

# CROSSROADS PLAZA MALL REDEVELOPMENT

FORT DODGE, IOWA



## REFERENCE

Matt Bemrich, Fort Dodge Mayor  
515.573.7144  
mattb@bemrich.com

BJ Stokesbary,  
Crossroads Plaza Development,  
LLC Managing Partner  
515.520.7851  
bj@atirealty.com

## COMPLETION DATE

On-Going

## PROJECT DESCRIPTION

Like many malls across the country, Fort Dodge's Crossroads Mall has seen diminishing interest from national retailers. As a result, the City of Fort Dodge asked McClure's development management team to complete a redevelopment study to assess the feasibility of improving the 400,000+ square foot mall and surrounding area. Rather than merely conducting another study, our team developed an action plan and educated the City on how it could entice developers to the area by leveraging local incentive programs. Once the incentives were identified and developed (\$18.2 million total), we procured a partnership with team to developers to invest in revitalizing the area.

The redevelopment plan consists of the demolition of the mall to make way for 31 acres of new mixed-use development that includes retail, medical, multi-family housing, restaurants, and a hotel. The development will increase local tax revenue by approximately \$2 million per year.

Our team is providing a range of services, including development management, development services, survey, environmental, traffic analysis, engineering design on all public and private infrastructure, development of the association and architectural standards, construction administration, project accounting, and public relations.

This redevelopment project has allowed us to leverage our internal engineering resources to promote development opportunities that increase the ROI for all development partners. This developer-minded approach allows our team to focus on the key factors that impact a project's success: Cost, speed, precision, and resource coordination.