

Eastgate Mall District Master Plan



Existing Eastgate Mall & Eastgate Mall District Concept Master Plan



Existing Eastgate Mall



Eastgate Mall District Concept Master Plan

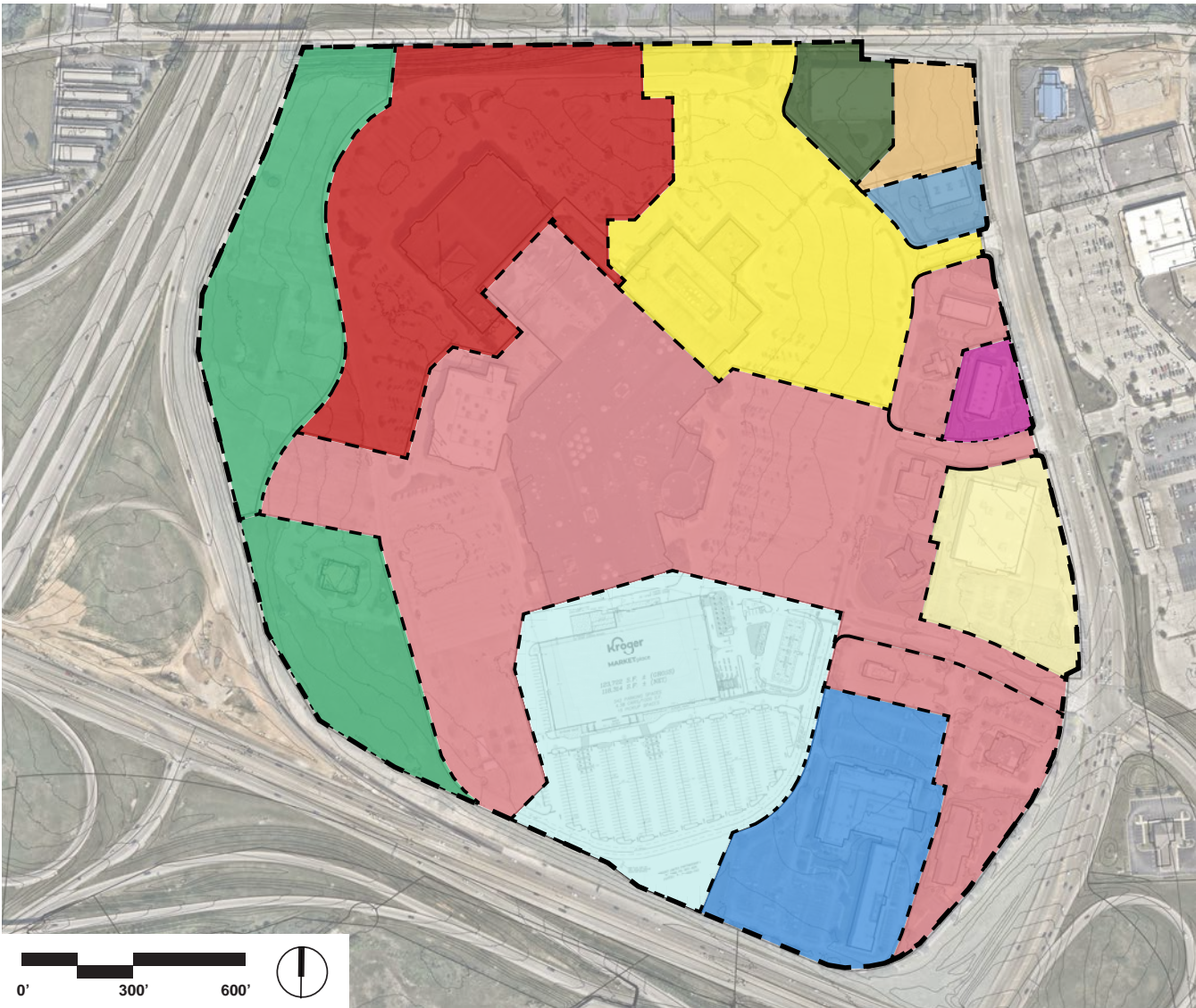


Concept Plan - Existing Regional Context Map



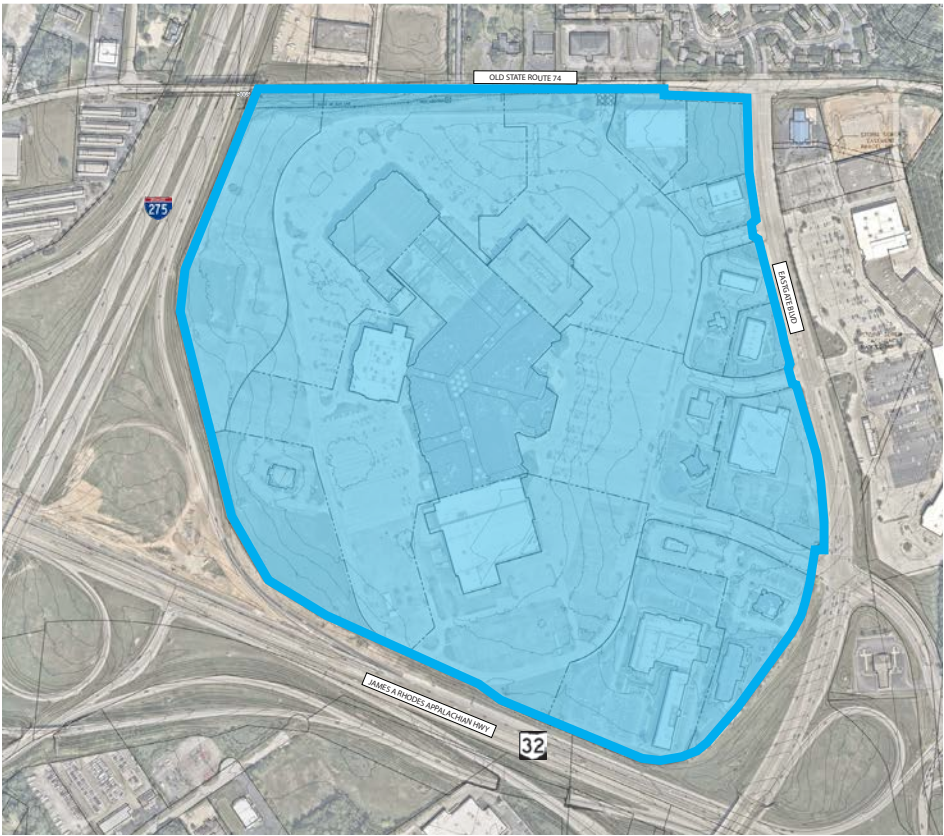
Envision Eastgate – Visioning Purpose

Work with the community to create a vision for the Eastgate Mall District that can inform policy regarding future redevelopment in the area.



Eastgate Mall District Land Owners

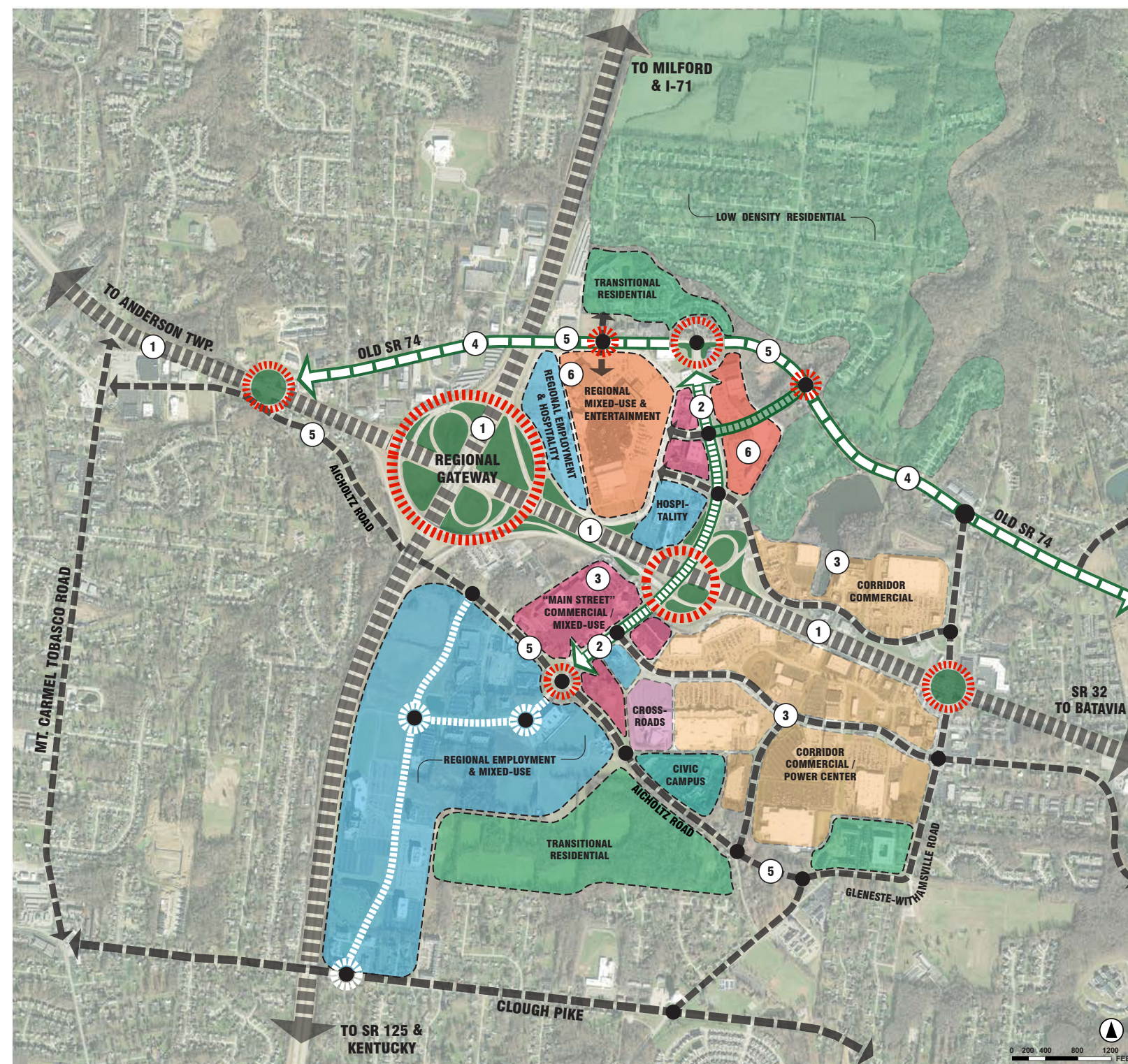
- LEGEND**
- PS Mid West Two LLC (Public Storage)
 - CBL Eastgate Self Development Propco LLC
 - Agree Stores LLC (Advance Auto Parts)
 - CBL Shops at Eastgate Propco LLC (Supercuts, Men's Wearhouse, Mattress Firm)
 - RCC Eastgate LLC (Big Lots)
 - Ohio Valley Hospitality LLC (Holiday Inn & Suites Cincinnati Eastgate, McKenna's Bar)
 - Kroger Limited Partnership I
 - Grammas Paul Trustee
 - Hull Property Group (RSS WFRBS2011 C4 OH EMC LLC) (PNC Bank, KeyBank, Eastgate Mall Tenants, Firestone Auto Care, Bridgestone Tire Shop, O'Charley's Restaurant & Bar, Fairfield Inn & Suites By Marriot)
 - Dillard Tennessee Operating Limited Partnership
 - J C Penny Properties



Existing Eastgate Mall District



Eastgate Mall District State Route 32 Corridor Inventory Map



Legend

- I-275 Gateway and SR 32 Corridor** - Uninterrupted sight lines across large vacant parking lots, rear service courts and vacant out-parcels creates a negative perception of the vitality and appeal of the Eastgate Mall property and the adjoining commercial properties along SR 32.
- Eastgate Boulevard** - A lack of streetscape amenities, expansive pavement width, paired turn lanes, striped medians and wide shoulders create an unappealing and intimidating sense of arrival along Eastgate Boulevard.
- Ivy Pointe** - A large growing employment base associated with TQL and other professional office and healthcare sites within Ivy Point Campus are less than one mile to the south of Eastgate Mall. Ivy Pointe's streetscape amenities and multi-purpose path network create the type of walkable environment that could be developed between Ferguson Drove and Eastgate Mall.
- Vehicular Access Routing** - Old SR 74 currently lacks sidewalks and provides only one dedicated access point with limited stacking distance out of Eastgate Mall. All other mall traffic must use Eastgate Boulevard for access to SR 74 and SR 32.
- Aicholtz Road** - Aicholtz Road provides a less congested, walkable, alternative access route to the south side of Eastgate Boulevard.

Framework Plan – Concept “A”



Illustrative Concept Plan

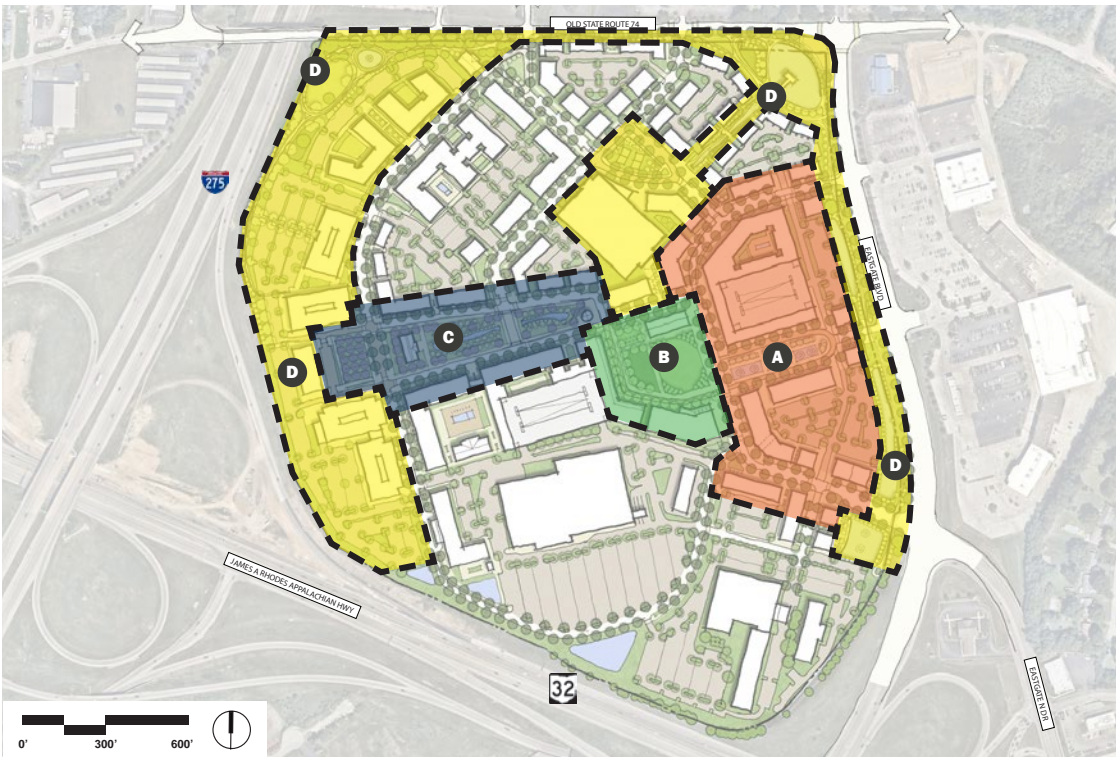


Land Use Plan

| LEGEND | |
|--------|-------------------------|
| | Ground Floor Commercial |
| | Retail/Restaurant |
| | Office |
| | Hotel |
| | Entertainment |
| | Residential |
| | Senior Housing |
| | Civic |



Open Space Plan



Special Places Plan

- A MARKET DISTRICT**
 - Project Front Door w/ Vertical Mixed-Use
 - Vibrant "Main Street" & "Restaurant Row"
- B UNION GREEN**
 - Community Hub / Special Event Lawn
 - Entertainment / Food & Beverage Focused
- C ORCHARD PARK**
 - Residential Neighborhood Green Space
 - Environmental Stewardship / Food Forest
- D HEALTH & WELLNESS CAMPUS**
 - Medical Office / Senior Living Frontage
 - Multi-Use Trail w/ Water Features



Framework Plan – Concept “B”



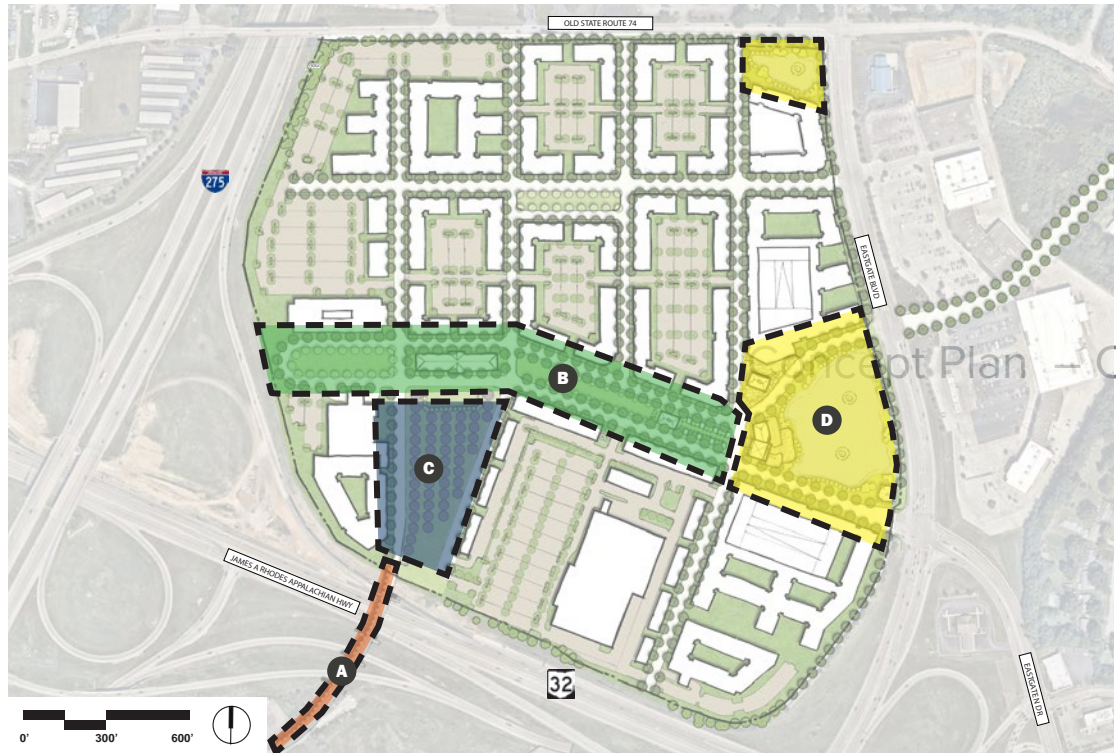
Illustrative Concept Plan



Land Use Plan



Open Space Plan



Special Places Plan



Eastgate Mall Master Plan – Phase I



Eastgate Mall Master Plan – Phase II



Eastgate Mall District Master Plan – Land Use



| LEGEND | |
|--------|-----------------------------|
| | Residential over Commercial |
| | Office over Commercial |
| | Retail/Restaurant |
| | Office |
| | Hotel |
| | Entertainment |
| | Residential |
| | Senior Housing |
| | Civic |
| | Parking Deck |





Eastgate Mall District Master Plan – Special Places



A. MARKET DISTRICT
- Project Front Door w/ Vertical Mixed-Use
- Vibrant "Main Street" & "Restaurant Row"



B. UNION GREEN
- 'Community Hub' / Special Event Lawn
- Kid's Play Area / Farmer's Market Pavilion



C. ORCHARD PARK
- Neighborhood Green Space / Event Barn
- Environmental Stewardship / 'Food Forest'



D. GATEWAY BRIDGE
- Iconic Bridge Design / Township Gateway
- Enhance Connectivity & Mobility



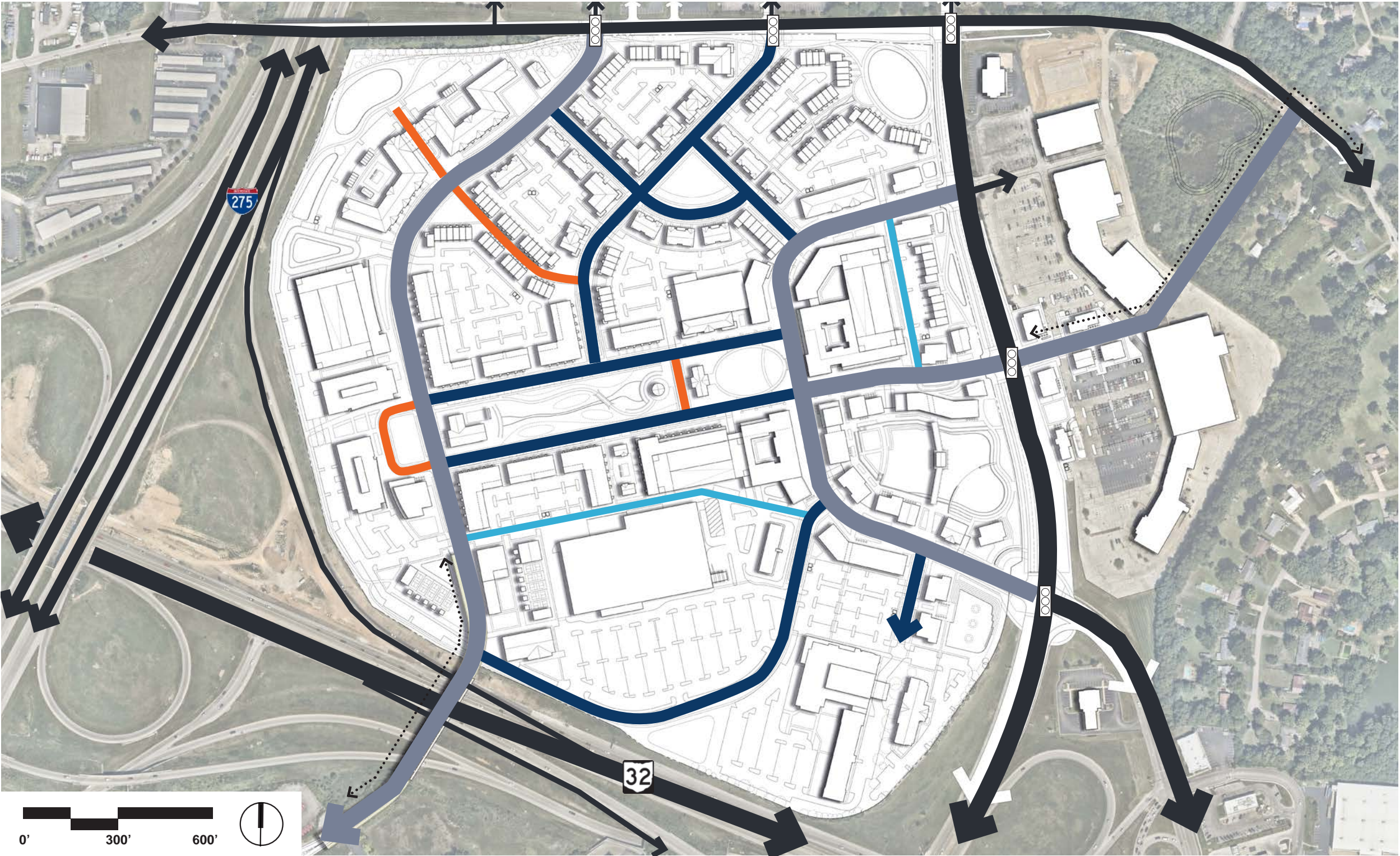
E. LAKE + BOARDWALK
- Activated Waterfront / Food & Beverage Focused
- Creative Global Stormwater Strategy



F. HEALTH & WELLNESS
- Multi-Use Trail System w/ Rain Gardens
- Active Recreation & Open Space Network



Eastgate Mall District Master Plan – Street Network



| LEGEND | |
|--------|-------------------|
| | Existing Streets |
| | Primary Streets |
| | Secondary Streets |
| | Festival Street |
| | Alley |
| | Future Greenway |



Common Themes

Create a plan that embraces the communities values and provides a distinctive vision for the next generation of growth.



Central, Community
Scale Gathering Space



Unique, Experiential
Restaurants & Shops



Entertainment Options:
From Recreation to
Arts & Culture



Enhanced Mobility & Access for
Pedestrians and Vehicles



Support a Mixture of Uses



Eastgate Mall District Master Plan – Market District Theme

Urban Edge / Public ‘Front Door’



MARKET DISTRICT

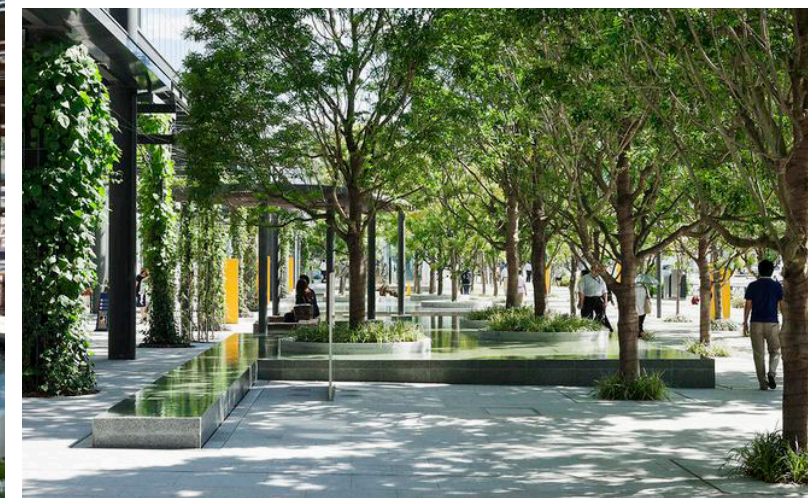
Vibrant ‘Main Street’ Experience



“Restaurant Row” w/ Outdoor Dining



Pocket Parks w/ Outdoor Seating



The **Market District** is the place to be and be seen. A vibrant, 24-7 mixed-use destination that serves as the project’s public front door along Eastgate Boulevard. A main Street experience that brings the “cool factor” to Union Township, balancing boutique shops and restaurants with outdoor amenities like pocket parks, plazas with water features, outdoor seating, and public art that invites people to stay and linger.



Eastgate Mall District Master Plan – Health & Wellness Campus Theme

Amenitized Open Space



HEALTH & WELLNESS CAMPUS

Office Motor Court / Sense of Arrival



Senior Housing Integration



Multi-Use Trails



The **Health & Wellness Campus** integrates medical office and senior housing with outdoor and indoor recreational opportunities, including a multi-use trail network that links together active and passive amenitized open spaces and recreational programming. Offering vibrant spaces or areas of peaceful reflection, the campus enhances the health and well being of the community for people of ALL ages.



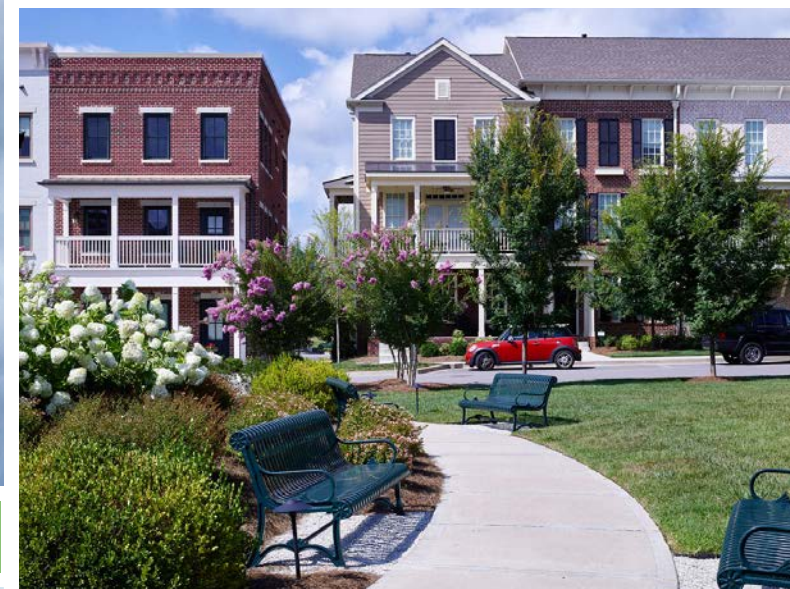
Eastgate Mall District Master Plan – Orchard Park Theme

‘Town & Country’ Identity

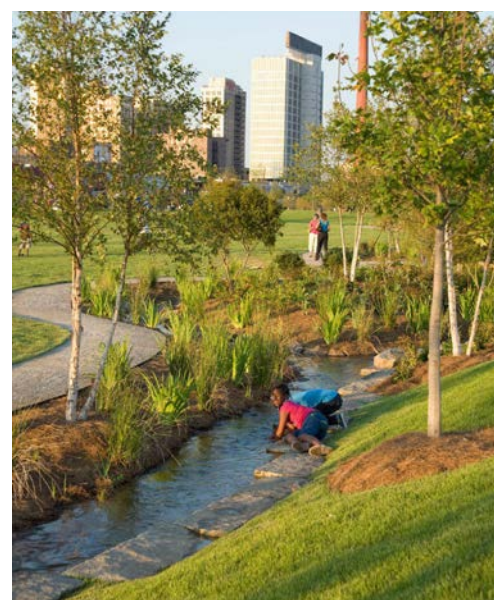


ORCHARD PARK

Neighborhood Park Feel



Environmental Stewardship



Edible Gardens / ‘Foodscaping’



The **Orchard Park** cultivates a sense of community by bringing people together over food using sustainable and equitable farming practices. Open to ALL, the residential neighborhood-scaled park embraces Union Township’s agrarian heritage to create a unique sense of place that integrates agriculture, food, and community. An Event Barn anchors the park and offers a community kitchen, cooking classes and demonstrations, and hosts special events.



Eastgate Mall District Master Plan – Union Green Theme

Family-Oriented Programming



UNION GREEN

Farmer's Market Pavilion



Community-Scale Event Lawn



Festival Street w/ Decorative Lighting



The **Union Green** serves as the “outdoor living room” for Union Township. This community hub will be programmed with a new farmer’s marketing pavilion, an event lawn and stage to host community-scale events like festivals, and a kid’s play area with a splash pad for family-oriented outdoor activities. Entertainment anchors bookend the “Green,” with ground floor shops, artisan restaurants, and opportunities for food trucks activating the central space.



Eastgate Mall District Master Plan – Lake + Boardwalk Theme

Activated Waterfront



LAKE + BOARDWALK

Restaurants w/ Outdoor Seating



Storm Water Mitigation



The **Boardwalk** is a unique combination of open-air eateries and outdoor shops positioned around a new stormwater mitigation pond. Open space enhanced with pedestrian amenities engage and active the waterfront. The new water feature welcomes users into the site by serving as the project's public front door along Eastgate Boulevard and offers view to and from the site.



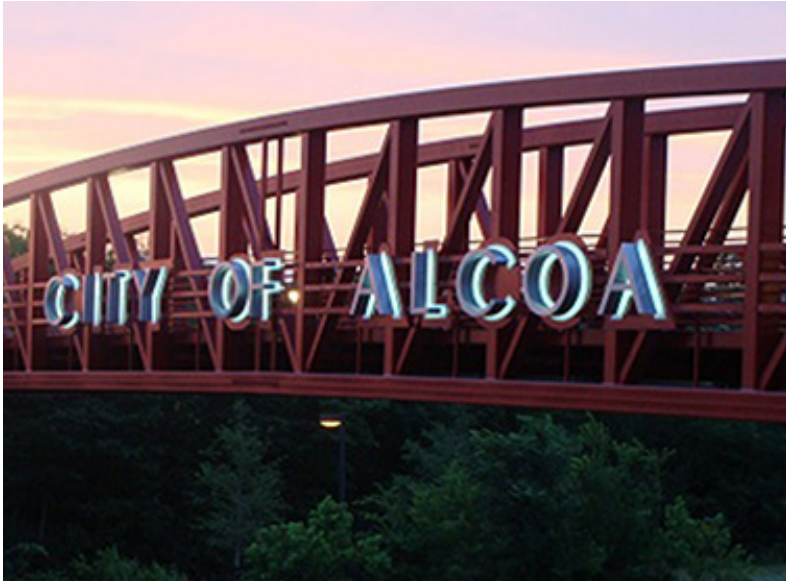
Eastgate Mall District Master Plan – Gateway Bridge Theme

Entry Feature



GATEWAY BRIDGE

Iconic Bridge Design



Improved Mobility & Connectivity



The new **Gateway Bridge** expands the Eastgate Mall District’s footprint and improves connectivity and mobility to and from the site by continuing Ivy Pointe Boulevard into the site and creating a new connection with Old State Route 74 through Eastgate Crossing shopping center. The new bridge is an iconic design that is highly visible from the highway and serves as a gateway feature for the District and the community of Union Township.



Eastgate Mall District Master Plan Overall View



Eastgate Mall Master District Plan View of Central Green and Orchard Park



Eastgate Mall District Master Plan View of Residential Park



Eastgate Mall District Master Plan View of Lake and Boardwalk



Final Eastgate Mall District Master Plan

