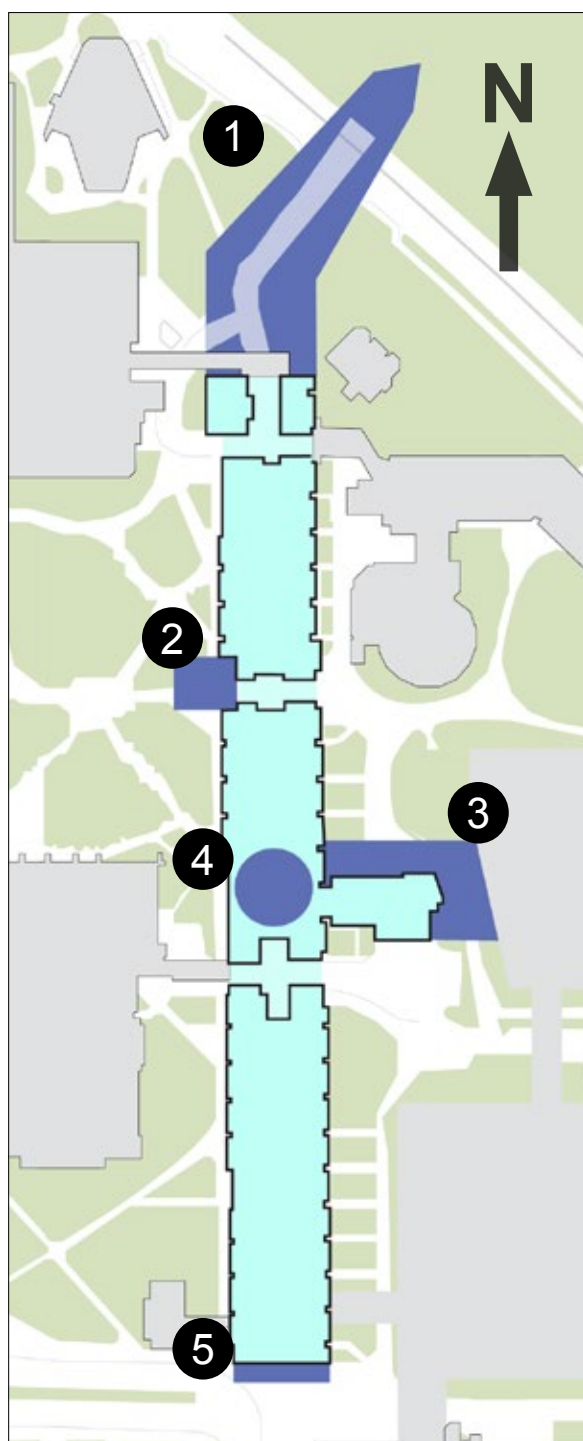




Reimagining HUB Mall Final Assessment



Five major concepts

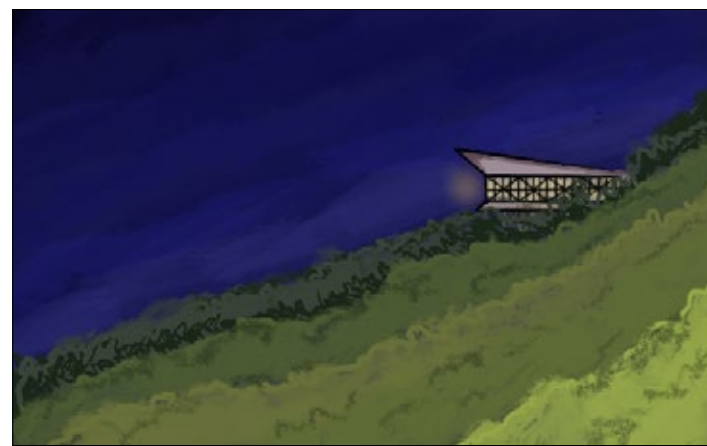
HUB Mall has been celebrated as an original and innovative mixed use design. Moving forward over the upcoming decades, it is crucial to gain an understanding of how to best support the evolution of HUB Mall and re-imagine it, in order for the building to remain a viable campus asset. For this project, the team undertook research and analysis to develop findings that would lead to this future vision. Some of the key findings included:

- Campuses and malls are evolving, in order to stay relevant HUB Mall must also change;
- The redevelopment of HUB Mall is influenced by multiple factors including the University of Alberta's policies and plans; and
- HUB Mall's mixed use facility has many positive aspects but there is room for improvement especially in regard to activating spaces, accessibility, wayfinding, and connectivity.

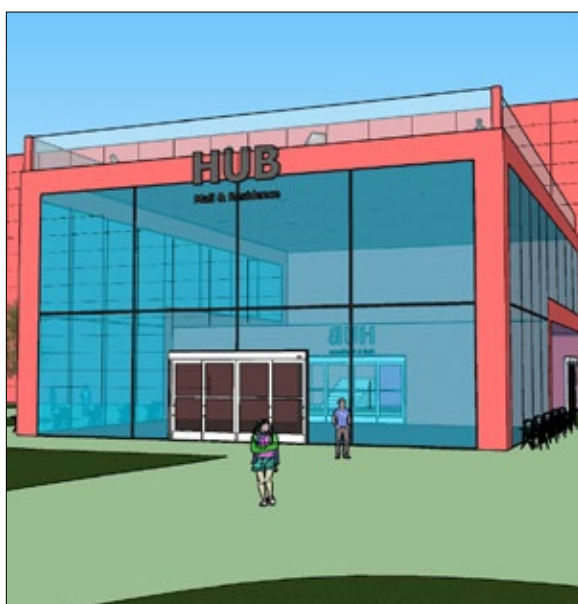
This new vision for HUB Mall focused on 5 Major and additional concepts. These concepts addressed the issue of growing with the University of Alberta, improving the public realm, activating spaces, increasing connectivity, recognizing the building's history and the changing face of retail.

Major Concepts:

1. North Entrance: Development of a north entrance that will enhance connectivity, accessibility and wayfinding while capitalizing on the connection between HUB Mall and the river valley.
2. West Pavilion: Implementation of a new west pavilion entrance/gathering area that improves the access and connection from the west side. The mostly glass pavilion will provide a gathering space and will also have a rooftop patio/garden.
3. East Connections: The addition of two east pedways in the south and central-north areas of the building will improve access, connectivity and wayfinding to the proposed buildings and current residences to the east.
4. Interior Central Gathering Space: Development of a new central gathering space within the mall will provide not only an area to congregate, but will also enhance the connectivity between the ground and second levels.
5. South Entrance: Improvement and enhancement of the south entrance will target connectivity, accessibility and wayfinding. It will provide a gathering space, both inside and outside, that maximizes on its close proximity to transit.



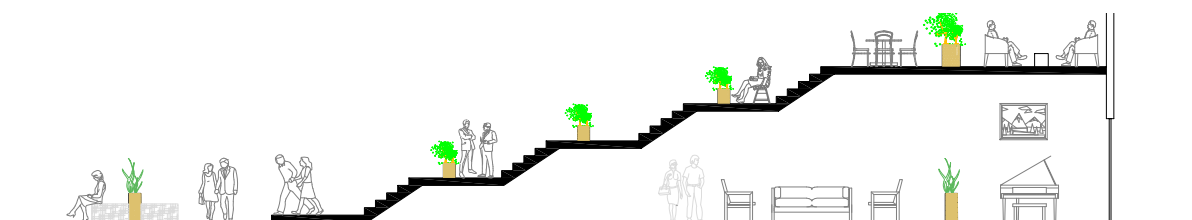
The north end of HUB Mall juts out into the River Valley.



West Pavilion facing east.

Additional Concepts included improving east side connections and space, amelioration of the current underpasses, enhancing interior gathering spaces, and imposing a new internal street design.

Over time these recommendations will help to enhance HUB Mall's evolution as an innovative and original design that draws people to it and remains a vital component of campus.



Cross section of the new Interior Central Gathering Space, connected with the second level by a stairway.