOSED CONCEPT



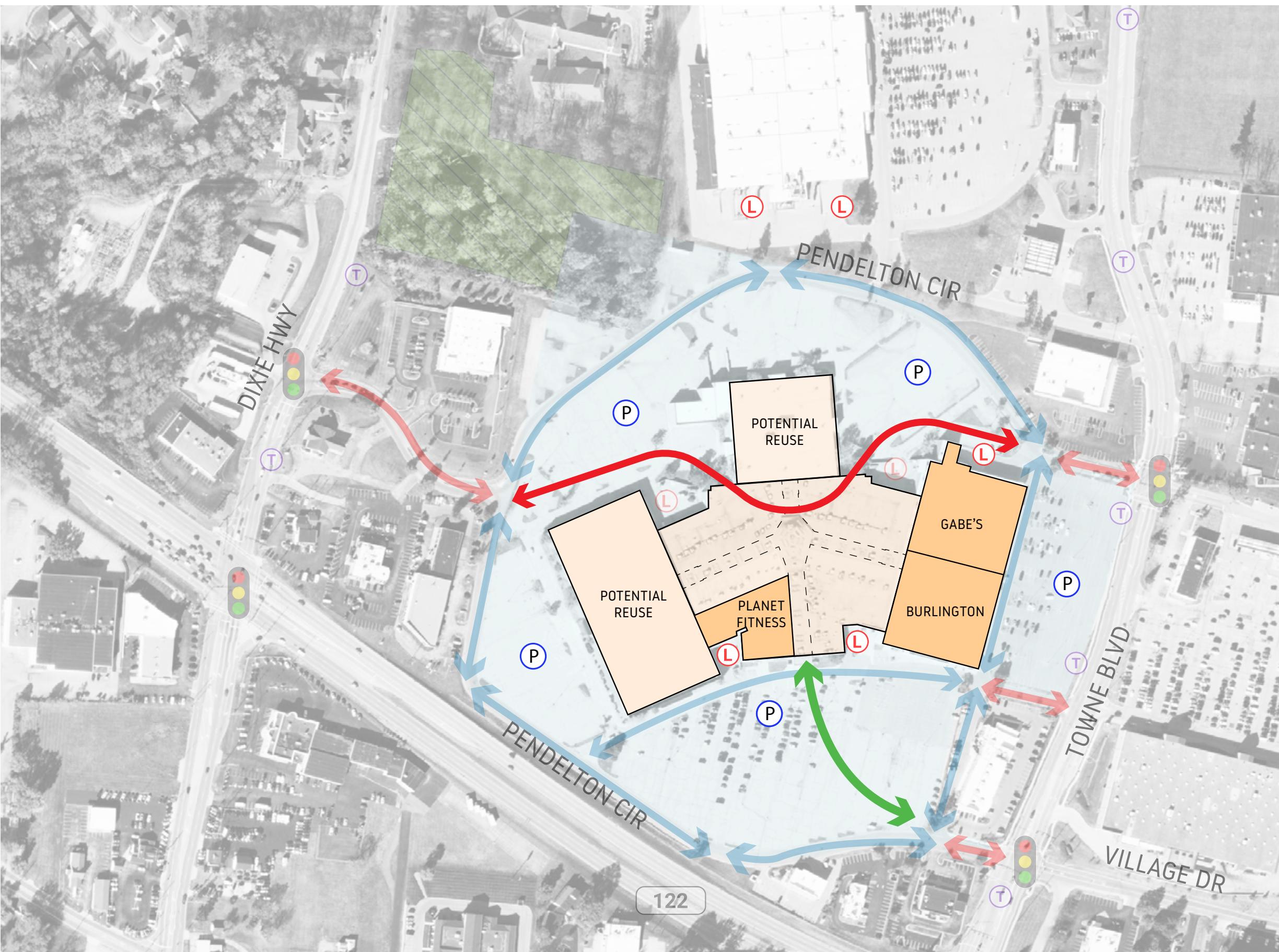
- 1 OPTIMIZE ARRIVAL EXPERIENCE
- 2 REPURPOSE EXISTING STRUCTURE
- 3 PROVIDE OUTDOOR GATHERING SPACE
- 4 DEVELOP WALKABLE STREETSCAPING
- 5 MIXED USE NEIGHBORHOOD

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

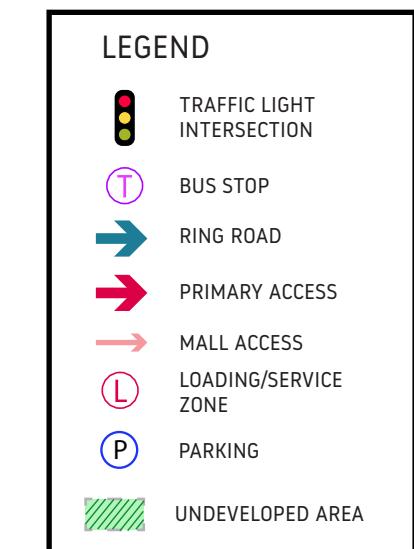
CURRENT SITE CIRCULATION & ACCESS



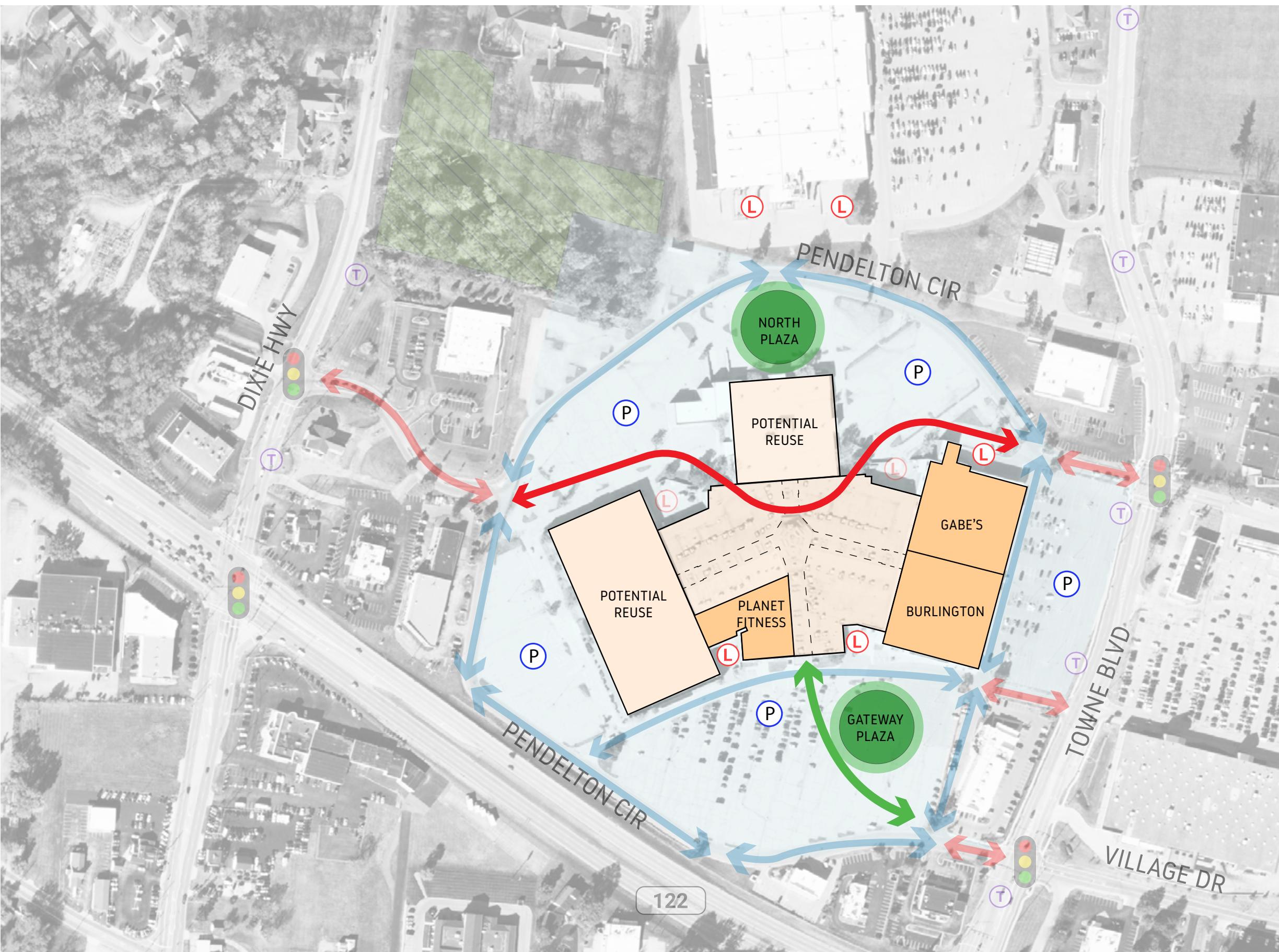
CONCEPT DIAGRAM - SITE ACCESS



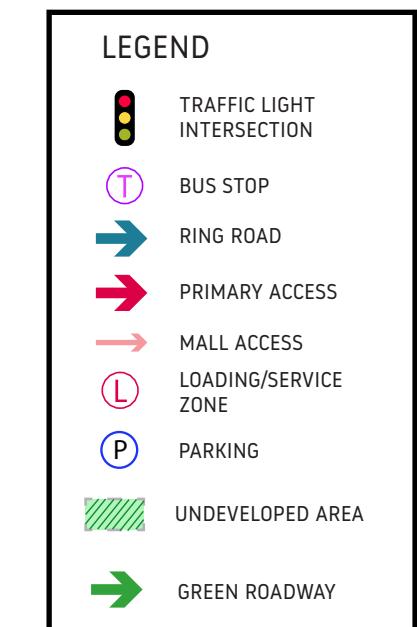
- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD



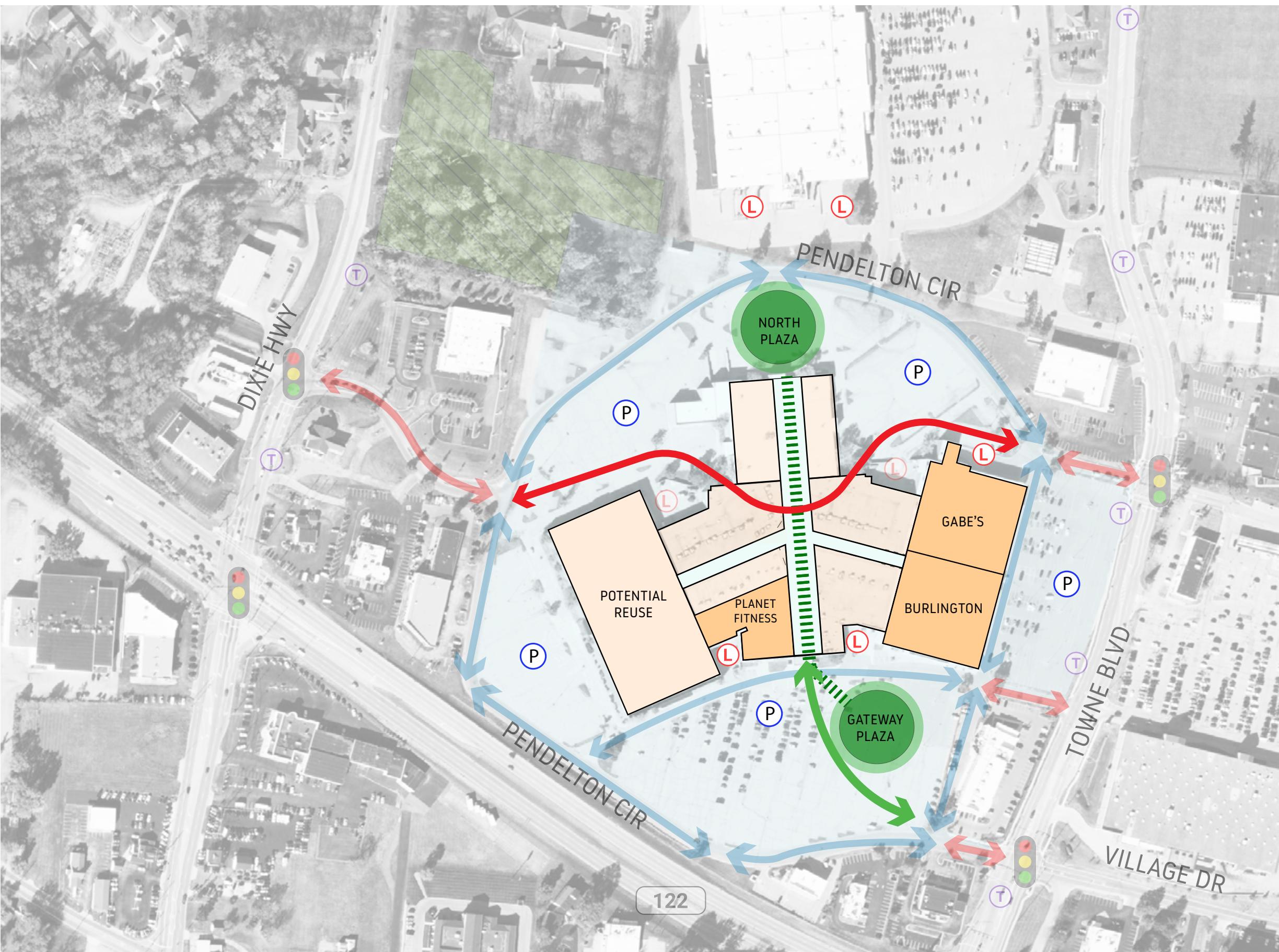
CONCEPT DIAGRAM - GREEN DESTINATIONS



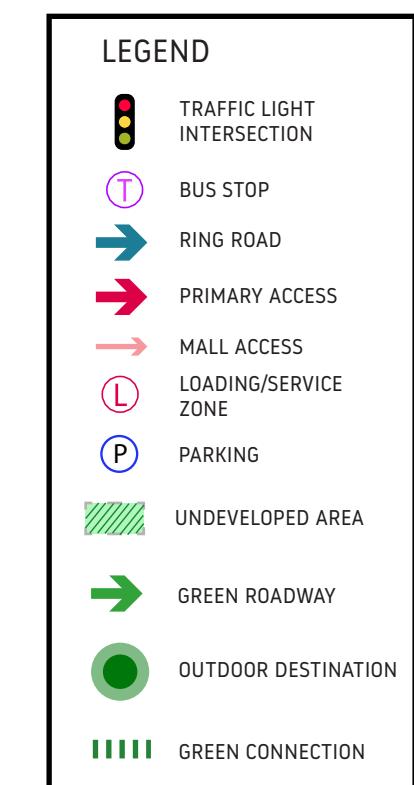
- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD



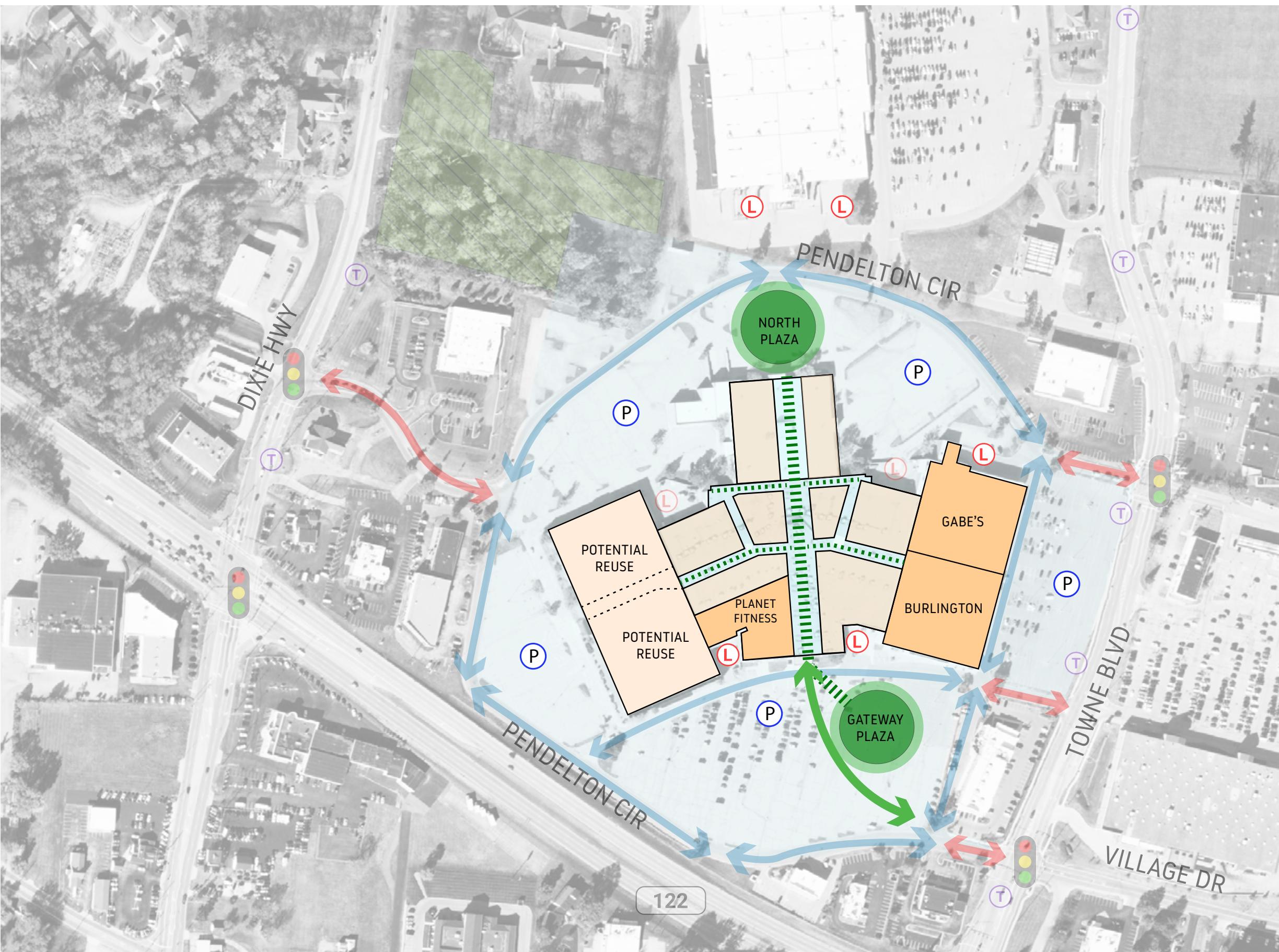
CONCEPT DIAGRAM - PRIMARY PEDESTRIAN CONNECTION



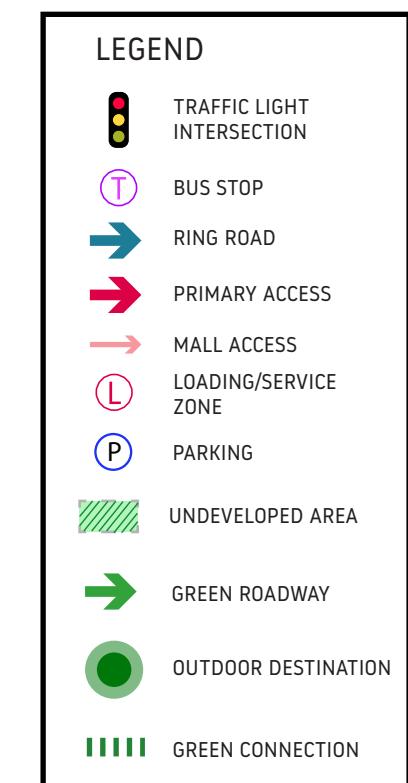
- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD



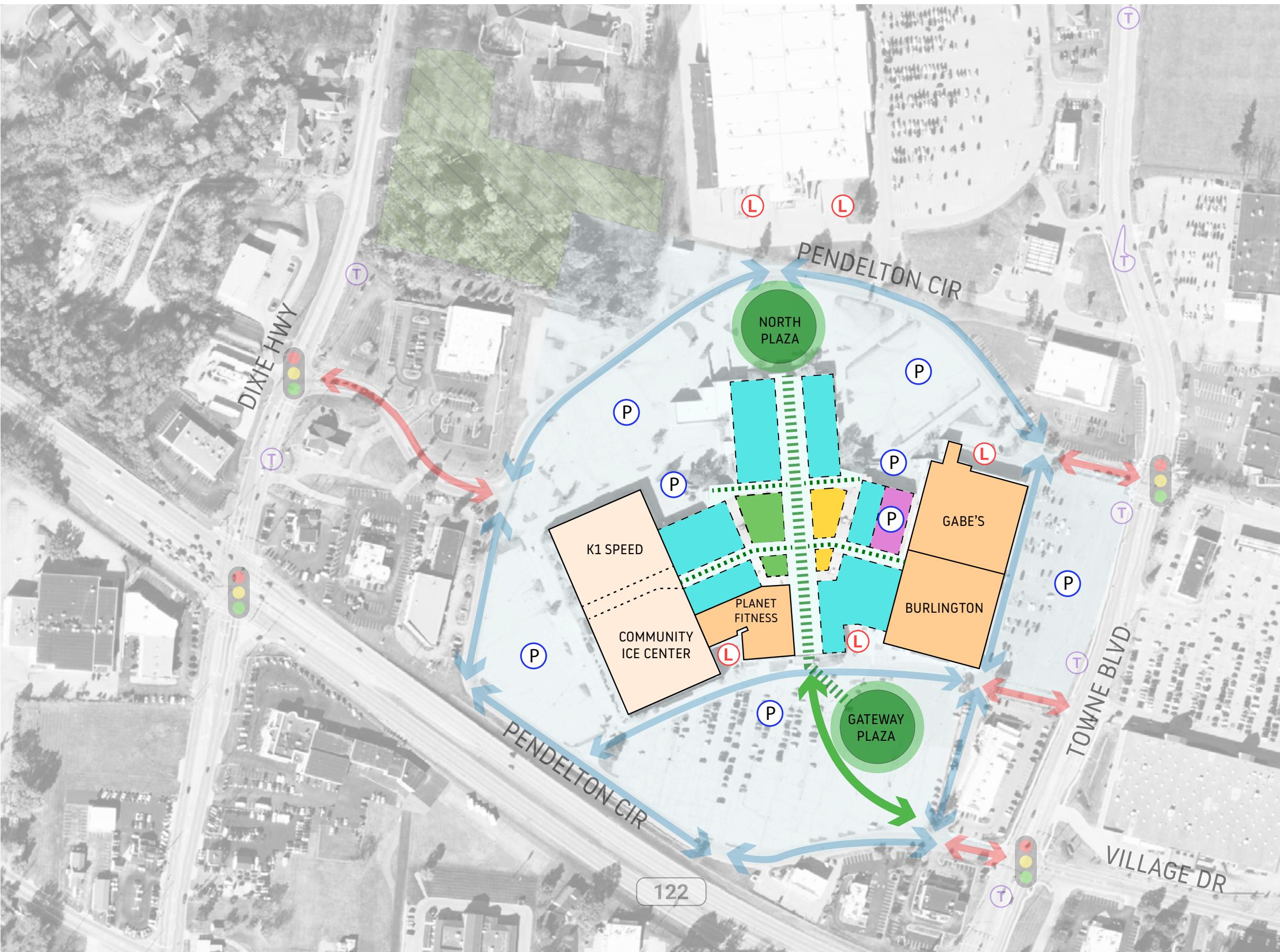
CONCEPT DIAGRAM - SECONDARY PEDESTRIAN CONNECTIONS



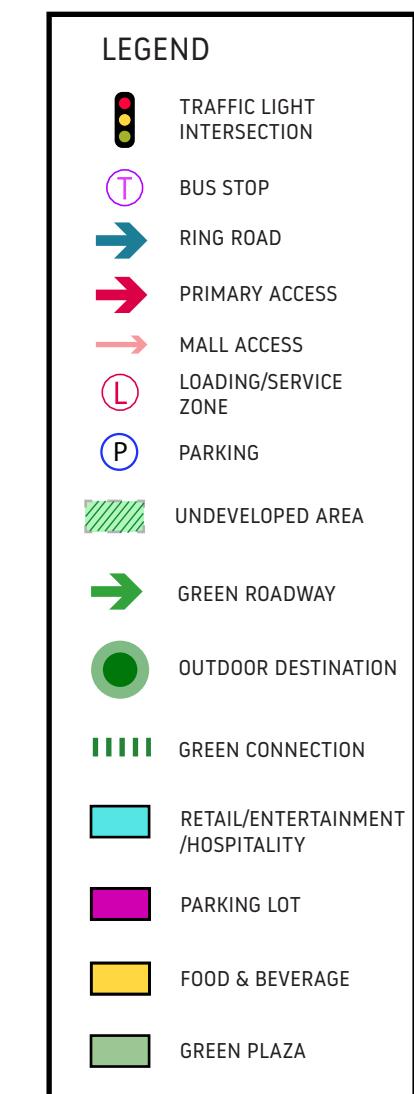
- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD



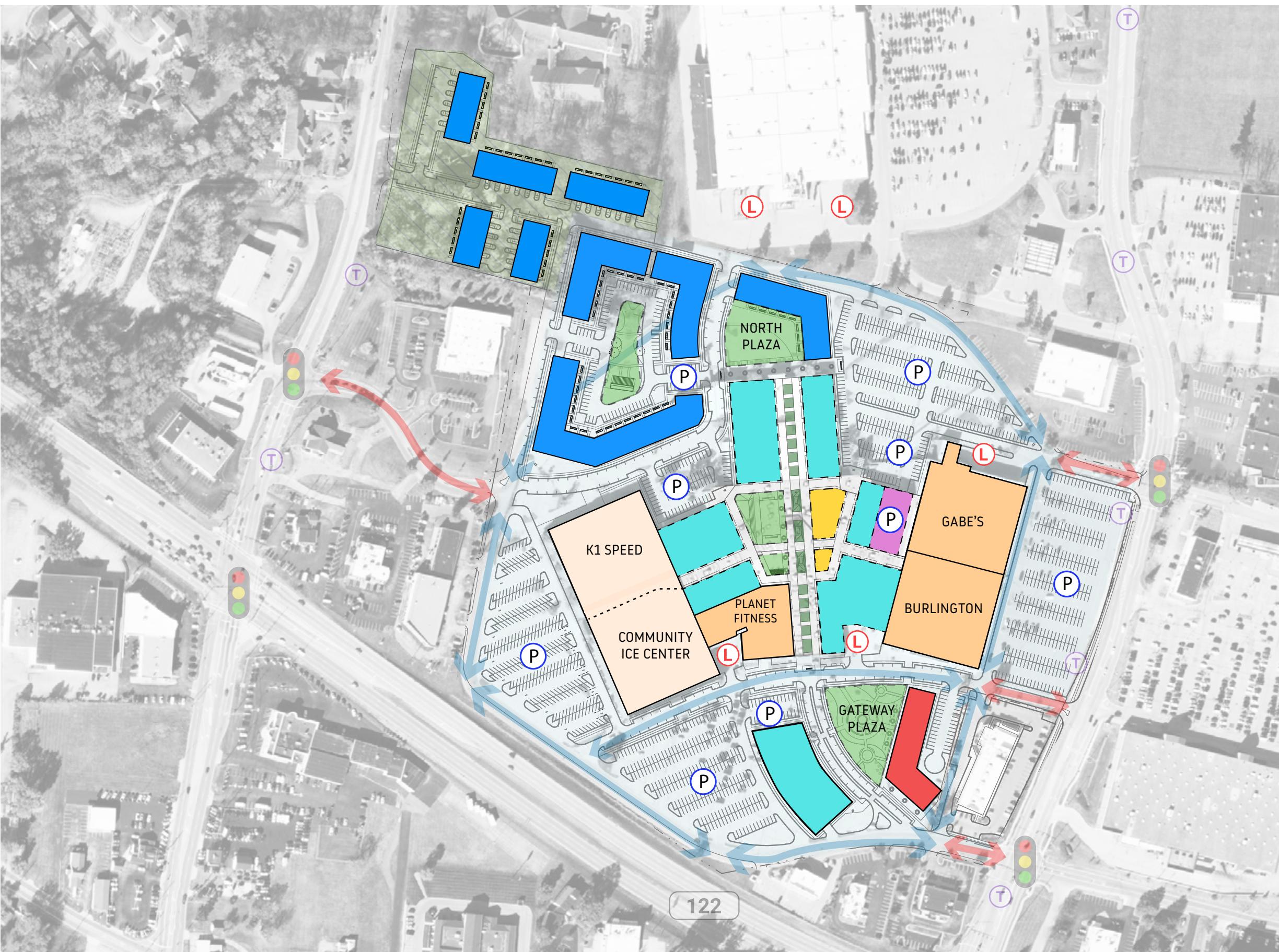
CONCEPT DIAGRAM - EXISTING STRUCTURE REUSE



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



CONCEPT DIAGRAM - SITE PROGRAM

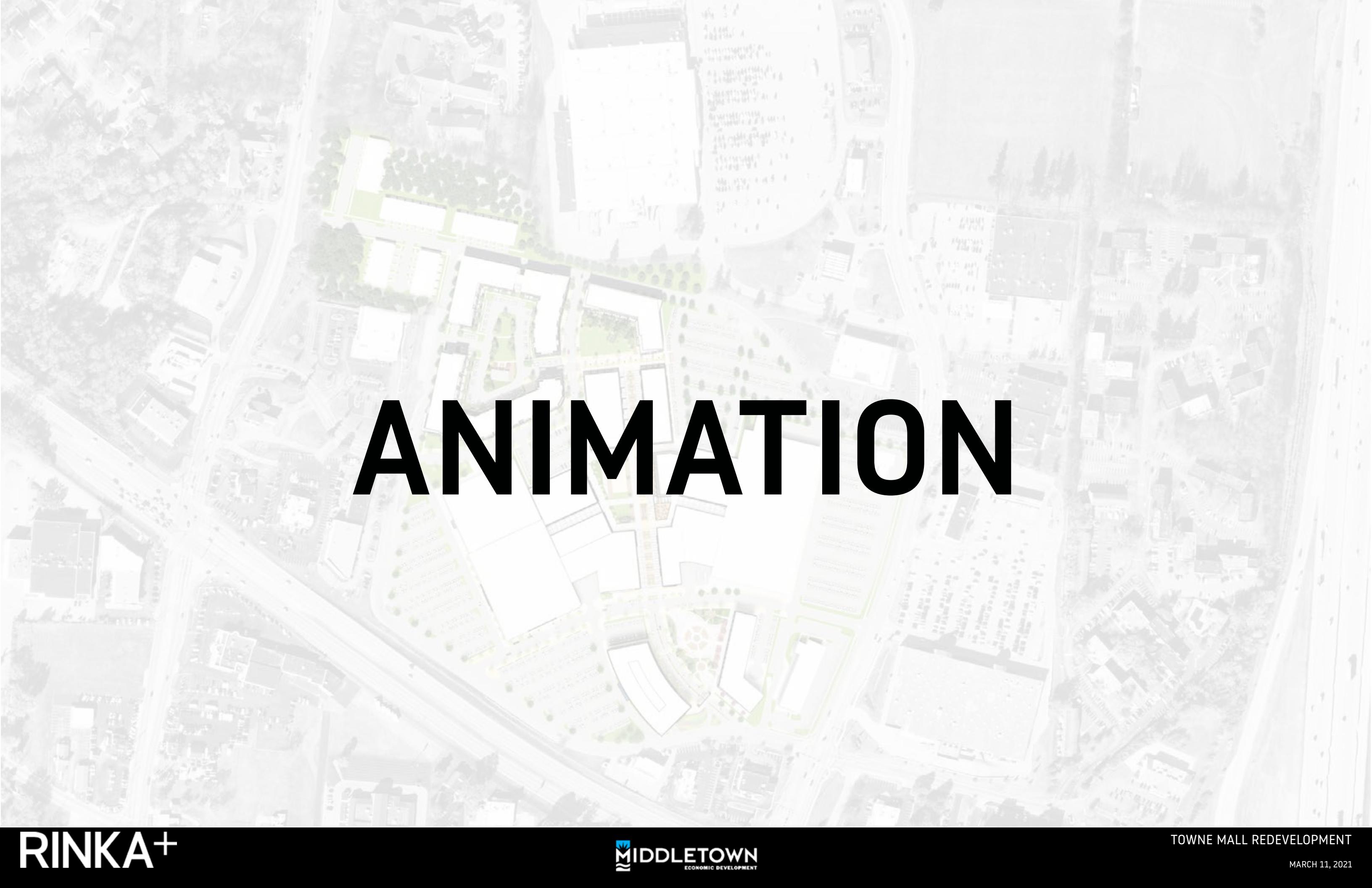


- ① OPTIMIZE ARRIVAL EXPERIENCE
- ② PROVIDE WALKABLE DESTINATIONS
- ③ REPURPOSE EXISTING STRUCTURES
- ④ CREATE OUTDOOR GATHERING SPACE
- ⑤ MIXED USE NEIGHBORHOOD



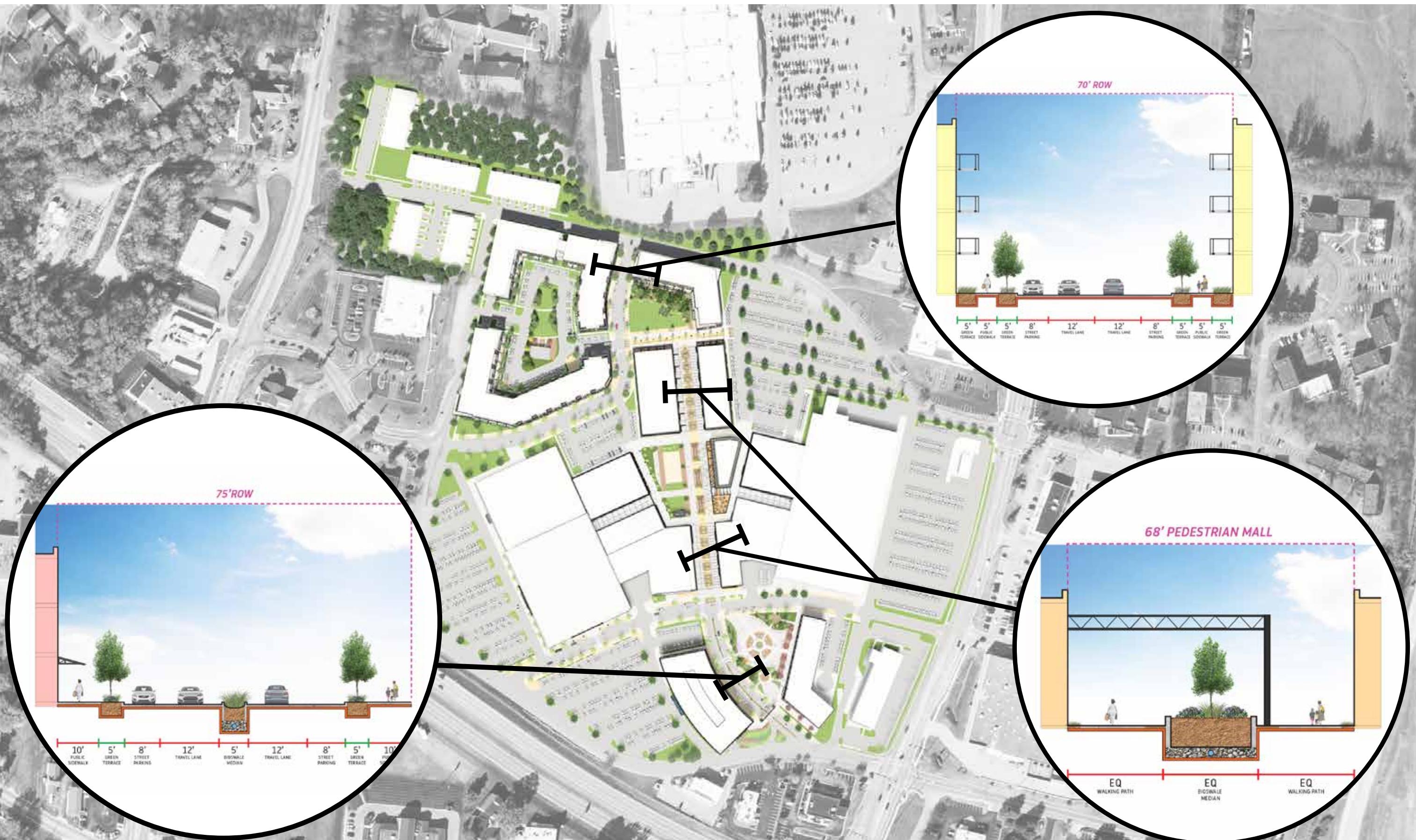
CONCEPTUAL SITE PLAN



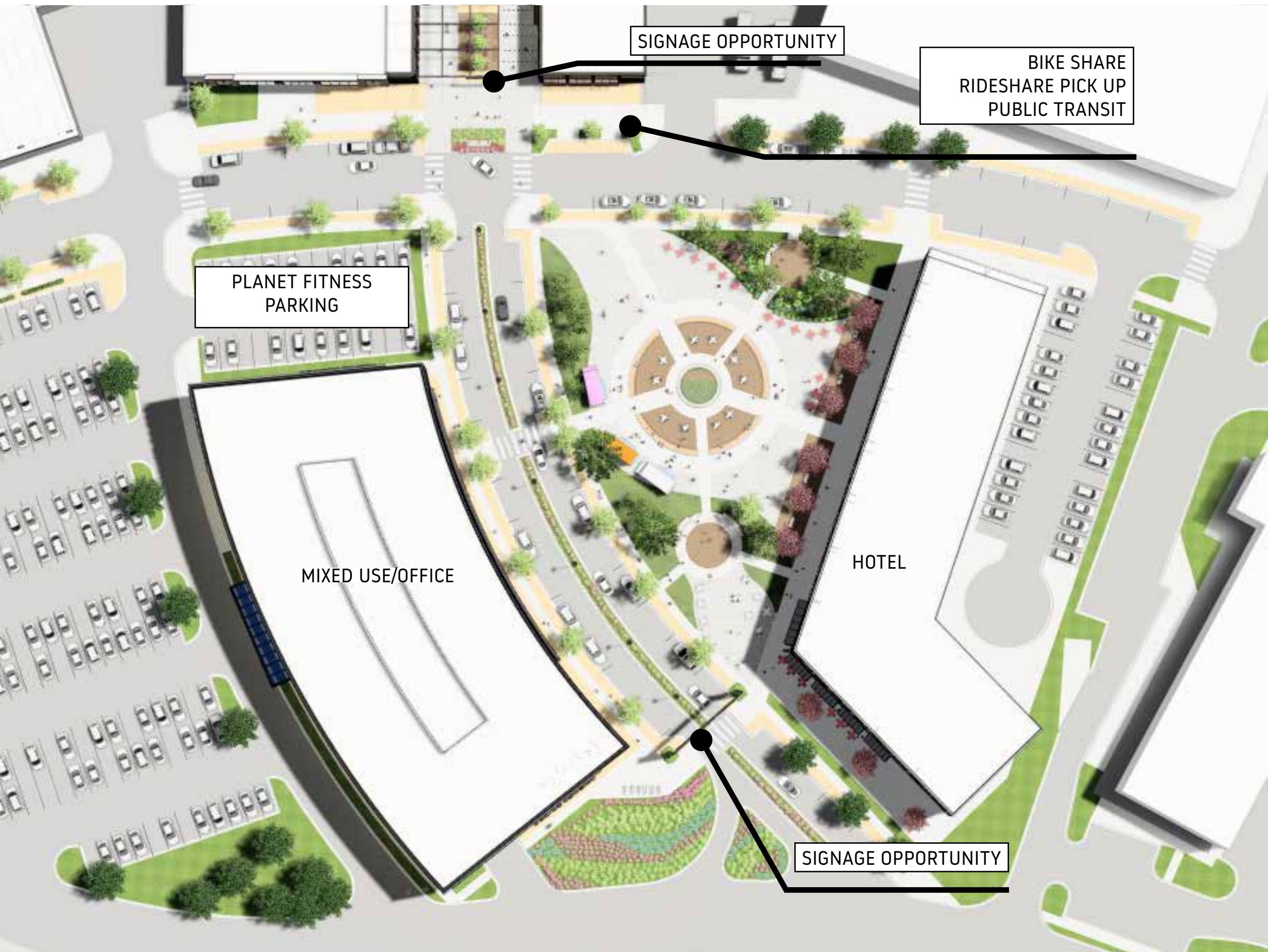


ANIMATION

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



TOWNE MALL REDEVELOPMENT

MARCH 11, 2021

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**



TOWNE MALL REDEVELOPMENT

MARCH 11, 2021

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



RINKA+

MIDDLETOWN
ECONOMIC DEVELOPMENT

TOWNE MALL REDEVELOPMENT

MARCH 11, 2021

CONCEPTUAL RENDERING - NORTH PLAZA FACING NORTHWEST



CONCEPTUAL RENDERING - NORTH PLAZA FACING SOUTHWEST



CONCEPTUAL RENDERING - AERIAL FACING NORTH



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			
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	
D2	12,700	0	Residential	7	2	14	18	
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	

*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

