Landmark Mall
Re-planning Process

Eisenhower West – Landmark Van Dorn Implementation Advisory Group
Community Meeting
November 14, 7-9 pm
Agenda

- Welcome!
- Planning, Process, Schedule (15 min.)
- Q&A (15 min.)
- Potential Plan Refinements (20 min.)
- Q&A (15 min.)
- Community Exercise (50 min.)
- Next Steps & Ways to Stay Involved
Planning Process Schedule


We are Here
AG/Community Meeting Nov. 14
AG/Community Meeting Dec. 12
AG/Community Meeting Jan. 26
AG/Community Meeting Feb. 27
Community Engagement
PC & CC Public Hearings April
Path to Redevelopment

STEP 1: Re-planning/Master Plan Amendment & Concept Plan (CDD) Approval

STEP 2: Development Special Use Permits by block

STEP 3: Building Permits for Construction

Community Engagement
Role of Small Area Plans

- Reflection of community vision and city policies (i.e. affordable housing, sustainability, multimodal transportation, etc.)
- Guide for decision makers, developers and community members
- Small Area Plan Elements:
  - Framework, function & character of streets
  - Land uses, development intensity & heights
  - Infrastructure & Public Facilities
  - Open spaces
  - Implementation (Funding) Plan
Landmark Mall Re-planning Process – AG/Community Meeting

Landmark/Van Dorn Corridor Plan

Arlington

Fairfax

Landmark/ Van Dorn Corridor Plan Area
Overlay Plan Areas
Landmark Mall Site
Small Area Plan Areas
Building on the 2009 Plan Vision

An attractive, mixed-use urban center with distinctive architecture, transit and community spaces that serves regional and neighborhood needs and provides walkable streets with access and connections to surrounding neighborhoods.
Building on the 2009 Vision

- Vision
- Mixed-use, including Civic Uses
- Maximum Development
- Maximum Building Height
- Affordable Housing Provisions
- Urban Scale Blocks
- Urban Street Grid
- Multi-modal Network
- Transit Hub
- Open Space
- Environmental Sustainability
- Urban Design

- Access to/along the Site
  - High Street Bridge
- New Uses, including Institutional
- Flexibility of Uses
- Flexibility of Signature Buildings
- Implementation Plan

Remain Consistent with the Vision

Anticipated Elements to be Refined

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11/15/2018
Citywide Master Plans & Policies

- Adopted since 2009
  - Affordable Housing Master Plan
  - Long Range Educational Facilities Plan
  - Sanitary Sewer Master Plan
  - Environmental Action Plan & Green Building Policy
  - Transportation Master Plan, including recently adopted Pedestrian & Bicycle Chapter
  - Vision Zero Program
  - Complete Streets Policy & Guidelines
Existing Challenges
Potential Improvements
Duke Street & High Street Bridge Concept
- Large building setback
- Limited canopy trees & buffer
- Limited pedestrian connectivity
- Small sidewalks
- Built for vehicles, only

Duke Street
- Smaller building setback
- Regularly spaced canopy trees and buffer
- Pedestrian scale elements
- Large sidewalks
- Built for all users

Great Streets
Carlyle, Alexandria

Scale Comparison

Landmark Mall Re-planning Process – AG/Community Meeting 11/15/2018
Need for Flexibility

Role of City
- Infrastructure
- Parks
- Land Uses
- Density

Market & Lending Practices Drive
- Timing, phasing, amount of development
- Construction type
- Rent & sale price
- Changing demand for office space

New Development Fiscal Impact

- **60¢** General Fund
- **88¢** General Fund
- **40¢** Cost of Services
- **12¢** Cost of Services

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11/15/2018
Need for Flexibility

- Maintain cap of 5.6 M Sq. Ft.
- Maintain retail core
- Add new uses
- Add flexibility in mix and location of uses

5.6 Million Sq. Ft.

- Residential
- Office
- Civic
- Retail
- Hotel

2009 Plan

Proposed
Questions?
Landmark Mall
AG/Community Meeting
November 14, 2018
Our Purpose

We create timeless places and extraordinary experiences
Developed

4.2M sf of commercial operating properties developed since 2011

Operating

9.4M sf commercial properties, 3,698 multifamily units and 1,000 hotel rooms
Howard Hughes Corporation – Diverse Capabilities Across a Wide Range of Assets

- Multifamily
- Mixed-Use
- Hospitality
- Office
- Retail
- Master Planned Communities
We Unlock Value From Wall Street To Waikiki
The central portion of Landmark Mall is transferred to Howard Hughes upon Howard Hughes’ spin-off from General Growth Properties.
2013
DSUP approval for redevelopment of central portion of the mall to mixed-use

2015
Approval for additional residential and flex space (now expired)
2017
Howard Hughes acquires the Macys portion of the site

June 2018
The interim Carpenter’s Shelter opens in the vacated Macys store
• The timing is right to masterplan the entire site.

• Property acquisitions have removed barriers/impediments for redevelopment.

• Opportunity to create a flexible plan that can react to shifts in the market.
The Plan
What’s staying the same
Urban Street Grid

2009 Landmark-Van Dorn Corridor Plan

“The plan recommends the creation of a walkable urban environment with a well-connected local street system that supports driving, transit bicycling and walking...”
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**2009 Landmark-Van Dorn Corridor Plan**

*Provide 3.5 acres of public open space on-site.*

*Note: Does not preclude green space on individual blocks.*

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**Public Green Spaces**
“A new, centrally-located transfer station to accommodate local, regional and future dedicated transit service...”

Transit + Multi-modal Hub Potential Location Options
The Plan
Proposed Refinements
Duke Street Character

EXISTING DUKE STREET CHARACTER

PROPOSED DUKE STREET CHARACTER
RESIDENTIAL OR OFFICE
OFFICE AND RESIDENTIAL OVER RETAIL
OFFICE WITH SOME RETAIL

REQUIRED RETAIL STREETS

2009 LVD CORRIDOR PLAN

MIXED-USE DESIGNATION FOR SITE
ALLOWABLE USES:
Residential / Office / Civic
Retail / Institutional

PROPOSED USE LOCATIONS

REQUId RETAIL STREETS

POTENTIAL RETAIL STREETS

Howard Hughes.

Flexibility of Uses
• Option to provide **up to 5 signature buildings** throughout the site

• Inclusive of previously included location at I-395 and Duke Street (shown on plan right)

• Allows for flexibility of design

• Signature buildings to meet requirements put forth in the 2009 Corridor plan: “to be of exemplary design, appropriate in character and quality of materials and finishes.”

• Each building to be reviewed as part of the Development Special Use Permit process

• Not to exceed the maximum height on-site of 250 feet
Vision for the Site
High-Quality Architecture
Vision for the Site
Activated Public Realm
Vision for the Site
Engaging Streetscapes
Vision for the Site
Mix of Uses
Vision for the Site

Community Open Space
Community Exercise

Wi-Fi: Cameron.Private
Password: cameron200

Now go to Menti.com
## Planning Process Schedule

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<td>• New Uses</td>
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<td>• Flexibility of Uses</td>
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<td>• Access to &amp; along site</td>
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Next Event
What's Next?

Who do I contact for Information?

How do I stay Involved?

Next Event:
AG/Community Open House
Brandywine Living (5550 Cardinal Pl.)
Anytime between 7 and 9 pm

Visit the Website!
Alexandriava.gov/Landmark
• Informational Video on Website in English, Amharic, Spanish, and Arabic

Find us on Twitter, Facebook, Instagram
#LandmarkMall #AlexandriaVA

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Contact Ashley Labadie with Questions:
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