**A MARKET-INFORMED PROGRAM**

The consultant team prepared a detailed market profile that used applicable real estate and economic data to determine the potential to include retail, office, industrial, and Flex uses in the master plan for NMC TTC. Demand for retail and office products are detailed below. These figures inform the building program for District Four, which has the potential for retail, office, light industrial, and industrial uses.

**IMPLEMENTING THE VISION**

**DESIGN PRINCIPLES** are overarching goals for the design process. They may be used as criteria for the evaluation of the conceptual design framework and are values that guide decision-making during design development.

- **FACILITATE COMMERCE & PRODUCTIVITY**
  - Create efficient vehicular circulation
  - Ensure internet connectivity

- **RETAIN KEY TENANTS & ASSETS**
  - Maintain leases with tenants engaged in valuable, revenue-generating activities

- **CONNECT OPEN SPACES**
  - Promote active lifestyles with ample recreation spaces
  - Use multimodal connections to create an open space network

- **INTEGRATE ENVIRONMENTAL SUSTAINABILITY**
  - Preserve existing tree stands where possible
  - Incorporate LID techniques to reduce stormwater and potential for flooding

- **BUFFER INCOMPATIBLE USES**
  - Use buffer and natural buffers to limit negative impacts of industrial users on residents nearby

**DESIGN APPROACH**

1. Maintain flexibility to allow for a master planned corporate campus or a single large industrial/commercial tenant.
2. Realign Kimmie St to create larger lots that can take advantage of I-5 frontage.
3. Buffer industrial/commercial uses from school uses to the south.
4. Provide potential future location for sports fields.
5. Ensure internet connectivity.
6. Create efficient vehicular circulation.
7. Natural Systems: Establish the natural systems network to provide for recreational opportunities.
8. Habitat: Restore, improve, or create new aquatic functions.
10. Parking: Provide adequate parking for the project.

**STATE FARM**

- Market
  - Supported: 999,800 SF
  - Opportunity: 2.7 – 4.5 Million

- Short Term
  - Outlook: Challenging

**TOYOTA**

- Market
  - Supported: 9,000

- Short Term
  - Outlook: Challenging

**TARGET**

- Market
  - Supported: 135,000 – 225,000

- Short Term
  - Outlook: Challenging

**RETAIL**

- Market
  - Supported: 90,000 – 120,000

- Short Term
  - Outlook: Challenging

**INDUSTRIAL**

- Market
  - Supported: 400,000 SF

- Short Term
  - Outlook: Challenging

- 20 YEAR ANNUAL SF ABSORPTION:
  - 1.8 – 2.4 Million

- 20 YEAR SF DEMAND:
  - 90,000 – 120,000

- 20 YEAR EMP. GROWTH:
  - 2,400

- OUTLOOK
  - AVAILABLE:
    - Land Use: 135,000 – 225,000
    - Parking: 126,000 square feet

**INDUSTRIAL CAMPUS**

- Land Use
  - Supported: 658,000 sf

- Short Term
  - Outlook: Challenging

- 20 YEAR ANNUAL SF ABSORPTION:
  - 1.8 – 2.4 Million

- 20 YEAR SF DEMAND:
  - 90,000 – 120,000

- 20 YEAR EMP. GROWTH:
  - 2,400

- OUTLOOK
  - AVAILABLE:
    - Land Use: 634,000 sf

**DISTRICT FOUR**

The design framework outlines the structures that shape the study area's design concept. These structures include land use, streets, and infrastructure, networks of open spaces, and other components of the canvas upon which places are built. The design framework outlines the structures that shape the study area's design concept. These structures include land use, streets, and infrastructure, networks of open spaces, and other components of the canvas upon which places are built. It offers context for building scale relative to projections for development and marketability of land.