



the Park

Exciting outdoor mall combining shopping, eating, leisure and living

the Park



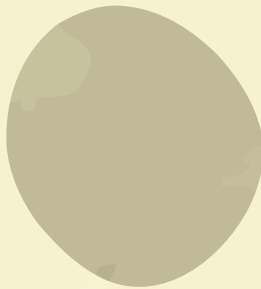
Introduction



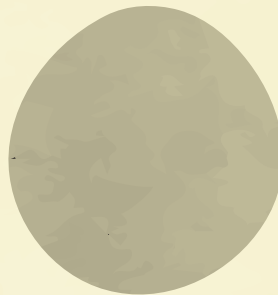
Introduction



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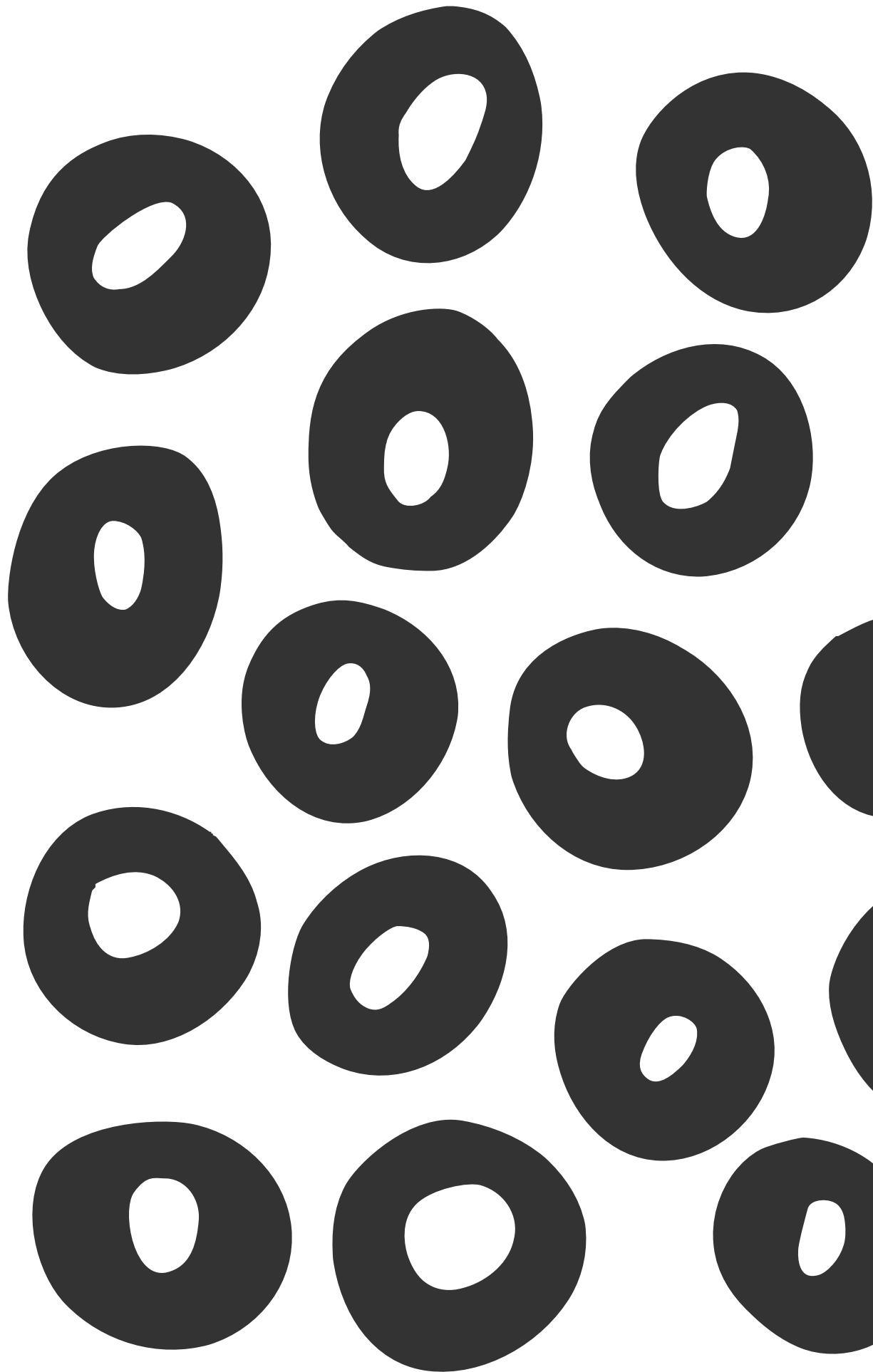


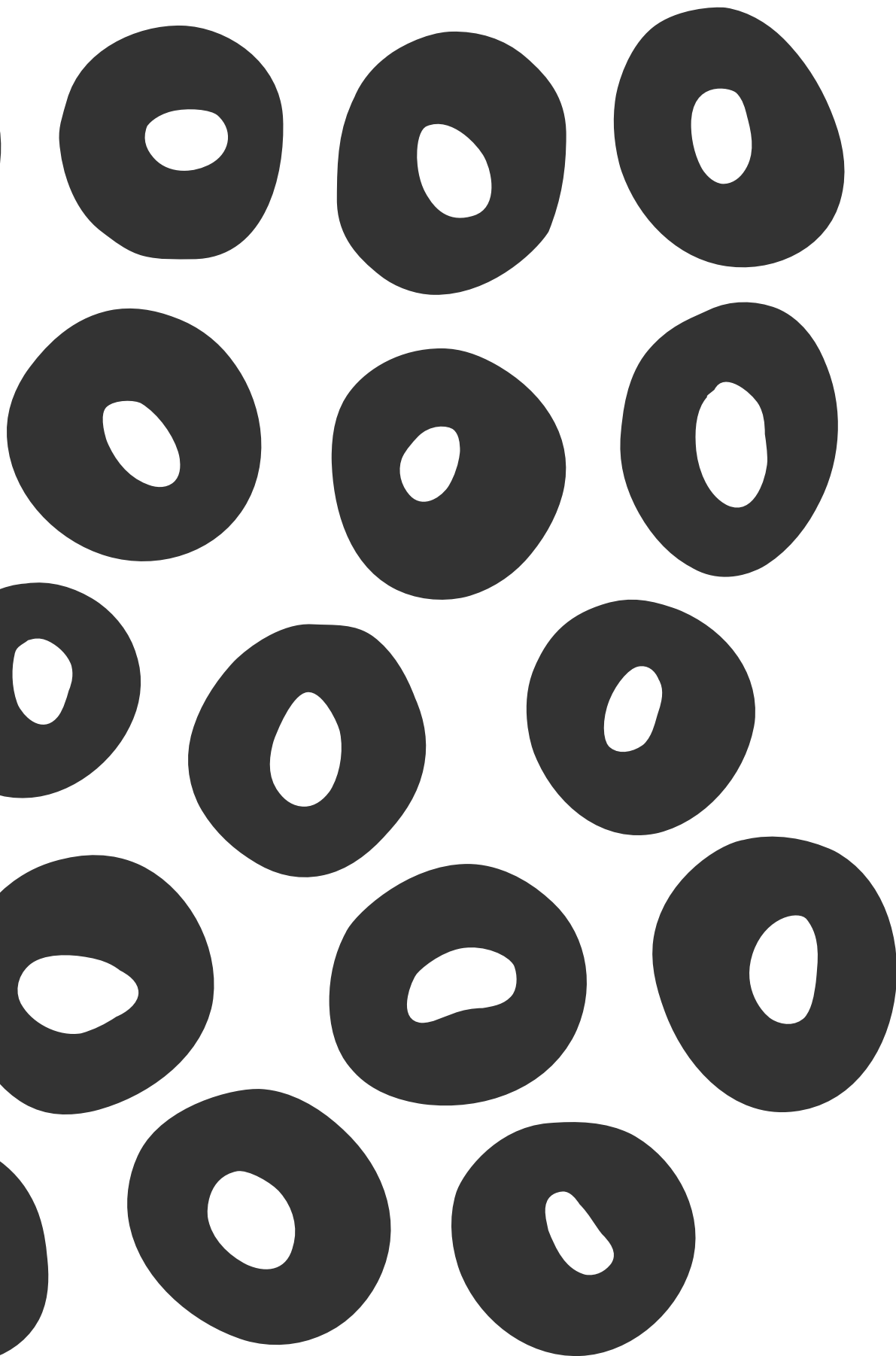
Introduction

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In this brochure we share our vision and show you our ambition to turn our historic coffee farm into a modern outdoor mall creating a green hub for our community.

Join our journey in realising a contemporary vibrant area that seamlessly combines shopping, dining, leisure, and living in a sustainable way. We believe the area has a great potential, where history meets modernity, offering a diverse range of experiences for all.






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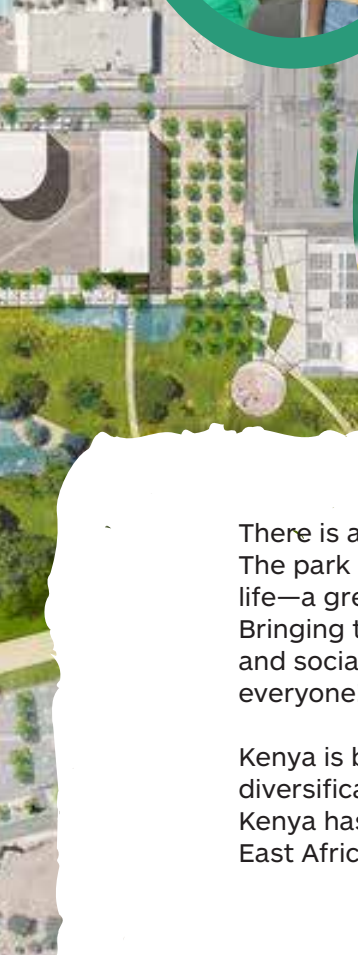


"Parks are the lungs of a city, vital for its well-being, where every tree tells a story and every pathway weaves a narrative of shared joy and urban harmony."

Frederick Law Olmsted was a prominent American landscape architect, famous for Central Park in NYC



There is a great opportunity for an outdoor mall. The park is all about a great escape from city life—a green haven to reload and enjoy yourself. Bringing together people for sporting, cultural, and social activities. Accessible for everyone!



Kenya is booming, known for its economic diversification and innovation. Kenya has become an economic hub in East Africa.

As a result of economic growth and modernization, more and more people are living in cities.

City life can be chaotic and demanding. Therefore, people are in need of a green oasis to relax, spend quality time with friends and family, shop, eat, and unwind.



Public Areas

References

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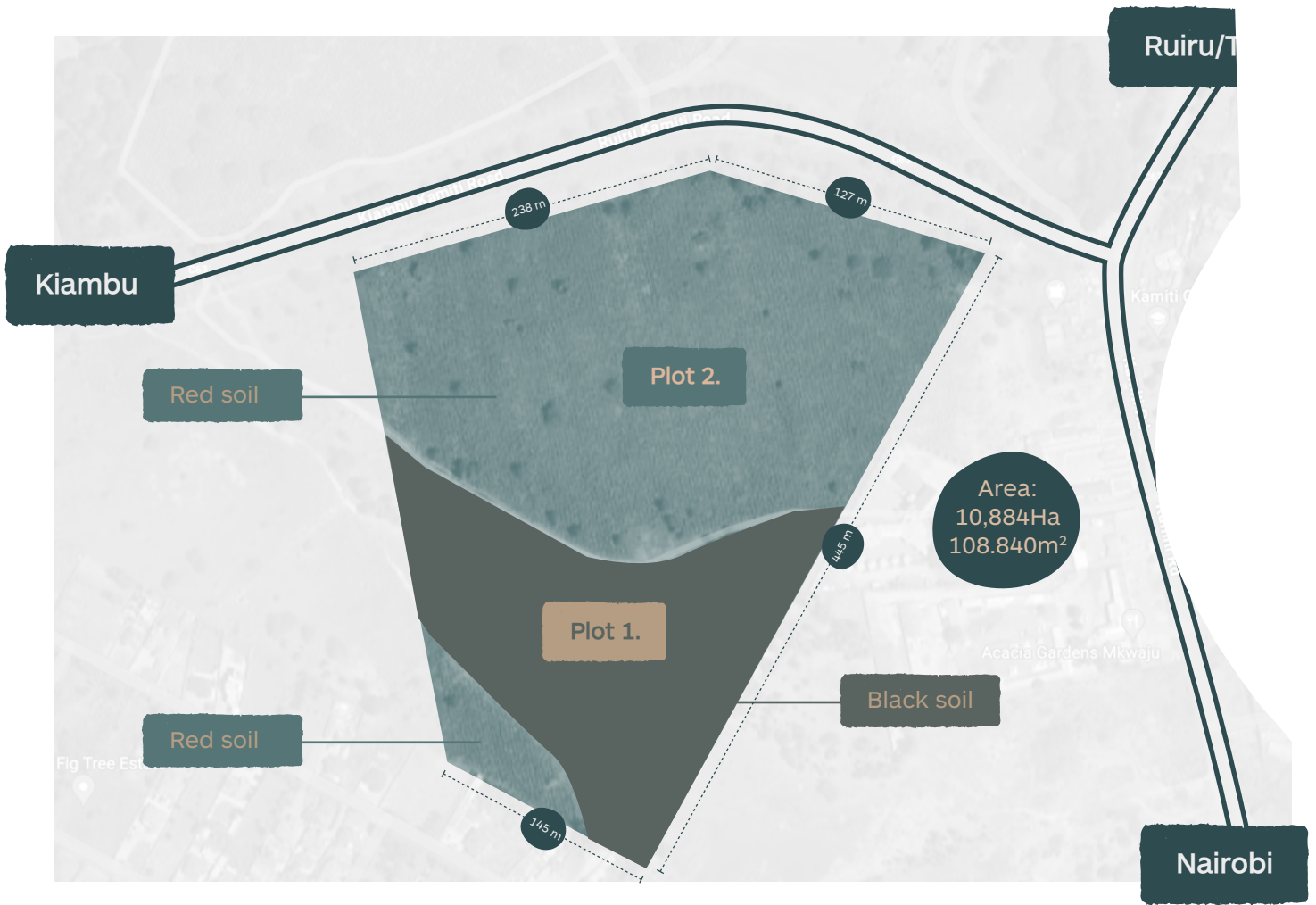
Everything on ground level



Everything on ground level

Welcome

To



Name Client

Target group

Residential programs are being developed in the coming years, creating a significant customer base in addition to existing customers from Kiambu to Nairobi.

The Park

In a high-density and urbanizing area, there is a gap in the market for a sustainable and green space to shop, eat, meet, and live.

Location

The historic coffee farm has a surface of about 108 square metres making it interesting for a mixed use commercial area.

Accessibility

The plot is located en route to and from Nairobi, Kiambu and Ruiru/Tatu

Programmatic

Fenced off (without disturbing the view)
Keep standard distance to plot outline
Front landscaping to be taken into account
Save some indigenous trees where possible

Shopping & coffee at The Park

your green get-away

Our vision and mission

"Transforming the historic coffee farm into a modern outdoor mall, driven by a sustainable and community-centric vision."

This plot has great potential to create a green getaway for the people living around, an area where we combine a shopping and gastronomy zone, a leisure zone, and a residential program.

"Ambitious about sustainability and community, realistic and pragmatic in realization."

We believe we can turn our vision into reality by creating a realistic structural plan with simple construction and durable design. Modern and contemporary at the same time we embrace the heritage and agricultural significance of the location.

Opportunities

- Outdoor mall with park function.
- Combining international standards with the local community.
- A unique plot in a developing area.
- Green and sustainable vision.
- Different functions make an exciting lifestyle hub.
- Great accessibility for everyone.
- Connecting to the local heritage of the coffee farm.





Meet our future target groups

Introduction

The Park is a welcoming and accessible place for everyone. It is positioned mid-market. The residents of places like Tatu city, as well as of Nairobi - will find a green escape of their busy life at the Park. Enjoying shopping and eating together.



Young professionals

Experience modern lifestyle

Needs:

- A green haven to escape busy urban life
- Lifestyle inspiration
- Contemporary design and architecture
- A meeting place for the community



Mid market

Families

Enjoying sharing time together

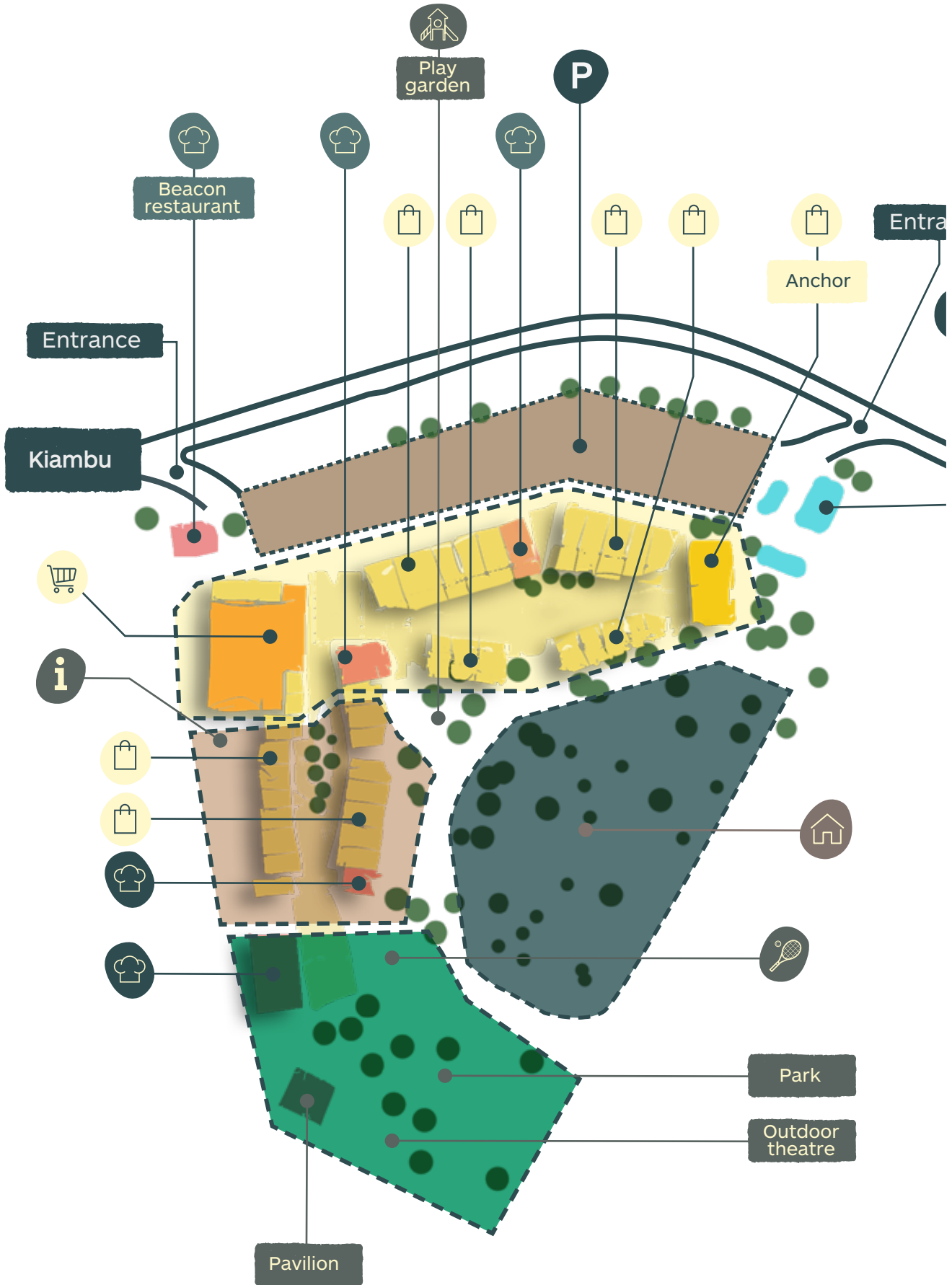
Needs

- A qualitative place to relax and enjoy
- Accessible shopping and gastronomy
- Mixed-use facilities to satisfy different daily and destination needs
- Safe and sustainable atmosphere



the Mix

of different functions



Sketch

the possibilities



Phase 1

Shopping zone with small/big retail units (incl. supermarket) & Gasoline, entry Gastronomy unit & Parking (with trees shading)

- Parking (450 pp)
- Shops
- Gastro
- Gasstation
- Playgarden

Shopping zone app. 12000 m²



Phase 2

Small shopping & Back extension (back of the shopping, service parking, trees covering the logistics) Smaller shops in the back? (Possible recreational zone, health, gym in natural environment?)

- Shops
- Gastro

Shopping zone app. 4500 m²



Phase 3 Leisure

Residential / Accomodations (low appartments)/ recreation (incl. garden/park zone, in area where soil is different), with open event space incl. restaurant unit in natural environment.

- Shops
- Gastro

Leisure/parc accomodation app. 1500 m²



Residential

Leisure/parc accomodation 150 - 200 pp

- Housing