



Blue Ash Towne Square Renovation

CONCEPTUAL DESIGNS – PUBLIC INPUT

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CONCEPTUAL DESIGN FEEDBACK

To continue our high commitment to beautiful public spaces in Blue Ash, City Staff and Council are working through the conceptual design steps of re-envisioning Towne Square. This process involves gathering public input about key designs and park features.

With current COVID-19 precautions in place, traditional open houses, tours and face-to-face meetings aren't feasible at this time. Instead, the information about the project will be presented virtually, and in socially-distanced photo displays located in the Blue Ash Recreation Center and at Towne Square. You will be able to provide feedback through an easily accessible online survey or via email: townesquare@blueash.com. All responses, comments and suggestions will be shared directly with the design team.

Keep in mind that the plan and images are early design concepts. They will be changed and molded by public feedback. Feel free to include ideas or suggestions that are not shown in the current concepts. All comments will be considered in the final design. Thank you for your involvement in our continued growth!



BLUE ASH TOWNE SQUARE BOUNDARIES

This image represents the park's boundaries (in red) and the area to be included in the redesign project.

TWO UNIQUE RE-DESIGN CONCEPTS

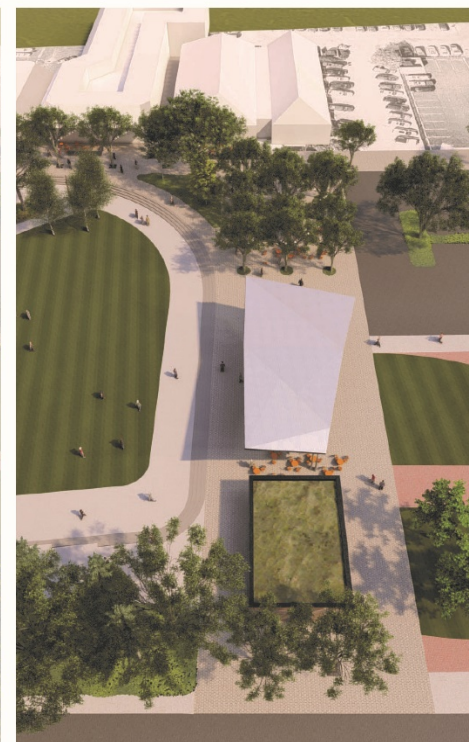
There are two unique concepts to consider for the Towne Square project: Concept A and Concept B.

Concept A Refresh overview:
Depicts a smaller scale refreshing of the area, but ultimately keeps the same form and function that currently exists today. Most of the park's elements are renovated as opposed to being replaced. Cost: \$4 (+/-) Million.

Concept B Revised overview:
Replaces most amenities and surfaces with new elements and slightly changes the function of the space to adapt to how it is commonly used today. Cost: \$7(+/-) Million.



CONCEPT A: REFRESH



CONCEPT B: REVISED

In both conceptual plans, the Blue Ash Bicentennial Veterans Memorial will receive updates. It should be noted that the City worked closely with the Blue Ash American Legion NE Post 630 to establish a set of standards for enhancements to the Memorial.



CONCEPT A IN-DEPTH:

Concept A keeps the integrity of the current layout, but updates many of the park elements. The Blue Ash Towne Square Amphitheatre keeps the same shape, but the sides have been removed for a more open, inviting feel. It would likely receive new exterior treatments and roofing material to replace aging materials. The performance lawn area also keeps the same shape, but the field of well-worn pavers is replaced with new sidewalks and a higher ratio of grass to hard surface so the space can still comfortably accommodate concert-goers. The restroom facility just behind the Amphitheatre would be re-faced with a modern exterior. The Grove, seen to the west of the Amphitheatre, is a new passive-use area. It would be lined with shade trees, lighted in the evening, and feature a comfortable seating space to eat lunch, read a book or relax. The Veterans Memorial keeps the same form, but the deteriorating paver sub-surface will be replaced. The lawn area of the Memorial would receive additional sidewalks to encourage more pedestrians. Landscaping will be replaced with serpentine stairs between the Lawn and the Memorial.



CONCEPT A OVERHEAD:

This view shows a simple layout of the park's distinct areas. In a sense, it shows the “rooms” of the space. Compared to our current park layout, much is unchanged other than the addition of the Grove area.



CONCEPT A EYE-LEVEL 1:

This view looks from the east edge of the lawn near the Clock Tower back at the Memorial. Here you can see how the Memorial has a more open feel with the updated landscaping, new serpentine stairs and the wall removed. You can also see the open-sided Amphitheatre in the distance.



CONCEPT A EYE-LEVEL 2:

This angle shows the view from the Memorial towards the Amphitheatre. You can see the updated restroom building and the open-concept Amphitheatre.



CONCEPT B IN-DEPTH:

Concept B focuses on creating long-term solutions for aging infrastructure by replacement rather than renovation. It also updates the function of the park and tailors it to how the space is used today.

A Stage/Pavilion would replace the existing Amphitheatre. In its more central location, it can serve as a concert stage facing the lawn and as a stage for events facing the Veterans Memorial. It features a taller roof and open sides for an open-air design and can be furnished with seating for passive, year-round use.

The Performance Lawn area would include more greenspace, as well as an underdrain system to keep the lawn useable in wet conditions. To the south, there is a children's play area as well as a small dog park. The Grove area is larger than in Concept A. It would be in the location of the existing Amphitheatre. The existing restroom building would be removed and replaced with a new facility conveniently located next to the Stage/Pavilion, in place of the Bell Tower. The Veterans Memorial would be restored and transformed into an inviting walk-through of our nation's military history by reorganizing the statues, nonagon and flag poles into chronological order. This will bring the Memorial into everyday interactions with the public and help increase its visibility.



CONCEPT B OVERHEAD:

This view shows a simple layout form of the park's distinct areas. In a sense, it shows the “rooms” of the space. With this view, you can see that although the layout isn’t distinctively different, it rearranges a few key amenities.



CONCEPT B EYE-LEVEL 1:

This perspective shows the southern edge of the park near Hunt Road looking into the space. You can see the new restroom facility as well as the Performance Lawn and open-concept Pavilion.



CONCEPT B EYE-LEVEL 2:

This is a closer view of the restroom and Pavilion space.



CONCEPT B EYE-LEVEL 3:

This view is from the Sleepy Bee Café. It highlights the ample seating and natural elements of the Grove space. In the background, you can see the Stage/Pavilion and the Performance Lawn.



CONCEPT B EYE-LEVEL 4:

This view is of the children's play area looking toward the Performance Lawn and Pavilion.

What do you think? Do you have a comment, suggestion or idea?

You can shape the future of Blue Ash Towne Square by:

- Taking the survey at blueash.com
- Leaving a quick comment at blueash.com
- Sending an email to townesquare@blueash.com
- Scanning the QR code below with your smartphone camera to go directly to the survey:



Thank you for your participation!