



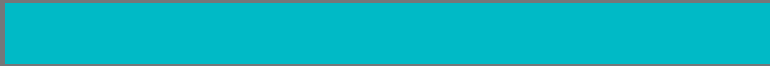
TWIN CITY PLAZA

DESIGN CONCEPTS MEETING

03/09/2023

AGENDA

- SITE ANALYSIS
- APPROACH
- Design Moments
 - 1 - The Intro
 - 2 - The Strip
 - 3 - The Lantern
 - 4 - Marshalls/Wallgreens
- CONCLUSION



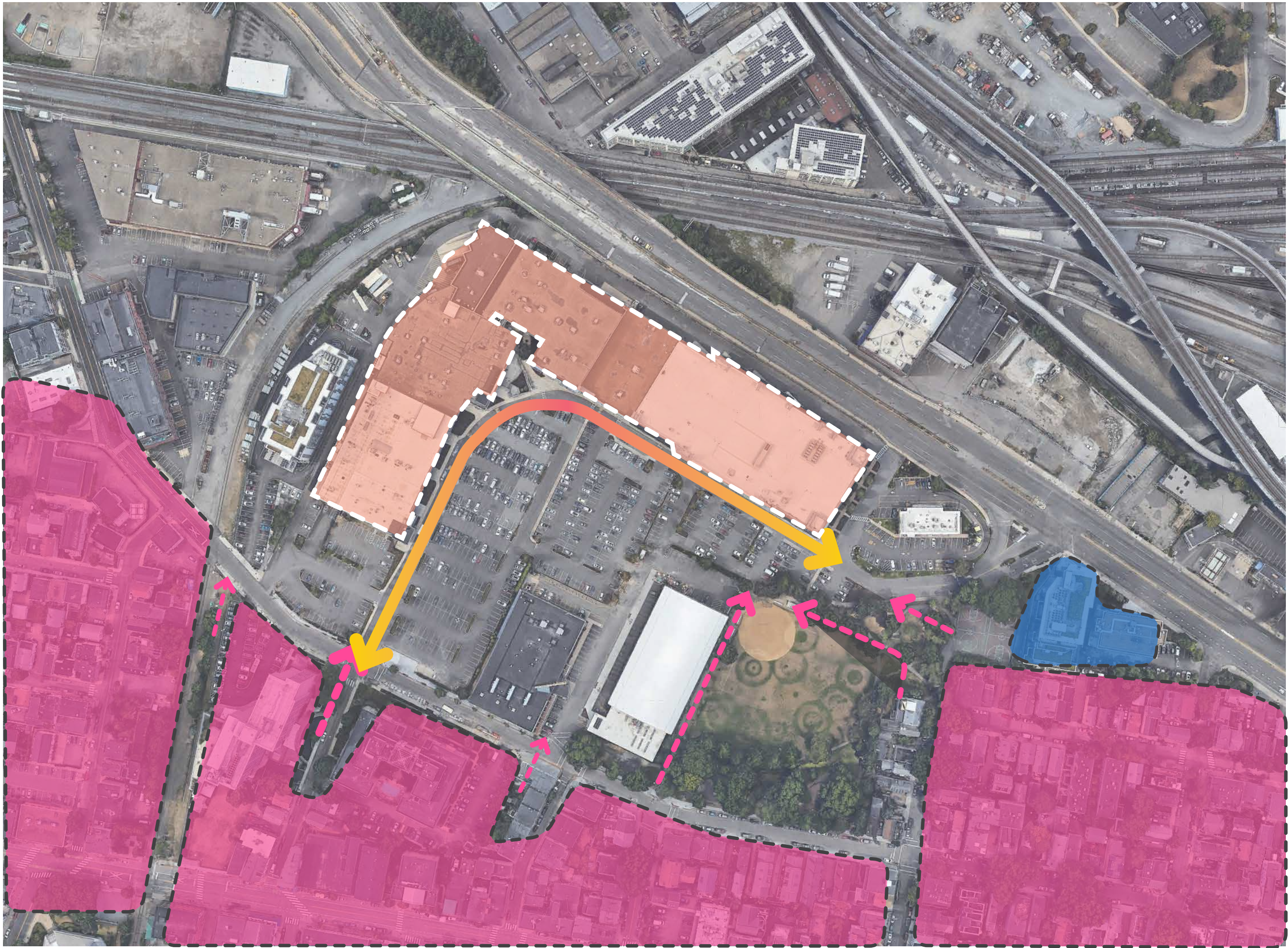
SITE ANALYSIS



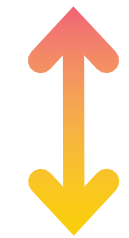
SITE ANALYSIS



- Site Building
- Parking Lot
- Hotel
- Ice Skating Rink
- Residential Zone within 15 Minute walk
- Restaurant Corridor Cambridge Street
- Hwy / Train
- Road

SITE ANALYSIS



-  Site Building
-  Pedestrian Access
-  Main Path Through Campus



APPROACH

Problem

The plaza and building are tucked in a corner away from the surrounding neighborhood and its patrons.



Solution

Alter the architecture of the plaza so that it **INVITES** the local residents to walk over and spend time here.

Minimal
Intervention

Aspirational
Goal

Basis of Design

- 1 - Facade
Improvements

Basis of Design
+ Light Touch

- 1 - Facade
Improvements
- 2 - New planting
- 3 - Site Lighting
replacement

Basis of Design
+ Light Touch
+ Public Realm Experience

- 1 - Facade Improvements
- 2 - New planting
- 3 - New Site Lighting
- 4 - Exterior Activation
- 5 - Becoming a Destination

Framework:

The Line

Narrative through main
plaza path



Flattened

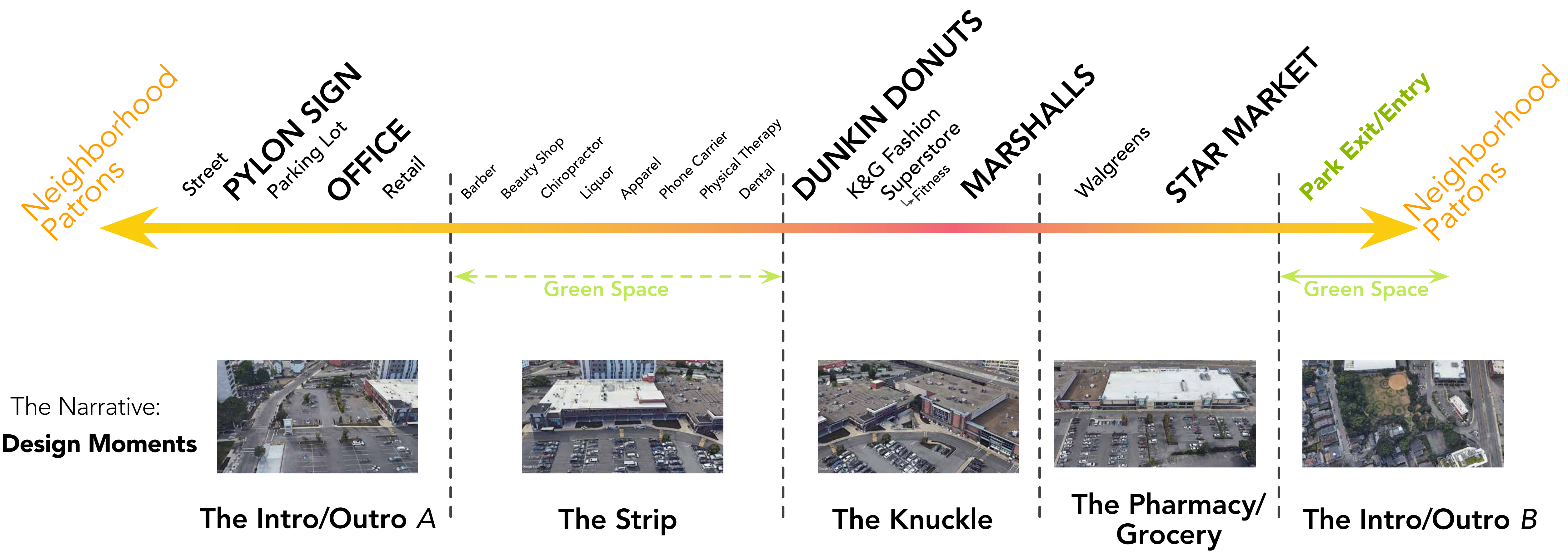


Programmed



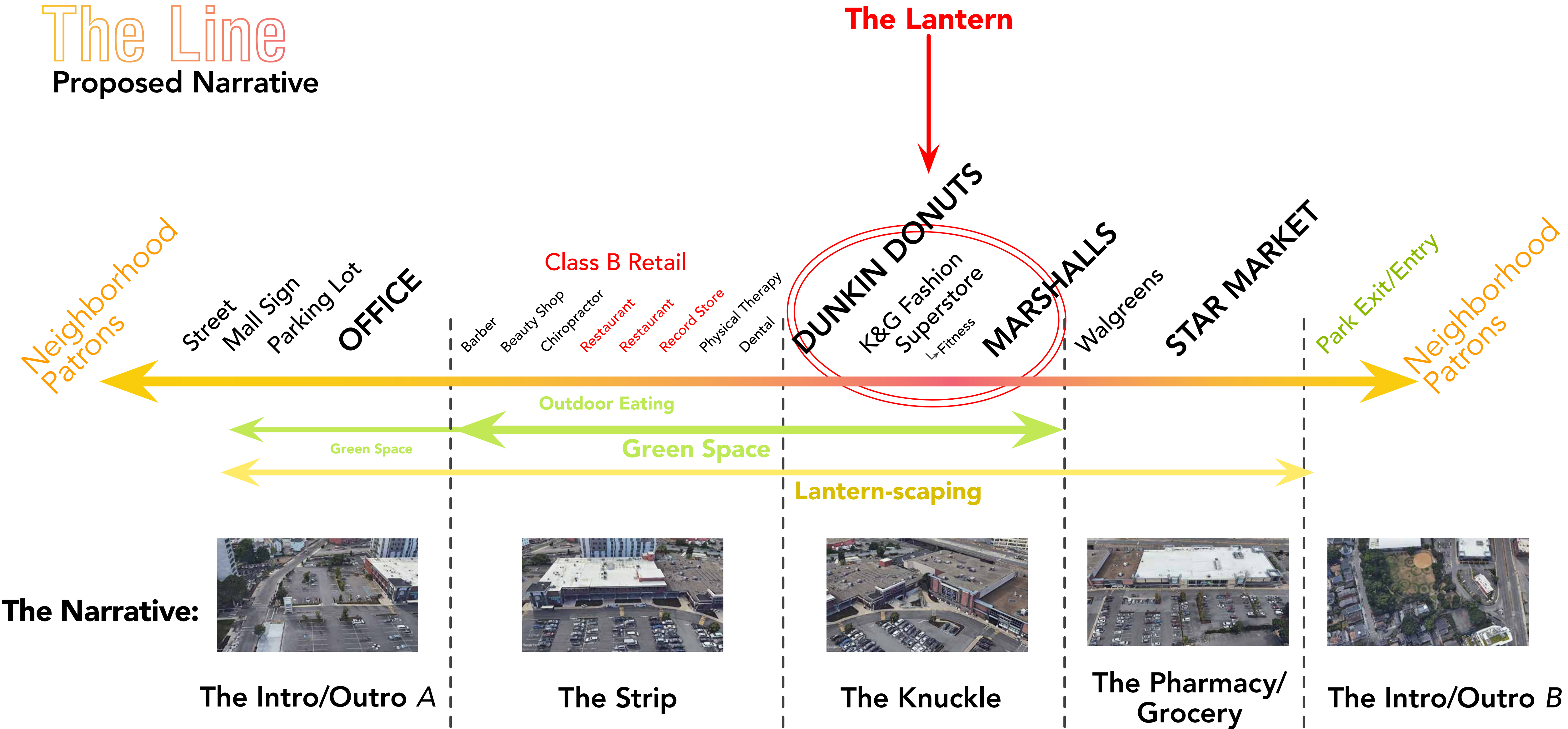
The Line

Existing Narrative



The Line

Proposed Narrative

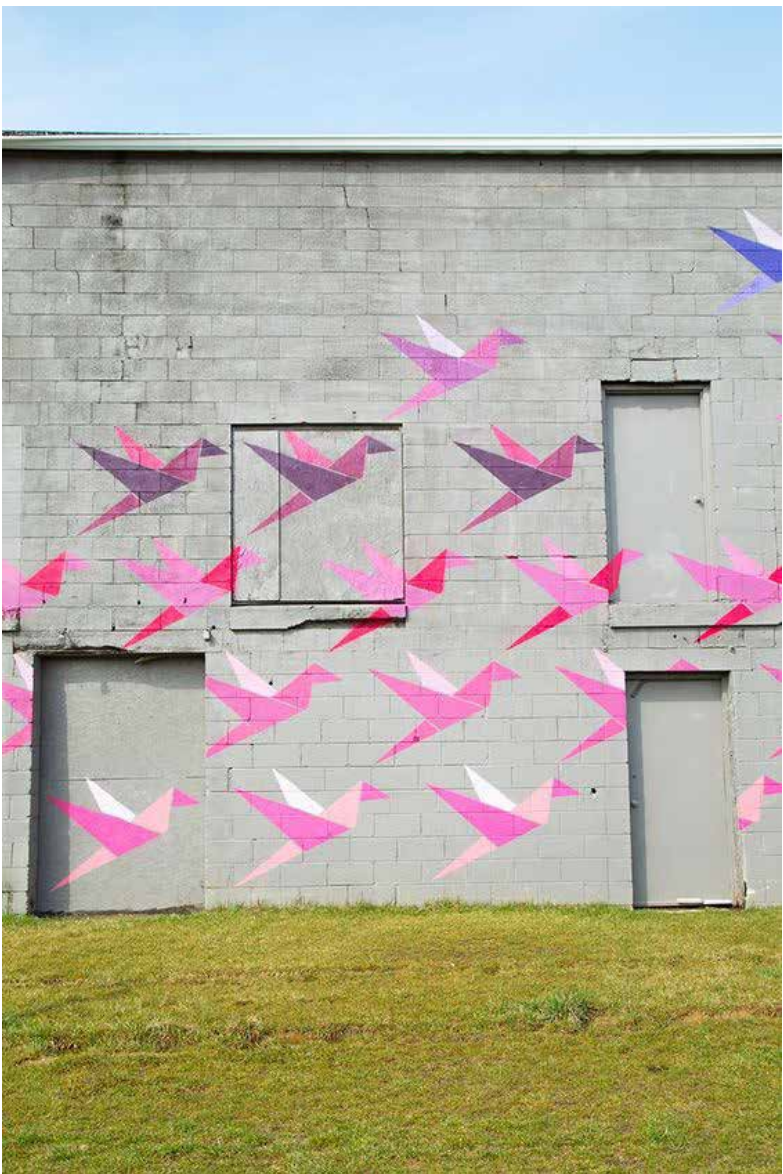


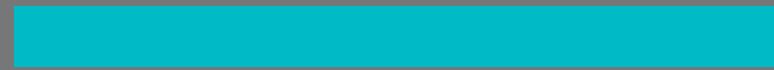
The Line
Inspiration



The Line

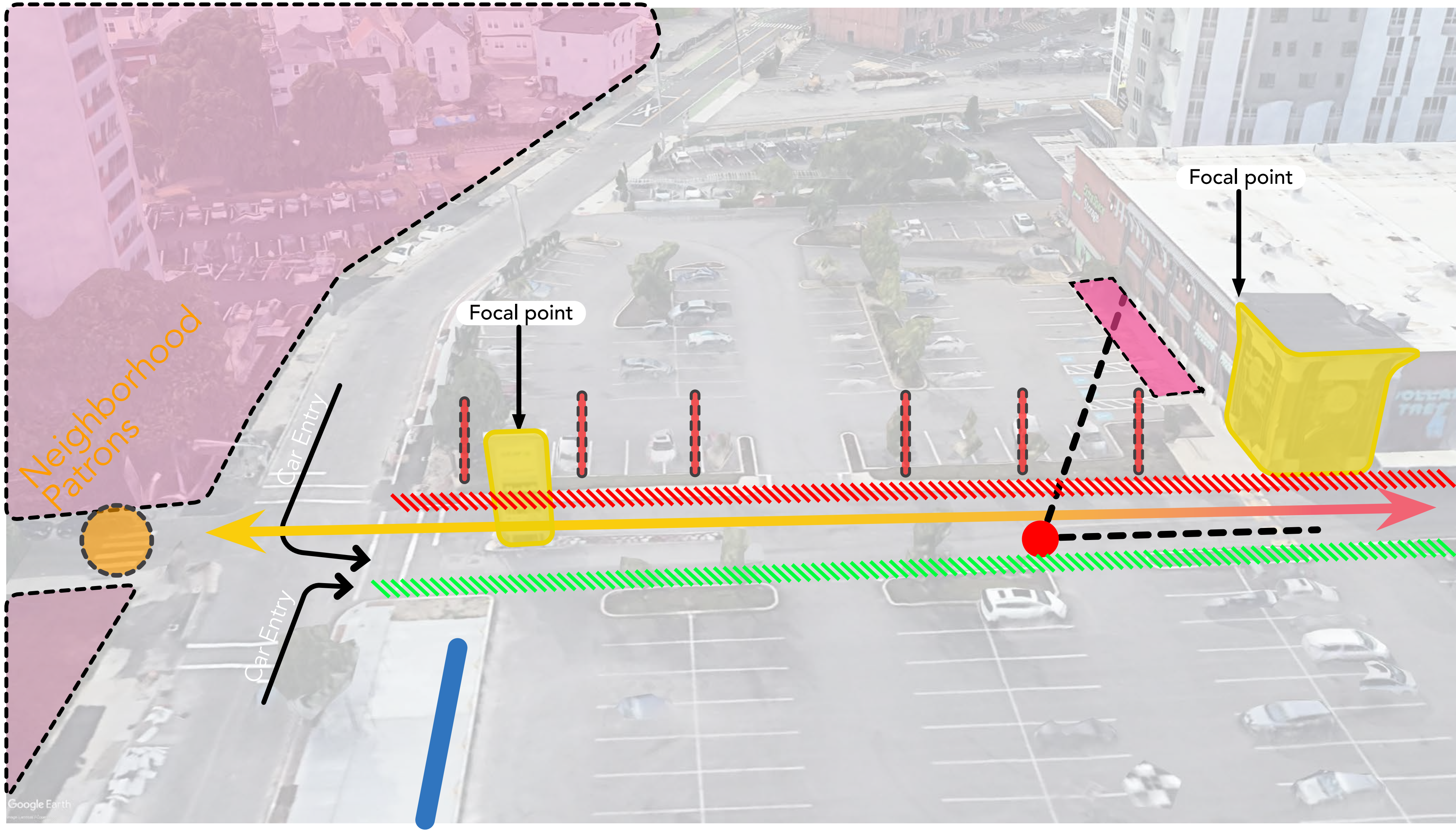
Inspiration











DESIGN MOMENTS

The Intro/Outro A



-  Perspective View
-  Landscape Element
-  Opportunity Area
-  Main Path Through Campus "The Line"
-  Sidewalk Enhancement
-  Painted Pedestrian Zone
-  Existing Blue Bike Rack

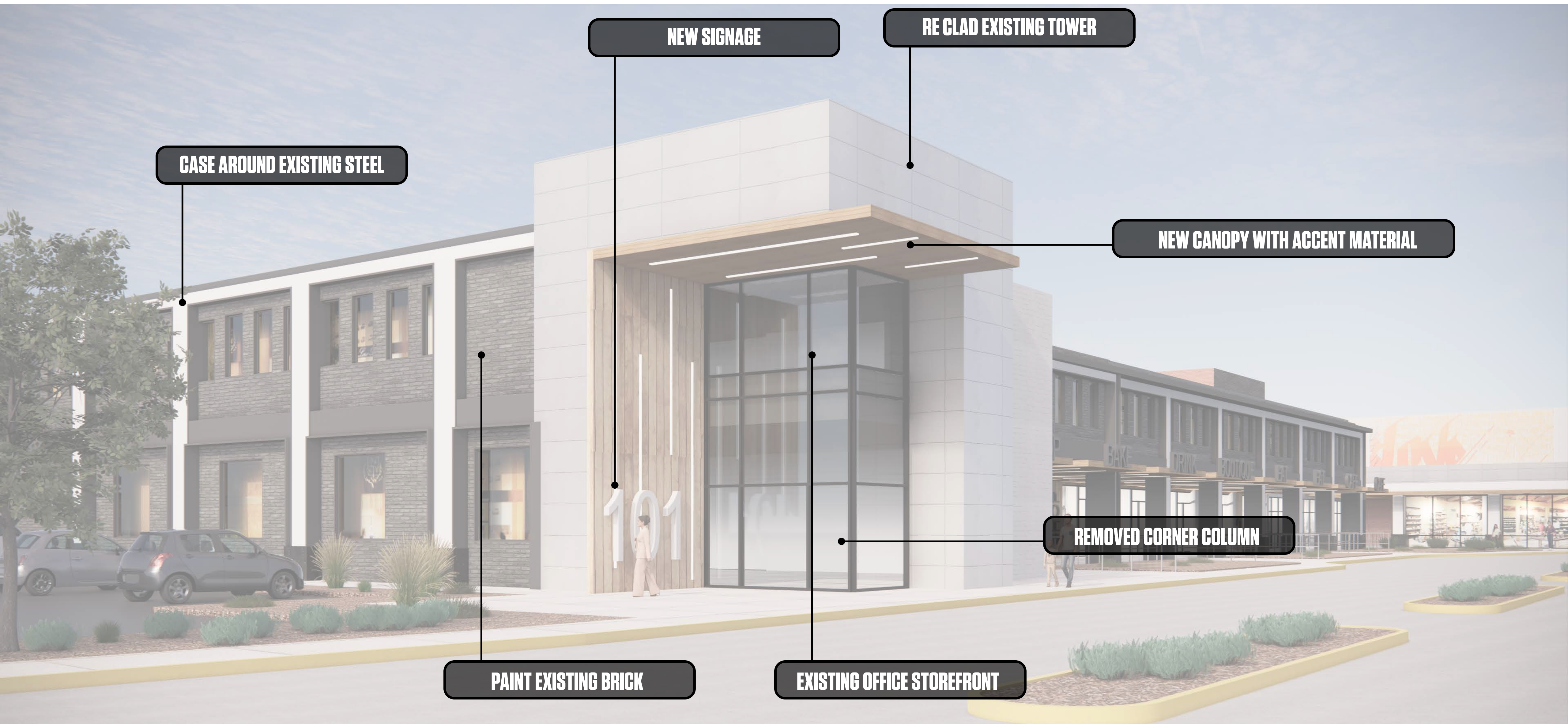
The Intro - Existing Conditions



The Intro - OPTION 1 - BASIS OF DESIGN



The Intro - OPTION 1



CASE AROUND EXISTING STEEL

NEW SIGNAGE

RE CLAD EXISTING TOWER

NEW CANOPY WITH ACCENT MATERIAL

REMOVED CORNER COLUMN

PAINT EXISTING BRICK

EXISTING OFFICE STOREFRONT

The Intro - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH



The Intro - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE



The Intro - OPTION 2 - BASIS OF DESIGN



The Intro - OPTION 2 - BASIS OF DESIGN



PAINT EXISTING STEEL

RE CLAD EXISTING TOWER

NEW SIGNAGE

NEW CANOPY WITH ACCENT MATERIAL

EXISTING COLUMN TO REMAIN - RE CLAD

NEW STOREFRONT

PAINT EXISTING BRICK

EXISTING OFFICE STOREFRONT

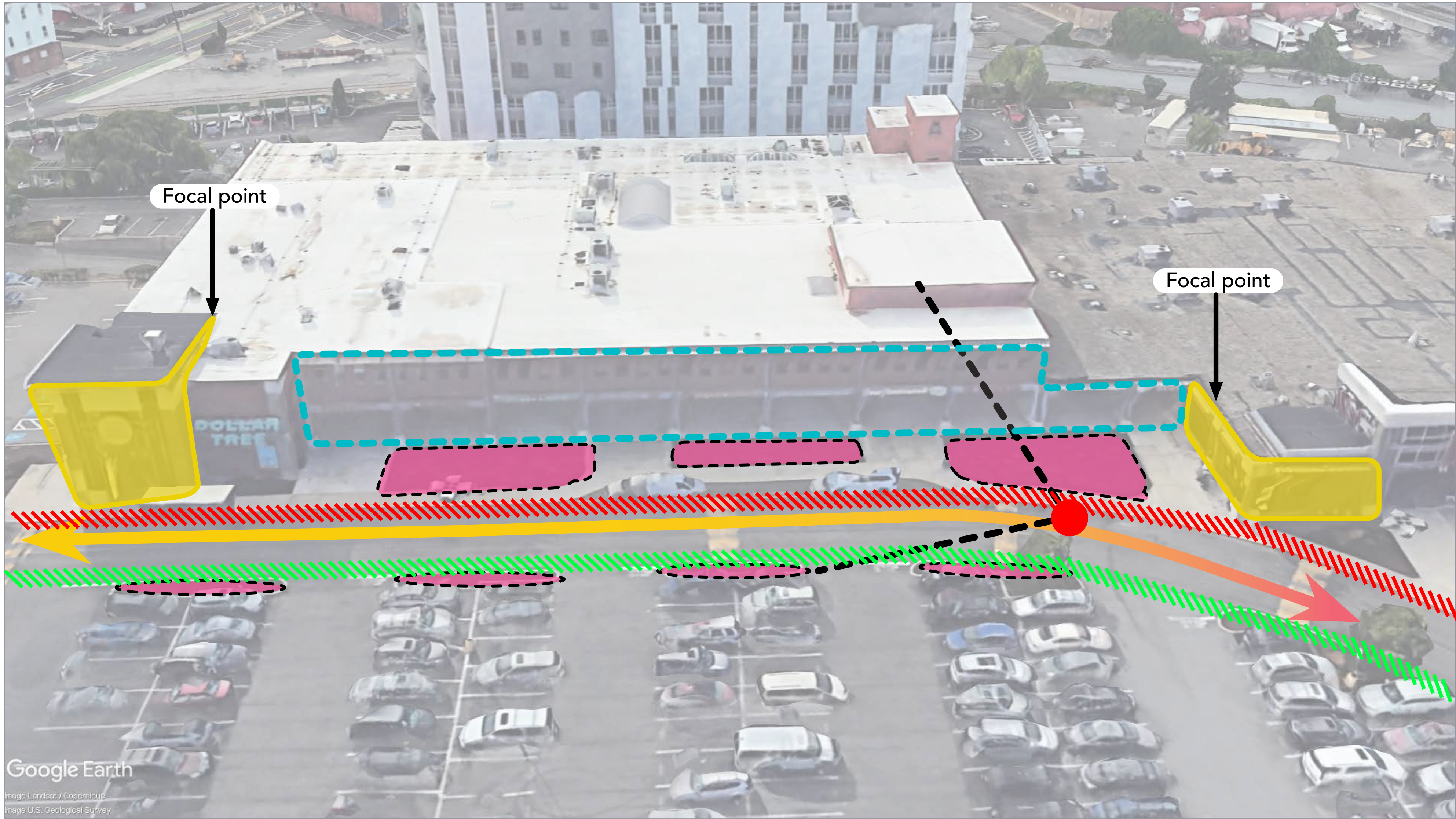
The Intro - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH



The Intro - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE



The Strip



-  Perspective View
-  Facade Study Continued
-  Opportunity Area
-  Main Path Through Campus "The Line"
-  Sidewalk Enhancement
-  Painted Pedestrian Zone

The Strip - Existing Conditions



The Strip - OPTION 1 - BASIS OF DESIGN



The Strip - OPTION 1 - BASIS OF DESIGN



NEW SIGNAGE

CASE AROUND EXISTING STEEL

PAINT EXISTING BRICK

BLADE SIGNS

NEW CANOPIES WITH LIGHTING

SIDEWALK IMPROVEMENTS

EXISTING STOREFRONT TO REMAIN

The Strip - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH



The Strip - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE



The Strip - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE



The Strip - OPTION 1 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE



The Strip - OPTION 2 - BASIS OF DESIGN



The Strip - OPTION 2 - BASIS OF DESIGN



PAINT EXISTING STEEL

BLADE SIGNS

SIDEWALK IMPROVEMENTS

NEW SIGNAGE

NEW WOOD CEILING AND LIGHTING

EXISTING STOREFRONT TO REMAIN

PAINT EXISTING BRICK

NEW PORTAL FRAMES

The Strip - OPTION 2 - BASIS OF DESIGN + LIGHT TOUCH

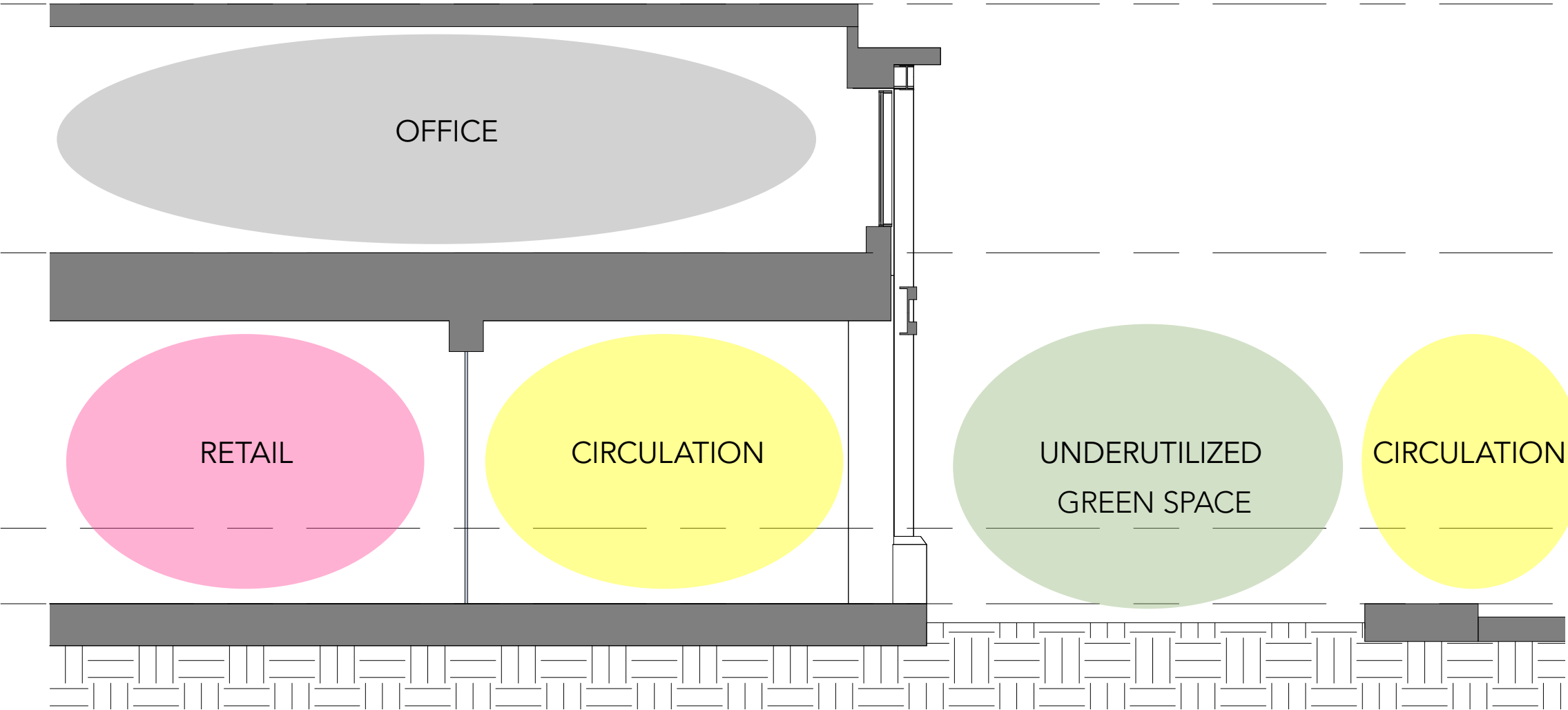


The Strip - OPTION 2 - BASIS OF DESIGN + LIGHT TOUCH + PUBLIC REALM EXPERIENCE

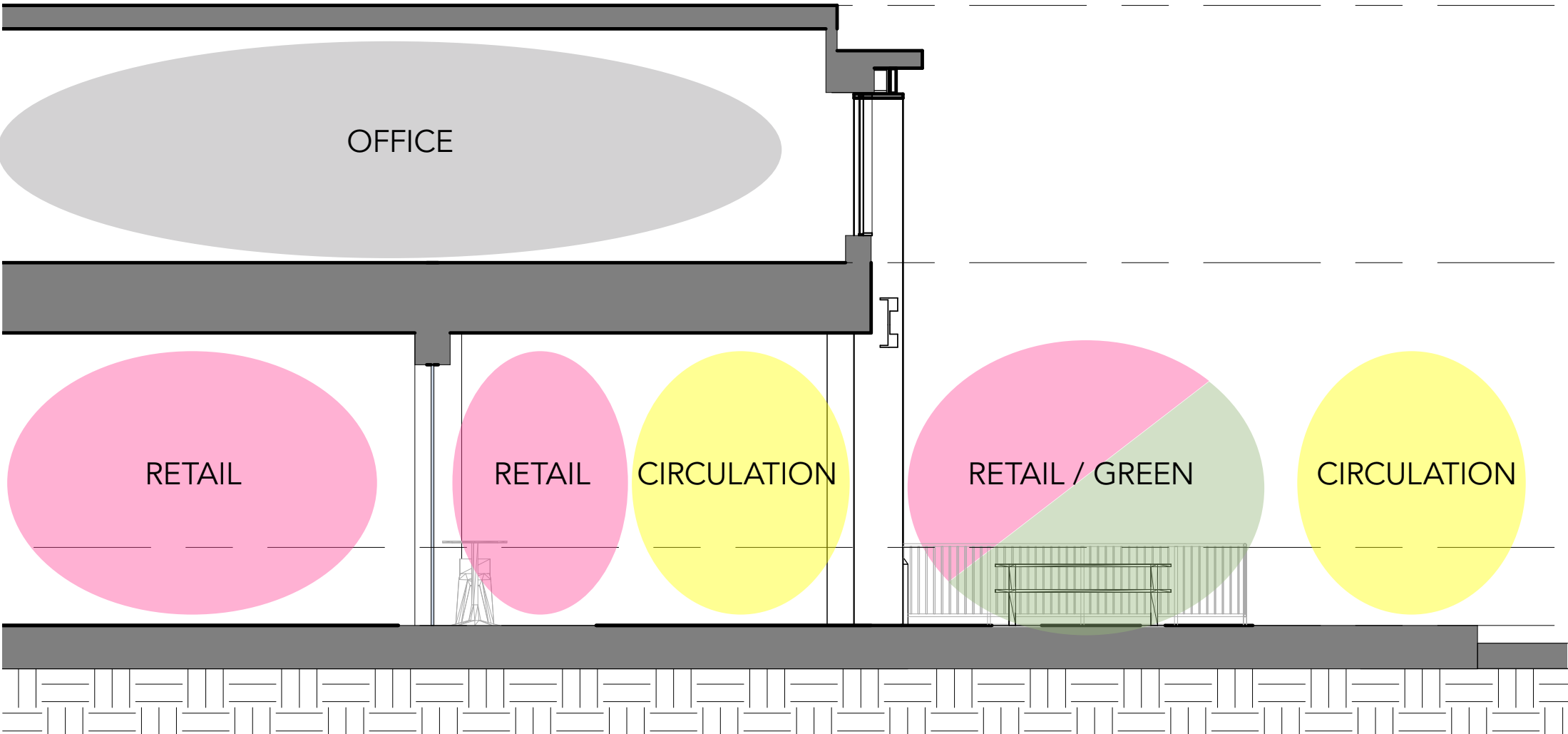


The Strip - SIDEWALK INTERVENTION + LIGHT TOUCH + PUBLIC REALM EXPERIENCE

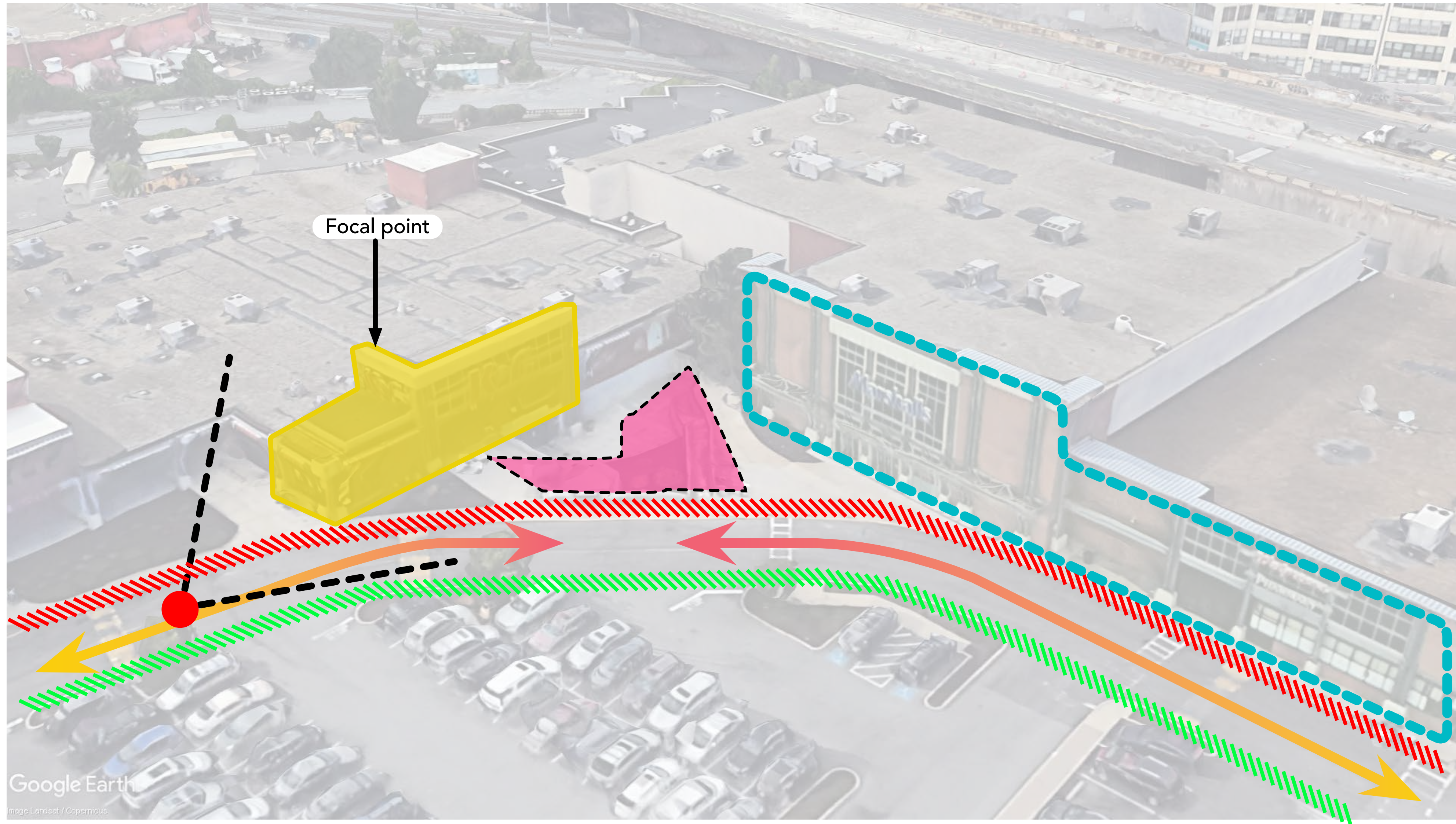
Existing









Proposed



The Lantern



-  Perspective View
-  Facade Study Continued
-  Opportunity Area
-  Main Path Through Campus "The Line"
-  Sidewalk Enhancement
-  Painted Pedestrian Zone

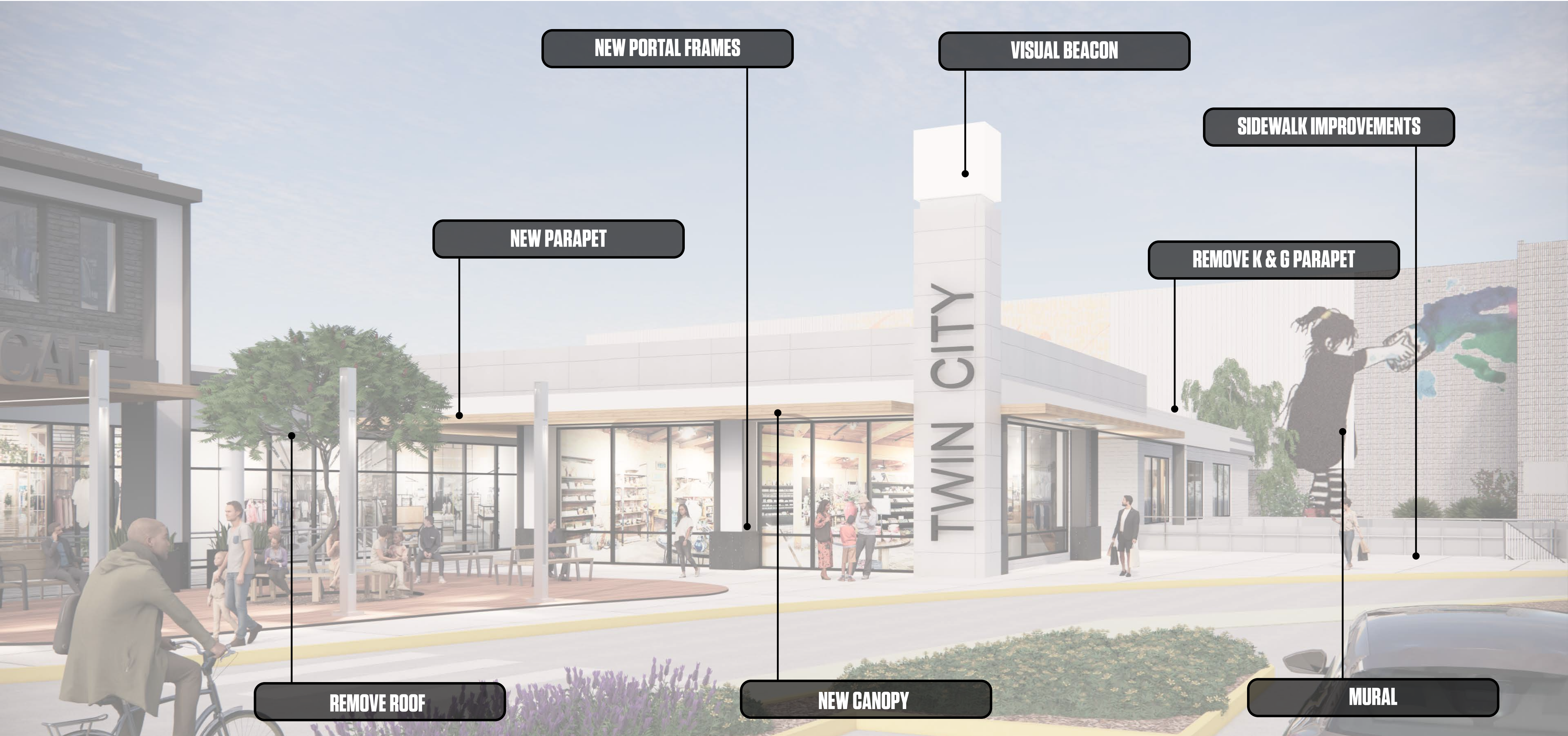
Existing Conditions - The Lantern



Option 1 - The Lantern



Option 1 - The Lantern



Option 2 - The Lantern



Option 2 - The Lantern



NEW PORTAL FRAMES

VISUAL BEACON

SIDEWALK IMPROVEMENTS

NEW PARAPET

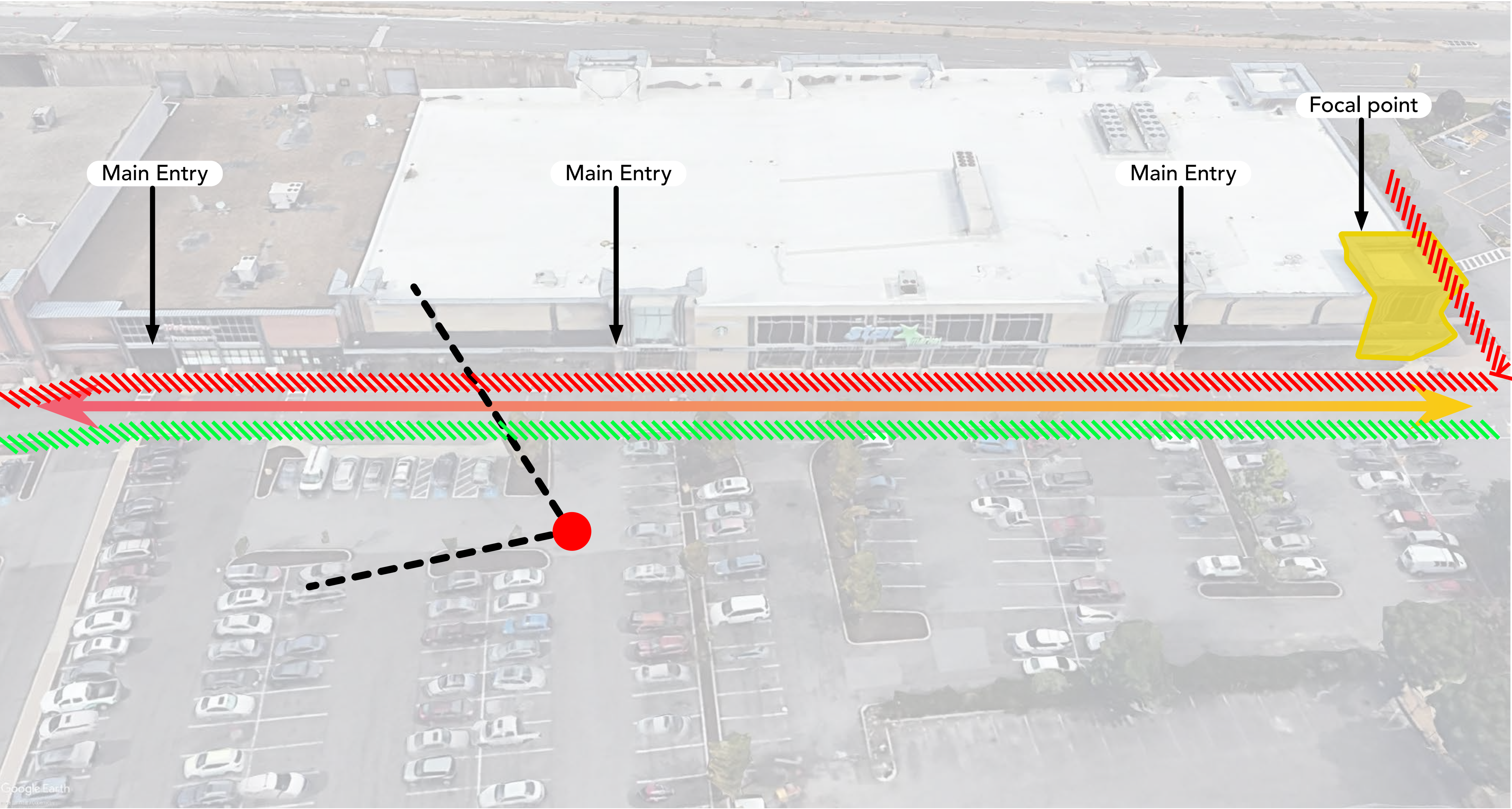
REMOVE K & G PARAPET

OPEN TRELLIS

PAINT BRICK

MURAL

The Pharmacy/Grocery



-  Perspective View
-  Facade Study Continued
-  Opportunity Area
-  Main Path Through Campus "The Line"
-  Sidewalk Enhancement
-  Painted Pedestrian Zone

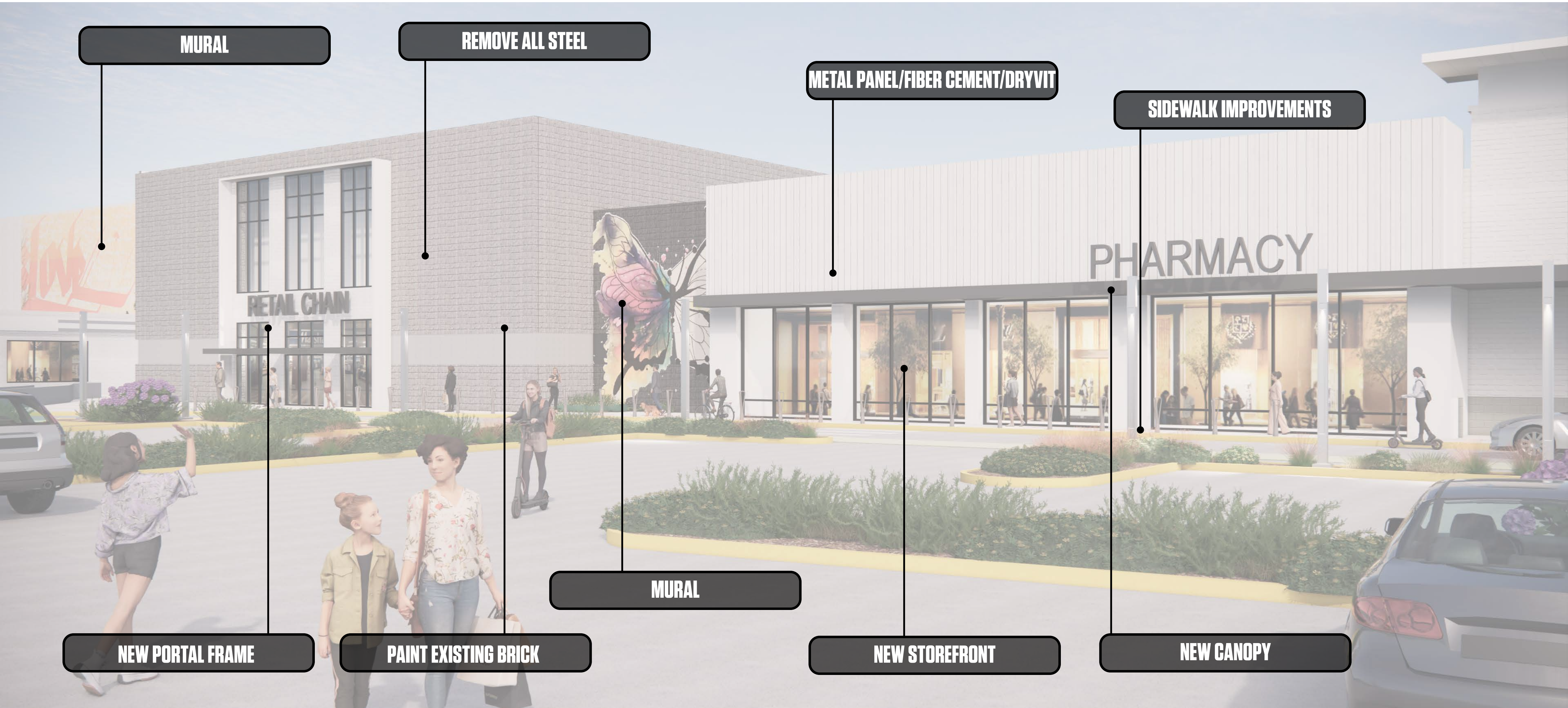
Existing Conditions - Marshalls and Pharmacy



Option 1 - Marshalls and Pharmacy



Option 1 - Marshalls and Pharmacy



MURAL

REMOVE ALL STEEL

METAL PANEL/FIBER CEMENT/DRYVIT

SIDEWALK IMPROVEMENTS

MURAL

NEW PORTAL FRAME

PAINT EXISTING BRICK

NEW STOREFRONT

NEW CANOPY

Option 2 - Marshalls and Pharmacy



Option 2 - Marshalls and Pharmacy



MURAL

REMOVE ALL STEEL

METAL/FIBER CEMENT/DRYVIT WRAP

CASE AROUND EXISTING STRUCTURE

SIDEWALK IMPROVEMENTS

NEW PORTAL FRAME

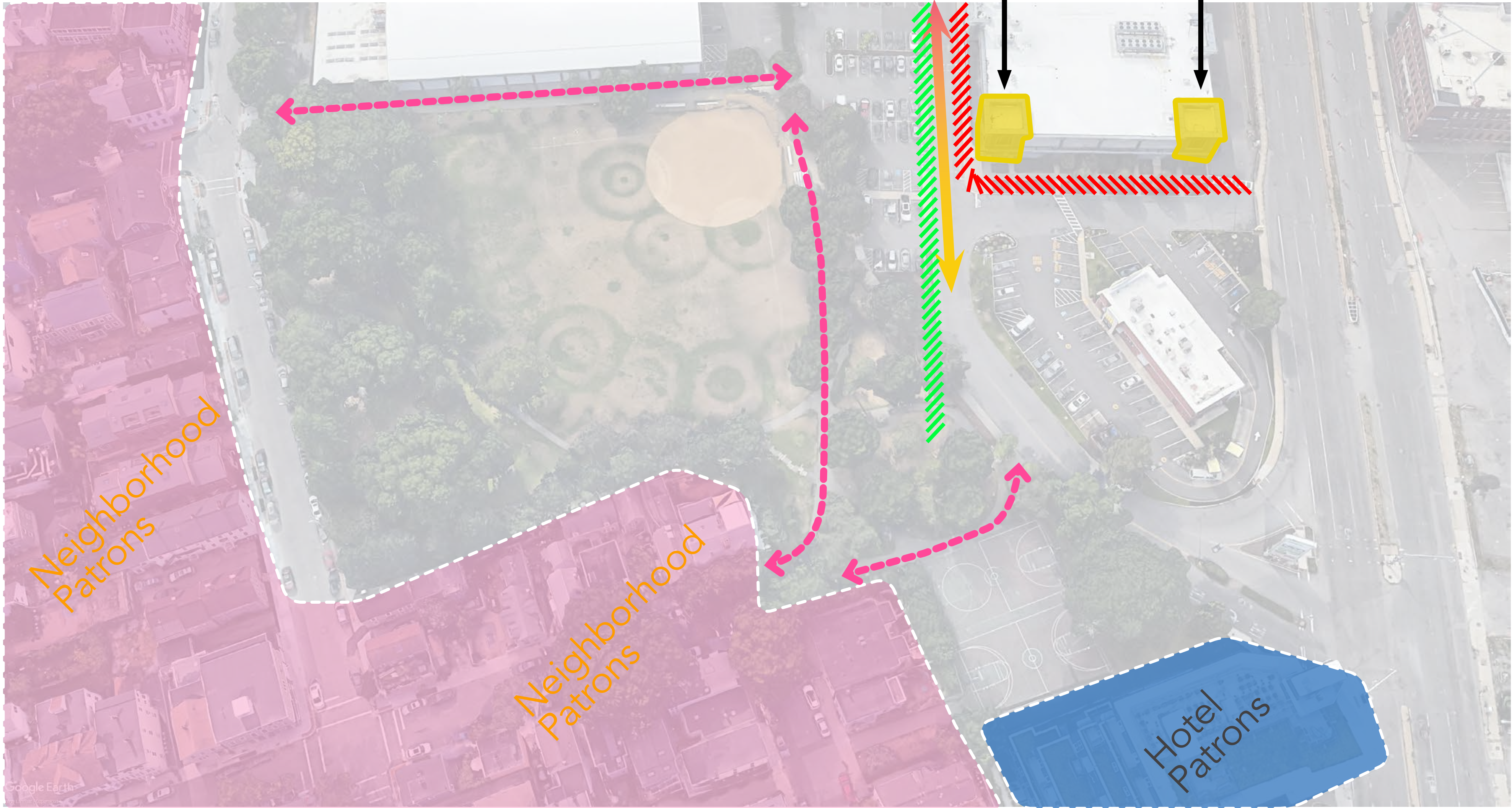
PAINT EXISTING BRICK

MURAL

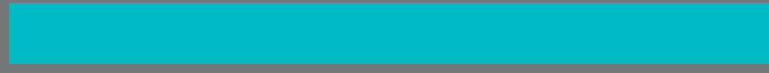
NEW STOREFRONT

SPANDREL GLAZING/ METAL PANEL

The Intro/Outro B



-  Perspective View
-  Facade Study Continued
-  Opportunity Area
-  Main Path Through Campus "The Line"
-  Sidewalk Enhancement
-  Painted Pedestrian Zone



THANK YOU