

BACKGROUND INFORMATION
Landmark Mall Re-Planning Process

Draft November 8, 2018



For additional information about the Landmark Mall Re-Planning process, please visit alexandriava.gov/Landmark or contact Ashley Labadie, Project Manager, at ashley.labadie@alexandriava.gov, 703-746-3801.

CONTEXT MAP

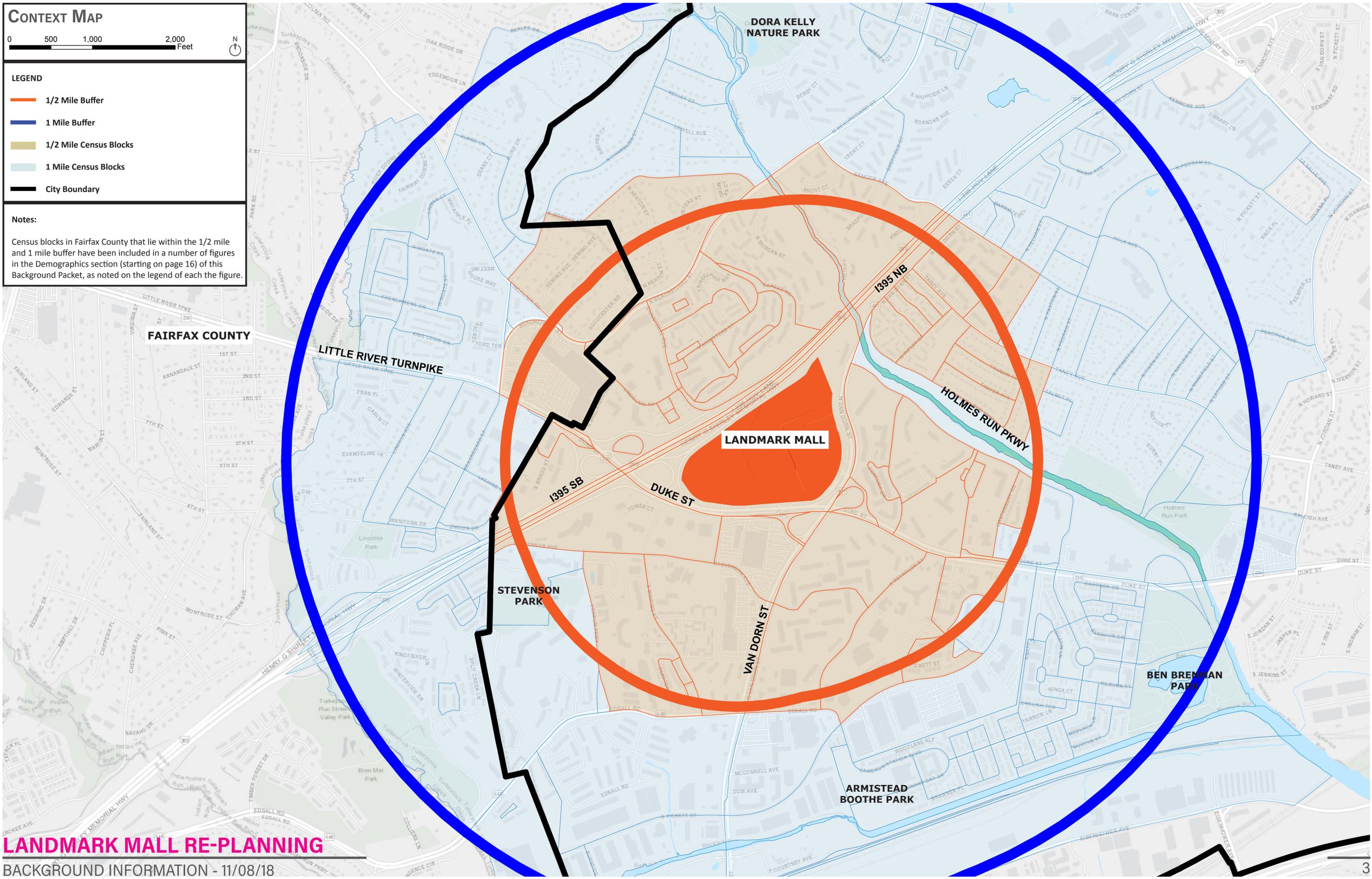


LEGEND

- 1/2 Mile Buffer
- 1 Mile Buffer
- 1/2 Mile Census Blocks
- 1 Mile Census Blocks
- City Boundary

Notes:

Census blocks in Fairfax County that lie within the 1/2 mile and 1 mile buffer have been included in a number of figures in the Demographics section (starting on page 16) of this Background Packet, as noted on the legend of each figure.



LANDMARK MALL RE-PLANNING

BACKGROUND INFORMATION - 11/08/18

AERIAL MAP

Scale
0 200 400 800 Feet



LEGEND

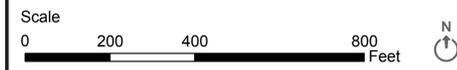
- Parcel Lines
- City Boundary



LANDMARK MALL RE-PLANNING

BACKGROUND INFORMATION - 11/08/18

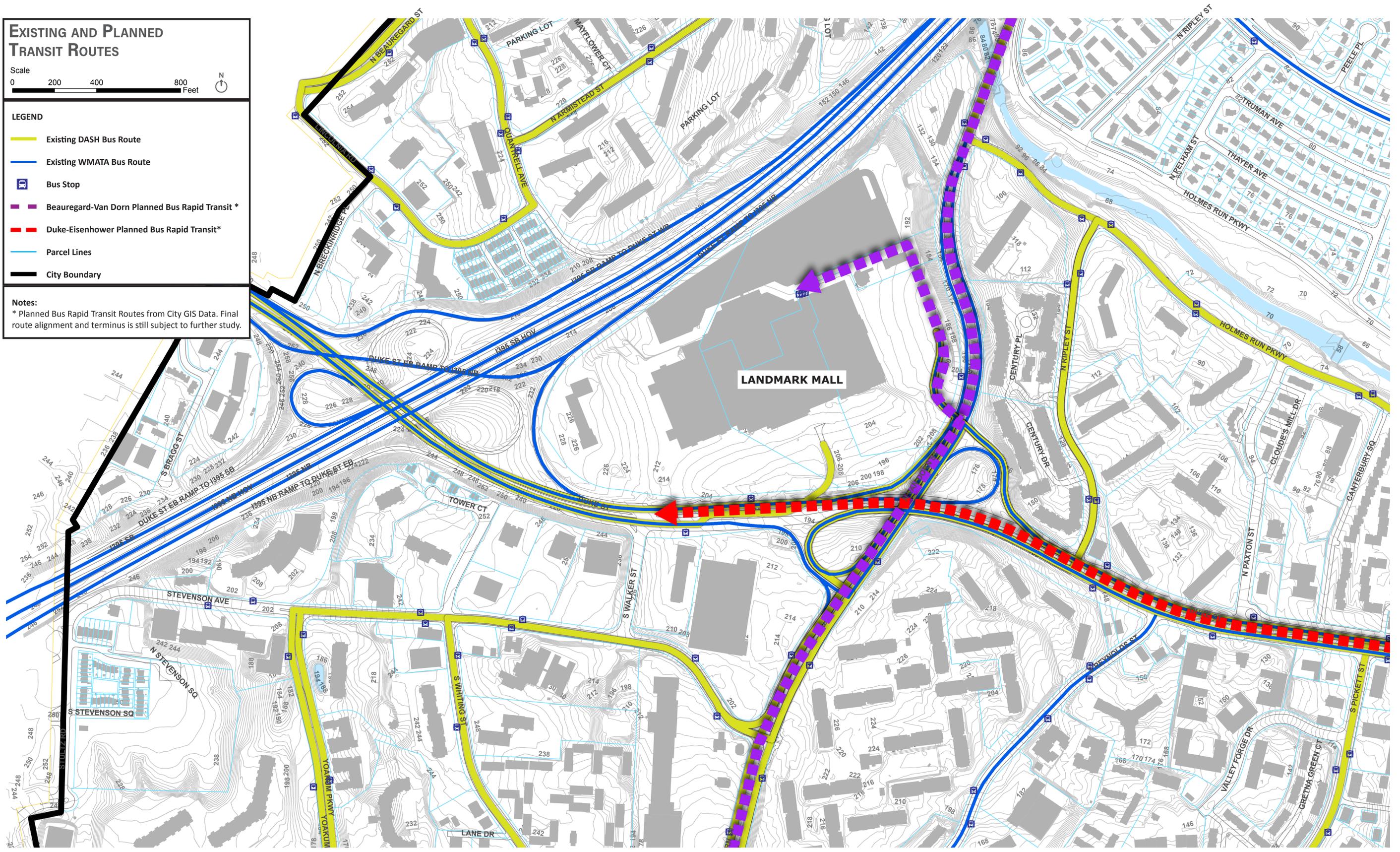
EXISTING AND PLANNED TRANSIT ROUTES



LEGEND

- Existing DASH Bus Route
- Existing WMATA Bus Route
- Bus Stop
- Beauguard-Van Dorn Planned Bus Rapid Transit *
- Duke-Eisenhower Planned Bus Rapid Transit*
- Parcel Lines
- City Boundary

Notes:
* Planned Bus Rapid Transit Routes from City GIS Data. Final route alignment and terminus is still subject to further study.



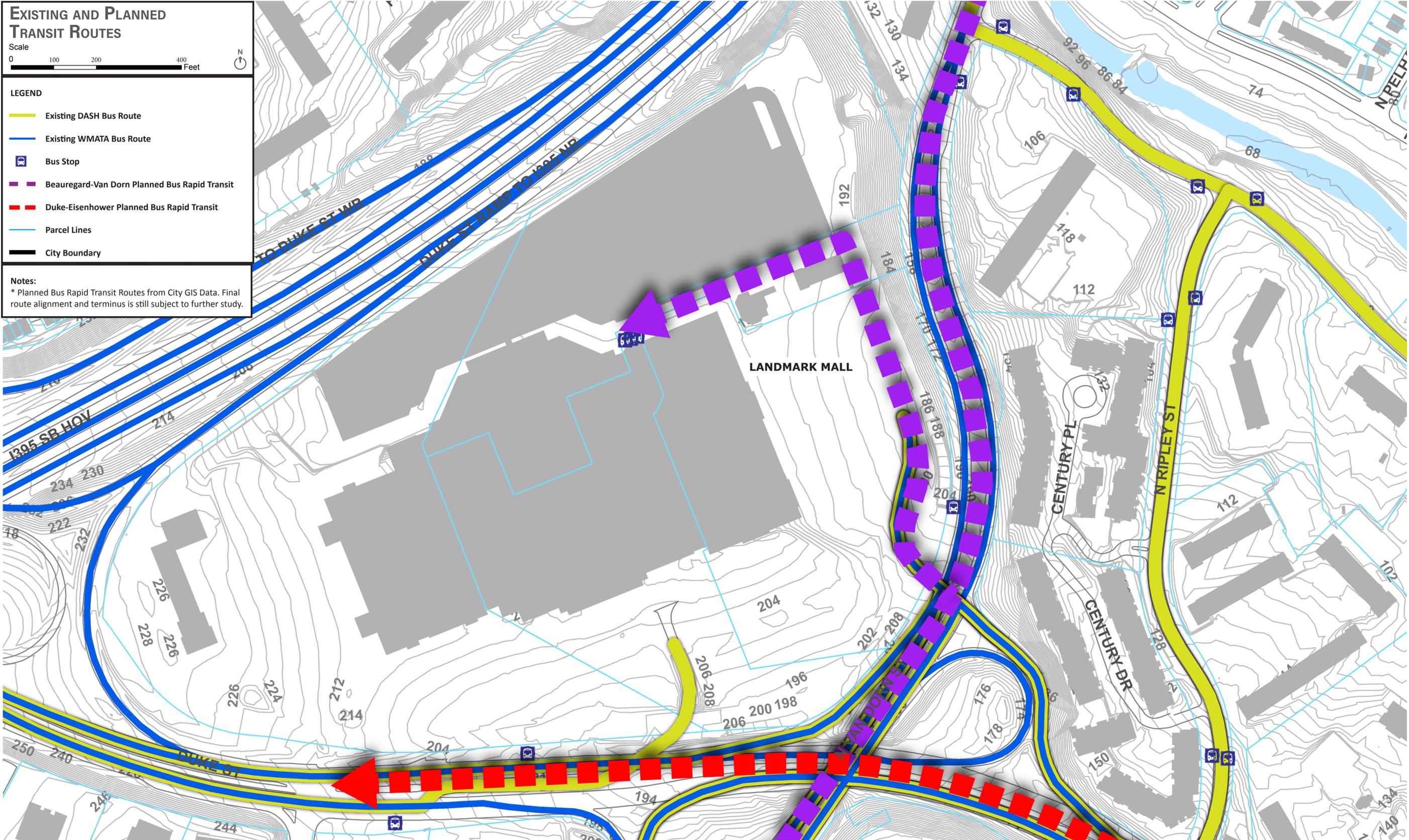
EXISTING AND PLANNED TRANSIT ROUTES

Scale
0 100 200 400 Feet

LEGEND

-  Existing DASH Bus Route
-  Existing WMATA Bus Route
-  Bus Stop
-  Beauregard-Van Dorn Planned Bus Rapid Transit
-  Duke-Eisenhower Planned Bus Rapid Transit
-  Parcel Lines
-  City Boundary

Notes:
* Planned Bus Rapid Transit Routes from City GIS Data. Final route alignment and terminus is still subject to further study.



LANDMARK MALL RE-PLANNING

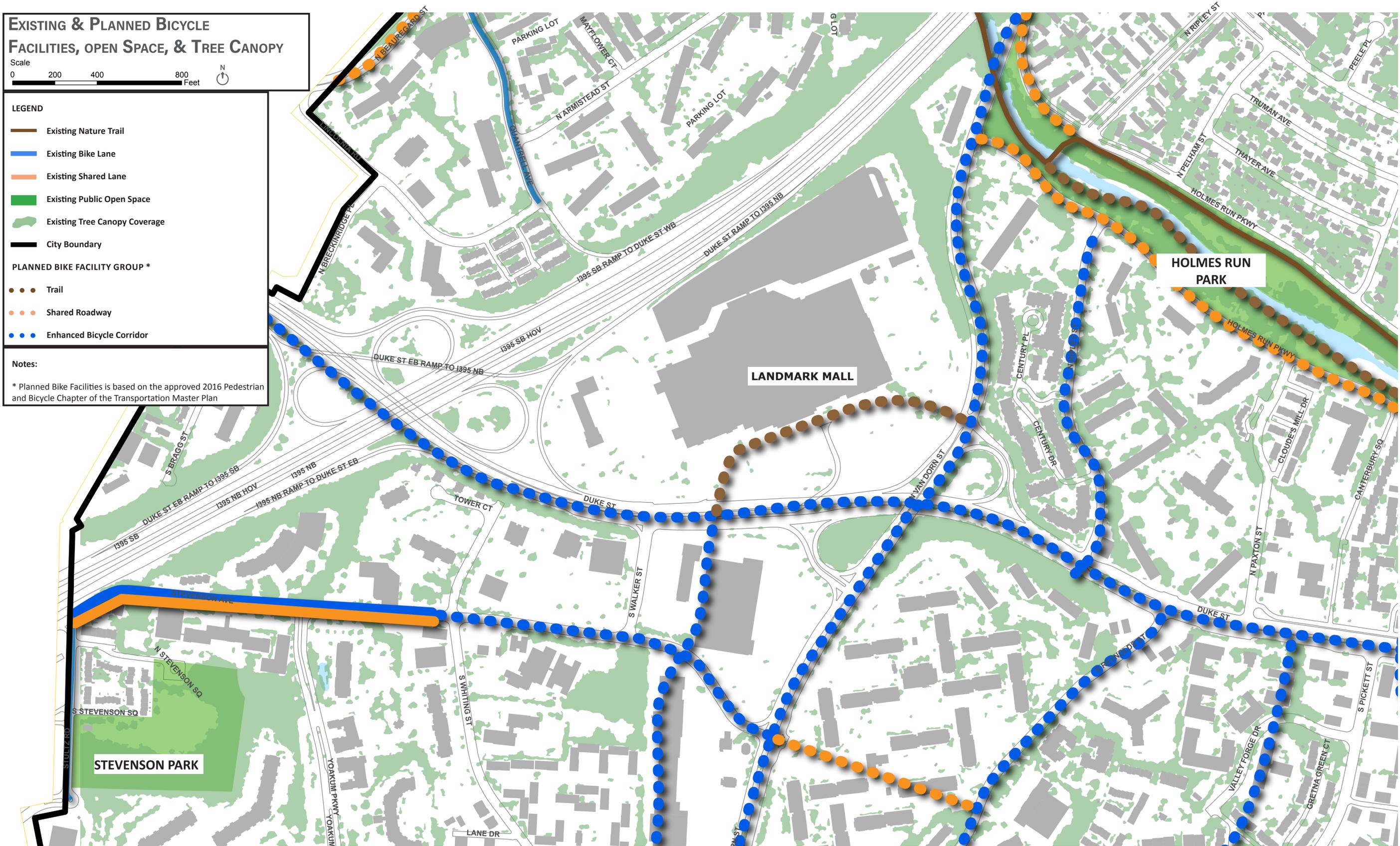
BACKGROUND INFORMATION - 11/08/18

EXISTING & PLANNED BICYCLE FACILITIES, OPEN SPACE, & TREE CANOPY



- LEGEND**
- Existing Nature Trail
 - Existing Bike Lane
 - Existing Shared Lane
 - Existing Public Open Space
 - Existing Tree Canopy Coverage
 - City Boundary
- PLANNED BIKE FACILITY GROUP ***
- Trail
 - Shared Roadway
 - Enhanced Bicycle Corridor

Notes:
 * Planned Bike Facilities is based on the approved 2016 Pedestrian and Bicycle Chapter of the Transportation Master Plan



LANDMARK MALL RE-PLANNING

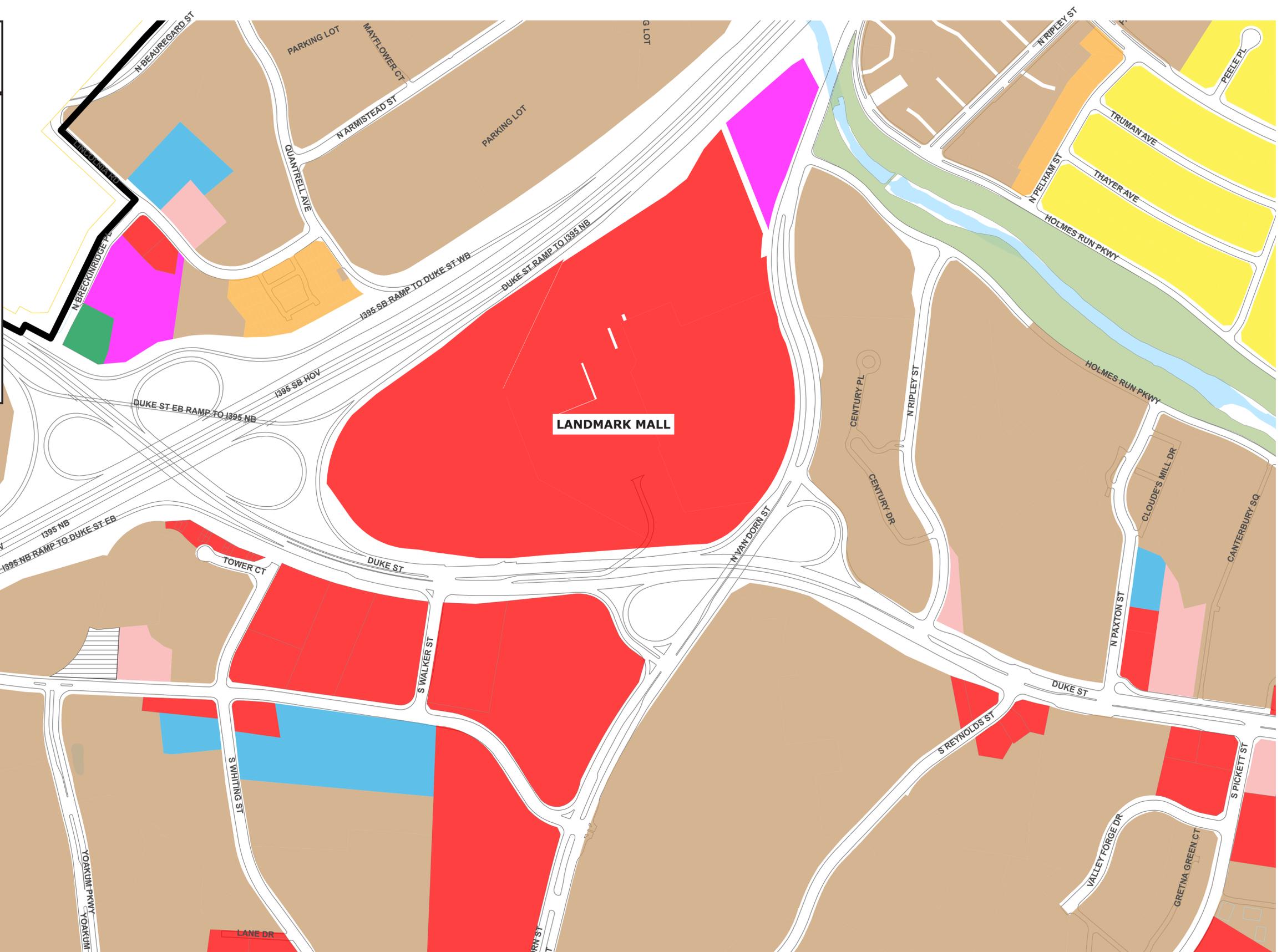
BACKGROUND INFORMATION - 11/08/18

EXISTING LAND USE

Scale
0 200 400 800 Feet

LEGEND

- Residential - Single Family Detached
- Residential - Single Family Attached
- Residential - Multi-Family
- Retail/Service
- Office
- Hotel
- Institutional (non-school)
- Warehouse
- Parks and Recreation
- Cemeteries
- City Boundary



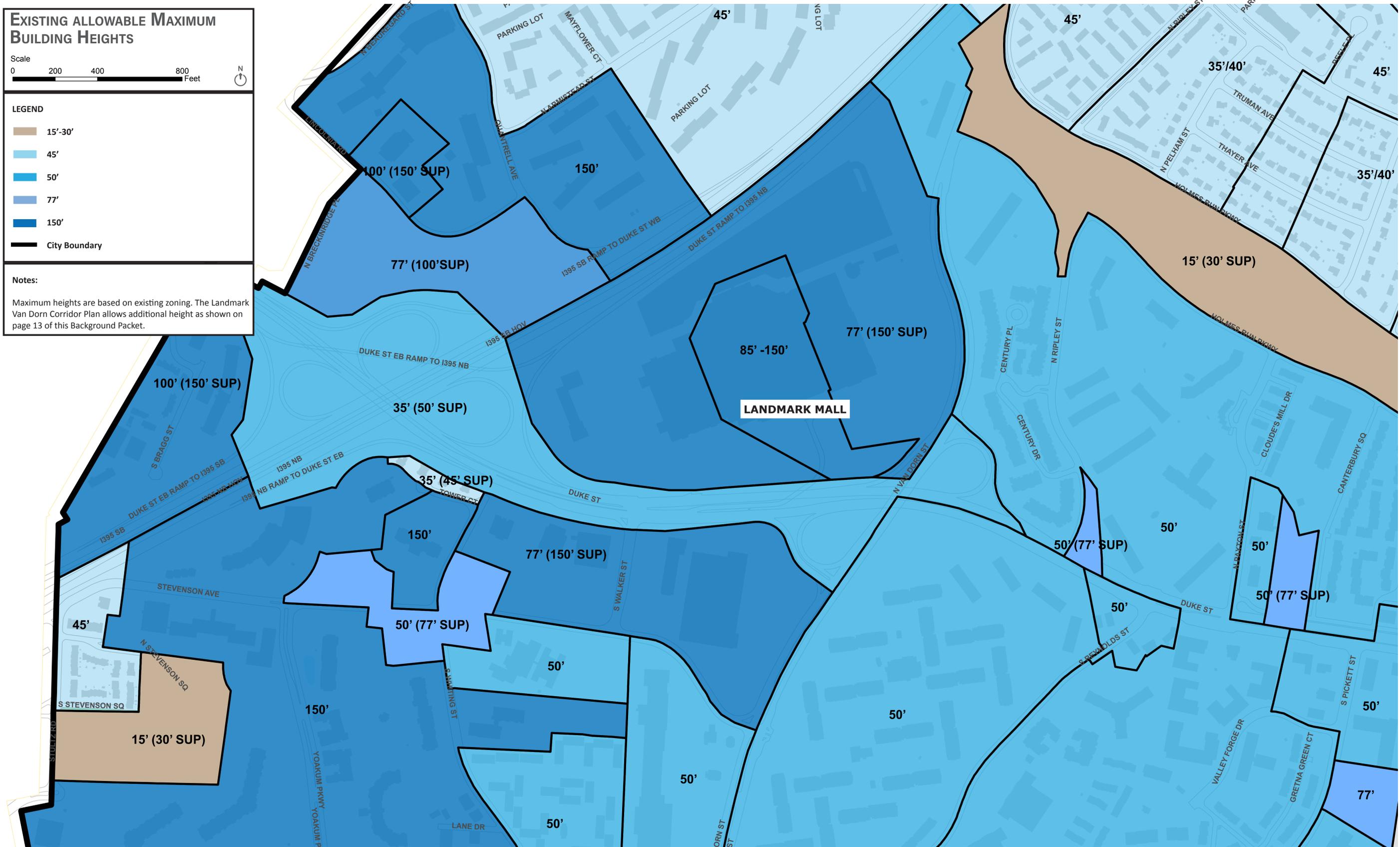
EXISTING ALLOWABLE MAXIMUM BUILDING HEIGHTS



LEGEND

	15'-30'
	45'
	50'
	77'
	150'
	City Boundary

Notes:
Maximum heights are based on existing zoning. The Landmark Van Dorn Corridor Plan allows additional height as shown on page 13 of this Background Packet.



LANDMARK MALL RE-PLANNING

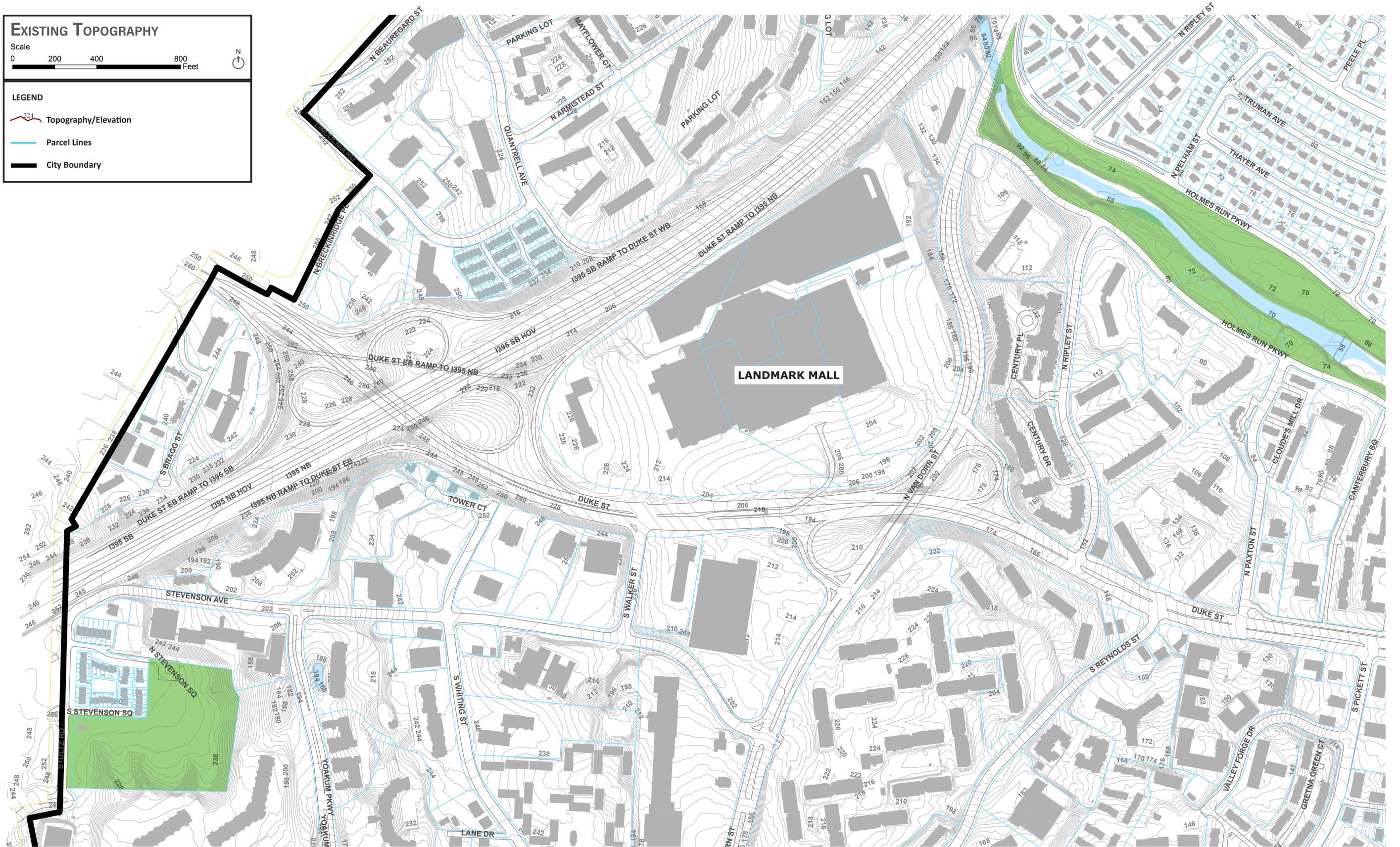
BACKGROUND INFORMATION - 11/08/18

EXISTING TOPOGRAPHY

Scale
0 200 400 800 Feet

LEGEND

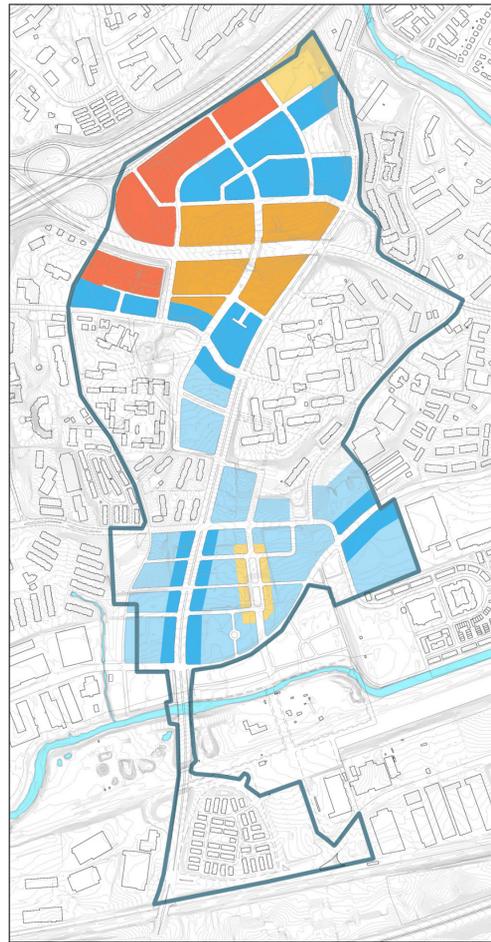
- Topography/Elevation
- Parcel Lines
- City Boundary



LANDMARK MALL RE-PLANNING

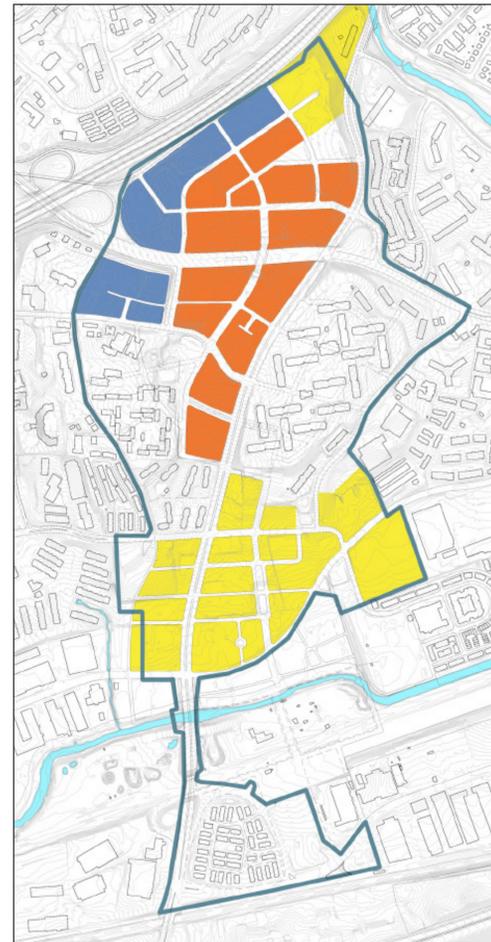
BACKGROUND INFORMATION - 11/08/18

PROPOSED LAND USE AND BUILDING HEIGHT MAPS



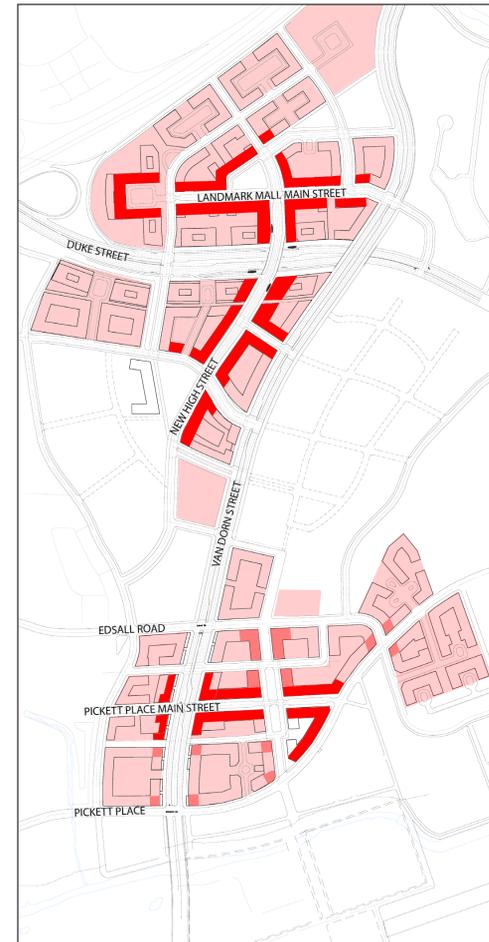
Proposed Building Height Limits (Page 114)

- Up to 250' (16-25 stories)
- Up to 150' (9-15 stories)
- Up to 120' (7-12 stories)
- Up to 85' (5-8 stories)
- Up to 65' (4-6 stories)



Primary Uses above First Floor (Page 147)

- Office
- Office or Residential
- Residential with some Office



Proposed Retail Use (Page 148)

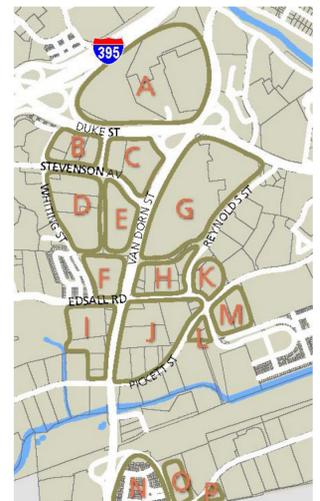
- Required ground floor retail frontage
- Preferred ground floor retail frontage
- Appropriate for retail use, Proposed park areas are also appropriate for retail use if alternate park locations are approved.

Development Parameters for Redevelopment Blocks (Page 58 and 59)

Development Block ¹	Gross Site Area ² (acres)	Floor Area Ratio ³ Maximum (Minimum)	Allowable (Minimum) Gross Floor Area ^{3,4}	Land Use	Maximum Height Feet (stories) ⁵	Retail Minimum ^{3,6}	Residential Maximum (Minimum) ⁷	Office Minimum ⁸	Other major uses ³	Public Open Space ³	Required Uses ³
West End Town Center											
A. Landmark Mall	51.48	2.5 (2.23)	5,606,000 (5,000,000)	Regional Town Center	85 - 250 (5-25)	800,000	1,800,000 (1,200,000)	2,500,000	Hotel 500-700 rooms	3.5 acres	At least one full-service department store. Grocery, minimum 12,000 sq ft Civic use minimum 25,000 sq ft
B. Choi	8.21	2.5 (2.0)	895,000 (715,700)	Regional Town Center	85 - 250 (5-25)	10,000	300,000	500,000			
C. Millennium/ Saul Centers	12.46	2.5 (2.0)	1,357,000 (1,085,500)	Regional Town Center	85 - 150 (5-15)	125,000	445,000	700,000			
E. Van Dorn Plaza	10.67	2.0 (1.5)	930,000 (697,000)	Residential/ Office Mixed Use	65 - 85 (4-8)	100,000	550,000			0.5 to 1.0 acres ²	Grocery, minimum 12,000 sq ft
Total Town Center	82.82		8,788,000 (7,498,200)			1,035,000	3,095,000 (1,200,000)	3,700,000			
Pickett Place											
H. Edsall/ Van Dorn North (part ⁹)	5.35	2.0 (1.5)	466,000 (350,000)	Residential Mixed Use	65 (4-6)	25,000	325,000	0			
I. Koons Collision	13.86	2.0 (1.5)	1,207,000 (905,000)	Residential Mixed Use	65 - 85 (4-8)	60,000	800,000	50,000		1.0 acres	
J. Edsall/Pickett/ Van Dorn	23.25	2.0 (1.5)	2,025,000 (1,519,000)	Mixed-Use Community Retail Center	65 - 120 (4-12)	250,000	1,450,000 (500,000)	200,000		0.5 acres	Grocery, minimum 12,000 sq ft Civic use, minimum 12,000 sq ft
K. Auto Dealer	5.09	2.0 (1.5)	443,000 (332,000)	Residential Mixed Use	65 - 85 (4-8)	12,000	431,000	0			
M. Gateway II Pickett	7.80	2.0 (1.5)	669,000 (509,500)	Residential Mixed Use	65 - 85 (4-8)	12,000	657,000	0			
Total Pickett Place	55.34		4,810,000 (3,615,500)			359,000	3,673,000 (500,000)	250,000			
Total Development Sites	138.17		13,598,000 (11,113,700)			1,394,000	6,768,000 (1,700,000)	3,950,000	Hotel, 500-700 rooms	5.5 acres	
Max nonresidential with max residential			6,841,000								
Max nonresidential with min residential			11,909,000								

Notes:

- Data is provided only for blocks expected to be redeveloped for mixed use. Existing residential properties are not expected to be redeveloped.
- Site area is approximate based on the best available information.
- Density and uses identified here can be transferred among development blocks within a CDD as part of a CDD SUP.
- Gross Floor Area based on 2.5 floor area ratio (FAR) north of Stevenson Avenue and 2.0 FAR south of Stevenson Avenue, should be adjusted based on surveyed site area. Site area for FAR calculations includes required setbacks, rights of way and public open space to be dedicated. GFA shown is only available through rezoning and development under a CDD Special Use Permit with development plan. Below-grade active uses and structured parking levels at or above grade are included in floor area. Below-grade parking is not included. Below-grade parking area equal to site area excluding rights of way is required before above-grade structured parking is permitted. See Chapter 7 for detailed discussion of structured parking.
- Height limits are in feet. Number of stories at maximum height provided for information. Low end of range based on 20-foot first floor, 15-foot office floors, 10-foot residential and hotel floors with 20-foot hotel 2nd floor. High end of range based on 12-foot office floors and 10-foot residential and hotel floors.
- Minimum retail includes ground floor retail and retail uses which include at least 35% of floor area at ground level with interior connections to upper or lower level. Minimum retail floor area must be developed to industry standards for occupancy by retail or restaurant uses.
- Park to be along Stevenson Avenue between Van Dorn Street and Walker Street.
- Excludes area of existing residential properties assumed not to be redeveloped.

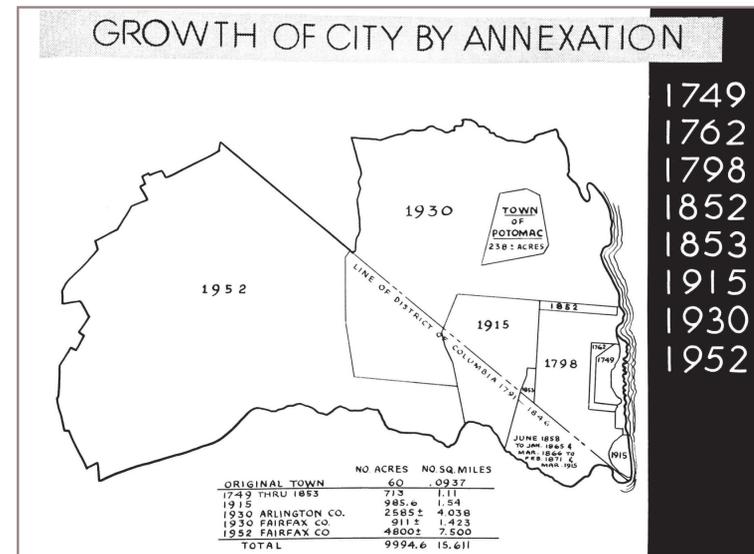


The full Landmark/Van Dorn Corridor Plan can be found at alexandriava.gov/LandmarkVanDorn.

HISTORIC TIMELINE



Orange and Alexandria Railroad constructed, parallel to Little River Turnpike



Annexation of part of Fairfax County, 1952

1785-1812

1796

1850

1943-1952

Construction of Henry Shirley Memorial Highway (395)

Increase in area's land values; expansion of suburban development and population growth

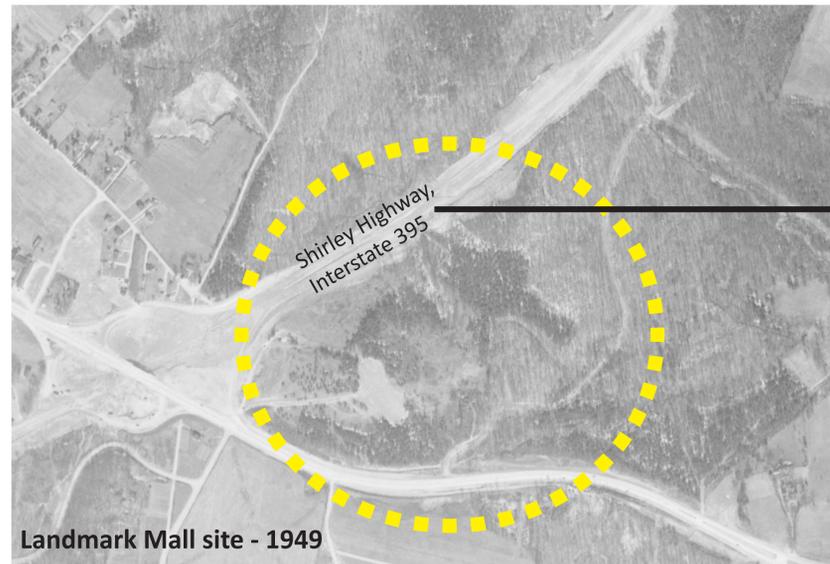
1963

1964

Landmark Center construction



Northbound Shirley Highway, Interstate 395



Landmark Mall site - 1949

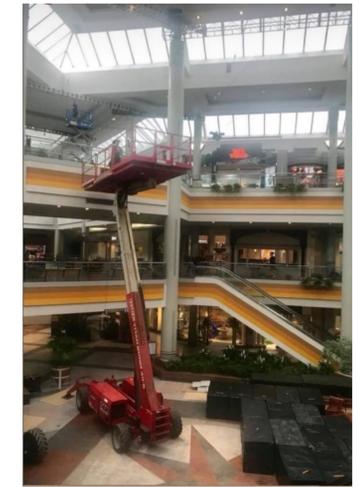


51-acre mall site acquired, construction begins



LANDMARK MALL RE-PLANNING

BACKGROUND INFORMATION - 11/08/18



- Opening of 675,000 sf open-air Landmark Center
- First mall in the D.C. area to feature three anchor department stores

1965

Changing national trends in retail - open air malls transition to enclosed structures

1989

Opening of renovated, fully-enclosed Landmark Mall

2006

Landmark Mall owner, General Growth Properties, announces plan to convert mall to an open-air 'town center' - plans were unrealized

2009

The Howard Hughes Corporation (HHC) acquires ownership of central portion of Landmark Mall

2012-2016

Carpenter's Shelter moves temporarily into former Macy's store space

2017

Howard Hughes indicates readiness to redevelop the entire site, maintaining the 2009 Plan vision with some refinements

2018

2015 Rendering of conceptual open space (2015 approval; now expired)



LANDMARK MALL RE-PLANNING

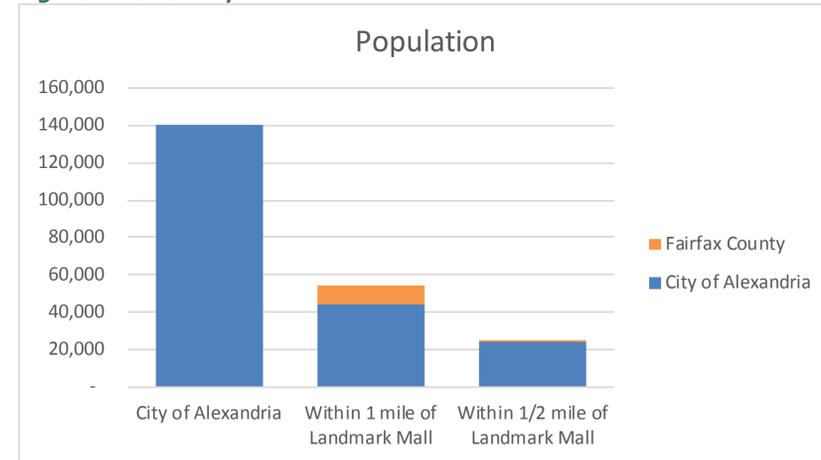
BACKGROUND INFORMATION - 11/08/18

Population Characteristics

In 2010, more than 24,000 people lived within a half mile of Landmark Mall, and nearly 54,000 lived within one mile. Twenty-one percent of residents within one mile of the Mall were located in Fairfax County.

According to 2012-2016 ACS 5-year estimates, about 15% of the City's population lives within a half mile of Landmark Mall, and one third lives within a mile of Landmark Mall.

Figure 1 - 2010 Population

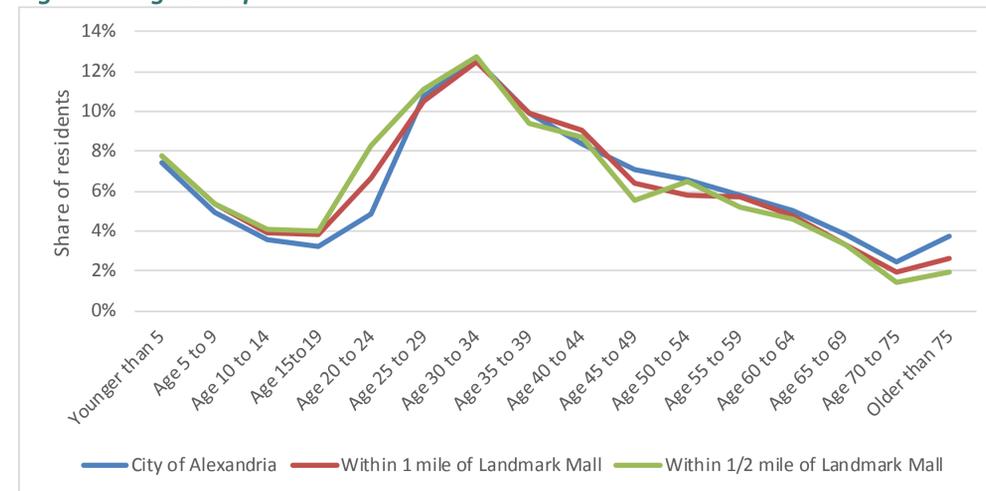


Source: 2010 Decennial Census

Age

In terms of age, the population around Landmark Mall looks similar to Alexandria overall. A slightly larger share of residents are between the ages of 20 and 24, and a smaller share of residents are age 70 and older*.

Figure 2 - Age Group



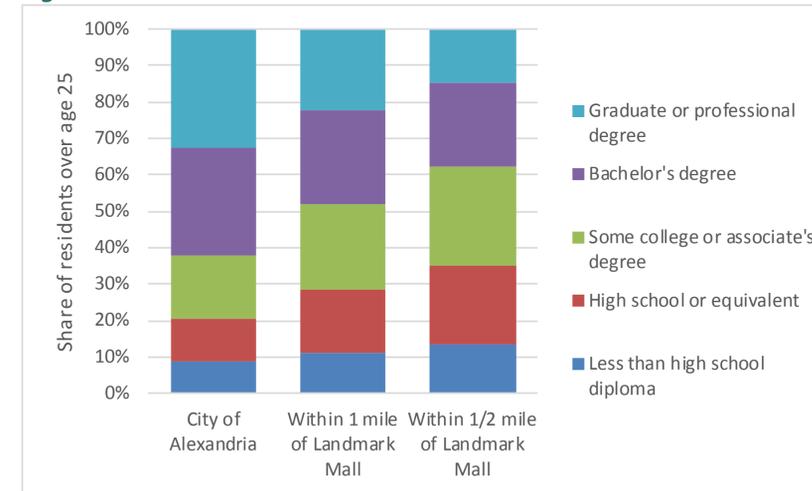
Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level

* Note: Statistically significant at the 90% confidence level

Educational Attainment

Relative to the rest of the City, a smaller share of residents around the Mall have earned a Bachelor's, Graduate, or Professional degree.

Figure 3 - Educational Attainment



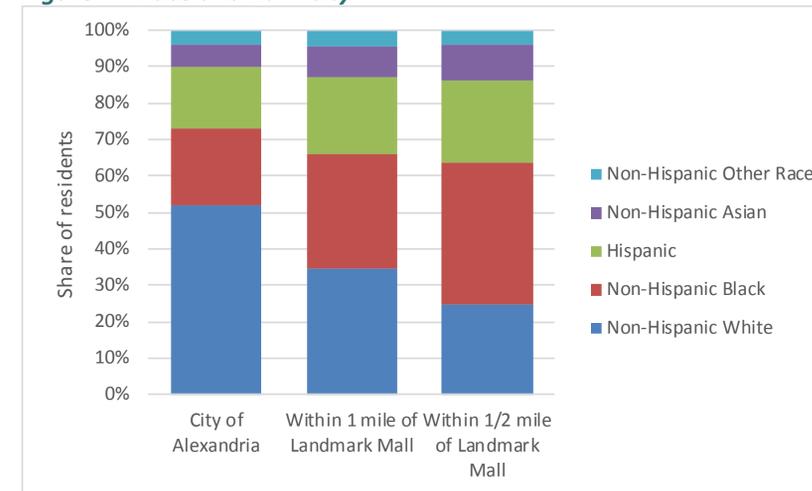
Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level

Note: All differences between the area around Landmark Mall and the City are statistically significant

Race and Ethnicity

The area surrounding Landmark Mall is more racially and ethnically diverse than the City of Alexandria as a whole. Unlike the City, no single racial group makes up the majority of the population around Landmark Mall. Within a half mile of the Mall, the largest share of the population is non-Hispanic Black or African American. Compared to the City's population, greater shares of the population around the mall are Hispanic, non-Hispanic Black, and non-Hispanic Asian*.

Figure 4 - Race and Ethnicity



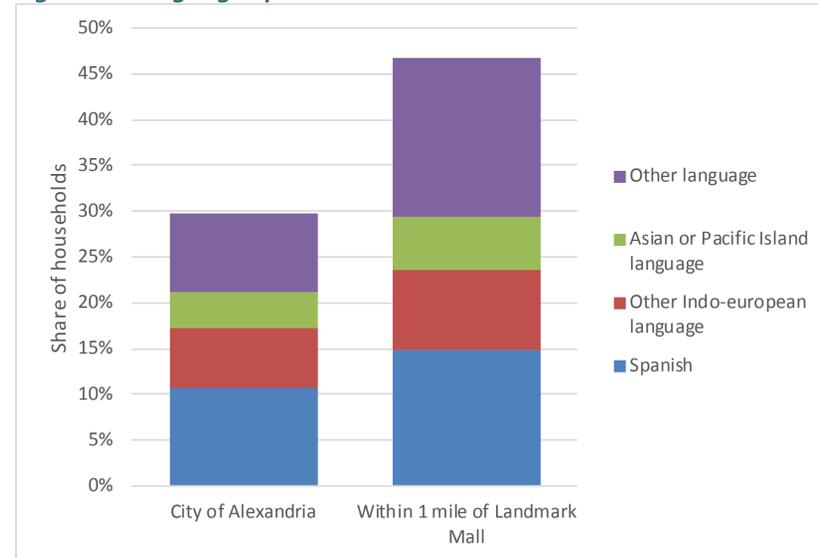
Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level

* Note: Statistically significant at the 90% confidence level

Language

Eight percent of households within 1 mile of Landmark Mall have limited English proficiency, meaning no residents over the age of 14 report speaking English “very well”. This is slightly higher than 6 percent for the City. Languages other than Spanish, other Indo-European, or Asian or Pacific Island languages are the most commonly spoken language in households around Landmark Mall (17 percent), followed most closely by Spanish (15 percent).

Figure 5 - Language Spoken at Home



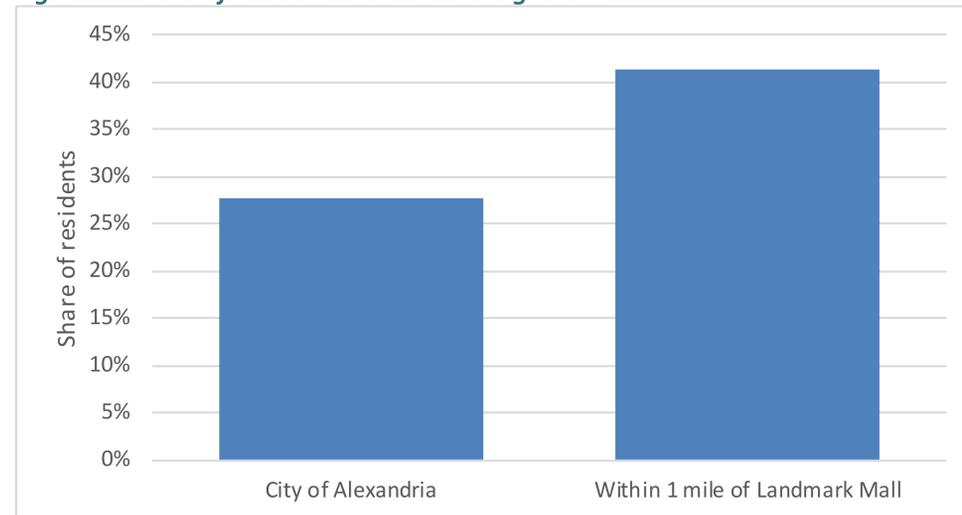
Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, tract level

Note: All differences between the area around Landmark Mall and the City are statistically significant

Foreign-born Population

Forty-one percent of residents around Landmark Mall are foreign-born, compared to only 28 percent in the City as a whole. More than one third of foreign-born residents living around Landmark Mall are naturalized US citizens.

Figure 6 - Share of Residents who are Foreign-Born



Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, tract level

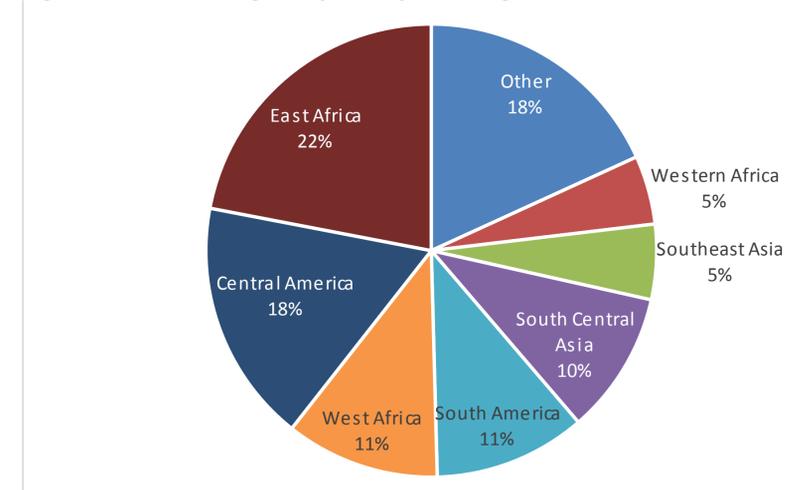
Note: All differences between the area around Landmark Mall and the City are statistically significant

LANDMARK MALL RE-PLANNING

BACKGROUND INFORMATION - 11/08/18

Foreign-born residents around Landmark Mall came from 79 countries. Regionally, most foreign-born residents were from East Africa, followed by Central America.

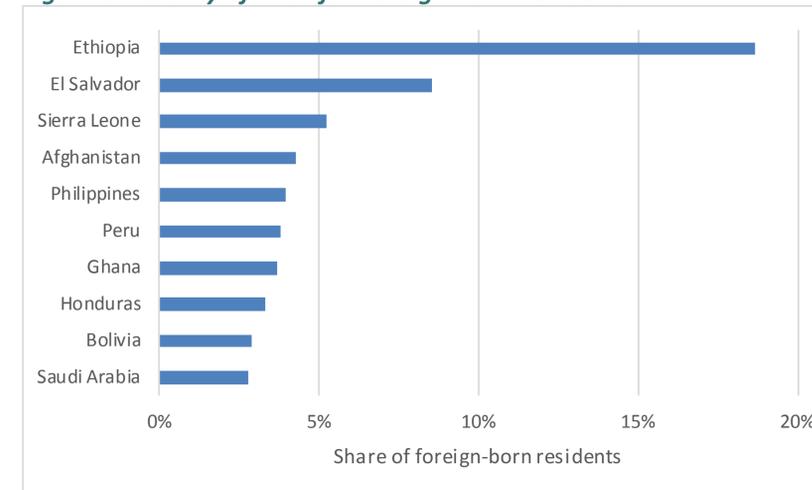
Figure 7 - Global Region of Birth for Foreign-Born Residents



Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, tract level

Ethiopia, El Salvador, and Sierra Leone were the most common countries of origin; nearly one third of all foreign-born residents originated from these three countries.

Figure 8 - County of Birth for Foreign-Born Residents

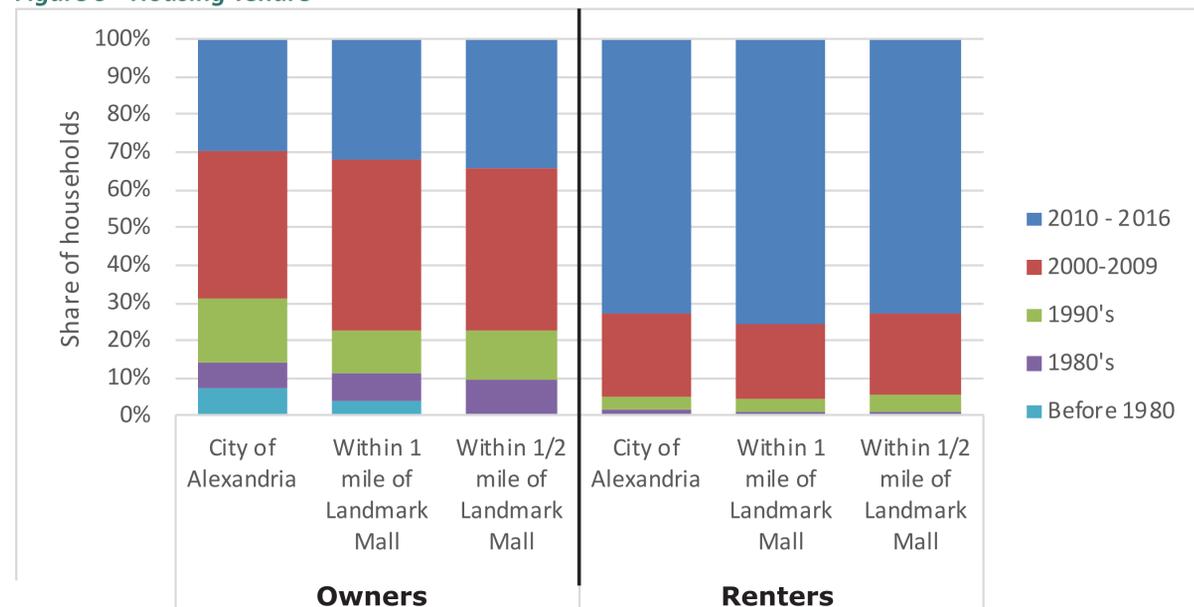


Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, tract level

Housing

77 percent of households around Landmark Mall rent their homes, compared to 58 percent City-wide*. Sixty eight percent of homeowners around Landmark Mall moved into their homes before 2010, compared to only 25% of renters. These trends are similar to what we see at the City-level.

Figure 9 - Housing Tenure

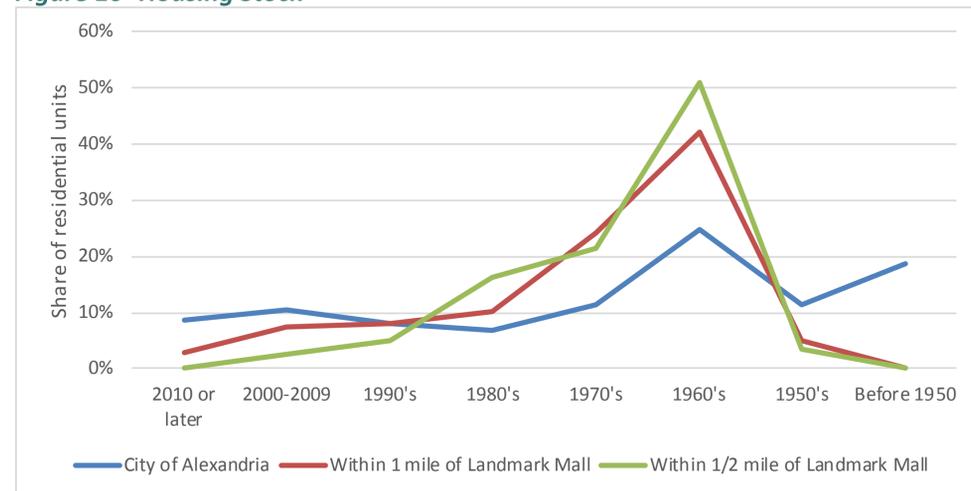


Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level
* Note: Statistically significant at the 90% confidence level

Housing Stock

Seventy one percent of the existing housing units within one mile of Landmark Mall were constructed between 1950 and 1979; only 48 percent of existing housing units in the City overall were built during this time.

Figure 10- Housing Stock

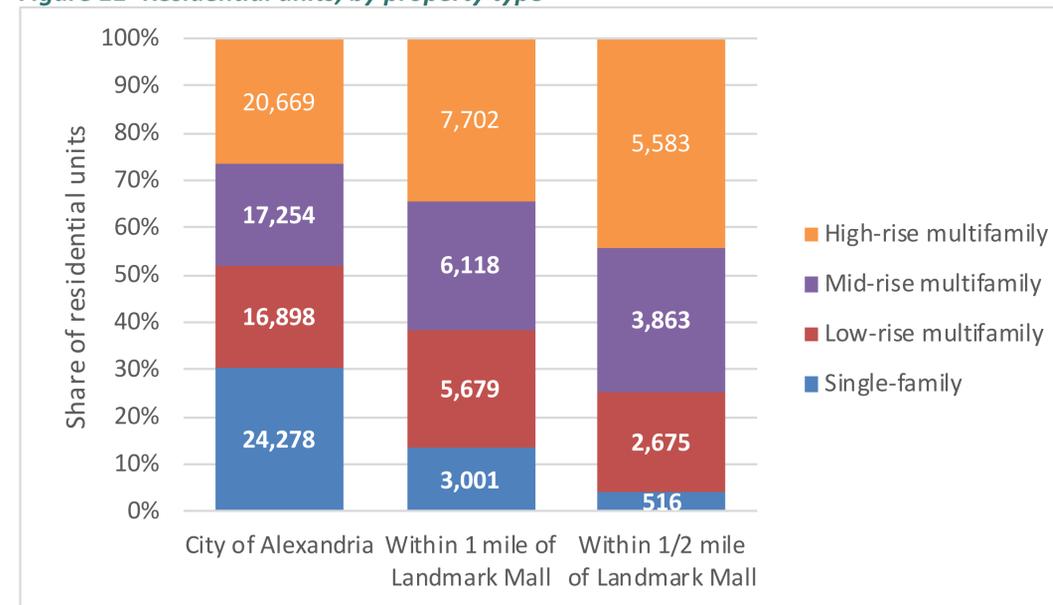


Source: City of Alexandria ITS

Property Type

Eighty seven percent of housing units around Landmark Mall are in multifamily buildings, compared to 69 percent in the City as a whole.

Figure 11- Residential units, by property type

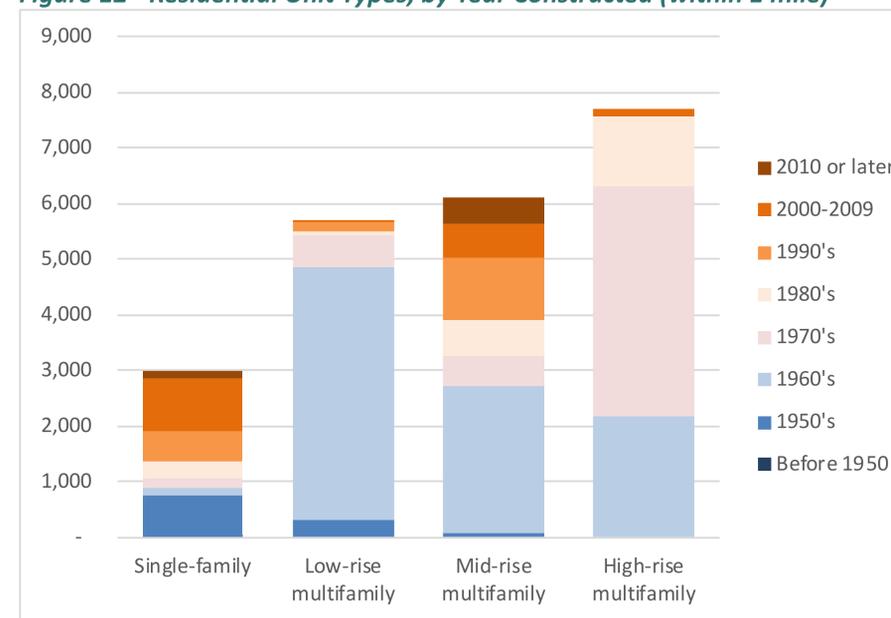


Source: City of Alexandria ITS

Notes: 300 co-op units in City of Alexandria are excluded. "Single family" includes single-family detached, townhomes, and duplexes. Low-rise multifamily buildings have fewer than 4 stories; mid-rise have 4 – 7 stories; high-rise have more than 7 stories.

Within a 1 mile of Landmark Mall, low-rise multifamily units constructed during the 1960's comprise 20 percent of total building stock, and high-rise multifamily units constructed in the 1970's account for an additional 18 percent.

Figure 12 - Residential Unit Types, by Year Constructed (within 1 mile)

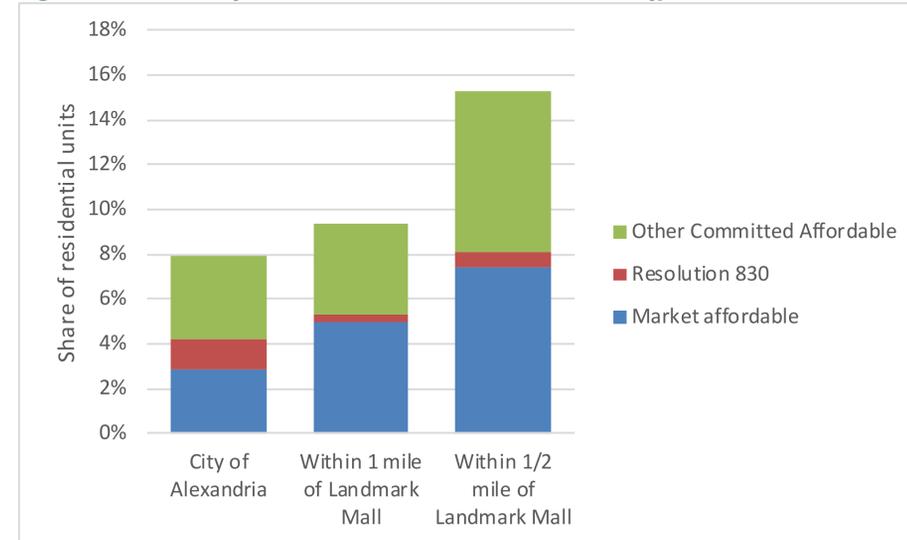


Source: City of Alexandria ITS

Affordable Rental Housing

The city's market affordable inventory—historically its primary source of housing diversity—shrunk by approximately 16,000 units, or 88%, between 2000 and 2018, while its stock of committed affordable units experienced only limited change. Compared to the City as a whole, relatively large shares of rental residential units around Landmark Mall are either market affordable or committed affordable.

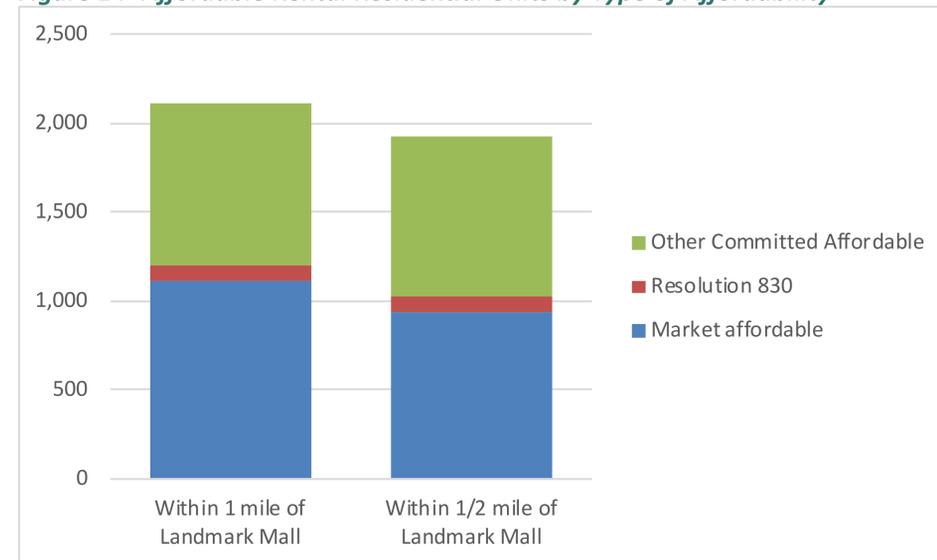
Figure 13 - Share of Rental Residential Units that are affordable



Source: 2018 City of Alexandria Office of Housing

In 2018, about 25 percent of the City's committed affordable housing stock and 50 percent of market affordable units are located within one mile of Landmark Mall.

Figure 14- Affordable Rental Residential Units by Type of Affordability

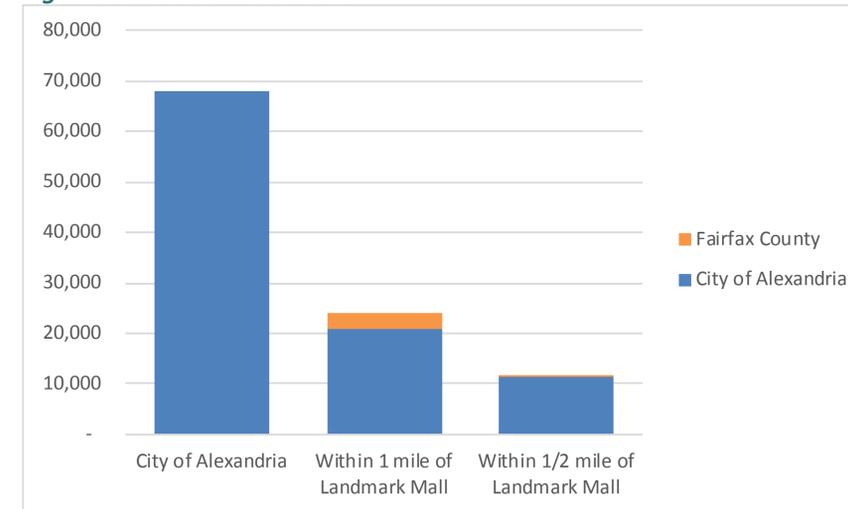


Source: 2018 City of Alexandria Office of Housing

Households

In 2010, about 11,500 households lived within a half mile of Landmark Mall, and 24,014 households lived within one mile. Fourteen percent of households in a one-mile radius of the mall were located in Fairfax County.

Figure 15 - 2010 Households



Source: 2010 Decennial Census

Household Income

The average household income around Landmark Mall is about \$67,900, which is much lower than the average for the City as a whole (\$119,200). Only 18 percent of households around Landmark earned \$100,000 or more, compared to 45 percent in the City as a whole*.

Figure 16 - Household Income



Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level

* Note: Statistically significant at the 90% confidence level

The share of residents around Landmark Mall below the Federal Poverty Level is similar to the City-wide poverty rate. Between 10 and 11 percent of city residents are below the Federal Poverty Level.

Employment

Employment characteristics of residents

Residents around Landmark Mall are employed at a similar rate to residents in Alexandria as a whole. In both cases, about 74 percent of residents over age 16 were employed.

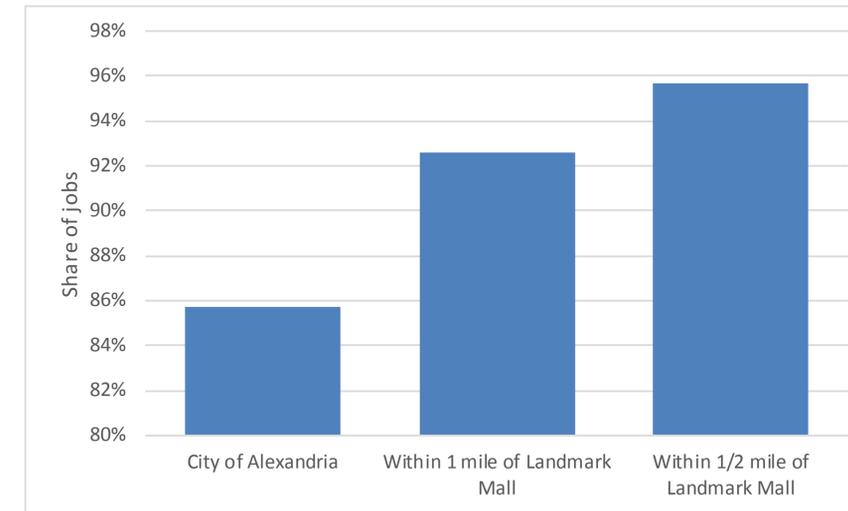
Figure 17 - Number of Jobs



Source: U.S. Census Bureau, Longitudinal Employment-Household Dynamics (LEHD), 2015.

At each of these geographies, most of the jobs are held by people living outside the area.

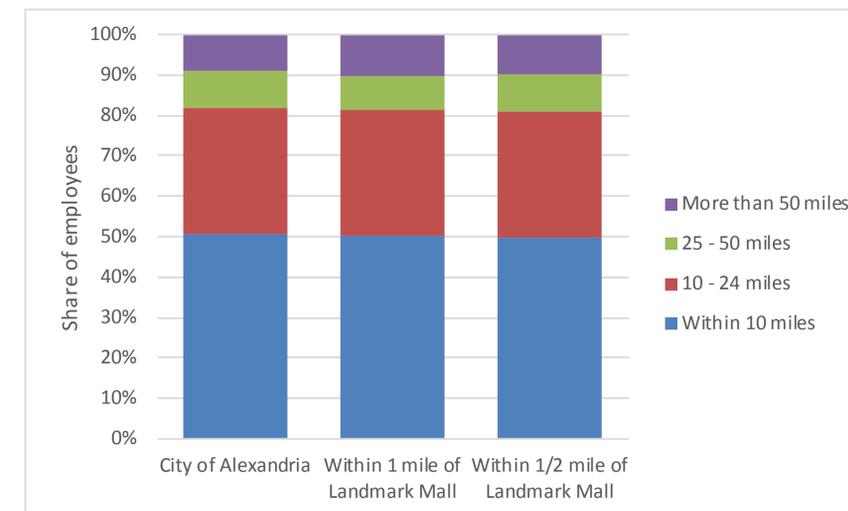
Figure 18 - Share of jobs held by people living outside the area



Source: U.S. Census Bureau, LEHD, 2015.

As with the City of Alexandria, half of the employees working around Landmark Mall live within 10 miles of their job. Ten percent of people employed around Landmark Mall live more than 50 miles away.

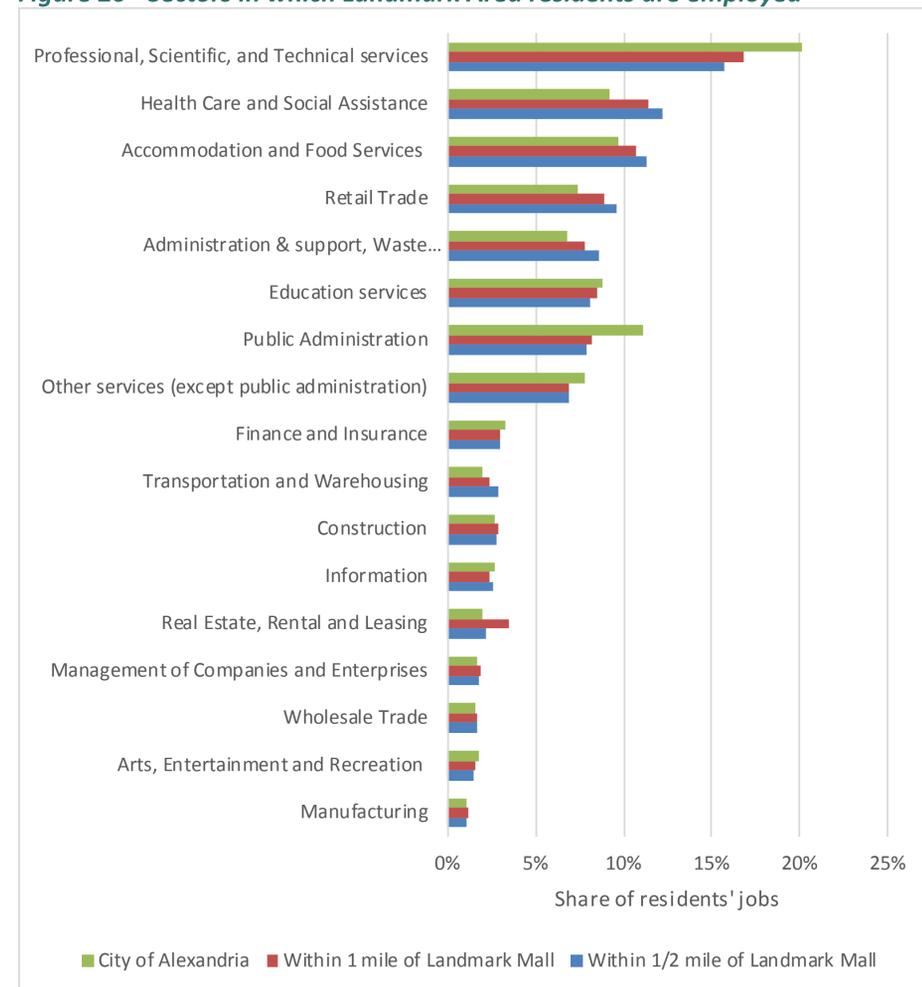
Figure 19- Employee commute distance



Source: U.S. Census Bureau, LEHD, 2015.

Including a few jobs located in Fairfax County, the number of jobs within one mile of Landmark Mall is equivalent to 9 percent as many as the entire City. Compared to the City, a relatively large share of employed residents around Landmark Mall work in the Health Care and Social Assistance; Accommodation and Food Services; Retail Trade; and Administration and Support, Waste Management and Remediation sectors. A relatively small share of residents around Landmark Mall work in Professional, Scientific, and Technical Services; and Public Administration sectors.

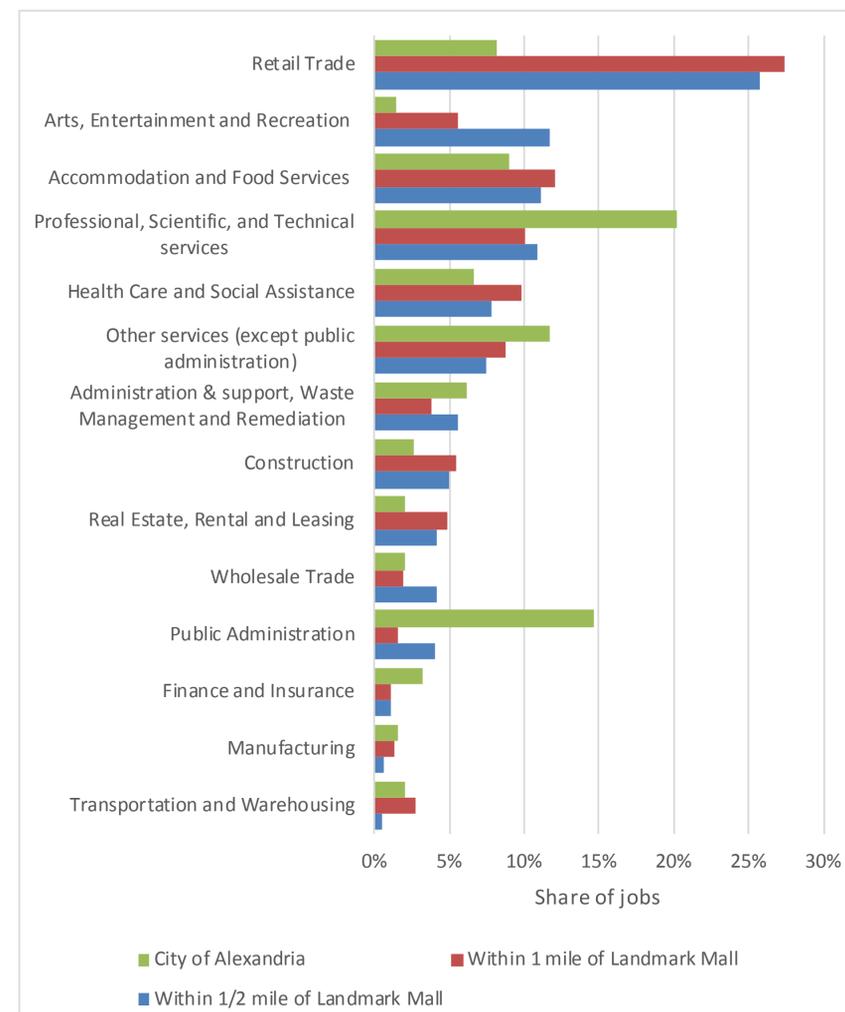
Figure 20 - Sectors in which Landmark Area residents are employed



Source: U.S. Census Bureau, Longitudinal Employment-Household Dynamics (LEHD), 2015.

Compared to the City, the area around Landmark Mall has a relatively large share of Retail Trade; Arts, Entertainment and Recreation; Construction; and Real Estate, Rental and Leasing Jobs. There are relatively small shares of Public Administration and Professional, Scientific, and Technical Services jobs.

Figure 21- Jobs by Sector



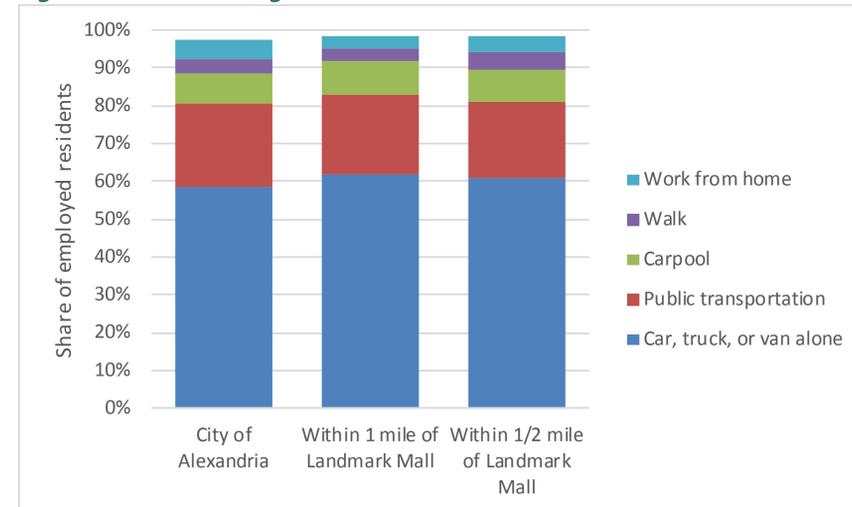
Source: U.S. Census Bureau, LEHD, 2015.

Transportation

Commute Characteristics

Residents who live around Landmark Mall commute to work in similar ways. Around 60 percent drive alone, and around 20 percent use public transportation. It takes most residents between 15 and 45 minutes to get from their home to work.

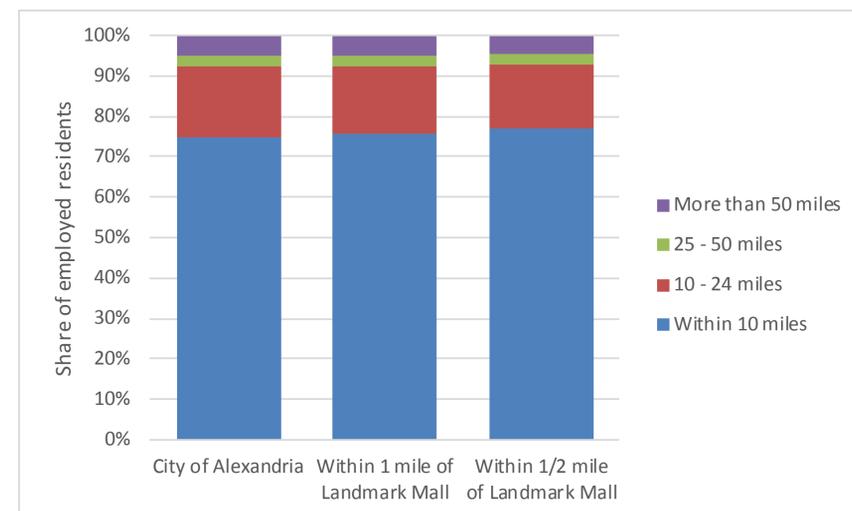
Figure 22 - Commuting Method



Source: U.S. Census Bureau, 2012-2016 ACS 5-year estimates, block-group level

As is the case for the City of Alexandria as a whole, the majority of residents around Landmark Mall work someplace within 10 miles of their home (this includes Fairfax County residents). Based on residents' primary job (excludes second and third jobs), around 5 percent are employed more than 50 miles away from their home, although some of these residents may telecommute or work from home.

Figure 23 - Residents' Commute Distance



Source: U.S. Census Bureau, LEHD, 2015.

* Note: This includes Fairfax County residents. Based on residents' primary job (excludes second and third jobs).

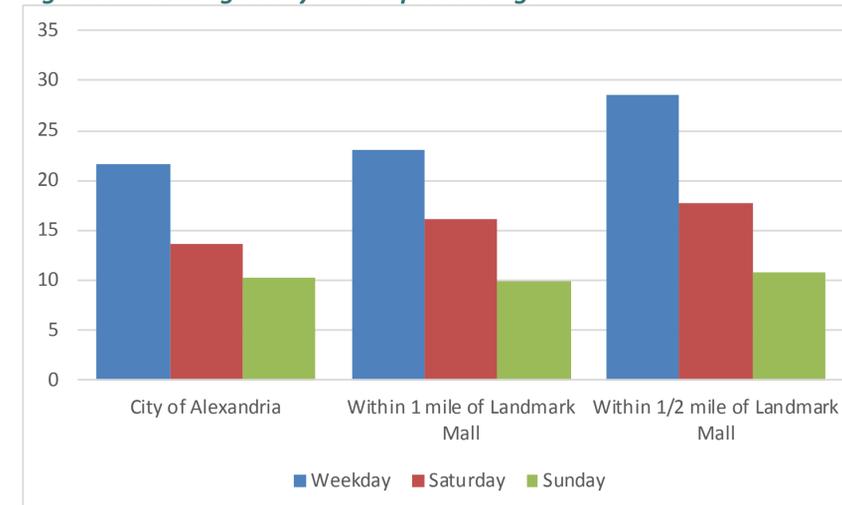
LANDMARK MALL RE-PLANNING

BACKGROUND INFORMATION - 11/08/18

Dash Bus Ridership

On average, bus stops located around Landmark Mall had more daily boardings than bus stops throughout the City*. Weekend ridership tends to be lower than weekday ridership**.

Figure 24 - Average daily bus stop boardings



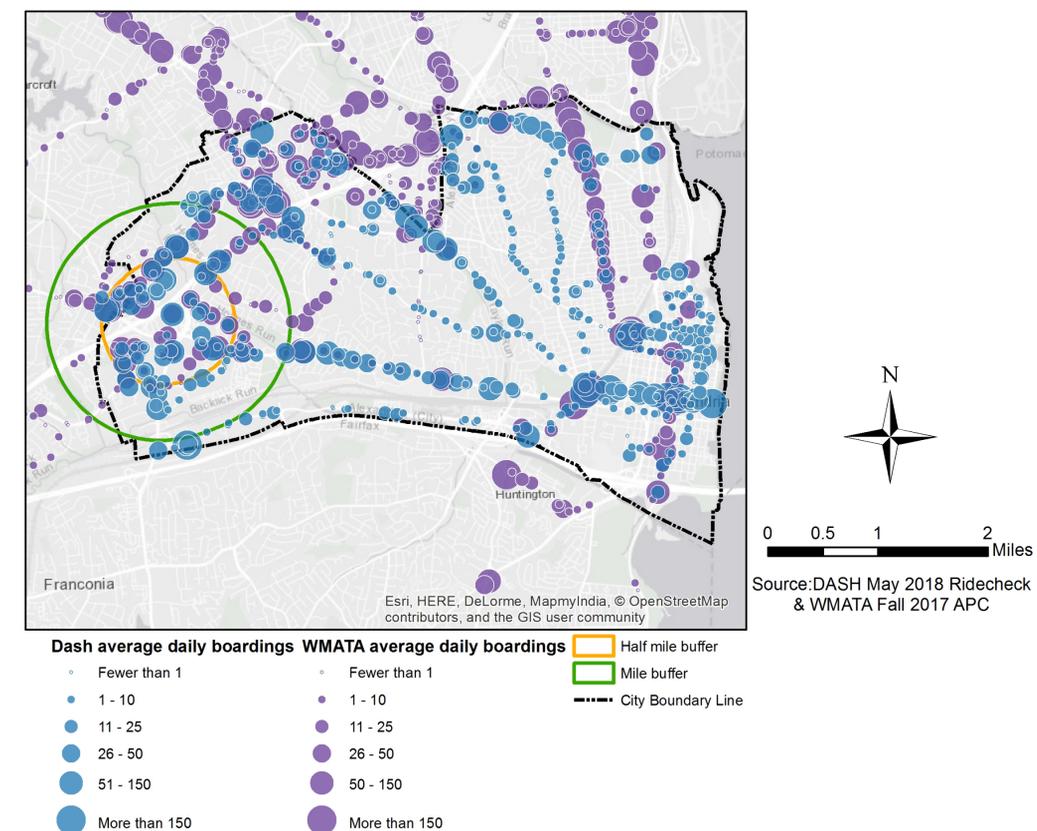
Source: DASH May 2018 Ridecheck

* Differences were not statistically significant at the 90% confidence level

** Differences were only statistically significant for areas around Landmark Mall.

Dash and WMATA Bus stops located around Landmark Mall with the greatest number of weekday boardings tend to be located along Duke Street, west of South Van Dorn Street, and north of I-395.

Figure 25 - Average daily weekday boardings, by stop



Access to Grocery Stores

Most areas within one mile of Landmark Mall are within a 5-minute drive from a grocery store. Residents who live near South Van Dorn Street and south of Duke Street are within a half mile walking distance from a grocery store, while most other areas are more than a half mile walking distance from their nearest grocery store.

Figure 26 - Grocery store service area, by drive time

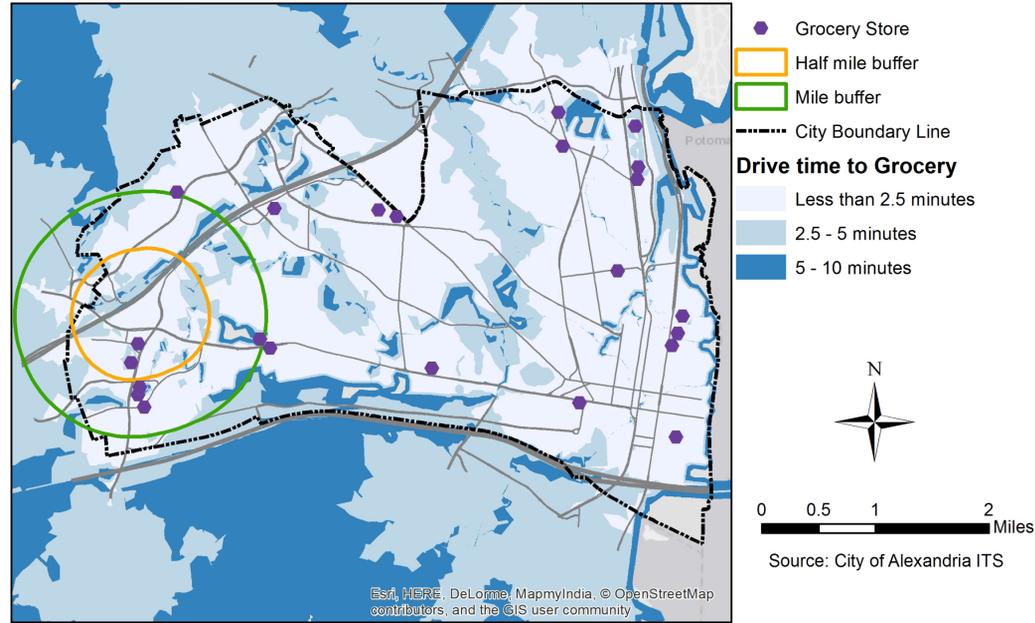
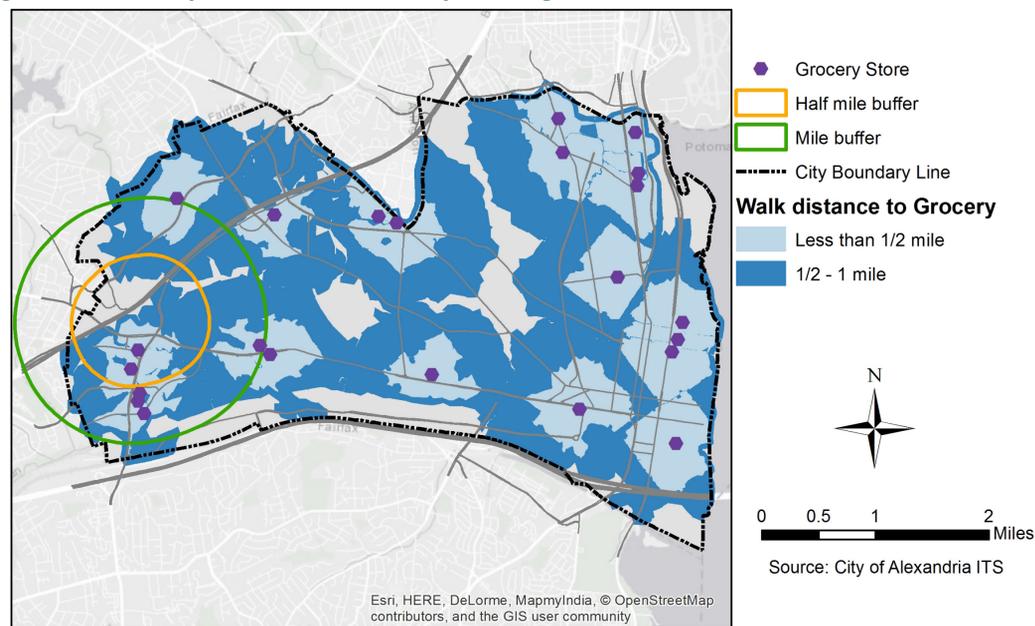
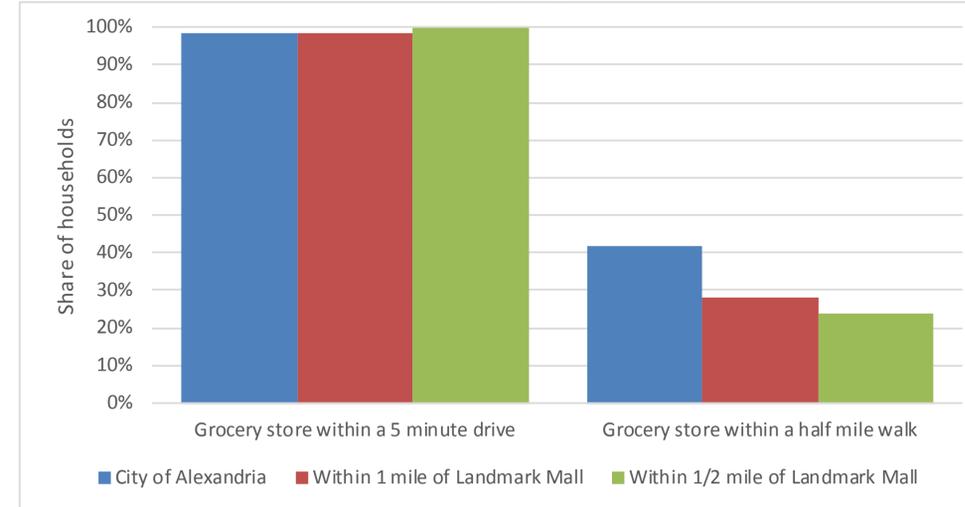


Figure 27 - Grocery store service area, by walking distance



While 98 percent of households around Landmark Mall live within a 5-minute drive of a grocery store, only 28 percent can walk to a grocery store in a half mile or less. By comparison, 42 percent of households in the City of Alexandria as a whole are within a half-mile walk of a grocery store.

Figure 29 - Households with access to a grocery store



Source: City of Alexandria ITS