community
destination
$8.3 million
purchased 2006

$10 million
raised

2x / 3x
residential rents / retail rents

Out parcel
purchased to create 9 contiguous buildings

$233 million
sale price in April 2013
The Transformation of Olney Town Center to Fair Hill Shopping Center
Olney, MD

Presentation to Urban Land Institute

June 24, 2013
Carl M. Freeman Companies were established in 1947

Initially addressed the post-war housing shortage
Freeman was an Industry Pioneer

- Understood the value of building *community*
- Celebrated the outdoors through land plans that protected trees and natural terrain
- Created shopping centers with gathering places
- Took a long term investment approach
Olney Town Center, in the outer suburbs of DC, was purchased in 2004.
Dark Brick, Metal Store Front
Overgrown planters
First, Explored
Dense Mixed Use Alternative
Dense Mixed Use Alternative

Considered a dense mixed use alternative on 13 acre site:

- 220,000 sf commercial space:
  - 150,000 sf retail
  - 30,000 sf cinema
  - 40,000 sf office
- 260 multi-family units

Challenges included:

- Development costs increased by required structural parking
- Phasing
- Market acceptance

Quickly determined that the returns would not meet the required thresholds
Several Scenarios were explored:
Farmer’s Market
Several Scenarios were explored:
Community Concert/Movie
Several Scenarios were explored: Craft Village / Taste of Olney / Art Fair
Final Selection:

Harris Teeter anchor to draw other “Placemaking” tenants
The Vision
The Reality: The New Fair Hill
A place where families gather
And Retailers Flourish
Welcome

Fair Hill is a popular community destination with a summer entertainment series, special events, and a cooling splash fountain next to open tables in the square. Fair Hill meets the needs of today’s families with popular retailers and services offering “Upscale Experience, Hometown Convenience”, anchored by a 24-hour Harris Teeter, plus dining fare for every taste and every time of day.

Latest Tweet

Santa’s coming, we KNOW him!! Sat, Dec 15, don’t miss him, carols, a tree lighting and more at Fair Hill! http://t.co/bcgr7Uf4
about 2 days ago
Reply Retweet Favorite
“How cool!” a Happy Mom via Facebook
FEED HOPE
Concert to benefit
MANNA Food Center
Sunday MAY 5th 1-4 PM
@Fairhill Shopping Center
Family fun - Please come, donate food, enjoy local bands, & support my Eagle Project
“Thank you for a fun event on Saturday! ...Thanks for making it fun for the kids. Much appreciated!” Dave
“Had a blast making balloon snowmen at this weekend’s Fair Hill Winter Festival”
Thank You!

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the POWER of PLACE

SMALL SCALE PLACE MAKING
CASE STUDY: PACIFIC CITY
HUNTINGTON BEACH, CALIFORNIA

DAVID SHELDON, VICE PRESIDENT
REGIONAL DIRECTOR: AMERICAS, EU, MENA

JERDE
THE JERDE PARTNERSHIP
WHO WE ARE

MARKET SECTOR EXPERTISE

WE HAVE DESIGNED JERDE PLACES IN
250 CITIES, 40 COUNTRIES, on 5 CONTINENTS

with a focus in
URBAN REGENERATION
RESIDENTIAL
RETAIL AND ENTERTAINMENT
OFFICE
MASTER PLANNING
HOSPITALITY
MIXED-USE RESORTS
WHAT WE DO

CREATE CATALYSTS
RE-INVENT URBAN CHOREOGRAPHY
DESIGN COMMUNAL EXPERIENCES
CONTEXTUALIZE CONNECTIVITY
EMPHASIZE SUSTAINABILITY
DESIGNING MEMORABLE PLACES FOR OVER 35 YEARS
RETAIL
191,100 SF

MARKETPLACE
LOT 579
A PUBLIC MARKET & CA CULINARY EXPERIENCE

RESIDENTIAL
516 UNITS

BOUTIQUE HOTEL
-250- ROOMS

PACIFIC CITY
HUNTINGTON BEACH, CA
"We’re not just building a place... Pacific City will be built on a philosophy that honors its Surf City roots, respects its breathtaking geography, and stays true to its DNA by curating a retail mix and guest experience with attitude, personality, and a warm and welcoming appeal.”
There's location...

and then there's birthright.
-THE-
SHOPS
We are throwing out the welcome mat for retailers who champion causes beyond their four walls, who embrace a sense of the new in merchandising and design, and who foster a sense of place as well as a sense of community.
If retail is theatre, we'll set the perfect stage.

a sense of
DISCOVERY

carefully curated, organic and natural
EMBRACING
THE NEW

this feels like
THE WAY I LIVE
LOT 579
Pacific City

It's about the makers & crafters. The culinary curators. Community & experience.
-THE-

HOTEL

Check in... kick back....hit the beach.

Take in the views, take a break at the spa, take a stroll on the sand. And don’t forget Pacific City just steps away, where shopping is an adventure and the whole place serves up a feast for the palate and the senses.

Stay a while, in beach-chic style, at one of the most appealing and unique oceanfront resorts on the California Coast, The Hotel at Pacific City.

MODERN SURF

aesthetic and vibe

VISTAS & VIEWS

ROOM TO ROAM & DISCOVER
THE RESIDENCES

The neighborhood doesn't get any better than this. Whether surfing in the morning, before having coffee at Lot 79, doing some serious shopping in the afternoons, catching a free movie at the outdoor cinema or sitting friends at the local pub, you really can have it all. It's not just where you live, it's how you live, and at the Residences at Pacific City, it's both.
IT'S HAPPENING...

FASHION EVENTS AND SHOWS. CONCERTS AND LIVE MUSIC. SURF BOARD SHAPING DEMOS AND SURF LESSONS. YOGA ON THE BEACH. ICE SKATING AT HOLIDAY. FREE OUTDOOR MOVIES. AMAZING KID'S PLAY AREAS. PING PONG ON THE DECK. ACTION AND ENDURANCE SPORTS EVENTS, COMMUNITY GATHERINGS.

...AT Pacific CITY
Sometimes it’s the time in between the shopping and eating that’s the most fun. The “hang out and chill” moments, the “meet you on the deck” moments, the “I’ll wait for you here” moments signal a great time at a great place.
CASE STUDY: PACIFIC CITY
HUNTINGTON BEACH, CALIFORNIA

client
DJM Capital Partners, Inc.

design architect
The Jerde Partnership
executive architect
SMS architect
landscape architect
Lifescapes International
signage and graphics
RSM Design
pedestrian comfort
ARUP
structural engineers
Ficcadenti Waggoner and Castle Structural
mep
EXP Engineers
environmental
Terra-Petra

EXPECTED COMPLETION: 2015
WE CALL IT placemaking