



FROM DEATH TO LIFE: TRANSFORMING DYING MALLS TO URBAN COMMUNITIES

**Landmark Mall Case Study
Virginia APA Conference**

MEET THE PANEL



Jeffrey Farner
Deputy Director
City of Alexandria, VA



Jay Kelly
Vice President, Development
FoulgerPratt



Stephanie Landrum
President & CEO
AEDP



Julian Gonsalves
Asst. City Manager (P3)
City of Alexandria, VA



Richard Lawrence, AICP, Principal Planner
City of Alexandria, VA

HANDS UP!

- How many in the audience have one (or more) of these sites in your communities that you're grappling with what to do?
- How many have or are in the process of exploring redevelopment of these sites?
- Anyone actively redeveloping a mall/large shopping center site in their communities?
- How many of you have had discussions with the owners of these sites regarding redevelopment?

SESSION OVERVIEW

Background + History

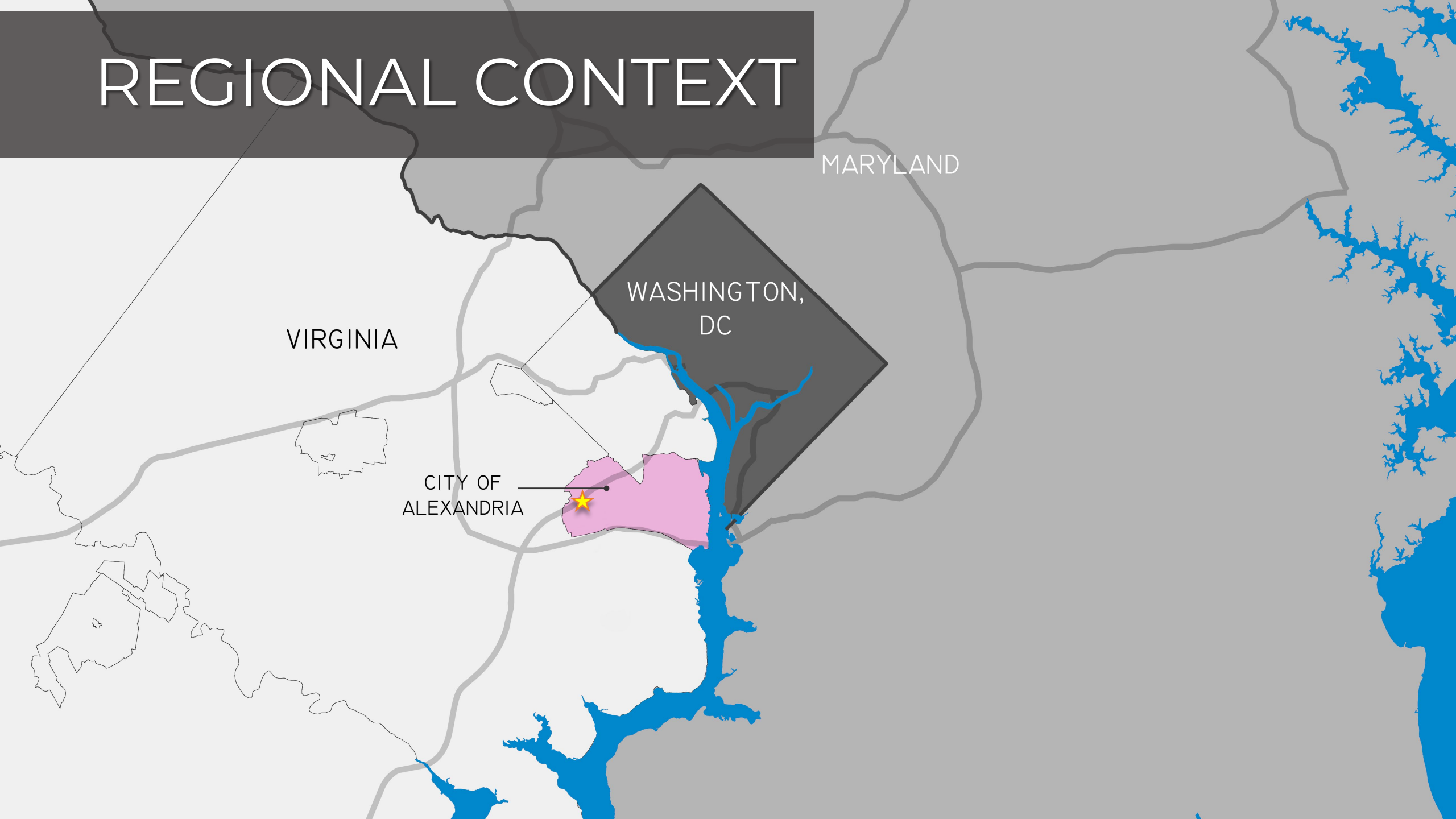
Planning Process + Engagement

Urban Design Framework

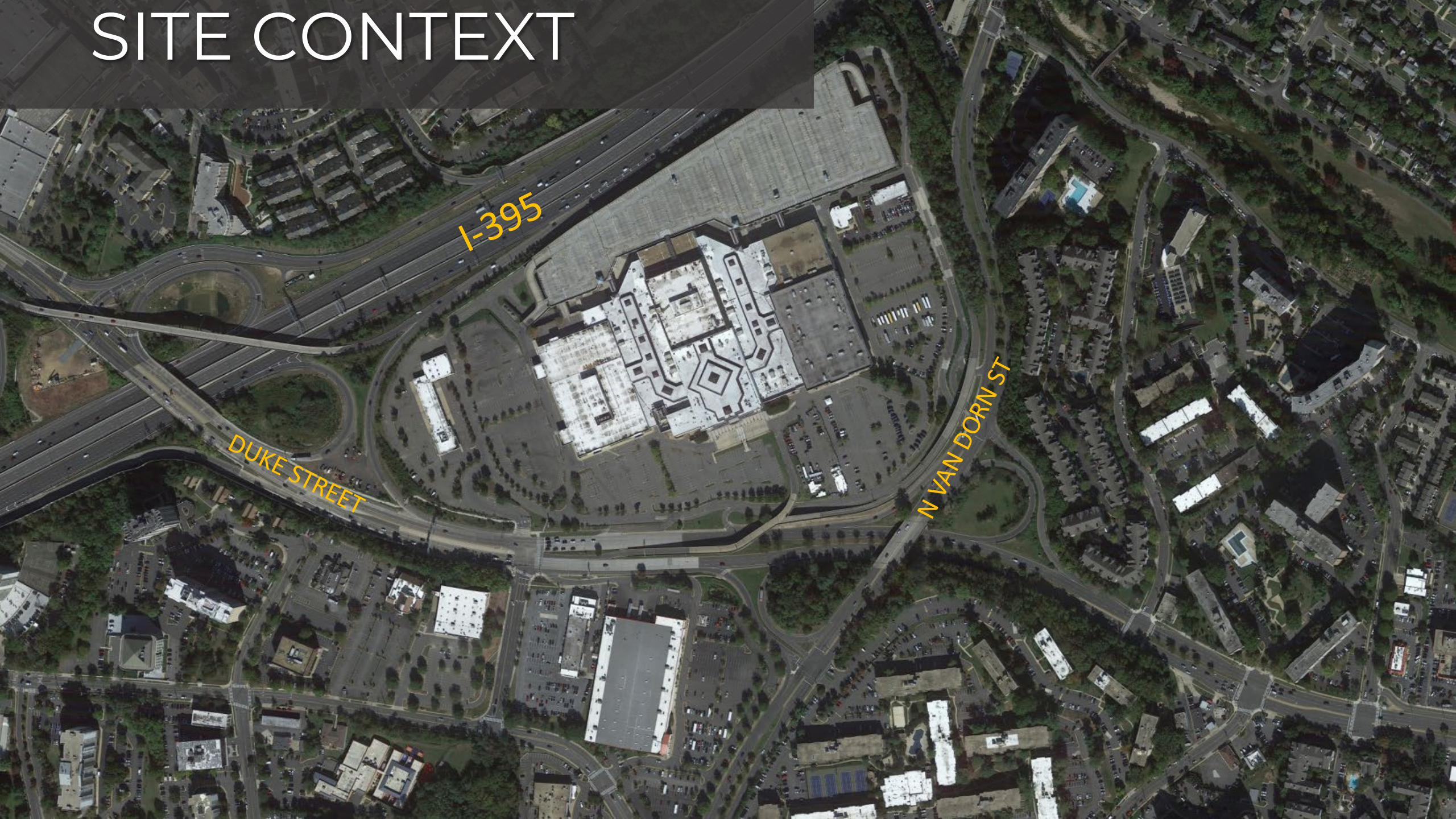
Economic Development, P3 + Financing

Lessons Learned + Takeaways

REGIONAL CONTEXT



SITE CONTEXT



HISTORY

- Built in 1965
- Enclosed in the 1980s
- Largely vacant by 2010



TEMPORARY USES



Wonder Woman 2: 1984 Film
Location



Carpenter's Shelter Temporary
Relocation Site

An architectural rendering of a modern urban development. The scene features several multi-story buildings with large windows and balconies. A central plaza area includes a red curved structure, a green roof, and a blue pool. A street with cars and pedestrians runs through the middle. The overall atmosphere is bright and modern.

PLANNING PROCESS

+

COMMUNITY ENGAGEMENT

PLANNING PROCESS

- **Landmark/Van Dorn Corridor Plan (2009)**
 - Amendment to the Landmark/Van Dorn Small Area Plan
- **Landmark Mall Re-Planning Process (2018-2019)**
 - Previous owner desire for redevelop in 2018 required updates to Framework Plan and Corridor Plan
 - Landmark Corridor Updated in 2019
 - Landmark Neighborhood Chapter
- **Coordinated Development Design (CDD) and Master Plan Amendment**
 - Approved in July 2021

Landmark/Van Dorn Corridor Plan



June 13, 2009
Adopted by ordinance 4598
City of Alexandria Department of Planning and Zoning
Amended 1/12/19, Ordinance 5196
Amended 5/18/19, Ordinance 5228
Amended 9/18/21, Ordinance 5364
Amended 3/12/22, Ordinance 5414

(2009)

Landmark Neighborhood

10

This chapter provides recommendations to encourage a unique and connected mixed-use neighborhood by providing an urban street grid, urban building forms, a complementary mix of uses, community amenities, connected open spaces, and a range of housing opportunities. The neighborhood is intended to be a place that is accessible to people of all ages and abilities; includes open spaces for community gathering; incorporates convenient and safe access to and along the site for those walking, biking, driving and taking transit; and expresses a distinctive character, architecture and unique skyline. Transformation of this neighborhood will be important to the implementation of other recommendations throughout the Landmark/Van Dorn corridor.

Chapter 10 includes all recommendations for the Landmark neighborhood. All recommendations in previous chapters, excluding those related to stormwater infrastructure in Chapter 8, are superseded by this Chapter.

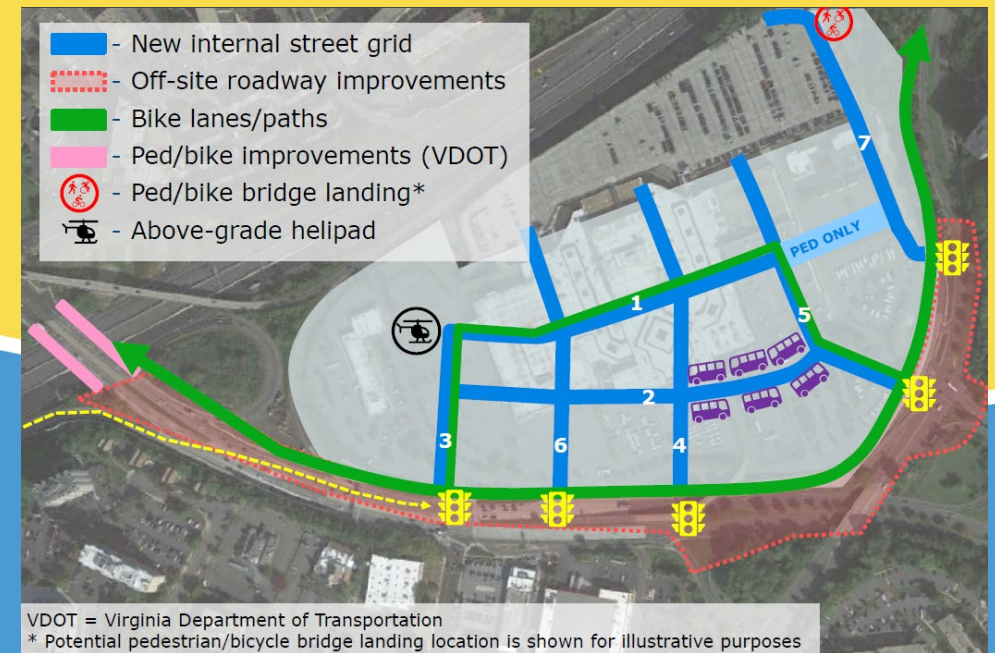
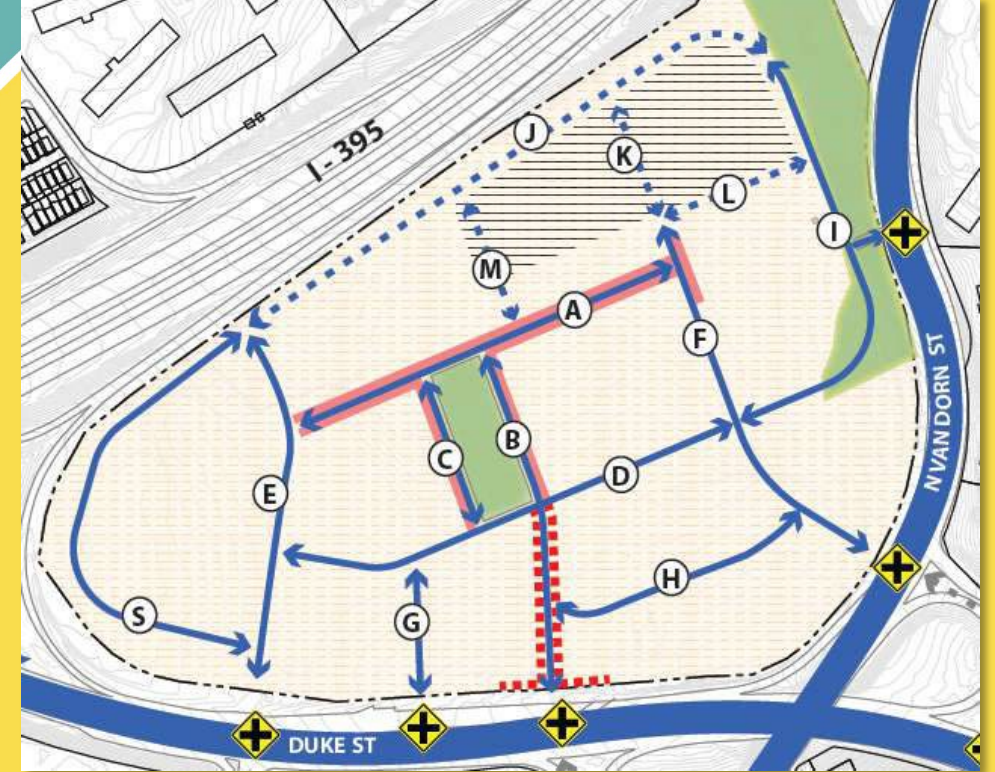


(2019, updated 2021)



PLANNING THEMES

- Connectivity + Mobility
- Transit + Transportation Improvements
- Parks + Open Spaces
- Land Use + Activation + Placemaking
- Affordable Housing
- Community Facilities + Infrastructure
- Sustainability + Resilience



COMMUNITY BENEFITS

- Mixed-use neighborhood with residential, commercial, and institutional uses
- New Inova Hospital Campus
- New Fire Station with co-located affordable housing
- Estimated \$13.8M affordable housing contribution (estimated 245 on-site affordable units) and 15 homeownership units
- Developer Contributions
- Duke Street transportation, bicycle, and pedestrian improvements
- Centrally located transit hub
- Minimum 3.5 acres of parks + open spaces
- Indoor community gathering space
- Sustainability performance requirements

An aerial perspective of a modern urban development. The scene features several multi-story residential or commercial buildings with contemporary architectural styles, including large windows and balconies. A central green space with a swimming pool and lounge area is visible, surrounded by trees and pedestrian walkways. The overall atmosphere is bright and sunny, suggesting a vibrant, walkable neighborhood.

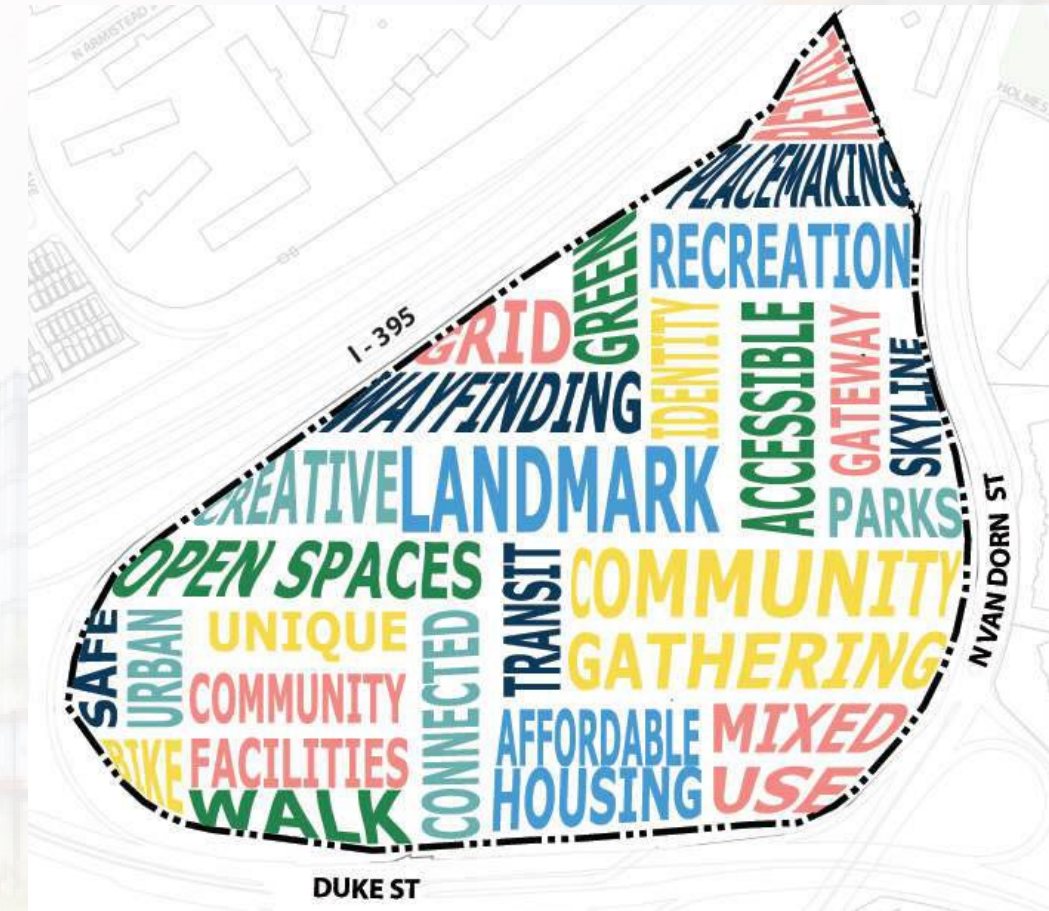
URBAN DESIGN FRAMEWORK



Why is this time different?

- ✓ **Inova Health System's** plan to relocate and expand Inova Alexandria Hospital to the Landmark site;
- ✓ **Foulger-Pratt's** local expertise, reimagined plan/programming, and creative partnership with current landowners; and,
- ✓ **City of Alexandria's** continued leadership, pragmatism, shared vision, and financial investment in the community and its infrastructure.

- ✓ Long history of robust community involvement
- ✓ Prescriptive Small Area Plan (Ch. 10, 2019)
- ✓ Ongoing collaboration with City Staff and community groups

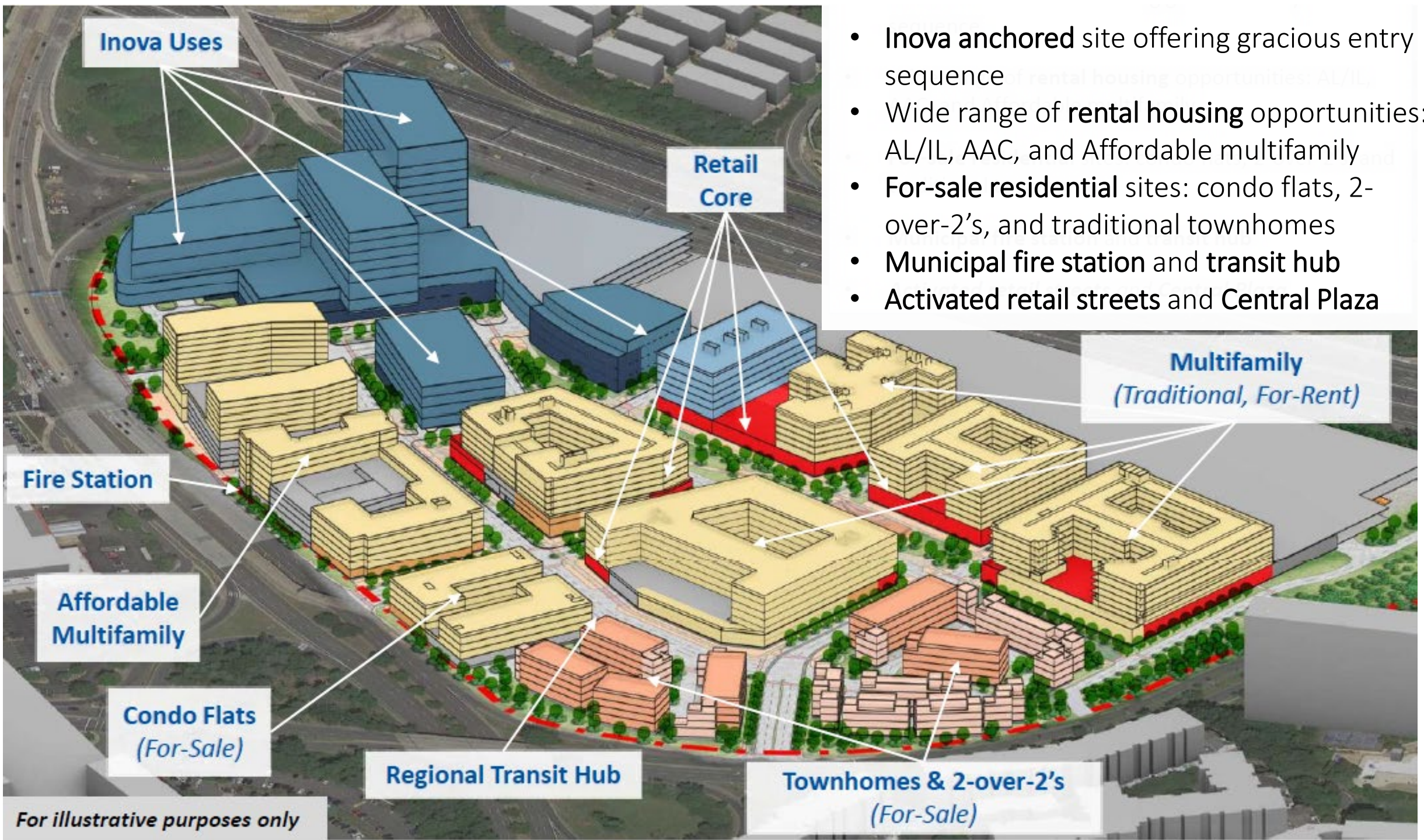


DEVELOPER CONCEPT



- Revitalization** of 52-acre unoccupied mall site into a mixed-use, walkable urban village
- ✓ **≈ 4 million square feet**, anchored by a world-class 1+ million-SF Inova Hospital
 - ✓ **Diverse offering of rental and for-sale housing opportunities** – including affordable housing, senior housing, market rate apartments, condos, and townhouses
 - ✓ **Complementary mix of vibrant and active retail, commercial, entertainment and green space offerings** – integrated into a cohesive neighborhood
 - ✓ **Improved integration** with adjacent neighborhood.

N. Van Dorn St.



- Inova anchored site offering gracious entry sequence
- Wide range of **rental housing** opportunities: AL/IL, AAC, and Affordable multifamily
- **For-sale residential** sites: condo flats, 2-over-2's, and traditional townhomes
- **Municipal fire station** and **transit hub**
- **Activated retail streets** and **Central Plaza**

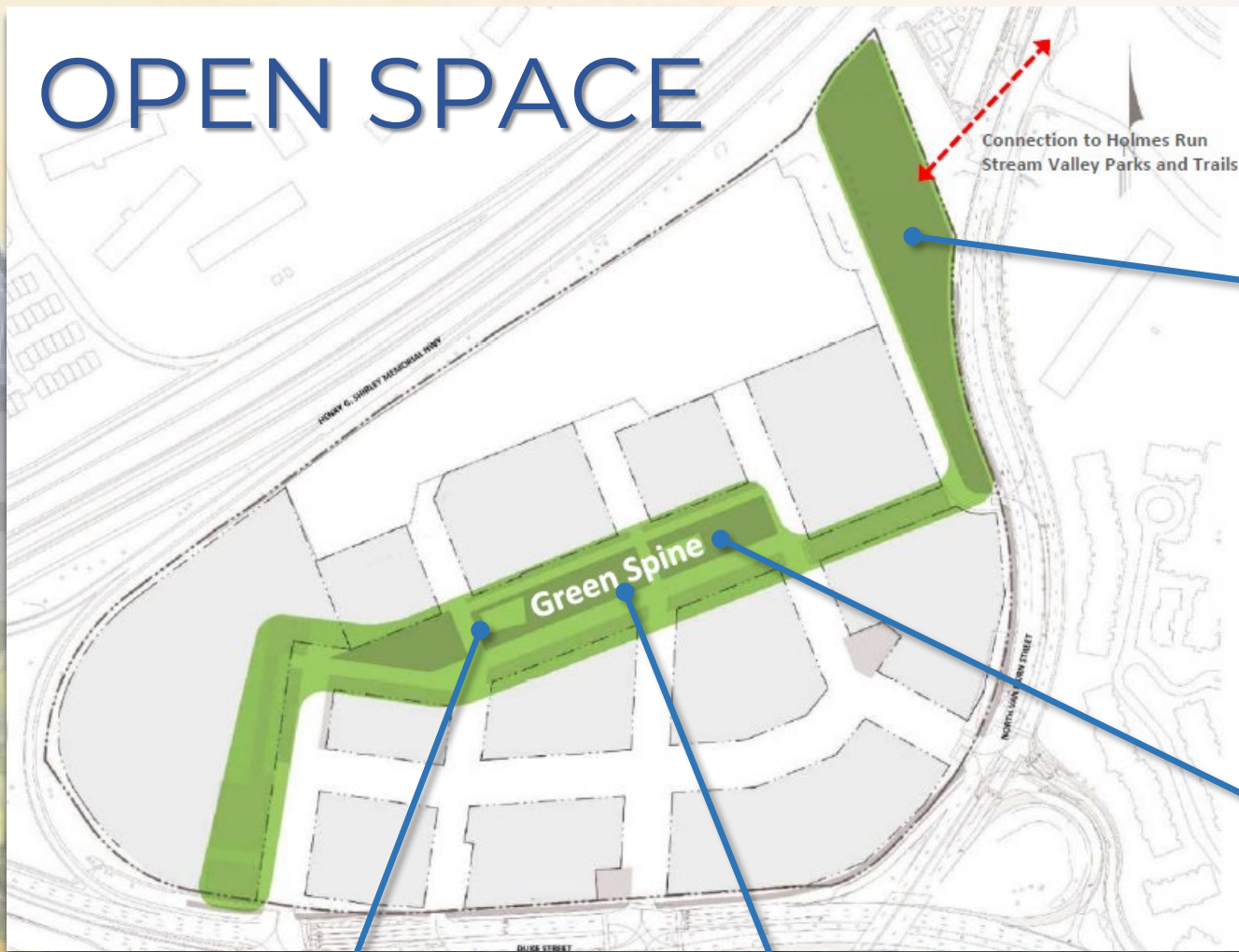
DESIGN



BLOCK "EYE"



OPEN SPACE



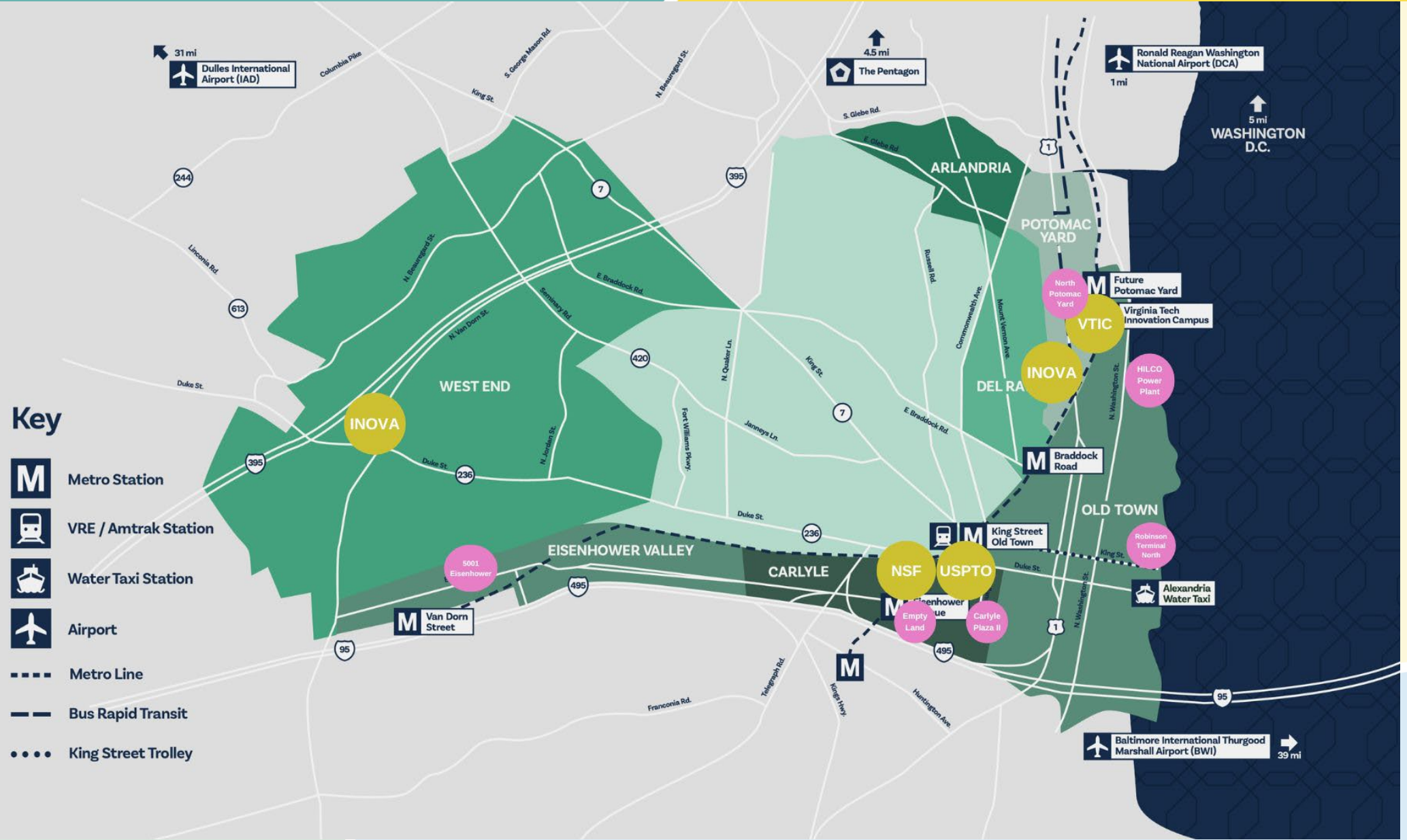


ECONOMIC DEVELOPMENT

P3

FINANCING

Strategy - Attract Catalysts to Major Development Sites



INOVA ALEXANDRIA AT LANDMARK

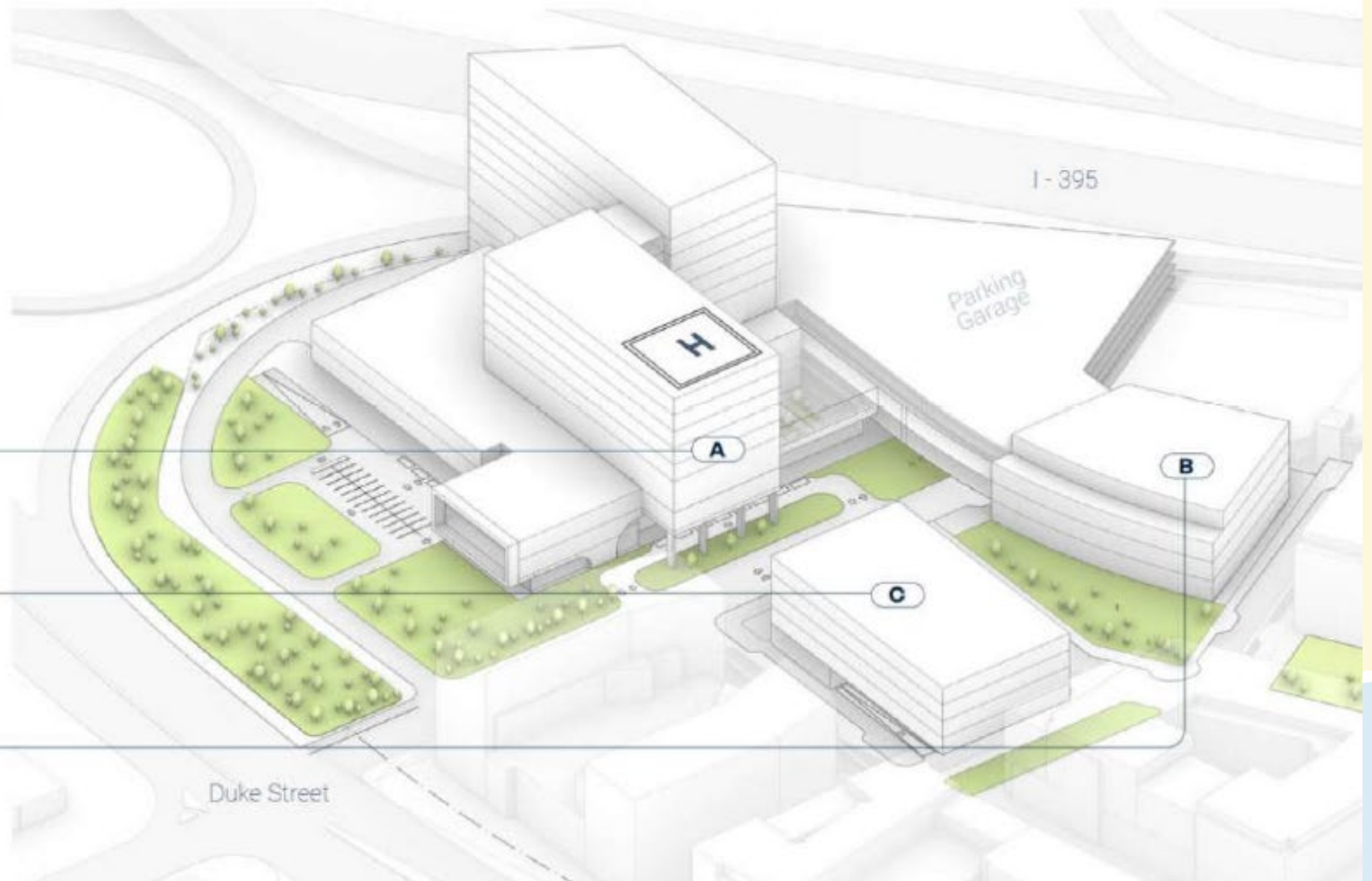
The Inova complex will act as an institutional anchor, activating the streets, engaging the community and bringing a civic identity to the Landmark neighborhood.

The main plaza culminates in the Hospital campus "Commons", an urban gathering space for the Inova and landmark community.

Inpatient Hospital

Medical Office Building

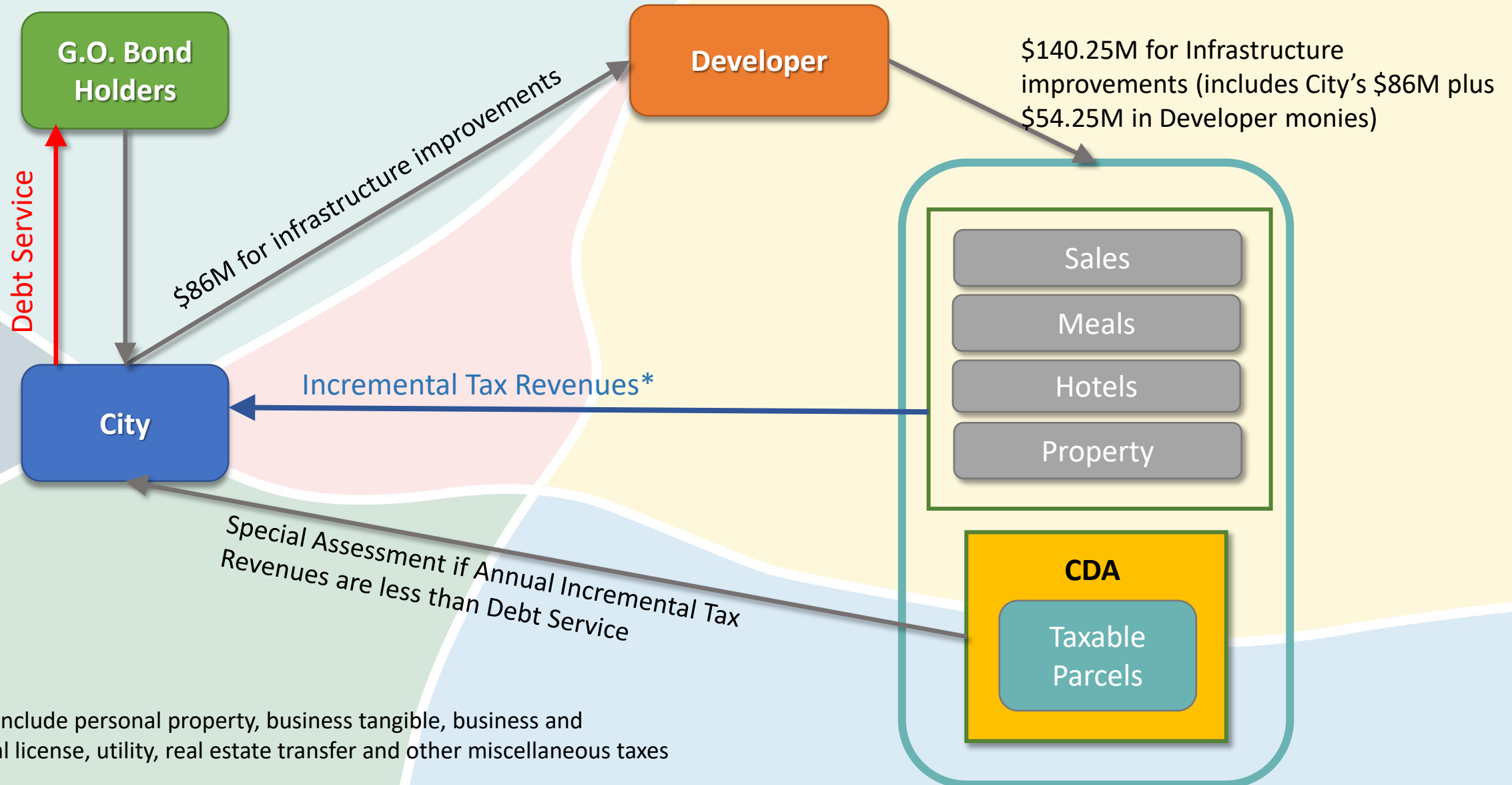
Cancer Center



CITY FINANCIAL PARTICIPATION

- City funding meets “but for” standard
- \$54 M grant to City IDA to buy land and parking space rights
- \$86 M to fund on-site and off-site infrastructure
- City investments to be repaid with estimated \$1 billion in new tax revenue
- CDA to be created as backstop to assess property owners if TIF tax revenue shortfall occurs

INFRASTRUCTURE IMPROVEMENT FINANCING PLAN



*Does not include personal property, business tangible, business and professional license, utility, real estate transfer and other miscellaneous taxes

TAKEAWAYS

- Process
- Prioritization
- Partnerships



An architectural rendering of a modern urban development. The scene shows a mix of multi-story residential and commercial buildings with various architectural styles, including brick, stone, and large glass windows. A central street is lined with trees and has a few cars. In the foreground, there's a large, open public space with a playground, a basketball court, and a swimming pool. People are depicted walking, playing, and relaxing in the space. The overall atmosphere is bright and sunny. The text "QUESTIONS + COMMENTS" is overlaid in the center in a large, white, sans-serif font.

QUESTIONS + COMMENTS