



Destination & Placemaking Action Plan

Temple, Texas

Hunden was the market, financial feasibility and placemaking consultant lead tasked with completing a multi-phased destination development plan for various real estate and tourism asset opportunities in the City of Temple. The master planning team was managed by KPA Engineers. The purpose was to develop a document to guide the City of Temple to better capitalize on its tourism industry. The plan ultimately provided recommendations on a 5-year timeframe for implementation, supplemented by a community engagement process. The team collaborated on the following master plan study phases:

- **Temple Tourism Assessment and Mall Redevelopment Plan:** assessment of the various nodes of tourism for the City, including arenas and event facilities, youth and amateur sports facilities, mall re-use, hospitality, shopping and dining, attractions, recreation/parks/nature-oriented assets, festivals and events, and others. This included in-depth case studies.
- **Temple Real Estate Development Opportunity Analysis, Including Youth Sports:** assessment of the markets for all types of potential uses to be applied to five major focus areas for the City.
- **Temple Convention Center Governance Analysis:** deep dive into the convention and meetings market to identify opportunities for expansion and/or renovation of the existing facility, including governance assessment and recommendations.
- **Strategic Economic Development Marketing Pitch:** training, strategy, best practices workshop to revise Temple's economic development pitch to interested developers.
- **Site Vision and Concept Development:** development scenarios based on the findings from the Tourism Assessment, the Convention Center Analysis, and the Real Estate Development Opportunity Analysis.
- **Planning Recommendations and Project Cost Estimates:** strategies and recommendations for the realization of the final concept designs; prioritization, timeline establishment, responsibility assignment, etc. for each.

Client: City of Temple

Time Period: 2021 - 2022