



# 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

Sept.

Oct.

Nov.

Dec.

Jan.

Feb.

Mar.

April

Community Engagement

We are Here

AG/  
Community Meeting  
Nov. 14

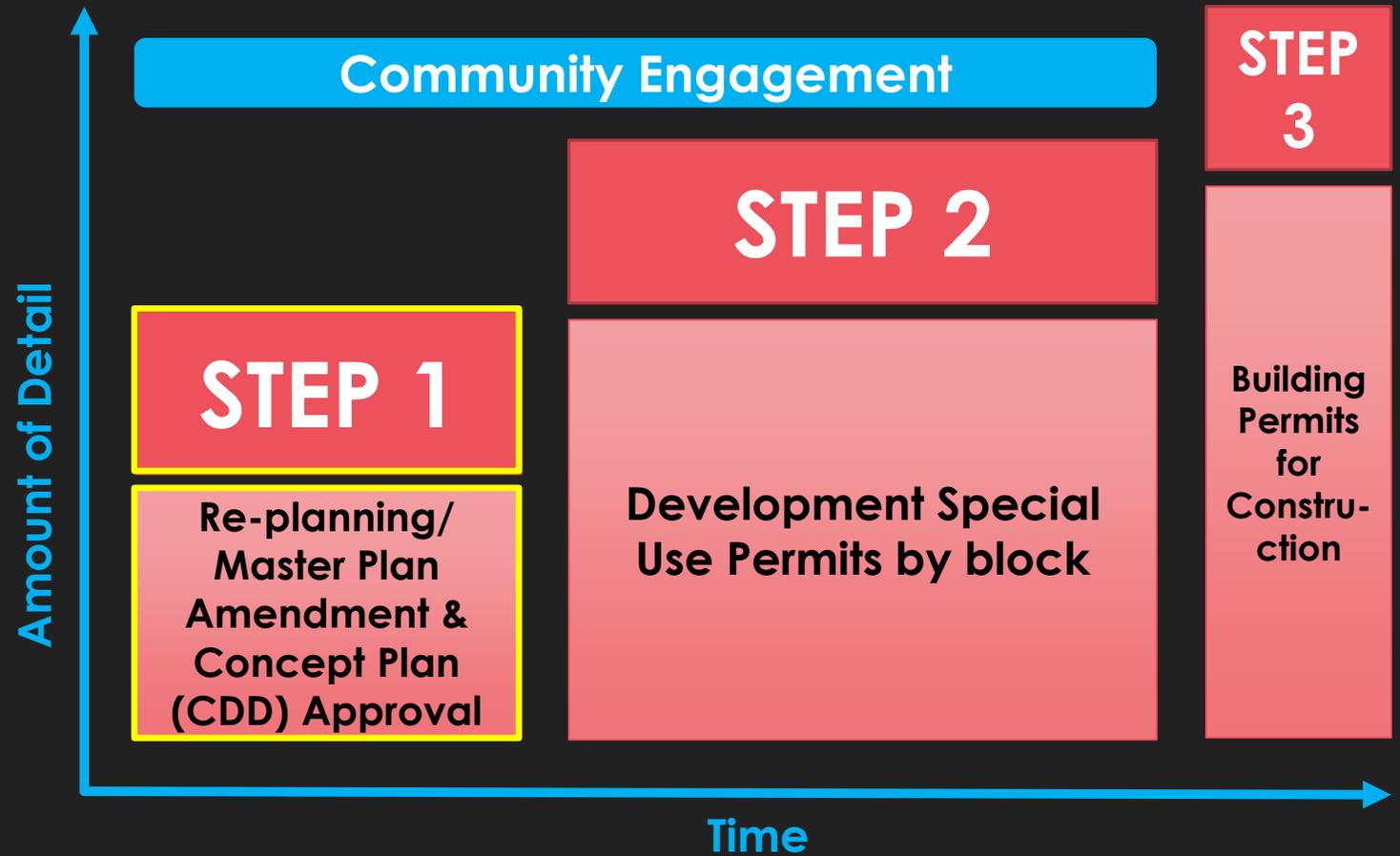
AG/  
Community Open House  
Dec. 12

AG/  
Community Workshop  
Jan. 26

AG/  
Community Meeting  
Feb. 27

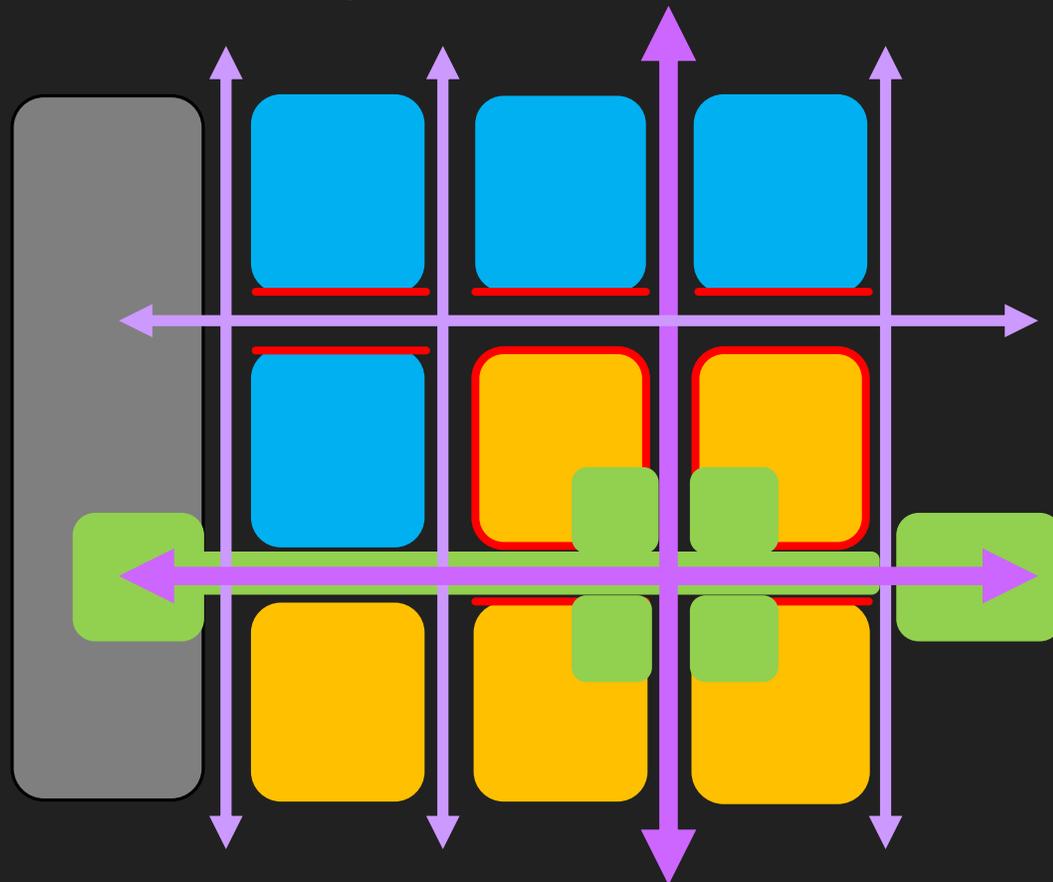
PC & CC  
Public Hearings  
April

# Path to Redevelopment



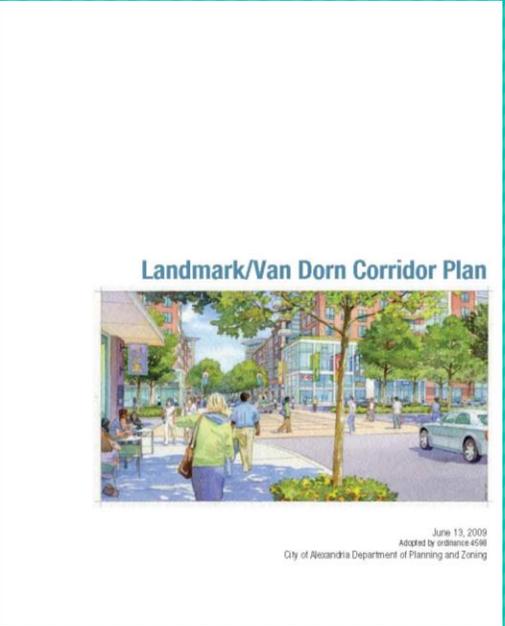
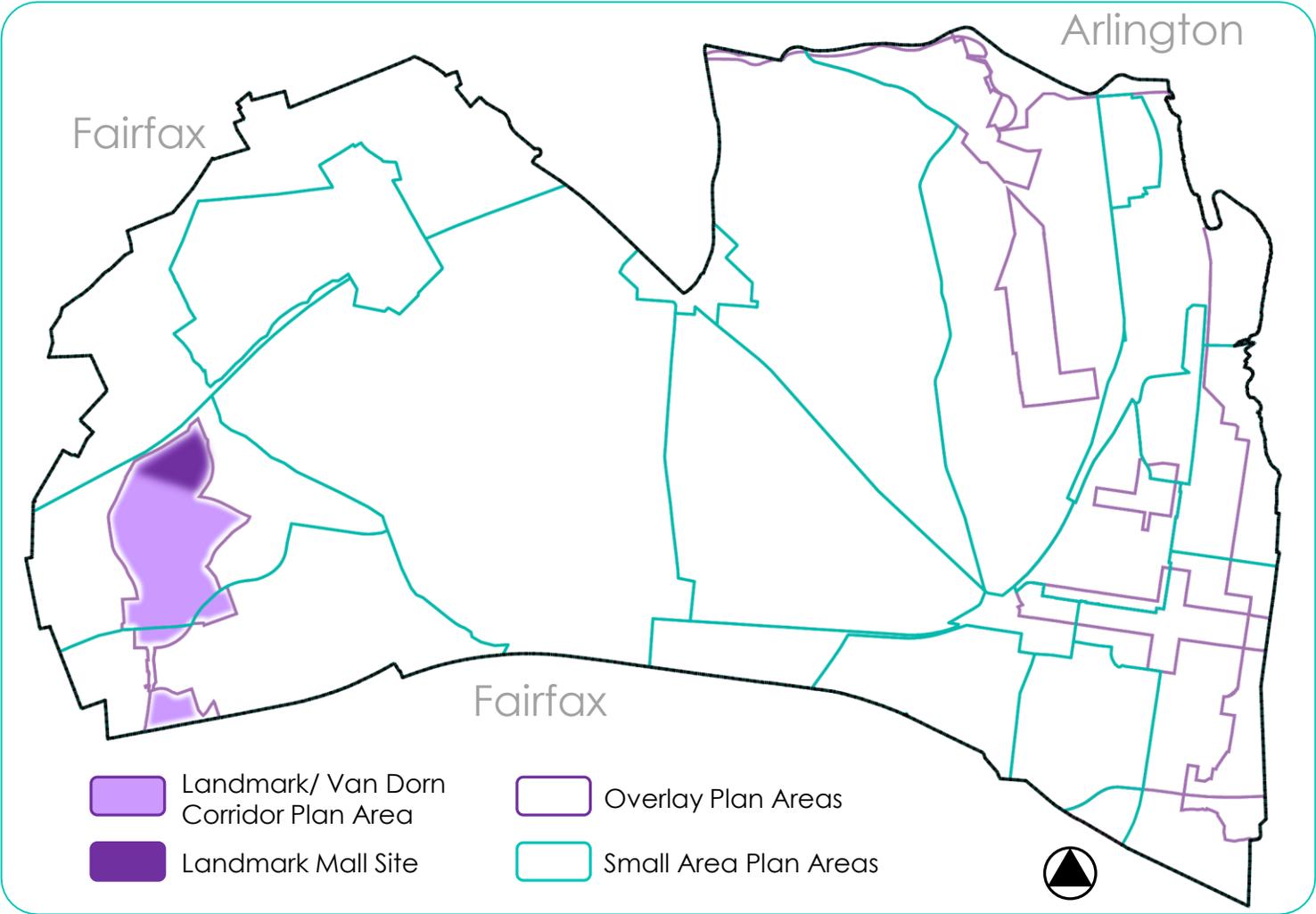


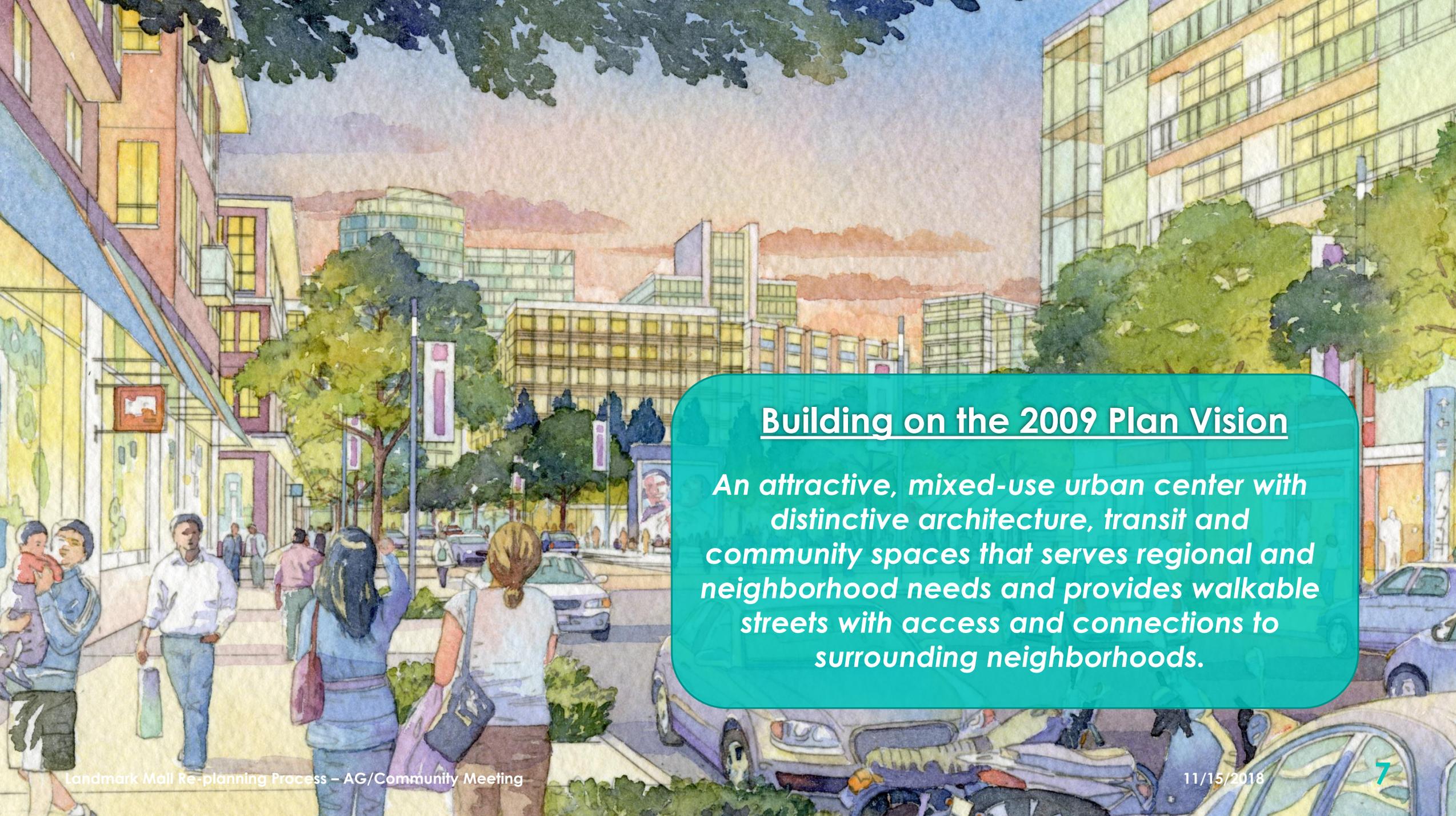
# Role of Small Area Plans



- 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/ Van Dorn Corridor Plan





## 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

**Remain  
Consistent  
with the  
Vision**

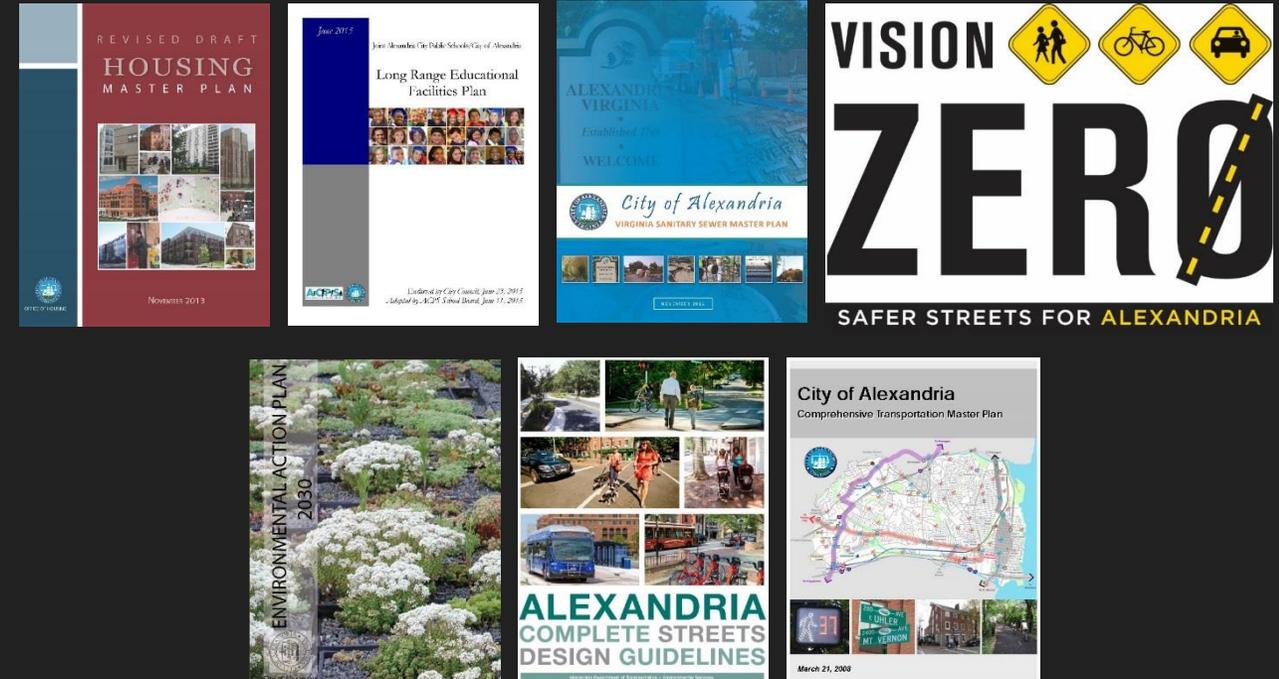
- Access to/along the Site
  - High Street Bridge
- New Uses, including Institutional
- Flexibility of Uses
- Flexibility of Signature Buildings
- Implementation Plan

**Anticipated  
Elements  
to be  
Refined**

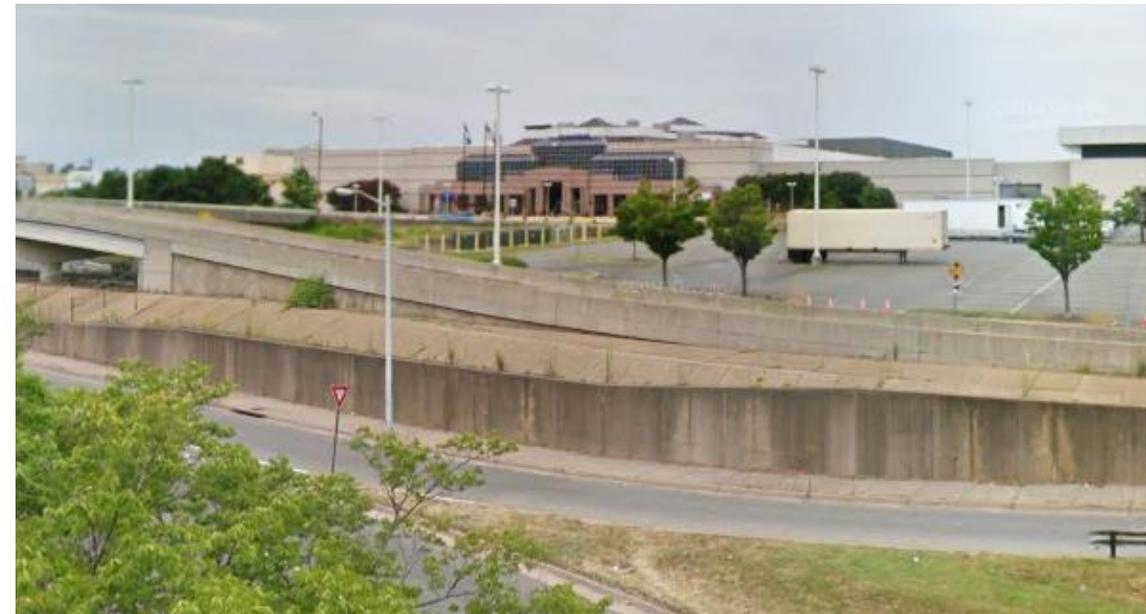


# Citywide Master Plans & Policies

- 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

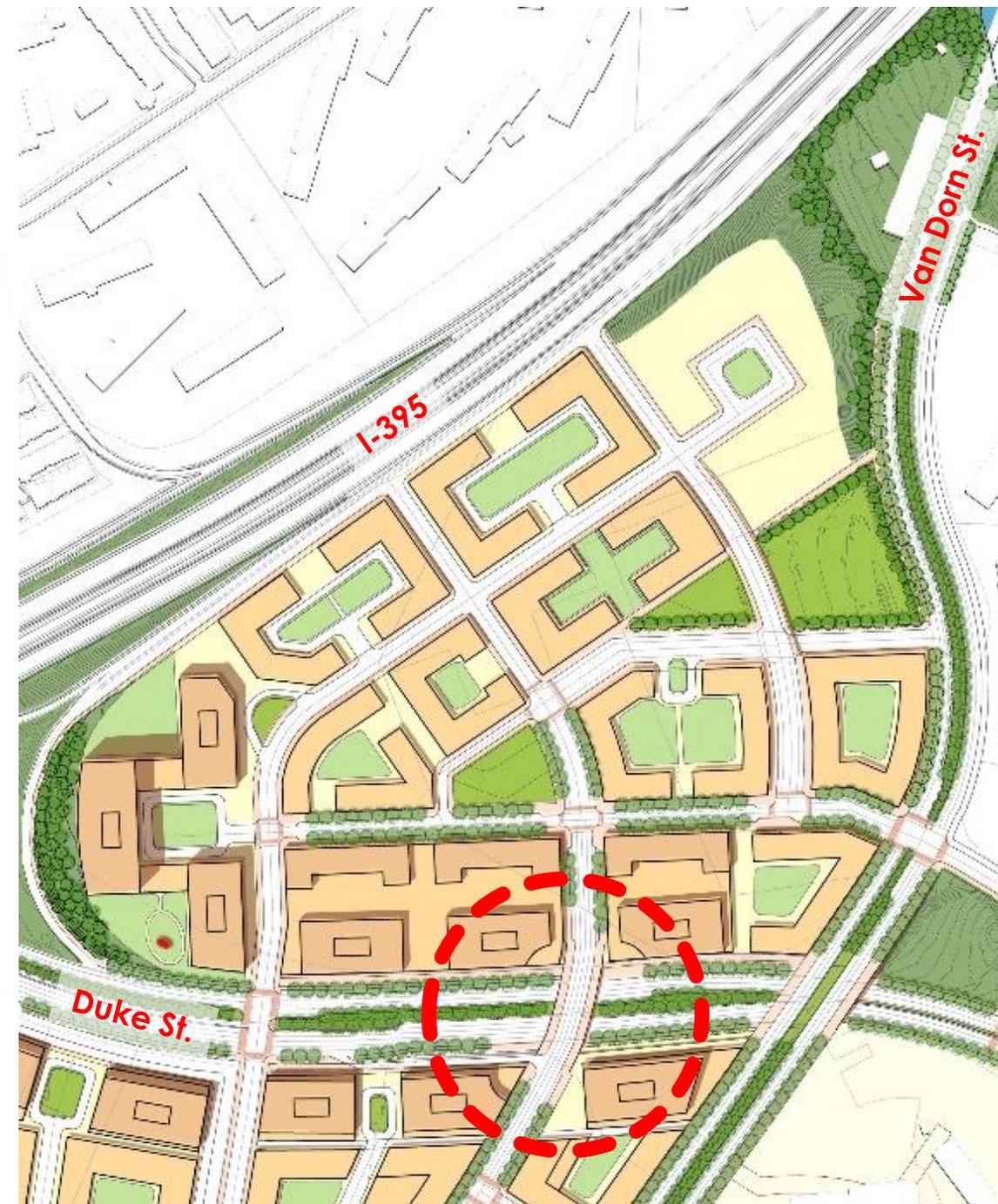




# Potential Improvements



# Duke Street & High Street Bridge Concept

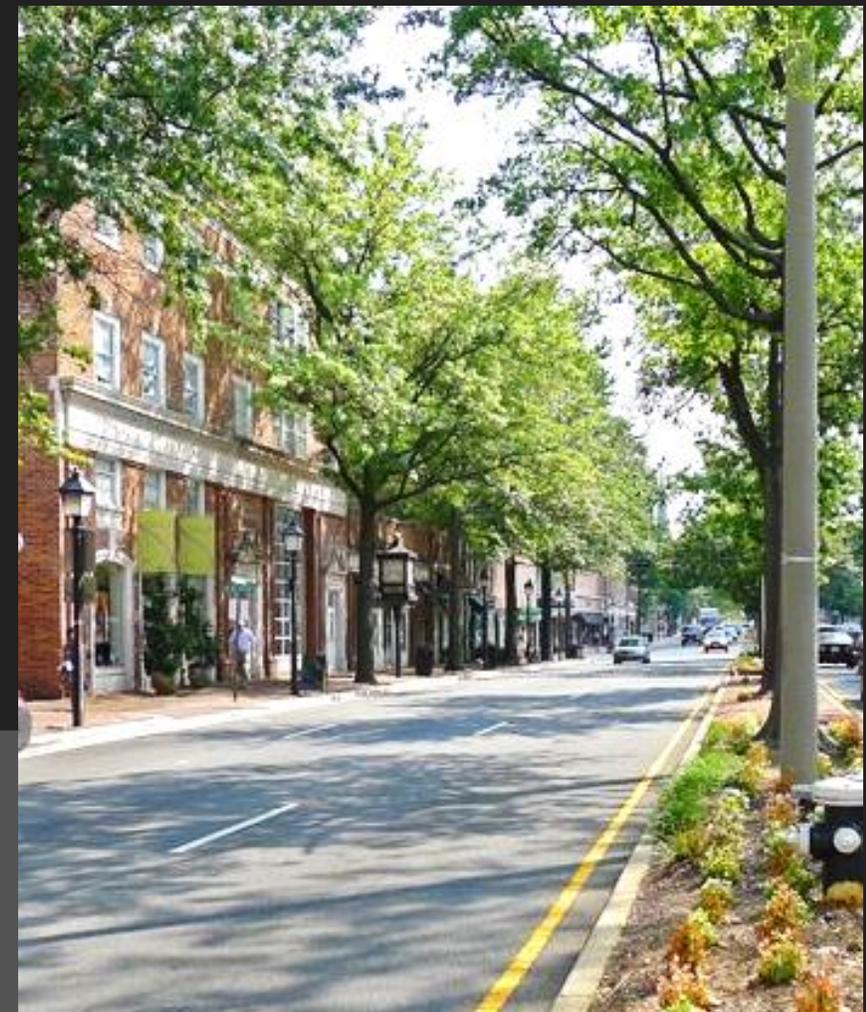


- Large building setback
- Limited canopy trees & buffer
- Limited pedestrian connectivity
- Small sidewalks
- Built for vehicles, only



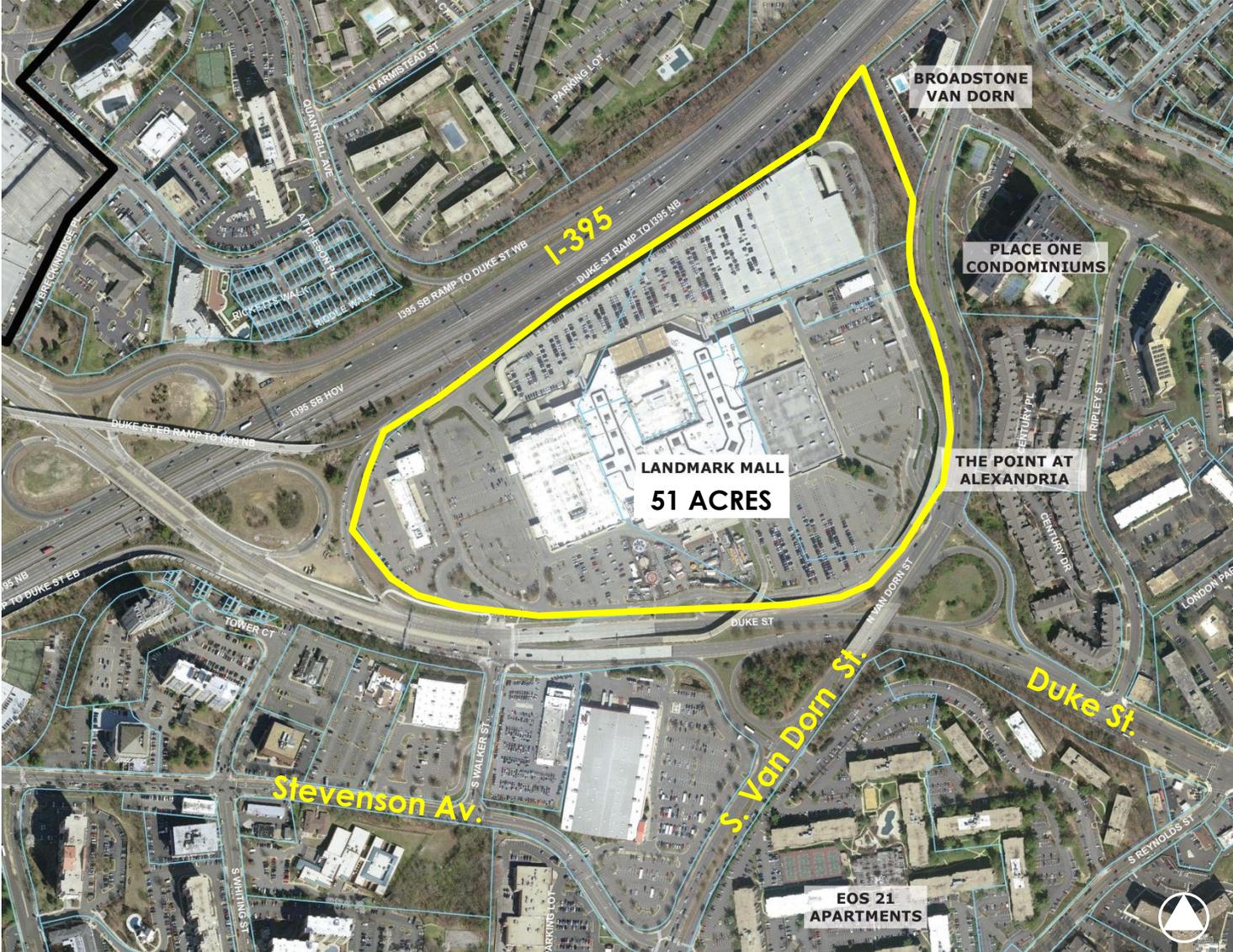
# Duke Street

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

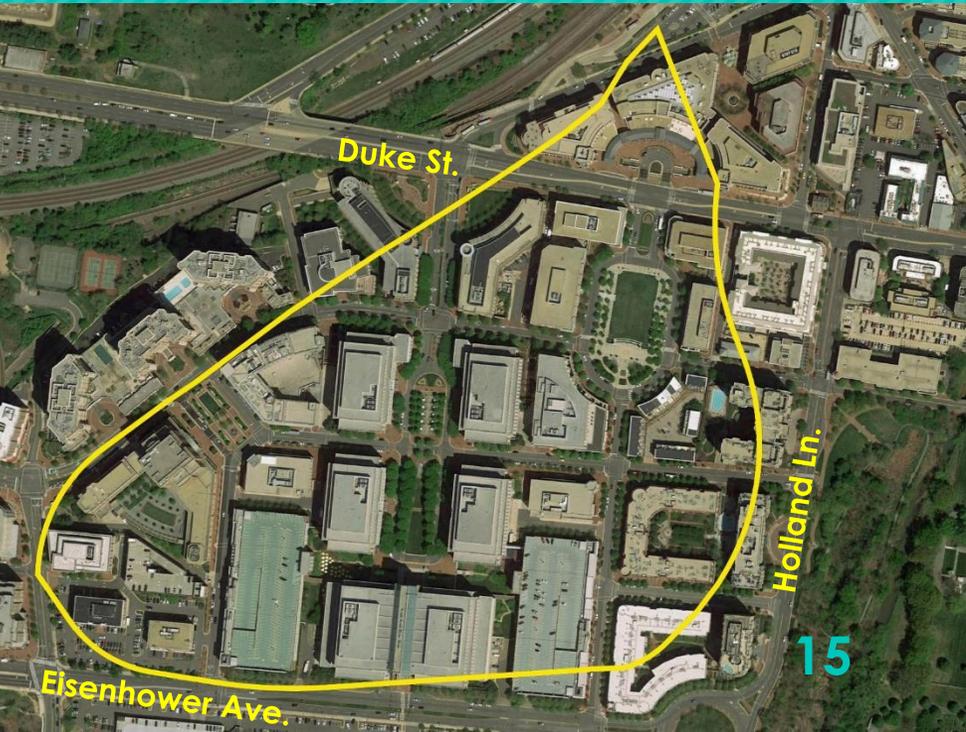


# Great Streets

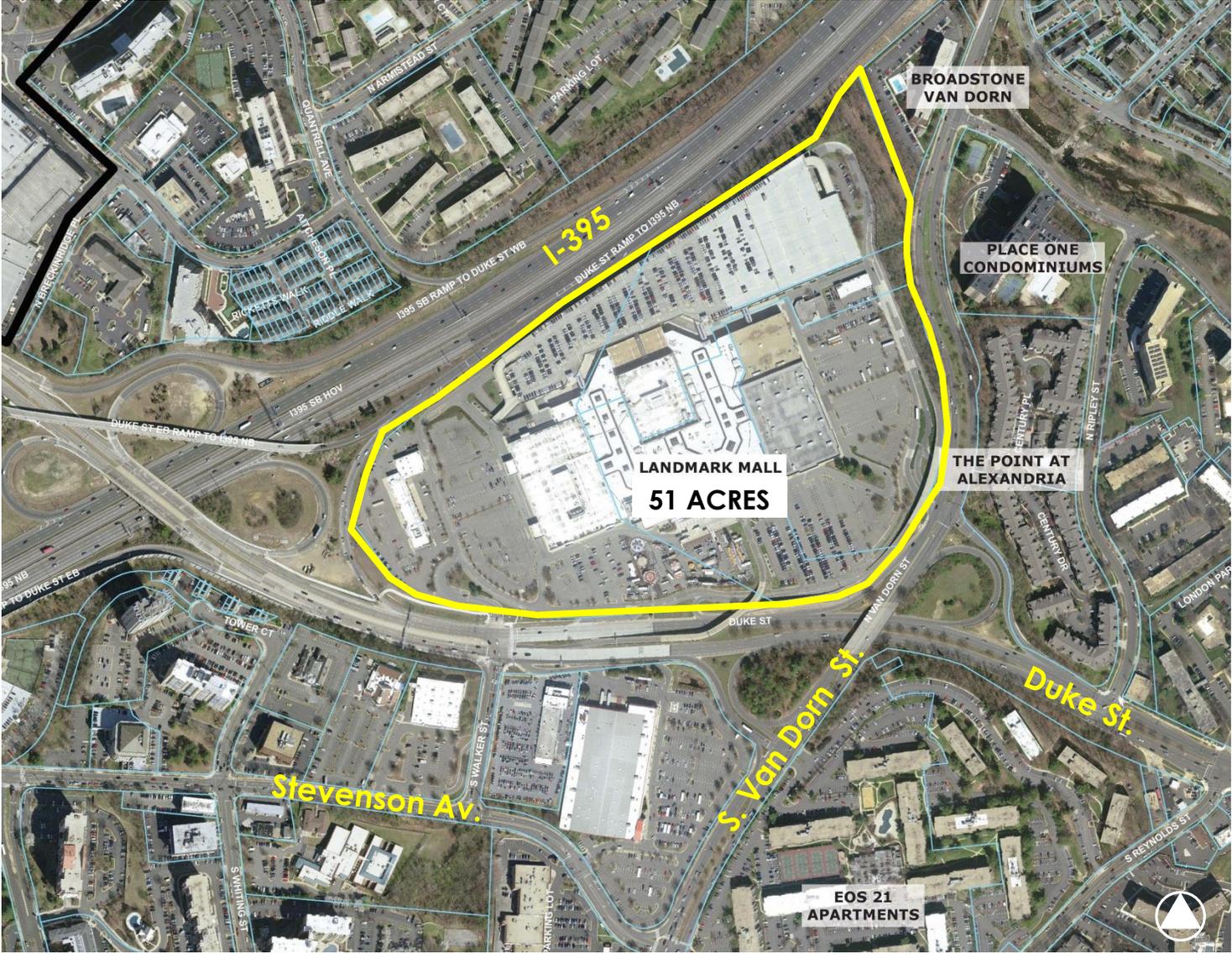
# Scale Comparison



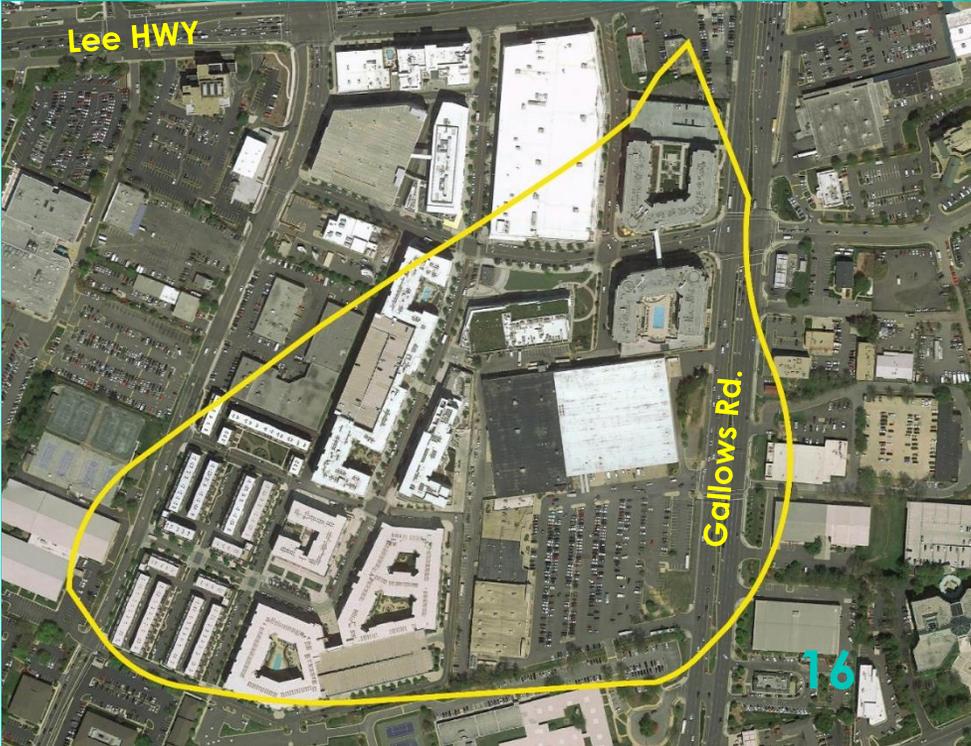
Carlyle, Alexandria



# Scale Comparison



## Mosaic District





# Need for Flexibility

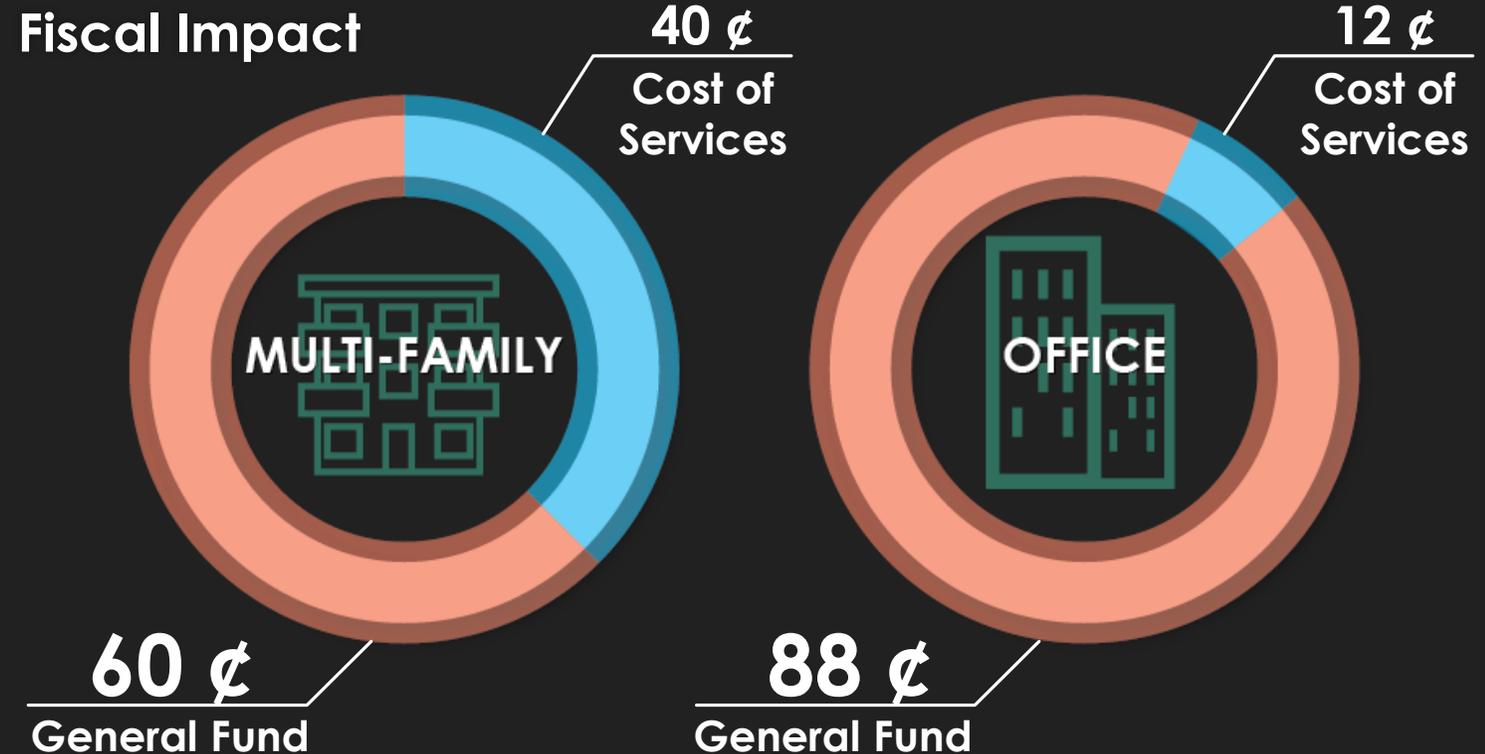
## Role of City

- Infrastructure
- Parks
- Land Uses
- Density

## Market & Lending Practices Drive

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

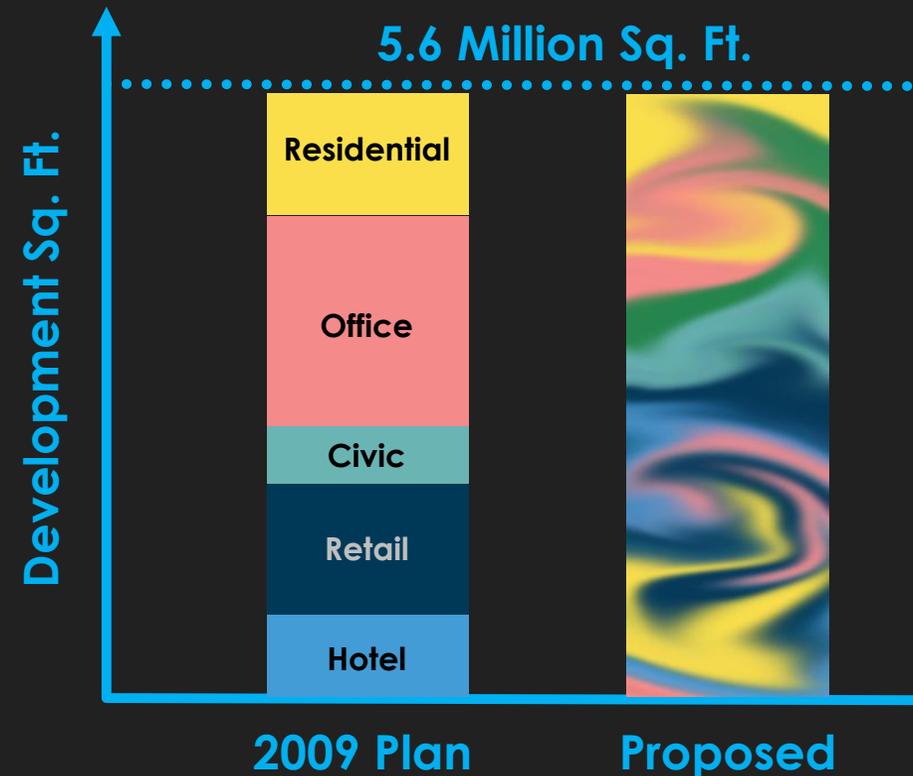
## New Development Fiscal Impact





# 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



# Questions?



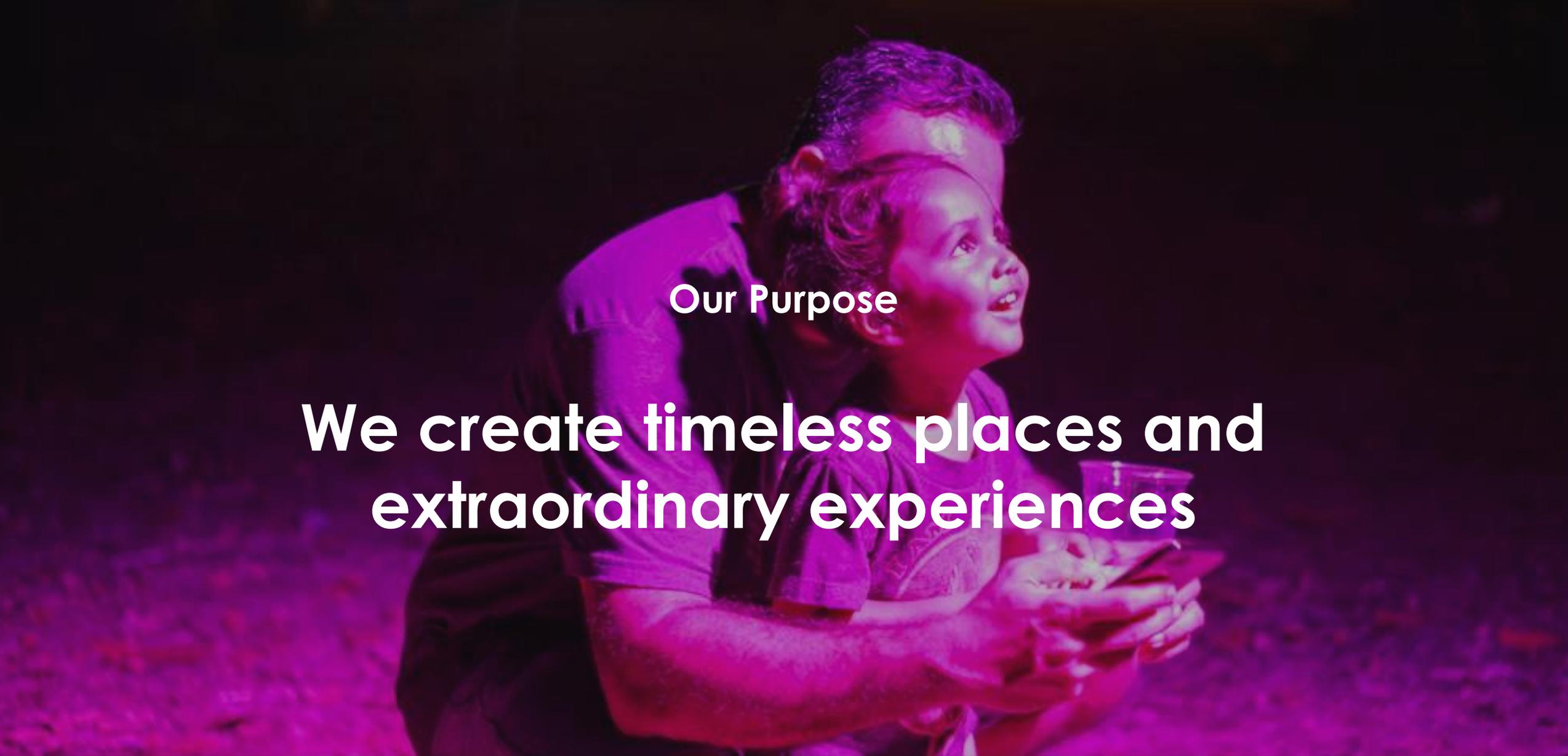
# Landmark Mall AG/Community Meeting

November 14, 2018





# Howard Hughes®



## 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.

# 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



*Howard Hughes*®



# Downtown Columbia, MD





# Ward Village Honolulu, HI





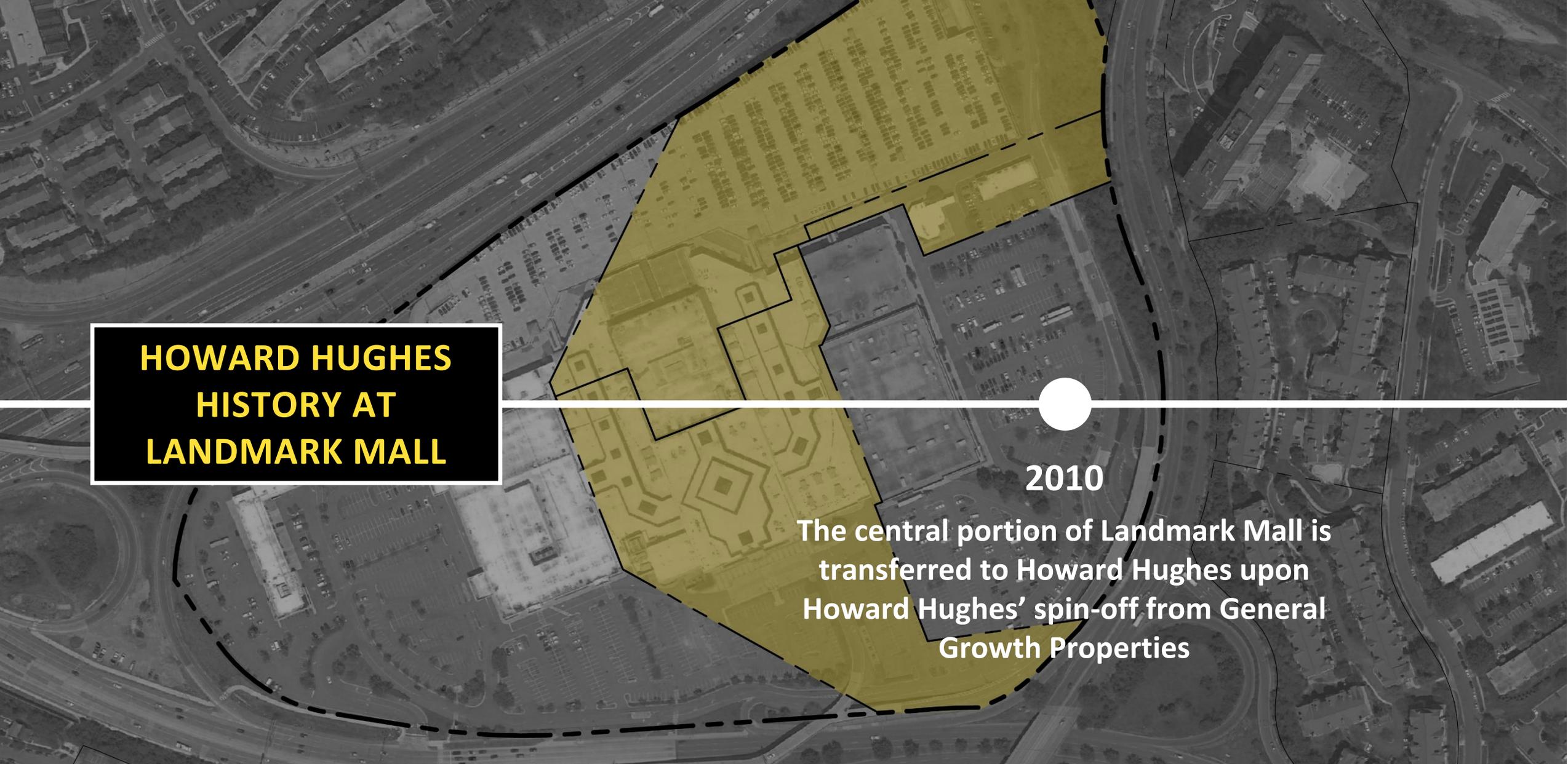
Seaport District  
New York, NY



Howard Hughes



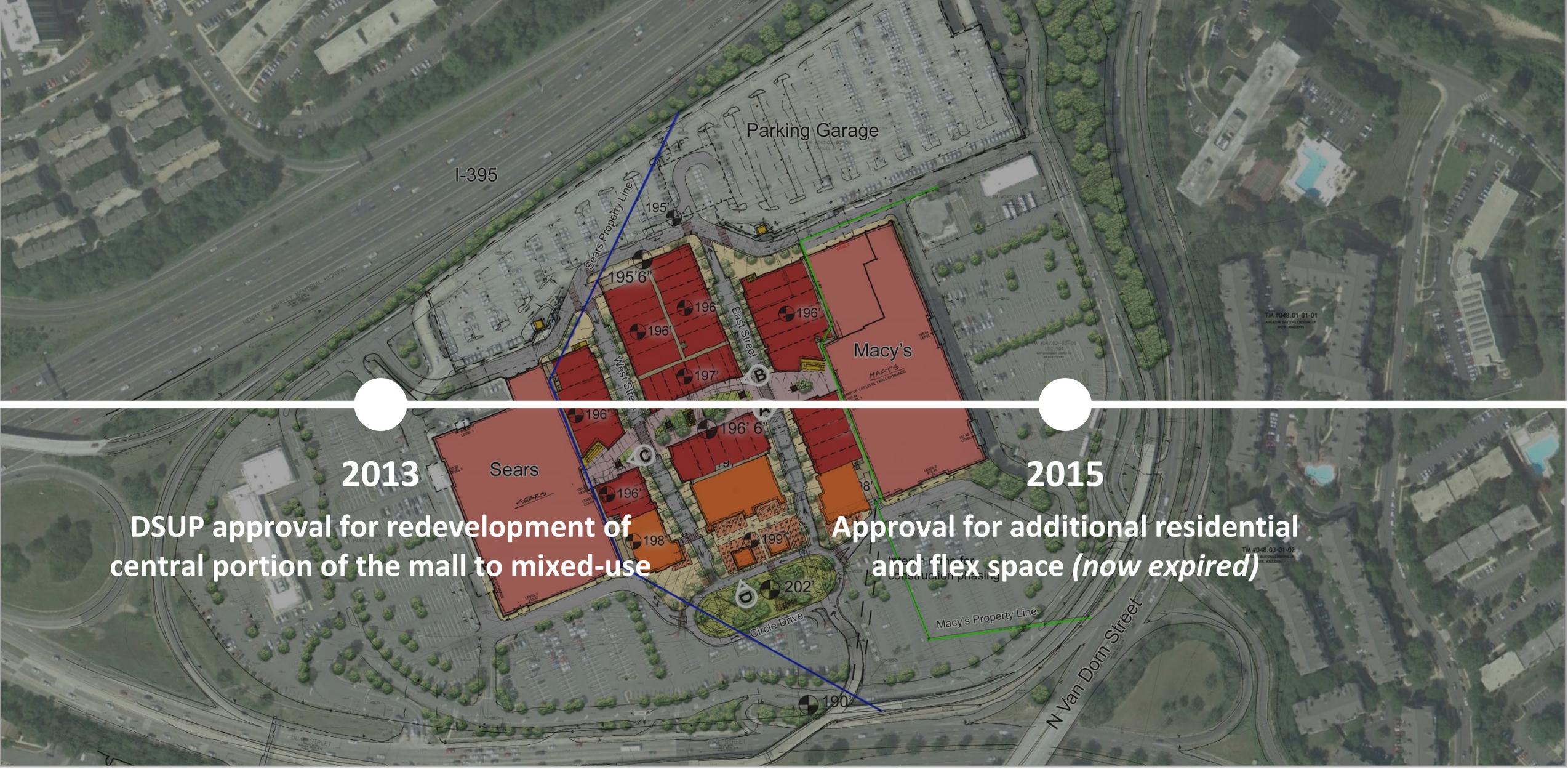
# Landmark *Alexandria, VA*



**HOWARD HUGHES  
HISTORY AT  
LANDMARK MALL**

**2010**

The central portion of Landmark Mall is transferred to Howard Hughes upon Howard Hughes' spin-off from General Growth Properties

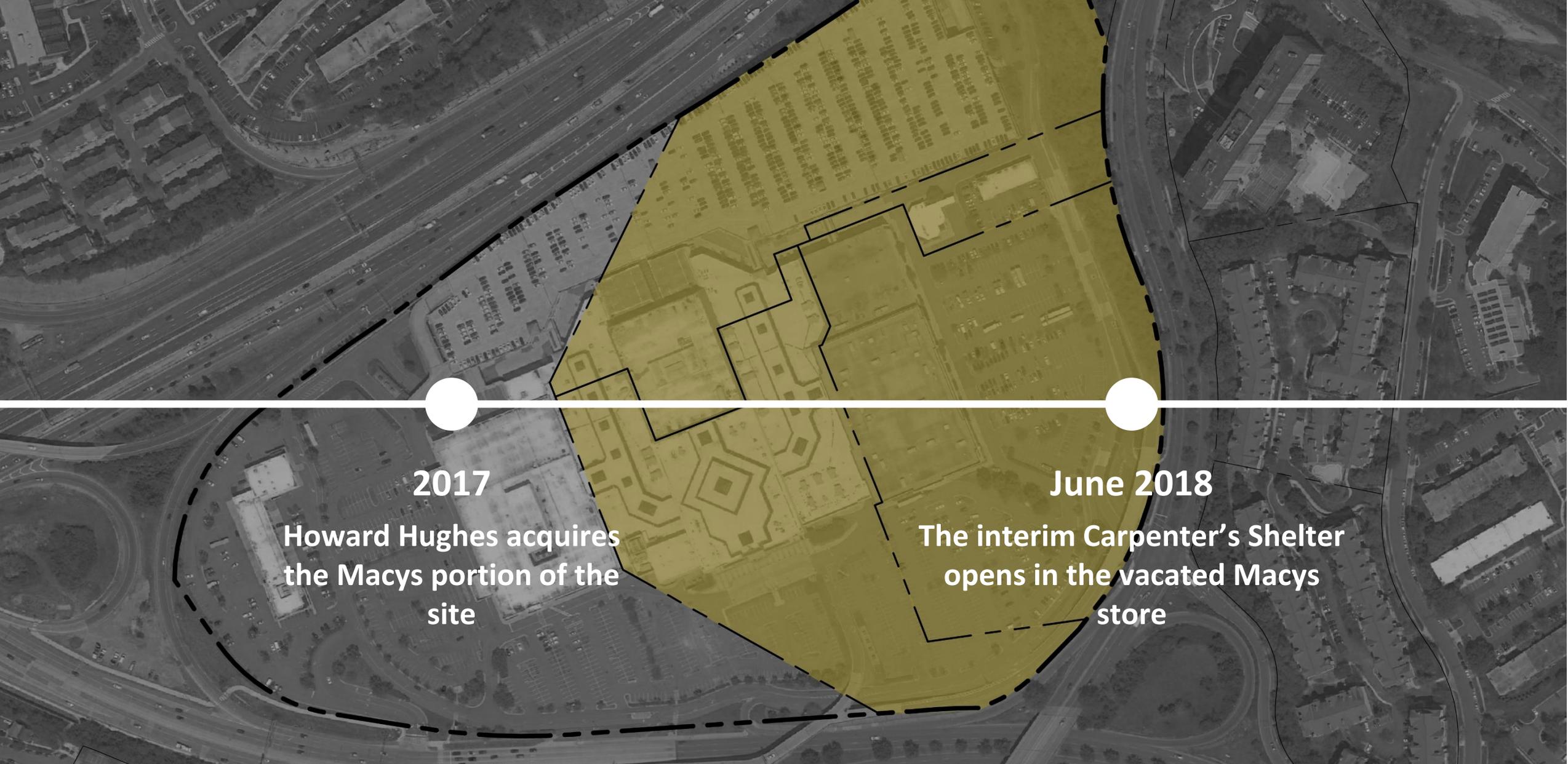


2013

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**



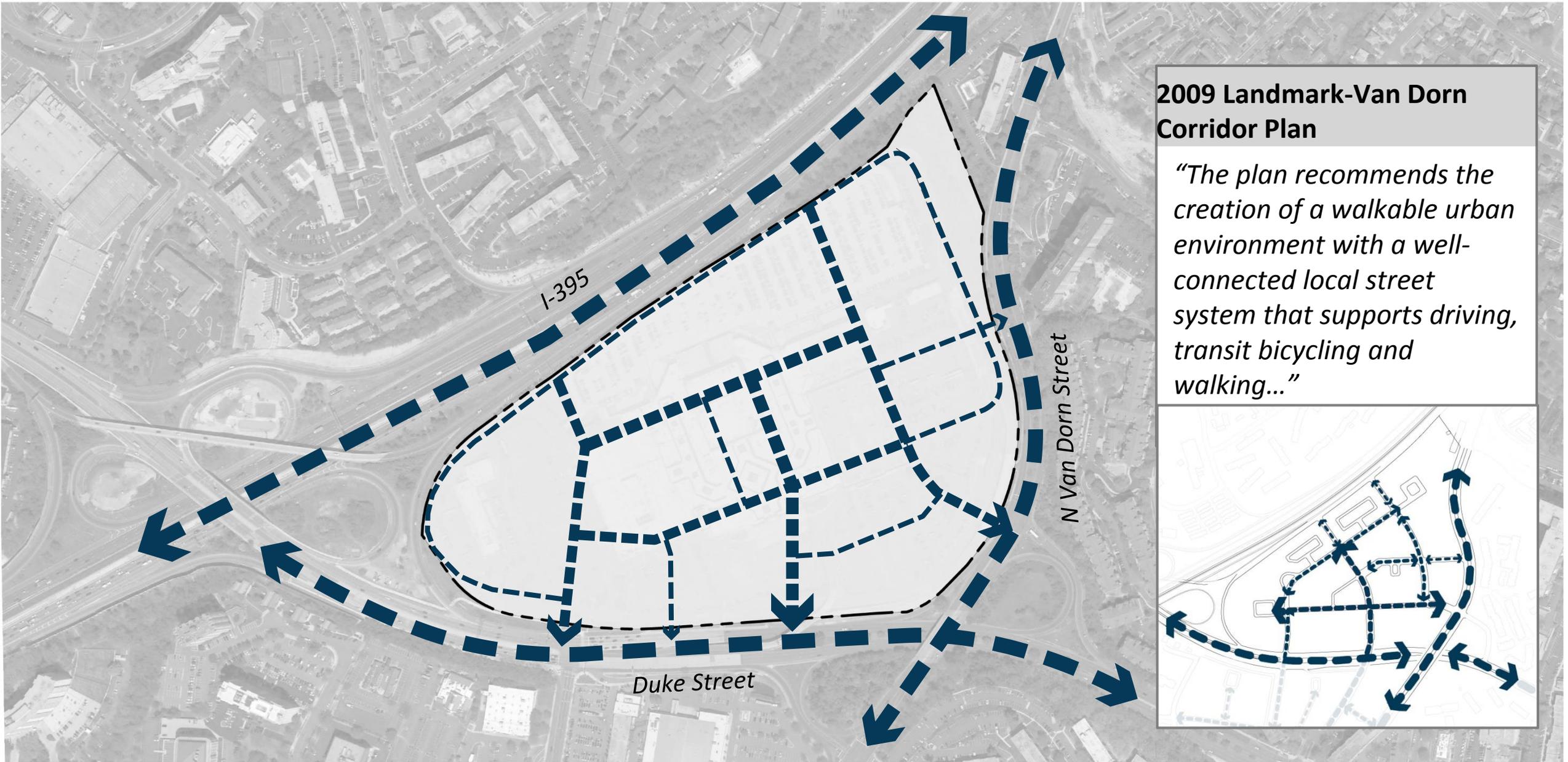
**NOW!**

- 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.



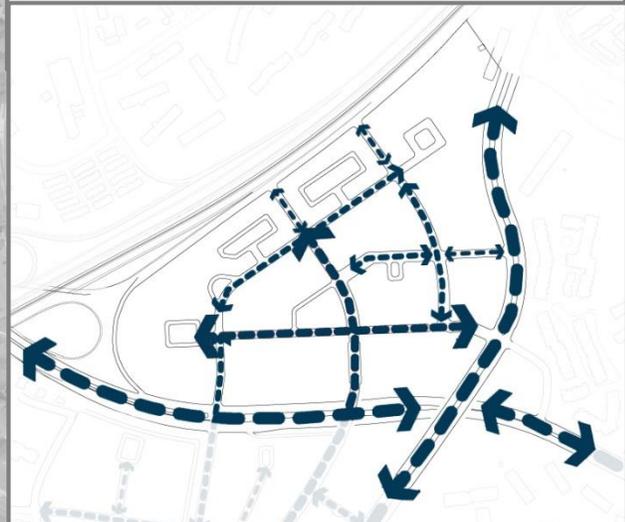
# The Plan

*What's staying the same*



**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...”*





**2009 Landmark-Van Dorn Corridor Plan**

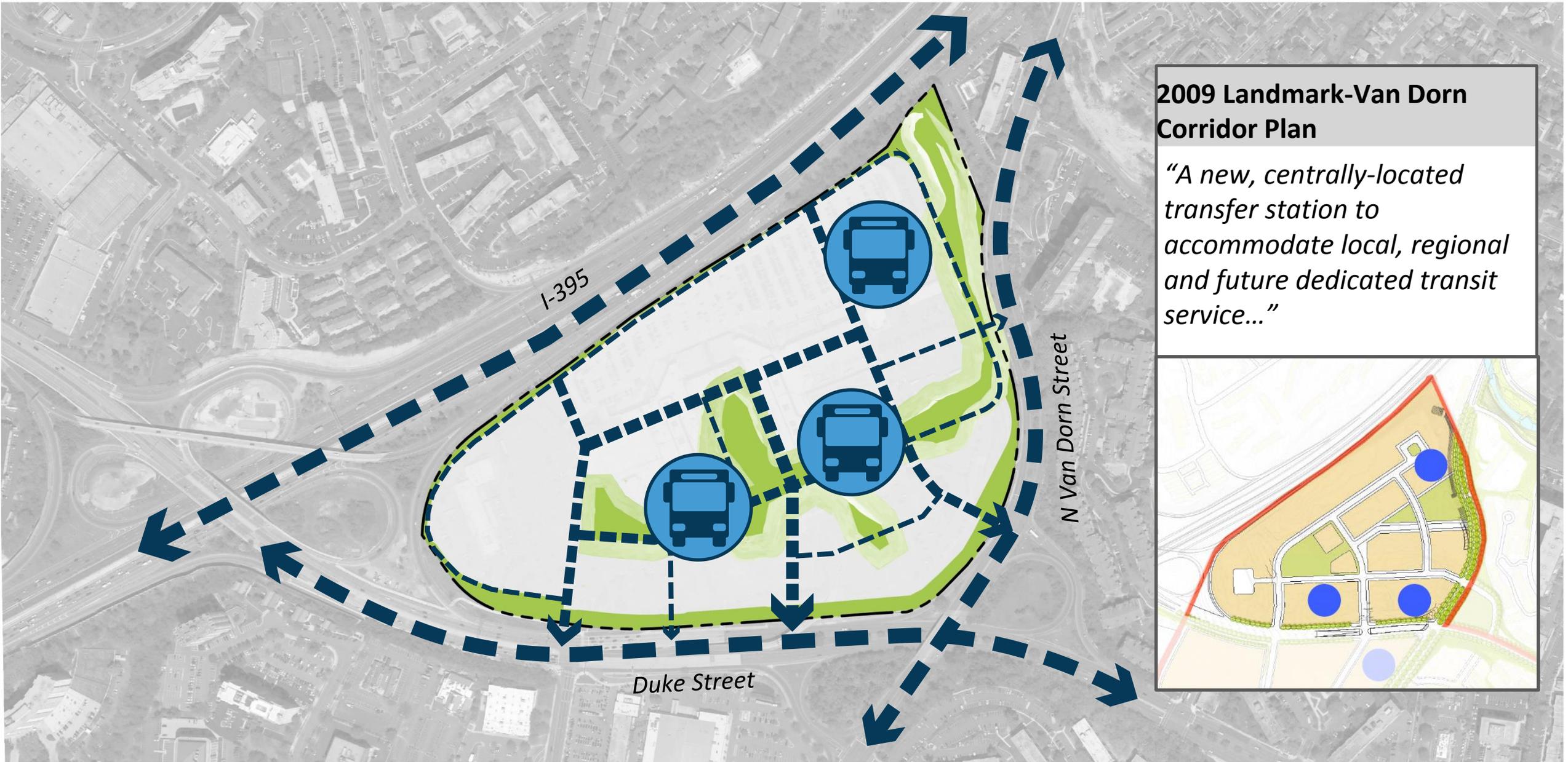
*Provide 3.5 acres of public open space on-site.*

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



## 2009 Landmark-Van Dorn Corridor Plan

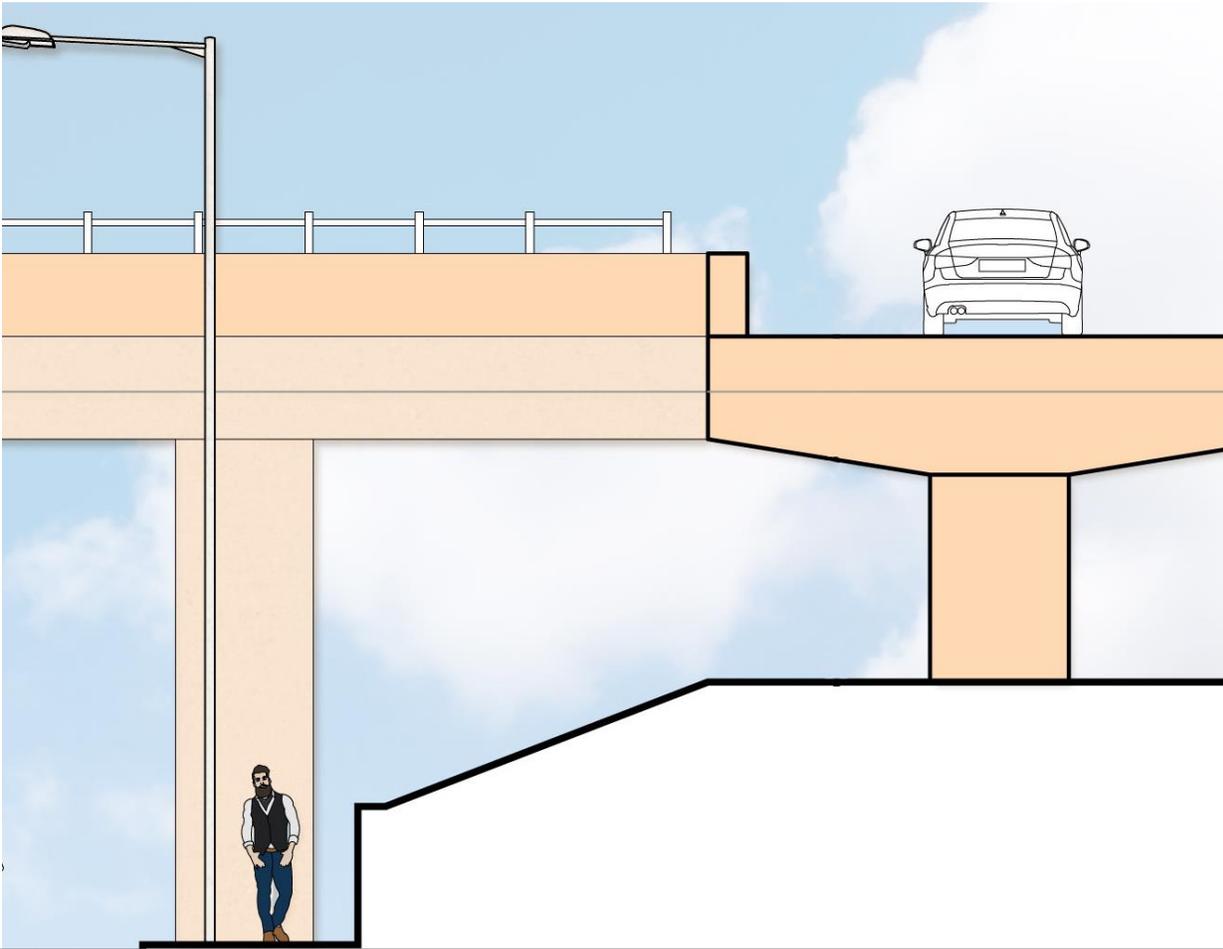
*“A new, centrally-located transfer station to accommodate local, regional and future dedicated transit service...”*





# The Plan

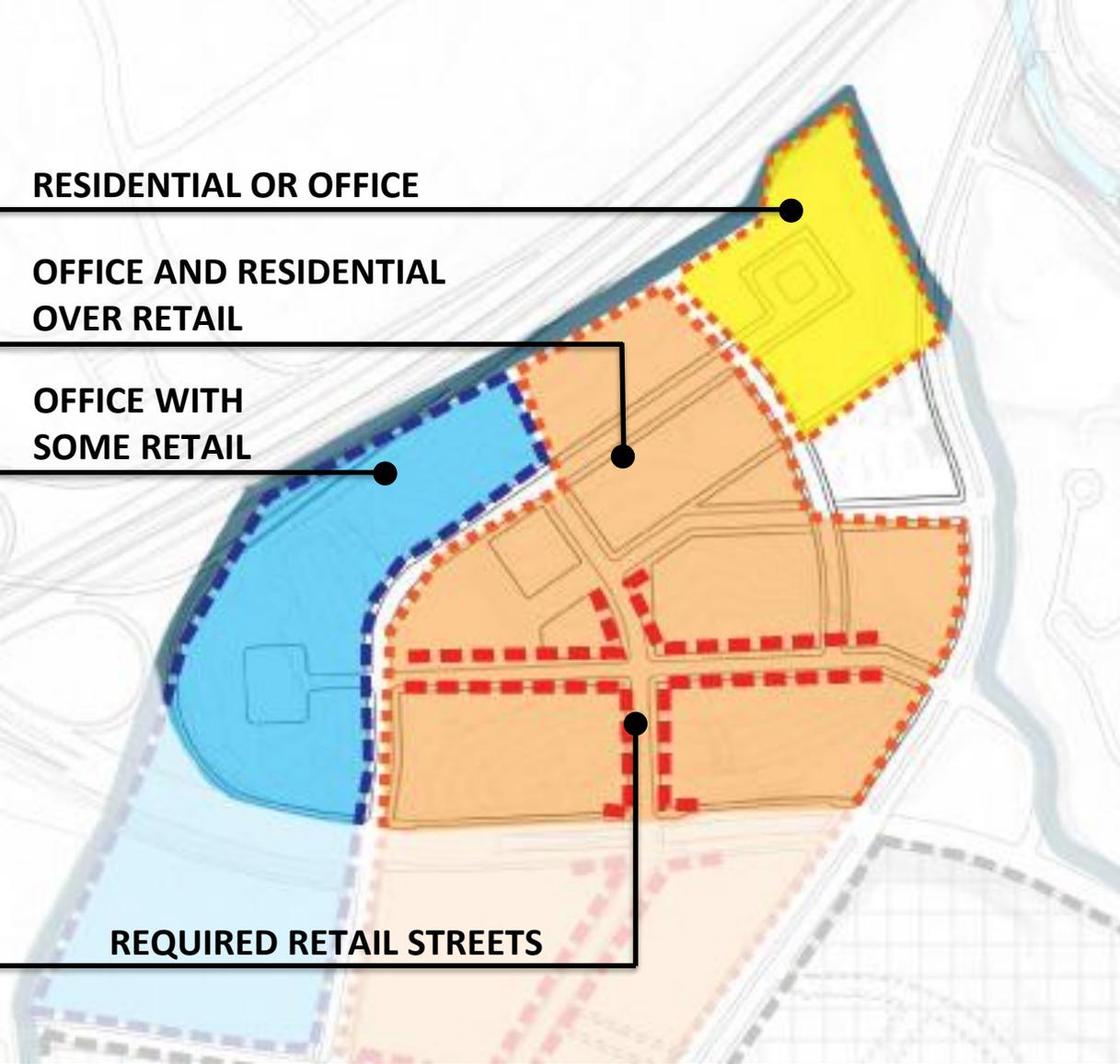
## *Proposed Refinements*



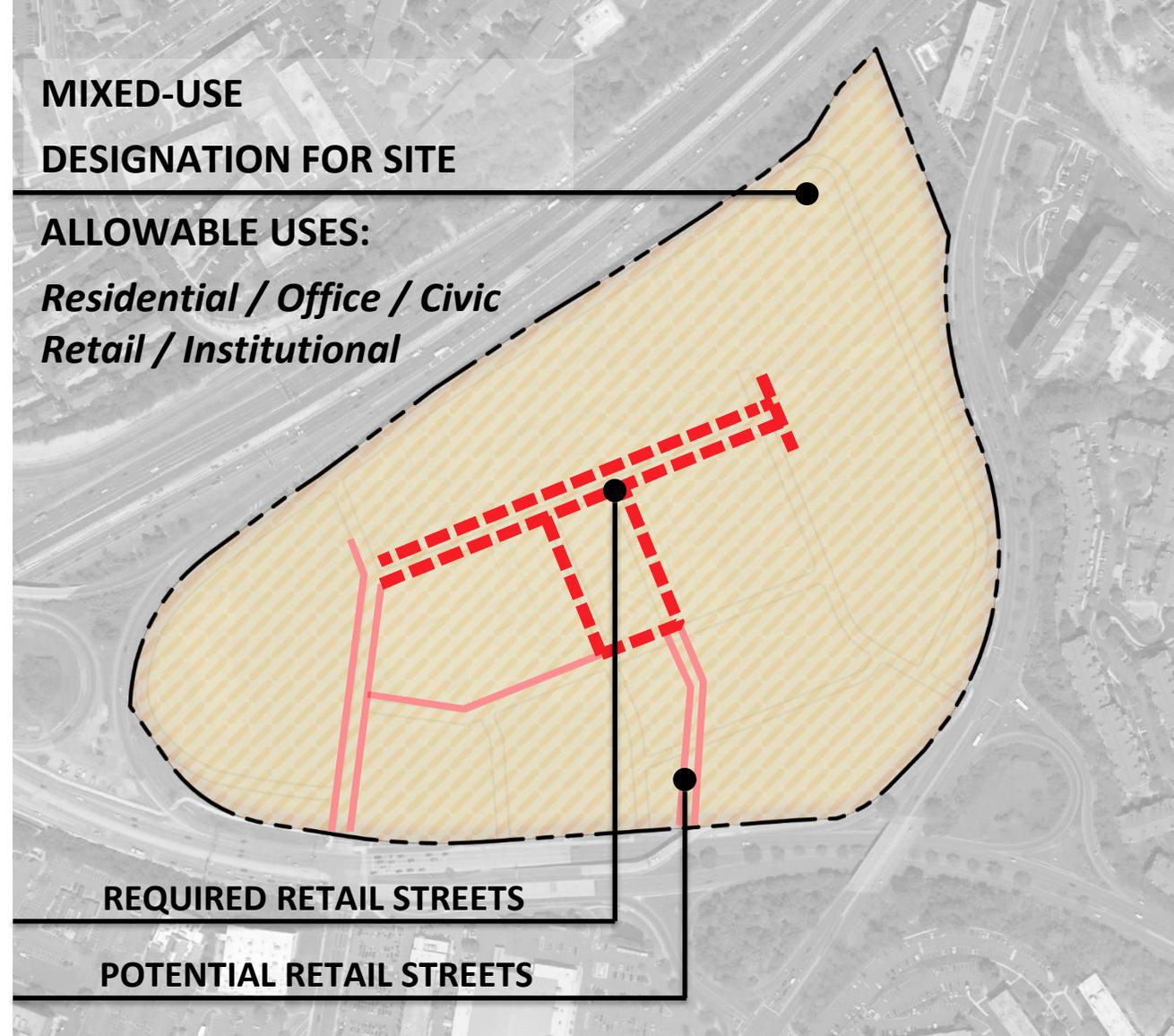
**EXISTING DUKE STREET CHARACTER**



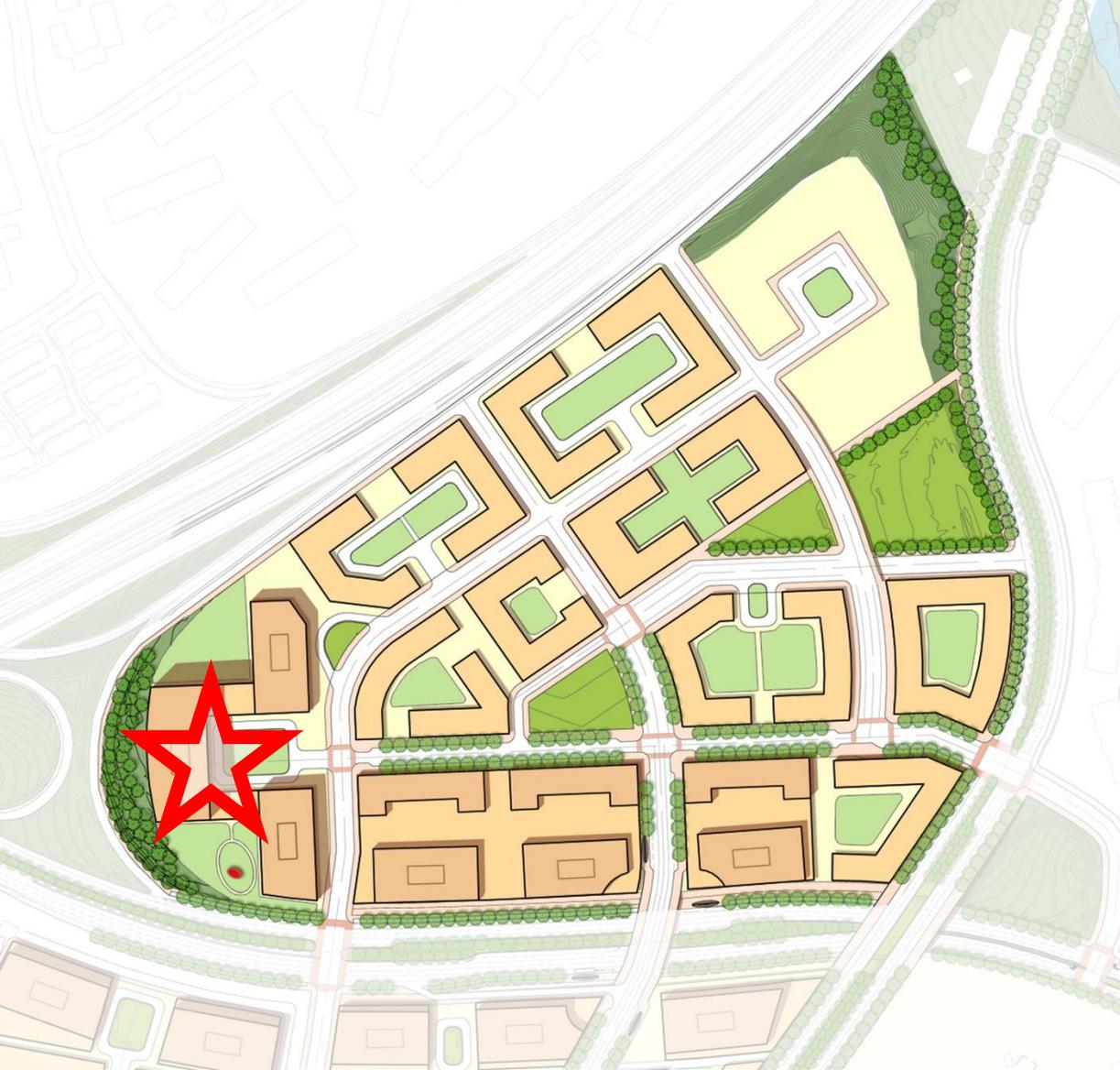
**PROPOSED DUKE STREET CHARACTER**



2009 LVD CORRIDOR PLAN



PROPOSED USE LOCATIONS



2009 LVD CORRIDOR PLAN

- 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

PROPOSED SIGNATURE BUILDINGS



***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***



# Landmark *Alexandria, VA*

# Questions?

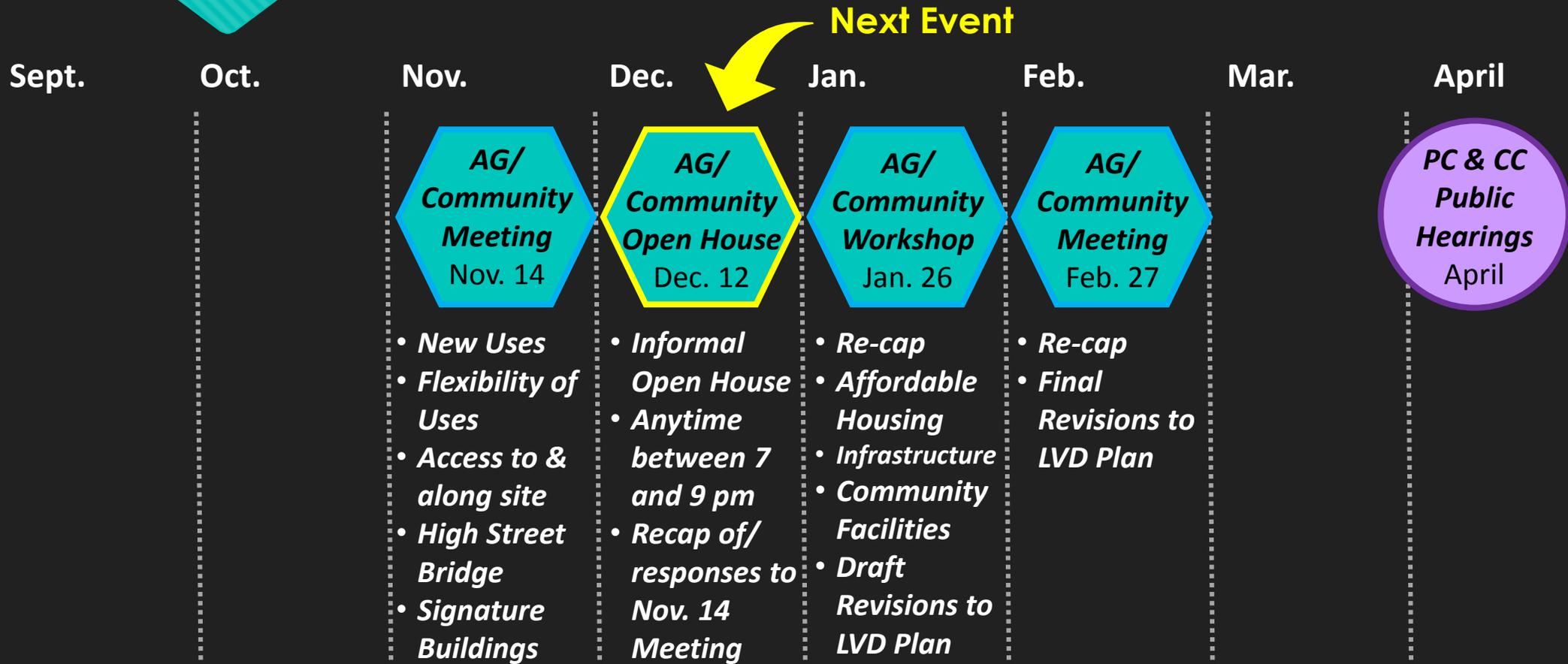
# Community Exercise

**Wi-Fi: Cameron.Private**  
**Password: cameron200**

**Now go to [Menti.com](https://www.menti.com)**



# Planning Process Schedule





### **Next Event:**

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

### **Visit the Website!**

[Alexandriava.gov/Landmark](http://Alexandriava.gov/Landmark)

- *Informational Video on Website in English, Amharic, Spanish, and Arabic*

### **Find us on Twitter, Facebook, Instagram**

#LandmarkMall #AlexandriaVA

### **Sign up for eNews notifications**

[Alexandriava.gov/enews](http://Alexandriava.gov/enews)

### **Contact Ashley Labadie with Questions:**

- [Ashley.Labadie@alexandriava.gov](mailto:Ashley.Labadie@alexandriava.gov)
- 703.746.3801