



ROSEVILLE STATION

Stage One - Major Projects Permit Submission

May 2026

CONTENTS

- ▲ 1 **INTRODUCTION**
IMPORTANCE OF PLACEMAKING
- ▲ 2 **CONTEXT**
PROJECT LOCATION
LOCAL CONTEXT
TRANSPORTATION
SITE CONTEXT
MARKET CONTEXT
THE LAND
- ▲ 3 **THE VISION**
ROSEVILLE STATION: THE VISION
ILLUSTRATIVE MASTER PLAN
MASTER PLAN STRUCTURE
ILLUSTRATIVE VIEWS
FEATURE AREAS
SITE PLANS
CIRCULATION PLANS
STREETSCAPE SECTIONS
SITE SECTIONS
PUBLIC REALM LANDSCAPE PLANS
LANDSCAPE CHARACTER
BUILDING ELEVATIONS
ARCHITECTURAL CHARACTER
LAND USE PLAN + PROJECT STATISTICS
- ▲ 4 **CASE STUDIES**
- ▲ 5 **FLEXIBLE MAIN STREET STRATEGY**
TO FOLLOW
- ▲ 6 **ARCHITECTURAL GUIDELINES**
TO FOLLOW

1

INTRODUCTION

INTRODUCTION

Roseville Station is a unique, thoughtfully planned mixed-use village that brings an urban concept with leading edge design to Roseville, a growing suburban community in the Sacramento region.

One of the central themes in urban planning today is an emphasis on placemaking. The proposed plan for Roseville Station strives to create a significant and identifiable mixed-use environment near the busiest commercial intersection in Roseville.

Much of Roseville is suburban development with large tract housing developments, separated by arterial roadways, with automobile served shopping centers located at major intersections.

This is the type of suburbia that urban planners have been working to change over the last 20 years. In many suburban communities, the downtown and main street have been lost and the commercial heart of the city is now the regional shopping center completely separated, often by acres of parking, from the adjacent residential neighborhoods, thus requiring residents to drive even when one lives immediately across the street.

Current movements in planning strive to reduce dependency on the automobile, embracing plans that integrate rather than separate complementary uses, encouraging people to walk, bike or use transit in lieu of the automobile.

This challenge is at the core of placemaking and successfully retrofitting suburbia, not only here in Roseville but throughout North America.



THE IMPORTANCE OF PLACEMAKING

Placemaking is a foundational approach in contemporary urban planning, focused on transforming public spaces into vibrant, functional, and meaningful environments that support human experience, community life, and long-term value creation.

It extends beyond physical design to integrate social, cultural, economic, and environmental objectives, ensuring that development contributes positively to both residents and the broader community.

At its core, placemaking emphasizes the creation of complete communities through the thoughtful design and activation of the public realm. This includes streets, parks, plazas, and other shared spaces that collectively form the setting for daily life. Effective placemaking ensures that these spaces are not only accessible and functional, but also engaging, inclusive, and reflective of local identity.

A key component of this approach is the application of human-centered design principles. By prioritizing the needs, behaviors, and experiences of users, human-centered design supports the creation of environments that are intuitive, adaptable, and responsive to a diverse range of users. This approach reinforces inclusivity and ensures that public spaces are welcoming and usable for all members of the community.

The activation of the public realm is also critical to successful placemaking. Through a combination of physical design interventions and programming, public spaces are animated in ways that encourage gathering, social interaction, and sustained use. This contributes

to a stronger sense of place and fosters community cohesion.

Placemaking delivers a range of measurable outcomes that support broader planning objectives:

Economic Vitality: Well-designed and actively used public spaces increase pedestrian activity, support local businesses, enhance tourism potential, and contribute to increased property values.

Social Connectivity and Belonging: By creating opportunities for interaction and shared experience, placemaking strengthens social networks, fosters inclusivity, and enhances community resilience.

Health and Well-being: Walkable environments, access to green space, and opportunities for recreation support both physical and mental health outcomes.

Environmental Sustainability: The integration of green infrastructure and landscape strategies contributes to stormwater management, urban heat island mitigation, and biodiversity, supporting overall environmental performance.

In summary, placemaking represents a holistic and integrated planning approach that aligns urban design, community engagement, and economic development objectives. By embedding these principles into the planning and design process, developments can achieve outcomes that are not only functional and economically viable, but also vibrant, inclusive, and enduring—ultimately creating places that are valued by the communities they serve.



2

CONTEXT

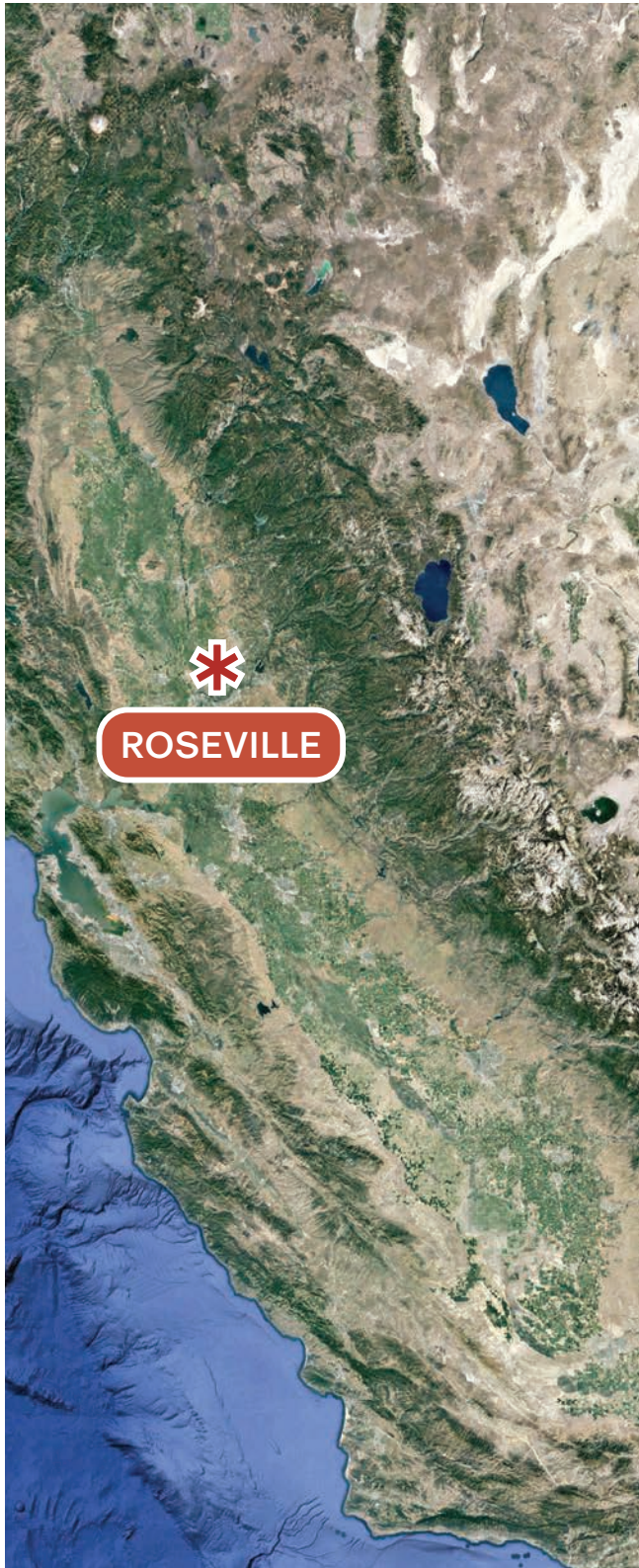
PROJECT LOCATION

Roseville is the largest city in Placer County, California, located within the Sacramento metropolitan area. Recent estimates put the population at just over 170,000.

Interstate 80 runs through Roseville and State Route 65 runs through part of the northern edge of the city. Roseville was developed on the ground marking the junction of the Central Pacific and California Central railroad lines which crossed there in the 1860s. In 1909, the town incorporated and sustained a steady period of growth, finally becoming Placer County’s largest and most significant city. By the 1950s the airline and trucking industries provided stiff competition to the railroad.

While still true to its “junction” roots, today’s Roseville is no longer dependent on the railroad, as healthcare, technology, retail and government sectors are now major employers in Roseville and South Placer County.

Living in Roseville offers residents a dense suburban feel and most residents own their homes. Many families and young professionals live in Roseville and the public schools in Roseville are highly rated.



LOCAL CONTEXT

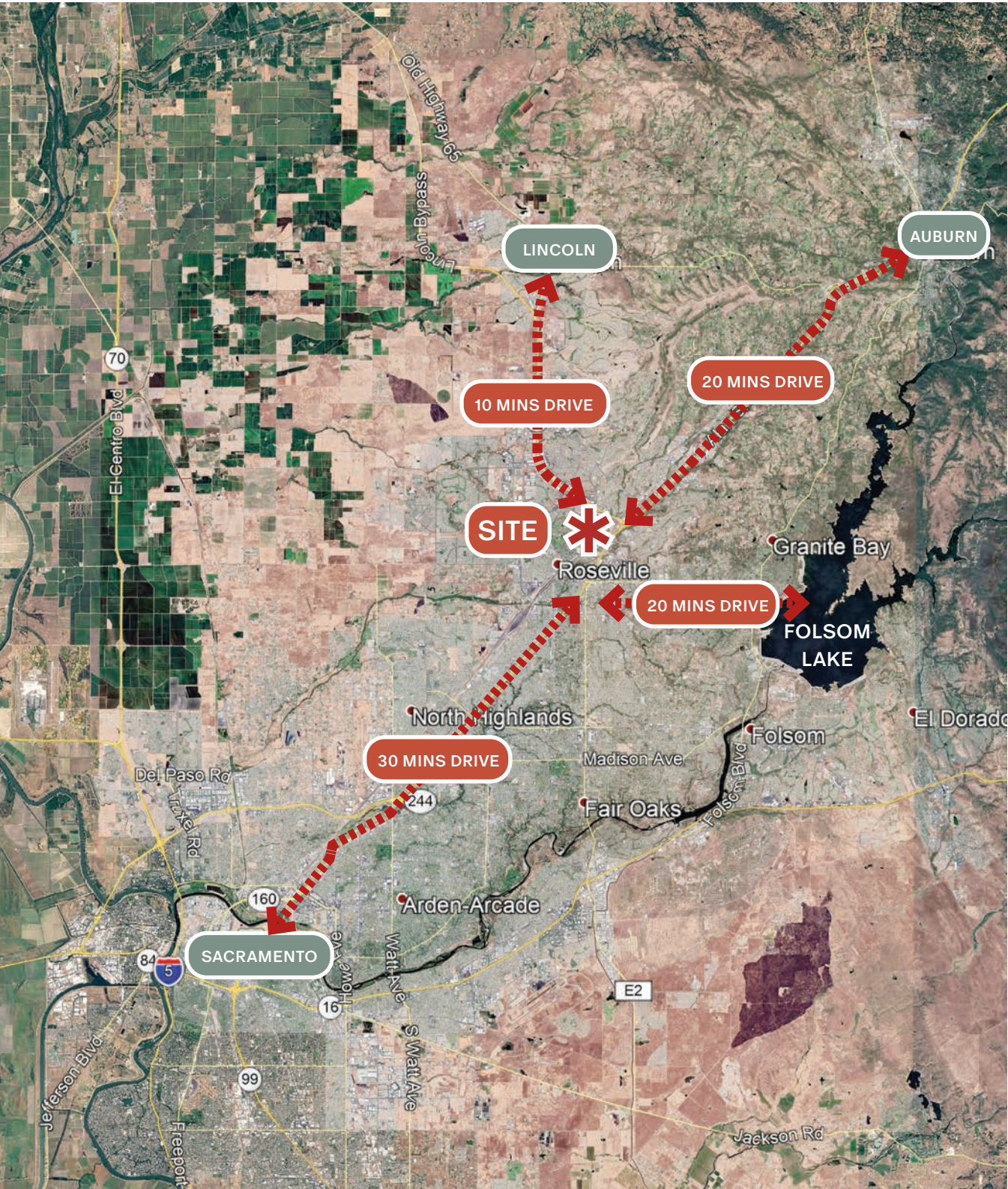
Roseville is a thriving suburban community known for being the commercial and retail hub of the region.

The town features attractions such as the Maidu Museum & Historic Site, Roseville Golf and Splash, and plenty of outdoor recreation such as the Miner’s Ravine Bike and Walking Trail, Aquatics Complex, Soccer Complex and many other opportunities.

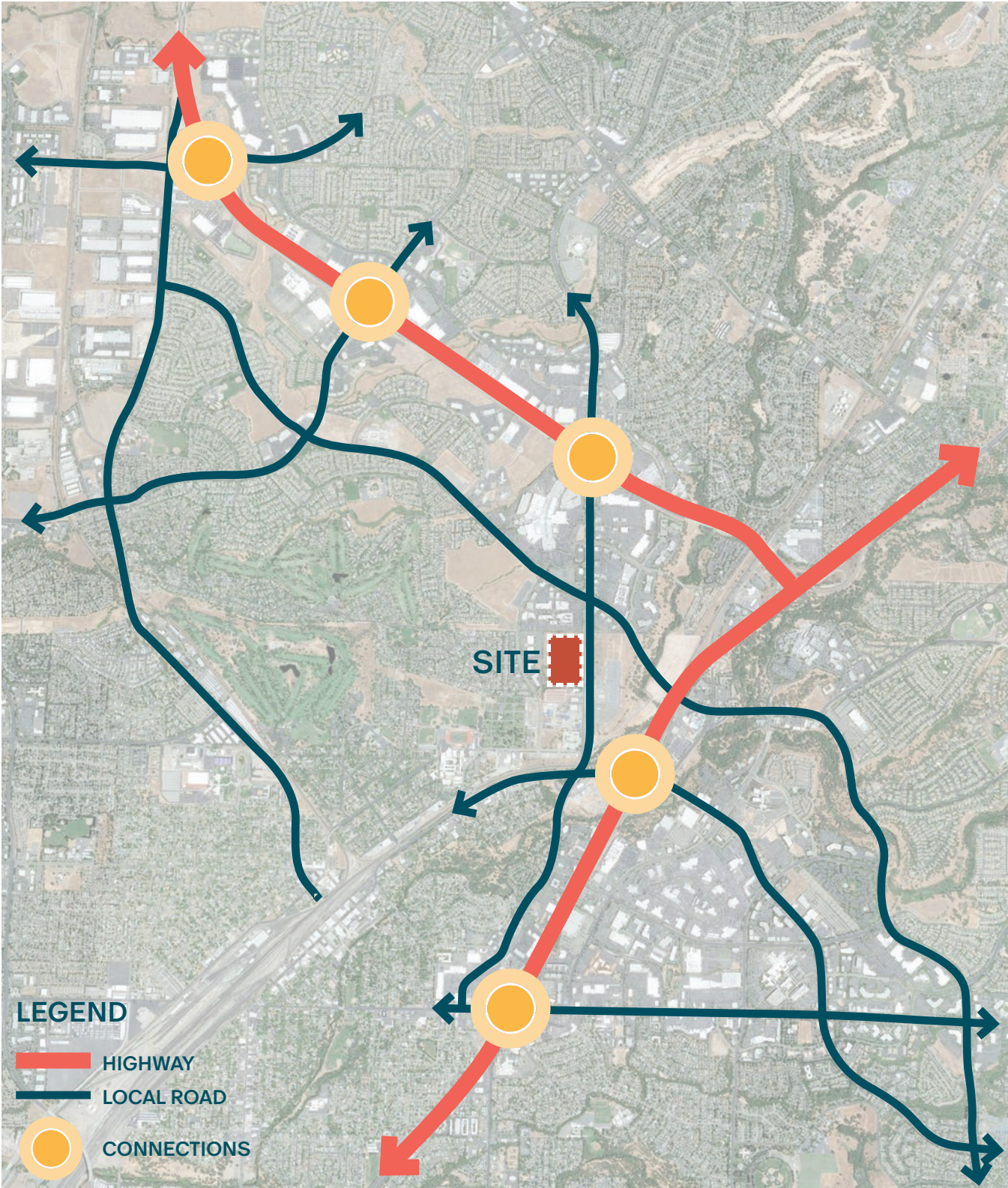
Roseville is a regional suburban service destination for surrounding municipalities such as Rocklin, Granite Bay and Lincoln and is a community known for its family-friendly neighborhoods, shopping opportunities, and restaurants. It has more than 70 city parks, more than 90 miles of bike lanes and more than 30 miles of off-street paths for exploration.

Only 20 minutes drive from Roseville, Folsom Lake is a major regional park destination with opportunities for hiking, biking, running, camping, picnicking, horseback riding, water-skiing and boating. Fishing offers trout, catfish, big and small mouth bass or perch.

Near the important intersection of Interstate Highway 80 and Highway 65, in Roseville, the Roseville Station site is strategically located in the center of the growing suburb of Roseville near schools, hospitals, employment opportunities, regional sports parks, golf courses, nature parks and trails networks.



TRANSPORTATION



SITE CONTEXT

Roseville Station
is positioned
to become the
new center of
Roseville.

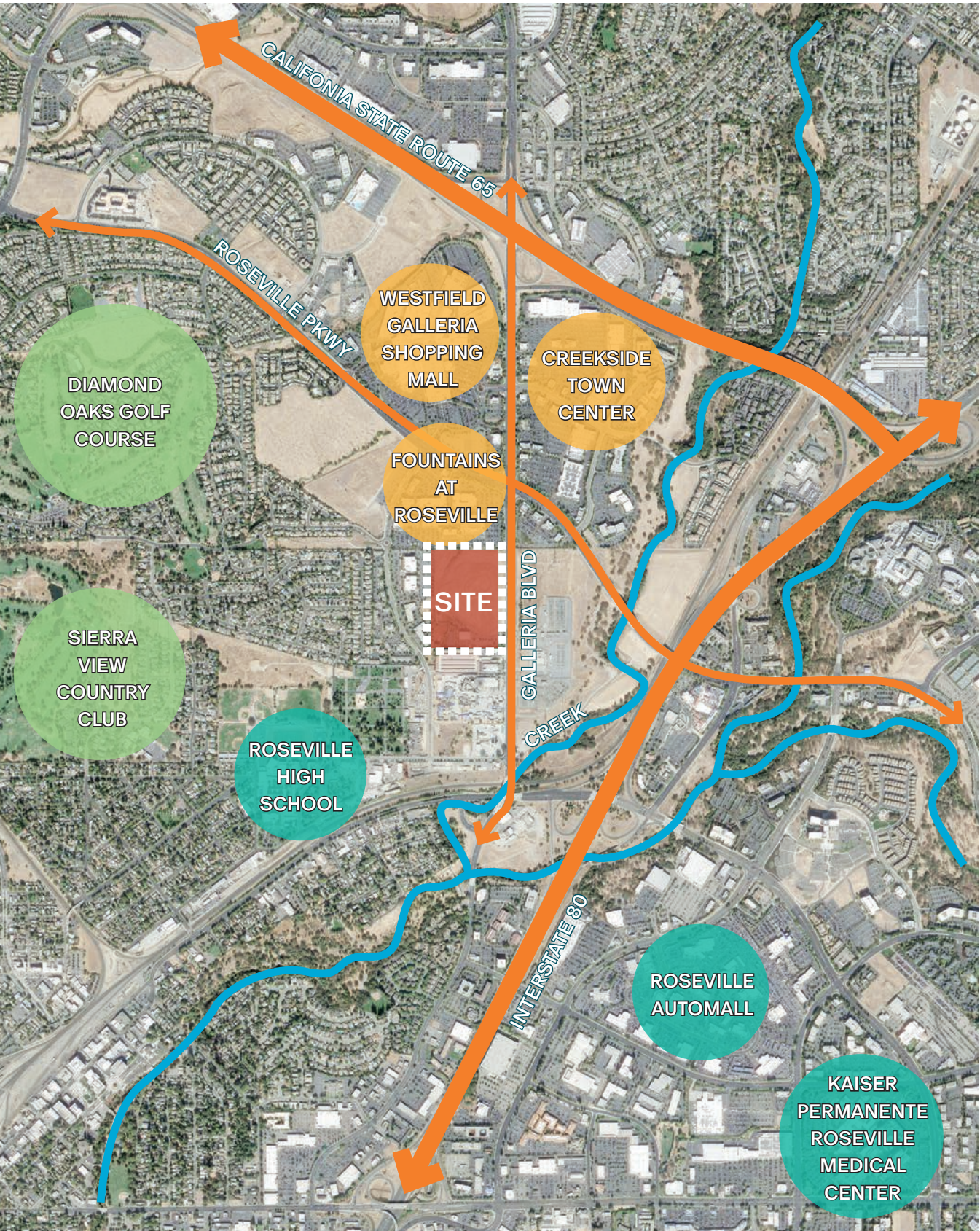
Adjacent to the largest regional shopping malls in Placer County, the Roseville Station site is strategically positioned in the new center of Roseville. Both the Westfield Mall and the Fountains attract a considerable local and regional population.

The surrounding transportation networks, Interstate 80 and Hwy 65, Galleria Boulevard and Roseville Parkway connect the site both locally and regionally to surrounding municipalities.

Expanded trails and open space connections have the potential to connect the site to significant outdoor recreation opportunities to Antelope Creek Trail and Miners Ravine Trail.

Around the site, densities are low, and the growth spread out. The pattern of development around the site is generally automobile centric with commercial development surrounded by large parking lots. Residential, shopping and office neighborhoods are separated into distinct districts, requiring significant transportation networks to connect uses together and considerable surface area surrounding each use provide parking.

As a valuable, large and vacant site in this central context, the Roseville Station has significant development potential to become a new mixed-use community that will contribute positively to Roseville's growth as a city.



MARKET CONTEXT

In 2025, Consumer Affairs ranked Roseville as the best place to move to in California.

Roseville captures the quality of life you’d expect from a big city despite having a population of just over 170,000. This, along with decent affordability and a relatively low climate risk, helps the city appeal to families, retirees and young professionals. For instance, its community-owned utilities offer electricity rates that are 25% to 35% lower than other local providers, while water, wastewater and solid waste service rates are up to 50% lower than surrounding areas.

Second-strongest economy: Roseville has some of the lowest poverty (5.2%) and unemployment (4.4%) rates in the state, along with neutral positive growth in 2026, despite economic challenges.

Relatively lower climate risk: The Federal Emergency Management Agency (FEMA) gives Roseville a climate risk score of 89.34 out of 100 — the lowest (safest) on our list. The agency categorizes this as “Relatively Moderate” risk.

Decent affordability: The median home price in Roseville is 5.2 to 5.3 times the city’s median income. This is generally more affordable than most large California cities.

Economy & Jobs: A strong regional job center with growth in healthcare, tech, and retail, offering low unemployment and diverse opportunities.

Family-Friendly: Excellent schools, numerous parks (70+), trails, and recreational facilities, making it a top choice over Sacramento for many families.

Amenities: Features like Topgolf, golf courses, aquatics centers, shopping (Galleria Mall), and diverse dining add to its appeal.

Healthcare: Access to major hospitals (Kaiser, Sutter) and comprehensive medical services.

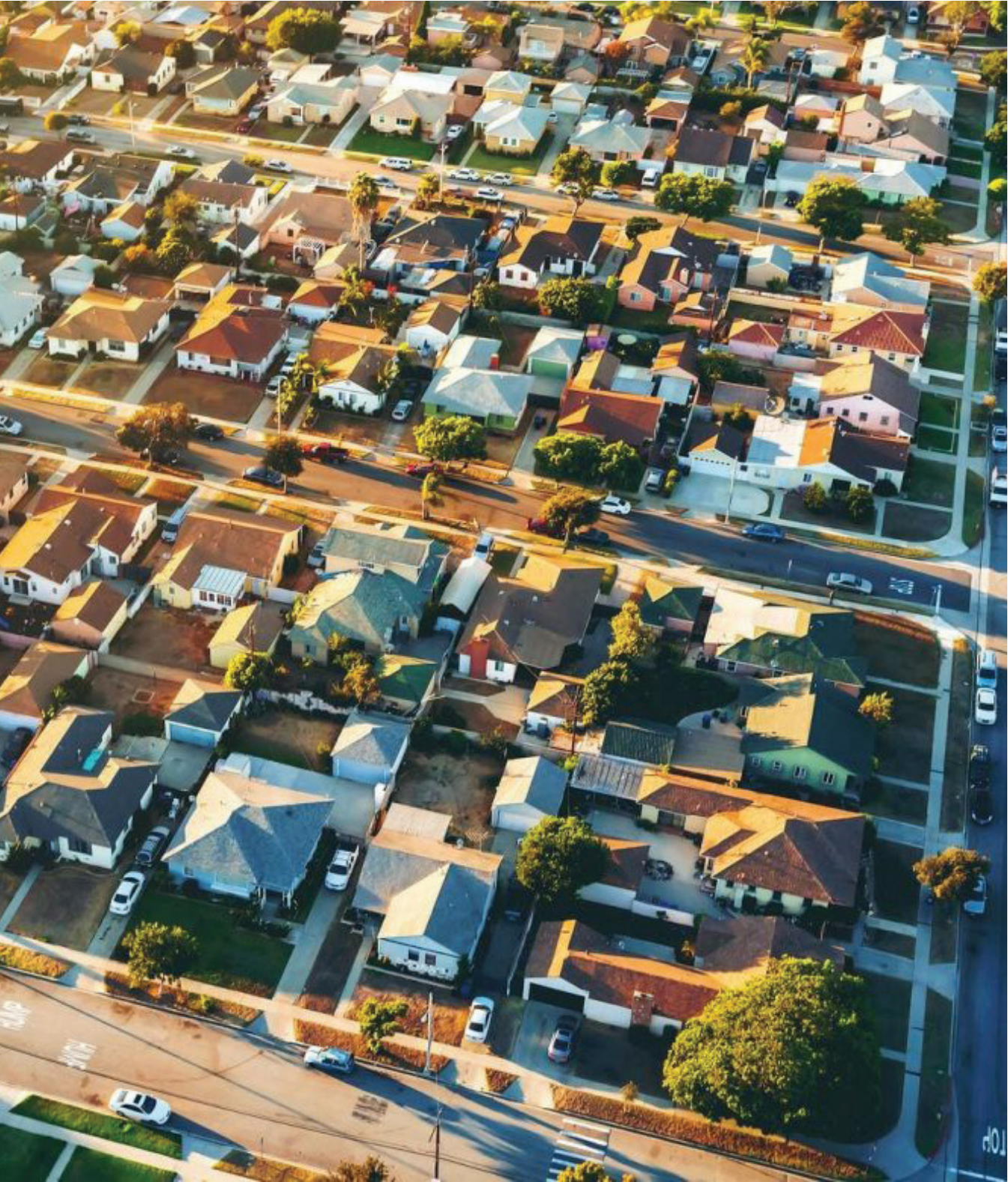
Community: Well-planned neighborhoods, active adult communities (Sun City), and a focus on public safety and community engagement.

Location: Conveniently located near Sacramento, with easy access to the airport, Tahoe, and other regional attractions.

Growth Management: Rapid growth brings increased traffic, which the city is addressing with infrastructure projects like Highway 65 expansion and technology solutions.

Housing Demand: High demand continues, with efforts to meet housing needs while managing growth.

Overall: Roseville offers a high quality of life with a suburban feel, strong economy, and numerous amenities, consistently ranking well as a desirable place to live and move to in California.



THE LAND





3

THE VISION

THE VISION: STATEMENT OF INTENT

Roseville Station presents an incredible opportunity to create a new urban center for Roseville and the surrounding region.

Roseville Station is positioned in a key location immediately adjacent to shopping malls and office parks at the center of the suburban community of Roseville.

With a trend towards urbanites moving from the Bay Area to Roseville there is an opportunity to create a new kind of setting, that takes the best aspects of the city, of urban living, and brings it to this site in the suburbs.

Roseville Station creates a new heart - a real Main Street experience - a place to gather, shop, work, live, eat and recreate in a safe, vibrant pedestrian oriented neighborhood.

A people place where beautiful streets, boulevards and parks are focused on the pedestrian experience.

Where stores, cafes, bars and residents, open up and spill out onto the streets.

Where parking lots are hidden from view and the streetscapes and buildings form beautiful, liveable, outdoor places.

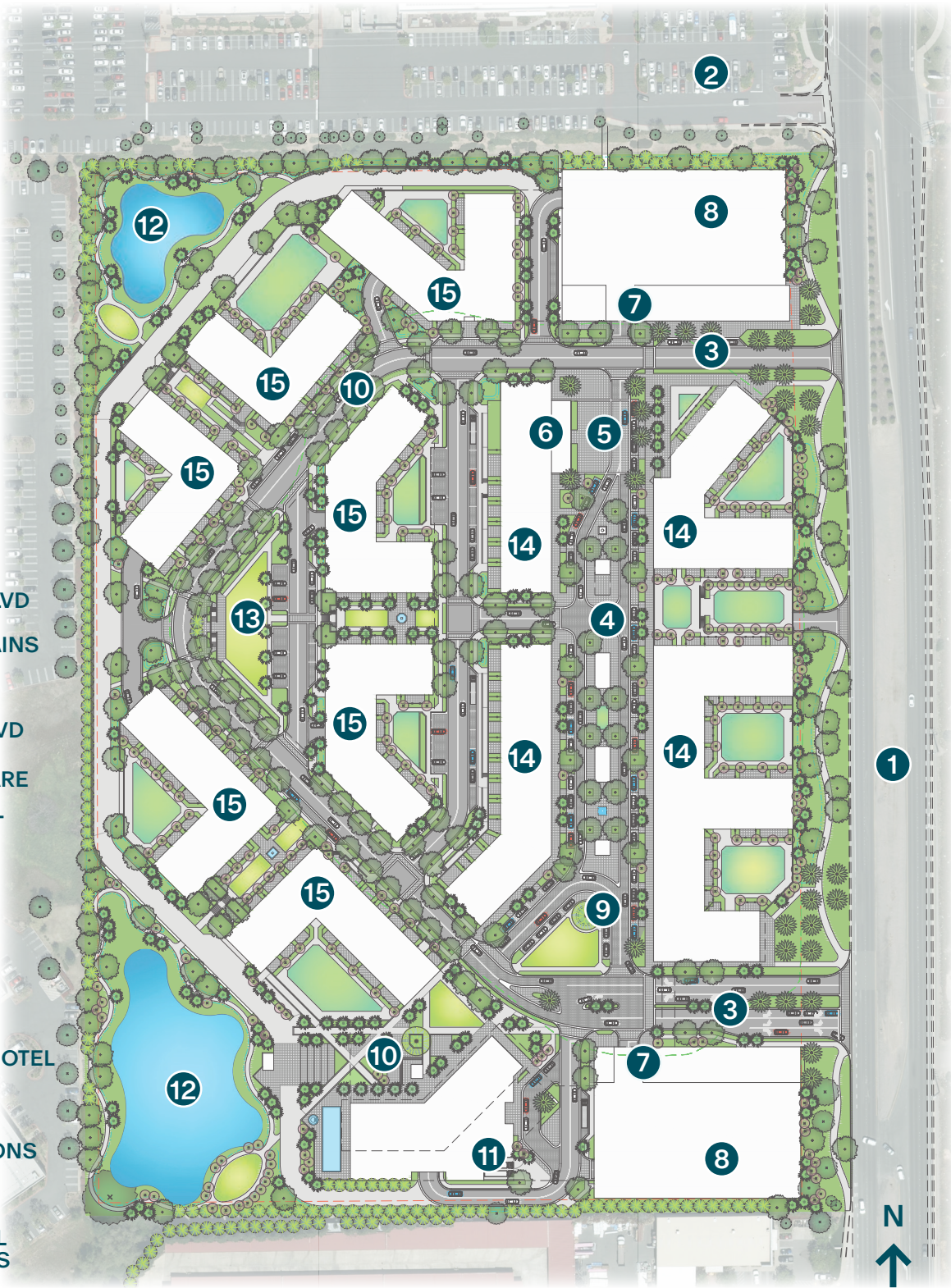
The following pages illustrates a New Vision for this important site in Roseville.



ILLUSTRATIVE MASTER PLAN

LEGEND

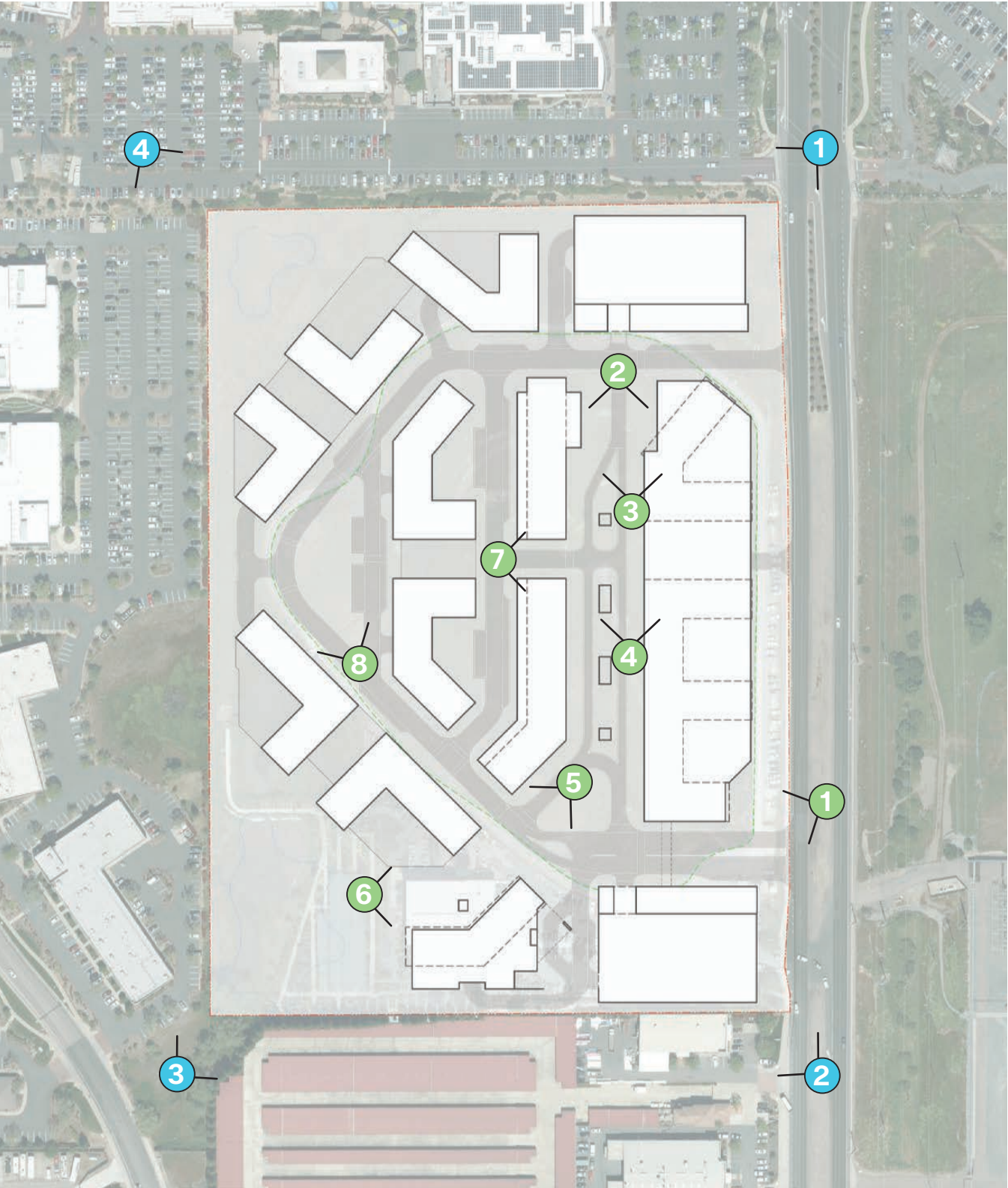
- 1 GALLERIA BLVD
- 2 THE FOUNTAINS
- 3 ARRIVAL
- 4 MAIN ST. BLVD
- 5 TOWN SQUARE
- 6 THE MARKET
- 7 OFFICE
- 8 PARKING
- 9 THE GREEN
- 10 THE PARK
- 11 BOUTIQUE HOTEL
- 12 THE BASIN
- 13 THE COMMONS
- 14 MIXED-USE
- 15 RESIDENTIAL APARTMENTS



MASTER PLAN STRUCTURE



ILLUSTRATIVE VIEWS KEY MAP



MODEL VIEWS

1. AERIAL OBLIQUE - VIEW FROM NORTH EAST CORNER



2. AERIAL OBLIQUE - VIEW FROM SOUTH EAST CORNER



MODEL VIEWS

3. AERIAL OBLIQUE - VIEW FROM NORTH WEST



4. AERIAL OBLIQUE - VIEW FROM SOUTH WEST CORNER



ILLUSTRATIVE VIEWS

1. VIEW FROM GALLERIA TO MAIN ARRIVAL



2. BOULEVARD VIEW SOUTH FROM TOWN SQUARE



ILLUSTRATIVE VIEWS

3. BOULEVARD VIEW NORTH TO MARKET AND TOWN SQUARE



4. BOULEVARD VIEW - PAVING AND PLANTING



ILLUSTRATIVE VIEWS

5. BOULEVARD VIEW SOUTH TO HOTEL AND PARK



6. BASIN VIEW TO PARK AND HOTEL



ILLUSTRATIVE VIEWS

7. VIEW EAST INTO THE MAIN BOULEVARD



8. THE RESIDENTIAL COMMONS



FEATURE AREAS

TOWN SQUARE



THE MARKET



MAIN STREET



BOULEVARD



SOUTH ARRIVAL



THE PARK



OFFICE



NORTH ARRIVAL



RESIDENTIAL STREETS



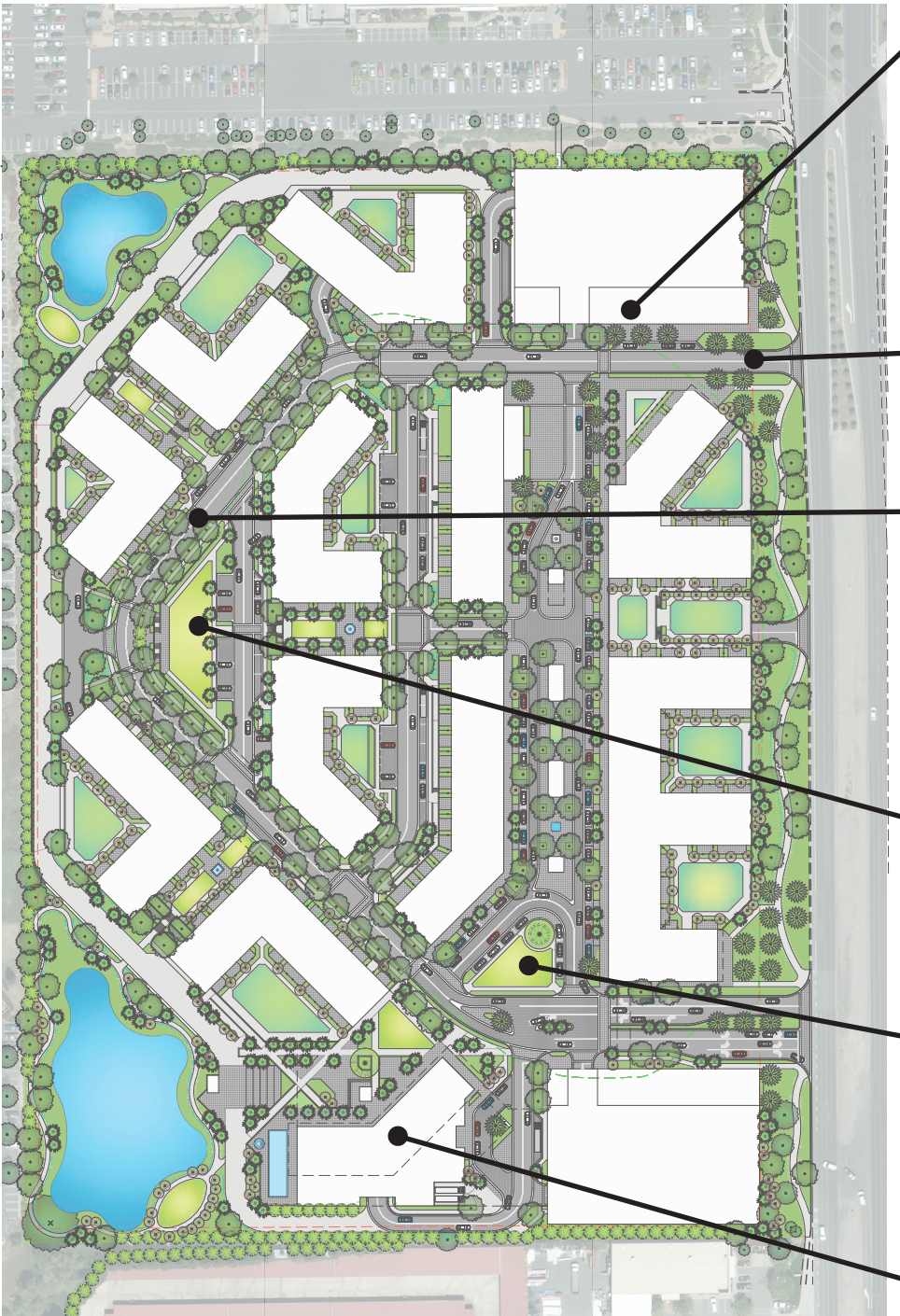
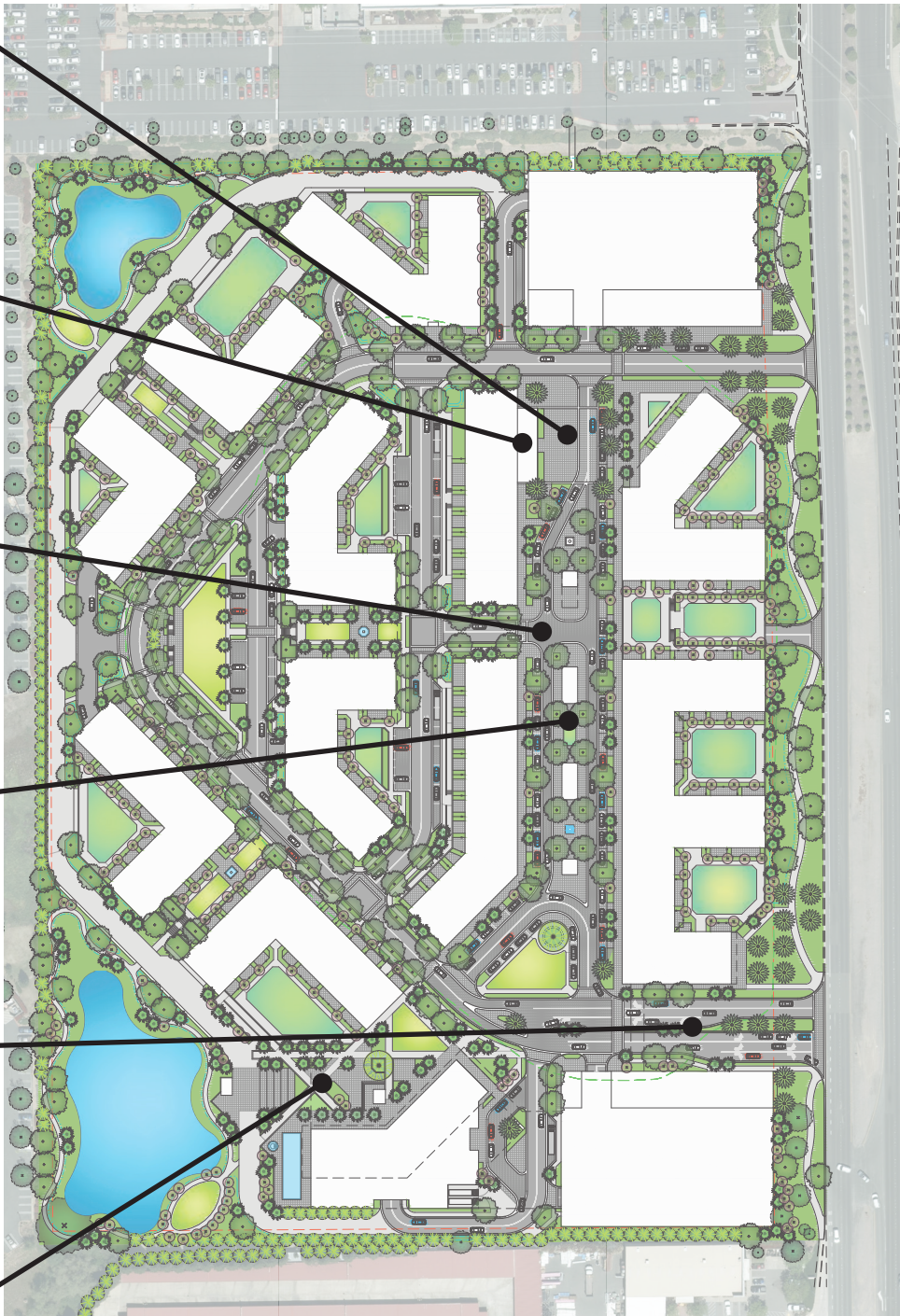
THE COMMONS



THE GREEN



BOUTIQUE HOTEL



ARRIVAL

The Arrival provides an important gateway and introduction to the Roseville Station Neighborhood. The Arrival is the beginning of the transition from the car-oriented environment of Galleria Boulevard into the pedestrian oriented environment of Roseville Station.

Elements that make up The Arrival experience include the gateway signage, pedestrian overpass, the Green, the Hotel and the southern end of the Main Street Boulevard.

THE ARRIVAL WILL FEATURE:

- Strong visual appeal from Galleria Boulevard
- Tree-lined, lushly planted entries
- Strong sense of arrival / gateway
- Attractive themed project signage
- Special paving
- Night lighting
- Adjacent to the Boutique Hotel



TOWN SQUARE

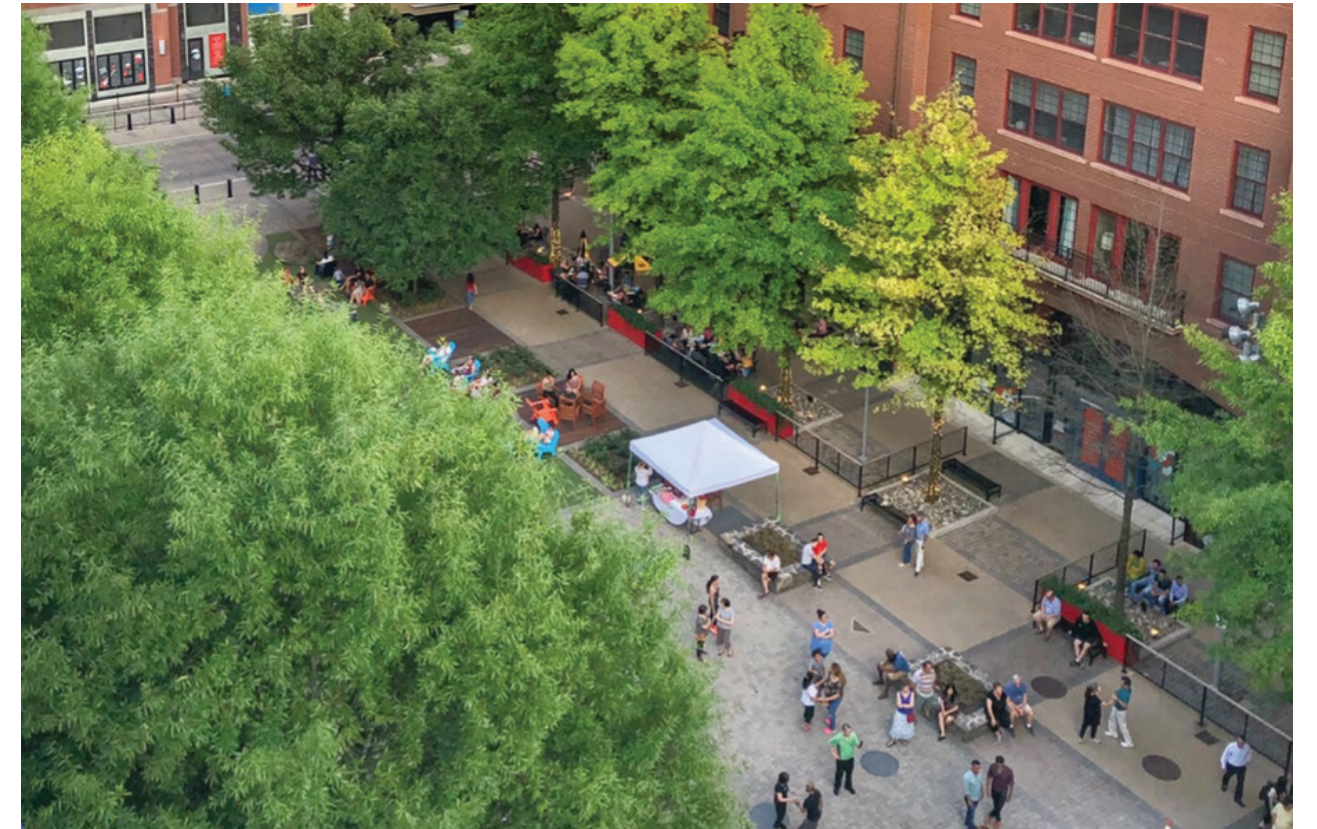
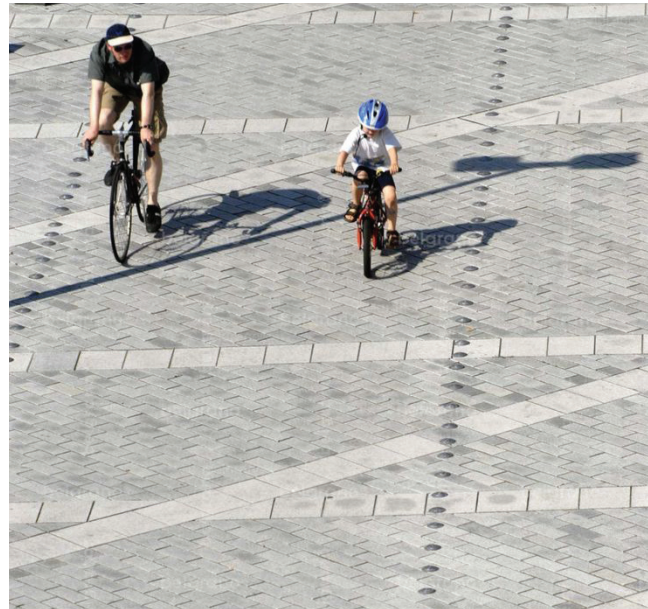
The Town Square forms the northern gateway and book end to the Boulevard experience.

A feature market building is the backdrop to the Town Square creating a vibrant visual and experiential focal point for Roseville Station.

A gathering space with stage and lighting will provide a feature area for events and performances.

THE TOWN SQUARE WILL FEATURE:

- Hard surface plaza
- Market terrace
- Outdoor tables and chairs
- Performance stage
- Night lighting
- Surrounding commercial uses
- Close proximity to parking



FEATURE MARKET

The Market building is a feature building at the north end of Main Street facing the Town Square. This two storey volume acts as a key commercial anchor building in the overall mixed-use concept.

THE MARKET WILL FEATURE:

- Two storey volume fronting the Town Square
- Opportunity for a feature market tenant such as an Eataly
- Opportunity to provide extensive outdoor lounge and restaurant seating
- Unique, simple, iconic architecture



MAIN STREET

Main Street is the place to be in Roseville. The street is a vibrant mix of cafés, bars, restaurants and shops with residential apartments occupying the upper floors. The generous public realm includes wide sidewalks for strolling and for cafés and bars to occupy as an extension of their interior space. Streets allow for one way traffic on either side of the boulevard with commercial parking accommodated in parking structures on either end of the street. A flexible-use strategy is being adopted for Main Street on street parking during weekdays and slower business periods, with the street closed to vehicles on busy weekends, evenings and during special events.

MAIN STREET WILL FEATURE:

- Generous public realm
- Pedestrian dominated experience
- Vibrant curated mix of shops, cafés, bars and restaurants, carefully tailored to create a diverse experience
- Strong indoor / outdoor connections from shops and restaurants
- 5 story buildings creating a strong sense of scale along the street
- Unique and memorable character



THE BOULEVARD

The Boulevard is the public realm ‘Spine’ of this mixed use neighborhood. The Boulevard occupies the central linear space along Main Street and is anchored by The Town Square at one end and The Village Green and Park at the other end.

The Boulevard is the community outdoor living room, with areas for general outdoor gathering, small bars, cafés and coffee shops set in a shaded garden environment.

THE BOULEVARD FEATURES:

- Open shaded garden environment
- Outdoor tables and chairs
- Lounge areas
- Hand-picked bars, cafés and coffee shops
- Outdoor games
- Kids play area
- Night lighting
- Feature tree
- Fountain
- Active, vibrant setting



BOUTIQUE HOTEL

The Boutique Hotel is positioned at the south end of this mixed-use neighborhood adjacent to The Park, in close proximity to the main community entrance from Galleria Boulevard. The Hotel will provide opportunity for business and leisure travellers to enjoy the vibrant pedestrian oriented community.

The Boutique Hotel is entered through a porte-cochere opposite the parking structure with dedicated parking below grade.

The Hotel has both an urban face on the street and a view face towards The Park and The Basin in the southwest corner of the plan.

A rooftop lounge will provide hotel guests a high vantage point overlooking the Boulevard and Main Street.

The Hotel provides guests with direct pedestrian access to all of the neighbourhood’s amenities.

THE BOUTIQUE HOTEL FEATURES:

- Easy access from Galleria Boulevard
- 150 rooms in a 6 storey building.
- Wellness Club
- Conference and banquet facilities
- Restaurants and bars
- Private outdoor pool and lounge terrace
- Steps away from all of the neighborhood amenities; shops, bars, restaurants and parks
- Views onto Main Street
- Views east to the mountains



MAIN STREET OFFICES

The Offices within this new mixed-use neighborhood are positioned at either end of Main Street attached to, and providing a face for the two parking structures.

The two office buildings are immediately adjacent to the site entrances at the north and south ends with direct access from Galleria Boulevard.

This setting provides a spectacular enhanced work environment for companies to offer their personnel with direct access to all of the amenities Main Street and The Boulevard have to offer.



MAIN STREET OFFICES FEATURE:

- Linear office floor plates - easily divisible
- Part of a vibrant mixed use community
- Visual exposure to Galleria Boulevard
- Upper floor position at either end of Main Street
- Steps away from all of the neighborhood amenities; shops, bars, restaurants and parks

THE GREEN

The Green occupies a space book-ending the boulevard at the south end of this pedestrian oriented space. It is an integral part of the arrival experience, provides a front-lawn to the hotel and is a soft transition to the park and basin in the southwest corner of the site.

The Green functions as a space for arrival, drop off and an introduction to the site.

THE GREEN WILL FEATURE:

- A counter point to the hard surface Town Square at the north end of the Boulevard
- Arrival and drop off / valet
- Green informal space for seating, lounging, playing



THE PARK

The Park forms the southern bookend to the Main Street experience providing a contrasting soft, green landing between the Main Street, Boulevard and Hotel activities through to the Naturalized Basin in the southwest corner of the site.

The Park will provide opportunity for the Hotel ground level Cafe + Wellness activities to spill outdoors onto the adjacent terraces.

As the Park drops towards The Basin, a stepped amphitheatre and stage provides a place of rest and respite from Main Street and opportunity for programmed events.

Enhancements will provide a valuable open space amenity for guests and residents of the neighborhood.

Paths, enhanced vegetation, terraced seating, and adjacent hotel amenities provide an attractive green anchor to the Main Street Boulevard experience.

The park provides a drainage basin gathering runoff from surrounding areas.

THE PARK WILL FEATURE:

- Public park access
- Enhanced vegetation
- Gardens and lawns
- Plaza space
- Terraced seating
- Performance stage
- Flexible space for games and play
- Night lighting
- Connections to Hotel amenity



THE COMMONS

A Neighborhood Park occupies a key corner of the master plan within the residential neighborhood on the west edge of the site. The park provides a casual open area for residential neighbours to gather, with a lawn, benches and a water feature. This simple, yet critical opening in the neighborhood provides a secondary public realm environment away from the busy Main Street and wetland Park.

THE COMMONS FEATURES:

- An open lawn for informal play
- Playground
- Outdoor benches
- Trees and gardens
- Dog Park



THE BASIN

As the Park drops towards The Basin, a stepped amphitheatre and stage provides a place of rest and respite from the busyness of Main Street and opportunity for programmed events.

The Basin provides opportunity for drainage and runoff during rain events and is connected to a larger water management system on and off the Roseville Station site.

Enhancements will provide a valuable open space amenity for guests and residents of the neighborhood.

Paths, enhanced vegetation, terraced seating, and adjacent hotel amenities provide an attractive green anchor to the Main Street Boulevard experience.

THE BASIN WILL FEATURE:

- Enhanced vegetation
- Stormwater drainage basin
- Paths
- Night lighting
- Potential off-site trail connections



RESIDENTIAL NEIGHBORHOOD

The Residential Neighborhood is a quieter, greener pedestrian focused zone.

The neighbourhood is positioned around The Commons, providing a passive park amenity for the residents. The neighborhood is linked into the larger plan through the primary loop road system and numerous pedestrian paths leading to Main Street and other amenity zones within the plan. Each residential building has a common podium courtyard with shared outdoor lounge, barbecue area and garden.

FEATURES:

- 5 storey apartment buildings
- Pedestrian oriented streets
- Mews
- Access to shared amenity courtyard
- Parking provided in the podium and below grade
- Commons at the center of neighbourhood

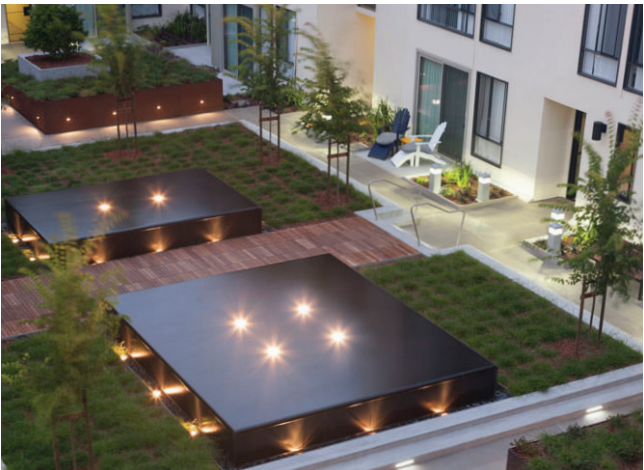


RESIDENTIAL STREETS + COURTYARDS

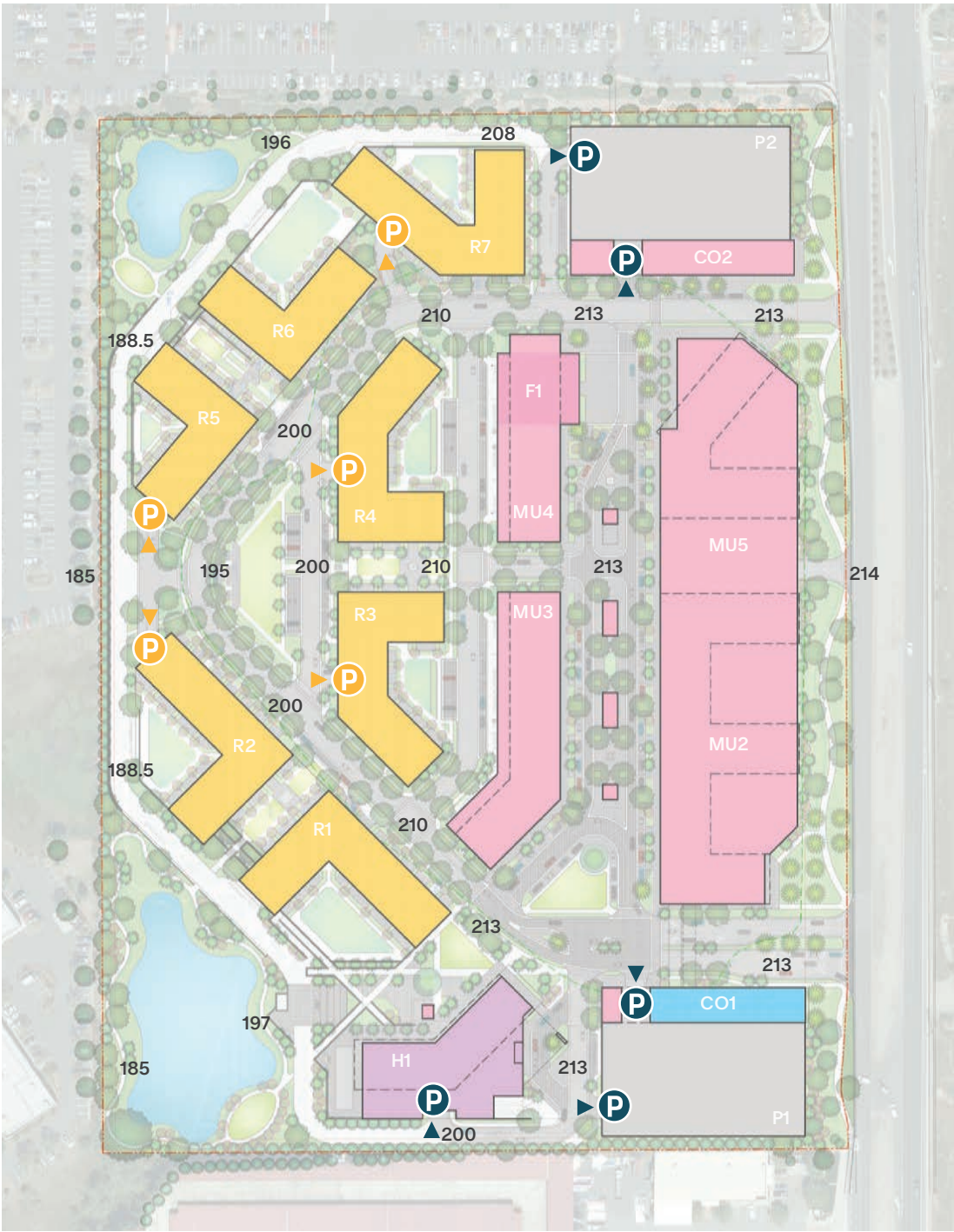
Residential Streets provide at grade access to building entrances and access to below grade parking beneath the buildings. Limited short-term parking areas are provided along the residential streets for taxi, rideshare, delivery and moving trucks.

The streets emphasize pedestrian movement and a green environment. Sidewalks provide connections between buildings, to the Commons, to Main Street and to the Park and the Basin, with limited road crossings.

Ground level units facing courtyards will have the opportunity for private outdoor patios and direct access to the shared courtyard amenities.



SITE + GRADING PLAN



LEGEND:

- 213 PROPOSED GRADES (ft)
- MIXED-USE (COMMERCIAL AT GROUND)
- RESIDENTIAL STANDALONE BUILDING
- FEATURE MARKET (WITHIN MIXED-USE)
- OFFICE
- HOTEL + WELLNESS
- PARKADE
- PARKING IN/OUT (RESIDENTIAL)
- PARKADE IN/OUT (COMMERCIAL)

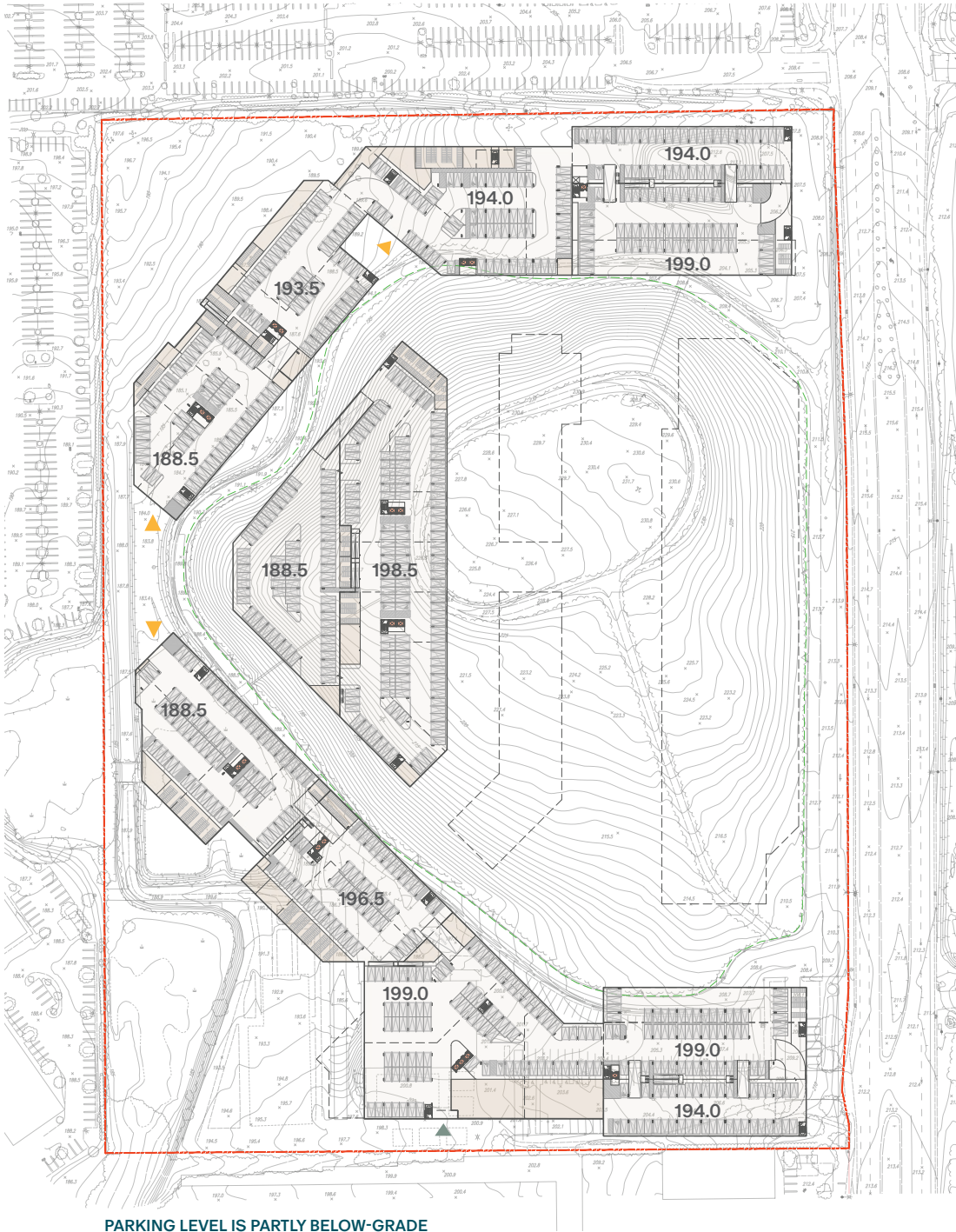
GROUND LEVEL PLAN



LEGEND:

- BUILDING ENTRANCE
- PEDESTRIAN ADA PATH
- VEHICLE DROP-OFF
- LOADING BAY / GARBAGE PICK-UP
- COURTYARD AMENITY FOR RESIDENTS

PARKING PLAN

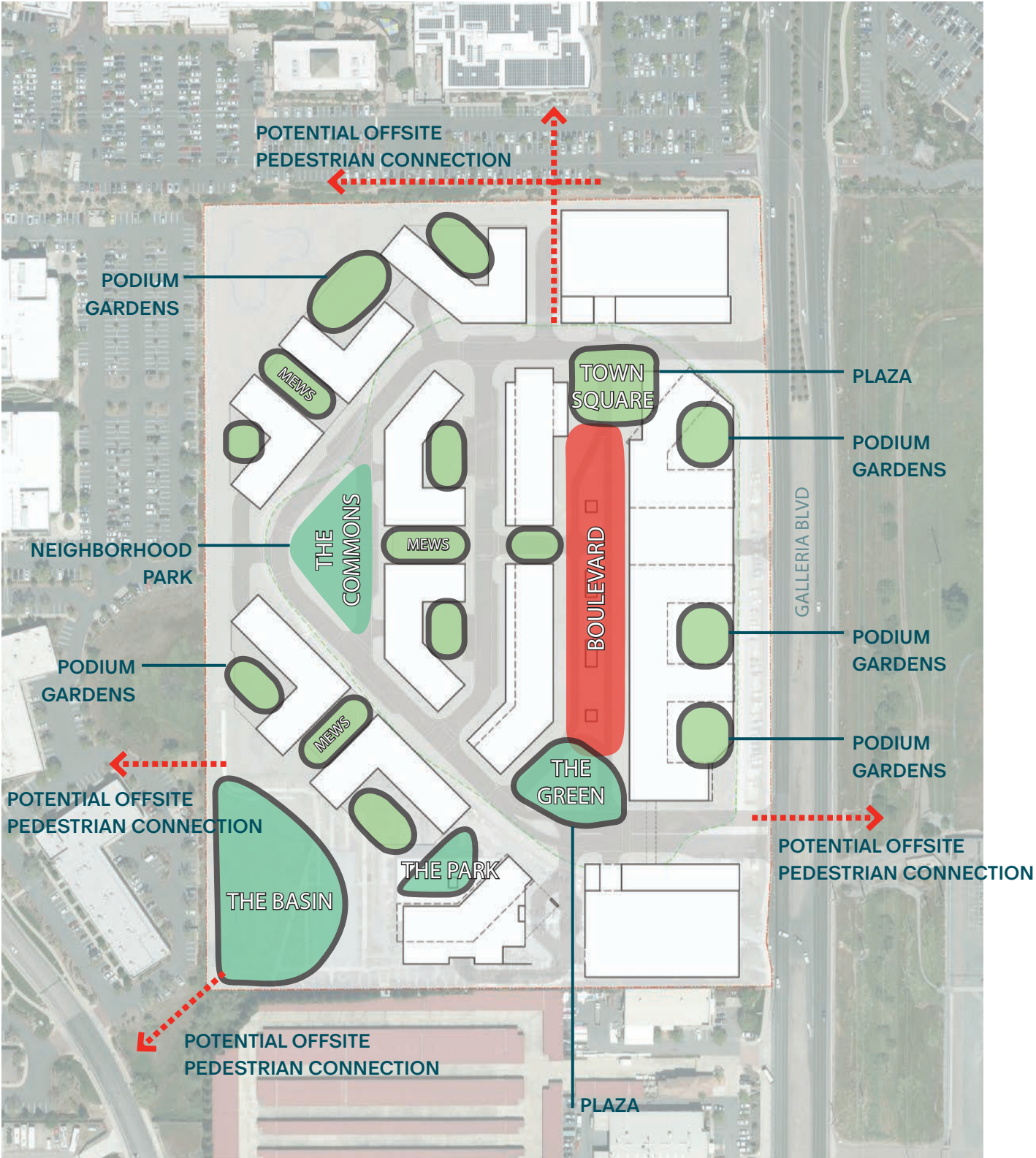


► PARKING IN/OUT

TYPICAL UPPER LEVEL PLAN



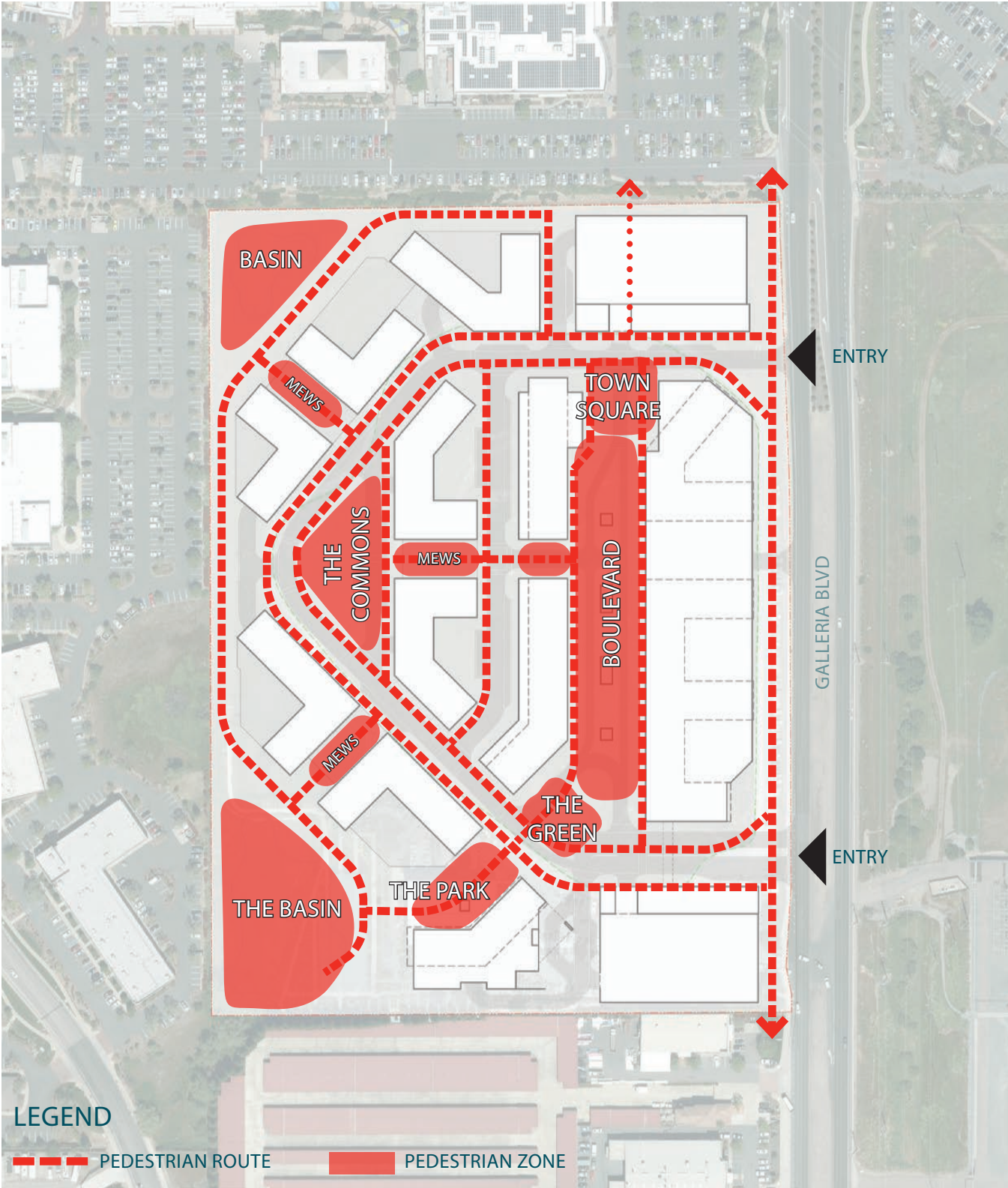
PARKS AND OPEN SPACE PLAN



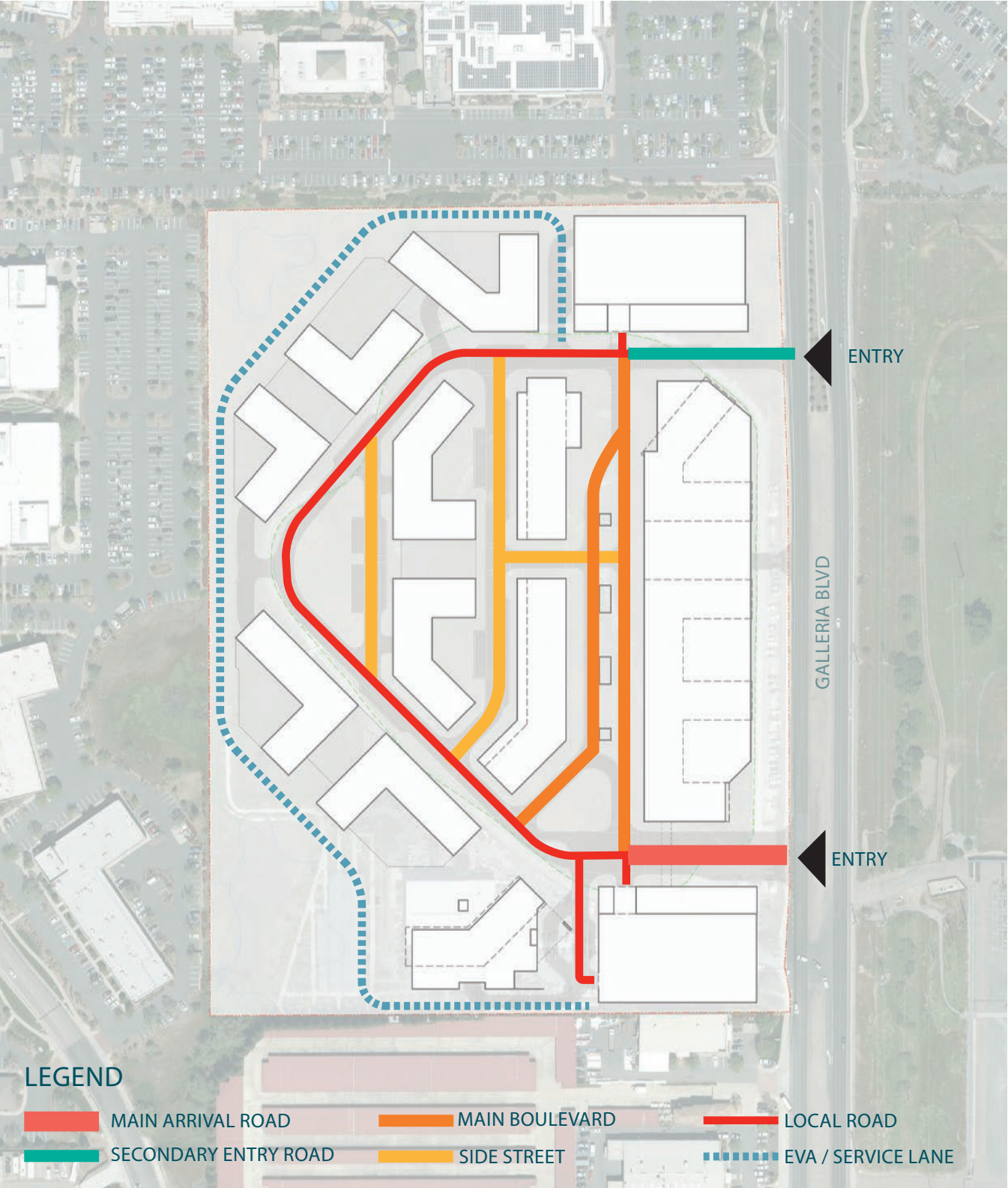
POTENTIAL OFF-SITE PEDESTRIAN CONNECTIONS



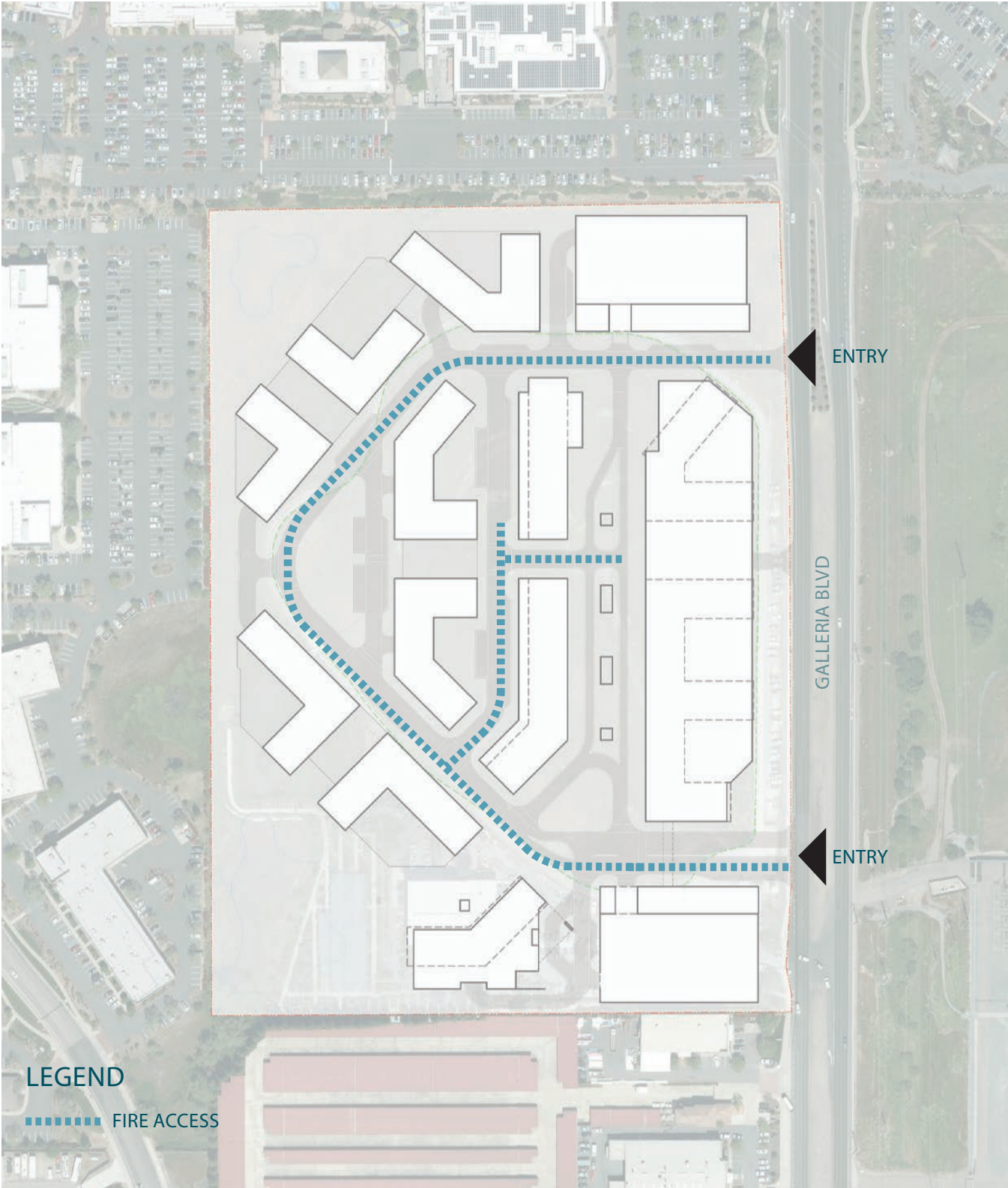
PEDESTRIAN CIRCULATION PLAN



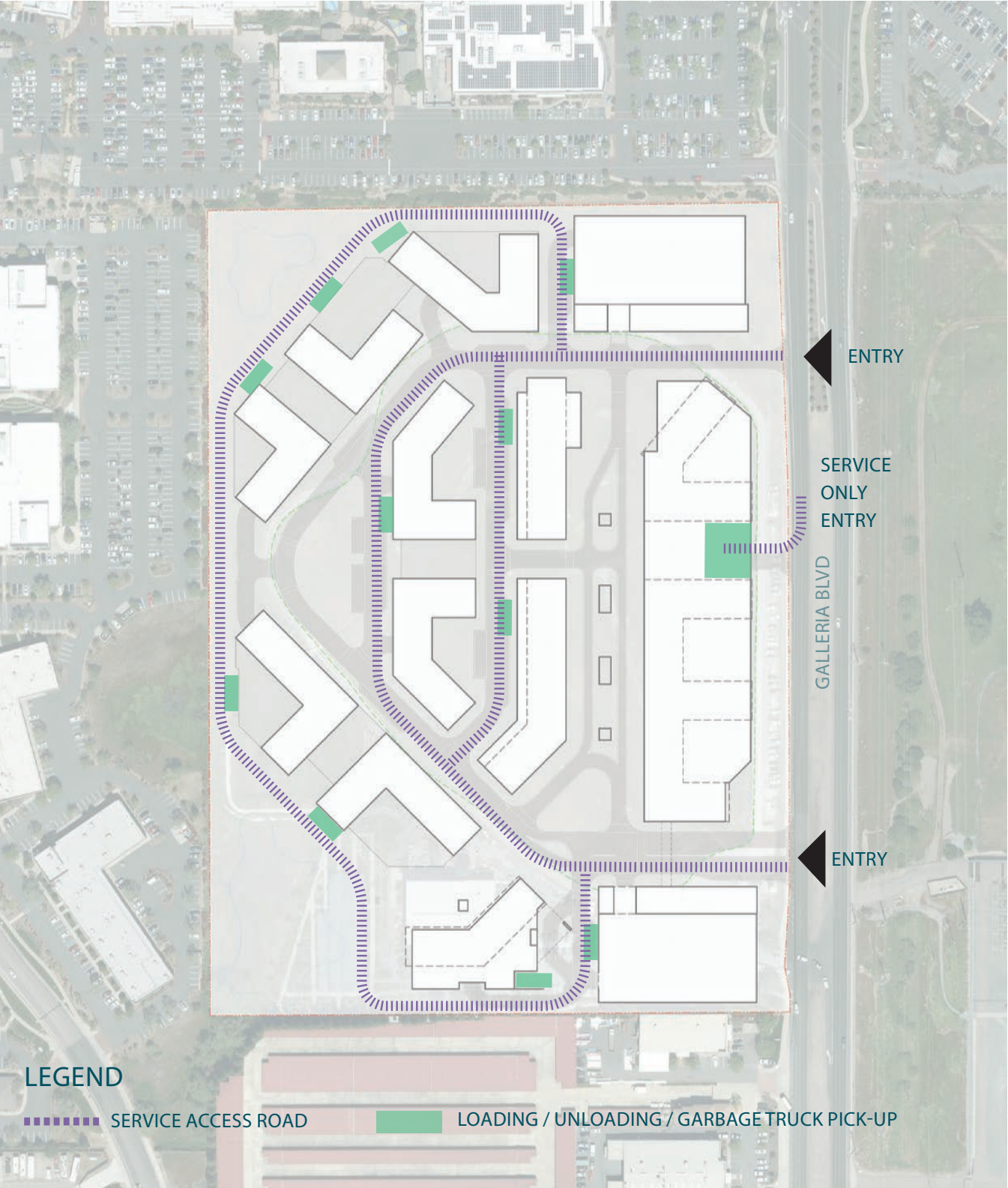
VEHICLE CIRCULATION PLAN



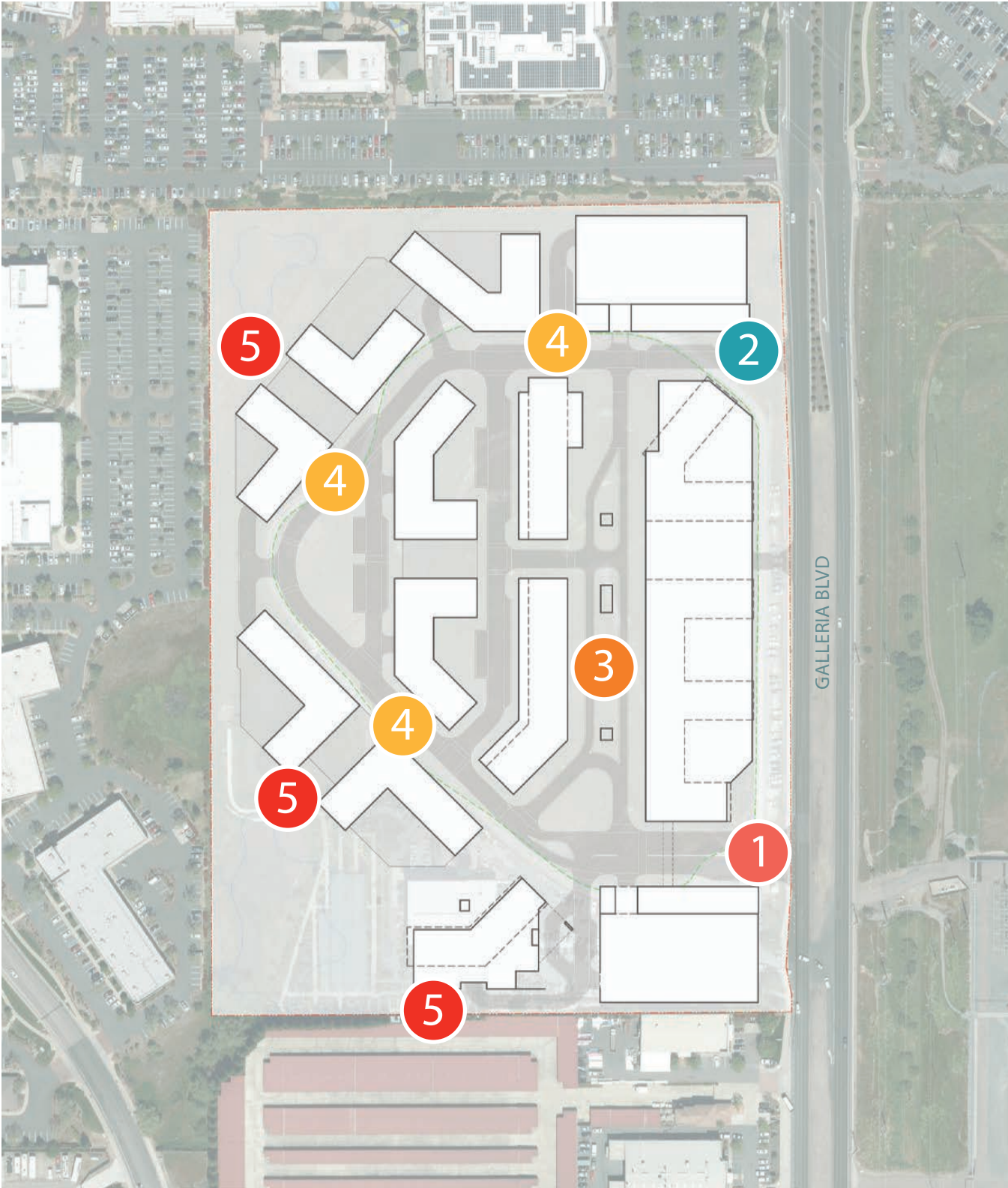
FIRE ACCESS PLAN



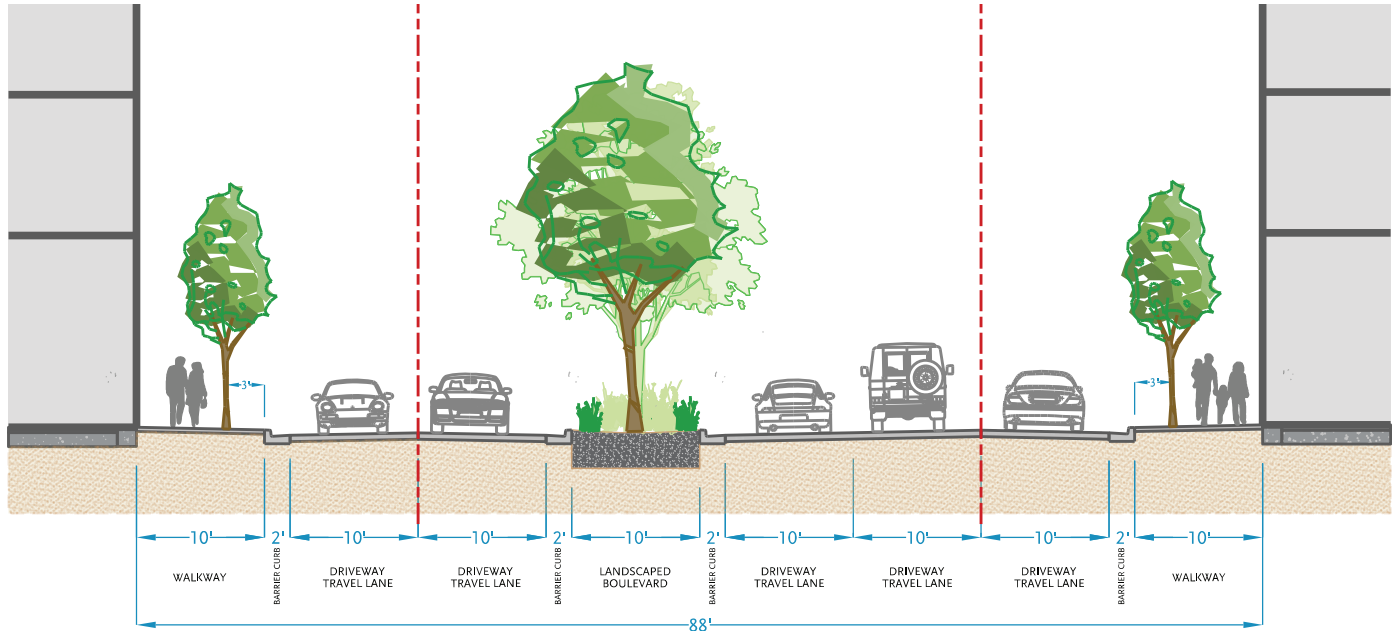
SERVICING CIRCULATION PLAN



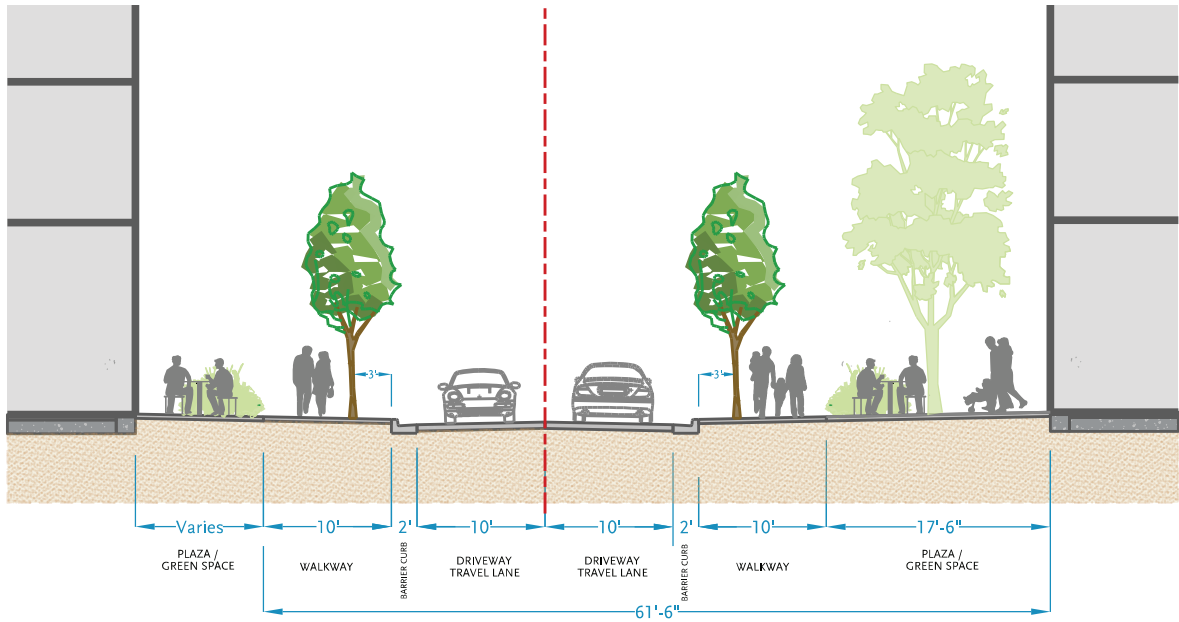
STREETSCAPE KEY PLAN



STREETSCAPE SECTIONS

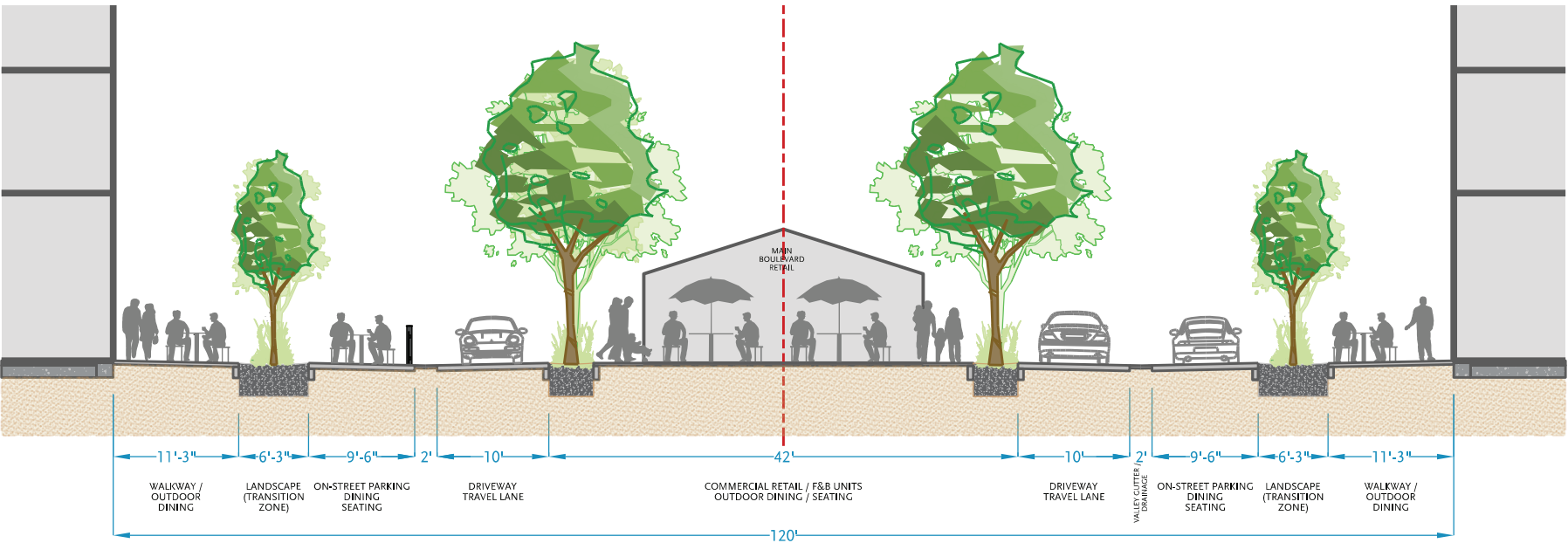


1 MAIN ARRIVAL ROAD

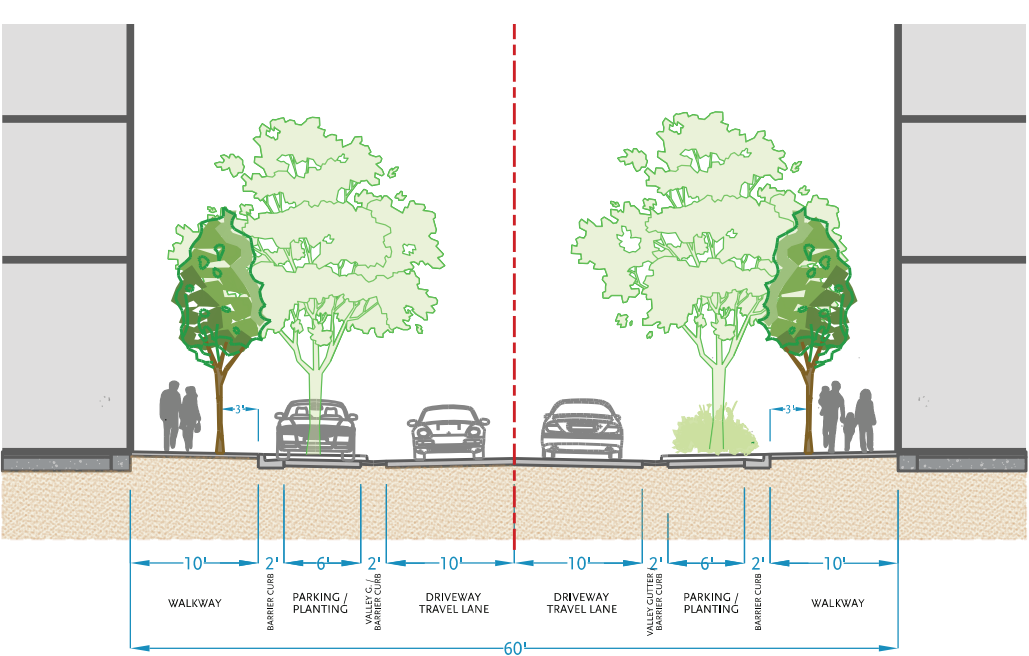


2 SECONDARY ENTRY ROAD

STREETSCAPE SECTIONS

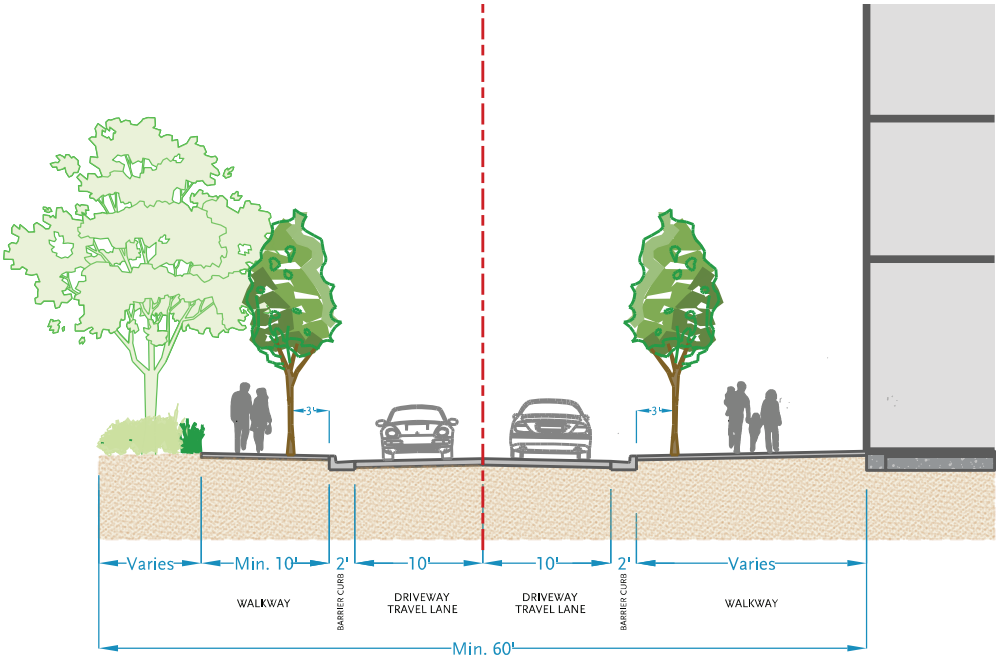


3 MAIN STREET BOULEVARD



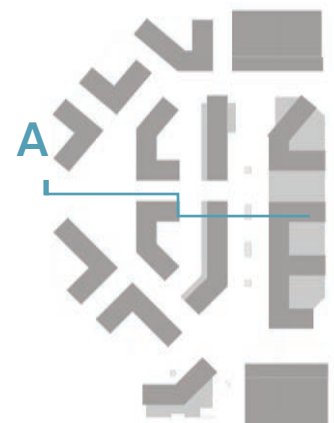
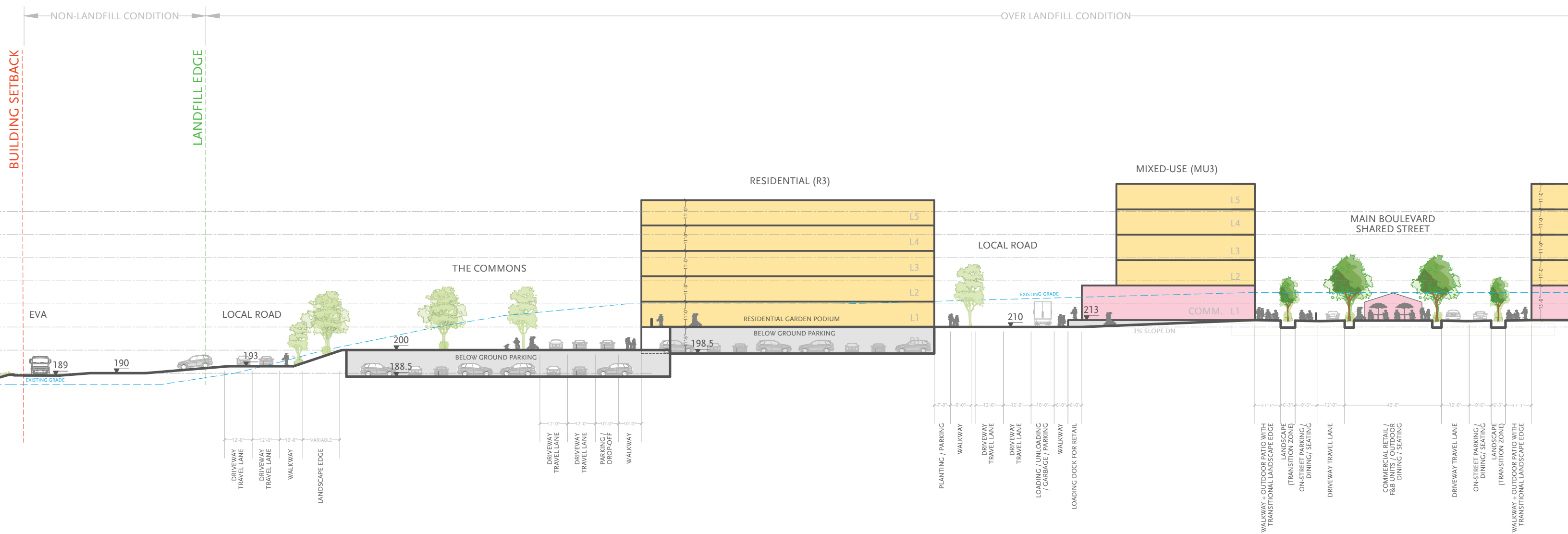
4 LOCAL ROAD

STREETSCAPE SECTIONS

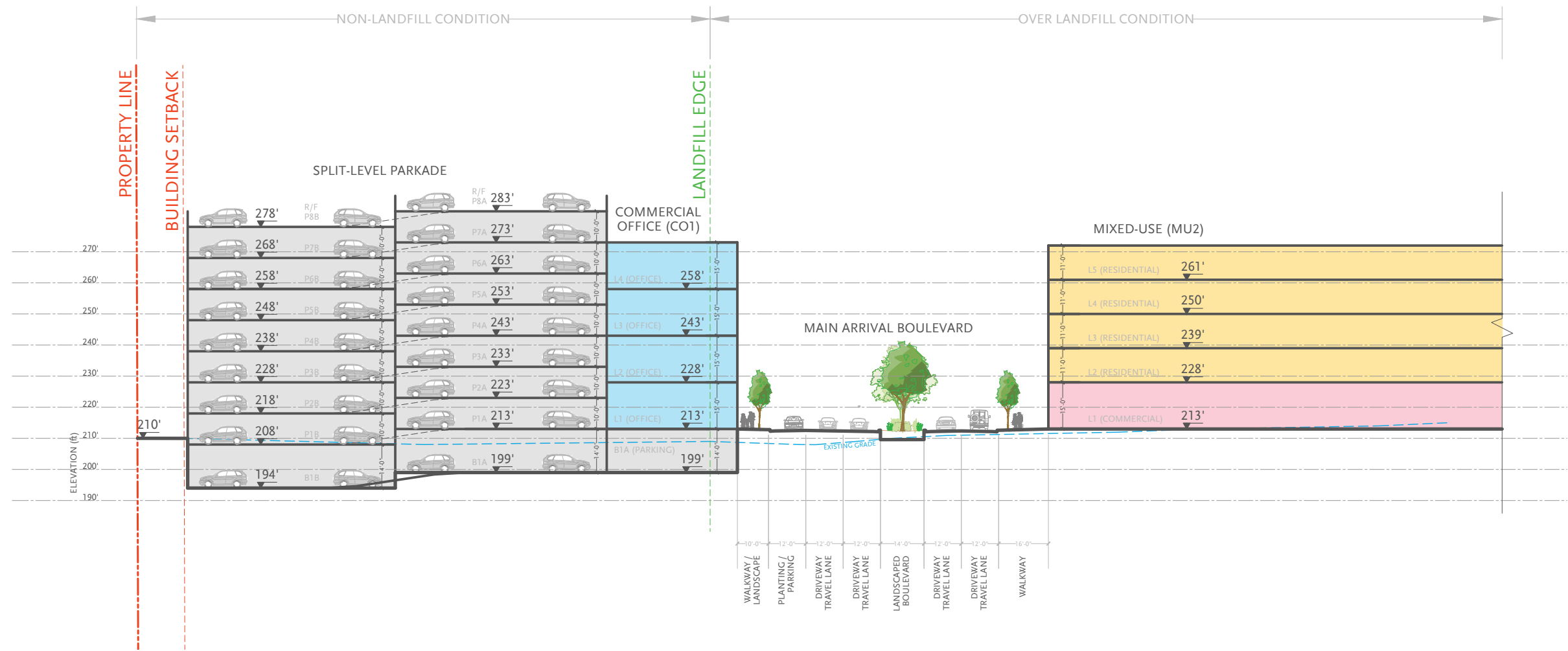


5 EVA ROAD

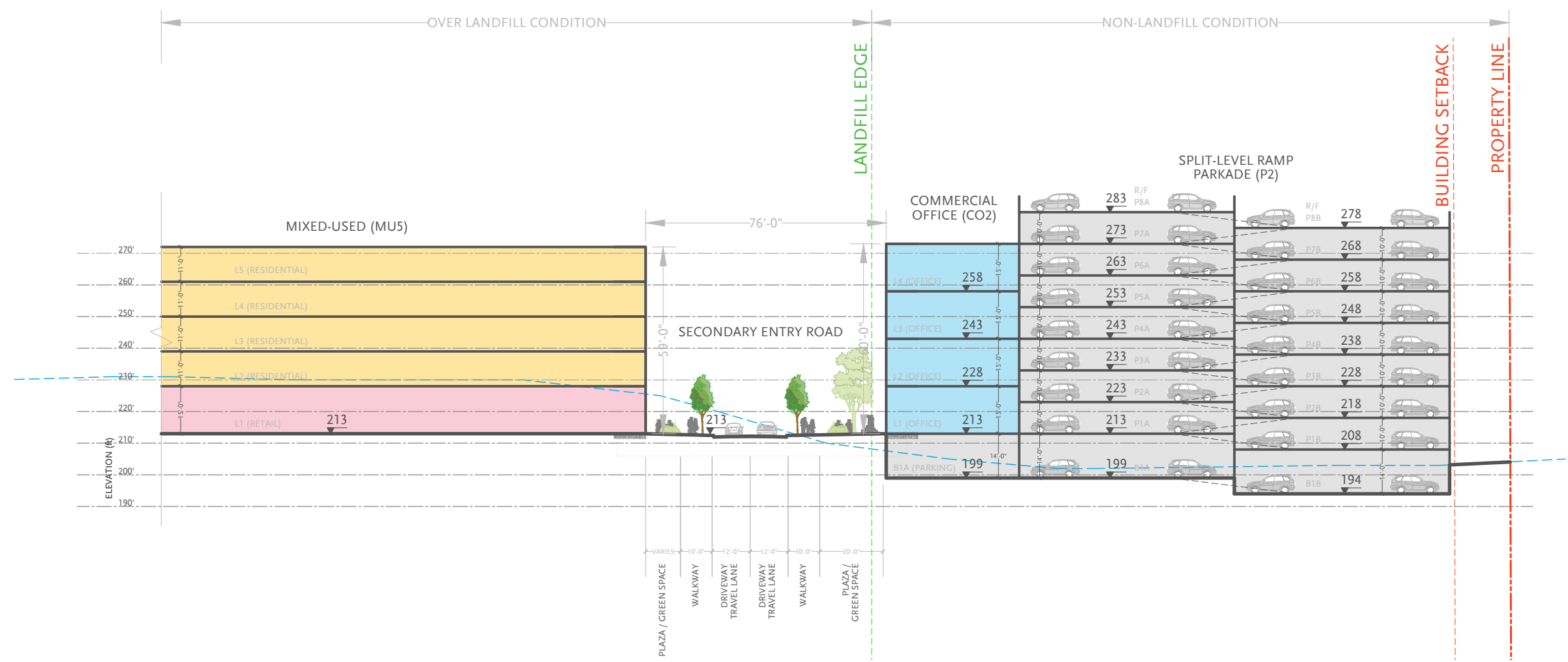
SITE SECTION A



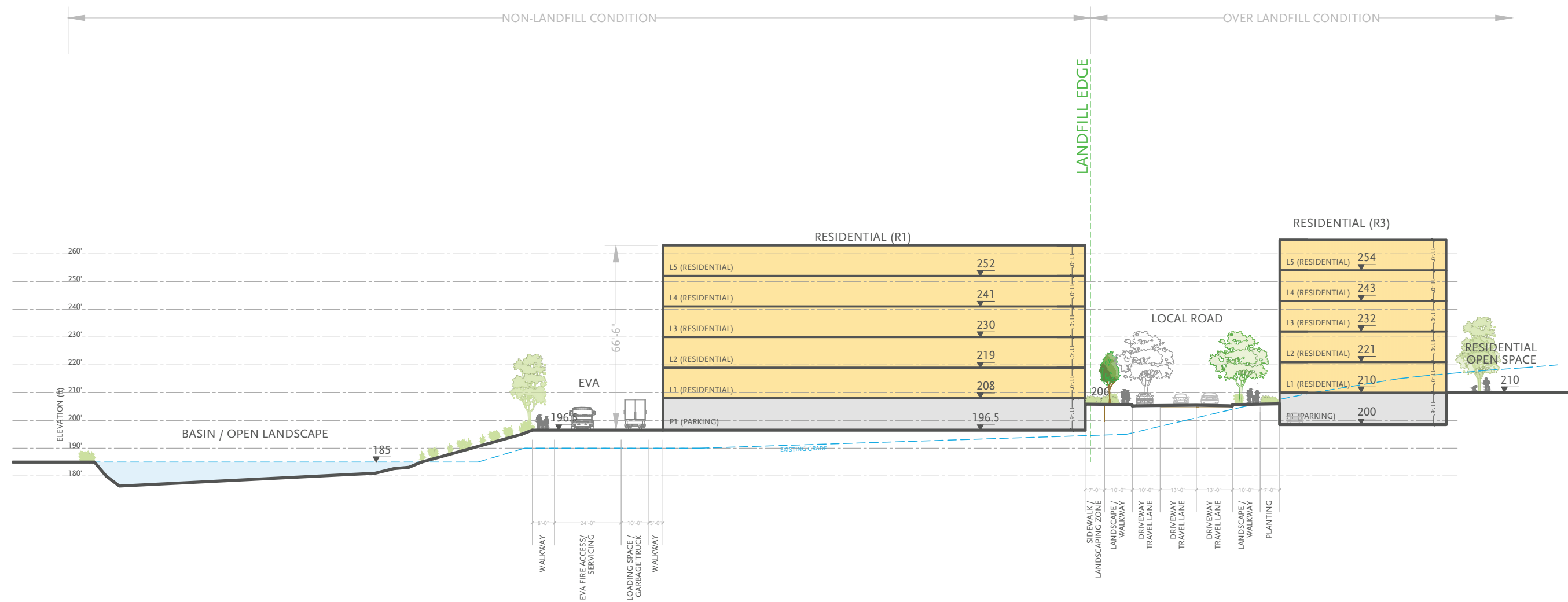
SITE SECTION B



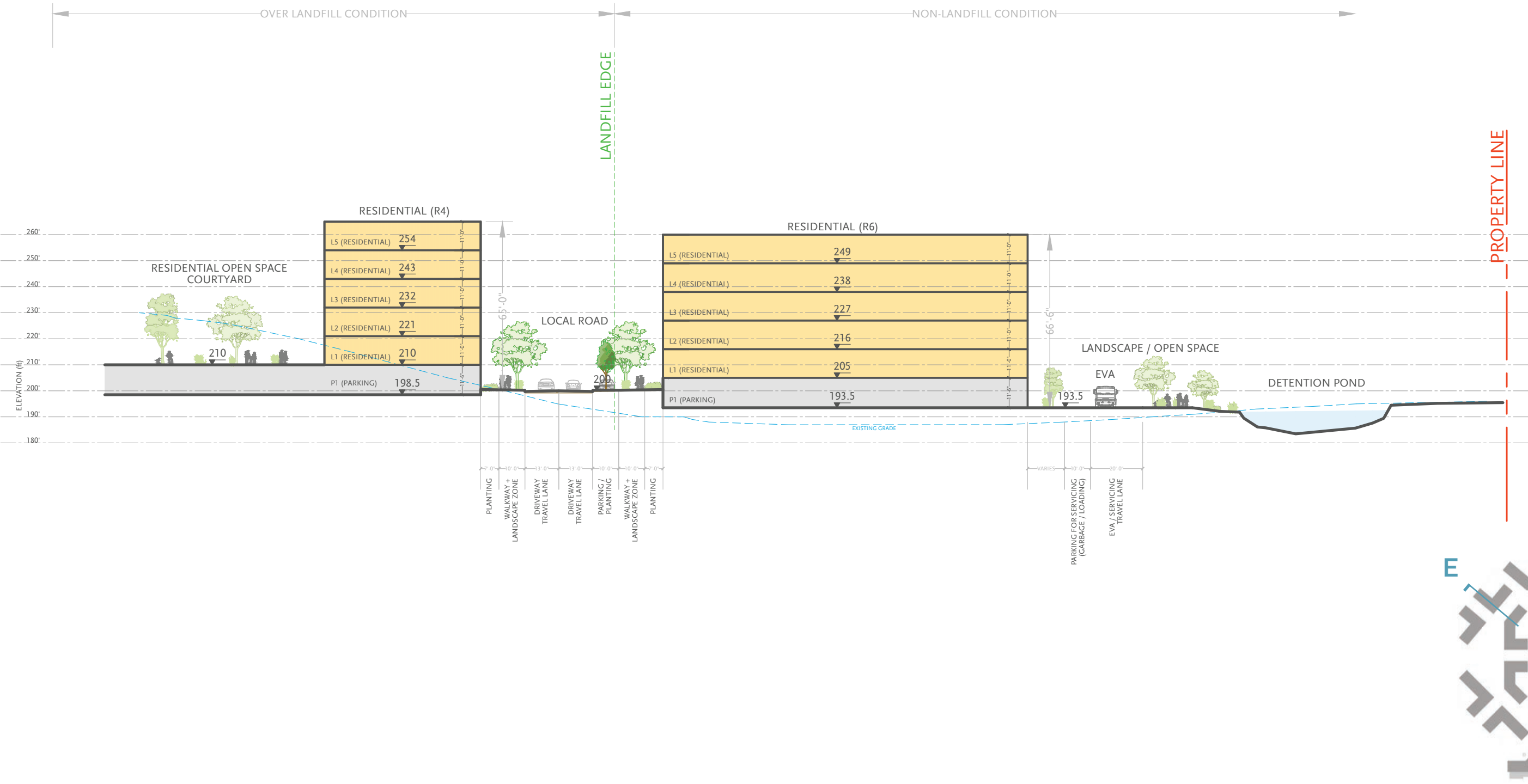
SITE SECTION C



SITE SECTION D



SITE SECTION E



PUBLIC REALM LANDSCAPE PLAN

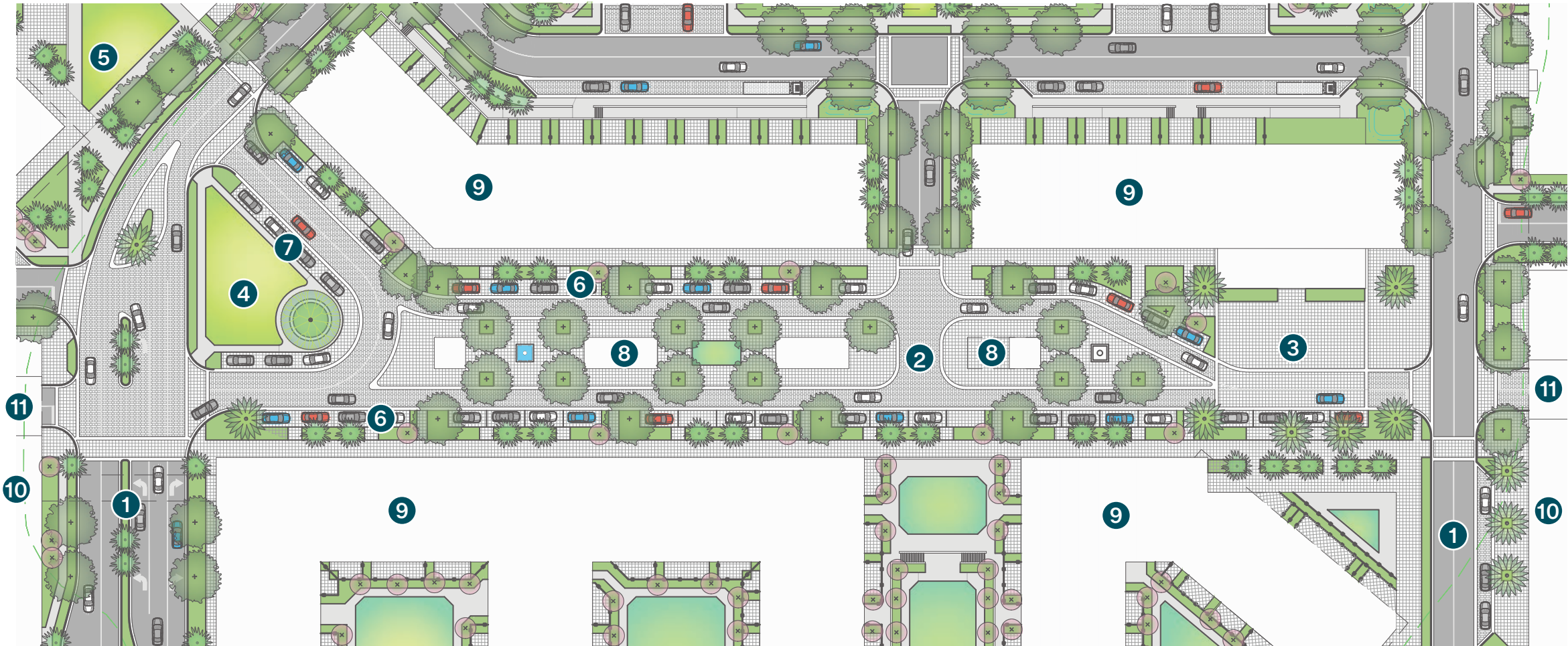
- LEGEND
- 1 ARRIVAL
 - 2 THE BOULEVARD
 - 3 TOWN SQUARE
 - 4 THE GREEN
 - 5 THE PARK
 - 6 MEWS
 - 7 THE COMMONS
 - 8 THE BASIN
 - 9 COURTYARDS
 - 10 GALLERIA BLVD PATH



PUBLIC REALM BOULEVARD PLAN

LEGEND

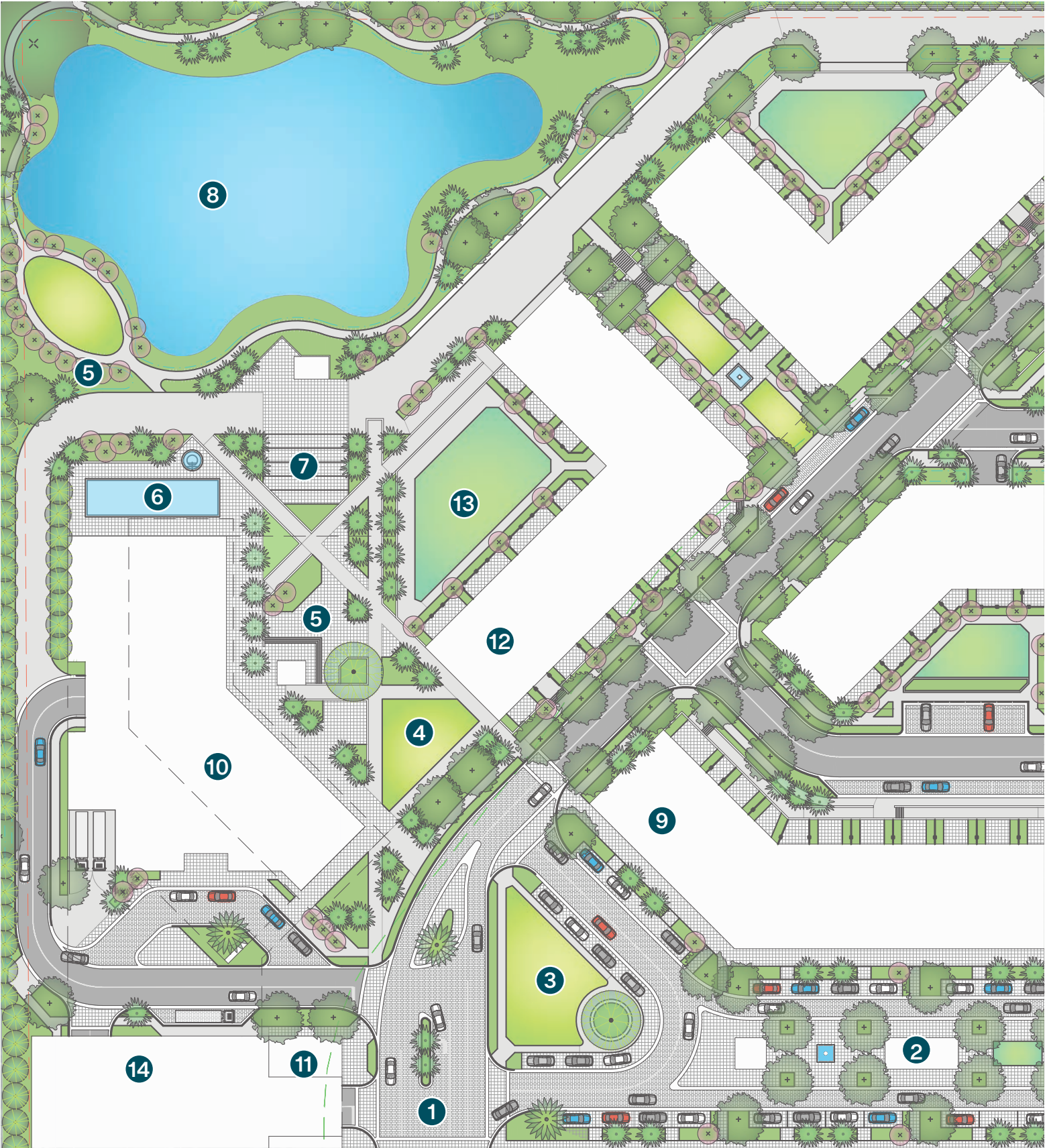
- 1 ARRIVAL
- 2 THE BOULEVARD
- 3 TOWN SQUARE
- 4 THE GREEN
- 5 THE PARK
- 6 ON-STREET PARKING
- 7 VALET AND DROP OFF
- 8 BOULEVARD SHOPS
- 9 MIXED-USE BUILDINGS
- 10 OFFICE BUILDINGS
- 11 PARKING STRUCTURES



PUBLIC REALM GREEN, PARK AND BASIN

LEGEND

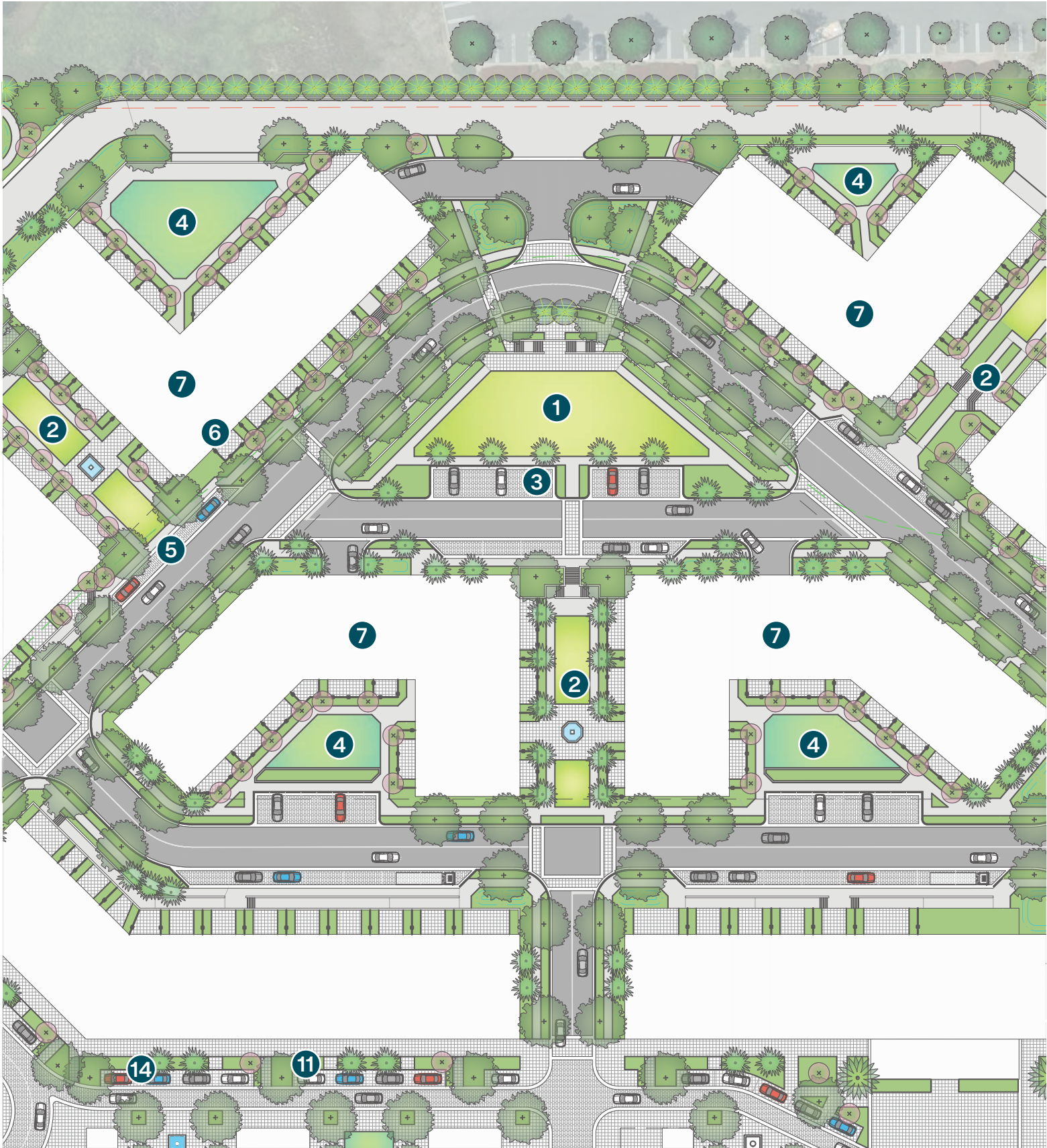
- 1 ARRIVAL
- 2 THE BOULEVARD
- 3 THE GREEN
- 4 THE PARK
- 5 TERRACE
- 6 POOL
- 7 AMPHITHEATRE
- 8 THE BASIN
- 9 MIXED-USE BUILDINGS
- 10 HOTEL
- 11 OFFICE BUILDING
- 12 RESIDENTIAL APARTMENT
- 13 COURTYARD
- 14 PARKING STRUCTURES



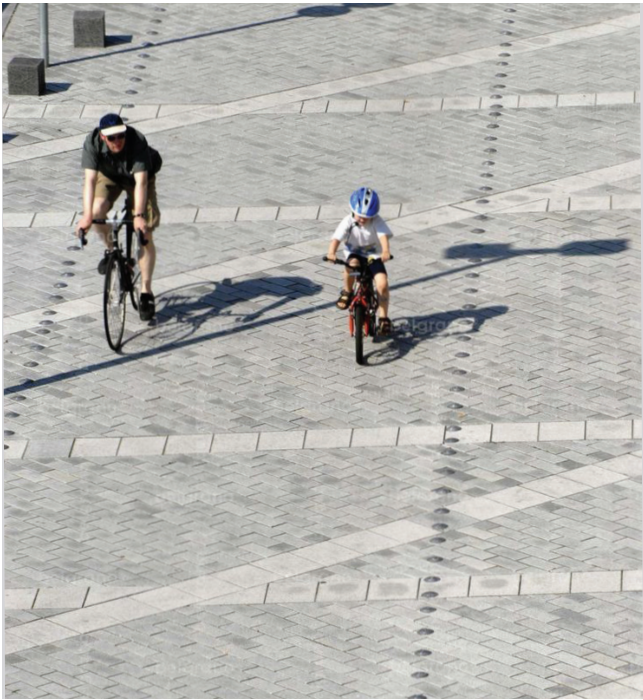
PUBLIC REALM RESIDENTIAL COMMONS

LEGEND

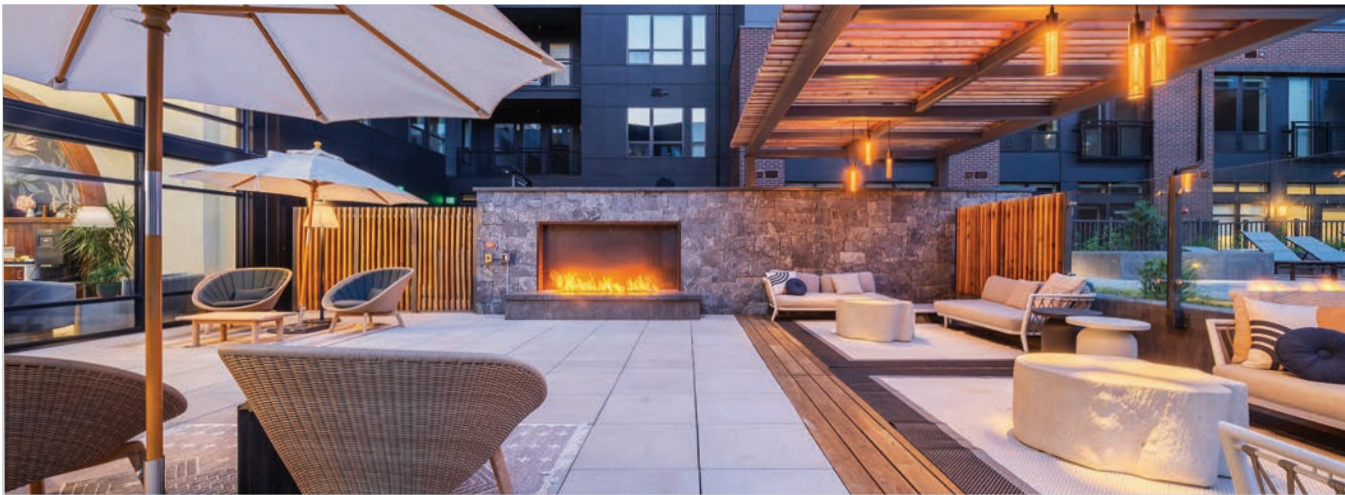
- 1 THE COMMONS
- 2 MEWS
- 3 ON-STREET PARKING
- 4 COURTYARDS
- 5 DROP OFF / DELIVERY
- 6 TYPICAL PRIVATE TERRACE
- 7 RESIDENTIAL APARTMENTS



PUBLIC REALM
LANDSCAPE CHARACTER



PUBLIC REALM LANDSCAPE FEATURES



BUILDING ELEVATION CONCEPTS



PARKING STRUCTURE + OFFICE BAR FROM GALLERIA



TYPICAL BOULEVARD MIXED-USE

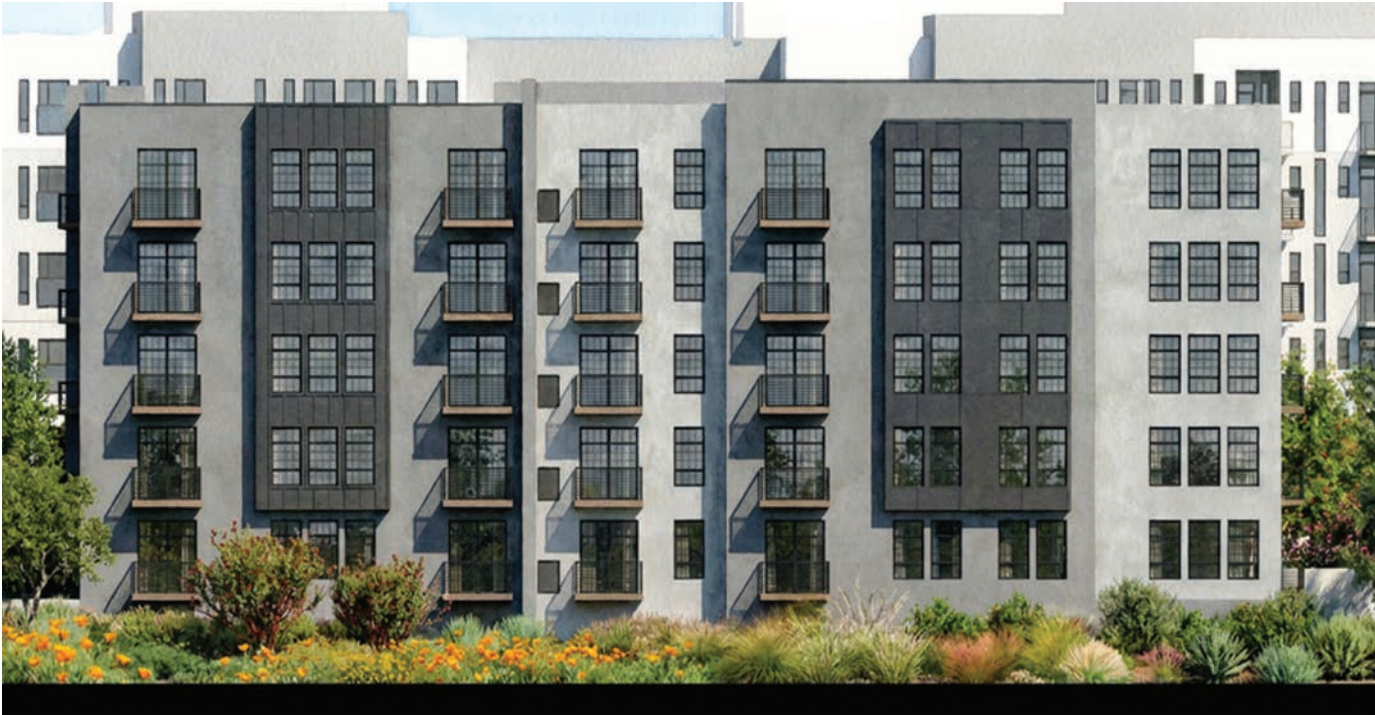


HOTEL FROM THE BASIN



THE MARKET FROM THE TOWN SQUARE

BUILDING ELEVATION CONCEPTS



TYPICAL RESIDENTIAL COURTYARD



TYPICAL MIXED-USE FROM GALLERIA



RESIDENTIAL TOWARDS THE BOULEVARD FROM THE COMMONS



TYPICAL COMMERCIAL OFFICE

ARCHITECTURAL CHARACTER

The Architecture is decidedly contemporary with an Industrial aesthetic. The forms are simple and materials robust. Given the thematic reference to the industrial rail heritage of Roseville, the overall character provides a meaningful connection to Roseville’s past, while looking to the future supporting a dynamic mixed-use pedestrian oriented community.

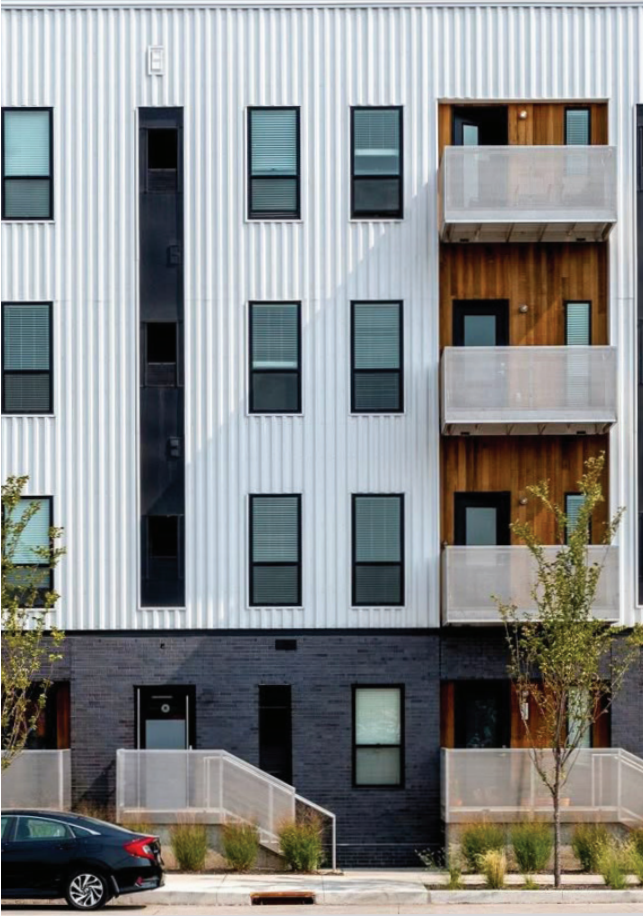


ARCHITECTURAL CHARACTER
COMMERCIAL FRONTAGE

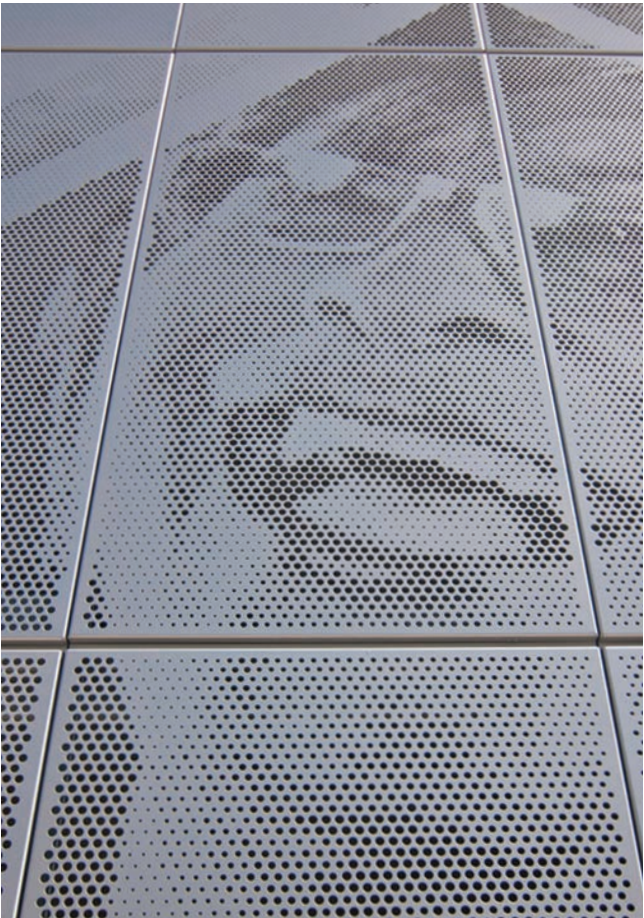


ARCHITECTURAL CHARACTER

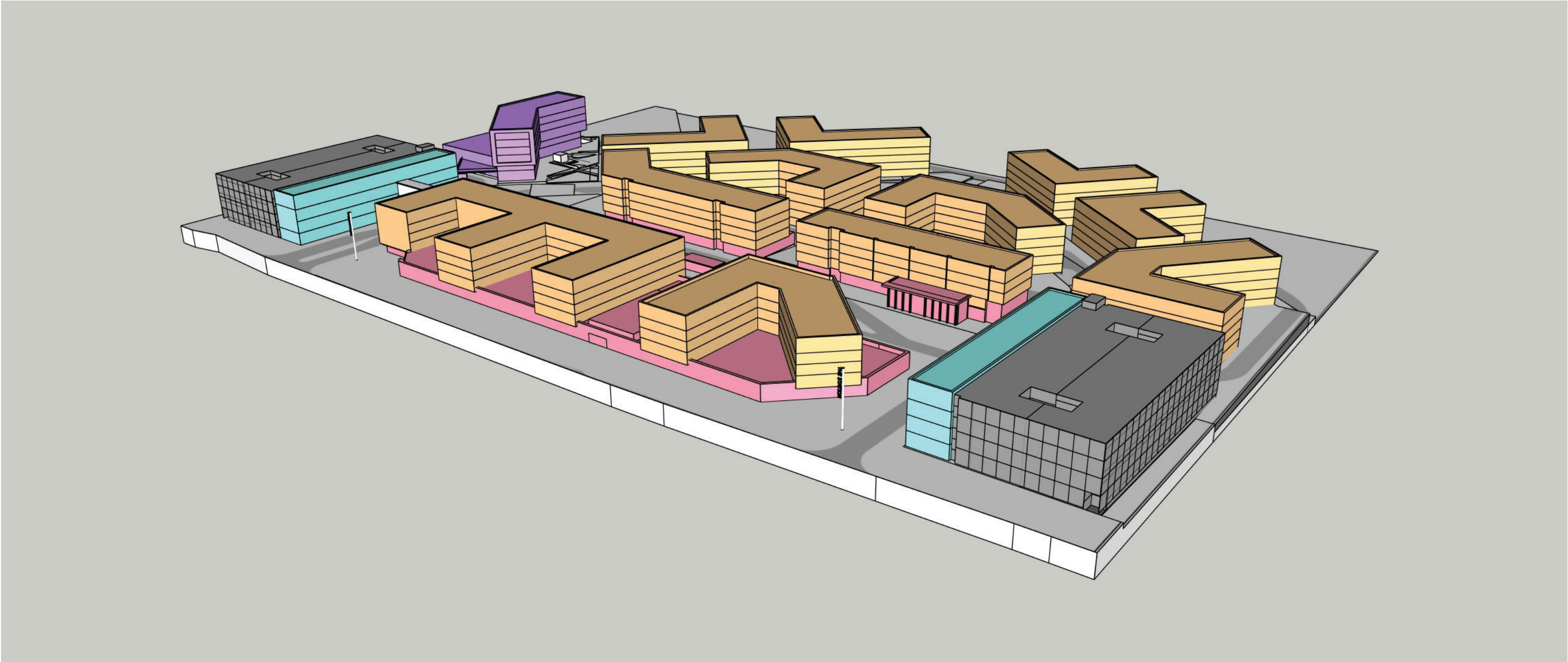
RESIDENTIAL



ARCHITECTURAL CHARACTER
PARKING GARAGE



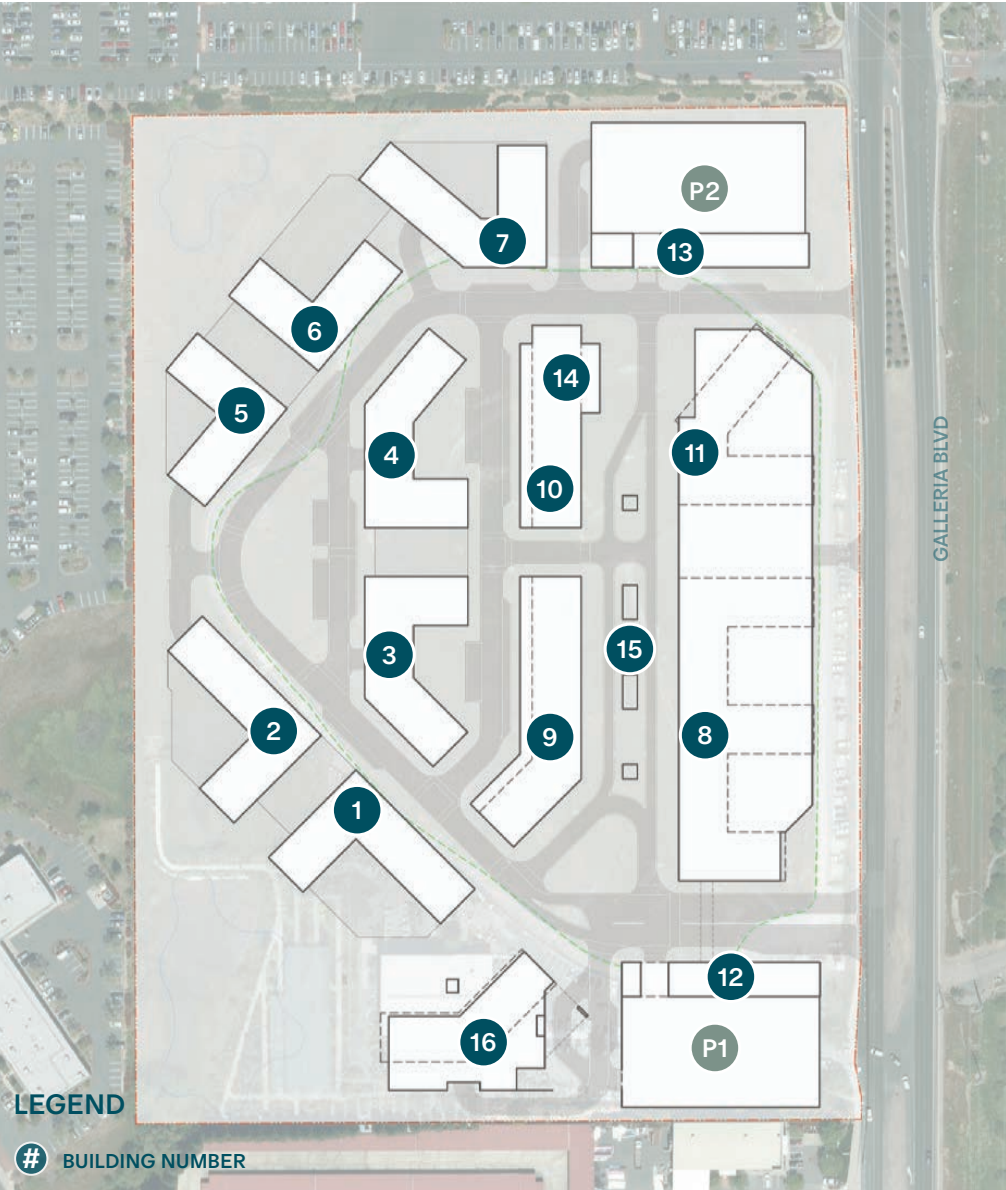
LAND USE MODEL



LEGEND

- | | | |
|--|---|--|
| COMMERCIAL | APARTMENT | OFFICE |
| HOTEL | PARKING | |

BUILDING MAP



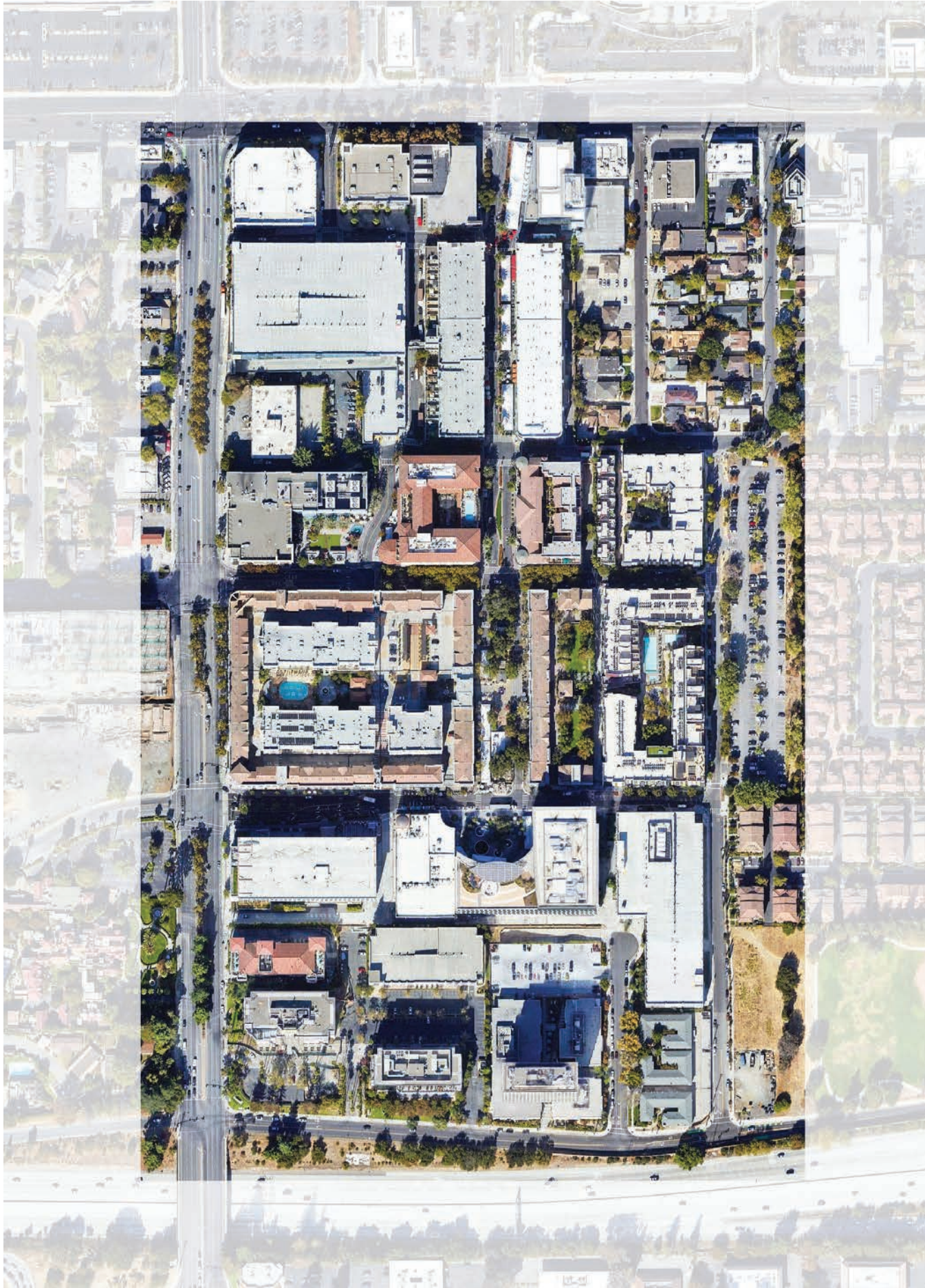
LAND USE STATISTICS

	BUILDING	HEIGHT IN STOREYS	COMMERCIAL	OFFICE	HOTEL	HOTEL ROOMS	APARTMENT	APARTMENT LEVELS	APARTMENT UNITS*	
	RESIDENTIAL									
1	R1	5					95,882	5	96	
2	R2	5					95,882	5	96	
3	R3	5					99,262	5	99	
4	R4	5					101,822	5	102	
5	R5	5					78,482	5	78	
6	R6	5					79,382	5	79	
7	R7	5					107,647	5	108	
	MIXED USE COMMERCIAL RESIDENTIAL									
8	MU2	5	58,124				163,382	4	163	
9	MU3	5	25,153				88,162	4	88	
10	MU4	5	11,713				60,365	4	60	
11	MU5	5	46,102				88,070	4	88	
12	CO1	4	985	38,495						
13	CO2	4	9,807	33,705						
	FEATURE MARKET									
14	F1	1.5	11,999							
	MAIN BOULEVARD KIOSKS / SHOPS									
15		1	2,390							
	HOTEL WITH HEALTH & WELLNESS (RESTAURANT, GYM, SPA, POOL) 2-LEVELS AMENITY / 150 KEYS									
16	H1	7			51,003	55,440				
	SUB-TOTAL		166,273	72,200	51,003	55,440	1,058,336			
	TOTAL PROJECT SQ FT						1,403,252			
	TOTAL APARTMENT UNIT ESTIMATE								1,058	
	*NOTE: All areas given are Gross Areas (sqft). Apartment units are calculated based on building area x 85% efficiency / 850 sq.ft. units average.									
								No. of Stalls	Accessible Stalls Required	
	PARKING	STOREYS						Regular	Accessible	Van Accessible
	P1	9						703	14	2
	P2	9						784	16	3
	R1 / R2	1						123	2	1
	R3 / R4	1						195	4	1
	R5 / R6	1						110	2	1
	R7	1						71	1	1
	H1	1						91	2	1
	Street Parking	Surface						43	1	1
	MU2 / MU5	N/A						0	N/A	N/A
	MU3 / MU4	N/A						0	N/A	N/A
	TOTAL							2,120	42	11

Shared Parking Analysis Target with no reserved parking:	Required	Proposed
	2,052	2,120

4

CASE STUDIES



CASE STUDY: SANTANA ROW

SITE:	San Jose, California
TYPE:	Mixed-Use
SIZE:	42 acres
YEAR:	2004
URL:	SantanaRow.com

FEATURES:

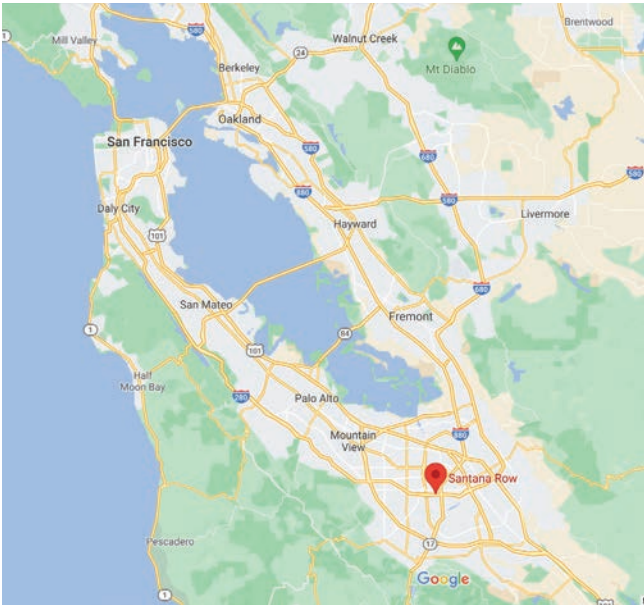
- Adaptive use of a greyfield
- REIT developed with 100 percent private funds
- Transformation of a suburban development pattern into a high-density urban pattern

Bringing new life to San Jose, California, Federal Realty Investment Trust’s Santana Row is a mixed-use urban village of residential units, restaurants, and shops oriented around a main street.

The development’s multistory yet low-rise buildings frame outdoor open spaces adorned with public artwork. When complete, Santana Row will comprise 680,000 square feet (63,172 square meters) of retail space and restaurants, 1,201 dwelling units, two hotels, and seven parks covering an 18-block area.

This greyfield project replaced a 1960s-era single-story, suburban shopping center composed of ten buildings surrounded by sprawling parking lots with a high-density, multistory mixed-use neighborhood.





SITE AND SURROUNDINGS

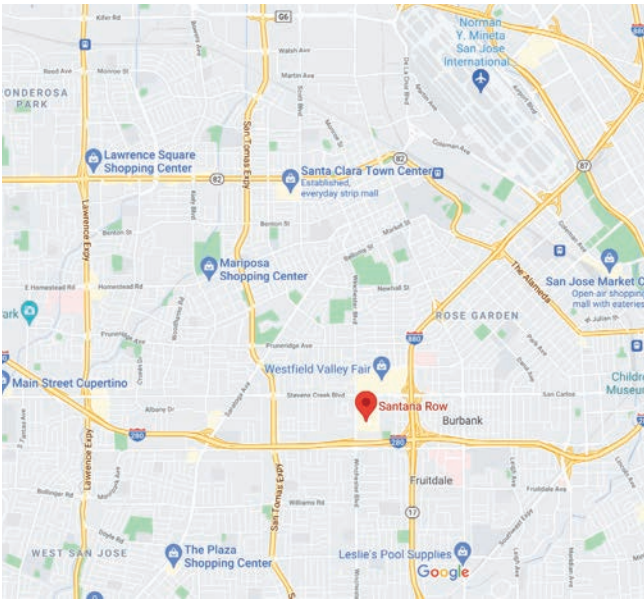
Located on Stevens Creek Boulevard, Santana Row has direct access within a half-mile to Interstates 880 and 280 and Route 17. These heavily traveled highways make the project easily accessible from the East Bay, Peninsula, South Bay, downtown San Jose, and the airport.

Directly across Stevens Creek Boulevard is Valley Fair Mall–Westfield Shoppingtown, one of the most profitable indoor malls in the country based on sales per square foot. Santana Row’s western boundary is formed by Winchester Boulevard, a major north-south thoroughfare hosting a mélange of commercial uses. A famous Bay Area tourist attraction, the Winchester Mystery House, is within walking distance of Santana Row.

On the southern perimeter are two office buildings and an assisted living facility. To the southeast lies Santana Park, the public park from which the development derives its name. At the eastern edge are residential properties and toward the northeast there is a mix of residential and commercial uses.

DEVELOPMENT PROCESS

Though tailored to the project’s particular setting and locale, the vision for Santana Row evolved from Federal Realty’s experience building Bethesda Row, an earlier mixed-use project in downtown Bethesda, Maryland. Buoyed by its success, Federal Realty was able to explore the concept of mixed-use developments on a much grander scale on the West Coast.



Bethesda Row in Downtown Bethesda, Maryland.



In April 1997, when the developer purchased the property, Silicon Valley was, and still is, a world capital for the high-tech industry. Dynamic corporate growth precipitated a population increase in a region lacking the housing and retail capacity to support it. Demand exceeded supply, providing an attractive scenario for a developer about to embark on a mixed-use project with a significant residential component.



The concept behind Santana Row originated from a combination of extensive research into both regional and European destination streets; an examination of local, historic, economic, and cultural trends; the area’s vernacular architecture; and the lessons learned from Bethesda Row. Above all, Federal Realty wanted to realize long-term value and equity in this project for its stockholders by creating a memorable main street experience.

To achieve this, Santana Row needed the right balance of features to attract and retain both residential and retail market share. Focusing on an upscale market, Federal Realty sought to combine high-quality rental housing that would fill a void in the Silicon Valley real estate market, with high-end fashion and lifestyle retailers not found elsewhere in the Bay Area. The overall goal was to create a lively, pedestrian-oriented atmosphere offering a sense of discovery and adventure in a comfortable and safe environment. To aid the development process, Federal Realty employed the following strategies:

It maintained control over all aspects of the project by taking on 100 percent of the financial risk. This was a departure from the REIT’s historically conservative approach to growing its portfolio. Because it is a publicly traded company, developing a project of the scope and size of Santana Row without public funding or financial partners, as the REIT had had on the much smaller, less ambitious Bethesda Row, was riskier than any previous ventures.

It delivered the project in phases to reduce financial risk yet capitalize on momentum. In particular, Federal Realty was determined to deliver in Phase I the critical mass of retail, residential, and restaurant products necessary to create and sustain value in the marketplace, attracting renters, retailers, and visitors alike. This strategy resulted in nine blocks of

residential and retail space being completed simultaneously, which in turn helped to validate Santana Row as a destination.

It allowed for a financially beneficial exit strategy using the one product with which the REIT was unfamiliar: residential. Federal Realty had built its reputation on shopping centers, not residential developments. This component of Santana Row was not something it envisioned retaining as a long-term asset. Anticipating eventual conversion, the developer had all of the residential rental units “condo mapped” at the outset, thus providing the flexibility to market them either as rentals or as a turnkey condominium conversion at any time.

SET BACKS

Between 2001 and opening day in November 2002, Federal Realty experienced three major blows in developing Santana Row. First, the bottom dropped out of the high-tech industry around the time that construction of Phase I began. Silicon Valley’s economy was hit hard: companies closed, jobs were lost, and people left the region.

Next, the terrorist attacks of September 11, 2001, cast further doubt on the country’s economic vitality, crippling the travel and tourism industry, impeding retail sales, and slowing speculative business ventures.

Finally, just 30 days before the originally scheduled grand opening, a devastating \$100 million, eight-alarm fire destroyed the Santana Heights building, the largest of nine on the site at that time. The nearly completed structure had covered six acres (2.43 hectares) and consisted of four floors of stores and luxury apartments above an underground garage. Thirty-six shops in various stages of construction and 242 townhouses and flats were destroyed.

Solutions were timely and pragmatic. Federal Realty faced the economic decline head-on by reducing the average rent on residential units from an anticipated \$3.07 per square foot (\$33.05 per square meter) to \$2.05 per square foot (\$22.07 per square meter) and by negotiating creative lease terms with retail tenants to obviate risk, such as shorter terms and kick-out plans based on sales volume. In an even more unusual move, the REIT became an investor in six restaurants in order to help them achieve successful, on-time openings. All remain profitable, with sales ranging between \$700 and \$1,000 per square foot (\$7,535 and \$10,764.26 per square meter). Insurance covered the damages and rebuilding began almost immediately.

APPROVALS

Federal Realty’s plan was to raze the site and redesign it from the subsurface up to accommodate Santana Row’s large-scale program and achieve optimal connections with surrounding neighborhoods and infrastructure.

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

The approvals process was not without controversy. Seeing the project as a threat to their livelihood and the value of retail land, many downtown San Jose merchants and real estate interests fought against it. Balancing this negative feedback were strong proponents in city government.



The public interaction process was elaborate. Federal Realty managed the community and political efforts through the offices of two former councilmen and the mayor. Most of the attendants at public hearings were neighborhood residents, who kept up with the project through a dedicated Web site and newsletter and collaborated with Federal Realty on finding solutions to their concerns.

Some issues tackled during the approvals process were as follows:

- Getting permits issued in a timely manner. Federal Realty collaborated with San Jose’s planning staff to develop procedures specific to Santana Row that would facilitate decisions based on preapproved design and building standards. To expedite approvals, planning staff also ran interference with other city agencies involved in the permitting process.



- Satisfying various environmental requirements, among them relocating an endangered species of burrowing owl; moving and replanting 17 50-year-old oak trees at a cost of \$30,000 per tree; and controlling outdoor lighting to prevent interference with the operations of Lick Observatory.
- Finding solutions to suburban zoning ordinances that did not apply to a project governed by urban design principles. Among other things, Federal Realty obtained approvals for shared parking between uses; redefined the parameters for parks and open space to fit project context; and rewrote the local lighting, signage, and graphics ordinance.

FINANCING

Federal Realty paid \$42 million in cash for the initial 39-acre (15.8-hectare) parcel and later paid cash again for adjacent parcels totaling

three acres (1.21 hectares). Public funding was not obtained because the developer believed it would net better results by having more control over the project. In April 2001, the REIT closed on a \$295 million construction loan for Phase I with Fleet National Bank in partnership with six international banks. Both the interest rate and Federal Realty's guarantee of the loan were subject to step-down provisions based on the satisfaction of specified conditions. The loan, which had a three-year term, with two one-year extension options, was paid off in 18 months; Federal Realty decided not to bear the debt and paid off the loan using internal reserves. The REIT internally financed subsequent construction phases. These were proportionately lower in cost than Phase I, which encompassed demolition and installation of new infrastructure throughout the project, as well as modifying seven off-site street intersections.



PLANNING AND DESIGN

The planning process began at the macro level; big decisions were made first. Maximum density and floor/area ratios were established based on the findings of a traffic study that evaluated existing roadway volume capacity. Grids were employed both to organize streets and blocks and to create a sense of structure around the retail and residential spaces. To allow for the greatest flexibility in apportioning retail and residential space, blocks were initially designed on a 30-by-30-foot (9.14-by-9.4-meter) structural grid.

The streets within this grid vary in both size and prominence, with the two most prominent streets being the main street, also named Santana Row, and Olin Avenue. Wide sidewalks adorned with outdoor seating for restaurants and cafés are intended to give the main street a sense of vibrancy, and they set it up as a promenade for strolling. Landscaped medians stretch the length of the main street and at one end of the project (between Olin Avenue and Olsen Drive) inside the wide median lies Santana Row Park.

On either side of Santana Row Park the street is lined with shops. The residential units of the Serrano and Santana Heights buildings sit atop and behind the shops on their respective sides of the street. Further down the main street, the residential units of the Villa Comet, the DeForest, and the Margo also sit atop high-end shops. In the middle of Santana Row, between Olin Avenue and Tatum Lane, is the Hotel Valencia; like the other buildings along the main street, the ground floor is devoted to fashionable retail establishments and restaurants with the guest accommodations located above. This 213-room boutique hotel, like the shops around it, targets a high-end client base that is willing to pay a premium for luxury services. Directly behind the Hotel Valencia lies another outdoor area, the Plaza



di Valencia. Sporting a water feature, this park is bordered on two sides by a variety of restaurants.

The optimal placement of buildings and the uses within them was based on their relationships to the streets, views, parking, and access, as well as the need to create a sense of privacy and security. There also had to be a synergy among parks, open space, and structures, to support the holistic concept of Santana Row as more than a kit of unrelated parts. The members of the development team adhered to four distinct strategies to help guide them.

First, the development team attempted to use the retail spaces to give the streets a sense of rhythm. Federal Realty carefully selected tenants and placed them in strategic locations. Anchor stores, entertainment venues, and the hotel were each located in places with great visual prominence, and maximal parking and auto and foot circulation. Three of the main anchor stores (Best Buy, the Container Store, and Crate & Barrel) were located along Stevens Creek Boulevard, giving them the highest exposure to automobile traffic. Along the main street sit most of the high-end luxury shops, while the independent, smaller shops and convenience-oriented retail stores are mostly located along Olsen Drive and Olin Avenue.

Second, noting that residential uses add life to streets, the development team placed them in locations where they would have the strongest impact on the street life. Loft units, commonly associated with high-density urban living, were placed in the most urban location in Santana Row. They are just a block away from Stevens Creek Boulevard in the DeForest and the Margo. The location of the Villa Cornet, home of the most expensive and well-appointed units in Santana Row, is in the center of the project, directly across from the Hotel Valencia. The townhouses are located



at the edges of the project and along the less busy side streets, giving residents more privacy and quiet.

Third, Federal Realty used parks and restaurants as gathering spots. The two most popular outdoor public gathering places are Santana Row Park and Plaza di Valencia, both of which feature a variety of seating accommodations, activities, and uses. By design, the greatest concentration of restaurants can be found grouped around each of these parks. Other restaurants are located throughout the development in order to energize every block, with the fewest in the luxury shopping area per the merchants' request.

Finally, parking was a very important part of the design strategy for Federal Realty. The REIT believed that parking could support all uses and contribute to the pedestrian experience. Each building was designed to promote pedestrian activity and conceal its parking. This is accomplished differently

on every block. The majority of parking is located in garages that are ringed with retail; or underground; or raised on top of a podium. There also are surface lots occupying future development sites. Visitor parking is easy to locate, whereas resident parking is accessed from secondary streets. Parallel parking along all the streets buffers the sidewalks and promotes their use for dining, strolling, and shopping. Service areas tucked behind buildings are accessed from side streets and lanes to reduce conflict.

Architectural details and building components were designed with the goal of optimizing the pedestrian experience. The aesthetics of Santana Row's entire physical environment are governed by a set of urban design guidelines and architectural standards developed specifically for the project. Intentionally, these were not overly detailed to encourage original and creative exterior design solutions, especially for the retail facades and galleries.



The reasoning behind this approach was to mirror the way a true city street evolves. The blocks were meant to have an “evolutionary” feel—as though they had been built separately over time by different owners. “Authenticity” is one of the words used most frequently by project team members when articulating their design goals.



The project’s myriad details, ranging from a 200-color paint palette to a super-sized chess board in Santana Row Park, are further examples of how Federal Realty attempted to give Santana Row a sense of place. Artists were commissioned to create original works of art for the project’s streets and buildings. Among them are 16 ceramic mosaic fountains, a progressive moon phase mural gracing the ceiling of a retail arcade, and many freestanding sculptures.

RESIDENTIAL DESIGN

The physical and functional relationship between uses is always a factor in any mixed-use development. Federal Realty’s decision to have residential and retail uses coexist within the same building footprint has both defined and shaped Santana Row.

The design of the residential space was directly driven by market research that profiled potential Santana Row renters as urbanites—people who like to live in the thick of things and appreciate the amenities and conveniences that residing in a mixed-use development offers.

The four residential products (flats, lofts, townhouses, and villas) were developed with upper-middle-class to wealthy urban dwellers in mind. Federal Realty’s goal was to design buildings and units that would allow residents to enjoy a premium level of privacy,

security, convenience, and comfort without compromising their relationship to Santana Row’s active street environment and the synergy between uses.

Design solutions that promote this synergy and minimize potential conflicts include separating resident and nonresident parking; rear or underground access from parking to residential buildings; keycard access to lobbies and parking; private garages for townhouses; and orienting living spaces to the street or more public views, and placing bedrooms in the rear away from streets.

Additional strategies include creating a second, more private outdoor/public space for townhouse and flats residents in the Serrano and Santana Heights buildings at the podium level—the first level above the street. The podium levels for the two structures were envisioned as true neighborhoods above ground level, with streets, individual street addresses for the townhomes, landscaped parks, and open spaces for residents.

Striking a balance with unit types, square footages and layouts, price ranges, and orientation to the street, parking, and views was crucial. The goal was to present something for everyone within the targeted demographic, reflected in the variety of choices detailed below.

FLATS: There will be 160 flats, Santana Row’s newest product, constructed in Phase IV and subsequent phases. They will be located in the Serrano and Santana Heights buildings, inside the perimeter ring of townhomes. The one-level flats, which will all have private terraces, are viewed as an alternative to the loft market for those who prefer partitioned rooms versus open space, and to the townhomes, which contain three levels. Floor plans range from

822-square-foot (76.4-square-meter) units with one bedroom and one bathroom to 1,538-square-foot

(142.9-square-meter) units with three bedrooms and two bathrooms. Flats residents will park in an underground garage with elevator access to their building or in an underground garage with elevator access to the podium level.

LOFTS: There are two loft buildings: the DeForest, which has 98 units, and the Margo, which contains 100. Because San Jose has an agricultural rather than an industrial heritage, true loft conversions from warehouses are scarce, driving the demand for this product. Units in both buildings are designed on a 15-by-46-foot (4.57-by-14-meter) module along double-loaded corridors. In the three-story Margo, the lofts directly above the retail space are all on one level, and above them are true two-story units.

The DeForest has two levels of two-story units. Floor plans range from one-bedroom and one-bathroom units encompassing 700 square feet (65 meters) on one level to three-bedroom and three-bathroom units on two levels, measuring 2,133 square feet (198.2 square meters). All of the rear-facing units in the DeForest on the first level have terraces over the retail podium due to the extra depth of the structure. Otherwise, in both buildings just a few of the center and corner units have true balconies.





Parking is handled differently in each loft building. Margo tenants park in an underground garage below the retail space. The DeForest does not have a subterranean garage. Instead, its tenants use a keycard to access resident parking in the basement of the public parking structure at the rear of the building. There is currently no direct connection to the DeForest, so tenants must first go outside before entering the elevator lobby.

TOWNHOUSES: Thirty-six three-story townhomes in the Serrano building and 96 in Santana Heights are located at the perimeter of each structure starting at the top of the retail podium. All have private balconies

and attached two-car garages, which are accessed at podium level via a gated ramp from the street. The Serrano offers four layouts ranging from two-bedroom and two-bathroom units with 1,228 square feet (114.1 square meters) to a 1,537-square-foot (142.8-square-meter) two-bedroom and two-and-a-half-bathroom unit with a den. There will be nine floor plans from which to choose at Santana Heights. These will range from the 1,228-square-foot (114.1-square-meter) two-bedroom and two-bathroom apartment to a four-bedroom and three-bathroom unit with a den that encompasses 2,271 square feet (211 square meters).



VILLAS: There are 21 luxury villas in the Villa Cornet building. The largest and most expensive units, these were designed to appeal to well-heeled renters such as local sports celebrities. All units contain three levels and feature private gated entries through a common landscaped courtyard accessed via an elevator lobby. Each villa has two private terrace/gardens on the first level. There is underground parking with direct elevator access to the building, which has three-bedroom and three-and-a-half bathroom units measuring 2,347 square feet (218 square meters) to four-bedroom and four-bathroom units with 4,057 square feet (377 square meters).

RESIDENTIAL TARGET MARKET AND TENANT PROFILE

With its specialized knowledge and experience in the retail market, Federal Realty was able to make predictions about the type of retail services and how many stores would be needed. However, the REIT had limited experience with residential properties. A market research firm was hired to perform a feasibility study and then help Federal Realty define Santana Row's residential component in terms of unit types; number and density; general floor plans and features; length of leases and rental rates; proportion of renters to owners; and phasing for release of products.

Ultimately, the complement of lofts, flats, villas, and townhouses offered a wide range of choices to the urban-oriented renter who sought an alternative to the automobile-oriented garden-style apartment complexes common to the area. They further hypothesized that this renter would already be living and working in the South Bay area; prefer an urban lifestyle; be 50 or younger; and have a combined or individual annual income exceeding five figures.

Actual tenant demographics suggest that Federal Realty has reached its target market. Fifty-five percent of the tenants are between the ages of 30 and 40, with an average age of 36. Sixty percent are male, and 59 percent are single and/or divorced. Only 5 percent of the tenants are families with children.

Santana Row offers six-, eight-, and 12-month leases. The turnover rate is approximately 65 percent annually, mostly due to home purchases and relocations.

PROJECT DATA

LEASABLE BUILDING AREA

USE	EXISTING (SQ. FT./ SQ. M.)	PLANNED (SQ. FT./ SQ. M.)	
Retail	555,270/51,584.6	680,000/63,172	
Residential	511 units	1,201 units	
Hotel	213 rooms	404 rooms	

RESIDENTIAL UNIT INFORMATION

UNIT TYPE	UNIT SIZE (SQ. FT./ SQ. M.)	NUMBER OF UNITS BUILT/LEASED	INITIAL RENTS
Lofts The DeForest and Margo	700–2,140/65–198.8	198/193	\$1,846–\$4,400
Townhomes The Serrano	1,228–1,537/114.1–142.8	36/33	\$2,662–\$3,575
Villas The Villa Cornet	2,102–3,876/195.3–360.1	21/18	\$4,400–\$7,500
Townhomes Santana Heights	1,228–2,271/114.1–211	96/0	\$2,750–\$4,400
Flats Santana Heights	822–1,284/76.4–119.3	160/0	\$1,963–\$2,950
Total	700–3,876/65–360.1	511/244	\$1,846–\$7,500

*With the exception of Santana Heights, all units were built by December 2004.
The townhouses and flats in the Santana Heights building are currently under construction, with completion expected in 2006.*

RETAIL INFORMATION

TENANT CLASSIFICATION	NUMBER OF STORES	TOTAL LEASABLE AREA (SQ. FT./ SQ. M.)	
Food service	13	52,846/4,909.4	
Clothing and accessories	42	160,751/14,933.8	
Shoes	6	11,672/1,084.3	
Home furnishings	4	26,306/2,443.8	
Home appliances/music	1	24,633/2,288.4	
Gift/specialty	14	54,640/5,076.1	
Jewelry	1	1,837/171	
Personal services	7	47,957/4,455.2	
Recreation/community	1	24,490/2,275.1	
Other*	n/a	150,138/13,947.8	
Total	91	405,816/37,700.3	

**Includes vacant space that can be configured to meet tenant needs. Percentage of leasable area occupied: 94
Annual rents: \$45 to \$75 per square foot/\$484.40 to \$807.32 per square meter
Average annual sales: about \$620 per square foot/about \$6,673.84 per square meter Average length of lease: 5 to 10 years*

HOTEL INFORMATION	DEVELOPMENT COST INFORMATION	DEVELOPMENT SCHEDULE
Number of rooms: 213	Site Acquisition Cost: \$55 million Total Development Cost (upon completion): \$532 million	Site purchased: March 1997 Planning started: March 1997 Construction started: June 2001 Residential leasing started: spring 2002 Projection completion: Phase I: November 2002 Phase II: February 2003



CASE STUDY: KIERLAND COMMONS

SITE:	Scottsdale, AZ
TYPE:	Mixed-Use
SIZE:	38 acres
YEAR:	2005
URL:	KierlandCommons.com

Kierland Commons comprises a spine of fashion-based retail tenants and entertainment, office, and residential uses on a 38-acre (15-ha) parcel within the larger 730-acre (295-ha) Kierland master-planned community 15 miles (24 km) outside of downtown Phoenix.

The vertically integrated mixed-use project embraces an urban configuration of narrow streets and a compact mix of uses containing 342,488 square feet (31,818 m2) of upscale shops, 124,214 square feet (11,540 m2) of office space, and 84 loft-style condominiums.

Designed as a “main street” development that could act as both a retail destination and a town center for the surrounding community, Kierland Commons uses an innovative streetscape design to mitigate the effects of the harsh desert climate.





In the northeast part of the Phoenix metropolitan region, Kierland Commons is located in an area previously under-served by retail. The lifestyle center enjoys an ideal location: it is across the street from Scottsdale Airpark, the community's largest employer, and within walking distance of Westin Kierland Resort and Spa, a popular vacation spot. Scottsdale has consistently ranked as one of the nation's fastest-growing suburban areas over the past decade, and the affluent community has an average household income of US\$86,000.

The master plan and design of Kierland Commons, undertaken by the Design Workshop and Nelsen Architects, creates a compact, pedestrian-friendly site oriented along a central boulevard of high-end retail. Featuring a vertically integrated mix of uses, the residential lofts are clustered around the central plaza—which features pop-jet fountains and canopies of palm trees—atop ground-floor retail and restaurants, while office buildings flank this residential-retail core to the east and west. The narrow streets and limited street parking—structured parking is tucked behind retail stores—minimize traffic on the interior roads and reduce the amount of concrete used on site, lessening the heat-island effect.

The Kierland Commons streetscape is designed to maximize comfort in the harsh desert heat. The walkways between retailers use five different canopy designs—featuring trellises, wood and mesh awnings, and misting systems—to shade and keep shoppers comfortable even during the hottest Arizona days. Retailers were initially concerned that the canopies would block the visibility of their stores; however, the shading devices have become an integral and defining feature of the retail areas. Restaurants offer covered



outdoor seating and floor-to-ceiling windows that open onto the street, allowing patrons simultaneously to enjoy the air-conditioned indoors and the fresh air while remaining part of the streetscape.

At Kierland Commons, the Plaza Lofts Condominiums, completed in the project's second phase, contains 84 for-sale residential units stacked above ground-level retail space. Ranging from 1,100 square feet (102 m2) to 2,700 square feet (250 m2), units are priced from US\$400,000 to US\$1.2 mil-lion. The residential units have balconies and floor-to-ceiling windows that overlook the commercial plaza, reinforcing a sense of place and providing eyes-on-the-street security.

The lifestyle center has achieved uncommon success: it currently commands the highest retail sales and condominium prices per square foot in Arizona, and both the office and retail space remain 99 percent leased. The mixed-use, compact development stands as an antithesis to the suburban-style indoor shopping mall by promoting pedestrian activity, reducing dependence on automobiles, and connecting with its surrounding community.

Kierland Commons has become an inspiration for out-door, mixed-use, retail-dominant districts; many of its design concepts have been replicated in other cities—particularly in the West.



5

**FLEXIBLE MAIN STREET
STRATEGY**

MAIN STREET FLEXIBLE PARKING STRATEGY

Flexible Main Street Strategy to follow.

ARCHITECTURAL GUIDELINES

Guidelines to follow.

EKISTICS

Creating Great Places.

PLANNING | ARCHITECTURE | LANDSCAPE ARCHITECTURE | LAND DEVELOPMENT

201-103 W 6th Avenue, Vancouver, BC V5Y 1K3, Canada | ekistics.com