AGENDA

• PROJECT VISION
• DESIGN DRIVERS
• REVIEW PLAN DEVELOPMENT
• REVIEW CONCEPTUAL ANIMATION
• NEXT STEPS
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

CINCINNATI TO MIDDLETOWN
43 MINUTES - 37.6 MILES
33 MINUTES - 25.9 MILES

DAYTON TO MIDDLETOWN
LOCAL VICINITY MAP

TRAVEL TIMES

- NORTHBOUND I-75 EXIT TO MALL
  - 4 MINUTES - 1.1 MILES
  - 3 MINUTES - 0.9 MILES

- SOUTHBOUND I-75 EXIT TO MALL
  - 15 MINUTES - 5.4 MILES
  - 18 MINUTES - 6.9 MILES

1 MI LE RADIUS
2 MI LE RADIUS
EXISTING ZONING

OFFICE DISTRICT/
USE MODIFIED DISTRICT
(O-1P ZONING)

ATTACHED RES.
DISTRICT (R-4)

POTENTIAL
DEVELOPMENT
PARCELS

COMMERCIAL DISTRICT
(B-2 ZONING)
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

RINKA+
MIDDLETOWN REDEVELOPMENT
MARCH 11, 2021
TOWNE MALL REDEVELOPMENT
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

RINKA+
TOWNE MALL REDEVELOPMENT
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
- LOADINGSERVICE 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

TOWNE MALL REDEVELOPMENT
MARCH 11, 2021
RINKA+
MIDDLETOWN ECONOMIC DEVELOPMENT
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

DIXIE HWY
VILLAGE DR
TOWNE BLVD
PENDELTON CIR

BURLINGTON
GABE'S
K1 SPEED
COMMUNITY ICE CENTER
PLANET FITNESS
GATEWAY PLAZA

NORTH PLAZA

TOWNE MALL ACCESS
LOADING/SERVICE ZONE
PARKING

PLANET FITNESS BURLINGTON
GABE'S GATEWAY PLAZA
COMMUNITY ICE CENTER
K1 SPEED
NORTH PLAZA
DIXIE HWY
VILLAGE DR
TOWNE BLVD
PENDELTON CIR
PENDELTON CIR
PENDELTON CIR
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
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

- Mixed Use/Office
- Hotel
- Planet Fitness
- Parking
- Bike share
- Ride share pick up
- Public transit

SIGNAGE OPPORTUNITY
CONCEPTUAL SITE PLAN - CENTRAL PLAZA

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

- RETAIL/ENTERTAINMENT/HOSPITALITY
- FOOD & BEVERAGE
- PARKING
- K1 SPEED
- COMMUNITY ICE CENTER
- PLANET FITNESS
- EXISTING GABE'S
- EXISTING BURLINGTON
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 FACING NORTHWEST
CONCEPTUAL RENDERING - AERIAL FACING NORTH

LEGEND
1 COMMUNITY ICE CENTER
2 K1 SPEEDWAY
3 RETAIL/ENTERTAINMENT/HOSPITALITY
4 OFFICE/MIXED USE
5 HOTEL
6 MULTI-FAMILY
CONCEPTUAL RENDERING - AERIAL VIGNETTES
# DEVELOPMENT SUMMARY

**ZONE A: Mixed Use, Hospitality**

<table>
<thead>
<tr>
<th>ZONE</th>
<th>Footprint SF (v.f.)</th>
<th>Retail SF (v.f.)</th>
<th>Use</th>
<th>Approx. Units</th>
<th>Levels</th>
<th>Suggested Minimum Parking*</th>
<th>Parking shown</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>22,500</td>
<td>5,300</td>
<td>Hotel</td>
<td>-</td>
<td>3</td>
<td>173</td>
<td>262</td>
<td>155 hotel loss</td>
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<tr>
<td>A2</td>
<td>31,200</td>
<td>20,500</td>
<td>Mixed Use/Office</td>
<td>-</td>
<td>3</td>
<td>224</td>
<td>213</td>
<td>89,000 SF office total</td>
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| ZONE B: Retail, Entertainment, Existing Retail |
|---|---|---|---|---|---|---|---|---|
| B1 | 50,400 | 0 | K3 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 | 20,000 | Existing Gym/fitness | - | 1 | 100 | 200 |
| B5 | 12,400 | 12,400 | Retail/Entertainment/Hospitality | - | 1 | 41 | 25 |
| B6 | 26,100 | 26,100 | Retail/Entertainment/Hospitality | - | 1 | 87 | 52 |
| B7 | 18,400 | 18,400 | Retail/Entertainment/Hospitality | - | 1 | 81 | 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 |           |

**ZONE C: Retail, Residential**

<table>
<thead>
<tr>
<th>ZONE</th>
<th>Footprint SF (v.f.)</th>
<th>Retail SF (v.f.)</th>
<th>Use</th>
<th>Approx. Units</th>
<th>Levels</th>
<th>Parking shown</th>
<th>Notes</th>
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<td>Residential</td>
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<td>444</td>
<td>395</td>
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<td>Residential</td>
<td>59</td>
<td>3</td>
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<td>205</td>
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</tbody>
</table>

**ZONE D: Residential**

<table>
<thead>
<tr>
<th>ZONE</th>
<th>Footprint SF (v.f.)</th>
<th>Retail SF (v.f.)</th>
<th>Use</th>
<th>Approx. Units</th>
<th>Levels</th>
<th>Parking shown</th>
<th>Notes</th>
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<td>Residential</td>
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<td>90</td>
<td>80</td>
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<tr>
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<td>14</td>
<td>18</td>
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<tr>
<td>D3</td>
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<td>18</td>
</tr>
<tr>
<td>D5</td>
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<td>2</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>D6</td>
<td>10,700</td>
<td>0</td>
<td>Residential</td>
<td>6</td>
<td>2</td>
<td>13</td>
<td>18</td>
</tr>
</tbody>
</table>

**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.**

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**TOWNE MALL REDEVELOPMENT**

**MARCH 11, 2021**

**RINKA+**

**MIDDLETOWN**

**756 North Milwaukee Street, Suite 250**

**Milwaukee, Wisconsin 53202**

**CONCEPTUAL**

**Revisions**

**A1-01**

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**TOTAL RETAIL SQUARE FOOTAGE AVAILABLE: 151,000**

**TOTAL RESIDENTIAL UNITS (EXCLUDES ZONE C, B, 19): 305**
CONCEPTUAL RENDERING - CENTRAL PLAZA AERIAL