Landmark/Van Dorn: suburban to urban

transform the mall and beyond
emphasize local connectivity
leverage greatly improved transit
create urban parks and plazas
phase implementation
Landmark Mall

- 240-acre planning area
- Four miles from Old Town
- The City’s only regional enclosed mall

Van Dorn Metro
approach to land use amount & mix

maximize office where the market will support it

provide retail and hotel to support office and meet community needs

permit sufficient housing to ensure redevelopment is feasible and succeeds over the long term

constrain overall development potential by transportation capacity
transform the mall and beyond

1,000 sf = 4 office jobs, 2.5 retail jobs, or 2 residents.
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west end town center

- FAR: minimum 2.0, maximum 2.5
- 70% non-residential
- 8.7 million sf on 82 acres
- at least 3.7 million sf office
- at least 1.0 million sf retail
- 800,000 sf hotel
- residential:
  - min: 1.2 million sf
  - max: 3.1 million sf
the bluff – highest elevations, high visibility, existing tall buildings

I-395 frontage – high visibility

transit center

class A office opportunities

transform the mall and beyond
transform the mall and beyond
west end town center
transform the mall and beyond

pickett place

- FAR: minimum 1.5, maximum 2.0
- 30% non-residential
- 4.8 million sf on 55 acres
- at least 250,000 sf office
- at least 344,000 sf retail
- residential:
  - min: 500,000 sf
  - max: 3.7 million sf
pickett place
transform the mall and beyond

existing residential development

• plan does not encourage redevelopment of existing residential development

• not recommended for increased density

• phase developer contributions to affordable housing
## Land Use Summary

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Existing</th>
<th>Zoning Max Resid</th>
<th>Zoning Max Nonresid</th>
<th>Plan Total</th>
<th>Plan Net</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Residential</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>2.7 msf</td>
<td>10.1 msf</td>
<td>5.8 msf</td>
<td>8.7 msf</td>
<td>+ 6.0 msf</td>
</tr>
<tr>
<td></td>
<td>2,735 units</td>
<td>8,453 units</td>
<td>4,871 units</td>
<td>7,735 units</td>
<td>+ 5,000 units</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>1.4 msf</td>
<td></td>
<td></td>
<td>1.9 msf</td>
<td>+ 0.5 msf</td>
</tr>
<tr>
<td><strong>Office</strong></td>
<td></td>
<td></td>
<td></td>
<td>5.8 msf</td>
<td>+ 5.8 msf</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>0.8 msf</td>
<td>2.8 msf</td>
<td>6.5 msf</td>
<td>0.8 msf</td>
<td>- 0.8 msf</td>
</tr>
<tr>
<td></td>
<td>Indl, misc</td>
<td>2.8 msf</td>
<td>Hotel, misc</td>
<td>Hotel, misc</td>
<td>+0.8 msf Hotel</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4.9 msf</td>
<td>12.9 msf</td>
<td>12.3 msf</td>
<td>17.2 msf</td>
<td>+ 12.3 msf</td>
</tr>
</tbody>
</table>

Residential units estimated based on 1,200 square feet per new dwelling unit.
Note: Each height district will require a variety of heights, not just a single maximum height.
transform the mall and beyond

building heights
Landmark/Van Dorn: suburban to urban

transform the mall and beyond

emphasize local connectivity

leverage greatly improved transit

create urban parks and plazas

phase implementation
connected street grid
local alternatives to arterial streets
walkability, access to transit
smaller blocks

emphasize local connectivity
emphasize local connectivity

**street hierarchy**

- **a1:** duke street & van dorn street
- **a2:** stevenson, walker, pickett & edsall
- **b:** new mall central street, new high street, new “main” street
- **c:** neighborhood, access & service entry
emphasize local connectivity

urban parks anchor retail-lined walking streets

new high street
duke street and west end town center bridge
duke street and west end town center bridge

Bridge – 221’
Duke Street – 196’
Retail Street – 215’

The Bluffs  Duke Street Looking West  Landmark Mall
duke street and west end town center bridge
duke street and west end town center bridge
new high street and west end town center bridge
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emphasize local connectivity

**leverage** greatly improved transit

create urban parks and plazas

phase implementation
leverage greatly improved transit
leverage greatly improved transit
leverage greatly improved transit
greatly improved transportation

costs

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost</th>
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<tbody>
<tr>
<td>van dorn transit blvd</td>
<td>$67-78 million</td>
</tr>
<tr>
<td>van dorn bridge</td>
<td>$2.9 million</td>
</tr>
<tr>
<td>duke st transit blvd</td>
<td>$14.8-17.6 million</td>
</tr>
<tr>
<td>new high st bridge</td>
<td>$7.7 million</td>
</tr>
<tr>
<td>multimodal bridge</td>
<td>$22 million</td>
</tr>
<tr>
<td>total:</td>
<td>$110-130 million</td>
</tr>
<tr>
<td>new high street</td>
<td>$16.5-18.4 million</td>
</tr>
<tr>
<td>local landmark roads</td>
<td>$18.6-18.9 million</td>
</tr>
<tr>
<td>other grid roads</td>
<td>$45.5-$50.7 million</td>
</tr>
<tr>
<td>total:</td>
<td>$80-90 million</td>
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</table>
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urban parks and plazas

- on-site open space requirement: 25%
- parks/open space at:
  - west end town center
  - high street at stevenson
  - pickett place
  - armistead boothe park
  - edsall west

open space network

- 3.5 ac
- 1.0 ac
- 1.0 ac
- 0.5 ac
- terrace gardens
- high street park
- pickett square
- armistead boothe
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phase implementation
phasing issues

general economy, market position

development & infrastructure

infrastructure capacity &
development demands

infrastructure costs & revenue
from development
three market phases

near-term market

“choice location”

“choice location” and dedicated transit
### Developer Contribution Potential

<table>
<thead>
<tr>
<th>Phase</th>
<th>Office</th>
<th>Rental Housing</th>
<th>Condo Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Choice Location</td>
<td>$10.60</td>
<td>$2.37</td>
<td>$5.49</td>
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<tr>
<td>Choice Location + Transit</td>
<td>$17.29</td>
<td>$13.71</td>
<td>$20.38</td>
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</tbody>
</table>

*Figures are per square foot*
### Phased Implementation: Phase with Market

#### Phasing in Contribution Potential

<table>
<thead>
<tr>
<th>Phase</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term or Catalyst (2009-14)</td>
<td>$0.00</td>
</tr>
<tr>
<td>Choice Location (2014-19)</td>
<td>$23.6 million</td>
</tr>
<tr>
<td>Choice Location, Some Transit (2019-24)</td>
<td>$40.5 million</td>
</tr>
<tr>
<td>Choice Location + Full Transit (2024-2029)</td>
<td>$57.3 million</td>
</tr>
<tr>
<td>Total</td>
<td>$121.5 million</td>
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</tbody>
</table>
affordable housing

near-term: apply developer housing contribution work group formula ($1.50 sf - $4.00 sf)

“choice location”: increase, consistent with potential

“choice location” and dedicated transit: increase, consistent with potential

phased implementation: phase with market
estimated new tax revenues

buildout = 13.5 million square feet

$27.2 million in net new real estate tax revenues yearly

$7.4 million (net) in other local taxes yearly

if 1/3 set aside for services, net new tax generation at buildout is $23.2 million yearly
**phasing in tax revenues**

<table>
<thead>
<tr>
<th>phase</th>
<th>annual tax revenue</th>
<th>cumulative tax revenue</th>
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</thead>
<tbody>
<tr>
<td>first 25% (by 2014)</td>
<td>$5.5 million</td>
<td>$16.5 million</td>
</tr>
<tr>
<td>50% (by 2019)</td>
<td>$11 million</td>
<td>$60.5 million</td>
</tr>
<tr>
<td>75% (by 2024)</td>
<td>$40.5 million</td>
<td>$132.0 million</td>
</tr>
<tr>
<td>100% (by 2029)</td>
<td>$57.3 million</td>
<td>$231.0 million</td>
</tr>
</tbody>
</table>
afford to construct dedicated transit lanes by 50% buildout? yes.

cost: $100 million (land + construction)

if City sets aside 20% of net tax increase, after 10 years = $12.5 million

at 50% buildout, City sets aside $5 million of increased revenue = $60 million (bonds)

remaining $27.5 million: cost reductions or state, federal or developer contribution
a new landmark