

# Addison Circle Special Area Study Follow Up Discussion

January 14, 2020



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# History of Study Areas

- Properties along Addison Road were not originally included in the development plan for Addison Circle for various reasons
  - 2013 Comprehensive Plan states that the intent is for those properties to redevelop in accordance with Addison Circle type development standards

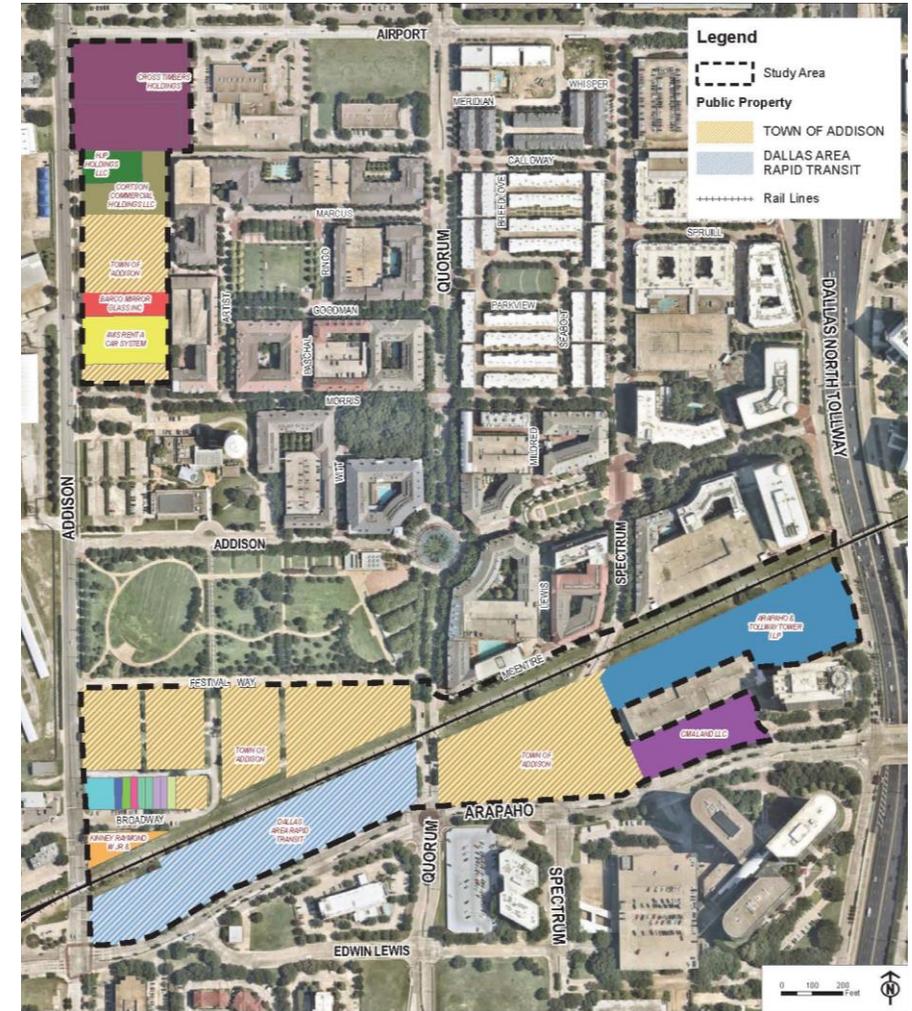
# History of Study Areas

- Properties along the Cotton Belt were purchased by the Town between 1991 and 1998 with the intent to facilitate construction of a high-density mixed use development around future rail stop
  - The Town has conducted multiple studies over the years and all have envisioned high-density development along the rail line
  - 2013 Comprehensive Plan identified properties for a Special Area Study to determine how to proceed



# Recap of Prior Discussion of Study Areas

- In November 2017, Council authorized Staff to work with a 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.

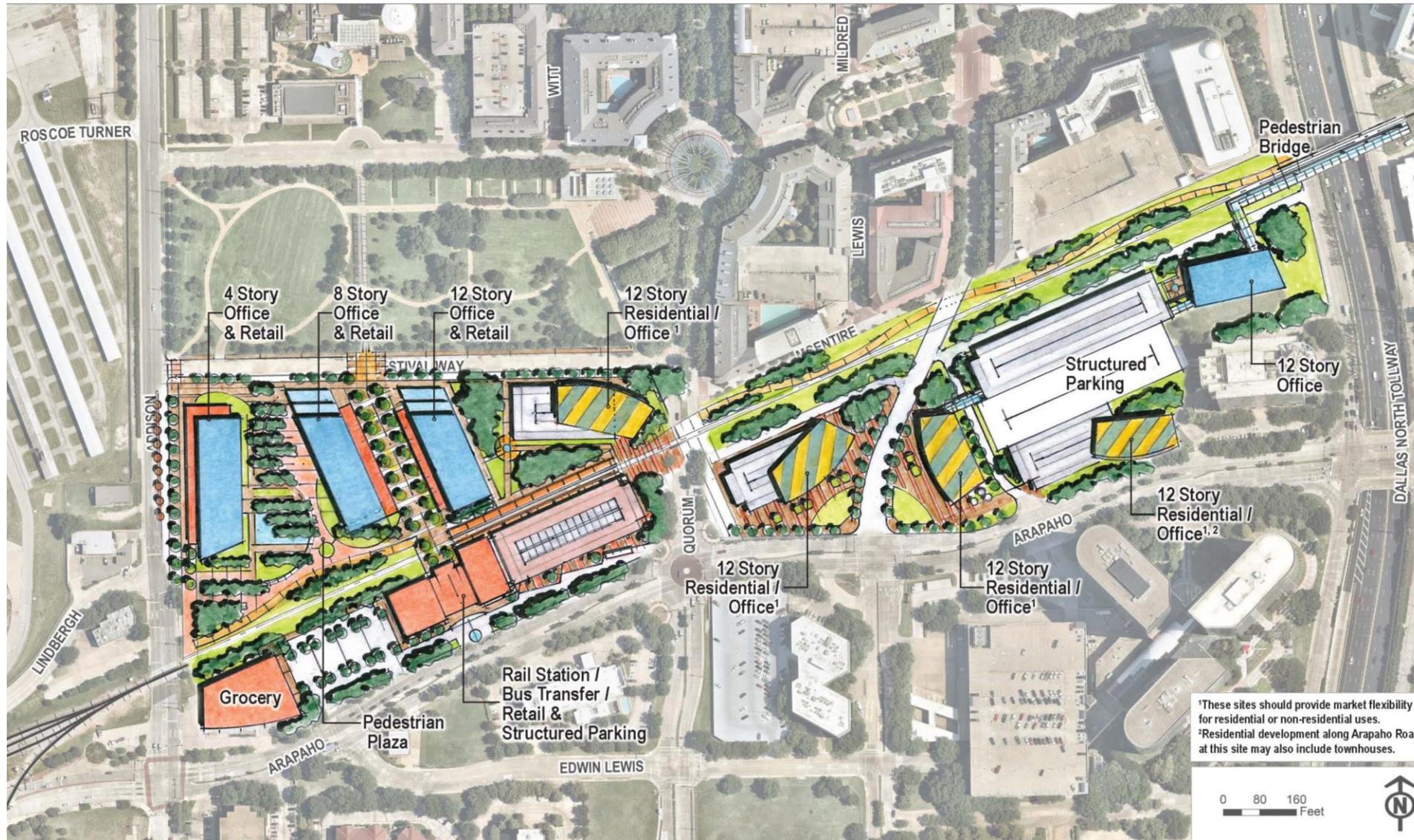
- Guiding Principles

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

- What it **is**:
  - One visual representation of how the vision and guiding principles can be achieved
  - An example of how issues raised during the study process could be successfully addressed in a development proposal
  - Flexible, in accordance with the vision and guiding principles
- What it **is not**:
  - The final development plan
  - Representative of the only way for development to occur

# Concept Plan

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- DART representative participated in Special Area Study Committee
  - Indicated that DART was willing to consider development on the current transit center site, provided current and future operational needs of the transit center could be maintained
  - Any adjustments to transit center layout would be responsibility of a future developer
- DART in process of developing 2045 Transit System Plan
  - Bus Service Plan to be finalized in 2020
  - Will identify future needs of transit center
- DART remains committed to following Town's lead in facilitating development around station, including on transit center site

- Staff took study findings 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

- Based on this feedback, does Council desire to make any changes to the vision prior to moving forward?

# Next Steps

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