Introduction to Landmark Mall Redevelopment

Community Meeting
April 8, 2013
Presentation Contents

• Brief History of Landmark Mall

• Overview of Landmark Van Dorn Corridor Plan

• Introduction to Landmark Mall Redevelopment Proposal
History of Landmark Mall

- Landmark Mall Opens
- The Mall is enclosed
- ULI Technical Assistance Panel Formed
- General Growth Properties Schematic Design
- Landmark Van Dorn Advisory Group Established
- Landmark Plan Adopted
- The Mall is transferred to Howard Hughes Corporation
Landmark Van Dorn Corridor Plan
Vision and Principles

• Landmark Mall should serve regional, local, and neighborhood needs

• Transit ridership should increase

• More cultural and public art facilities

• Pedestrian friendly activity centers

• Interconnected open space
Landmark Van Dorn Corridor Plan

• Plan Recommendations for Mall:
  – New bridge crossing over Duke Street
  – Building heights from 85 feet - 250 feet tall
  – A mixture of uses
  – More pedestrian friendly
  – Defined green space/parks
  – Urban street grid
  – A transit center

• Corridor Plan acknowledges that:
  – Redevelopment will be market driven
  – Revitalization will take place over a period of time.
• **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
City Goals for First Phase of Landmark Mall Redevelopment

- On-site transit center
- Environmental enhancements
- Fine-grain mix of uses including housing and retail
- Vibrant retail and entertainment uses
- Attractive and usable open space
- Enhanced pedestrian and bicycle circulation
City Transitway Initiative

Landmark Mall Redevelopment Introduction 4.8.2013
Corridors B and C

- **Corridor B**
  - Landmark Mall to King Street Station

- **Corridor C**
  - Pentagon to Van Dorn Metro
  - Shirlington
  - Landmark Mall
  - NVCC
  - BRAC
Corridor B

Alternative 3:
Curb Running in Dedicated Lanes with Reversible Lane

- Bike updates
- Transit running along the curb side
- Transit in dedicated lanes for segments with 6 lanes
- Reversible lane (Jordan to Wheeler) for general purpose traffic (Peak flow)
- Transit in dedicated lanes in other areas based on peak flow
- Requires widening in 4-lane segments (2 miles total)
- Maintains frontage roads
Corridor C

Pedestrians and Bicycles

Transitway

Platform and Landscape Area
Landmark Van Dorn Plan

• Long Term
  – Grid of Walkable Streets
  • Vehicles
  • Transit
  • Pedestrians
  • Bicycles
Environmental Enhancements

• Stormwater Treatment

• Enhanced Tree Canopy

• Open Space

• Decreased Impervious Area
Questions and Answers

• Next steps
Corridor B

Alternative 3c

Jordan St. to Wheeler Ave.

S. Quaker Lane to Roth Street
(Alexandria Commons Area)

Landmark Mall to Jordan Street,
Wheeler Avenue to S. Quaker Lane &
Roth Street to King Street Metro