



# Ice Arena & Mixed-Use Redevelopment Plan Market & Financial Feasibility Study

*Middletown, Ohio*

Hunden worked with architects at Perkins and Will to complete a market and financial feasibility study for the RINKA Plan, a new multi-purpose ice arena and entertainment district in Middletown, Ohio. The development was proposed to occupy the Towne Mall Galleria site and will be anchored by a three-sheet ice facility/arena. Additional uses proposed included:

- Retail and restaurant,
- Entertainment,
- Office,
- Multifamily residential, and
- Hotel.

The purpose of Hunden's study was to determine how the current local and regional supply of competitive arenas, sporting facilities and event venues will affect the proposed project, as well as highlight the opportunity for new development. Hunden also assessed the market supply and demand for the surrounding mix of uses and provide recommendations for the RINKA master plan. Additionally, Hunden outlined other considerations that should be made in order to increase the proposed project's potential for success.

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**Client:** City of Middletown

**Time Period:** 2022