



Rendered Site Plan

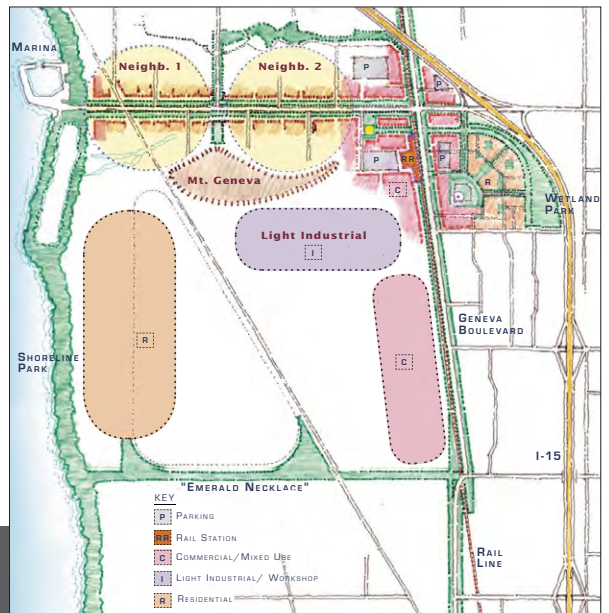


## MASTER PLAN

The Williams Farm parcel is the first of the Geneva Steel Plant 'brownfields' redevelopment. Situated between the existing city of Orem and Utah Lake, the 76 acres are planned as a full neighborhood: the first of many. The immediacy of Interstate 15 on the east boundary of the site configures much of the plan geometry, and makes feasible the option of adding a minor league Ball Park to the plan.



**MIXED USE NEIGHBORHOOD**  
*Greyfield Setting - Suburban Context*  
 76 Acre Site



Context Plan

# GENEVA WILLIAMS FARM

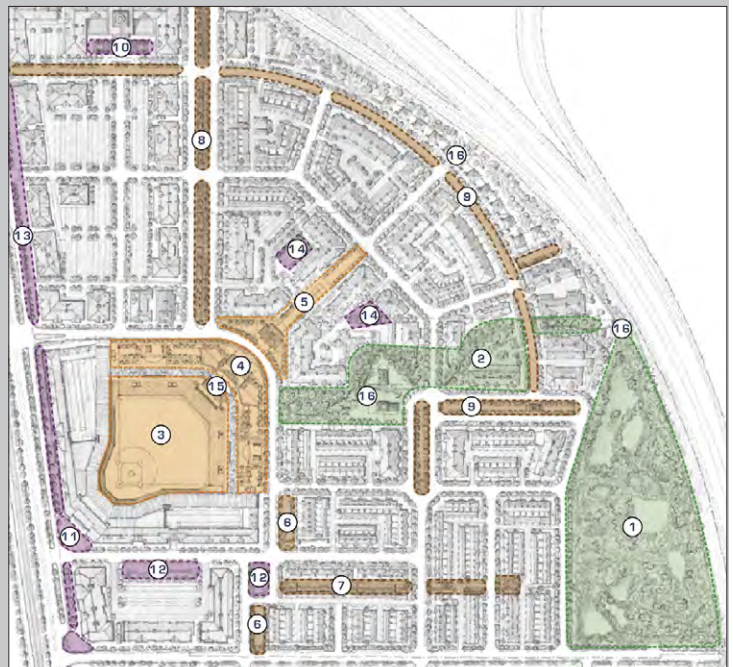


Perspective

## TOWN CENTER PROGRAM

- Detached Residences (960)
- Attached Residences (920)
- Hotel Rooms (230)
- Retail: 58,000 sf
- Dining & Entertainment: 63,000 sf
- Lodging & Reception: 27,000 sf
- Workplaces: 20,000 sf
- Conference: 35,000 sf

GENERAL TYPE	SPECIFIC TYPE
NATURAL SETTING	• WATER DOMAIN
PARK & FIELD	• SPORTFIELD • LOCAL PARK
GREEN & GARDEN	• SMALL GREEN • NEIGHBORHOOD PROMENADE
HARD SURFACE & EDGES	• PLAZA • SQUARE • CONCOURSE • COURTYARD



Optional Site Plan (Ball Park)