

The Role of Public Private Partnerships in the Revitalization of Greyfields



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Overview

- Research question
- Secondary questions
- Motivation
- Background
- Method



Research question

■ *Are public private partnerships an effective way to redevelop mixed-use greyfield projects?*

- *What is a Greyfield:*
 - Hinting at the sea of asphalt separating a shopping mall from its surroundings
- *Greyfields are economically obsolescent malls and other sites that offer large infill redevelopment opportunities, without the contamination found on brownfield sites (CNU, 2002)*

Secondary questions

- *Goal: to analyse the planning process of greyfield projects and to qualitatively describe the role of PPP in the planning process of a mixed-use site*
- *Secondary questions:*
 - *Which external factors are driving the decline of shopping malls in general?*
 - *What kind of revitalization programs for Greyfield sites are being used? Is there a link between the factors that cause the decline of shopping malls and the intended revitalization programs?*
 - *What are the roles of different stakeholders in mixed-use revitalization projects?*

Motivation

- Greyfield sites offer great opportunities for community revitalization programs (for example: new town centers)
- Why private public partnership? Because revitalization of old malls into mixed-use sites generates revenue for the operator, fulfils community goals and contributes to the local tax
- Redeveloping greyfield sites can be a method to slow down urban sprawl

Background

- The rise (and fall) of the enclosed shopping mall
- Five most common mall redevelopment models



The rise (and fall) of the enclosed shopping mall

- Suburbanization: increasing reliance on automobiles, people moved further away from the urban core for better quality of life
- Highway building programs (1950's)
- First enclosed shopping mall in Minnesota first fully enclosed shopping mall (1956)
- Sprawl
- Other factors responsible for decline of shopping malls: economic, demographic, etc.

Five mall redevelopment models

(CNU, 2002)

- **Mixed-use town center or urban district**
 - This model features a mix of uses, including retail space, residential units, public spaces, and often office space and civic or cultural uses
- **Single use development**
 - This model involves demolishing the mall structure and replacing it with big-box retail or another single use, such as an office park or district, a development of garden apartments or condominiums, an entertainment complex, or civic facilities
- **Adaptive reuse**
 - This model retains the mall structure and adapts it, typically for a single use
- **Mall plus**
 - An owner may also decide to reposition the mall with the addition of entertainment, offices, a hotel, or residences
- **Reinvested mall**
 - The owner/developer may change the tenant mix and renovate the building in an attempt to draw customers back. Design improvements may include a new façade, better lighting or signage, or the addition of plantings and landscaping

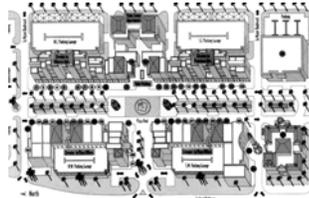
Method

Literature review

- History of shopping malls
- External factors that cause shopping mall decline
- Greyfield revitalization programs, case studies and trends
- Public private partnership

Primary data collection: interviews

- Local urban planners
- Mall management
- Project developers
- Community stakeholders



Case study: Lincoln Square Mall (Urbana)



- Lincoln Square became the first enclosed shopping mall in the State of Illinois and the second mall in all of the United States. After serving the area for more than forty years, the mall is being transformed into an Urban Village
- The main reason for revitalization: the loss of a major department store tenant
- Reasons to choose LSM for my case study:
 - Because of the role of PPP in the revitalization project
 - The geographical location



Lincoln Square Village pictures

