

Programmatic Concept Detail

NTC CORE



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GROUND FLOOR BUILDING PROGRAM

All structures are assumed to be between three and six stories .

Block Number	Block Name
1	Northern Mixed-use Anchor Block
2	Neighborhood Transition Block
3	Western Main Street Frontage
4	Central Square
5	Eastern Residential Edge
6	Residential Parking Wrap
7	Civic Service Block
8	Quiet Residential Corner
9	Employment Focus Block
10	Southeast Mixed-use Gateway

	Residential
	Retail
	Office
	Civic
	Structured Parking

MAIN STREET

SIENNA DRIVE

KIMMEL ROAD





BUILDING PROGRAM & STRUCTURED PARKING DETAILS

Block Number	Gross Sq. Ft./Floor	Range of Residential Units	Estimated Maximum Retail Area (Sq. Ft.)	Parking Spaces (Range)	Parking Structure Area
1	67,000	175-350	17,500	250-540	125' x 250'
2	34,000	89-177	6,100	250-445	125' x 250'
3	70,000	183-365	13,600	215-470	125' x 220'
4	-	Central Green			
5	48,000	125-209	15,700	-	-
6	41,000	107-214	10,300	250-540	125' x 250'
7	22,000	Municipal/Civic Building			
8	53,000	138-230	4,600	-	-
9	20,000	6,400	-	-	
10	62,000	162-323	20,000	305-660	125' x 295'



Block Summary

Each block is assigned a short identity role to convey how it contributes to the New Town Center Core. The names are intended to frame development expectations, and to distinguish one block from another, but are restrained enough to avoid a theme or branding.

Block 1: Northern Mixed-use Anchor Block

Vision: This block creates a key northern view into the New Town Center Core. It combines residential density, structured parking, and street-level retail uses in a primarily multifamily format, with a central amenity courtyard and a public-facing streetside plaza that help activate the block edge.

Development Program

- Building Height: 3–6 Stories
- Residential Units: 175–350
- Retail Square-Feet: 17,500
- Structured Parking: 125'x250' (250–540 stalls)

Block 2: Neighborhood Transition Block

Vision: This block forms a transition between the New Town Center Core and the surrounding neighborhood. It combines multifamily housing, structured parking, and a limited amount of street-level commercial space, with a public-facing plaza that helps soften the edge and extend activity beyond the central square.

Development Program

- Building Height: 3–6 Stories
- Residential Units: 89–177
- Retail Square-Feet: 6,100
- Structured Parking: 125'x250' (250–445 stalls)

Block 3: Western Main Street Frontage

Vision: This block anchors the western edge of the New Town Center Core with a dynamic mixed-use building with multifamily homes. An identifying feature of this block is the permeable frontages with plazas welcoming the activities of the street into the building. The utility easement area is activated as a nature park with native plantings and walking paths.

Development Program

- Building Height: 3–6 Stories
- Residential Units: 183–365
- Retail Square-Feet: 13,600
- Structured Parking: 125'x220' (215–470 stalls)

Block 4: Central Square

Vision: This block is the civic and social center of the New Town Center. The central square is envisioned as the district's primary public room, framed by active edges and designed to support everyday use, outdoor dining, informal gathering, seasonal events, and community celebrations.



Block 5: Eastern Residential Edge

Vision: This block provides a residential edge for the eastern side of the New Town Center Core. Its primary role is to extend the district's walkable housing pattern while creating a calmer transition from the more active mixed-use blocks surrounding the central square.

Development Program

- Building Height: 3–5 Stories
- Retail Square-Feet: 15,700
- Residential Units: 125–209
- Structured Parking: None

Block 6: Residential Parking Wrap

Vision: This block uses residential buildings to wrap parking and maintain a more complete street edge. The configuration supports housing density while reducing the visual impact of parking from the public realm and reinforcing the pedestrian character of the New Town Center Core. A pedestrian walk is envisioned between buildings on block 6 and block 8.

Development Program

- Building Height: 3–6 Stories
- Retail Square-Feet: 10,300
- Residential Units: 107–214
- Structured Parking: 125'x250' (250–540 stalls)

Block 7: Civic Service Block

Vision: This block accommodates a civic or public-serving building within the New Town Center. Its role is to add an institutional presence, support daily community activity, and provide a recognizable destination that complements the central square without competing with it.

Development Program

- Building Height: 30–60 feet
- Structured Parking: None
- Planned Gross Square-Feet: 22,000

Block 8: Quiet Residential Corner

Vision: This block creates a quieter residential corner within the New Town Center Core. It supports multifamily housing in a lower-intensity setting, helping balance the district's active mixed-use center with a calmer edge condition for residents.

Development Program

- Building Height: 3–5 Stories
- Retail Square-Feet: 4,600
- Residential Units: 138–230
- Structured Parking: None

Block 9: Employment Focus Block

Vision: This block introduces an office use into the New Town Center Core. Planned office or workplace space adds daytime activity, supports nearby retail and restaurants, and broadens the district beyond a primarily residential mixed-use environment.

Development Program

- Building Height: 45–90 feet
- Structured Parking: Parking for this block is planned in part of Block 10.
- Planned Gross Square-Feet: 20,000

Block 10: Southeast Mixed-use Gateway

Vision: This block serves as the southeast mixed-use gateway into the New Town Center Core. It combines residential density, active ground-floor uses, and integrated parking to frame a visible entry point while extending the district's walkable pattern toward the southeast.

Development Program

- Building Height: 3–6 Stories
- Retail Square-Feet: 20,000
- Residential Units: 162–323
- Structured Parking: 125'x295' (305–660 stalls)