

# Reinventing Life On The Virginia Peninsula

Maybe reinventing life on the Virginia Peninsula is an overstatement. Then again Steiner + Associates of Columbus, Ohio, and Mall Properties, Inc. of New York are participating in a \$1.5 billion public-private effort to revitalize the City of Hampton, VA.

Steiner and Mall Properties are transforming the site of Mall Properties' former Coliseum Mall into a mixed-use lifestyle development called Peninsula Town Center.

The Town Center's primary trade area includes over 500,000 people within a 20-minute drive...essentially the entire Virginia peninsula. The area contains nearly 200,000 households with average incomes over \$50,000.

With 1.1 million square feet of office, retail and residential space, the facility will likely attract customers from the larger surrounding region, which goes as far north as Williamsburg and as far south and as far east as Virginia Beach.

Important as the residential population is to the success of the center, 65 major employers also have offices within 15 miles of the Town Center. They will provide lunch customers and after-work shoppers to the development. Other customers will come by way of a new, state-of-the-art convention center projected to draw more than 300,000 annual visitors.

Moreover, 140,000 to 170,000 vehicles pass the Town Center's location at the intersection of Interstate 64 and Interstate 664 everyday.



## Creating A City

"Working with Steiner + Associates, we're really creating a city within the City of Hampton," says Howard Sruletz, senior vice president with Mall Properties. "The Town Center will have 850,000 square feet of retail space. But it will be much more than a retail development. There also will be 95,000 square feet of office space and 160 residential units in an open-air environment. We're building a 24/7 community where you can live, work, eat, shop, entertain and not leave the 75 acres."

The developers also are creating three parks that will serve as gathering points for the community for holiday events, special events and farmers' markets. The main park features a stage and will host concerts. On the other side of the development is a children's park and formal garden, tiered fountain, and a contemporary playground fashioned from landscape and architectural features. Both of these parks will host restaurants that will spill seating out into the perimeters of the parks. A third park will anchor the development's entertainment district, which will include a high-end cinema

and café as well as several more restaurants.

The architectural style of Peninsula Town Center will take its cue from the town squares characteristic of small-town America during the 1950s. Brick buildings with detailed cornices and cupolas enhance the effect. "It will have the feel of an established urban

neighborhood," says Justin Leyda, development executive with Steiner.

The development has an established core of anchors with Macy's, JCPenney, and Barnes & Noble, and will be adding Target. According to Leyda and Sruletz, the developer is finalizing negotiations with numerous fashion, lifestyle and entertainment retailers.

The goal: making Peninsula Town Center into the dominant mixed-use project in all of Hampton Roads for many years to come. If achieved, it truly will reinvent life on the Virginia Peninsula. ■