Centers Under Construction

South Street Seaport, NYC (7/83)
Gallery Expansion, Philadelphia (10/83)
St Louis Station, St. Louis (Spring 85)
Tabor Center, Denver (Fall 84)
National Center, DC (Spring, 84)
Riverfront, NOLA (84/85)
Citadel Expansion, Colorado Springs (Spring 84)
Area 5, Baltimore (mid 86)
Yerba Buena, San Francisco (1986)

Centers Under Negotiation

Chicago
San Diego
Miami Beach
Atlanta

Three of the Rouse projects under construction have been partially financed with Federal UDAG money: South Street Seaport, NYC, Gallery 11, Philadelphia, and St. Louis Station. In other cities, there is undoubtedly city/state money that has gone into the projects. Both of these give us good handles to pressure Rouse for jobs. In developments that have no federal, state or local money, we always have the fairness argument--Rouse as a company, and James Rouse, the Board Chairman, both boast of a genuine interest in the development of the inner city that goes beyond removing profits from it.

Rouse makes a concerted effort to attract local businesses as tenants. In Baltimore, 80% of the shops are owned by local businessmen. Most malls take only 20% of their tenants from the area. In Milwaukee, 48% of the shops are locally run. Nationally, the Rouse Company malls are the best on this score. They average 50% locally owned businesses.

Rouse is very proud of its employment record---at least at Harborplace in Baltimore. Of the 2331 jobs there, more than 40% of them are held by minority workers and over 800 were filled by people who were unemployed when they were hired.

The Rouse Lease

Although Rouse doesn't hire people for the malls directly, it does excercise considerable control over its tenants through the lease. This insures that the malls stay true to the original conception. The Rouse Company retains veto power over any design concepts it finds objectionable. The lease at Gallery 11 contains 33 pages of "design criteria" that need to be approved by Rouse before a tenant can move in. It defines the material that can be used in construction, the storefront design, the type of sign--it can even demand a store change its name. Rouse prescribes the hours of operation and keeps control over merchandise quality (restaurants must attach their menus to the lease).

Leases are generally longterm--five to ten years. In addition to rent, tenants must pay utility bills, fees for maintenance of common areas, a contribution to the merchants association (which is made up of all the building's tenants) and a percentage of their profits above a specified level.