

# @Lennox Town Center

*International improvements to a local destination*

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# Introduction

## Site Description

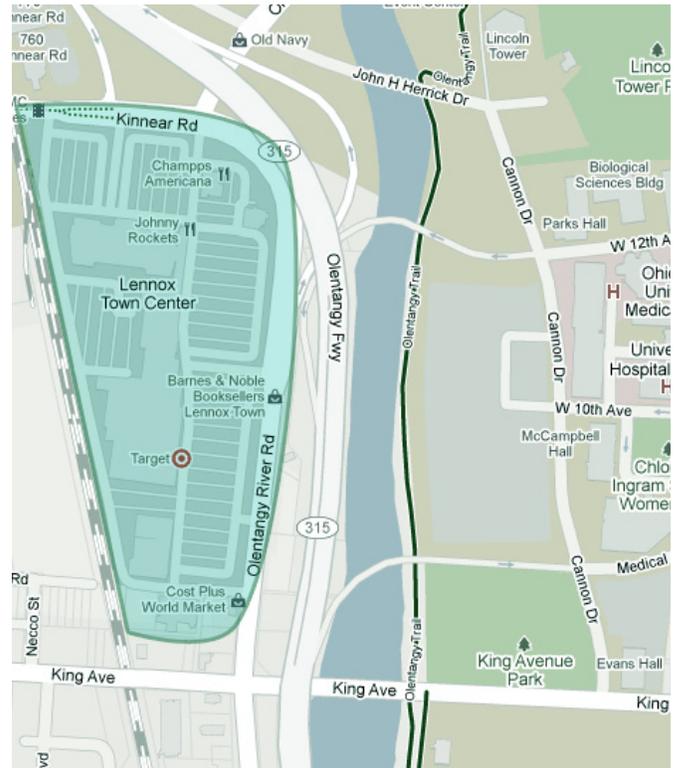
Lennox Town Center is a strip-mall complex tucked into a bend of State Route 315. The site is not only surrounded by the highway, but is alongside the Olentangy River and flanked to the west by an active railroad. East of the site is the Ohio State University, which is arguably the largest college campus in the nation. The site enjoys notable popularity, largely in part due to easy access from the highway. Lennox is home to many famous department stores and anchored by AMC Lennox 24, Target, and Barnes and Noble.

## Demographics

As documented by its co-developer, Casto, about 323,000 consumers live within a 5-mile radius. The site is extremely visible; a daily average of 110,600 vehicles passes the site via SR315, 36,300 more vehicles pass via Olentangy River Rd. The Ohio State University is home to 78,000 staff and students.

The median age of those shopping at Lennox is 35 years old. This indicates that the major patrons of the complex are local families and others who make stop by from the highway, and not the students who live on campus.

Undergraduate freshmen are required to live on campus, and bound to travel by foot or bicycle due to in-place parking restrictions. The presence of this large body of students is a natural pool of consumers who should be marketed towards.



### *More on OSU Students*

Why don't more students shop at Lennox? The answer is that with a river and a highway in the way, high speed cars, narrow sidewalks, and non-existent bike routes, students find this one-stop shopping place one place they'd rather not stop.

It's just not easy to get there.



# Inspiration

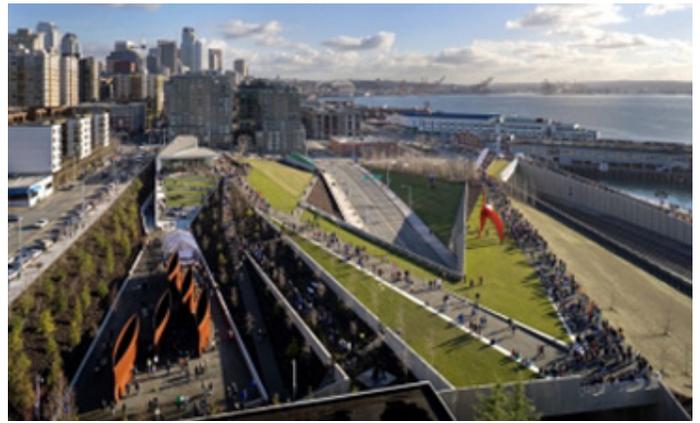


## Vancouver Land Bridge

This 'land bridge' features places the emphasis on the pedestrian experience with a meandering pathway, planters, and colored pavers. The landscaping merges the bridge abutments impeccably with its environment.

## Seattle Sculpture Garden

Built for the Olympics, Seattle's iconic sculpture garden park encompasses 9 acres and includes a bridge that overpasses a busy road and connects the waterfront to the park



## Melbourne Sandridge Bridge

This arc bridge overtakes the scenery and bypasses a major highway.

## Portland Bike amenities

Portland's DoT has made great lengths to provide safe travel for bicyclists, including separated vehicular and bicycle lanes, and bicycle actuated signals.



# *the Goals*

## Accessible Connection of Campus to Retail

SR315 and the Olentangy River are the major hindering factors when considering campus accessibility. Connecting to the greater communities of OSU and Clinton Township is important to Lennox's continued success.

## Sustainable living

Society has seen a trend toward living green and sustainable lifestyles. Wherever possible, promote alternative transportation and energy sources.

## Lennox Culture

Lennox is a one stop shopping location, but a problem is that many visitors only patronize one location. Despite the offered variety, the design of the complex is not as friendly as it could be, and does not promote interconnectivity.

## Increased Density

Lennox enjoys full occupancy, but lacks a uniqueness in tenants that could attract consumers to the location as a destination. Much of the lot is filled with car parking and under-utilized.



# the Plan

The goal is to make Lennox accessible and attractive to the student population of the Ohio State University. For this reason, changes suggested allow for direct passage and that make Lennox a destination. Lennox will become a healthy hang out location where students can take a scenic walk and be able to see friends, shop, study, and drink coffee, on the weekdays – and grab dinner and watch a movie, on the weekends.

## *Build a pedestrian bridge*

A pedestrian bridge offers safe passage for without hindering traffic. The proposed landmark bridge is located centrally on campus, so that dorm bound students, as well as south campus medical affiliates, can have easy and direct access to the heart of Lennox. Offset from 10th Rd, the bridge will cross over the Olentangy river, bore through SR315, and then fly over the busy Olentangy River Rd. The bridge will be well lit, and covered with one rest area over the river. Separated bicycle and pedestrian lanes.

Optionally, the bridge may be powered and turned into a 'living bridge', so that street and food vendors may gather here and make the bridge itself a destination.



## *Integrate the nearby bike trail*

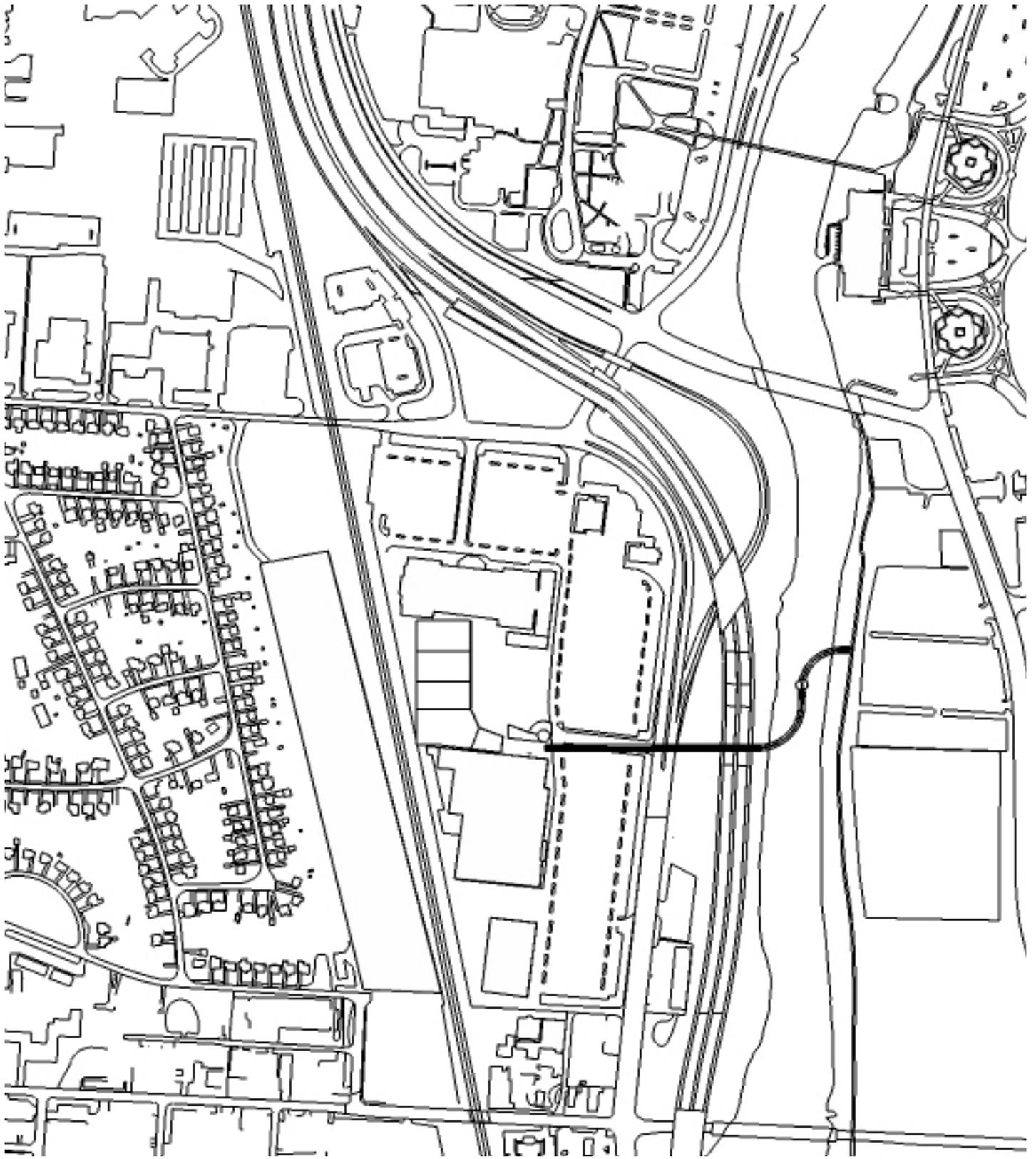
While there are no bike paths to Lennox, one is in extreme proximity. The Olentangy trail, which traces the eastern edge of its namesake river, will be connected to the proposed bridge. With a simple connection, Lennox will be opened up to most of Franklin County. Making a direct pathway to the Olentangy trail connects Lennox with the rest of the bike trails in Columbus, which extend miles to the north and south. By catering to these cyclists, Lennox will become a destination and hotspot for their travels and break period.

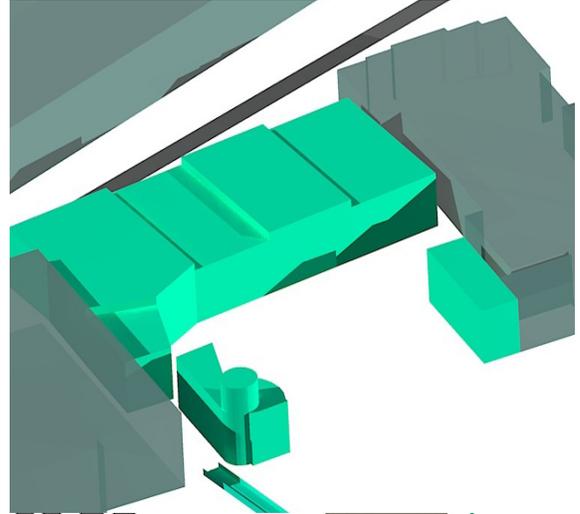
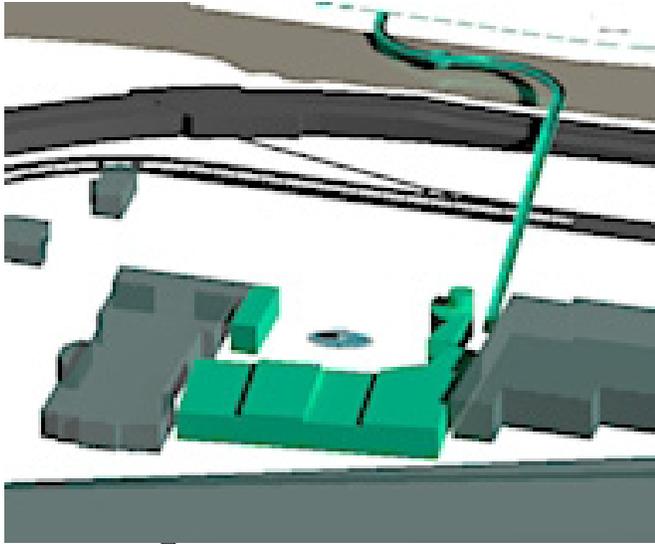
## *Reorganize for community interaction*

A lot sits empty behind the AMC 24. A central location for communication, interaction, and community-building would be made if storefronts were pushed back into this space. This would allow for easy travel between the anchors of the movie theatre and Target, separate consumers from close proximity to parking lots, and also add more space for small vendors, additional retail, and restaurants, such as patio dining, a tea shop, and a bicycle shop. Attractive bicycle parking would be included.









# Costs

## Pro Forma

numbers are estimated from buildingjournal.com and similar projects

	Qty	Unit	Cost/Unit	Total Cost
Deconstruction of middle corridor	67400	SF	\$0.66	\$44,484.00
Reconstruction	101650	SF	\$97.00	\$9,860,050.00
<i>Additional Square Footage</i>	<i>34250</i>	<i>SF</i>		
Pedestrian Bridge				\$6,000,000
Repaving street to allow for bicycle travel				\$4,100.00
Olentangy River Rd	0.3	miles	\$7,000.00	\$2,100.00
connection	0.4	miles	\$5,000.00	\$2,000.00
Regrading Olentangy Trail	300	feet	\$10.00	\$3,000.00
Public Art/Fountain	1	ea	\$50,000	\$50,000.00
Bicycle Racks				
Coiled Bike Rack	4	ea	\$565.00	\$2,260.00
Trees	10	ea	\$250.00	\$2,500.00
Other landscaping				\$5,000.00
			<b>Total</b>	<b>\$15,971,394.00</b>

## Projected Earnings

If 1/3rd of all freshman go to Lennox every other week for dinner and a movie, then Lennox will see \$1.1 Million in revenue quarterly.

