



# CASE STUDY

## Landmark Mall

Stakeholder engagement services in support of plans to redevelop an underperforming 52-acre shopping mall adjacent to I-395.

### Challenge

Landmark Mall was an underperforming property in General Growth's portfolio, despite the fact that 260,000 cars pass the mall each day. Constructed in the 1960's and enclosed in the early 1990's, Landmark is a suburban style shopping center located in an urban environment. A number of factors contributed to its decline, including an out of date physical structure, changes in both the nature of retail in Northern Virginia and the demographics of the community it serves, and serious transportation, transit and pedestrian accessibility challenges due to the site's current configuration.

The City of Alexandria was also concerned about the mall's economic decline, as both jobs and tax revenue were being lost to neighboring jurisdictions. The accessibility issue highlighted a dilemma for local residents: while redevelopment may improve the mall's economic condition and provide an opportunity to address some long-standing transportation problems, it may also bring more traffic.

### Solution

Waterford designed and implemented a public involvement plan for the redevelopment of the Landmark Mall. Preliminary redevelopment plans were focused on an urban village concept for the site. Our effort necessitated a close working relationship with local government departments of planning & zoning, transportation and environmental services, and parks, recreation and cultural activities.

Waterford's public involvement plan for this project employed a four-phase approach - Phase 1: Information/Consultation with the Public; Phase 2: Active Involvement of the Public, through community workshops and other initiatives; Phase 3: Collaboration with the Public, using community ambassadors among other tactics; and Phase 4: Empowerment, with special emphasis on community consensus building.

*Project team members: Beth Offenbacher, Paul Coelus*



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