THE WEST END

Redevelopment of the Westminster Mall

Christopher Cortez
City and Regional Planning
Page Intentionally Left Blank
Page Intentionally Left Blank
The purpose of this project is to create a redevelopment plan for the Westminster Mall in Westminster, CA that will successfully reinvigorate itself as an active and vibrant center for the city.

Redeveloping malls and the property they sit on is a prominent planning issue. Malls are becoming less popular commercial centers and must adapt to fulfill the local community’s needs. This can be accomplished through changes to the volume of commercial space and introducing new land uses, such as multifamily residential and open space, all of which are planning methods.

This project will explore how North American Malls, such as Westminster Mall, went from dominating the consumer market to failing. Prime examples of successful mall redevelopments will be reviewed and provide guidance for the proposed redevelopment of Westminster Mall. The background on the mall and its location will give insight as to how the property is currently used and how it could potentially be used to benefit the City of Westminster and surrounding communities. Goals, objectives, and design concepts will serve as guidelines as to what is envisioned for this new development and how it can be accomplished. The completed design of the project will fulfill the purpose of this project, to redevelopment the Westminster Mall into a flourishing center.
# Table of Contents

## Chapter 1: Brief History of the American Mall
1.1 The North American Mall .......................................................... 9-10
1.2 The Mall's Decline .................................................................... 11-12
1.3 A New Kind of Mall ................................................................. 13

## Chapter 2: Mall Redevelopment Case Studies
2.1 Bella Terra .............................................................................. 15-16
2.2 Northgate Mall: Thornton Place ............................................. 17-18
2.3 Mizner Park ............................................................................. 19-20

## Chapter 3: The Westminster Mall Background & Site Analysis
3.1 Westminster Mall ................................................................. 22
3.2 Mall Tenants .......................................................................... 23
3.3 Community Background ....................................................... 24
3.4 Immediate Attractions ............................................................. 25
3.5 Project Site Map ..................................................................... 26
3.6 Site Inventory .......................................................................... 27-28
3.7 Circulation & Accessibility .................................................... 29-30
3.8 Zoning and Land Use ............................................................... 31-32
3.9 Service Area ........................................................................... 33

## Chapter 4: Development Proposal
4.1 Vision Statement ................................................................. 35
4.2 Goals, Objectives and Design Concepts .................................. 36-42
4.3 Concept Diagram .................................................................... 43
4.4 Project Description ................................................................. 44
4.5 Land Use Map .......................................................................... 45
4.6 Illustrative Site Plan ................................................................. 46
4.7 Project Program ....................................................................... 47
4.8 Street Elevations ..................................................................... 48-49

## References .................................................................................. 50
Page Intentionally Left Blank
Chapter 1
Brief History of the American Mall
The common form of smaller shopping centers include strip malls and neighborhood centers. They are an outdoor row of five to twenty attached stores and are either built in a straight line, an "L" shape, or a "U" shape. They attract customers between a one to three mile range and contain soft-good stores, convenience stores, or supermarkets. A mall is a much larger enclosed center with inward facing stores that typically sell general merchandise or fashion-related items. They have anywhere between forty to fifty stores and have a wider service area that ranges between five to fifteen miles. Malls are built on the center of sites and the outside perimeter is surrounded by parking.

The North American shopping mall was made possible by Victor Gruen, an Austrian architect and planner. He designed the first and oldest enclosed shopping mall, the Southdale Mall, located in Edina, Minnesota. It had 72 stores and two anchor department store tenants and was built with two levels that were connected by escalators. The center of the mall attempted to mimic a town center under a skylight with a pond, sculpted trees, balconies with hanging plants, and a cafe (Gladwell, 2004). Time Magazine called it "a pleasure dome with parking". Gruen thought of putting everything one might need under one roof with air-conditioning for the summer and heat for the winter. Prior to this, most shopping cen-
Malls were designed extroverted, with store windows and entrances facing pedestrian walkways or parking lots. However, Southdale Mall was introverted, with its exterior walls being blank and all of the activity was focused on the inside. Gruen’s design had become influential for future malls that were built, as most were built enclosed, introverted, and multi-tiered with two anchor stores and a garden court under a skylight (Gladwell, 2004). Ironically, Victor Gruen planned and designed Southdale Mall to be a dense, self-contained downtown area accompanied by apartments, homes, schools, a medical center, park, and a lake. Like most malls that came after Southdale, it became surrounded by sprawling suburban development.

“Anchor stores” are typically well-run department stores with powerful brand names that advertise heavily (Gladwell, 2004). Early examples of anchor stores included Montgomery Ward, Buffums, and The Broadway. Today, more common anchor stores include JCPenney, Macy’s and Nordstrom. A majority of customers are intended to be lured into the mall by these stores, creating heavy foot traffic. Smaller retail stores in the mall are then allowed to have a share of the customer foot traffic. Anchor stores are essentially the engine of the mall; without them, malls will begin to fail.

While Gruen is accredited with inventing the mall, Alfred Taubman further perfected the design of malls and opened a collection of his own. The main corridors of his malls were no more than a thousand feet, the equivalent of three city blocks. He believed that three city blocks were about as far as peak shopping interest can be sustained in a customer (Gladwell, 2004). Malls are two-stories with escalators located on opposite ends. This design encourages customers to circulate throughout the entire mall. As an individual enters the mall, they walk to the opposite end and are met with an escalator that takes them to the second floor. They walk along the second floor to the opposite escalator that takes them downstairs to where their journey first began. The customer has now seen everything the mall has to offer. Taubman-style malls also contain “ring roads” that wrap around the perimeter of the mall. As one drives around a mall on these roads, the elevation rises gradually, making at least half of the mall entrances on the second floor (Gladwell, 2004). This intentional design further encourages customers to make a full loop around the entire mall.
Many malls are failing and becoming greyfield sites, land that is underutilized as a result of economic failure. These sites have the potential to become profitable development when paired with adaptive reuse techniques (Connect Our Future, 2020). Greyfield sites create opportunities and challenges for the communities which they exist in. One huge issue with these types of properties is the blight they create. However, development on these sites have reduced costs since they are already served by public infrastructure, such as a sewer, water, and transportation networks (Connect Our Future, 2020).

The very designs and placemaking that made malls successful are now contributing to their decreased popularity. Mall design was far too copied with predictable layouts, architecture, stores, and environments. The indoor, controlled environment has become less favorable, as there has been an ongoing preference for outdoor, street front shopping experiences that are integrated with other engaging activities. Traditional malls have depended on anchor department stores to drive their success. These stores, today, have been struggling, resulting in many closures and stagnant expansion. There has been a substantial amount of land use changes since malls were constructed in suburbs in the second half of the 20th century. Their locations were on cheap land at the edges of metropolitan areas with low density residential development. These same suburbs have since then matured and became more urban with higher land values, higher densities, aging housing stock, and a demand for more urban amenities.

A mall’s success can be categorized into four grades: A, B, C, and D. A class A-mall will bring over 500 dollars per square foot, while a class C-mall will bring in an average of 250 dollars per square foot. There are about a thousand regional malls in the United States. Of them, about 300 are considered class A-malls, and 700 are classified as B, C, and D-malls (Matchar, 2017). Class A-malls are highly productive and face no

Figure 1.5: Interior of a liquidated Sears store

Figure 1.6: Abandoned Rolling Acres Mall in Ohio
threat of imminent closure. They tend to be located in high income areas or have been built or rebuilt to fit the modern desires of customers.

According to Green Street Advisors, a real estate analytics firm, about fifteen percent of U.S. malls will fail or be converted into non retail space within the next ten years. It was originally predicted that within the next fifteen to twenty years, nearly half of America’s malls will fail (Petersen, 2014). The on-going COVID-19 pandemic has accelerated that process, and as many as one-third of U.S. malls could face closure by 2021. About 25,000 store closures are expected by the end of 2020, and about 55 to 60 percent of these closures will be inside of shopping malls (Thomas 2020).

Online shopping and internet sales have been in a state of hypergrowth and account for ten percent of money spent by consumers (Selyuhk, 2018). The obvious name that comes to mind is Amazon, which is dominating the field with its convenience of two-day shipping and competitive prices. About 92 percent of online shoppers have bought something from Amazon, and 40 percent have bought something once a month or more on Amazon (Selyuhk, 2018). Malls have not changed their tenant mix to match the retail desires of consumers. Traditional malls typically have a mix that includes 50 percent apparel, 29 percent accessories, five percent restaurant, two percent home furnishing and one percent health and personal care (Wulff, 2018). Online shopping sales have overtaken store purchases for apparel and accessories, the two largest tenant mixes found at malls. This has resulted in many traditional store tenants shutting down and malls being unable to find other retailers to fill in the vacancy. On the contrary, health and personal care services and restaurants withstand the force of online shopping but are least found inside malls.
A NEW KIND OF MALL

The North American mall does not need to end, it simply needs to change and adapt. Underperforming malls can reinvent themselves as attractive, lifestyle centers that attract tenants who provide customers with memorable experiences that do not rely solely on material purchases. The ultimate goal is to create a place where people want to go, not where they have to go.

Experiential retail has yet to succumb to e-commerce because online shopping fails to allow customers to taste, feel, or touch their purchases (Wulff, 2018). Different types of experiential retail that malls can adopt are entertainment, personal services, eating and drinking. Entertainment uses include movie theaters, bowling alleys, music venues or other recreation based uses. Eating and drinking establishments are having a growing success due to the increased popularity of eating out. In 2015, Americans spent more money on eating out than on groceries (Wulff, 2018). Food itself has become a form of entertainment, which has led to the rise of food halls. Food halls provide a cultural experience and consist of a variety of local chefs. These are more likely to draw customers than a standard mall food court that consists of Sbarro Pizza or Panda Express.

Additionally, malls need a new design that breaks the "island syndrome". They are traditionally surrounded by a plethora of surface parking and set apart from everything else in the community. To separate from this syndrome, malls should connect to the adjacent community and have easy access through multiple linkages (Beyard, Corrigan, Kramer, Pawlukiewicz, & Bauch, 2006). Also, open space or green space should be incorporated near or on the site. Incorporating mixed use creates a broader market for mall redevelopment projects. Residential uses mixed with commercial uses provides a customer base for retail and attracts people who are looking for a unique place to live (Beyard, Corrigan, Kramer, Pawlukiewicz, & Bauch, 2006).
Chapter 2
Mall Redevelopment Case Studies
Just two miles from Westminster Mall is Bella Terra, an outdoor shopping center in Huntington Beach, CA. Bella Terra is a vibrant town center and destination place for local residents to shop, dine and enjoy an open air setting. Bella Terra was formerly the Huntington Center, an enclosed shopping mall that opened its doors in 1966 and included anchor stores such as Montgomery Ward and Broadway (Fletcher, 2013). In 2001, J.H. Snyder acquired the property and led the $170 million redevelopment project alongside Jerde Partnership. The rede-
Development project included the demolition of some buildings while others were saved and reused. The roof of the mall was razed to create an open-air center to further create an engaging center to guests, a 75-foot radius amphitheater was constructed with a water display as a backdrop (Business, 2004). The amphitheater serves as a focal point and is adjacent to a movie theater and restaurants.

Mature trees were used to create a robust landscape ideal for relaxation and dining. Designed by L.A. Group, Bella Terra’s landscaping involved the reuse of 70 mature trees and a donation of several 30-foot palm trees, which could not be reused, to Golden West College. (Business, 2004). The architecture of Bella Terra resembles the style of a Tuscan Village. Much of the inspiration for the new center’s design for Bella Terra came from the picturesque villages of Italy. Traditional elements such as cobblestone walkways and piazzas with fountains were incorporated into the plan. Limestone, tiles and other warm natural-colored materials were used on the facades of new and existing buildings (Business Wire, 2004). A brand new 6-story parking structure with 1,540 parking spaces was constructed behind the center’s stores.

After the grand opening in 2005, three residential areas were constructed west of Bella Terra: The Residences, HB Lofts, and Boardwalk. Altogether, these housing developments brought about 1,300 housing units to the area (Fletcher, 2013).
Thornton Place is a successful example of transforming underutilized surface parking lots into a mixed-use destination and open space. It was erected on a portion of Northgate Mall’s south parking lot, in a relatively suburban area of Seattle, Washington.

This entire project can be broken down into three sections, each containing innovative qualities for redevelopment projects. Thornton Place, located on the north bank, was developed by Stellar Holdings and comprises 109 condos, 278 apartments (20 percent priced below market), an IMAX theater, 50,000 square feet of retail, and an attractive plaza that serves as an urban public space (Banfield, 2011). The developer, Stellar Holdings, offered a layoff-protection plan in which they agreed to pay up to six months of mortgage if a condo buyer loses their job within the first year of purchase. South of the bank is Aljoya, which was developed by Era Living. It comprises 143 units of assisted-living housing for senior citizens (Banfield, 2011).

The Thornton Creek Water Channel runs through most of the middle portion of the site and was part of an effort to extend and restore the pre-existing Thornton Creek. The project’s plant inventory included 172 native trees, 1,792 native shrubs, and 49,000 native perennials, herbs, grasses, rushes, and sedges, all of which created a new habitat (Banfield, 2011).
The creek restoration was accompanied by walking trails that link pedestrians from adjacent commercial and residential neighborhoods. This newly created habitat increased open space by about 50 percent in the immediate area and reduced impervious surfaces by 78 percent (Banfield, 2011). This redevelopment project provided jobs, retail, diverse housing, public open space and recreation.
Mizner Park is the product of the redevelopment of the Boca Raton Mall, a 420,000 square foot shopping mall that suffered from very high vacancy rates. This blighted property was transformed into a mixed-use town center that helped revitalize the immediate area. This redevelopment project was completed in multiple phases throughout the 1990s by Crocker and Company, with assistance from the City’s Community Development Agency (Carson, 2001). A total of $50 million in infrastructure improvements and $68 million in bond financing made Mizner Park possible.

The 28.7 acre site includes a park, 272 homes, and 262,000 square feet of office space (United States Environmental Protection Agency, 2012). Residents and visitors are able to enjoy 40 different businesses, which include boutiques, restaurants, a movie theater and a museum. From 1990 to 2002, the surrounding area saw a 14 fold increase in assessed property values, which improved the
City of Boca Raton’s tax base (United States Environmental Protection Agency, 2012).

Mizner Park fulfilled the City’s desire to have a shopping center and park area that brought back clientele (Carson, 2001). A new main street was created that included first floor retail and upper level offices and apartment rentals. The residents of these apartments brought about a strong and permanent customer base (Carson, 2001). Two public streets provide vehicular and pedestrian access into Mizner Park and contain on-street parking in front of stores and restaurants. Overall, Mizner Park is a perfect example of how suburban cities can instantly create a vivacious mixed use downtown center.
Chapter 3
The Westminster Mall Background & Site Analysis
The Westminster Mall, located in Westminster, CA, is a two-level indoor shopping center that is 1,555,298 square feet in size and sits on a 95 acre lot. Parking for the mall is provided on a surface lot with 7,859 spaces. There are currently 3 anchor stores, which includes Target, Macy’s, and JCPenney. In 2018, the mall lost its fourth anchor, Sears, as a result of the company’s decision to close 108 stores nationwide. Sears’ closure has left 153,000 square feet of gross leasable area to sit empty (Seritage Growth Properties, 2019). In addition, there are more than 20 other store spaces inside the mall that are vacant, which indicates that the mall is struggling (OC Tribune, 2019). This has created implications for the City of Westminster, since the Westminster Mall is the city’s largest tax revenue generator.

Westminster Mall peaked in 1986 when it had the second highest taxable sales in Orange County. Today, the mall is failing due to its inability to compete with the expansion and remodeling of other local malls such as South Coast Plaza, the Outlets at Orange, and the Cerritos Mall. The mall’s newest anchor, Target, was added in 2007 in an effort to draw shoppers. Although Target is a popular retailer, it has not had a significant impact on the mall because there are four other Target stores within a five mile radius.

The northwest corner of the site is adjacent to the 405 freeway, which is one of the busiest freeways in the region, and is visible to 285,000 vehicles per day (Krausz Companies, 2015). It is bordered by Edwards Street on the west, Bolsa Avenue on the south, and Goldenwest Street on the south-west. Within a three mile radius of the site, there are 208,794 inhabitants and the average household income is $104,703 (Seritage Growth Properties, 2019).
COMMUNITY BACKGROUND

The City of Westminster is located in northwestern Orange County. It is bordered by the Cities of Huntington Beach, Garden Grove, Santa Ana, Fountain Valley, and Seal Beach. It has a Mediterranean climate, which is categorized as having warm, dry summers and cool, wet winters.

A majority of the housing stock is over 40 years old with 75.6 percent of homes being built from 1950 to 1979 (U.S. Census American Community Survey, 2017). Sixty-one percent of the housing stock is single-family homes and 27.4 percent is multi-family (California Department of Finance, 2018). Between 2000 to 2018, homeowner rates decreased as the amount of renters increased. As of 2018, 52.9 percent of residents are homeowners while 47.1% are renters (SCAG Regional Council, 2019).

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Housing Units: 27,918</td>
</tr>
<tr>
<td>Median Home Sale Price: $815,000</td>
</tr>
</tbody>
</table>

Figure 3.4: Racial demographics of Westminster, CA
Figure 3.5: Map of Orange County, Calif.

<table>
<thead>
<tr>
<th>2010 RACIAL &amp; ETHNIC POPULATION (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
</tr>
<tr>
<td>Hispanic of any race</td>
</tr>
<tr>
<td>Non-Hispanic Asian</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
</tr>
<tr>
<td>All Other NH Races</td>
</tr>
<tr>
<td>Total:</td>
</tr>
</tbody>
</table>

Figure 3.4: Racial demographics of Westminster, CA
Source: 2020 Orange County Progress Report
The Westminster Mall’s location offers great convenience to some of Southern California’s most popular attractions. It is only seven miles to the Pacific Ocean and ten miles to the Disneyland Resort and Angel’s Stadium. With such close proximity to Los Angeles County, all the entertainment and museums of Downtown Los Angeles are 40 minutes away.
SITE INVENTORY MAP

Built Area: 4,356,000 Square Feet
Parking: 7,859 spaces
1 Dave's Appliances  
- Commercial Retail  
- 156,816 sq. ft  
- good condition

2 US Bank  
- Commercial Service  
- 13,870 sq. ft  
- good condition

3 Kinecta Credit Union  
- Commercial Service  
- 7,475 sq. ft  
- good condition

4 S Vietnamese VACANT  
- Commercial Retail  
- 8,750 sq. ft  
- fair condition

5 Outback Steakhouse  
- Commercial Retail  
- 9,440 sq. ft  
- good conditions

6 Sears Auto Center VACANT  
- Commercial Service  
- 24,650 sq. ft  
- poor condition
CIRCULATION & ACCESSIBILITY

The Westminster Mall is situated at the center of Edwards Street, Bolsa Avenue, Goldenwest Street, and the 405 freeway. Westminster Mall Road acts as a ring road that circulates around the entire mall and its parking lots. Edwards Street has two entry points and Bolsa Avenue has three, all of which are protected by traffic lights. The mall can be directly accessed from the Bolsa Avenue/Goldenwest 405 freeway exit, which brings an opportunity to easily attract residents from the rest of Orange County and neighboring Los Angeles County.

Surface parking is abundant and can be found in 10 lots that completely surround the mall. Many of the 7,859 parking spaces are underutilized, which creates an incentive to infill the lots with beneficial land uses, such as housing.

Walkability on the site is very poor and needs to be further improved. Almost the entirety of Bolsa Avenue is lacking a sidewalk. Edwards Street only has a short trip of sidewalks at Royal Oak Drive and Mar Vista Drive. Infrastructure that increases pedestrian accessibility, such as wide sidewalks and protected sidewalks needed to be added. It is important that the site is not only accessible to those with private vehicles, but to pedestrians as well.

Public transit to Westminster Mall is fair. There are three bus stops within proximity to the site and three within the site. These stops are serviced by the Orange County Transportation Authority bus route 64, which runs from Tustin, CA to Huntington Beach, CA. It would be beneficial to incorporate bus stops closer to the center of the site, rather than just on the perimeter.
The base zoning for Westminster Mall is C-2 General Business. This zoning district provides areas for the development of freeway oriented and regional-serving retail and office complexes, and complementary regional commercial centers. (Westminster Municipal Code-Commercial District). The overlay zoning for this site is part of the Westminster Mall Specific Plan, which is one of the City’s few mixed use areas. The City of Westminster developed policies in this specific plan to bring about new housing, retail, public spaces, and entertainment uses. Infill for the existing surface parking lots is encouraged. Alternatives for parking include shared parking and wrapped or screen parking. (City of Westminster General Plan, 2016).

The areas west, south, and east of the site are mainly zoned for housing. A majority of the housing is single-family and was built in the 1960s. This opens an opportunity to introduce newer, denser forms of housing. There are a few pockets of general commercial spaces in the form of strip malls. These spaces feature businesses such as Best Buy, Starbucks, Joann Fabrics, and El Torito Grill. Many of these plazas are over 30 years old and do not feature any unique dining or retail. The Westminster Mall site can offer brand new commercial spaces to the area with specialty experiences. There are industrial parcels, most of which are warehouses and offices within proximity to the site. Employees of these businesses can be potential customers or residents of future retail and housing brought to the site.
SERVICE AREA

Within 5 Miles

- Population: 522,072
- Avg Household Income: $105,512
- Median Age: 41.4

Within 10 Miles

- Population: 2.0 M
- Avg Household Income: $100,262
- Median Age: 36.5
VISION STATEMENT

The West End will be a vibrant and unique district in Westminster. It will bring forth new residents and visitors by offering attractive living and retail experiences. Storefront commercial spaces and walkable streets will create an enjoyable pedestrian experience. High density residences will maximize the amount of housing needed to address the growing need for housing.

The design of this project will attract visitors of all ages and incomes. The West End will reinvigorate the area as an economic center for the City of Westminster.
Objective 1.1: Reform parking lot locations and design.

Design Concept 1.1.1: Screened parking structures.

Design Concept 1.1.2: Parking structures screened with condominiums.
Objective 2.1: Increase population density to increase customer traffic.

Design Concept 2.1.1: Medium density housing within the center and the edges of the site.

Design Concept 2.1.2: Mid-rise and high-rise housing structures.
Objective 2.2: Successfully compete with regional employment hubs and shopping centers.

**Design Concept 2.2.1:** Unique spaces and retail experiences that continue to bring returning customers.

**Design Concept 2.2.1:** Mid-rise and high-rise corporate towers.
Community Center

Objective 3.1: Establish physical connections to the adjacent community.

**Design Concept 3.1.1**: Interconnectivity of new public streets with Bolsa Avenue and Edward Street.

**Design Concept 3.1.2**: Additional public transit stops on newly constructed streets.
Objective 3.2: Create a public park on the edge of the site.

**Design Concept 3.2.1:** Intricate walking trails.

**Design Concept 3.2.2:** Landscaping with plants native to the region.

Objective 3.3: Incorporate privately owned public outdoor spaces.

**Design Concept 3.3.1:** Outdoor furniture that comfortably accommodates visitors and residents.

**Design Concept 3.3.2:** Spaces for outdoor vendors to operate.
Objective 4.1: Create a special sense of place.

Design Concept 4.1.1: Iconic and picturesque court.

Design Concept 4.1.2: Charming landscaping.
Objective 4.2: Create a pedestrian friendly, urban experience.

**Design Concept 4.2.1:** Storefront shopping with zero foot setbacks.

**Design Concept 4.2.2:** Narrow streets and Bulb Outs.
This concept map displays a general idea of what types of land uses and their forms will be proposed for the site. It also gives context as to where these uses will be in a given area. The edges of the site will mainly serve as residential spaces with the intention of densifying the site. Parking areas are designated behind future buildings to help screen them from street views. Commercial and mixed use spaces are to be concentrated in the center of the site in order to create and activate a hub area in the form of a central plaza. High-rise office uses are situated at the northern point of the site and have a connection to the central plaza via a plaza walkway.
PROJECT DESCRIPTION

The West End is designed to not only be a new regional shopping center, but to be a unique area of Westminster with its own identity. The mixture of commercial, residential, mixed use, and open space will add to the sense of place.

The largest of the parking structures are tucked on the northwest edge of the site, adjacent to the 405 freeway. The parking structure also acts as a barrier to the site and noise of freeway traffic. The existing Target will be the only store and structure that is preserved in the redevelopment process. It will have additional smaller retail and restaurant spaces attached to the west and east end of the building. A smaller parking structure will be directly across from Target to allow for easy parking. The parking structure will be screened from the street view by a row of townhouses.

East of the townhomes will be two multi-level apartment communities. The northernmost portion of the site features three corporate buildings accompanied by a central plaza. West of that are dual luxury condo skyscrapers. These towers are tucked further into the site away from the surrounding single-family neighborhoods.

The western edge of the site, along Edwards Street will feature a 5.5 acre park, Mendez Park, that will be equipped with walking trails. Residential space that was originally proposed in the concept map was changed to Mendez Park, which features a two-story community center and a surface parking lot. This was done in an effort to increase park space available in Westminster. It will also act as a nexus between The West End and the adjacent neighborhood on Edwards Street. The park will be easily accessible to the public and to residents moving into the new surrounding housing. East of the new park will be two multi-level apartment communities.

Five new public streets will create an elaborate network that takes pedestrians and vehicles throughout this new area. West End Avenue, Regent Street, Kingston Street, and Baker Street will feature curbside parking and zero foot setback commercial spaces.

The central plaza will be a place of entertainment featuring green space, ample outdoor furniture, and attractive landscaping. Surrounding that is the crescent shaped retail spaces that take on the shape of the famed Regent Street in London, UK. This entire area is closed off to vehicular traffic to add to the pedestrian experience. The bottom left of the site features space for a grocery store and other commercial spaces. The commercial buildings face the street, and the surface parking is behind, hidden from the street view.

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,631,046.2 ft²</td>
</tr>
<tr>
<td>Residential</td>
<td>3,195,205.5 ft²</td>
</tr>
<tr>
<td>Office/Professional</td>
<td>767,247.2 ft²</td>
</tr>
<tr>
<td>Open Space</td>
<td>5.5 acres</td>
</tr>
</tbody>
</table>
ILLUSTRATIVE SITE PLAN

Legend
- Traffic Signal
- Bus Stop
- Mature Tree
- Parking
<table>
<thead>
<tr>
<th>Building</th>
<th>Program</th>
<th>Stories</th>
<th>Sq ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building 1</td>
<td>Office/Professional</td>
<td>12</td>
<td>283,327.65</td>
</tr>
<tr>
<td>Building 2</td>
<td>Office/Professional</td>
<td>10</td>
<td>483,919.58</td>
</tr>
<tr>
<td>Building 3</td>
<td>Mixed Use: Ground Floor Commercial Upper Level Residential</td>
<td>4</td>
<td>145,538.83 sq ft Commercial space 436,616.50 sq ft Residential space Sublevel Parking: 200 spaces</td>
</tr>
<tr>
<td>Building 4</td>
<td>Commercial</td>
<td>2</td>
<td>268,680.12</td>
</tr>
<tr>
<td>Building 5</td>
<td>Commercial</td>
<td>3</td>
<td>215,216.32</td>
</tr>
<tr>
<td>Building 6</td>
<td>Mixed Use: Ground Floor Retail Upper Level Hotel Use</td>
<td>6</td>
<td>83,727.08 sq ft Commercial 418,635.39 sq ft Hotel Use</td>
</tr>
<tr>
<td>Building 7</td>
<td>Residential</td>
<td>5</td>
<td>551,273.65</td>
</tr>
<tr>
<td>Building 8</td>
<td>Residential</td>
<td>4</td>
<td>338,068.59</td>
</tr>
<tr>
<td>Building 9</td>
<td>Mixed Use</td>
<td></td>
<td>62,409.15 sq ft Commercial 444,750.79 sq ft Residential Sublevel Parking: 100 spaces</td>
</tr>
<tr>
<td>Building 10</td>
<td>Residential</td>
<td>3</td>
<td>145,797.18</td>
</tr>
<tr>
<td>Building 11</td>
<td>Commercial</td>
<td>2</td>
<td>241,122.36</td>
</tr>
<tr>
<td>Building 12</td>
<td>Commercial</td>
<td>1</td>
<td>195,716.95</td>
</tr>
<tr>
<td>Building 13</td>
<td>Residential</td>
<td>5</td>
<td>568,334.45</td>
</tr>
<tr>
<td>Building 14</td>
<td>Residential</td>
<td>5</td>
<td>165,495.10</td>
</tr>
<tr>
<td>Building 15</td>
<td>Residential</td>
<td>20</td>
<td>544,869.20</td>
</tr>
<tr>
<td>Building 16</td>
<td>Parking</td>
<td>5</td>
<td>115,053.71</td>
</tr>
<tr>
<td>Building 17</td>
<td>Parking</td>
<td>6</td>
<td>699,378.81</td>
</tr>
<tr>
<td>Building 18</td>
<td>Parking</td>
<td>4</td>
<td>229,232.32</td>
</tr>
<tr>
<td>Building 19</td>
<td>Community Center Open Space</td>
<td>2</td>
<td>17,250</td>
</tr>
<tr>
<td>Building 20</td>
<td>Surface Parking</td>
<td></td>
<td>19,147.10</td>
</tr>
<tr>
<td>Building 21</td>
<td>Open Space</td>
<td></td>
<td>5.5 acres</td>
</tr>
</tbody>
</table>
STREET ELEVATIONS

Regent Street

Baker Street

West End Avenue
REFERENCES


