

# Addison Circle Special Area Study Follow Up Discussion

December 10, 2019

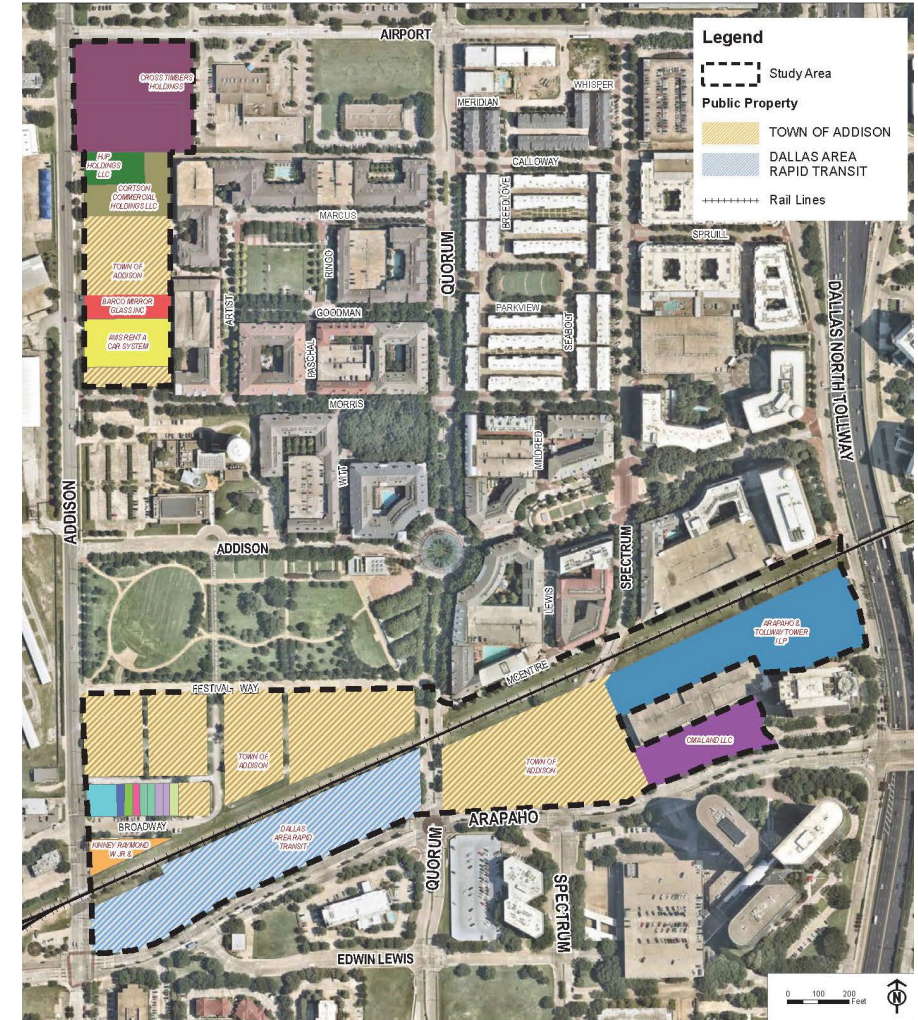


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# Recap of Prior Discussion



- In November 2017, Council authorized Staff to work with consultant team to develop a vision for future development in two areas around Addison Circle
- Study included a variety of public input opportunities:
  - Stakeholder Interviews
  - 4 Special Project Committee Meetings
  - 2 Community Meetings
- Plan presented to Council for discussion on 8/14/18 & 11/13/18
- Vision formally adopted by Council on 2/20/19



# Vision and Guiding Principals

- Vision

- Contribute to Addison's future by making Addison a major destination on the Cotton Belt, enhancing Addison Circle's reputation as a desirable place to live, work and play and strengthening the Town's tax base.

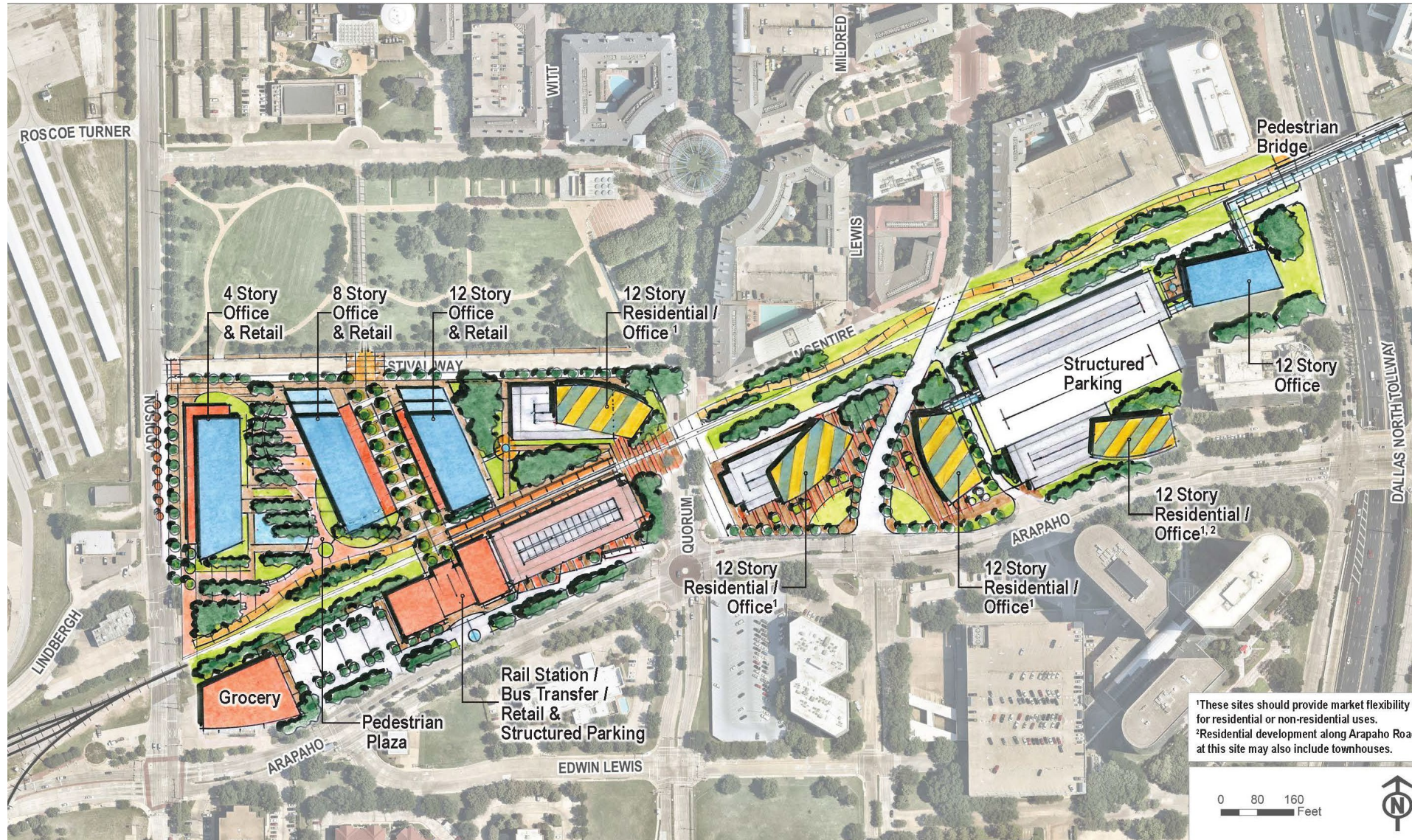
- Guiding Principles

- |  |                                     |
|--|-------------------------------------|
| 1. Desired Character                               | 7. Open Space and Design            |
| 2. Relationship to Addison Circle                  | 8. Public Art                       |
| 3. Relationship to Addison Airport                 | 9. Gateways and Connectivity        |
| 4. Relationship to the Addison Cotton Belt Station | 10. Mobility for People             |
| 5. Economic Development                            | 11. Automobile Use                  |
| 6. Tourism   | 12. Environment and Sustainability  |
|  | 13. Town Involvement and Investment |



# Concept

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# Urban Land Institute Presentation

A blue circular logo with the word "ADDISON" in white, uppercase letters.

- Staff took vision and presented it at the ULI Fall Conference
- Purpose:
  - Seek input from the development community regarding the vision prior to going to market
  - Increase exposure of the project with the development community
- Panel:
  - Rick Dishnica, President at the Dishnica Company, LLC
  - Dan Conway, President/Director of Marketing Economics at THK Associates
  - Alison Davis, Director of Strategic Planning at WMATA
  - David McCracken, Principal at Voda Management
  - Molly McKay, Principal at Willdan Financial & Economic Consulting Services
  - Ross Tilghman, President at Tilghman Group
  - Dan Anderton, Senior Associate at Dewberry

# ULI Panel Feedback

- Overall, positive about the plan and approach.
- Plan seems too suburban, consider truly urban design
- Most marketable opportunity is residential, consider leading with residential
- Vision is mixed-use, but uses seem segregated within plan, consider making different uses more proximate by including better horizontal and vertical mixed uses
- Success of space will require constant programming, consider how this would occur (public or private responsibility)
- Be clear with development partner upfront about responsibilities and what the Town will require

# Question for Council

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- Based on this feedback, does Council desire to make any changes to the vision prior to seeking out a development partner?

- Real Estate Broker Selection
  - RFQ released
  - Staff will vet responses and make recommendation to Council
  - Selection by Council in February
- Developer Solicitation
  - Staff currently drafting RFQ document
  - Will get input from broker, once selected
  - Release in March 2020
- Developer Selection
  - Staff and Broker will vet responses
  - Council to consider late-spring/summer 2020