

# Bringing Vitality Back

Foothills Mall redevelopment an ambitious, impressive undertaking



Alberta Development Partners, a national leader in the acquisition, development and investment of retail and mixed-use real estate, has commenced construction on a \$300 million redevelopment project at the old Foothills Mall in Fort Collins, Colorado.

The project broke ground in February and is expected to be complete by the 2015 holiday season. It features 640,000 square feet of retail space, a 978 stall four level parking deck, a 24,000 square-foot Foothills Activity Center and 446-800 residential units. The primary goal is to return the mall and its surrounding area to its former status as a cultural and economic magnet for the community and region.

“Over the last 20 years, the mall had been neglected,” says Bryan McFarland, Principal of Alberta Development Partners. “In its heyday in the 1980s and 90s, it was averaging north of \$500 per square foot in sales. The market was there, but the Fort Collins shoppers had started to go to other locations for their shopping. We conducted a market study that confirms \$1.2 billion of sales leakage out of the market at this time.”

McFarland says that despite what has happened in the past two decades, there are still many opportunities available at the site.

“It’s a great location and we were able to put together a plan to renovate the interior and tear down portions of the old mall, re-

Alberta  
Development  
Partners

**PRINCIPAL**  
Bryan McFarland

**LOCATION**  
Greenwood Village, Colorado



Foothills Mall Exterior Rendering



Foothills Mall Interior Rendering

placing them with entertainment areas, a movie theater, restaurants, a parking deck and retail,” he says. “One of the unique aspects of this development is that 50 percent of the leasable area is enclosed mall and the other 50 percent is outdoor space. Creating a strong pedestrian link through the mall to the east and west lawn tenants is a key component of the plan.”

**TAKING IT BACK**

The project is one of the largest planned retail developments in the United States and is expected to attract new investment, retail spending and jobs, which all had significantly declined since the mid-1990s. Plans for the project were formulated after conducting a great deal of research within the community and surveying the public.

“We had a plan initially that scrapped the entire mall and replaced it entirely with exterior units,” McFarland says. “We spent a lot of time with the community, understanding their expectations and needs, and it quickly became clear that the interior mall component was very important. There are no longer any malls in northern Colorado, and so promoting that strong connectiv-

ity between the interior and exterior became important.”

The west and east lawns of the mall will be connected by an interior concourse and exterior pathways. Alberta Development Partners has widened the concourse and raised the roof above it by about 20 feet. Now, when customers enter the mall from the west, they will be able to see all the way through to the east lawn. This helps create a more inviting atmosphere that encourages patrons to walk through and spend time in the mall, and to venture out to the east lawn.

During the summertime, the lawn will have concerts and farmers markets, among other events, and in the winter it will be transformed into a skating pond with a Santa’s Village and a children’s play area. According to McFarland, it will be an “active and comfortable” space that lends itself well to the regional lifestyle.

Alberta Development Partners has also had an important focus on sustainability throughout the design and construction portions of the project.

"The City of Fort Collins has very stringent green building standards," McFarland says. "This will essentially be a LEED-qualified project, even though we're not seeking LEED certification outside of the Foothills Activity Center — which will be a LEED Gold project. Overall, it's very focused on sustainability. We've got a very comprehensive waste diversion program, which will divert more than 75 percent of material demolished from the landfill to be recycled instead."

### YEARS OF SUCCESS

In the past four years alone, Alberta Development Partners has closed on more than \$162 million worth of land for new development and delivered about \$460 million in completed projects.

Now, the company has more than \$2 billion worth of projects in its pipeline, thanks largely to its flexible, efficient structure that allows it to continue to add projects to its portfolio as sound market opportunities present themselves.

"Our company, while it's relatively small in terms of the number of personnel, has established very strong capital partner relationships and we have been able to leverage those relationships into some terrific development projects," McFarland says. "One of the advantages our company brings to the table is that we're very nimble. We are able to make decisions quickly and internally. We don't answer to a board of directors or shareholders, so at times that gives us a competitive advantage in securing deals."

As the company looks toward the future, its team aims to manage its growth and continue to pick the best possible projects within growing markets.

"Coming out of the recession gave everyone a healthy perspective in terms of not getting too far ahead of yourself," McFarland says. "At the same time, there is significant opportunity in the market right now, and we want to take advantage of that as much as we can." 

### JK DESIGN GROUP

Congratulations to Bryan McFarland and Alberta Development Partners on the Re-Development of the Foothills Mall Project. JK Design Group is extremely proud of our long standing relationship with Bryan and ADP providing lighting designs that enhance the general built environment as well as the detailed architectural features and amenities, while at the same time keeping an eye toward energy efficiency and sustainability, maintaining the high quality standards for which Alberta Development Partners is known.

### MONROE & NEWELL ENGINEERS, INC.

Monroe & Newell Engineers, Inc. is honored to be the Structural Engineer for Alberta Development's team bringing about the renaissance of the Foothills Mall. The renewed mall will bring a new and exciting shopping experience to Ft. Collins and northern Colorado. Monroe & Newell Engineers has also provided Structural Engineering services on other successful Alberta Development projects including The Streets at SouthGlenn and the Promenade at Denver West. Congratulations to Alberta Development on Foothills Mall.



**JK Design Group**  
*Lighting for Entertainment and Architecture*

JK Design Group specializes in creative lighting design for entertainment and architecture. We combine aesthetic sensitivity with technical expertise to create design projects of all types and sizes including: Retail, Mixed Use, Themed Entertainment, Theaters, Entertainment Centers, Nightclubs, Museums, Restaurants and Hospitality Projects.

16921 Parthenia Street, Suite 205 North Hills California 818.895.7000

# Urban to Resort. Structural Engineering.



ArraBelle at Vail Square  
4240 Architecture

Foothills Mall  
Graphic provided by 505 Design



**Monroe & Newell**  
Engineers, Inc.  
Structural Engineers  
Vail • Denver

**Denver:**  
1400 Glenarm Pl., Suite 101  
Denver, CO 80202  
303-623-4927

**Vail:**  
PO Box 1597  
Avon, CO 81620  
970-949-7768

[www.monroe-newell.com](http://www.monroe-newell.com)



---

Published by **Strategize Magazine** - FALL 2014 ©2014 Avenir Publishing, Inc.  
For information on ordering Avenir reprints visit us at [www.avenirpublishing.com](http://www.avenirpublishing.com)  
or email us at [reprints@avenirpublishing.com](mailto:reprints@avenirpublishing.com)