

City of Alexandria  
Department of Planning and Zoning  
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**Landmark/Van Dorn Advisory Group  
Monday, March 17, 2008**

**Lecture Pad Notes**

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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