

City of Alexandria
Department of Planning and Zoning
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**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.

3

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.

4

Multiple phases – process to manage

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

Nothing else like it – live and play

MB - 50 acres big opportunity