

# LANDMARK / VAN DORN CORRIDOR PLAN

January 6, 2009



# Landmark/Van Dorn: suburban to urban

**transform** the mall and beyond

**emphasize** local connectivity

**leverage** greatly improved transit

**create** urban parks and plazas

**phase** implementation



- 240-acre planning area
- Four miles from Old Town
- The City's only regional enclosed mall

**Landmark Mall**

**Van Dorn Metro**

0 1000 2000 Feet

# approach to land use amount & mix

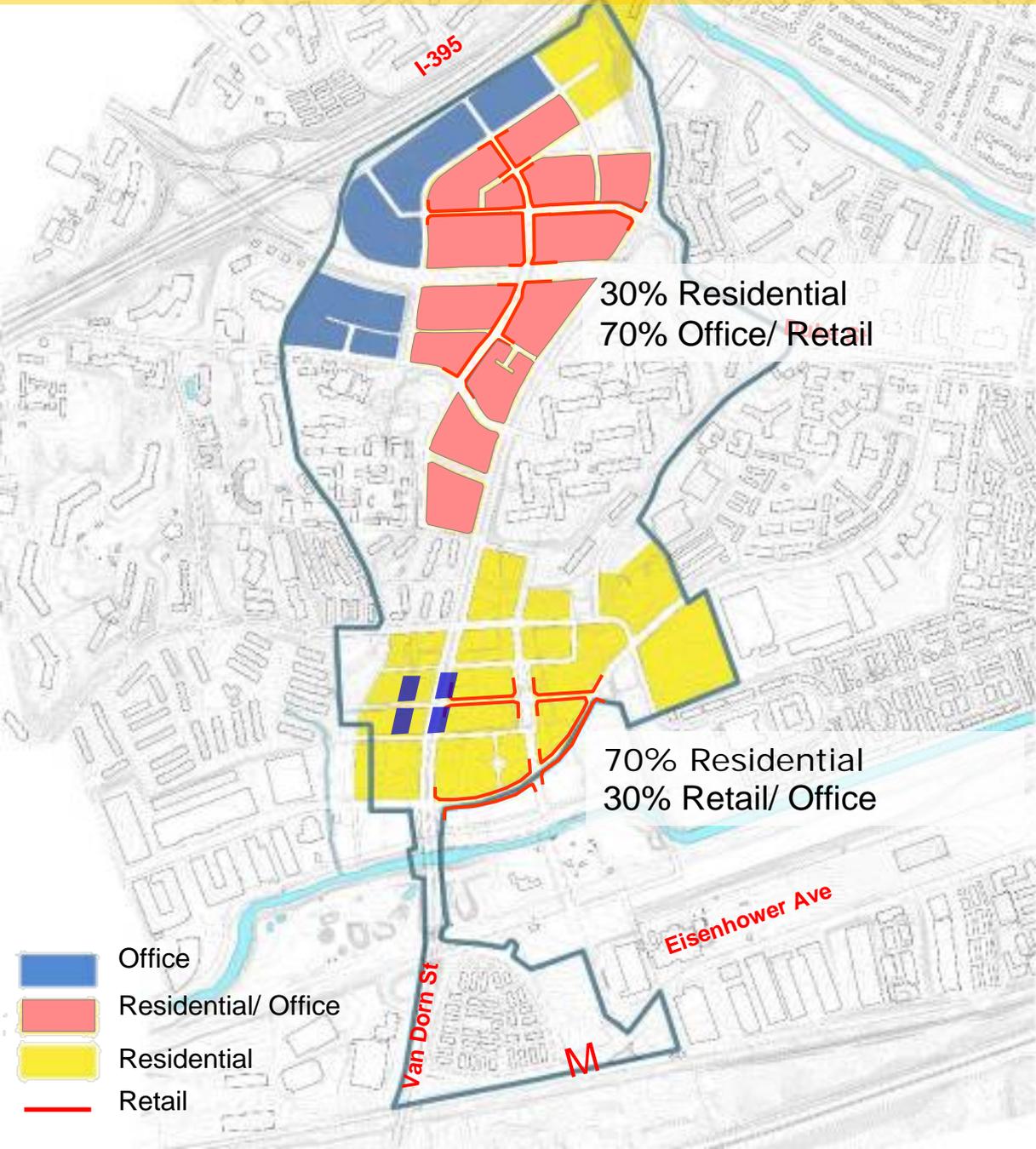
**maximize** office where the market will support it

**provide** retail and hotel to support office and meet community needs

**permit** sufficient housing to ensure redevelopment is feasible and succeeds over the long term

**constrain** overall development potential by transportation capacity

# transform the mall and beyond



1,000 sf = 4 office jobs, 2.5 retail jobs, or 2 residents.

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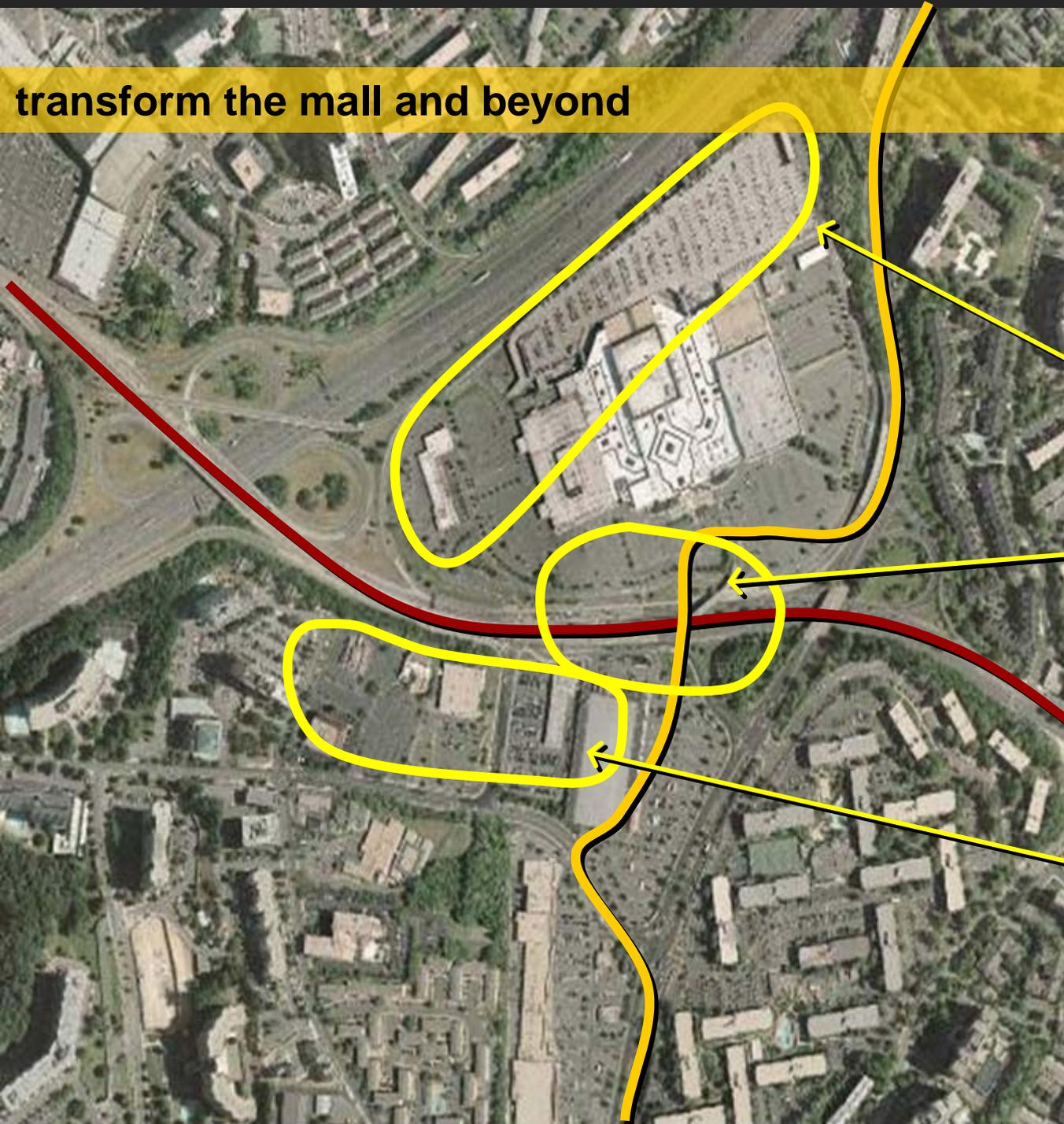
# transform the mall and beyond



## 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

**transform the mall and beyond**



**class A office opportunities**

**I-395 frontage – high visibility**

**transit center**

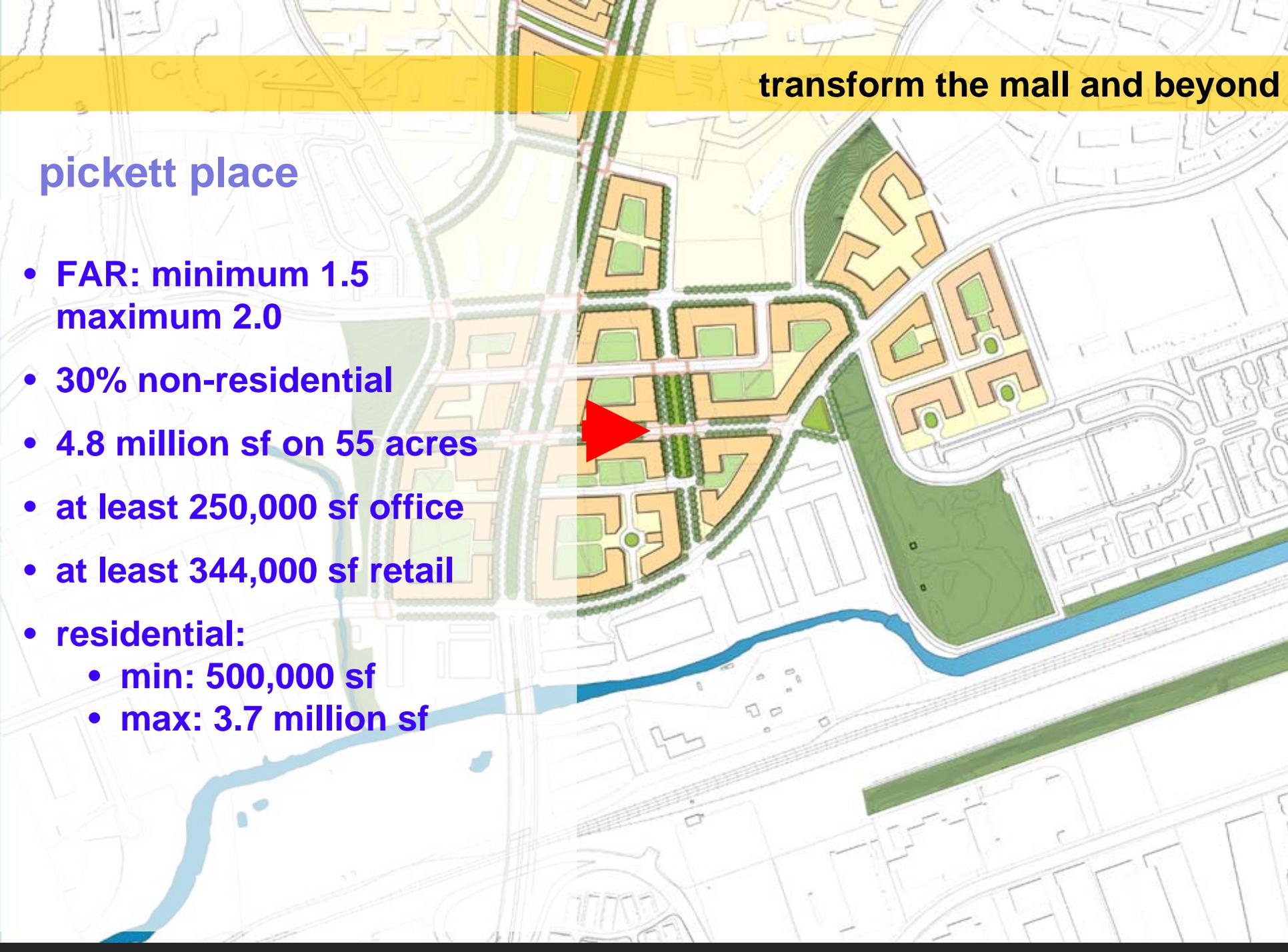
**the bluff – highest elevations, high visibility, existing tall buildings**

**transform the mall and beyond**



# west end town center



An aerial map of a development site. A yellow banner at the top contains the text 'transform the mall and beyond'. A red arrow points to a specific area in the center of the map, which is highlighted with a semi-transparent yellow rectangle. The map shows a mix of green spaces, roads, and building footprints. A blue river or canal runs along the bottom edge of the site.

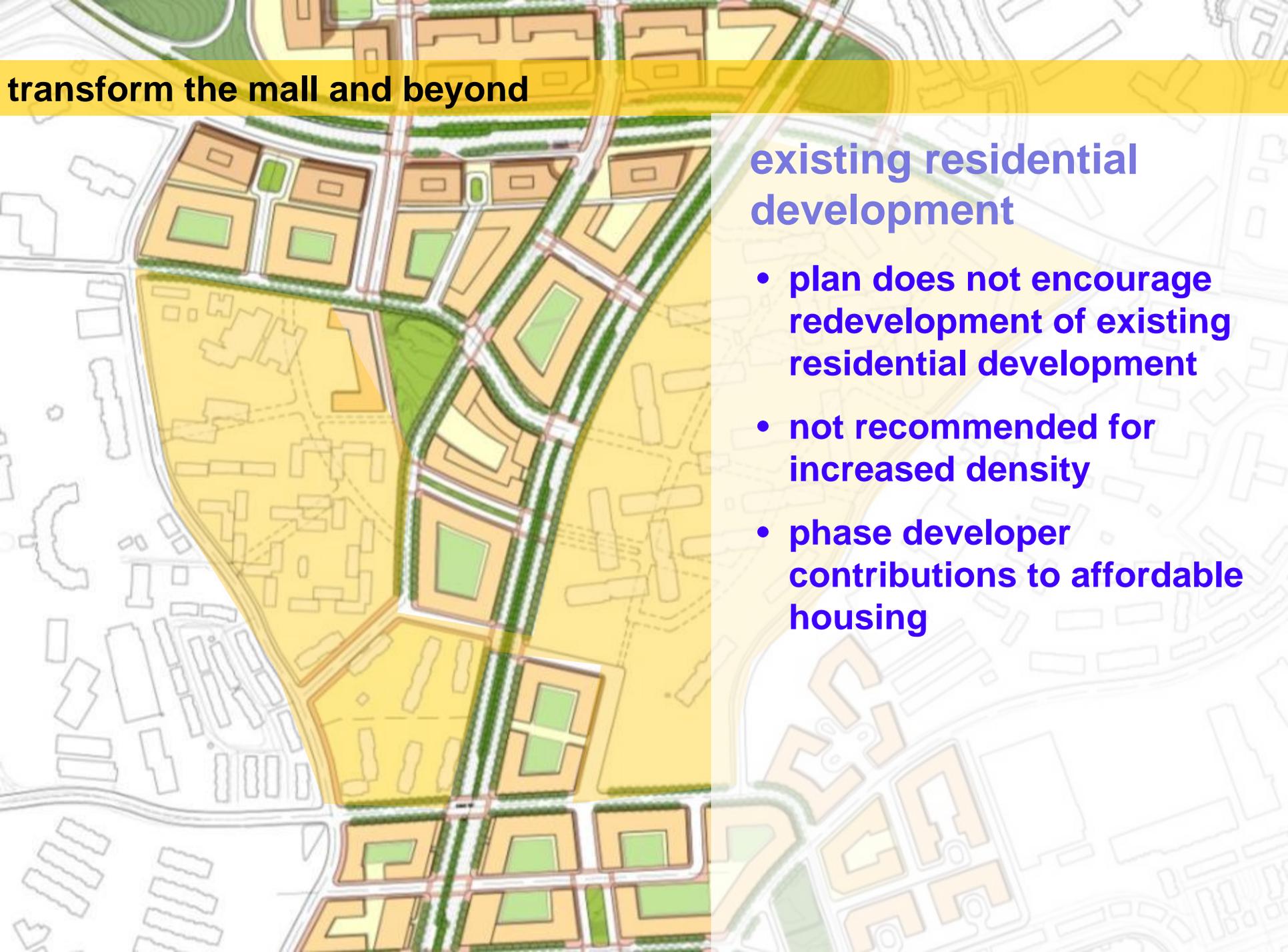
**transform the mall and beyond**

## **pickett place**

- **FAR: minimum 1.5  
maximum 2.0**
- **30% non-residential**
- **4.8 million sf on 55 acres**
- **at least 250,000 sf office**
- **at least 344,000 sf retail**
- **residential:**
  - **min: 500,000 sf**
  - **max: 3.7 million sf**

# pickett place



An aerial photograph of a residential development. A yellow semi-transparent overlay covers the top portion of the image. The map shows various building footprints, streets, and green spaces. The yellow area highlights a specific section of the development, likely the focus of the text. The text 'transform the mall and beyond' is overlaid on the top left of the yellow area.

## **transform the mall and beyond**

### **existing residential development**

- **plan does not encourage redevelopment of existing residential development**
- **not recommended for increased density**
- **phase developer contributions to affordable housing**

# land use summary

	building floor area (million square feet)				
land use	existing	zoning max resid	zoning max nonresid	plan total	plan net
<b>residential</b>	2.7 msf 2,735 units	10.1 msf 8,453 units	5.8 msf 4,871 units	8.7 msf 7,735 units	+ 6.0 msf + 5,000 units
<b>retail</b>	1.4 msf			1.9 msf	+ 0.5 msf
<b>office</b>				5.8 msf	+ 5.8 msf
<b>other</b>	0.8 msf Indl, misc	2.8 msf	6.5 msf	0.8 msf Hotel, misc	- 0.8 msf Indl, +0.8 msf Hotel
<b>total</b>	4.9 msf	12.9 msf	12.3 msf	17.2 msf	+ 12.3 msf

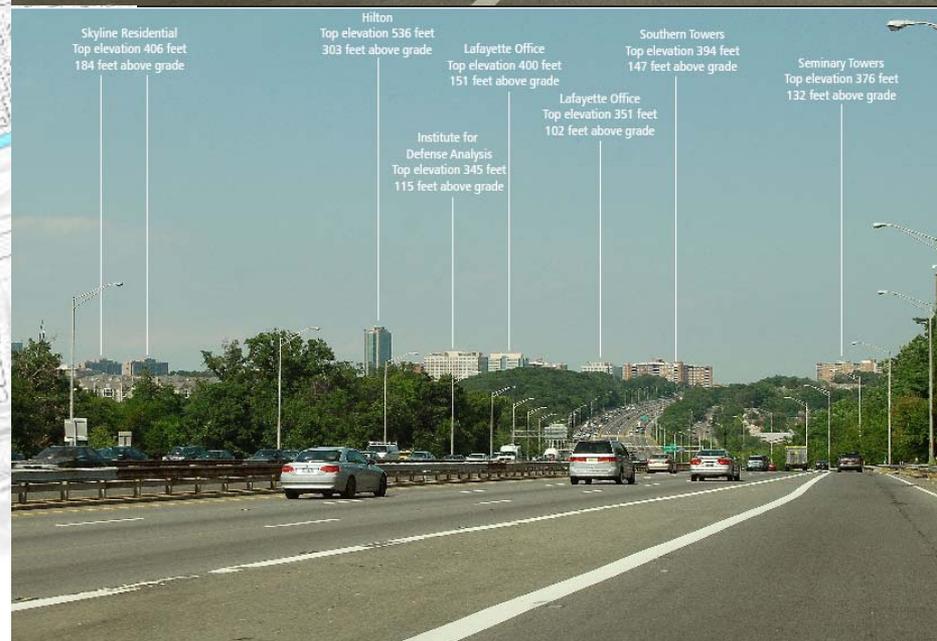
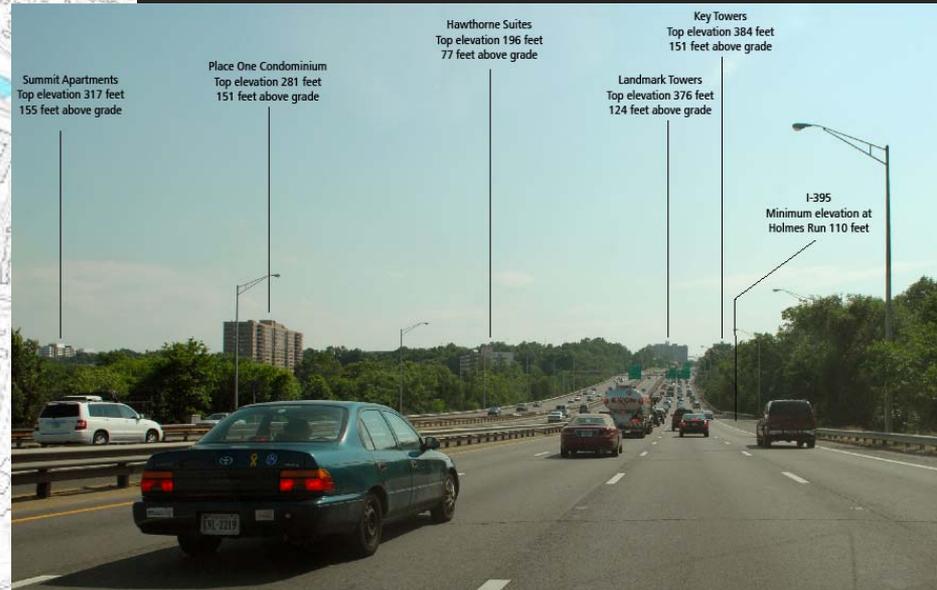
*residential units estimated based on 1,200 square feet per new dwelling unit.*

# transform the mall and beyond

# building heights



**Note: Each height district will require a variety of heights, not just a single maximum height.**





# Landmark/Van Dorn: suburban to urban

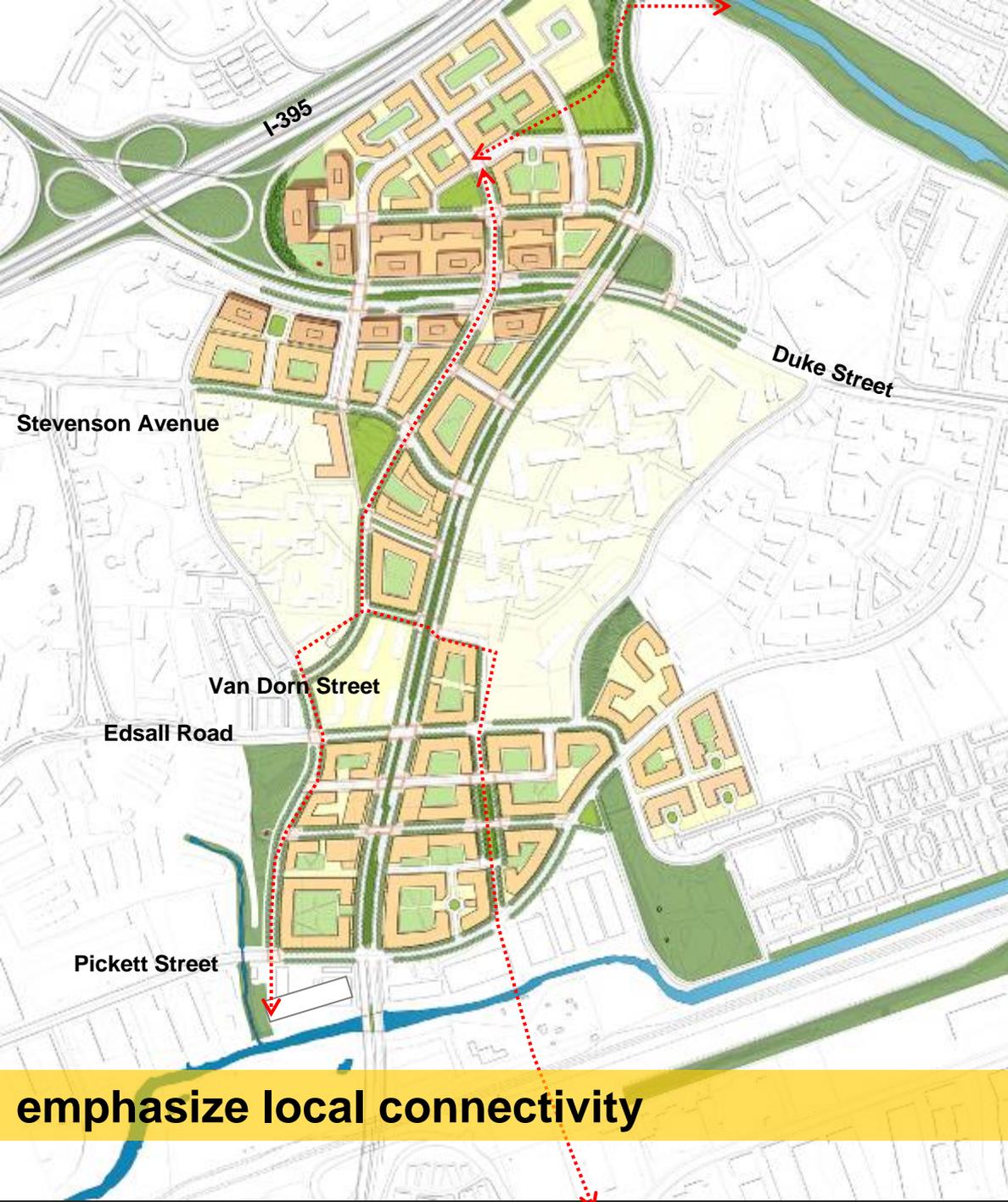
transform the mall and beyond

**emphasize** local connectivity

leverage greatly improved transit

create urban parks and plazas

phase implementation



**connected street grid**

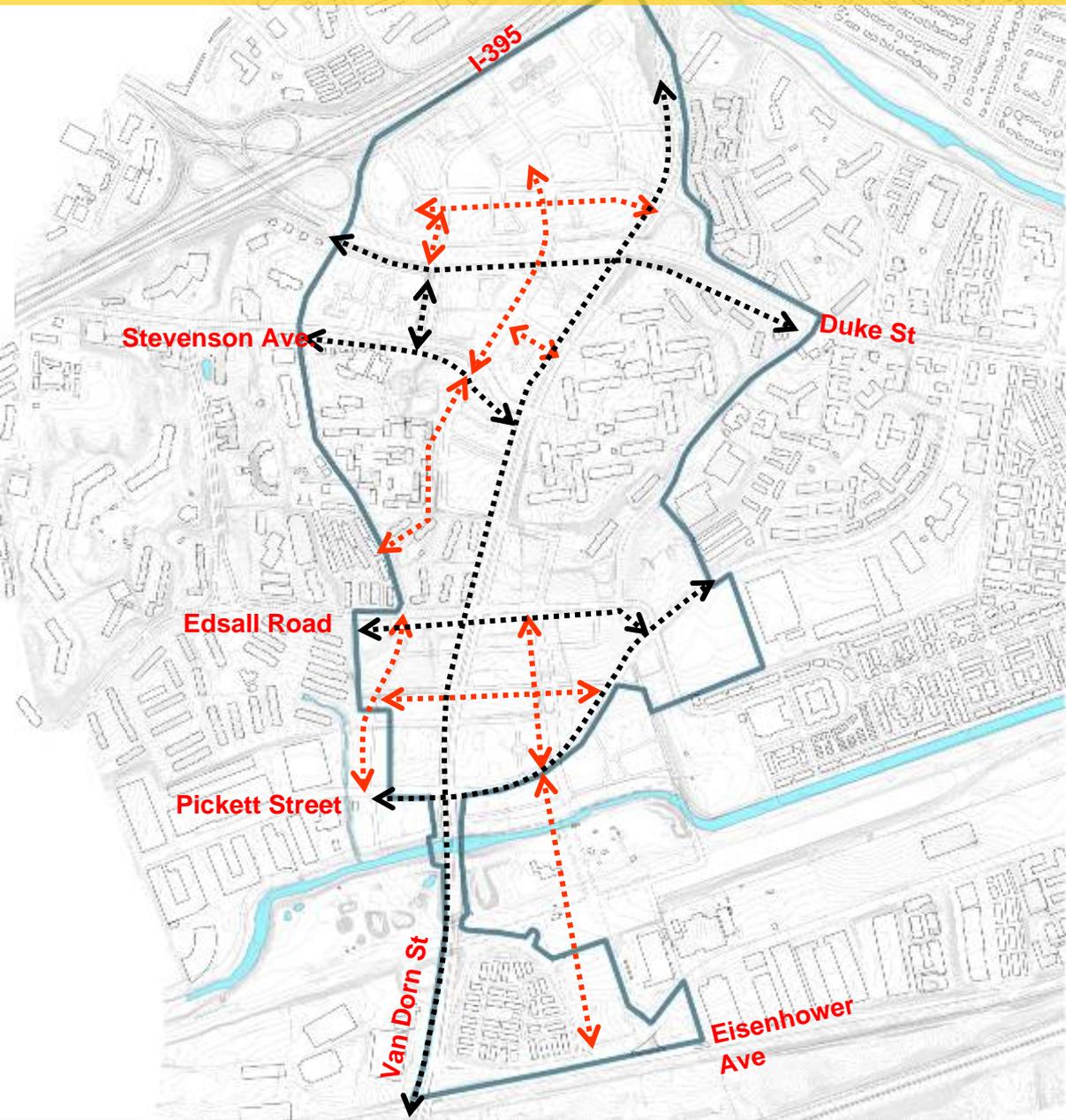
**local alternatives to arterial streets**

**walkability, access to transit**

**smaller blocks**

**emphasize local connectivity**

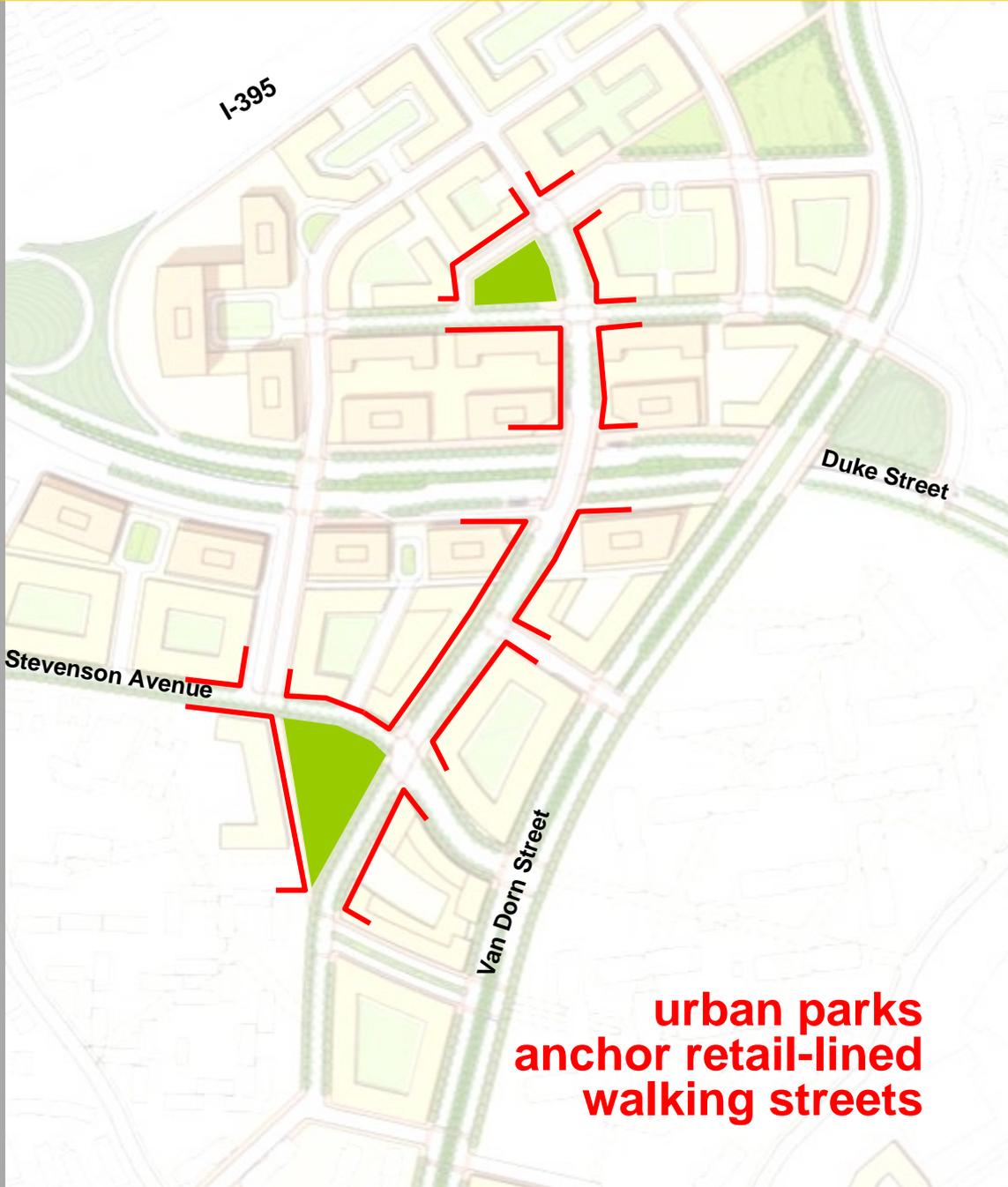
# emphasize local connectivity



## street hierarchy

- a1:** duke street & van dorn street
- a2:** stevenson, walker, pickett & edsall
- b:** new mall central street, new high street, new “main” street
- c:** neighborhood, access & service entry

# emphasize local connectivity

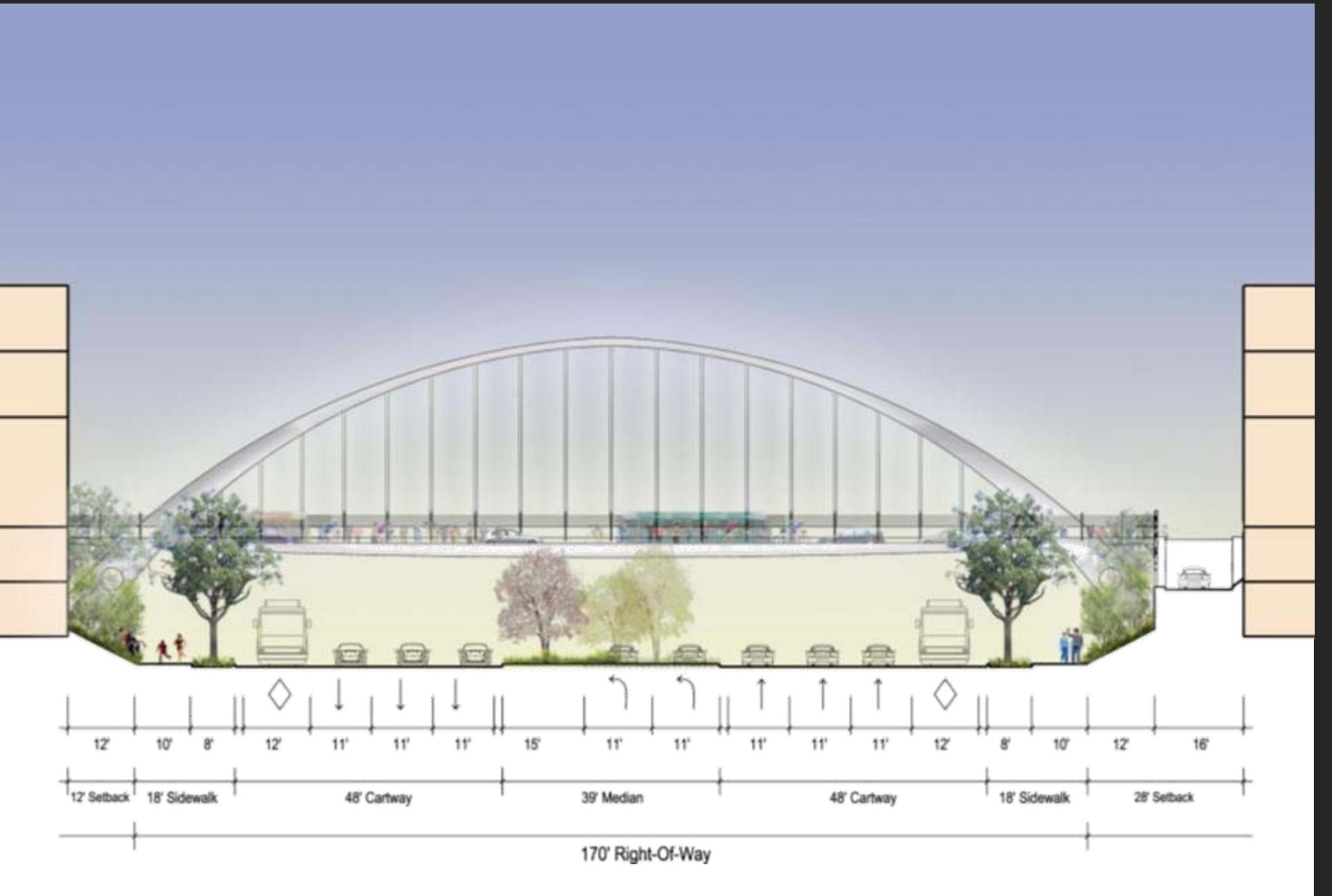


**urban parks  
anchor retail-lined  
walking streets**

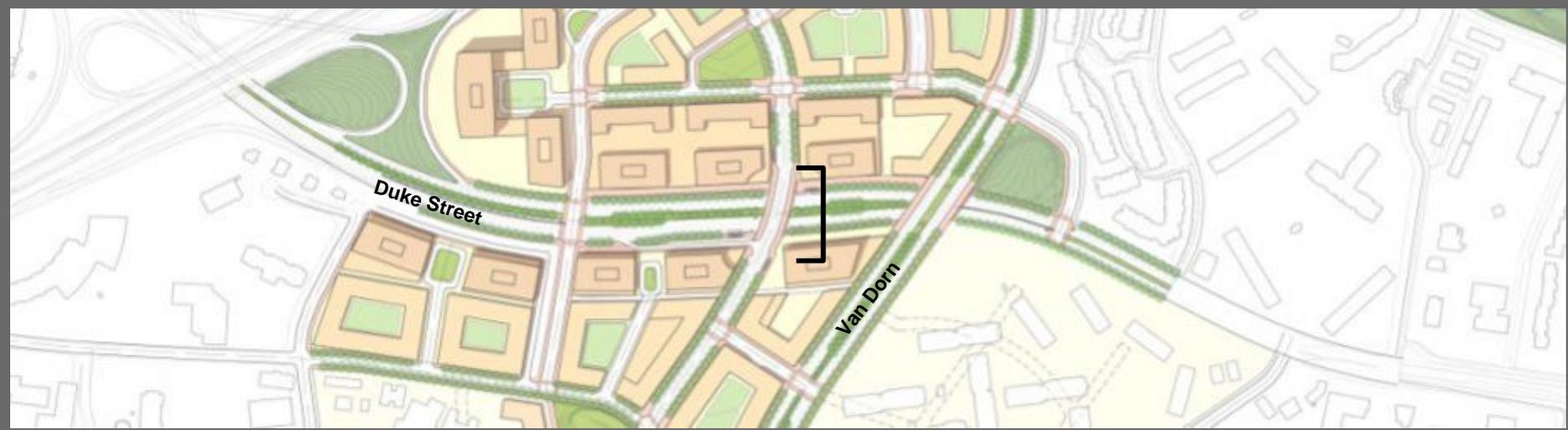
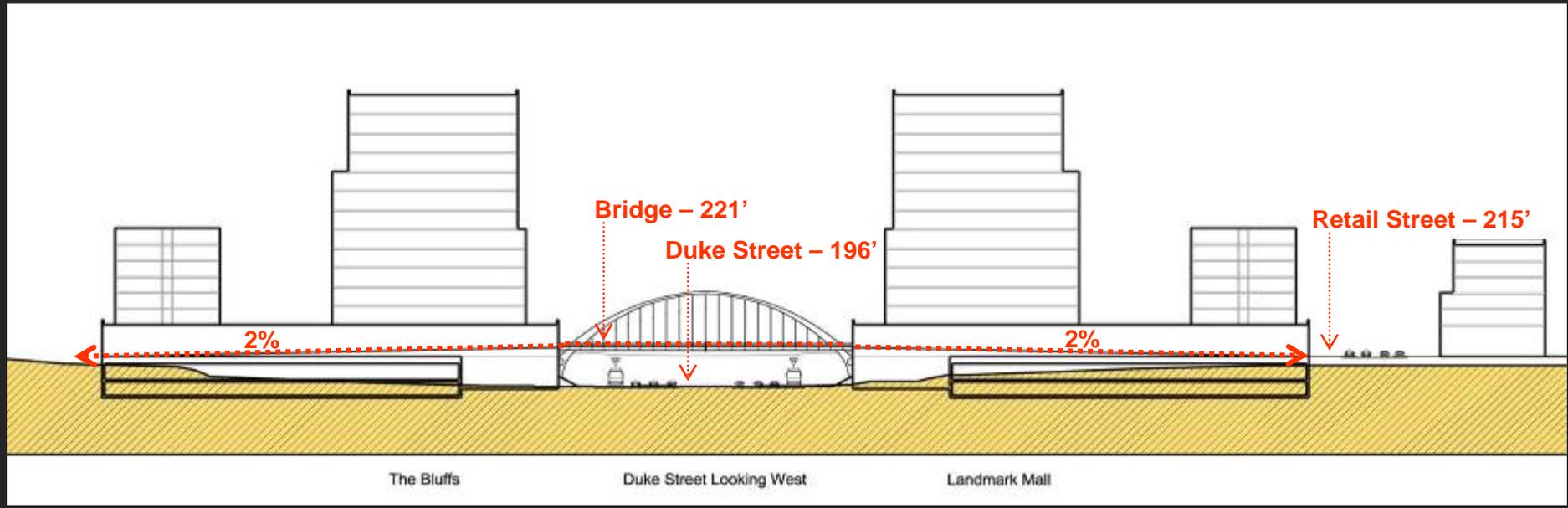
# new high street



# duke street and west end town center bridge



# duke street and west end town center bridge



**duke street and west end town center bridge**



duke street and west end town center bridge



**new high street and west end town center bridge**



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transform the mall and beyond

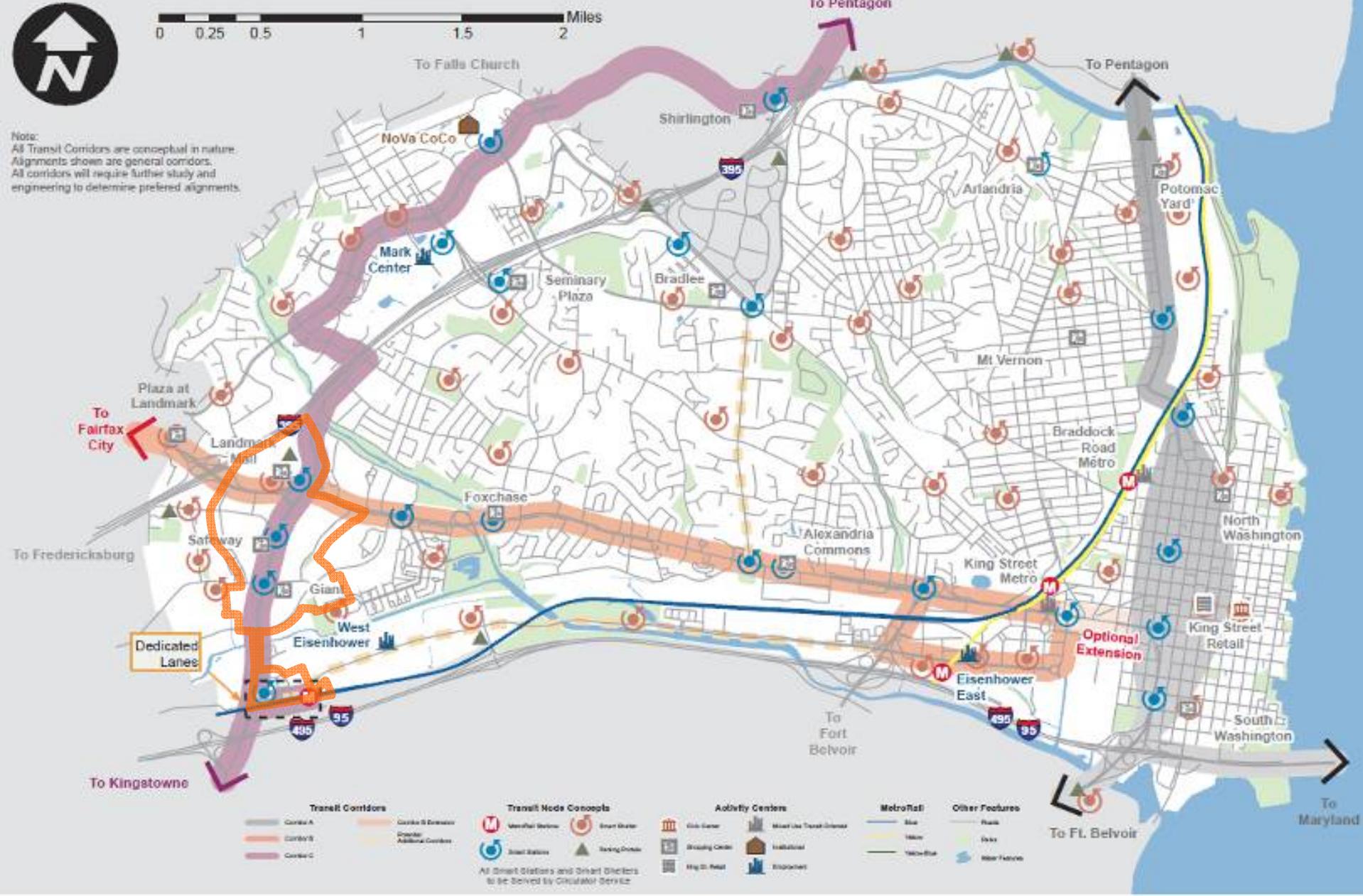
emphasize local connectivity

**leverage** greatly improved transit

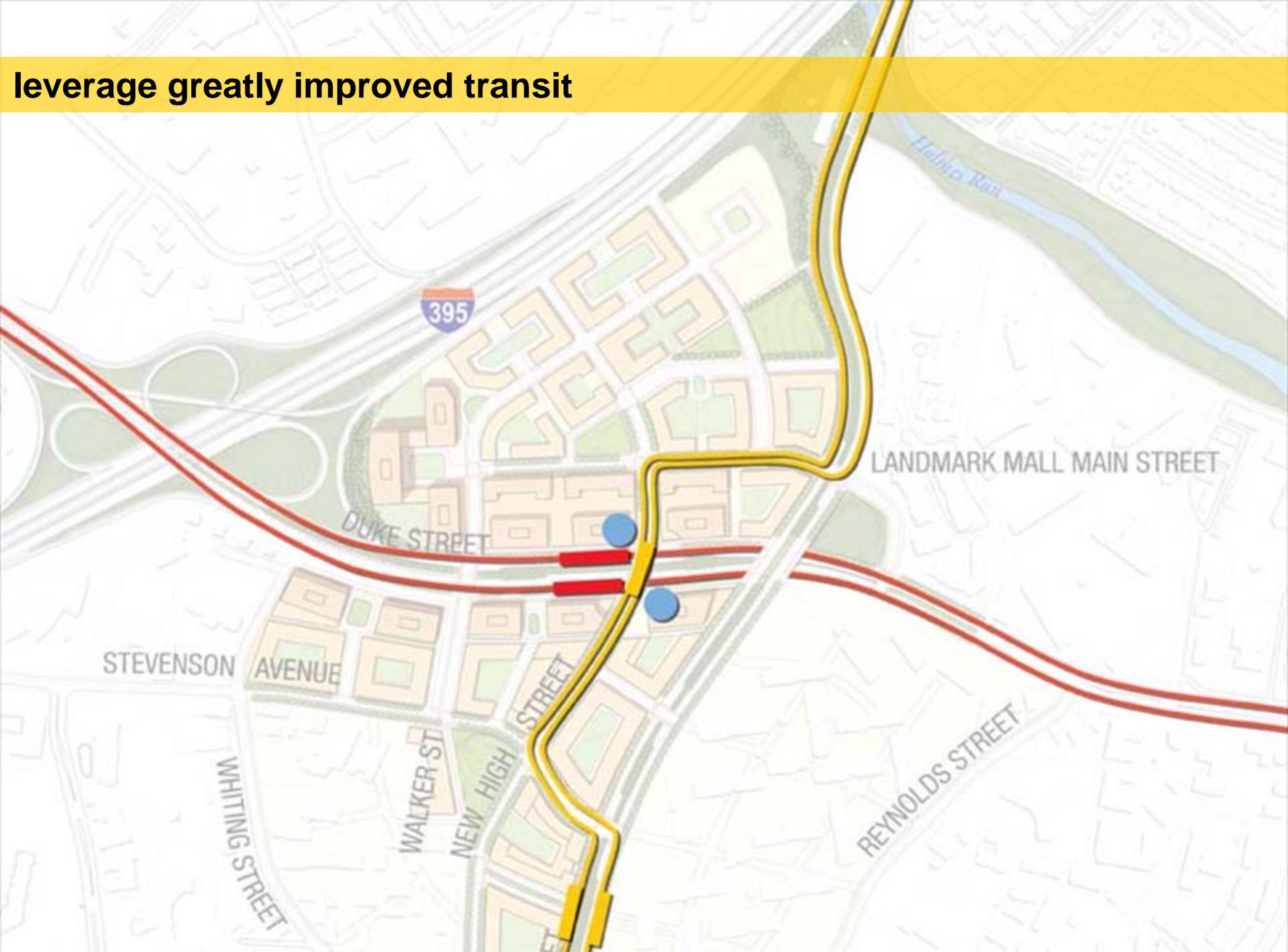
create urban parks and plazas

phase implementation

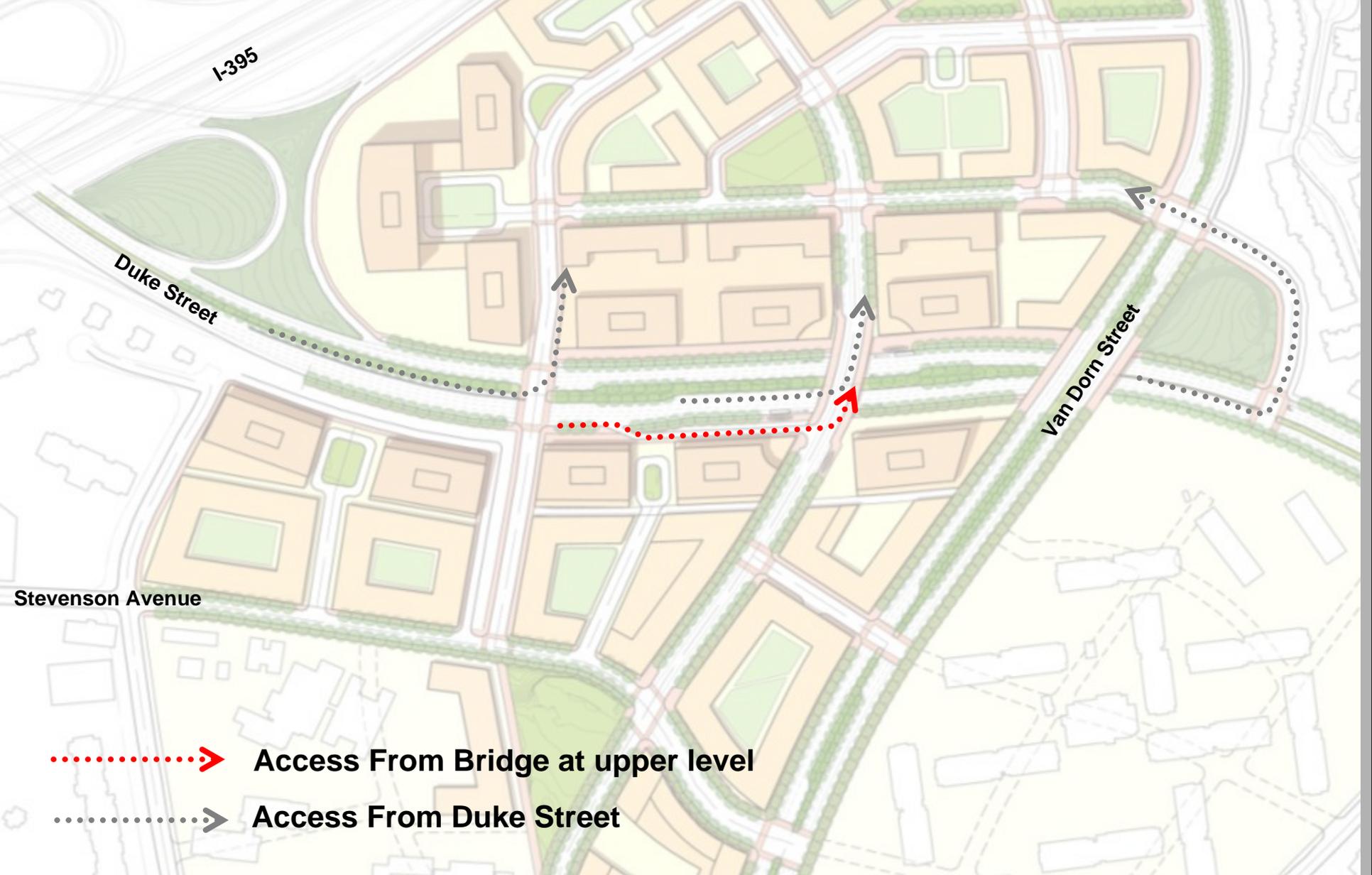
# leverage greatly improved transit



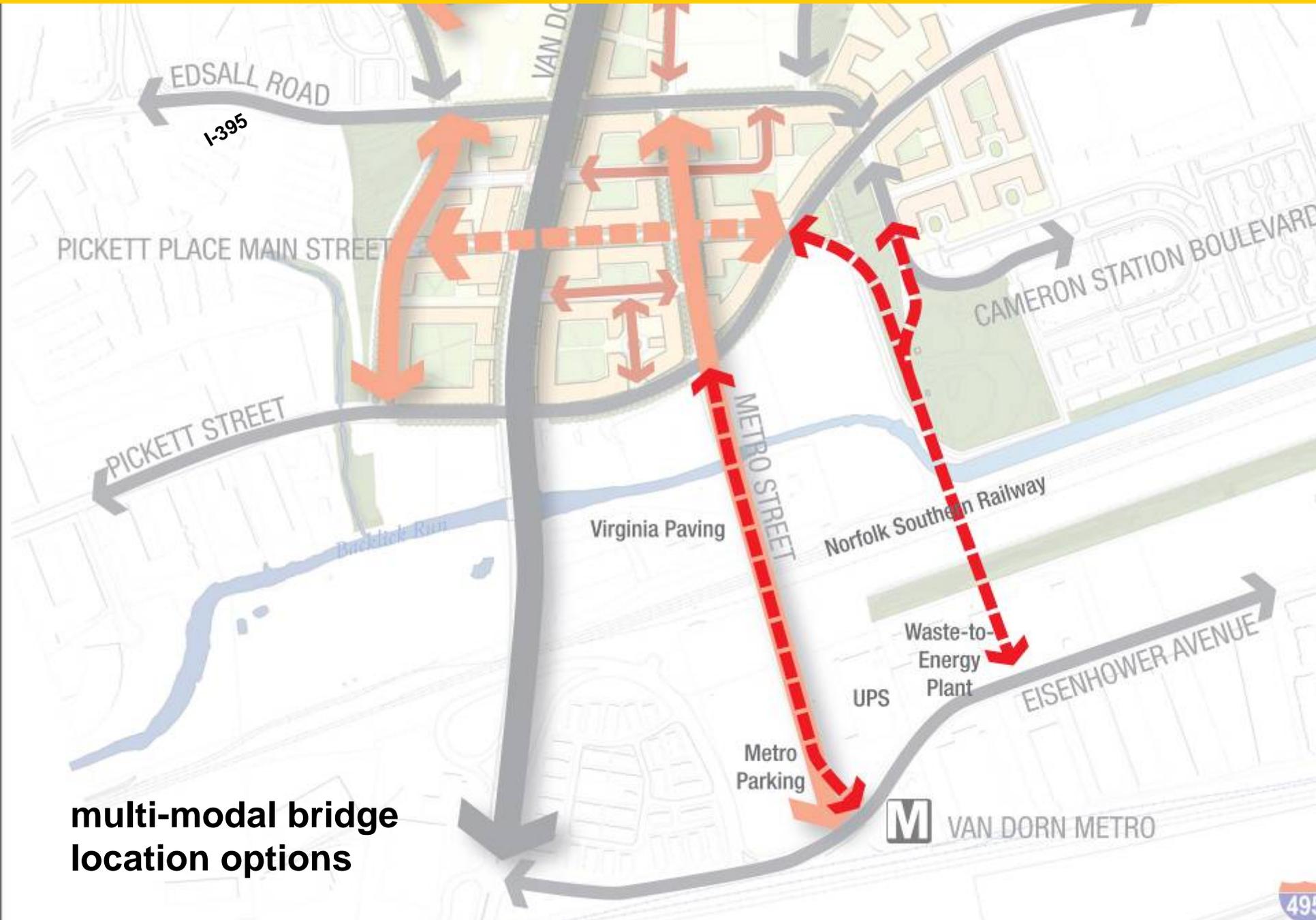
**leverage greatly improved transit**



# leverage greatly improved transit



# leverage greatly improved transit



**multi-modal bridge location options**

## costs

van dorn transit blvd	\$67-78 million
van dorn bridge	\$2.9 million
duke st transit blvd	\$14.8-17.6 million
new high st bridge	\$7.7 million
multimodal bridge	\$22 million
total:	\$110-130 million

new high street	\$16.5-18.4 million
local landmark roads	\$18.6-18.9 million
other grid roads	\$45.5-\$50.7 million
total:	\$80-90 million

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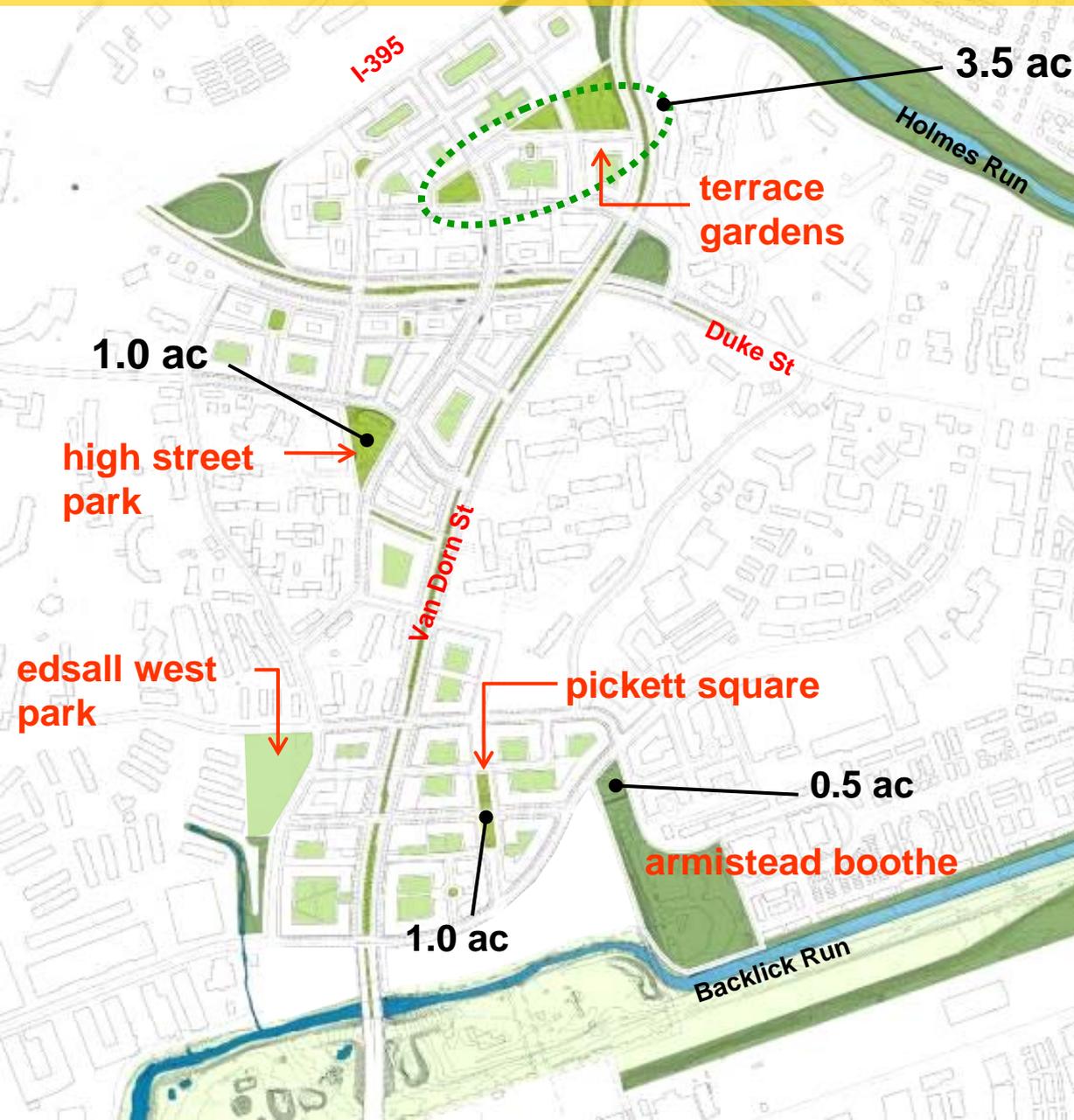
emphasize local connectivity

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**create** urban parks and plazas

phase implementation

## urban parks and plazas



## open space network

- on-site open space requirement: 25%
- parks/open space at:
  - west end town center
  - high street at stevenson
  - pickett place
  - armistead boothe park
  - edsall west

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**phase** implementation

## phasing issues

**general economy, market position**

**development & infrastructure**

**infrastructure capacity &  
development demands**

**infrastructure costs & revenue  
from development**

## three market phases

**near-term market**

**“choice location”**

**“choice location” and dedicated  
transit**

## developer contribution potential

<b>phase</b>	<b>office</b>	<b>rental housing</b>	<b>condo housing</b>
<b>near term</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>choice location</b>	<b>\$10.60</b>	<b>\$2.37</b>	<b>\$5.49</b>
<b>choice location + transit</b>	<b>\$17.29</b>	<b>\$13.71</b>	<b>\$20.38</b>

*figures are per square foot*

## phasing in contribution potential

<b>phase</b>	<b>potential</b>
<b>near term or catalyst (2009-14)</b>	<b>\$0.00</b>
<b>choice location (2014-19)</b>	<b>\$23.6 million</b>
<b>choice location, some transit (2019-24)</b>	<b>\$40.5 million</b>
<b>choice location + full transit (2024-2029)</b>	<b>\$57.3 million</b>
<b>total</b>	<b>\$121.5 million</b>

## affordable housing

**near-term:** apply developer housing contribution work group formula (\$1.50 sf - \$4.00 sf)

**“choice location”:** increase, consistent with potential

**“choice location” and dedicated transit:** increase, consistent with potential

## estimated new tax revenues

**buildout = 13.5 million square feet**

**\$27.2 million in net new real estate  
tax revenues yearly**

**\$7.4 million (net) in other local  
taxes yearly**

**if 1/3 set aside for services, net  
new tax generation at buildout is  
\$23.2 million yearly**

## **phasing in tax revenues**

<b>phase</b>	<b>annual tax revenue</b>	<b>cumulative tax revenue</b>
<b>first 25% (by 2014)</b>	<b>\$5.5 million</b>	<b>\$16.5 million</b>
<b>50% (by 2019)</b>	<b>\$11 million</b>	<b>\$60.5 million</b>
<b>75% (by 2024)</b>	<b>\$40.5 million</b>	<b>\$132.0 million</b>
<b>100% (by 2029)</b>	<b>\$57.3 million</b>	<b>\$231.0 million</b>

**afford to construct dedicated transit lanes by 50% buildout? **yes.****

**cost: \$100 million (land + construction)**

**if City sets aside 20% of net tax increase, after 10 years = \$12.5 million**

**at 50% buildout, City sets aside \$5 million of increased revenue = \$60 million (bonds)**

**remaining \$27.5 million: cost reductions or state, federal or developer contribution**

# a new landmark

