

# **“Tying Cities Together: Using Civic Space to Increase Value and Build Community” A Developer’s Perspective**

## **FORESTCITY**

## Projects:

- Station Square, Pittsburgh, PA
- Short Pump Town Center, Richmond, VA
- Victoria Gardens, Rancho Cucamonga, CA
- Tower City Center, Cleveland, OH

- Architecture/Physical –”Space”
- Macro level
  - Location within the project
  - Spatial relationships/mass/void
  - Building articulation and light/shade
- Micro level
  - Balance circulation/access/tenant visibility versus amenities, uses & nodes of activity
  - Quality of finishes, landscaping
  - Amenities
  - Human scale/covering
  - Balance of activity zones and places to rest/reflect

# Merchandising, Programming & Entertainment

- Tenant Mix
- Relationship between uses
- Flexibility of programming for activities
- Engage and entertain the community
  - Activities and events
  - Tell the story / history = create affinity & ownership
- “See and be seen” – multi level

# Economics

- Cost
  - Cost to construct
  - Reduced leasable area
  - The right uses versus the highest rents
  - P3s are often necessary
- Value
  - Long term viability
  - Ownership from the community - destination
  - Programming adds value & repetition for patrons

# Station Square

Pittsburgh, PA

- **Date opened/acquired:** 1994
- **Renovated:** 2002
- **Size:** 652,800 square feet
- **Location:** On Carson Street on Pittsburgh's south side along 1.2 miles of the Monongahela River.
  - historic redevelopment
  - one of Pittsburgh's largest tourist destinations
  - features shopping, dining, hospitality and entertainment
  - pedestrian and transit links to the Central Business District
  - the largest downtown parking facility outside of Heinz Field





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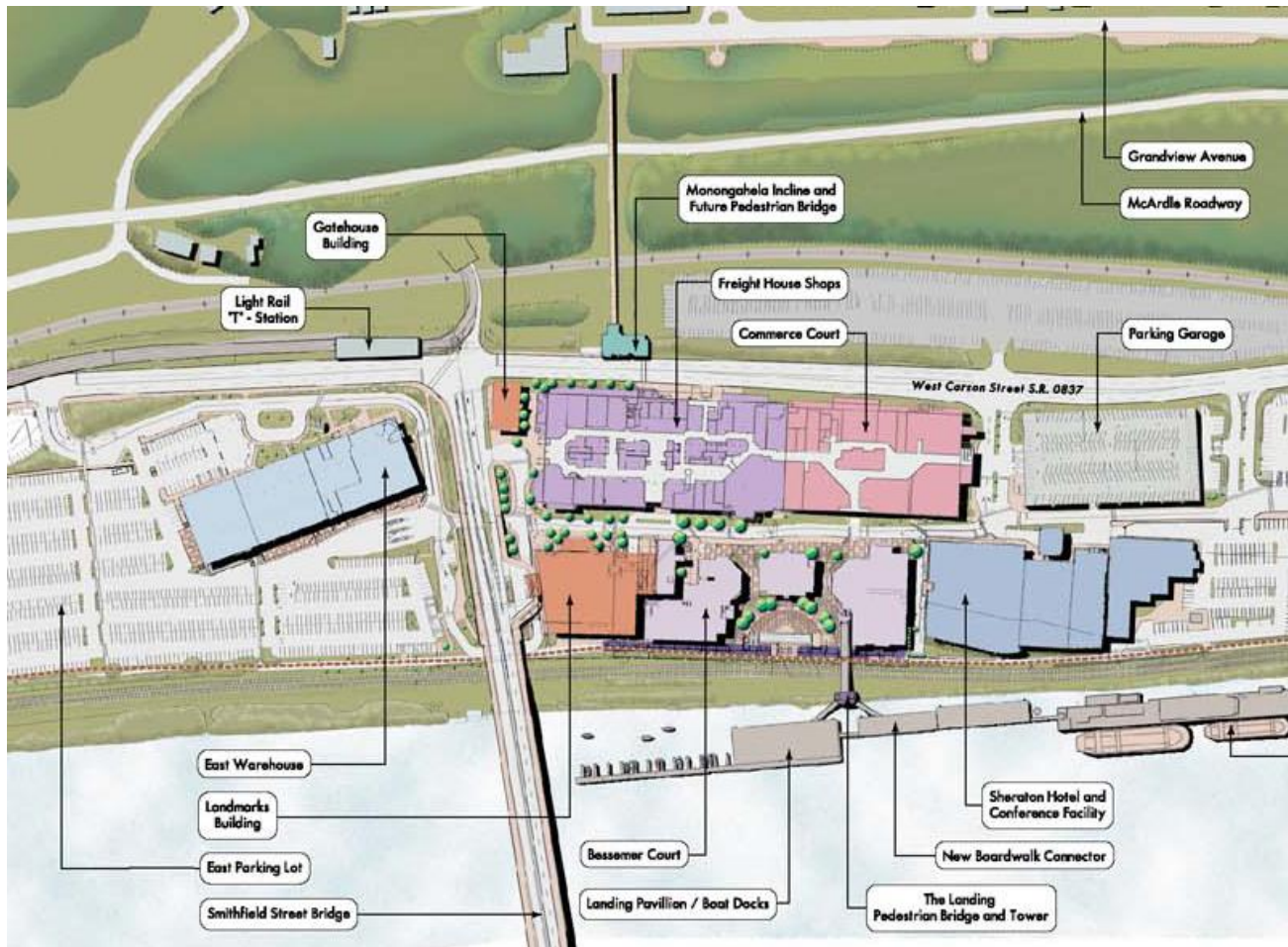
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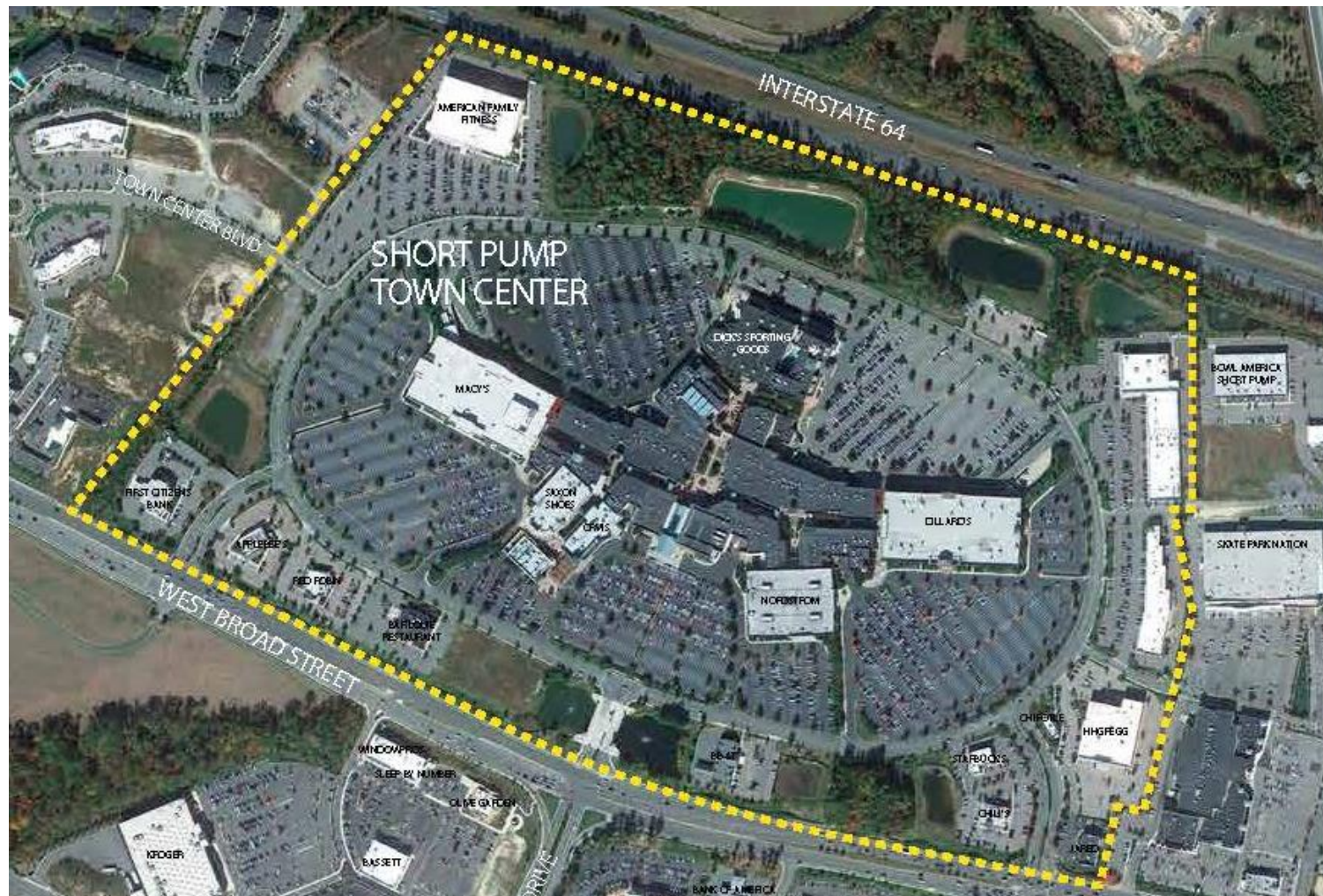
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# Short Pump Town Center

## Richmond, VA

- **Opened:** October 2003
- **Expanded:** 2005
- **Renovation:** 2014
- **Size:** 1.3 million square feet
- **Location:** Richmond, VA
  - open-air pedestrian only lifestyle center
  - 120 specialty stores, restaurants, food court, Hyatt hotel
  - public plazas





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# SOUTHERN CHARM

Historic, Hospitality, Welcoming, Elegant homes and Gardens, Traditional





# ELEGANT ROOMS



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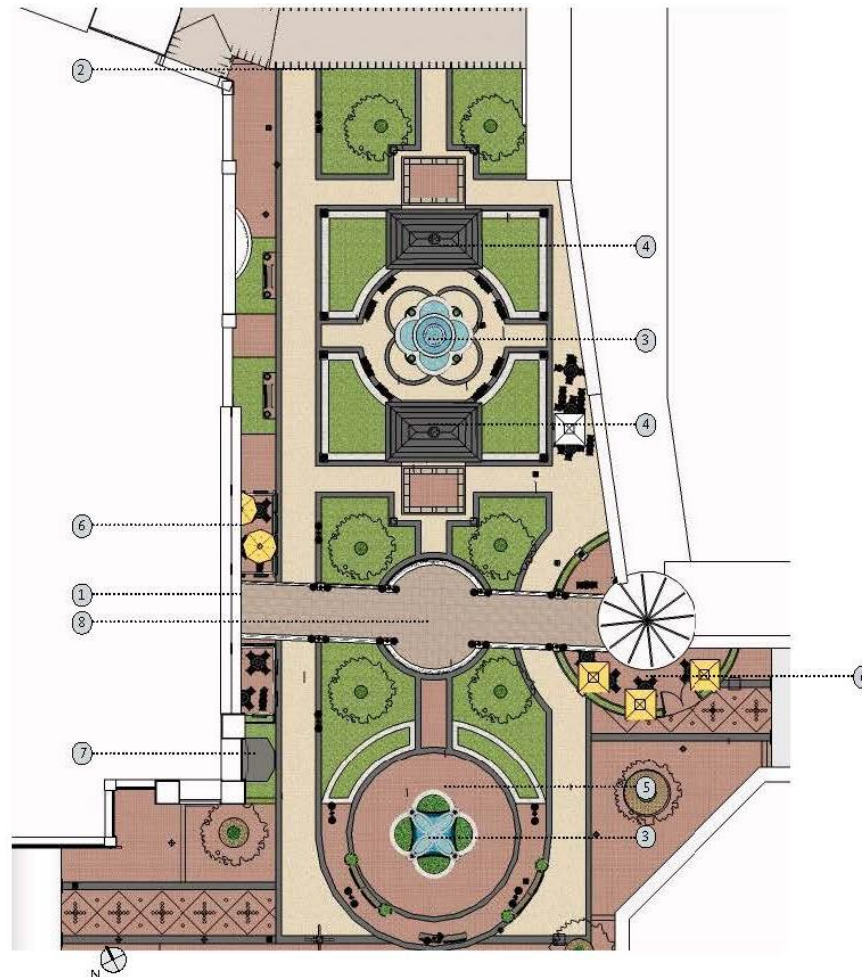
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- ① New pedestrian bridge
- ② New covered pedestrian bridge
- ③ New landscape/fountain feature
- ④ Pavilion seating rooms
- ⑤ New programmable event space and signature fountain
- ⑥ Cafe seating
- ⑦ New elevator
- ⑧ New stage area under bridge



**Central Plaza: Plan**





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# Victoria Gardens

Rancho Cucamonga, CA

- **Opened:** October 2004
- **Size:** 1.2 million square feet
- **Location:** Interstate 15 and Foothill Boulevard 37 miles east of downtown Los Angeles
  - open-air town center at the heart of a 160-acre, "main street" community
  - more than 16 million shoppers annually
  - 170 specialty stores
  - office
  - public plazas
  - civic cultural arts center, library & playhouse









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# Tower City Center

Cleveland, OH





Thank you!

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