Landmark/Van Dorn Advisory Group
Monday, March 17, 2008

Lecture Pad Notes

The notes below were recorded on lecture pad sheets during the Advisory Group discussion and the public comment period that followed.

Brackets [] indicate additions made by planning staff for clarification.
MB – comments by Matt Bell serving as facilitator.
PP – comments by Patrick Peterman of General Growth Properties.

1

Reston – empty offices.
Who wants tall buildings at Landmark?
Cap it at 5 stories.
No – 10 is not tall.
5 is unrealistic for this size parcel.
Reston too tall at 21 stories.
10 = tall
Not realistic to box in a developer.
Depends on the area.
Condo Canyon 18-20 stories here now.

2

Examples for mall or other areas
Connecticut Avenue, Clarendon
Metro is there – not here.
The Woodlands – Houston area.
    Appealing Traditional mall +
    Market Street – green central place
    All ages using, water feature. – Great model.
Public art – Woodlands – for kids to climb on.
Q – Themes?
Like – Bethesda Row – not contrived looking
Q – Mix?
Depends on where – mall or Van Dorn – prefer no residential at Landmark Mall + keep retail concentrated.
Boutique office at Landmark
Office – additional opportunity for retail –
   Lunch crowd for restaurants – can make retail more viable.
Why doesn’t work at Carlyle ?
   Large open space splits apart.
Residential not at Landmark will limit variety. If just Van Dorn, not much space. Missing an opportunity for variety.
Q – what mix are we thinking?
PP – A – Definitely mix – uses work off each other. 2 of 4 not as good as 4
Business plan – won’t that drive it?
   What’s working here?
Once planned, can change.
MB – Plan that can evolve over time.

Multiple phases – process to manage

Q – Cottonwood – aesthetics – what’s the key?

Nothing else like it – live and play

MB - 50 acres big opportunity