

City of Blue Ash Towne Square Renovation - Towne Square Concept

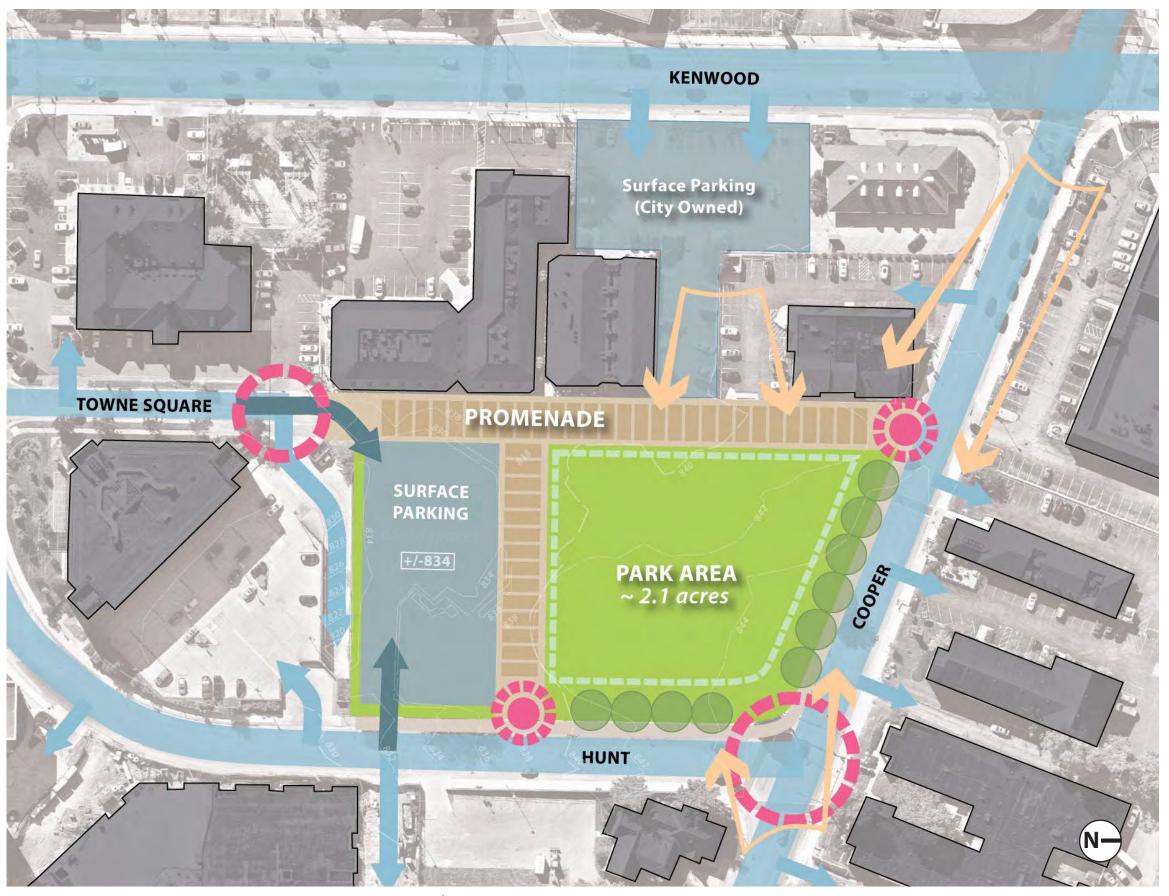


VIBRANT

INTIMATE

WHERE WE LEFT OFF

 Shift surface parking to the south





PARKING SHIFT TO SOUTH

EXPERIENCE



Key Considerations

- + Match or increase number of parking spaces from existing
- Increase park visibility and "presence" along Cooper and Hunt roads

BLUEASH⁴

- Accessible from multiple entry points and park gateways
- + Designed to draw patrons 365 days a year



EXPERIENCE

+ Promote universal accessibility by managing topography (14' elevation change from north to south)

+ Improve views into park from key locations

2021.10.14

HUB SUSTAINABLE VIEWS FROM COOPER ROAD







Towne Square Renovation

VIEWS FROM COOPER ROAD

VIBRANT

EXPERIENCE





HUB SUSTAINABLE Vision Statement

Create a timeless **HUB** for the residents and business owners to attract patrons of all ages and demographics of the area all year long.

Develop a **SUSTAINABLE** approach that will stand the test of time and remain **VIBRANT** for years past completion.

The INTIMATE nature of this design will provide a unique EXPERIENCE to drive forward on a new discovery of the park and the ultimate strength of the community fabric.



*Design Drivers





VISIONING SUMMARY

INTIMATE

VIBRANT

EXPERIENCE

2021.10.14

PROGRAM

SUSTAINABLE

VIBRANT



CIVIC GREEN

Multi-purpose open green for day-to-day as well as community gatherings and events.



MEMORIAL/GARDENS

Memorial monuments and gathering area(s) set within a cohesive landscape composition



PLAY ENVIRONMENT

Interactive environment with intrinsic play value



THE GROVE

Multi-purpose communal hang-out among a shady grove



PAVILION & RESTROOMS

Multi-purpose, multi-directional pavilion, stage, and gathering area



PROMENADE

Pedestrian "Main Street" blending adjacent retail with the park





EXPERIENCE

DOG-FRIENDLY AREA

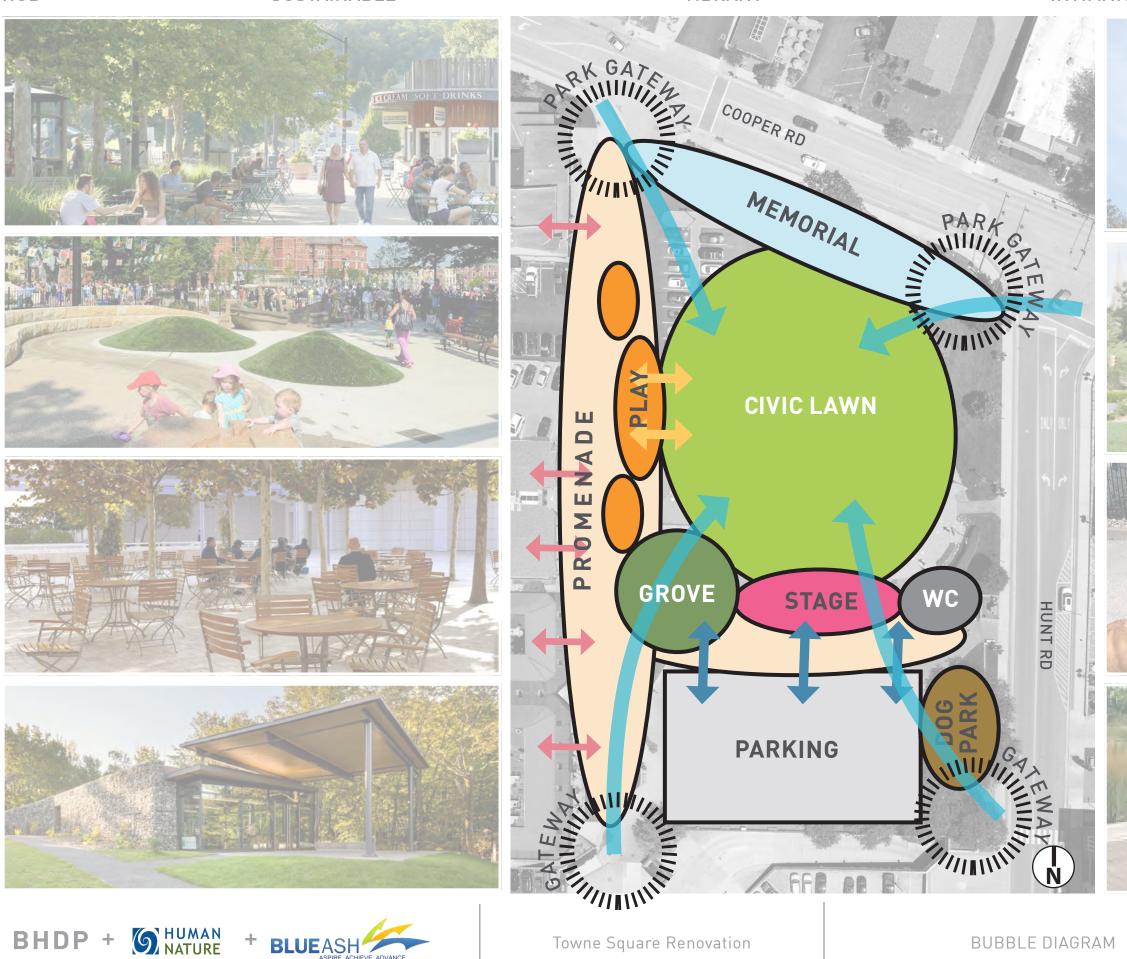
Modest dog-friendly amenity space with places to sit, a defined edge and foyer, and shade



PARKING/PLAZA

Surface parking lot that could also be a programmable plaza

FRAMEWORK



SUSTAINABLE

VIBRANT

INTIMATE

EXPERIENCE





SUSTAINABLE

VIBRANT

INTIMATE

SITE PLAN (NORTH)

- A Park Gateway
- B Walk of Honor: Memorial statues along meandering garden paths
- C Memorial Plaza, Flag & Honor Guard
- D Civic Green
- **E** Open Multipurpose Pavilion/Stage
- **F** Restrooms + Storage/Green Room
- G Interactive play elements sprinkled throughout shaded promenade + grove
- H Dog Friendly Area + Foyer

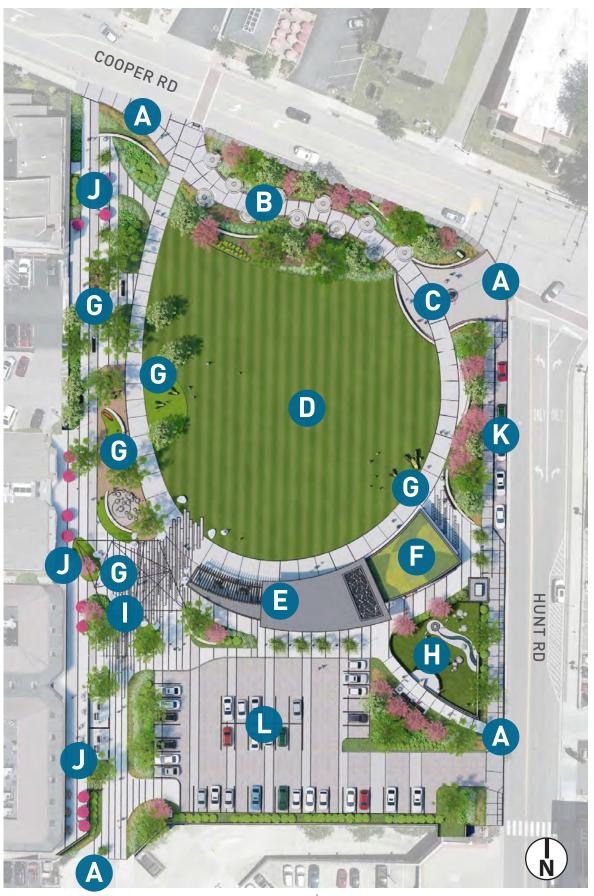
MATURE NATURE

The "Grove"

BHDP +

- J Expanded Patios fronting Promenade
- K On-street Parking
- Parking Plaza w/ access from Hunt + On-Street Parking

BILIFAS



Towne Square Renovation

FRAMEWORK PLAN

EXPERIENCE

SUSTAINABLE

VIBRANT

SITE PLAN (NORTH)

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- **Civic Green**
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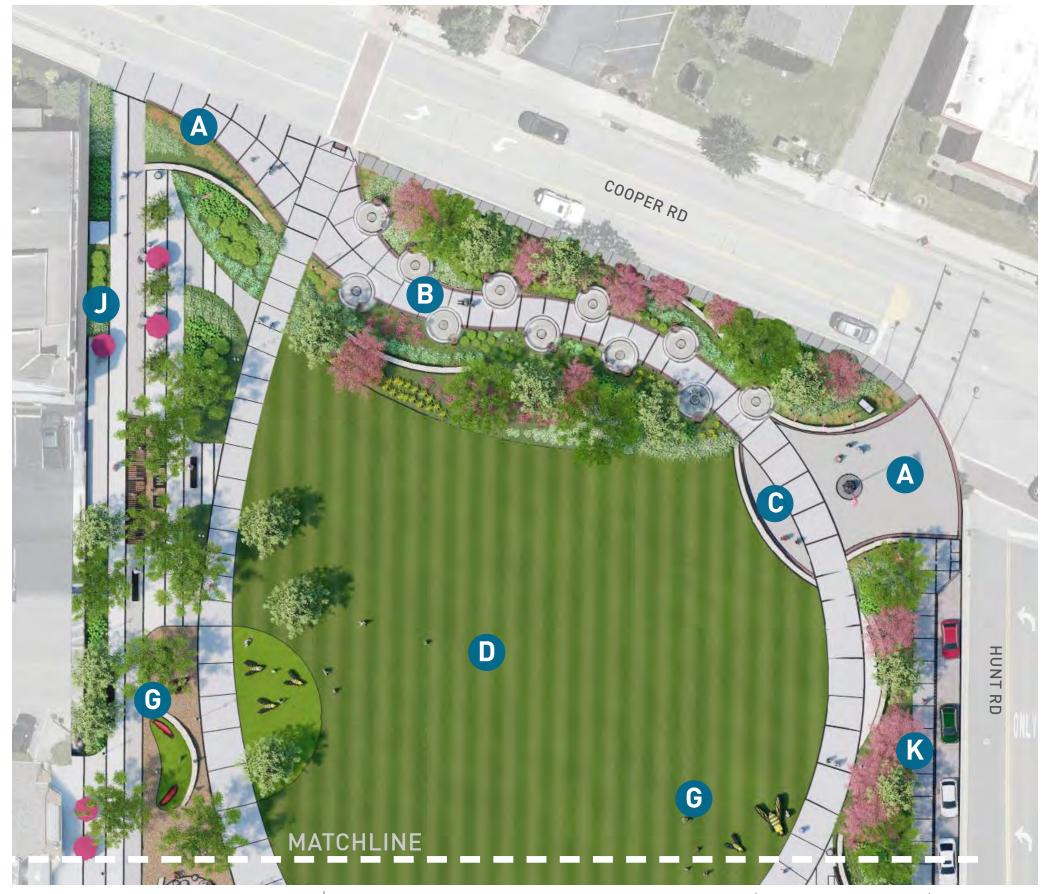
MATURE NATURE

The "Grove"

BHDP +

- **Expanded Patios fronting Promenade**
- **On-street Parking (K)**
- Parking Plaza w/ access from Hunt + On-Street Parking

BLUEASH



Towne Square Renovation

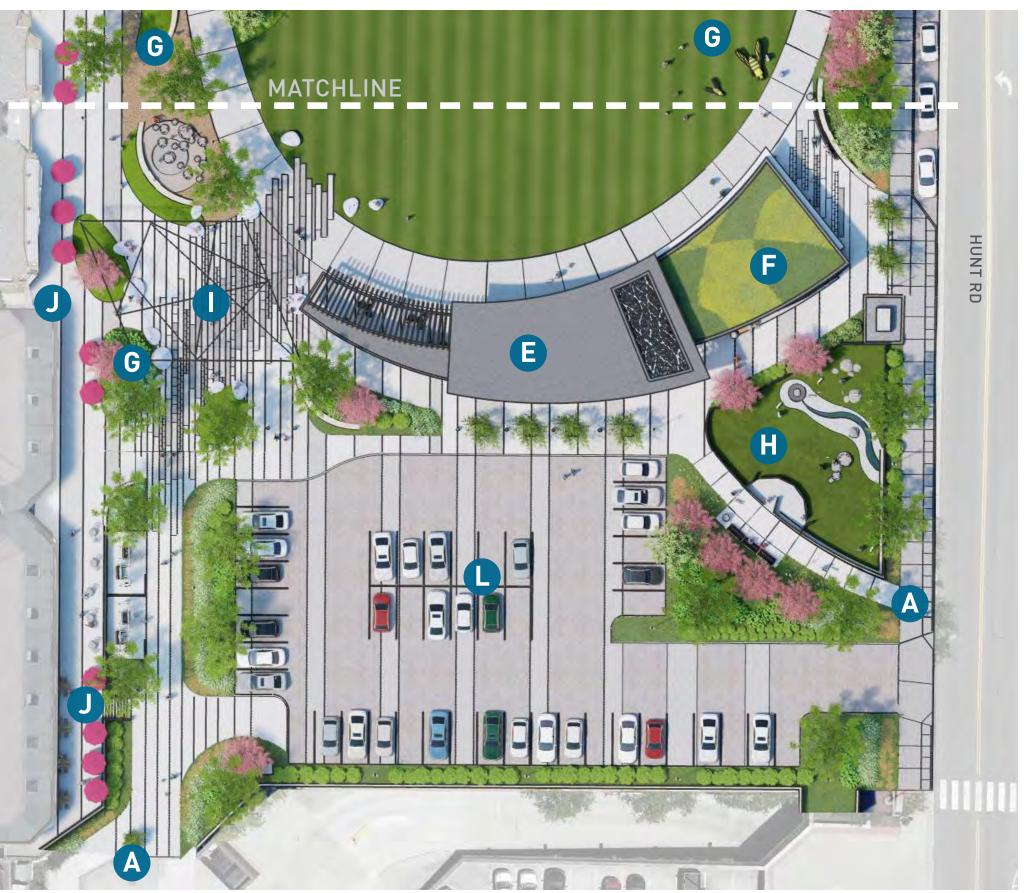
EXPERIENCE

SUSTAINABLE

VIBRANT

SITE PLAN (SOUTH)

- Park Gateway
- Walk of Honor: Memorial statues along meandering garden paths
- Memorial Plaza, Flag & Honor Guard
- **Civic Green**
- Open Multipurpose Pavilion/Stage \mathbf{E}
- Restrooms + Storage/Green Room (F
- G Interactive play elements sprinkled throughout shaded promenade + grove
- Dog Friendly Area + Foyer H
- The "Grove"
- **Expanded Patios fronting Promenade**
- **On-street Parking** (\mathbf{K})
- Parking Plaza w/ access from Hunt + On-Street Parking



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FRAMEWORK PLAN (SOUTH HALF)





EXPERIENCE

2021.10.14





Towne Square Renovation

VIEW FROM HUNT ROAD LOOKING WEST

EXPERIENCE

2021.10.14







VIEW FROM COOPER RD LOOKING SOUTH

EXPERIENCE

14





PARK GATEWAY & WALK OF HONOR

EXPERIENCE





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MEMORIAL GROVE ALONG THE WALK OF HONOR EXPERIENCE







MEMORIAL PLAZA

EXPERIENCE

2021.10.14





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MEMORIAL PLAZA OVERLOOKING CIVIC GREEN

EXPERIENCE

2021.10.14





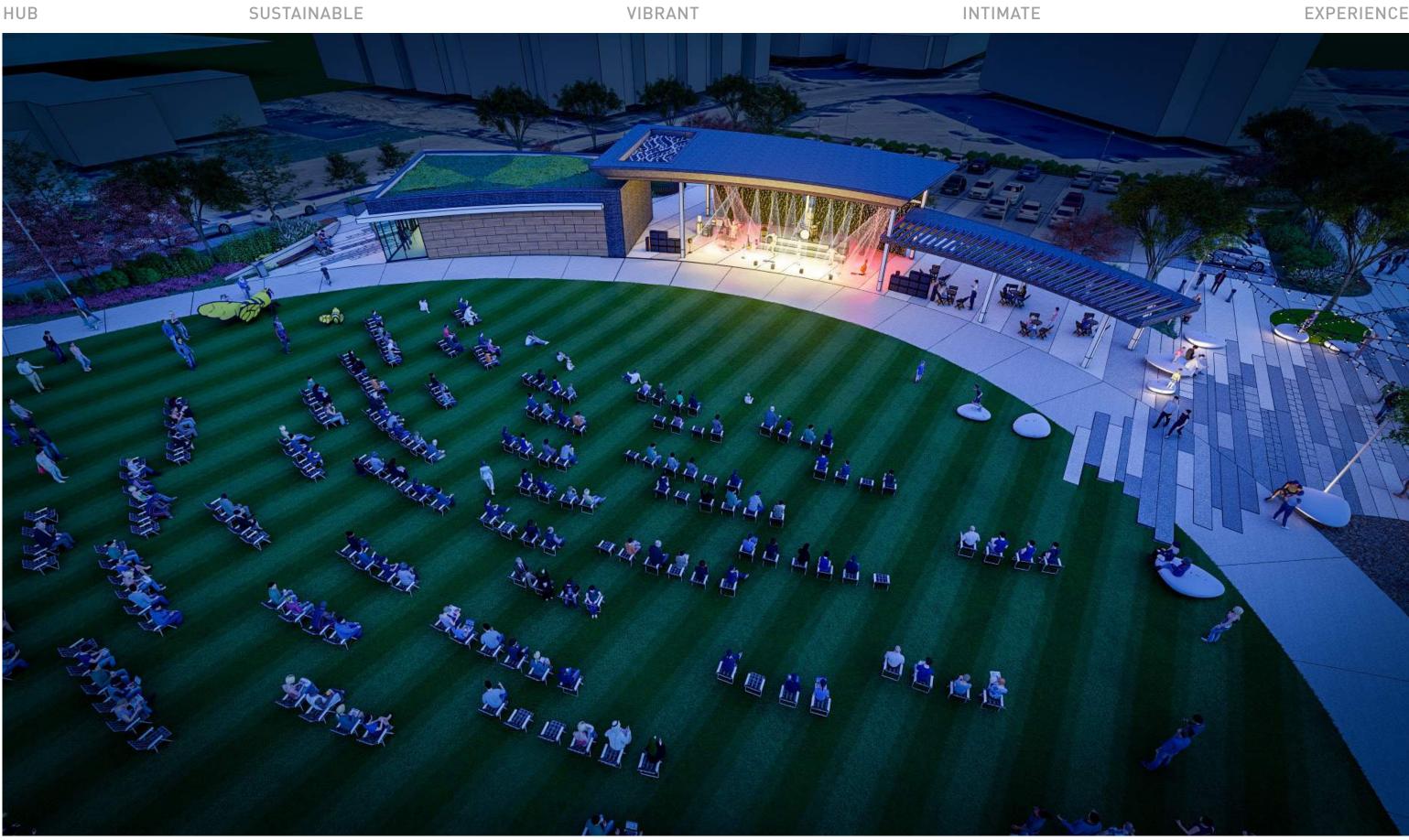
RESTROOM, PAVILION, & PERGOLA





RESTROOMS, PERFORMANCE PAVILION & PERGOLA WRAP THE GREEN

EXPERIENCE





ADAPTABLE PAVILION SUPPORTS EVENTS

EXPERIENCE

2021.10.14





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WEST GATEWAY & DOG-FRIENDLY AREA

EXPERIENCE







PARKING PLAZA

EXPERIENCE

2021.10.14



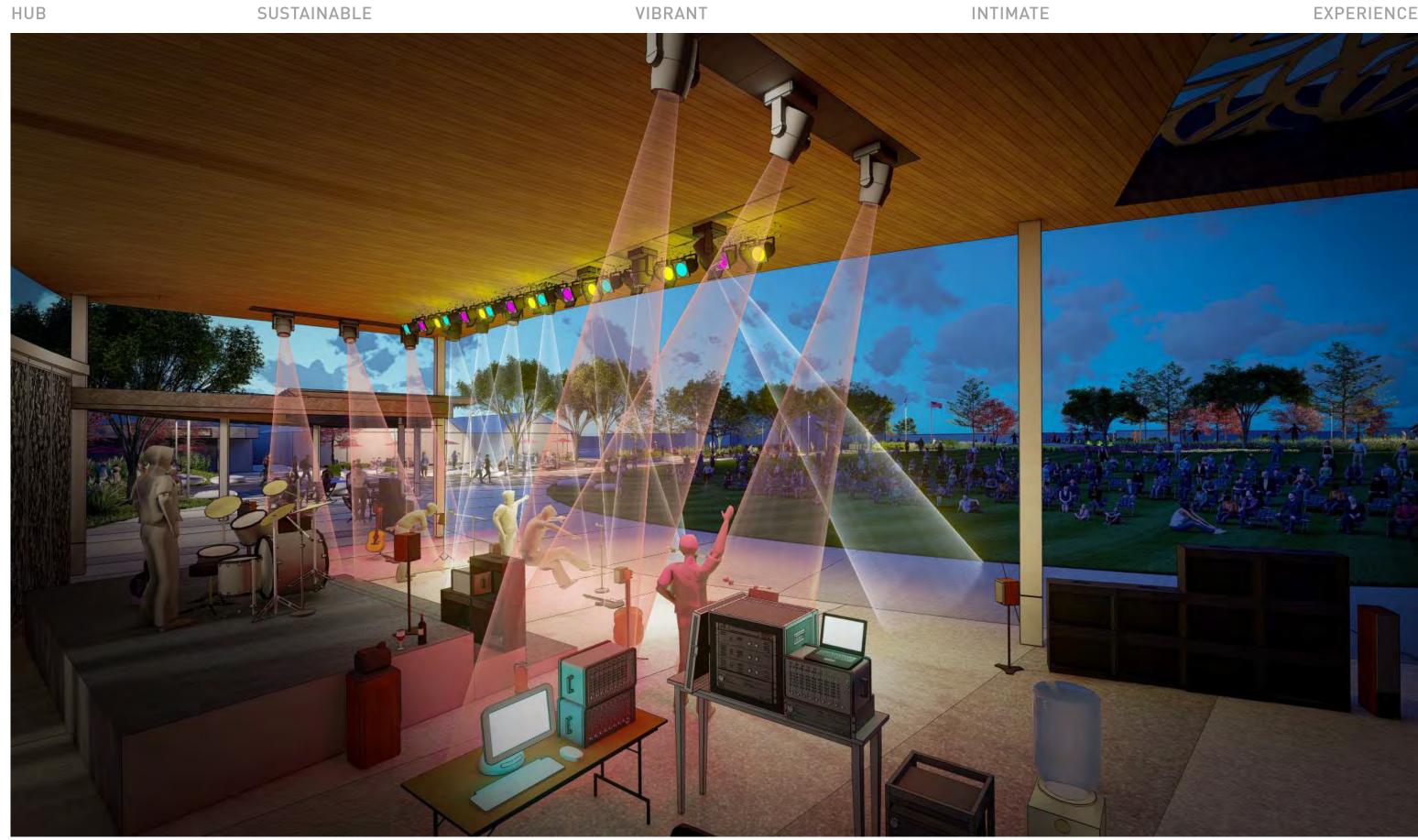




DAY-TO-DAY USE OF PAVILION

EXPERIENCE

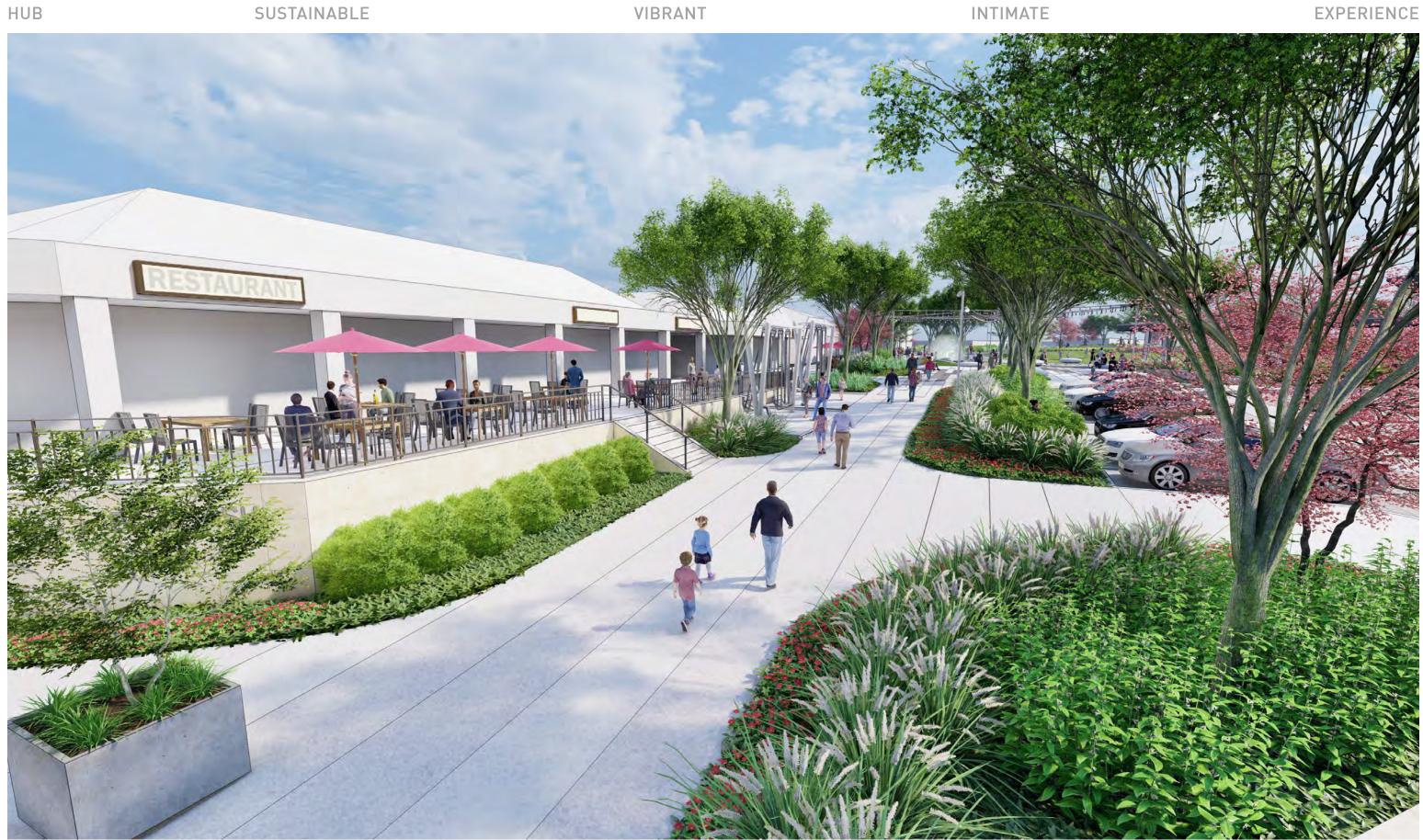
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MULTI-USE PAVILION SUPPORTS EVENTS

EXPERIENCE





SOUTH GATEWAY & EXPANDED PATIOS ALONG THE PROMENADE

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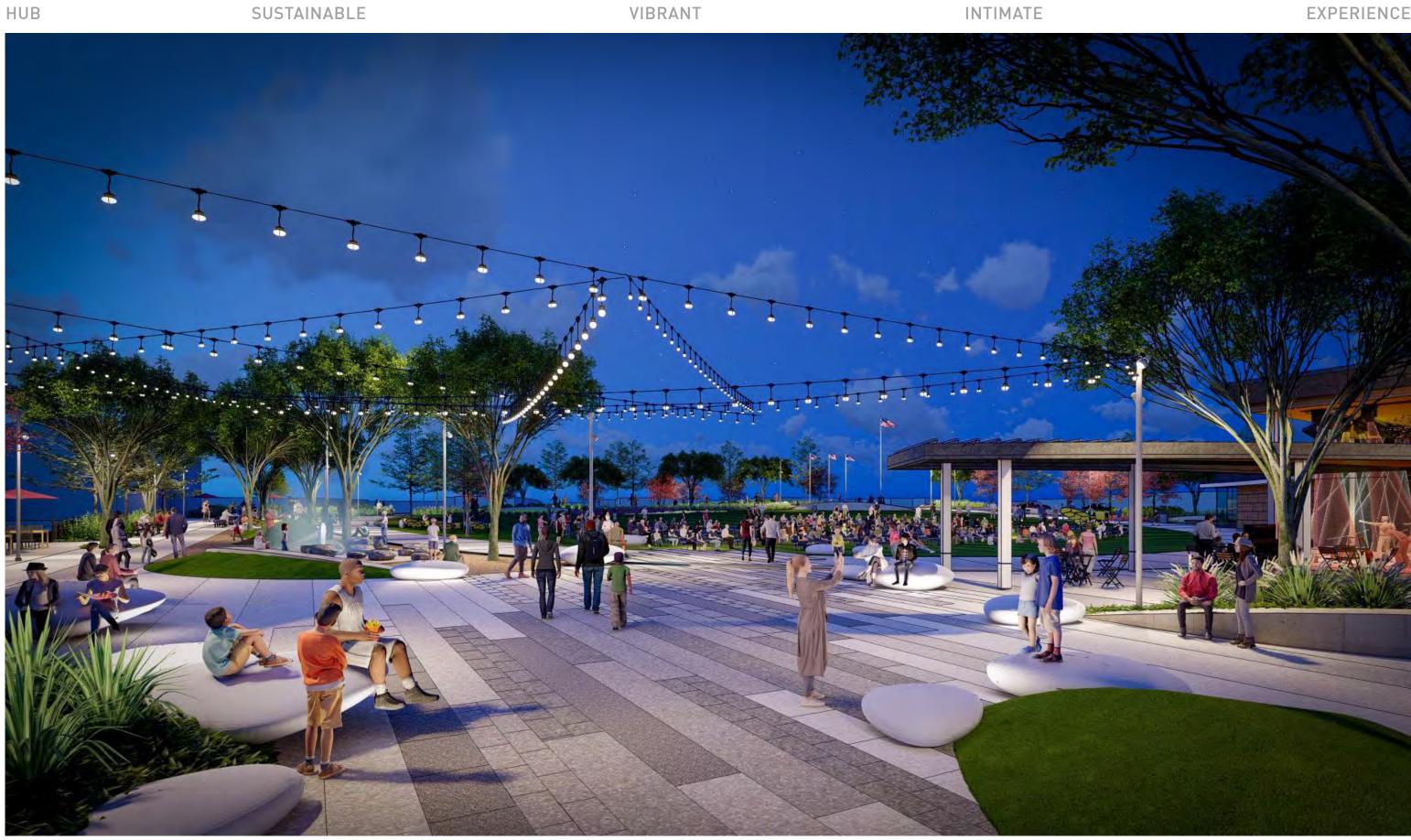




THE GROVE AS GATHERING SPACE AND CROSSROADS

EXPERIENCE

2021.10.14





THE GROVE AS GATHERING SPACE AND CROSSROADS

EXPERIENCE

2021.10.14





INTERACTIVE PLAY POCKETS SPILL INTO THE CIVIC GREEN

EXPERIENCE





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VIEW FROM COOPER RD LOOKING SOUTH

EXPERIENCE

2021.10.14