

Renaissance Towne Centre to Replace Lifeless Mall, Developers Expect Customers to be Bountiful

by Jeffery E. Pizzino

The heartbeat of the Five Points Mall in Bountiful is barely detectable.

To the rescue comes the ultimate commercial CPR for a virtually lifeless retail development.

In fact, throw in a septuple bypass, a complete facelift and additional reconstructive surgery. Even then, it's only beginning to scratch the surface in describing the extensive renovations slated for the Five Points Mall area in Bountiful—which currently sits on the largest commercially zoned property in the city.

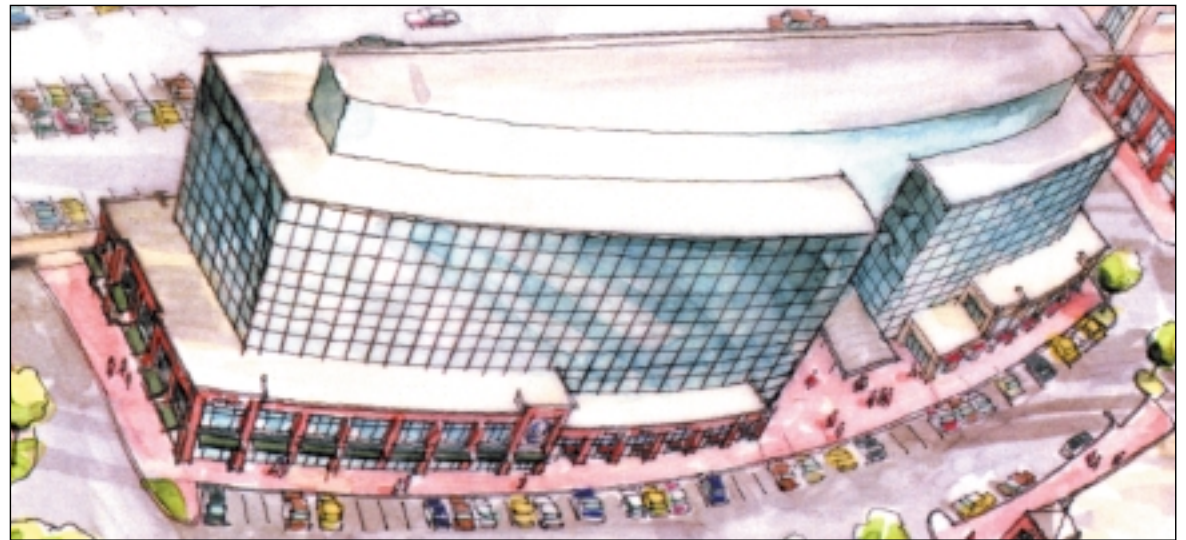
Salt Lake City developer Town Center, L.L.C., plans to completely demolish and replace the outdated Five Points Mall with the Renaissance Towne Centre—an ambitious 500,000 square-foot, \$100 million mix

of retail, entertainment and office space on 20-acres.

The Renaissance Towne Centre joins the “new urbanism” design movement currently sweeping the country. This style is intended to counteract urban sprawl and make retail areas more user-friendly. Unlike enclosed malls, new urbanism projects like the Renaissance Towne Centre are open-air communities that strive to recreate “Main Street” in modern American cities.

This mixed use project follows in the footsteps of similar developments such as the Riverwoods in Provo, as well as Jordan Landing in West Jordan, The Gateway in Salt Lake City and The Commons at Sugar House in east Salt Lake City.

Town Center has retained one of the country's leading retail planners, Robert Gibbs of the Gibbs Planning Group of Michigan, to assist in this project. Gibbs, considered a leader in the new urbanism



The Renaissance Towne Centre will feature 140,000 square feet of office space, with the top four stories of the proposed twin towers slated for offices. The two lower levels will be retail space. This sprawling 500,000 square-foot development (below) will sit on 20 acres.

design and planning movement, has been very active in researching and planning several traditional new town retail village centers throughout the United States and world.

“Mr. Gibbs is probably the most sought after retail planner in the country,” said Bruce V. Broadhead of Town Center and a managing member of

Broadhead & Company. “With his unique knowledge of retail projects in every region of the country, and having consulted on and reviewed hundreds of projects every year, we are gratified with his enthusiasm for the site and the Bountiful community.”

According to Broadhead, Gibbs was “charmed” by the clean appearance and unique

quality of life he observed while visiting Bountiful.

Bountiful city officials are equally charmed with this project.

“We’re quite supportive and excited about it. The mall has just sat there for several years doing nothing,” said Blaine Gehring, a planning and redevelopment director for Bountiful.