

End of an era: Will city centers make the great American mall a thing of the past?

By [ANGELA RUGGIERO](#) | aruggiero@bayareanewsgroup.com |

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The Santana Row Effect

SPUR , San Jose / February 2 , 2017

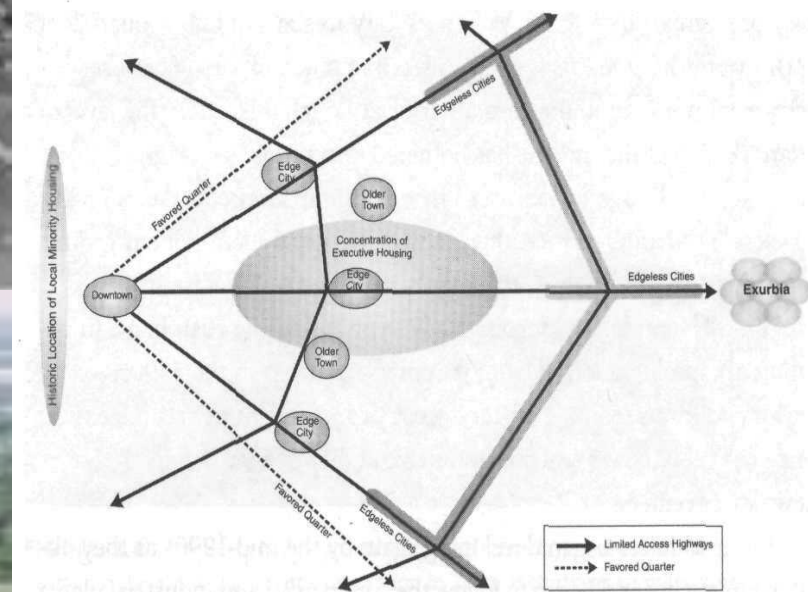


Diagram: Jobs and shopping exit the Downtown Core (1960)

Death of America's Downtowns



Victor Gruen – Father of the indoor shopping mall (1960)



Southdale Shopping Mall, Edina, Minnesota (1952)
“America’s First indoor shopping mall”



The introverted center: Southdale Shopping Mall, Edina, Minnesota (1952)

Architect: Victor Gruen Associates

"I hope all shopping malls end up neglected, abandoned and forgotten, I refuse to pay alimony for those bastard developments."

- Victor Gruen, Father of the indoor shopping mall, 1978



Victor Gruen's skylit Suburban "Town Square"



Southdale Shopping Mall, Edina, Minnesota (1952)

"It is our belief that there is much need for actual shopping centers – market places that are also centers of community and cultural activity."

- Victor Gruen, 1948



Carolina Place in **Pineville, North Carolina**
Oakwood Mall in **Eau Claire, Wisconsin**
Greenwood Mall in **Bowling Green, Kentucky**
Quail Springs Mall in **Oklahoma City, Oklahoma**
Lancaster Mall in **Salem, Oregon**
Southwest Morrison St. in **Portland, Oregon**
Douglaston Mall in **Douglaston, New York**
Macy's Men's store in **Union Square in San Francisco**
Cottonwood Mall in **Albuquerque, New Mexico**
Dover Mall and Commons in **Dover, Delaware**
South Towne Center in **Sandy, Utah**
Lakeland Square Mall in **Lakeland, Florida**
Friendly Center in **Greensboro, North Carolina**
Lakewood Center in **Lakewood, California**
The Shops at Wiregrass in **Wesley Chapel, Florida**
Crossroads Center in **Saint Cloud, Minnesota**
Battlefield Mall in **Springfield, Missouri**
Sangertown Square in **New Hartford, New York**
Westfield Trumbull in **Trumbull, Connecticut**
Montgomery Mall in **North Wales, Pennsylvania**
Starwood National Mall Portfolio in **Plano, Texas**
Peachtree Mall in **Columbus, Georgia**
Glenbrook Square in **Fort Wayne, Indiana**
Oglethorpe Mall in **Savannah, Georgia**
Visalia Mall in **Visalia, California**
Willowbrook Mall in **Houston, Texas**
Town East Mall in **Mesquite, Texas**
Bend River Promenade in **Bend, Oregon**
Tucson Mall in **Tucson, Arizona**
Sunvalley Shopping Center in **Concord, California**
Meadowood Mall in **Reno, Nevada**
Union Square Mall in **Oklahoma City, Oklahoma**



Macys, Akron, Ohio

The death of the American mall

Once-proud visions of suburban utopia are left to rot as online shopping and the resurgence of city centres make malls increasingly irrelevant to young people





Mall "ruin porn"

NEW YORK TIMES BESTSELLER

TRIUMPH OF THE CITY

How Our Greatest Invention Makes Us
Richer, Smarter, Greener, Healthier, and Happier



"A masterpiece." — Steven D. Levitt,
coauthor of *Freakonomics*

"Bursting with insights."
—*The New York Times Book Review*

EDWARD GLAESER



Paul Krugman

Inequality and the City

Paul Krugman, *New York Times*, November 30, 2015

New York, New York, a helluva town. The rents are up, but the crime rate is down. The food is better than ever, and the cultural scene is vibrant. Truly, it's a golden age for the town I recently moved to — if you can afford the housing. But more and more people can't.

And it's not just New York. The days when dystopian images of urban decline were pervasive in popular culture — remember the movie "Escape from New York"? — are long past. The story for many of our iconic cities is, instead, one of gentrification, a process that's obvious to the naked eye, and increasingly visible in the data.

Specifically, urban America reached an inflection point around 15 years ago: after decades of decline, central cities began getting richer, more educated, and, yes, whiter. Today our urban cores are providing ever more amenities, but largely to a very affluent minority.

But why is this happening? And is there any way to spread the benefits of our urban renaissance more widely?

Let's start by admitting that one important factor has surely been the dramatic decline in crime rates. For those of us who remember the 1970s, New York in 2015 is so safe it's surreal. And the truth is that nobody really knows why that happened.

But there have been other drivers of the change: above all, the national-level surge in inequality.

It's a familiar fact (even if the usual suspects still deny it) that the concentration of income in the hands of a small minority has soared over the past 35 years. This concentration is even higher in big metropolitan areas like New York, because those areas are both where high-skill, high-pay industries tend to locate, and where the very affluent often want to live. In general, this high-income elite gets what it wants, and what it has wanted, since 2000, has been to live near the center of big cities.

Still, why do high-income Americans now want to live in inner cities, as opposed to in sprawling suburban estates? Here we need to pay attention to the changing lives of the affluent — in particular, their work habits.

To get a sense of how it used to be, let me quote from a classic 1955 *Fortune* article titled "How Top Executives Live." According to that article, the typical executive "gets up early — about 7 a.m. — eats a large breakfast, and rushes to his office by train or auto. It is not unusual for him, after spending from 9 a.m. until 6 p.m. in his office, to hurry home, eat dinner, and crawl into bed with a briefcase full of homework." Well, by the standards of today's business elite, that's actually a very relaxed lifestyle.

And as several recent papers have argued, the modern high earner, with his or her long hours — and, more often than not, a working partner rather than a stay-at-home wife — is willing to pay a lot more than the executives of yore for a central location that cuts commuting time. Hence gentrification. And this is a process that feeds on itself: as more high earners move into urban centers, these centers begin offering amenities — restaurants, shopping, entertainment — that make them even more attractive.

The economic argument for "urbanism", the changing demographics of cities, Lifestyle Centers/Santana Row...and the death of the Suburban shopping mall.



“Lifestyle Urbanism” – Times Square, NYC (2009)



“The Urban Spectacle” – ATT Park, San Francisco (2000)

"All the News
That's Fit to Print"

The New York Times

National Edition

Northern California: Periodic heavy rain. Heavy mountain snow. Breezy. Highs in 30s in mountains to 50s southwest. Rain and mountain snow tonight. Weather map, Page A18.

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San Francisco Is Asking, Where Have All the Children Gone?

By THOMAS FULLER

SAN FRANCISCO — In a compact studio apartment on the edges of the Castro district live a young couple with their demanding 7-year-old, whom they dote on and take everywhere: a Scottish terrier named Olive.

Raising children is on the agenda for Daisy Young, a high school science teacher, and Slim Lee, a software engineer. But just not in San Francisco.

"When we imagine having kids, we think of somewhere else," Mr. Lee said. "It's starting to feel like a

no-kids type of city."

A few generations ago, before the technology boom transformed San Francisco and sent housing costs soaring, the city was alive with children and families. Today it has the lowest percentage of children of any of the largest 300 cities in America, according to census data, causing some here to raise an alarm.

"Everybody talks about children being our future," said Norman Yee, a member of San Francisco's Board of Supervisors. "If you have no children around, what's our future?"

As an urban renaissance has

swept through major American cities in recent decades, San Francisco's population has risen to historical highs and a forest of skyscraping condominiums has replaced tumbledown warehouses and abandoned wharves. At the same time, the share of children in San Francisco fell to 13 percent, low even compared with another expensive city, New York, with 11 percent. In Chicago, 23 percent of the population is under 18 years old, which is also the overall average across the United States.

California, which has one of the world's 10 largest economies, recently released data showing the

lowest birthrate since the Great Depression.

As San Francisco moves toward a one-industry town with soaring costs, the dearth of children is one more change that raises questions about its character. Are fewer children making San Francisco more one-dimensional and less vibrant? The answer is subjective and part of an impassioned debate over whether a new, wealthier San Francisco can retain the spirit of the city it is replacing.

Many immigrant and other residential areas of San Francisco still have their share of the very young

Continued on Page B1



ONE SOURCE: THE NEW YORK TIMES

Slim Lee and Daisy Young expect to move out of San Francisco, where living expenses are high, when they have children.

INTERNATIONAL 4-B

Namibia's Colonial Wound

More than a century after the genocide of two African ethnic groups, a city that retains strong German ties is divided over the fate of a war memorial. PAGE 1

SUNDAY BUSINESS

The New Mortgage Machine

Quicken Loans has become the second-largest retail mortgage lender. Like the big banks before it, it faces scrutiny. Its feisty founder is unshaken. PAGE 1

SUNDAY STYLE

The Chart-Toppers' Mother

Tina Knowles Lawson remains the inspiration for Beyoncé and Solange Knowles, whom she raised while running a hair salon in Houston. PAGE 1

SPORTSMUNDAY

Delicious Payback Is in Sight

The Lombardi Trophy at the Super Bowl may be just what Robert E. Kraft, the owner of the New England Patriots, needs to get over Deflategate. PAGE 1

SUNDAY REVIEW

Frank Bruni

PAGE 1



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THE SMART CHOICE



The Santana Row Effect (opened 2002)



Figure 13-7

**The Project Approval Process:
Santana Row
San Jose, California**

Covering an 18-block area and including 680,000 square feet (63,200 square meters) of retail and restaurant space, 1,201 housing units, two hotels, and seven parks, Federal Realty Investment Trust's Santana Row is one of the nation's largest mixed-use projects constructed by a single developer. Modeled after another of Federal Realty's earlier developments, Bethesda Row, Santana Row is credited with bringing new life to San Jose through its tailored design. The project transformed a suburban development pattern into a high-density urban area while creating a pedestrian-friendly environment. The focus of the design was on creating a memorable main street experience. Achieving this goal, Santana Row has become widely popular. The path to success, however, was not without setbacks for the developer. The dot-com boom that was intended to fuel the high-end retail and residential leasing threatened to sink the venture after the tech market went bust. Although weathering this recessionary storm, the development faced catastrophic losses

resulting from a fire just one month before the scheduled grand opening in late 2002. Destroying the largest building of the development, the fire threatened to permanently cripple the project. The highly anticipated residential units would not open their doors for another two and one-half years following the fire, but Federal Realty recovered its construction losses, lost income, and operating expenses through a \$129 million insurance settlement.

Approval Process

By early 1998, the concept was submitted to the city of San Jose as a general development plan, in recognition that current zoning ordinances would have to be rewritten to accommodate a fully integrated, mixed-use urban design in a suburban setting. The specific plan was entitled in June 1998. From 1999 through 2003, numerous other major entitlements were received that supported this planned unit development.



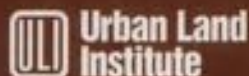
Featuring a development type that was innovative in the San Jose market, Santana Row faced many challenges obtaining permits and approvals. Developer Federal Realty Investment Trust had to work closely with the local government to build the 18-block mixed-use retail and residential district. Federal Realty Investment Trust.

Real Estate Development

PRINCIPLES AND PROCESS

FOURTH EDITION

Mike E. Miles • Gayle L. Berens • Mark J. Eppli • Marc A. Weiss





Santana Row, San Jose, California (2002)



Urban Model: La Rambla, Barcelona, Spain (since 1377)

THE OPTION OF URBANISM

INVESTING IN A NEW AMERICAN DREAM

CHRISTOPHER B. LEINBERGER

BOX 3.1. The Nineteen Standard Real Estate Product Types in 2006¹

OFFICE

- Build to suit
- Mixed-use urban
- Medical

INDUSTRIAL

- Build to suit
- Warehouse

RETAIL

- Neighborhood center
- Lifestyle center (see chapter 5)
- Big-box anchored

HOTEL

- Business and luxury hotels

APARTMENT

- Suburban garden
- Urban high density

MISCELLANEOUS

- Self storage
- Mobile home park

HOUSING

- Entry level
- Move-up
- Luxury
- Assisted Living/Retirement
- Resort/Second home

parks, and others. Developers have been building these standard products over the years, and they have been evolving as drivable sub-urban development patterns unfolded in the pattern shown in chapter 2. There is nothing magical about the exact number nineteen, but the number of market-acceptable product types seems to float around nineteen over time. Box 3.1 outlines the conforming standard product types as of 2006.

EXAMPLES OF THE NINETEEN STANDARD PRODUCT TYPES

An example of a standard product-type that most everyone knows is the local-serving neighborhood retail center (figure 3.1), where most Americans



ABQ Uptown, Albuquerque, NM (2006)



Winrock Shopping Center *Albuquerque*



The Winrock shopping center, Albuquerque, New Mexico (1961)

Winrock remake has millennials in mind

By Jessica Dyer / Journal Staff Writer

Published: Monday, May 4th, 2015 at 12:02am
Updated: Monday, May 4th, 2015 at 8:40am



This rendering shows a northwest view across Winrock Town Center's planned centralized park, which includes the expected 150-room hotel (at the back). (Courtesy of Goodman Realty Group)
BUQUERQUE, N.M. — First things first: Gary Goodman isn't just building a shopping mall.



The extroverted center: Winrock “Town Center”, Albuquerque, New Mexico (2017)



The County Seat Courthouse Square: Moultrie, Colquitt County, Georgia (Founded 1859)

"The shopping center can be the 'new' Town Square."

- Victor Gruen, 1948



Gregory Peck in Monroeville Courthouse – “To Kill a Mockingbird”



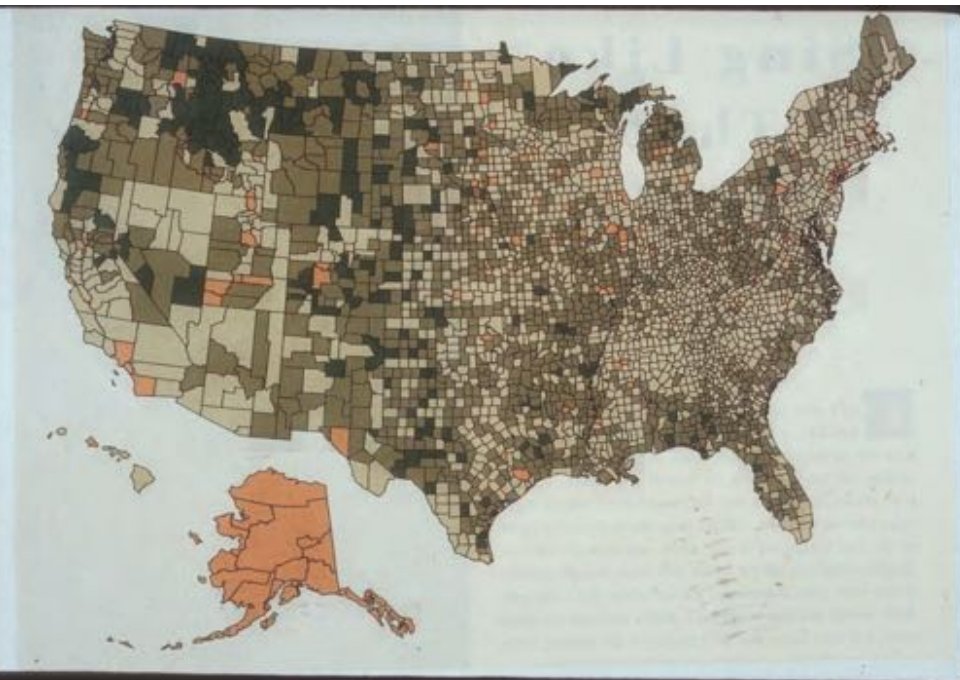
The Civic, Economic, Social and Cultural “capital” of the Courthouse Square Town in the Suburbs



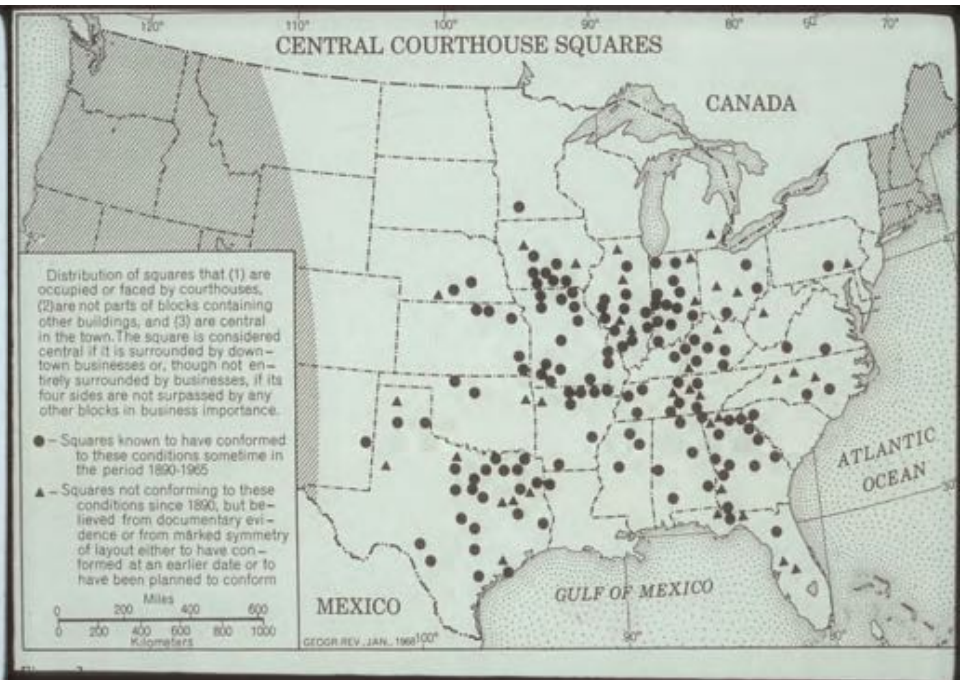
Jefferson's NW Ordinance National Grid (1787)

1	2	3	4	5	6							1	12	13	24	25	36						
12	11	10	9	8	7							2	11	14	23	26	35						
13	14	15	16	17	18							3	10	15	22	27	34						
24	23	22	21	20	19							4	9	16	21	28	33						
25	26	27	28	29	30							5	8	17	20	29	32						
36	35	34	33	32	31							6	7	18	19	30	31						
						36	25	24	13	12	1							6	5	4	3	2	1
						35	26	23	14	11	2							7	8	9	10	11	12
						34	27	22	15	10	3							18	17	16	15	14	13
						33	28	21	16	9	4							19	20	21	22	23	24
						30	29	20	17	8	5							3	29	28	27	26	25
						31	30	19	18	7	6							31	32	33	34	35	36
6	7	18	19	30	31							36	35	34	33	32	31						
5	8	17	20	29	32							25	26	27	28	29	30						
4	9	16	21	28	33							24	23	22	21	20	19						
3	10	15	22	27	34							13	14	15	16	17	18						
2	11	14	23	26	35							12	11	10	9	8	7						
1	12	13	24	25	36							1	2	3	4	5	6						
						31	32	33	34	35	36							31	30	19	18	7	6
						30	29	28	27	26	25							32	29	20	17	8	5
						19	20	21	22	23	24							33	28	21	16	9	4
						18	17	16	15	14	13							34	27	22	15	10	3
						7	8	9	10	11	12							35	26	23	14	11	2
						6	5	4	3	2	1							36	25	24	13	12	1

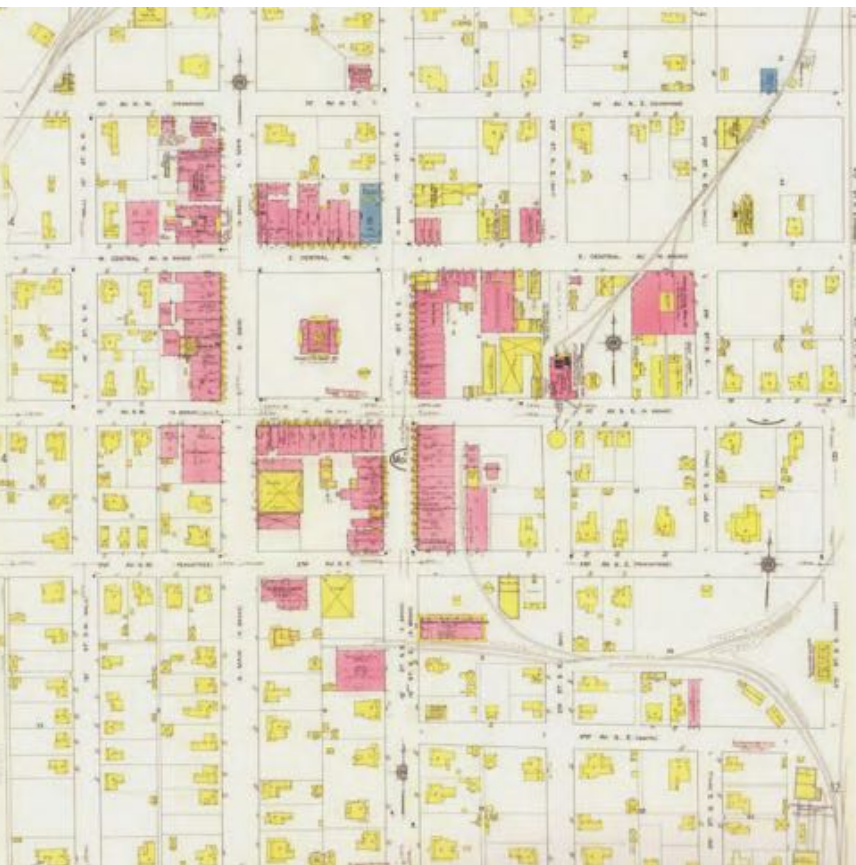
6x6 mile Townships, 1 x 1 mile Sections, Reserved Sections



Map of all 3,141 Counties in the United States



Map of Central-type County Seat Courthouse Squares



“Arch-typal” Courthouse Square – Clinton, Missouri



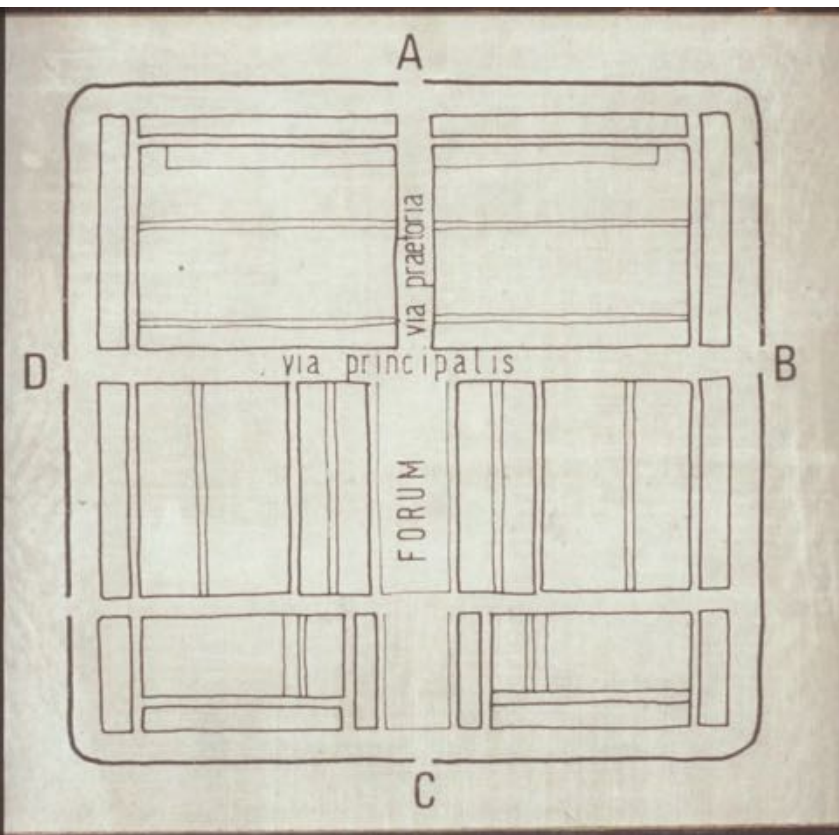
Aerial of Clinton County Seat Courthouse Square (1836)



Bas relief symbol for City – Nimrud (2700 BC)



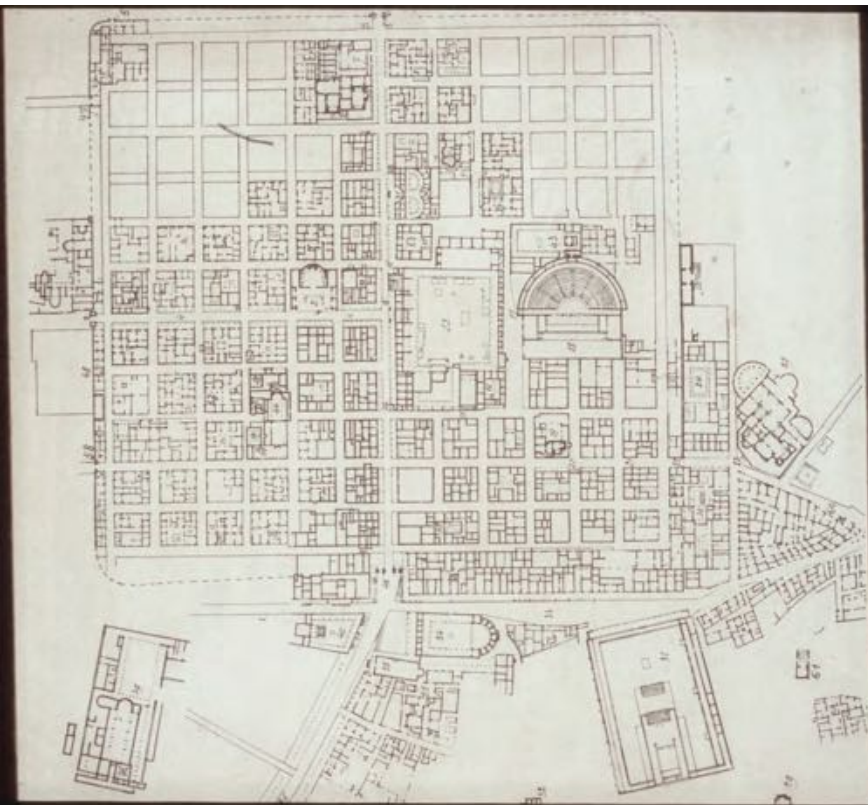
Babylon– Nebecanezzer's Holy Precinct (2000 BC)



Castra Plan Diagram
(Forum, Insulae, Cardo, Decumanus)



Breadth of Roman Empire (280 AD)



Plan of Castra city of Timgad, Algeria (100AD)

Aerial of Timgad looking toward the Forum

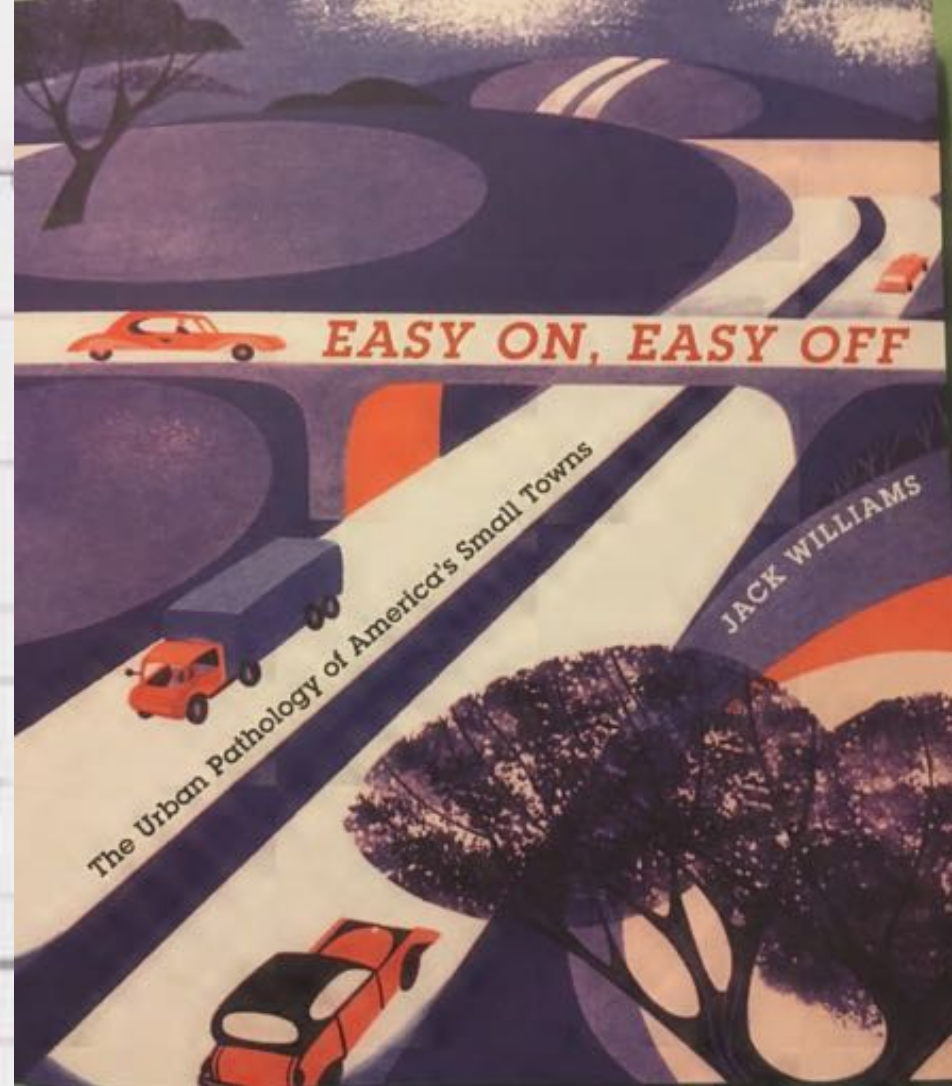


Denton, Texas (1866)

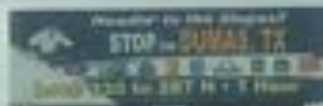


Waxahachie, Texas (1850)

Cardo and Decumanus Courthouse Square Towns in the American Landscape



Courthouse Square: York, York County, Nebraska (1869)



The County Seat Courthouse Square: Claude, Armstrong County, Texas (Founded 1887)



Courthouse Square: Claude, Texas (January 2017)



Trump's America: Claude, Texas (2017)



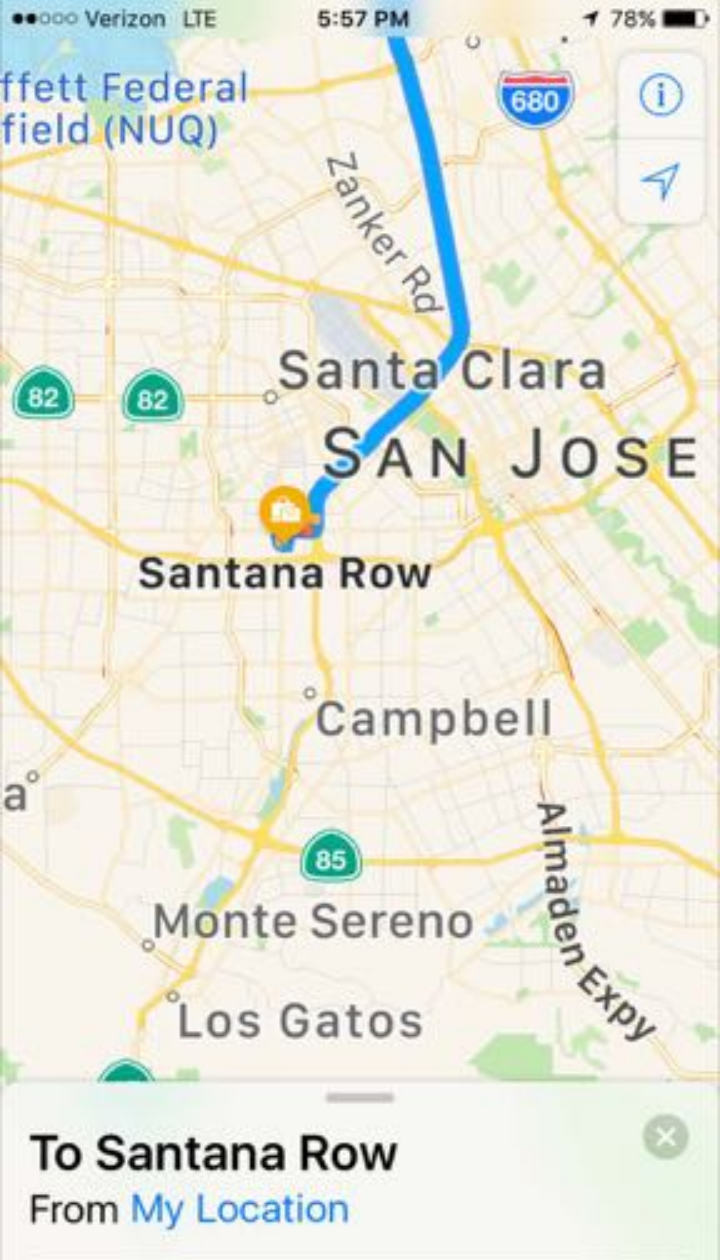
The Galleria, Dallas, Texas (1982)



Mall of America, Bloomington, Minnesota (opened 1992)



Mall of America “upscale” expansion (nearly complete)



Location, Location, Location: Santana Row, San Jose and La Rambla, Barcelona



Connective Urbanism: from the Port to Plaza Catalonia



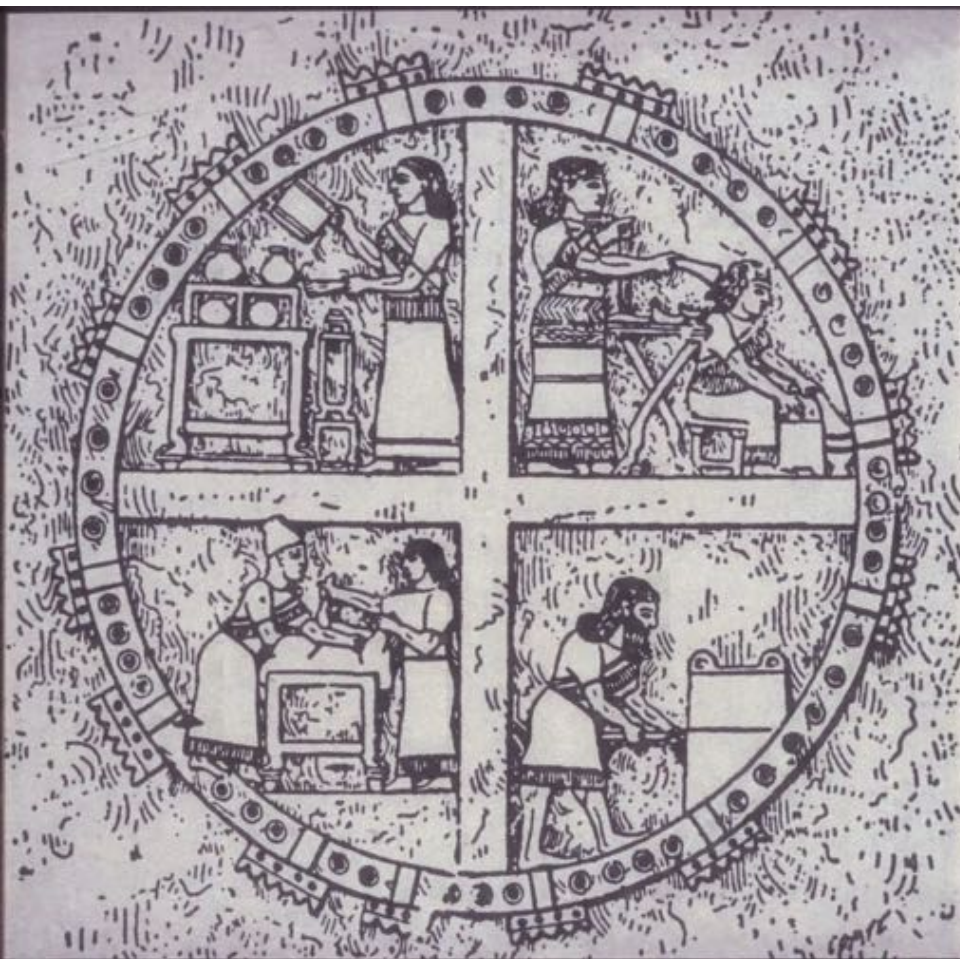
Levittown, New York - first production-built housing in the U.S. (1947)



San Jose displayed at 12,000 ft. @ Hwy 85 near 101



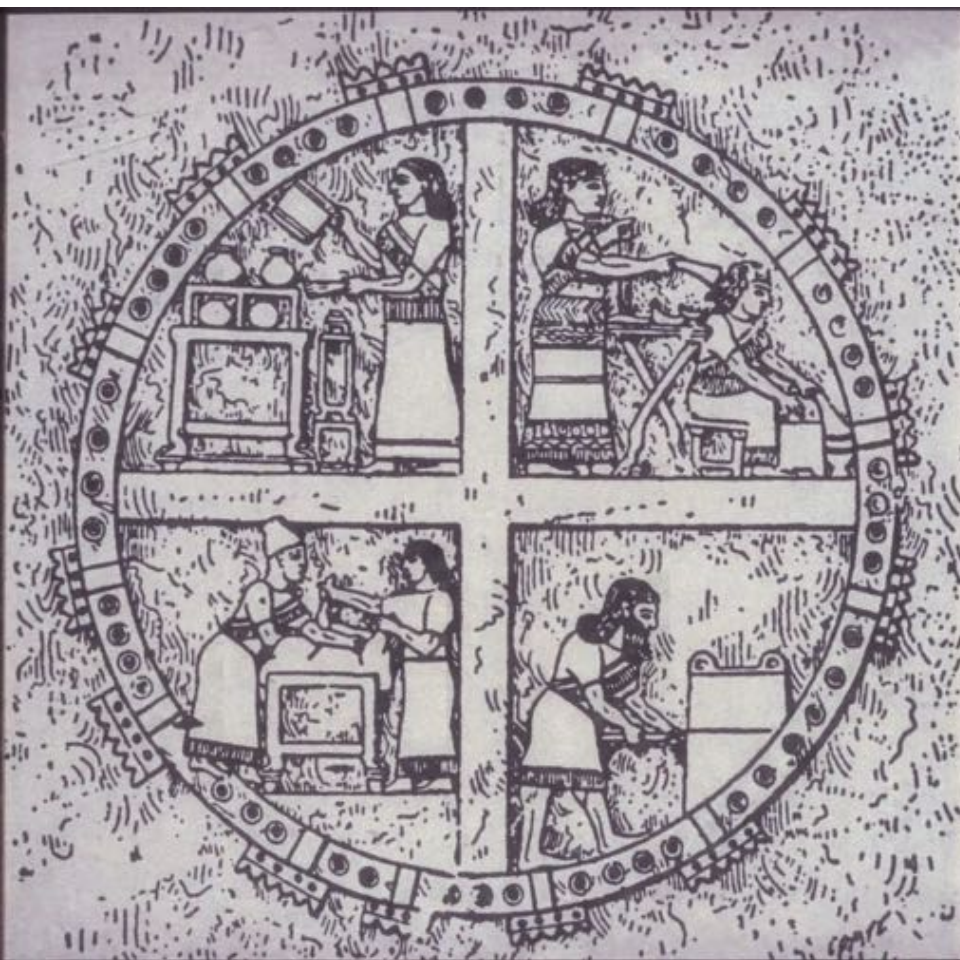
City Centers, Town Centers, “Enclave Urbanism”



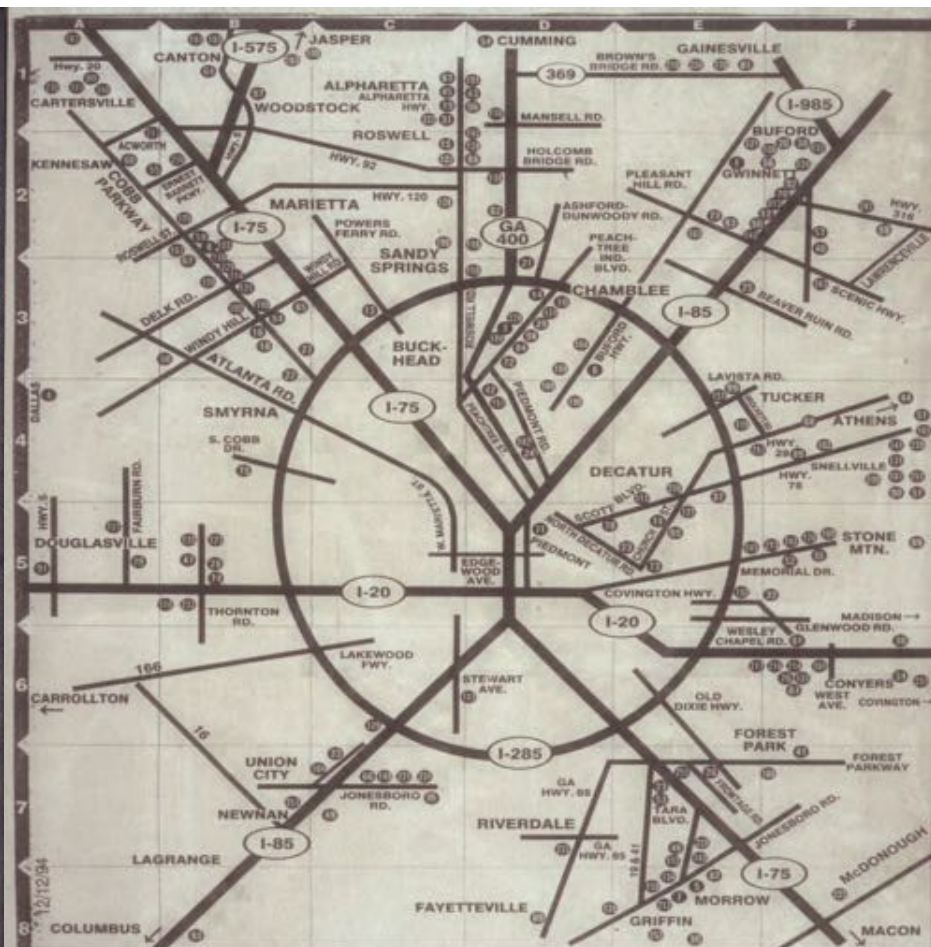
Bas relief symbol for City – Nimrud (2700 BC)



City Place Santa Clara – “Enclave Urbanism” approved (2016)



Bas relief symbol for City – Nimrud (2700 BC)



Car Dealer Map – Atlanta (2014)



GLS LANDSCAPE ARCHITECTURE

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S DELAWARE STREET

CONCAR DRIVE

GARVEY WAY

HYBRID PARK
CALTRAIN STATION





STEVENS CREEK BLVD

WINCHESTER BLVD

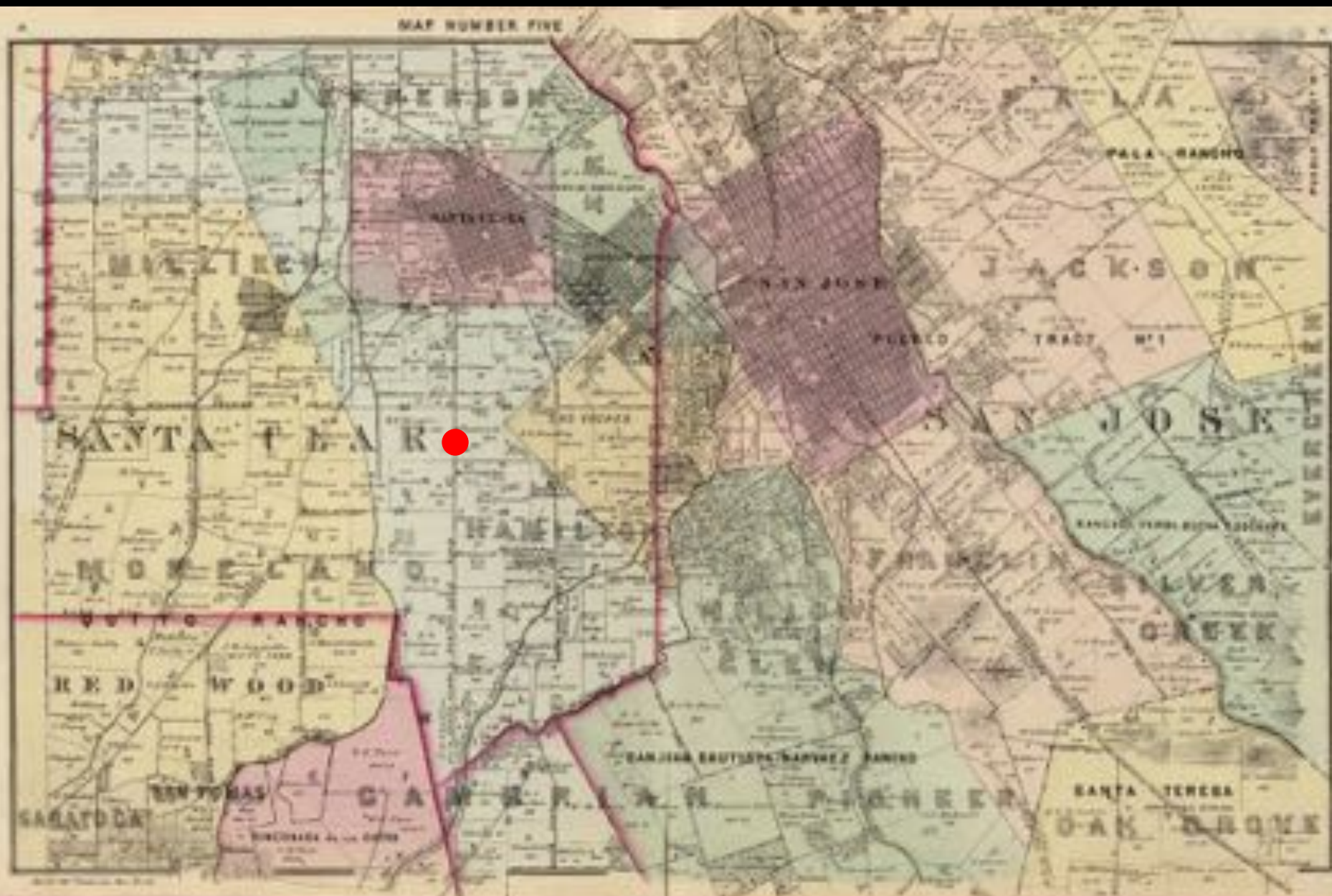
OLSEN DR







CITY OF SAN JOSE, CAL. 1875.





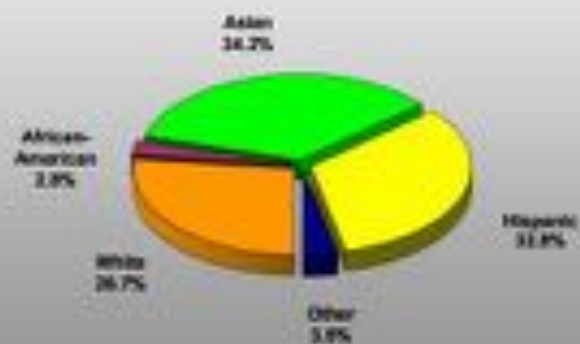






RACIAL COMPOSITION

Self-identified Race/Ethnicity

























SANTANA ROW: VEHICLE TRAFFIC



HEAVY VEHICLE TRAFFIC

LOW VEHICLE TRAFFIC

SANTANA ROW: LANDSCAPE AND PEDESTRIAN TRAFFIC

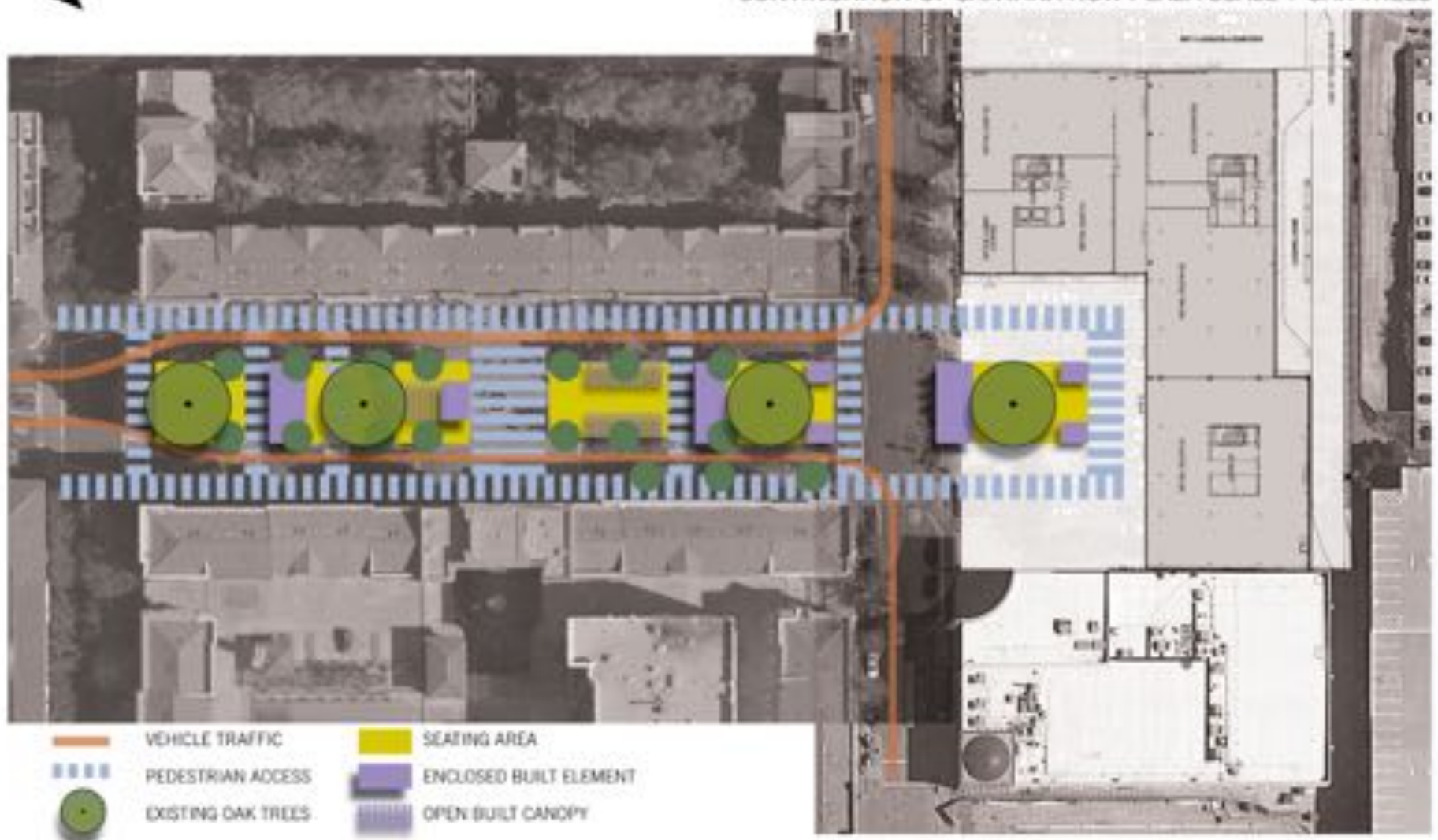


LESS LANDSCAPE

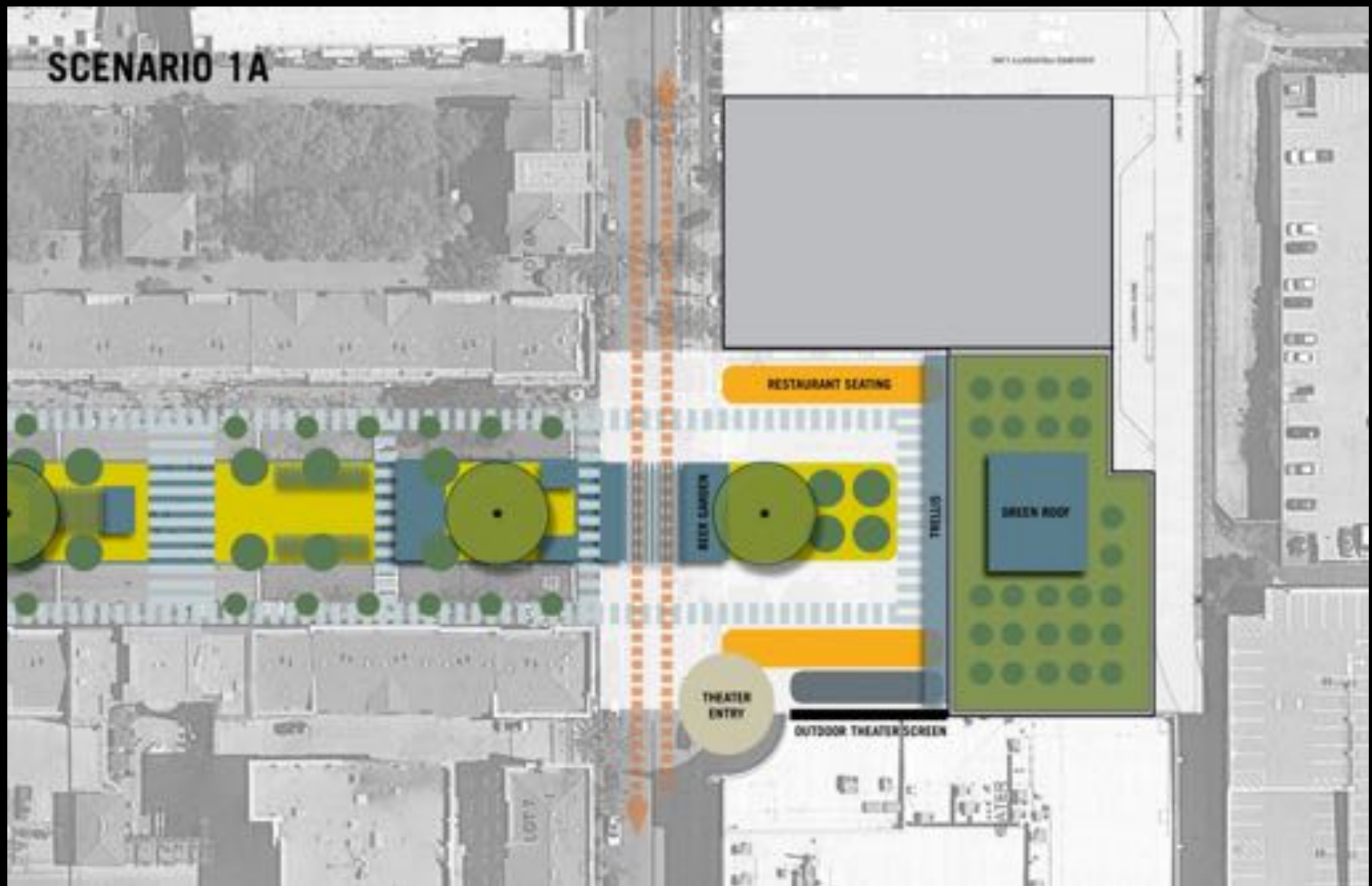
MORE LANDSCAPE

PROPOSED:

CONTINUATION OF SANTANA ROW PLAZA SCALE + OAK TREES



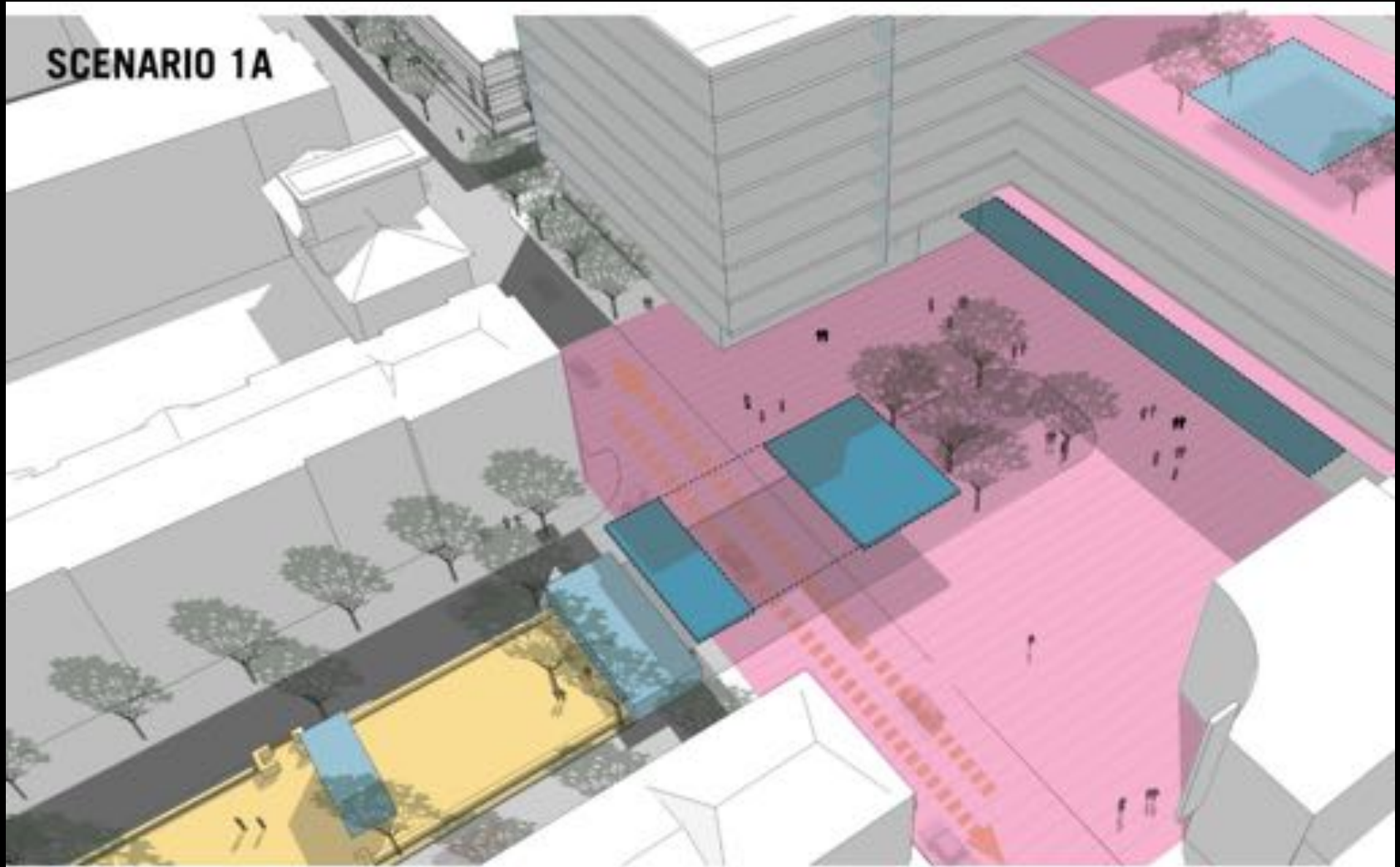
SCENARIO 1A



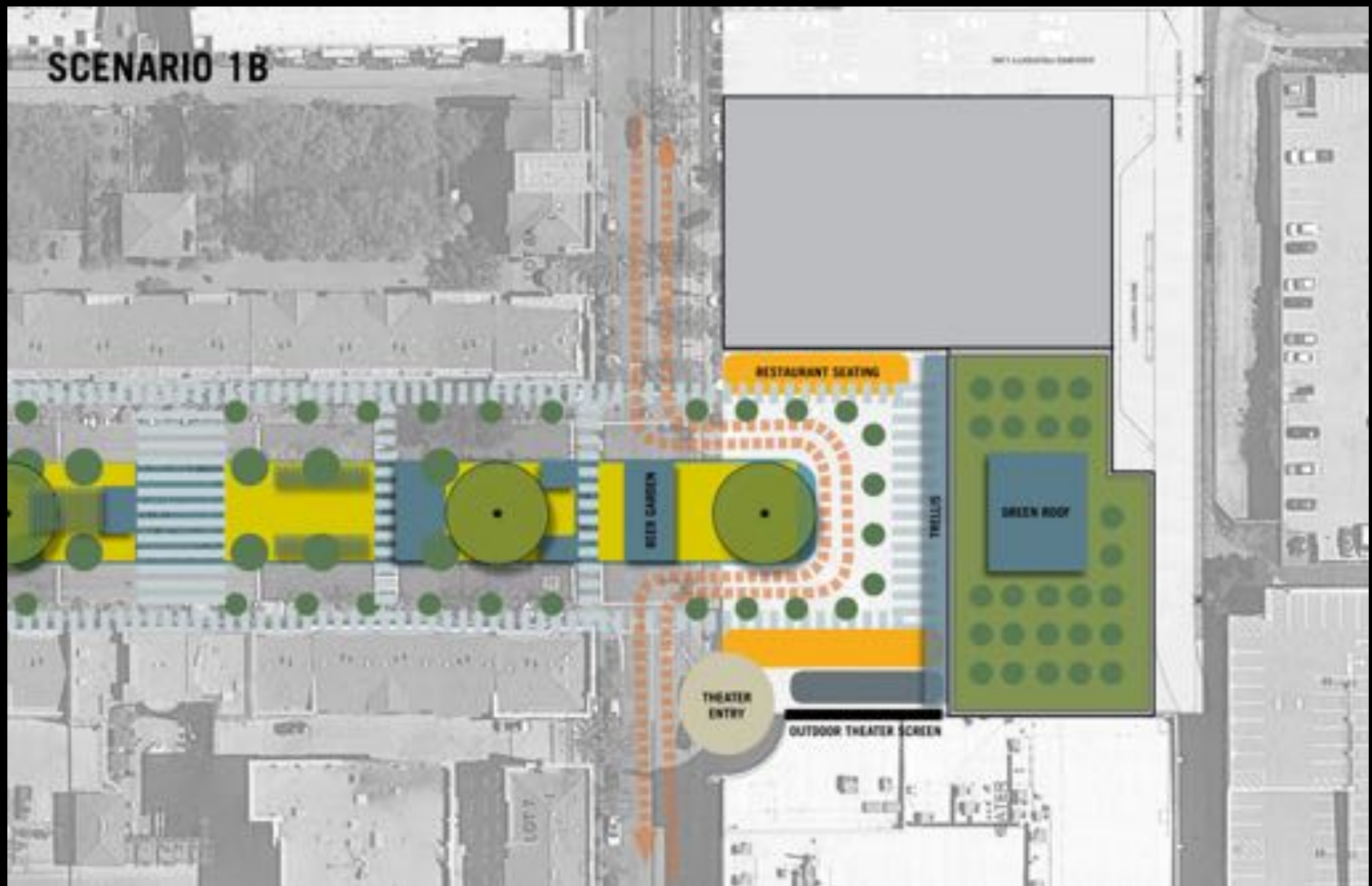




SCENARIO 1A



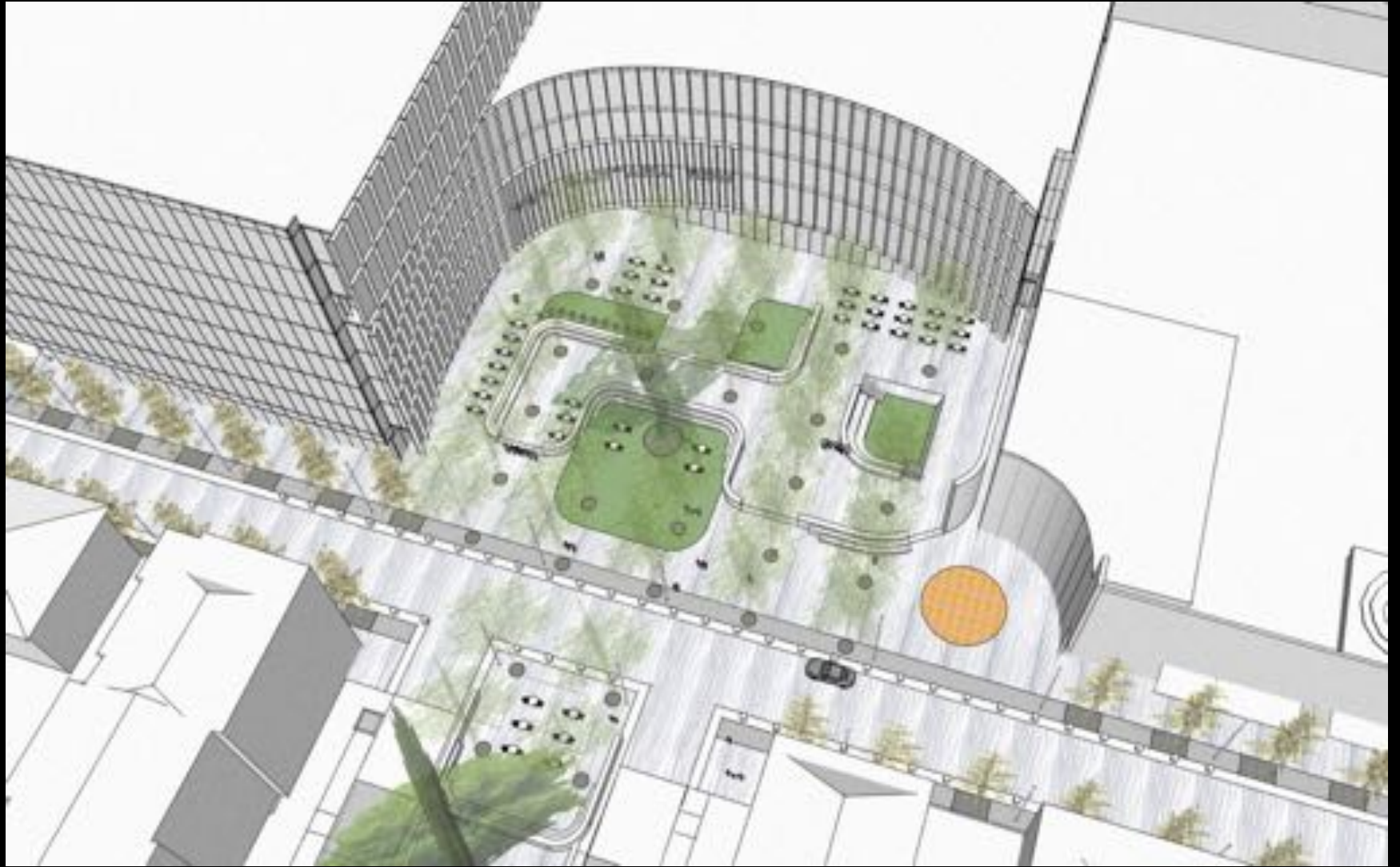
SCENARIO 1B

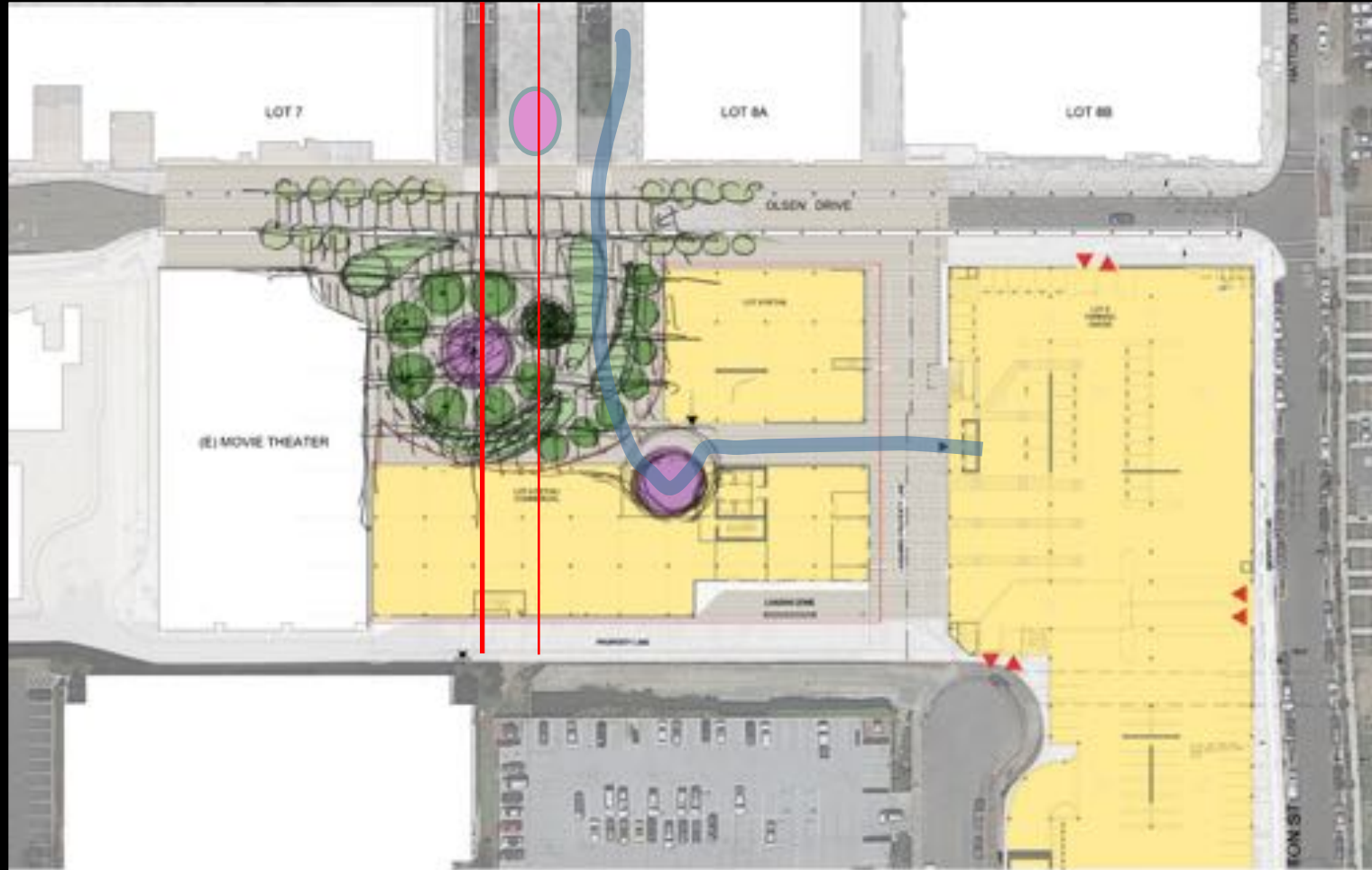


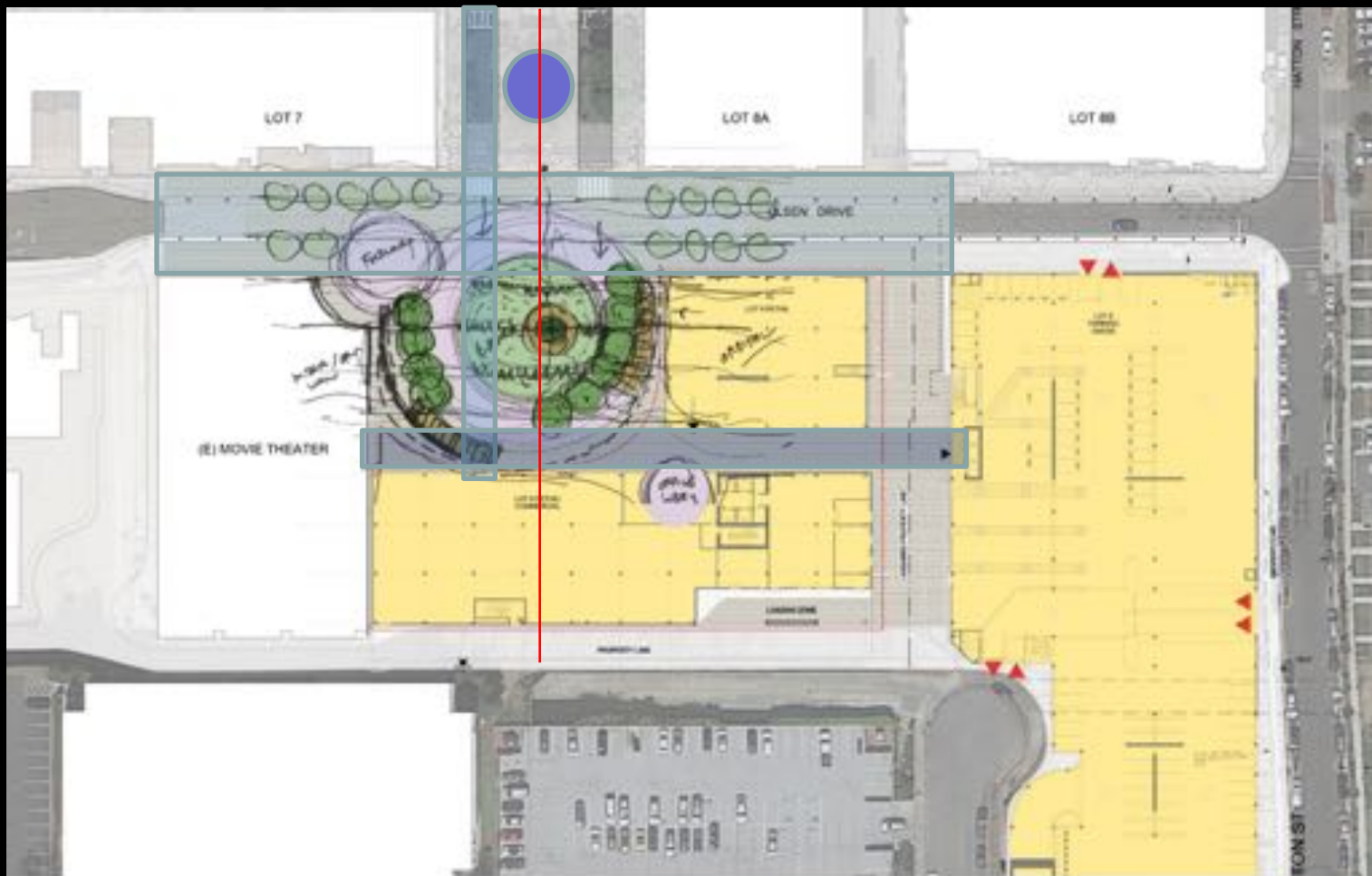
SCENARIO 1B















BAUHAUS/CLASSIC
MODERNISM





SCHEME 1

COCKTAIL PARTY SEATING















WEST VIEW: TRELLIS WITH COLUMNAR
TREE

















