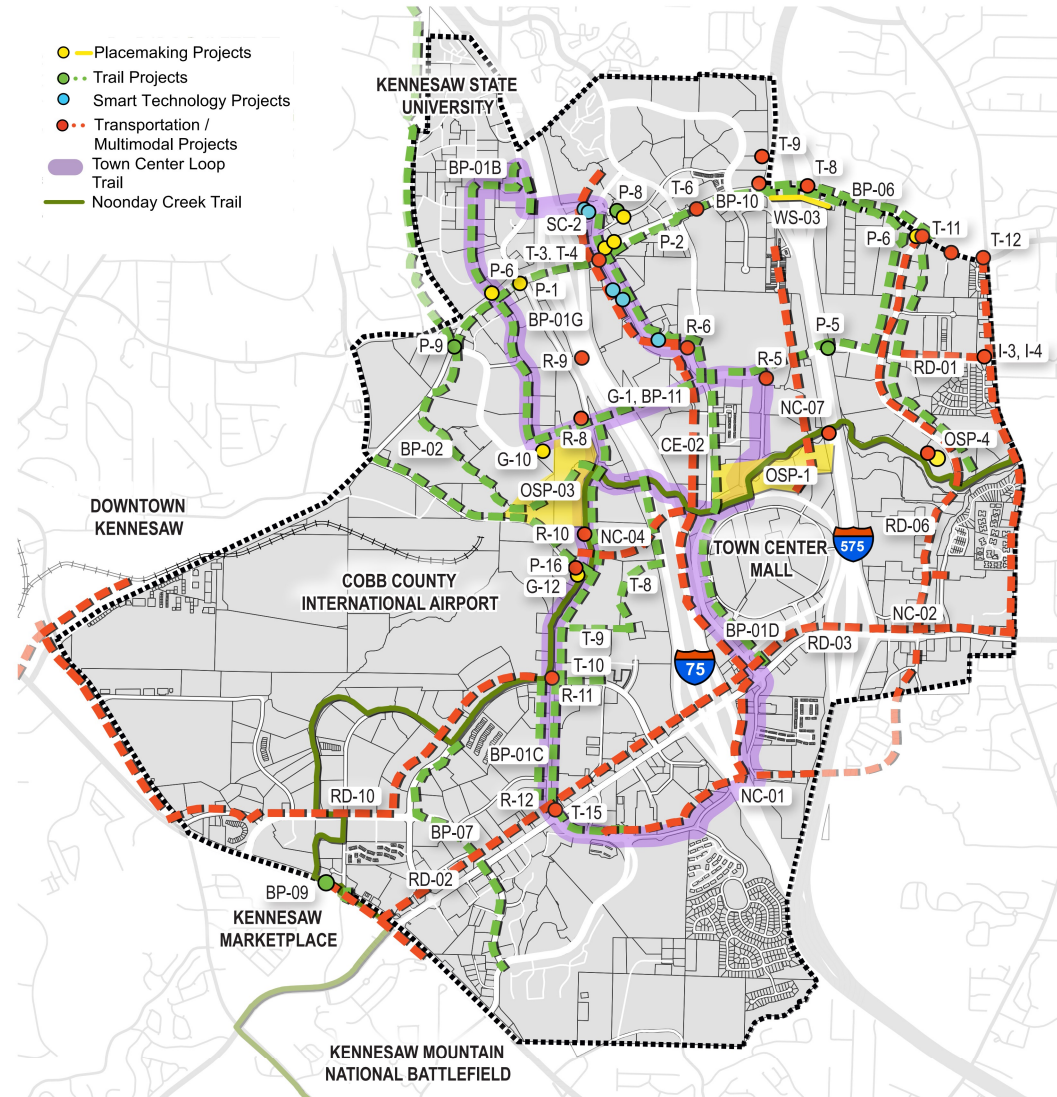




# Envisioning What's Next for **Town Center** **Mall at Cobb**

# We are building on the CID's Master Plan.

- Fostering Greater Connectivity
- Catalyzing Redevelopment and Reinvestment
- Enhancing Sense of Place



# Town Center Mall Today

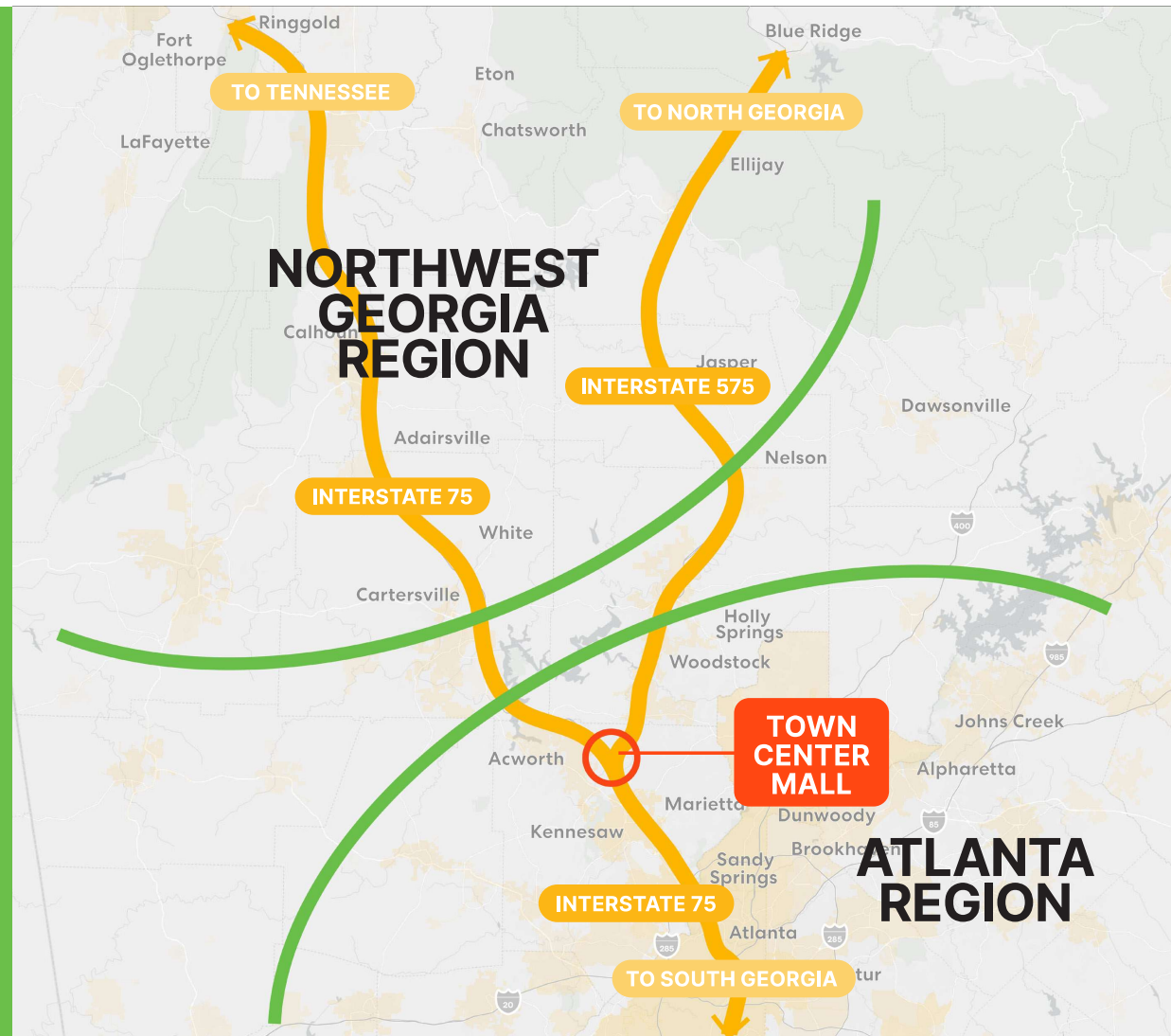


**We imagine a...** gateway.  
trailhead.  
destination.  
town.  
center.

- A gateway
- A trailhead
- A destination
- A town
- A center

# A gateway to Atlanta, North Georgia, and Tennessee

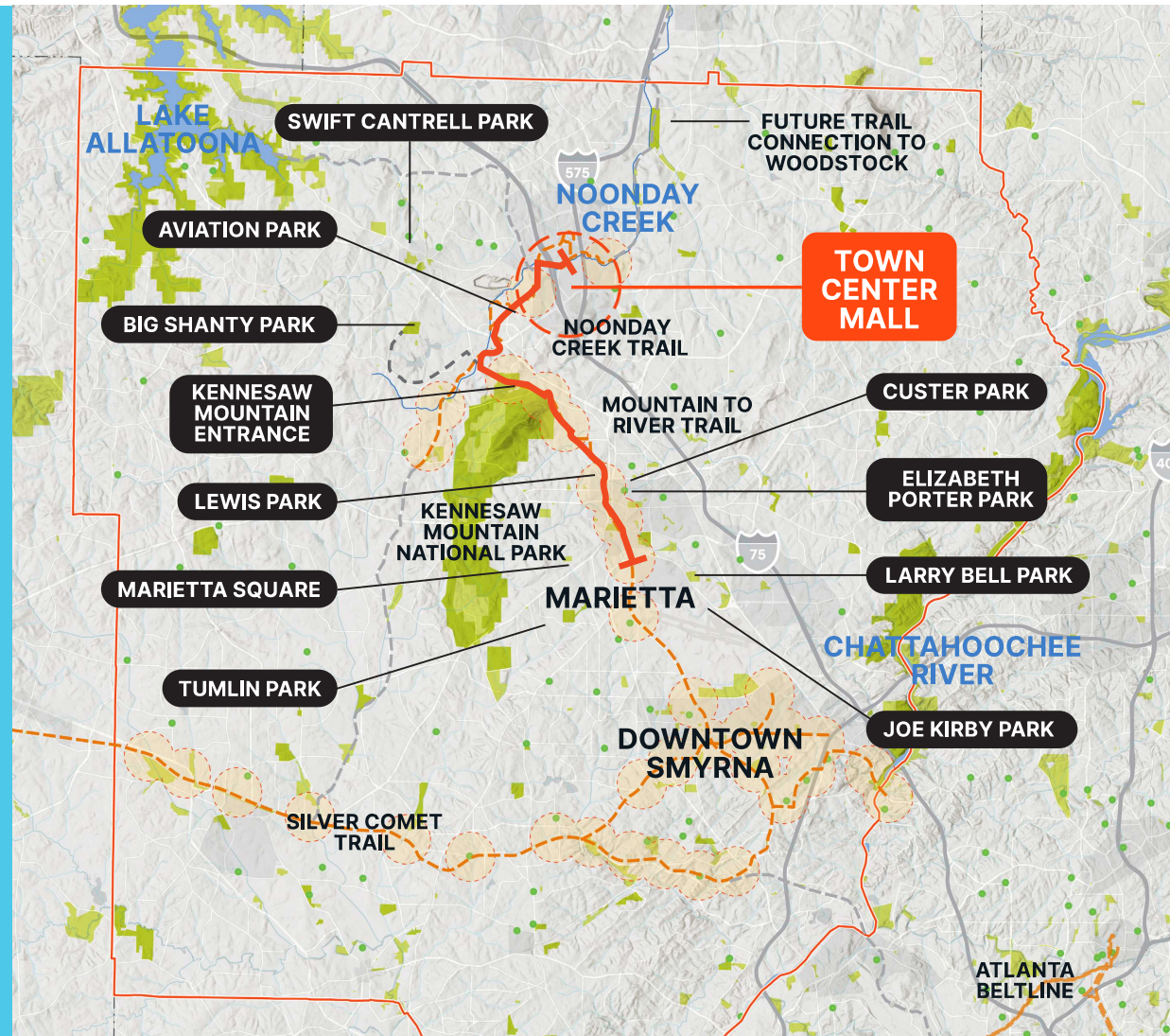
Opportunity to:  
Transform Town Center Community into a pivotal point when traveling into, out of, and through Georgia.



- A gateway
- A trailhead
- A destination
- A town
- A center

# A trailhead on the region's trail system

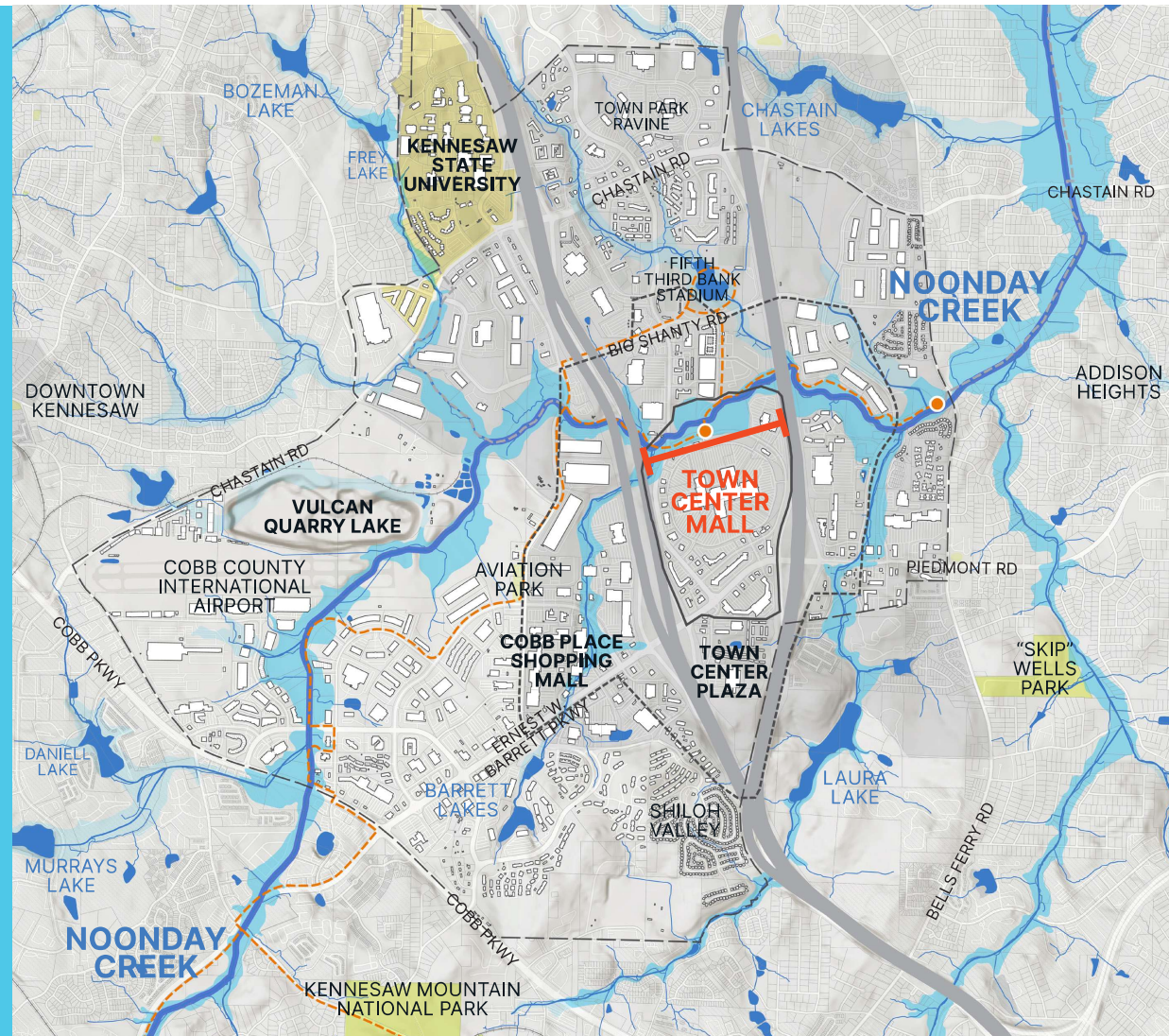
Opportunity to:  
Better establish the Town Center community within the region's trail system for people across the region.



- A gateway
- A trailhead
- A destination
- A town
- A center

# A trailhead on the region's trail system

Opportunity to:  
 Give a new front to the Town Center Mall property on the Noonday Creek - as it is the largest waterfront property in the District.



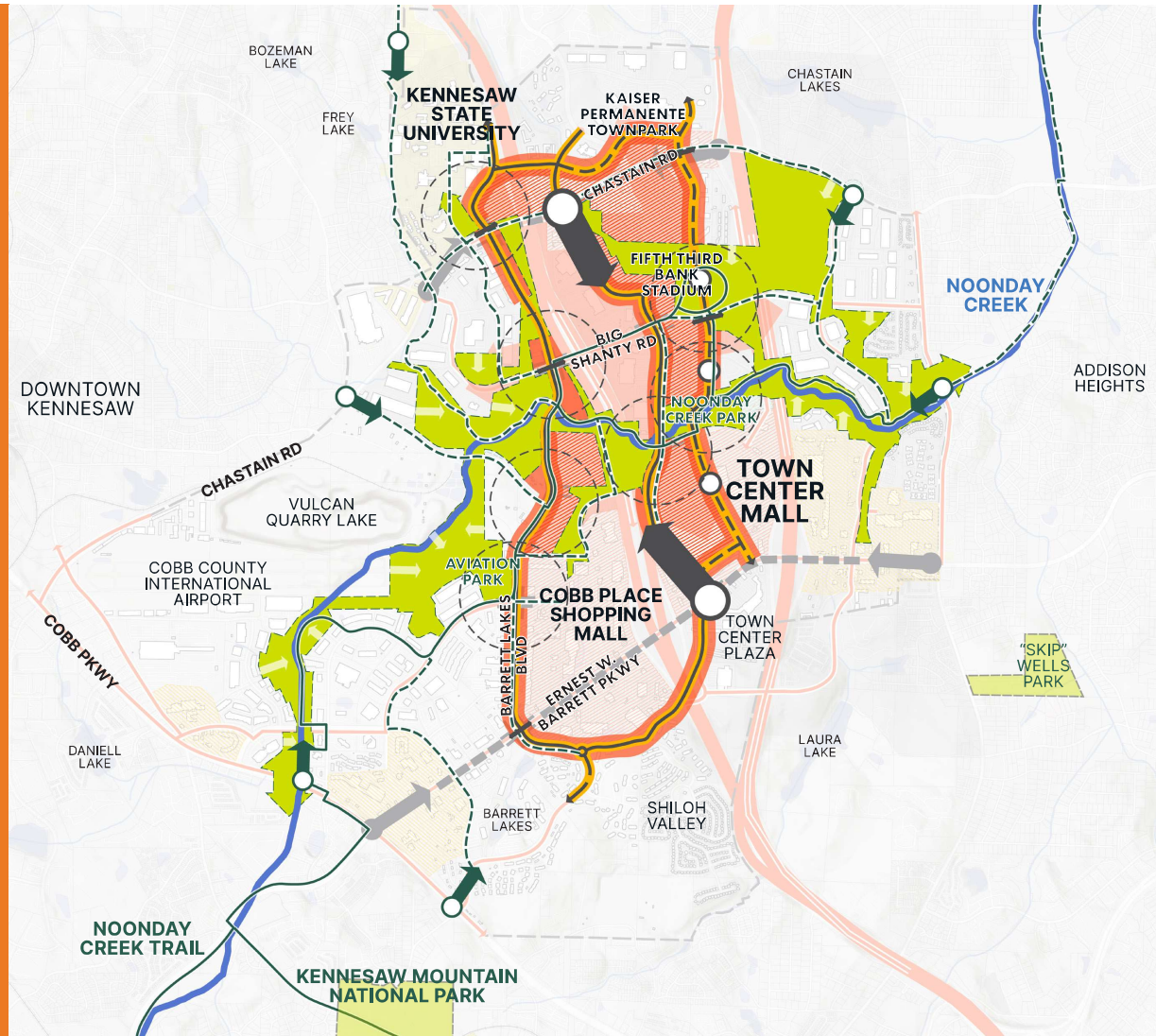




- A gateway
- A trailhead
- A destination
- A town
- A center

# A destination on the CID's main street.

Opportunity to:  
 Transform a node on the CID's main street, advancing the vision of the main street loop that connects the major destinations of the CID.

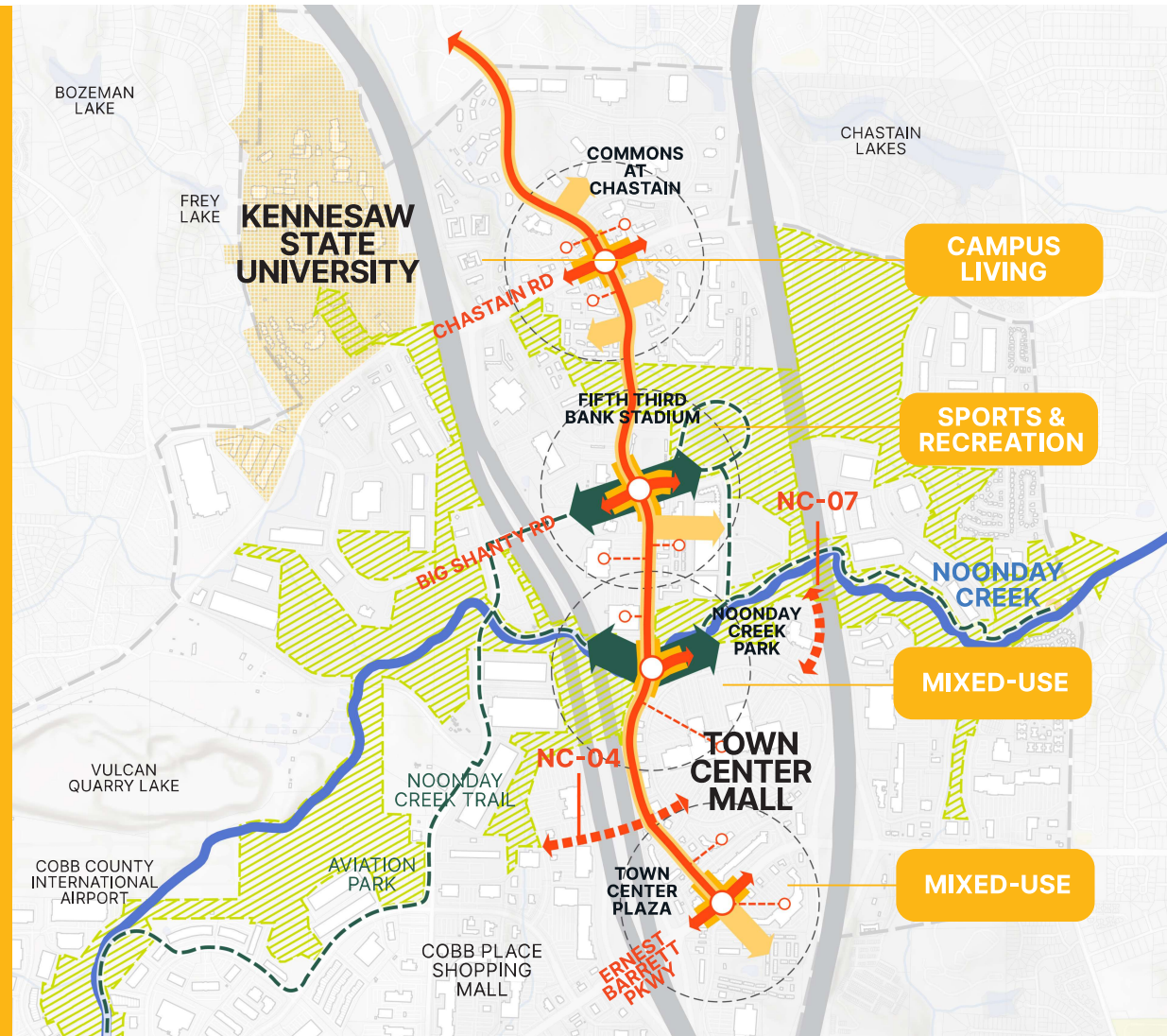




- A gateway
- A trailhead
- A destination
- A town
- A center

# A town for Georgia's second largest university.

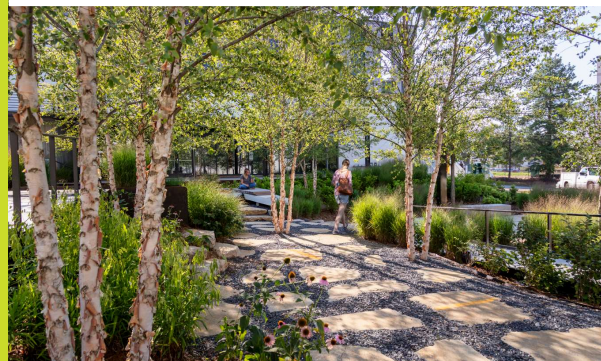
Opportunity to:  
Transform the town associated with Kennesaw State University - creating new experiences for college town life.



A gateway  
A trailhead  
A destination  
A town  
A center

# A center for the community.

Opportunity to:  
Establish a center for the Town Center community - a place for people to come together.



TOWN  
CENTER  
COMMUNITY



# This is a place of many.

<b>Total</b>	<b>92.39 acres</b>
Area A	13.1 acres
Area B	32.3 acres
Area C	15.0 acres
Area D	2.7 acres
Area E1	16.2 acres
Area E2	1.0 acres
Area F	4.8 acres
Area G	8.3 acres



# We are imagining our best future together.

From:  
Closed loop road with  
shops turned inward.

To:  
**Open, connected  
grid with  
welcoming retail,  
restaurants, and  
public spaces.**

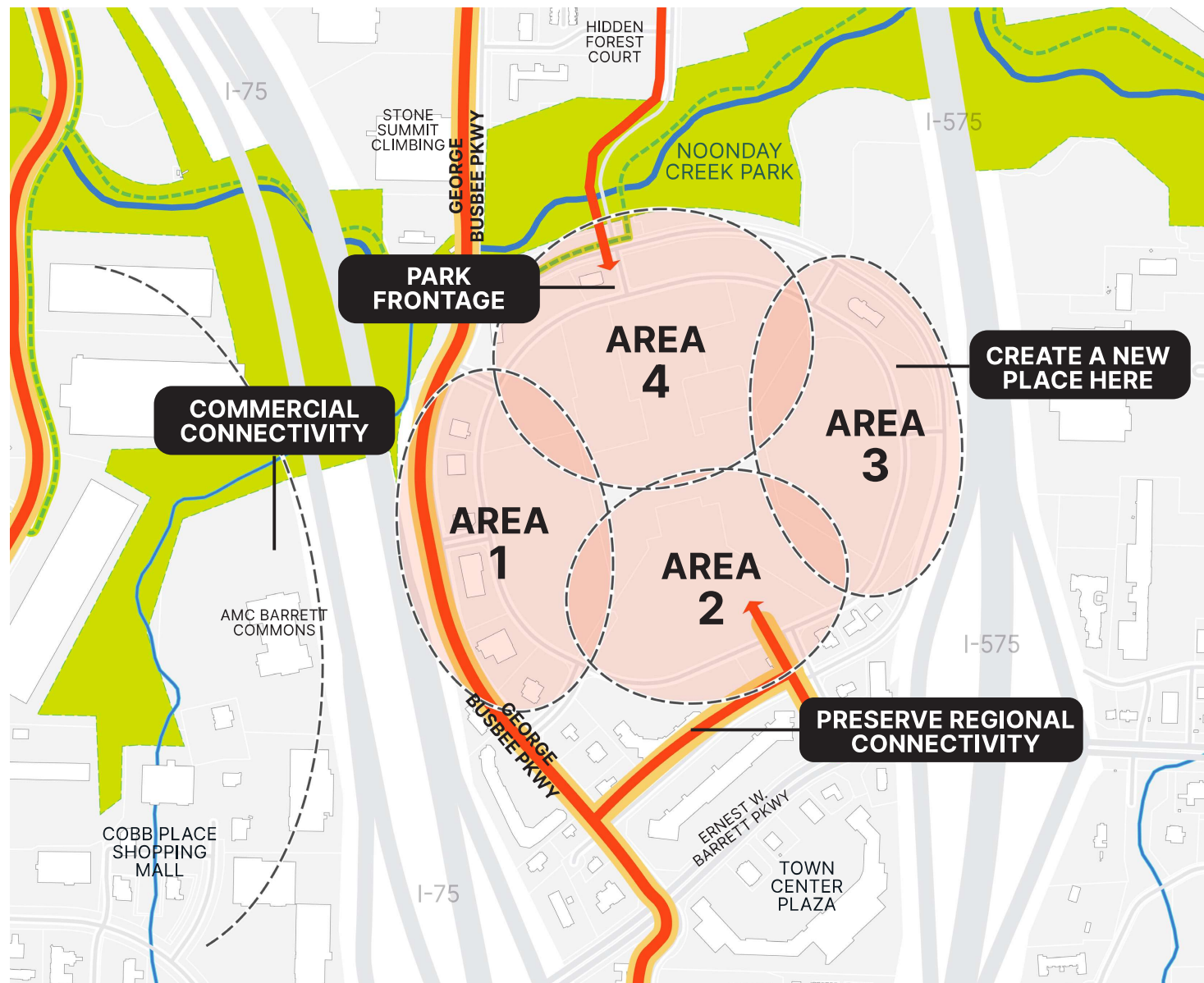
From:  
Hidden strengths.

To:  
**A vivid tapestry of  
interwoven layers  
including  
transit, trails,  
waterfront, parks,  
and retail.**

From:  
Isolated and scattered  
(a part).

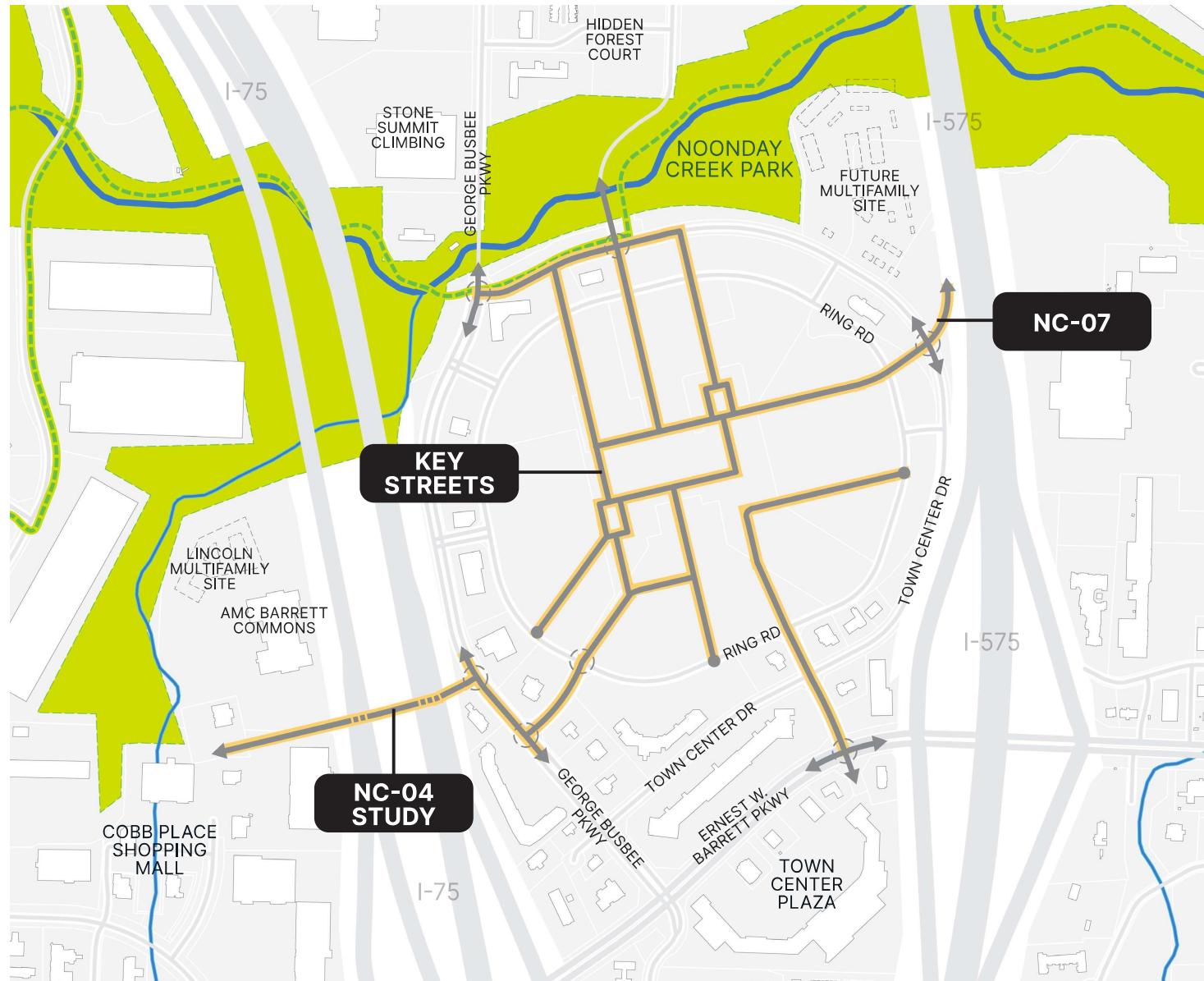
To:  
**Meaningful  
constellations of  
activity and  
access (apart).**

The site has four frontages and, in result, has four types of potential character to build upon.

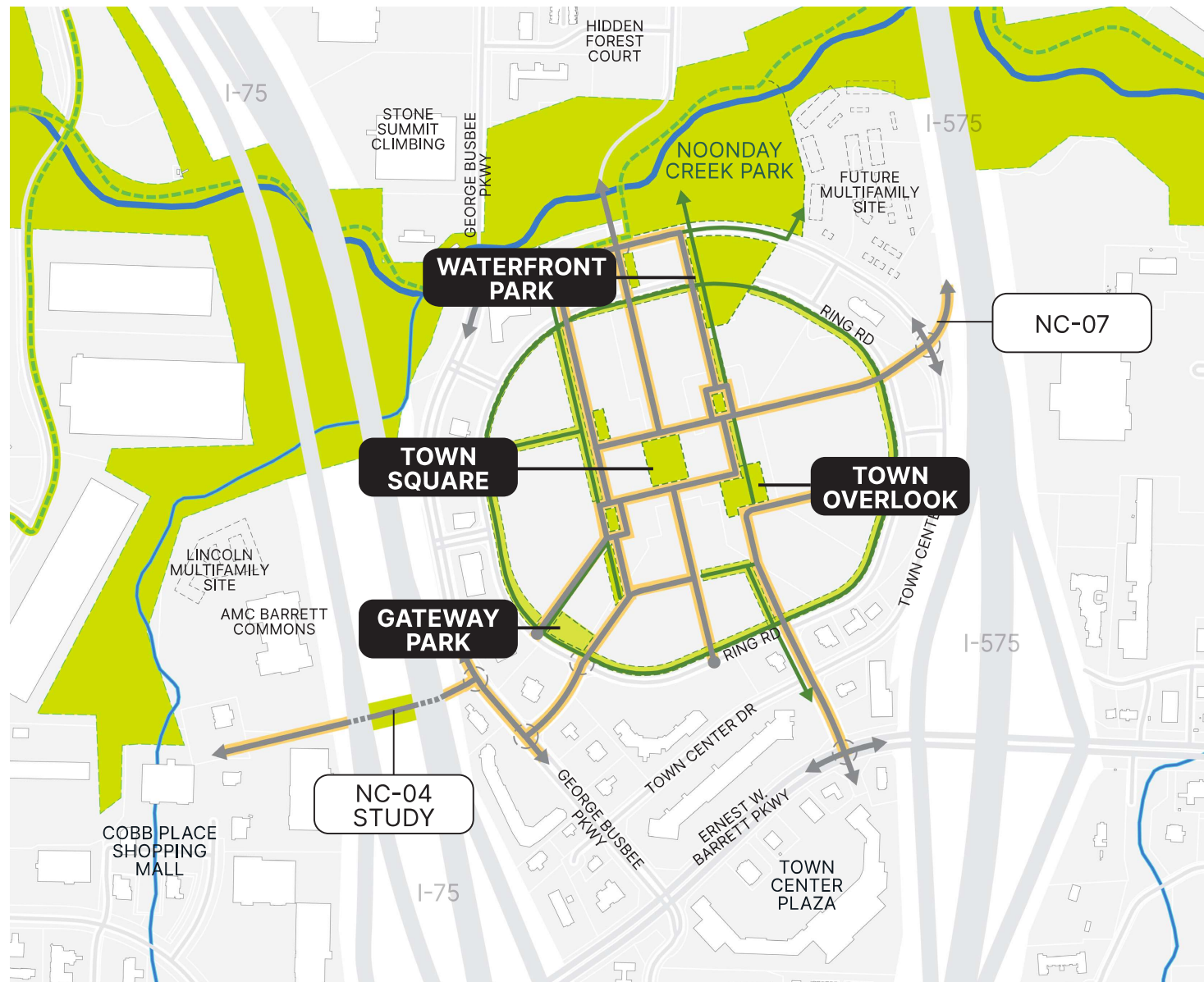




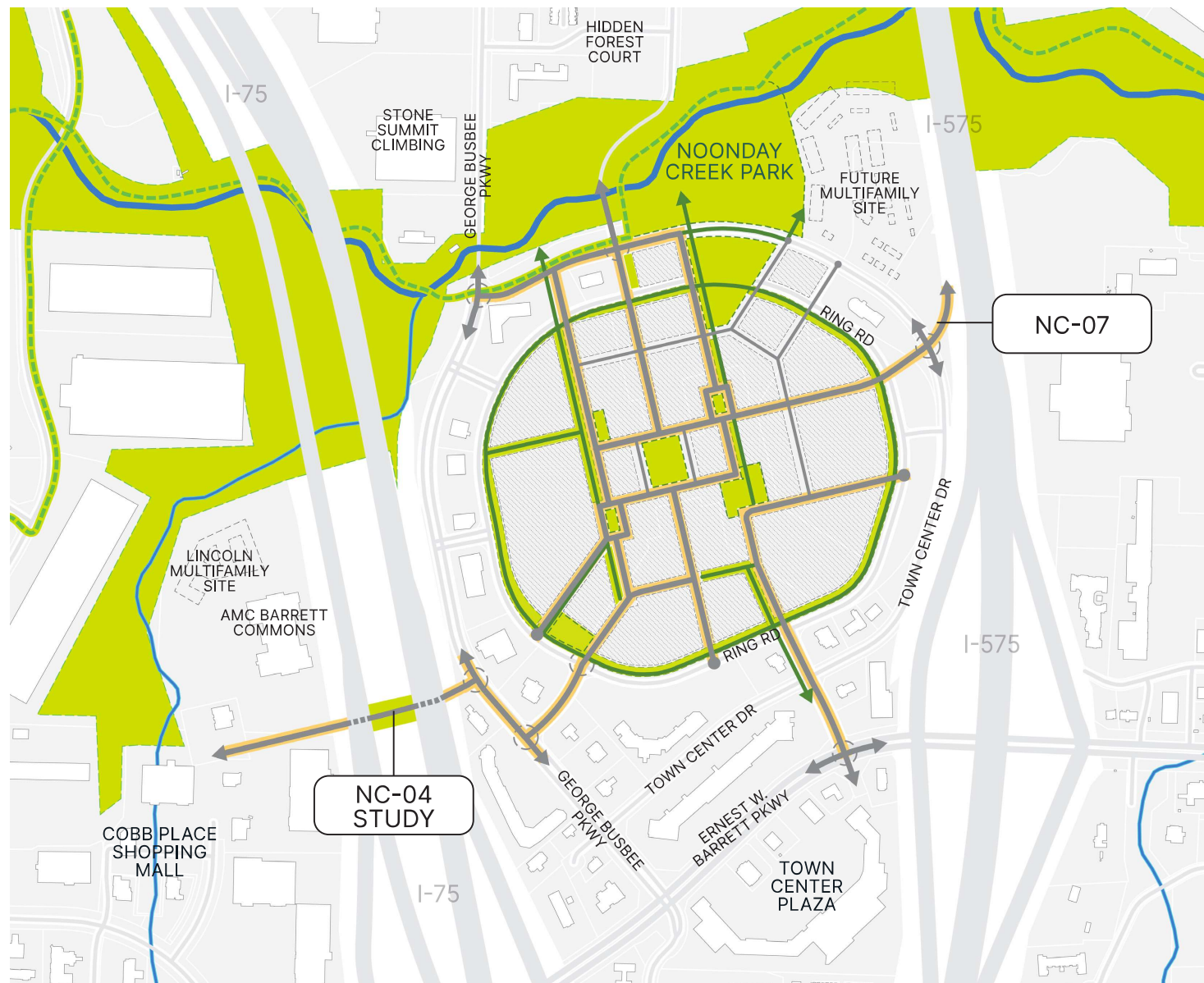
**The future structure must be organized by a connected street network that is informed by and respectful of existing property lines.**



**That is  
activated by a  
continuous and  
diverse open  
space network.**



The framework layers these two networks and establishes a series of potential development scenarios.



**The strategy is resilient. With it's single framework, countless development scenarios can be accomodated.**

### **Scenario 01**

Macy's is the anchor tenant remaining.

### **Scenario 02**

Macy's is joined by a second anchor tenant.

### **Scenario 03**

The site does not have an anchor tenant.

### **Scenario 04...**

The countless other scenarios that could arise.



## Scenario 01

Macy's is the anchor tenant remaining.



## Scenario 02

Macy's is joined by a second anchor tenant.



## Scenario 03

The site does not have an anchor tenant.

**The strategy is experiential. The framework establishes a series of civic spaces - big to small.**



# We are the Town Center CID.

Our Partners:

Kimley»»Horn

Perkins&Will

 **CROY**  **ARCADIS**

SON&SONS



Envisioning What's Next for the Town Center CID

August 23, 2022