



American Planning Association  
**Virginia Chapter**

*Creating Great Communities for All*

**FOR IMMEDIATE RELEASE**

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**Landmark Mall Redevelopment  
Winner of the Red Clay Development of the Year Award**

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The Virginia Chapter of the American Planning Association (APA Virginia) is pleased to announce that the City of Alexandria Department of Planning and Zoning has been awarded the Red Clay Development of the Year Award for the [proposed plan for the transformation of the Landmark Mall](#) into a vibrant, sustainable, urban economic center.

The Red Clay Award is awarded to developments that exhibit the values of great planning and create great places in Virginia through infill development, building rehabilitations, brownfield redevelopments, downtown revitalization, or similar projects.

The City's planners have won this statewide recognition by shepherding an inclusive, visionary planning process for the proposed redevelopment of the former Landmark Mall. Their work has set the stage for an approximately 4 million square foot, mixed-use community including a new hospital facility. In July 2021, the City of Alexandria, Inova Health System, and Foulger-Pratt entered into a joint agreement to implement this vision.



Originally developed in 1965, the 52-acre Landmark site was the first mall in the DC-metro region to feature three anchor department stores. Structural changes in the department-store industry and modern-day trends in retail and e-commerce undermined Landmark's long-term viability and prosperity, resulting in the mall's closure in 2017.

Nick Rogers, AICP, CZA, APA Virginia's Vice President of External Affairs noted that "the Landmark Mall redevelopment leverages public and private investments to deliver what will be a vibrant

mixed-use urban neighborhood and national model for suburban transformation, creative place making, and economic development. The proposal advances planning in the Commonwealth by providing a replicable model for suburban mall retrofits".

The planning awards will be presented at the Chapter's Annual Conference on Tuesday, July 19, 2022 at 11:45 AM at the Richmond Marriott Downtown. To view and learn about other 2022 APA Virginia award winners, please [click here](#).

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About the [Virginia Chapter of the American Planning Association](#)

Our mission is to make great communities happen in Virginia by offering continuing professional development and other valuable services to planners that will enable them to excel in their practice. We are committed to raising awareness about the many benefits that planning offers as a foundation for effectively addressing the physical, economic, and social changes that take place in Virginia, and to providing effective leadership in planning advocacy reflective of a diverse geography and population.