Death of a Mall

Exploring the rising boom of “green” outdoor shopping centers in North Texas: Is it fad or future?
Overview

- Brief history of traditional malls
- Transition to outdoor centers
- New horizons for DFW shopping
  - Smart Growth
  - Going “Green” & other marketing buzzwords
  - What are LEEDs?
- Future of DFW retail
- Conclusion
Creation from Convenience

Traditionally shopping malls were created to appease the new trend of mobile Americans with one stop shopping.

(Figure taken from mallsofamerica.blogspotter.com)
Malls like the North Hills Mall, were once a mecca of commerce. Built as a rival to Northeast Mall in Hurst, it thrived but was eventually doomed due to lack of expansion.
Unplanned Monstrosities

- Similarly, outdoor centers were built for convenience. Most are strip malls or outlet malls on the side of the highway to draw in vacationers or out-of-towners.
- They were created around the same time but still have a negative stigma around them.
New alternatives

- DFW shopping centers have begun to take on a new look and feel. They are maximizing land use and conserving resources.

- From the
  - Montgomery Plaza in Ft Worth (top)
  - Watters Creek in Allen (right)
What is Smart Growth?

- The main principles are:
  - preserving large area of open space while protecting the existing landscape;
  - reducing dependency on private automotive transportation;
  - redeveloping and renovating inner suburbs;
  - creating a greater sense of community;
  - encouraging innovative urban design along with mixed land use buildings near mass transit stops.
It’s not easy going green...

The new marketing buzz words:

- **“Green”**- refer to goods and services considered to inflict minimal harm on the environment.

- **“Organic”**- made according to certain production standards, i.e.: grown without the use of conventional pesticides and artificial fertilizers, free from contamination by human or industrial waste, and processed without ionizing radiation or additives.

- **“Natural”**- substance produced by a living organism. Usually extracted from plants.
...or is it?

- Since these terms have no universal standard they are too vague and ambiguous to have any actual meaning. Unless it is USDA certified Organic the standards vary. They are merely “eco-chic” - combination of trendiness and environmental awareness.

- Even Pizza Hut is marketing a “Natural” pizza. Technically, everything that has a vegetable in it or is from an animal is “natural”.
The hallmark of LEED is that it is an open and transparent process where the technical criteria proposed by the LEED committees are publicly reviewed for approval by the more than 10,000 membership organizations that currently constitute the USGBC.

Individuals recognized for their knowledge of the LEED rating system are permitted to use the LEED Accredited Professional (AP) acronym after their name, indicating they have passed the accreditation exam given by the Green Building Certification Institute (a 3rd party organization that handles accreditation for the USGBC).
Local LEEDs

- Watters Creek is an entirely LEED 52 acre complex with retail, office space and residential. Right now, Watters Creek is the only LEED certified retailer in Texas.

- Frisco, TX, all new homes must meet minimum Energy Star Standards set by EPA’s Green Building Program

- Dallas, TX, all city owned buildings larger than 10,000 sq ft must meet LEED silver standards.
Same old, same new? Or New new?

Are the incentives for environmentally friendly development a fad or the new standard for retail?

Old big box:
- Uptown Village in Cedar Hill
- Richardson Square Mall
- Proposed expansion of Northeast Mall

New Vision:
- Northpark Mall bids for LEED stores
- Fort Worth’s “Trinity River Vision”
- Adriatica, McKinney—entire village for retail, residential & commercial.
Conclusion

- Is green building enough to keep these big box centers a float?

- Other alternatives?
  - La Gran shopping center
Questions??