

LANDMARK

FREQUENTLY ASKED QUESTIONS

1. I've heard this will be an expedited planning process. What does that mean?

The Landmark Mall Re-planning process will involve potential refinements to the 2009 Landmark/Van Dorn Corridor Plan for the 51-acre mall site, only. Because these potential refinements will be limited in scope and will build upon the 2009 Plan vision for the mall site, only, the planning process is expected to be complete by April 2019.

2. What are the formats of the upcoming community events and what topics will be covered?

The upcoming events include the following:

- Advisory Group/Community Workshop - Jan. 26, 10 am to 2 pm – This will be a hands-on workshop for members of the Advisory Group, community, City Staff and property owner representatives to collaborate on developing draft recommendations for the Plan refinements. Topics will include transportation, land use, open space, and urban design, among others.
- Advisory Group/Community Meeting - Feb. 27, 7 to 9 pm – The meeting format will be presentation style with a portion of the meeting devoted to a community exercise to garner feedback. Following the Jan. 26 workshop, this event will finalize potential refinements to the 2009 Plan that will be considered by Planning Commission and City Council in April 2009.

All community event materials can be found at alexandriava.gov/Landmark.

3. How were members of the advisory group chosen?

On March 29, 2016 the City Council established an Ad Hoc Eisenhower West/Landmark Van Dorn Implementation Advisory Group through Resolution 2717. The mission of this group is to provide guidance to staff on the infrastructure and funding plans and related follow up studies as outlined in the Eisenhower West Small Area Plan and the Landmark Van Dorn Corridor Plan. Solicitation for Applications for the Advisory Group was open from April 11 - May 2, 2016. As specified by the Resolution, the City Manager appointed the nine at-large members through the nomination process, and the Boards and Commissions named their representatives for the remaining five slots.

The Advisory Group serves as the community forum for the duration of the Landmark Mall re-planning process. In order to ensure adequate representation of West End businesses and the property owners of Landmark Mall, City Council approved Resolution 2843 to temporarily amend the composition of the Advisory Group to include one slot for the West End Business Association and one temporary slot for The Howard Hughes Corporation, which will sunset upon completion of the this process. With the additional slots, this group includes a broad cross-section of residents and business representation from the two planning areas, as well as members of City commissions. When slots are vacated on the Advisory Group, the City will solicit applications for the vacancies through a public notification process (eNews).

4. Where can I get more information regarding the diversity and history of the site and surrounding area?

The project webpage, alexandriava.gov/Landmark, provides a link to the Background Packet that describes current plans and zoning for the mall site, history of the site, and demographics of the area.

5. We've been waiting for years for redevelopment. What has prevented the site from redeveloping?

Although the City approved development plans for the site, a variety of market, ownership coordination, and financial reasons prevented the site's various owners and developers from progressing with their plans. Today, the entire mall site, including parking lots, is under coordinated ownership, and the current owners are now ready to move forward with planning for the entire mall site.

6. Why can't they just redevelop now without going through this planning process?

The 2009 Landmark/Van Dorn Corridor Plan is the master plan document that provides a community established vision for the area and guidance to property owners, developers and decision makers for future development. Therefore, all

development applications must be a reflection of the master plan for approval. Due to market shifts and changes to transportation related



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city policies since 2009, the existing Plan requires limited refinements before the property owner may apply for development permits.

7. Why will re-planning now result in redevelopment?

Over the last several years, current owners of the mall site have coordinated and overcome many legal and financial barriers to redevelopment of the entire mall site. The previous approval was for the central portion of the site only and relied on the continuation of big-box anchor retail, which is no longer a viable retail model. Now with coordinated ownership, the entire site can be planned comprehensively and marketed to future tenants with a complete vision.

Further, this re-planning process introduces a potential refinement to the 2009 Landmark/Van Dorn Corridor Plan to allow for more flexibility in land uses, which would promote quicker market responsiveness without the need for future re-planning.

8. Will schools be considered in this planning process?

Yes. The 2009 Landmark/Van Dorn Corridor Plan recommends incorporation of civic uses (i.e. schools, community/recreation centers, fire/police stations, and/or other city facilities) in the Landmark/Van Dorn Corridor Plan area, including the Landmark Mall site.

9. How is affordable housing being considered and will there be affordable ownership options?

Affordable housing options will be considered in this planning process using existing tools, such as:

- i. Bonus density and height using Sec. 7-700 of the zoning ordinance;
- ii. Voluntary developer contributions to the housing trust fund;
- iii. Partnerships with non-profit developers and housing/service providers;
- iv. Co-location with city facilities;
- v. Grants and other financing programs

For more information, please visit alexandriava.gov/Housing.

10. When will the city know if we've won grants for the West End Transitway?

The City will know in January 2019 if we'll be awarded the BUILD grant and by spring/early summer 2019 if we'll be awarded the Smartscale grant. For more information regarding the West End Transitway, please visit alexandriava.gov/WestEndTransitway.

11. Why does the 2009 Landmark Van Dorn Corridor Plan recommend putting the transit hub in the center of the Landmark site and not along the exterior of the site?

The future mall site is envisioned to be a mixed-use, urban village with distinctive architecture, transit, and community spaces that serves regional and neighborhood needs and provides connections to the surrounding neighborhood. The future transit hub will be located conveniently in the center of the site for easy access to future restaurants, shops, jobs, and housing. Locating the transit hub on the exterior of the site could potentially mean an expanded Duke Street, which is not a goal of the 2009 Plan or current Complete Streets Guidelines.

12. Can the existing transit hub be temporarily relocated?

There are no current plans to temporarily relocate the bus transfer hub. Although the shops at the mall are no longer in operation, the mall site has onsite security and is being temporarily used for the Carpenter's Shelter and other seasonal uses.

13. Why can't the City make interim improvements to pedestrian safety around the current mall site?

Pedestrian improvements, including those at the intersection of Walker St. and Duke St., flashing pedestrian signals and new sidewalks along the north and south side of Duke Street from Walker St. over 395, were completed in recent years. The Smartscale grant (yet to be awarded) would go toward future pedestrian improvements to and along the Landmark Mall site.

