

Addison Circle Park Vision Plan

Addison City Council 2-27-2024

The logo for the City of Addison, featuring the word "ADDISON" in blue, uppercase, sans-serif font centered within a white circle. The circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal white lines and a grey triangle in the top right corner.

ADDISON

The Park, Recreation and Open Space (PROS) Master Plan adopted by Council in 2019 identified the need to plan for the redevelopment of Addison Circle Park and the Conference and Theatre Centre in conjunction with the Transit Oriented Development (TOD). The plan included the following recommendations:

- Design and promote the park as Addison's Central Hub.
- Consider new frontages, circulation patterns and connections to the DART Station and Cotton Belt Trail.
- Improve the park's southern edge in relationship to the TOD and create a new gateway into the park.
- Discuss impacts to special events and preserve lands and opportunities integral to Addison's signature seasonal events.
- Prioritize creating a gathering space along Festival Way that allows for park and light rail access to regularly occurring programs and activities.
- Evaluate opportunities to connect the northwest plaza to the conference center patio, improving the pavilion, plaza and grounds to support various public and private events.
- Bolster outdoor programming and create daily activation opportunities that attract visitors to the park such as programs implemented at Klyde Warren, Discovery Green, Bryant Park etc.

To respond to these recommendations and align with critical timing of TOD plan development \$205,000 was included in the FY2023 – 24 budget that was adopted by Council to develop a vision plan for the activation of Addison Circle Park.

In November 2024 RFQ 24-05 was issued soliciting responses from qualified project teams to submit their qualifications. The RFQ identified the following metrics for the project and asks the respondents to provide experience around the following:

- Track record for proven and successful public engagement strategies.
- Creating visions for dynamic, multi-functional urban parks that serve as an amenity to residents and attracts visitors of all ages and abilities.
- Substantial experience developing programming bubble diagrams that includes a spatial analysis of uses and creating a park programming activity plan which includes daily, weekly, monthly, seasonal and annual events.
- Substantial experience developing park operation plans that identify management, programming, maintenance and security needs.
- Track record with revenue generation for parks.

Following the RFQ a selection committee:

- Reviewed submittals from 8 consultant teams that responded to the RFQ.
- Identified 4 consultant teams to make additional presentations.
- Selected OJB Landscape Architecture as the most qualified team. Their submittal and presentation showcased:
 - Experience developing, operating and maintaining highly active parks.
 - Experience developing successful park programming strategies.
 - Quality of similar urban design projects.
 - Experience with philanthropic and external funding sources for activated parks.
 - Engagement strategies for gathering input and building consensus.

Representatives from OJB will make a presentation to introduce their firm and share some of their relevant project experience with Council.



ADDISON CIRCLE PARK VISION PLAN

FEBRUARY 27, 2024

OJB

A Dedicated Team

With You Today



Tara Green

Public Realm Principal



Katy Martin

Landscape Design Principal

With You Tomorrow



Marissa Garcia

Public Realm Design Specialist



Chandler Nohr

Landscape Design Associate



Levi Johnson

Horticulture / Continuing Care

- + Community Engagement
- + Programming + Activation
- + Governance + Staffing
- + Annual Budget + Revenue
- + Operational Planning

- + Design Lead
- + Public Process
- + Vision + Strategy
- + Transformative park design
- + Sustainable and resilient landscapes

- + Community Engagement
- + Programming + Activation
- + Funding Strategies
- + Public Space Management Operations

- + Landscape Designer
- + Environmentally Sensitive Design
- + Site Analysis
- + Technical Implementation

- + Horticultural Knowledge
- + Stewardship
- + Landscape Management + Maintenance
- + Irrigation Systems

OJB

34
YEARS IN BUSINESS
Founded in 1989

100+
PROFESSIONALS NATIONWIDE

100+
NATIONAL DESIGN AWARDS

2023 ASLA Honor Award for Gene Leahy Mall

2022 ASLA Honor Award for Mass General Brigham

2022 The Architects Newspaper, Best Of Practice Award

2022 Congress for the New Urbanism Award, Project 180 Oklahoma City

2021 The Architects Newspaper Best Built Project, Arjay Miller Arboretum, Ford Motor Company

2021 The Architects Newspaper Best Unbuilt Project, Brisbane Baylands Master Plan

2020 Cooper Hewitt National Design Award for Landscape Architecture

2018 ULI Urban Open Space Award for Levy Park

2017 ASLA Award Of Excellence for Klyde Warren Park

2016 ASLA Design Medal (Recipient: Jim Burnett)

2015 ULI Urban Open Space Award for Myriad Gardens

2015 ASLA Firm Award

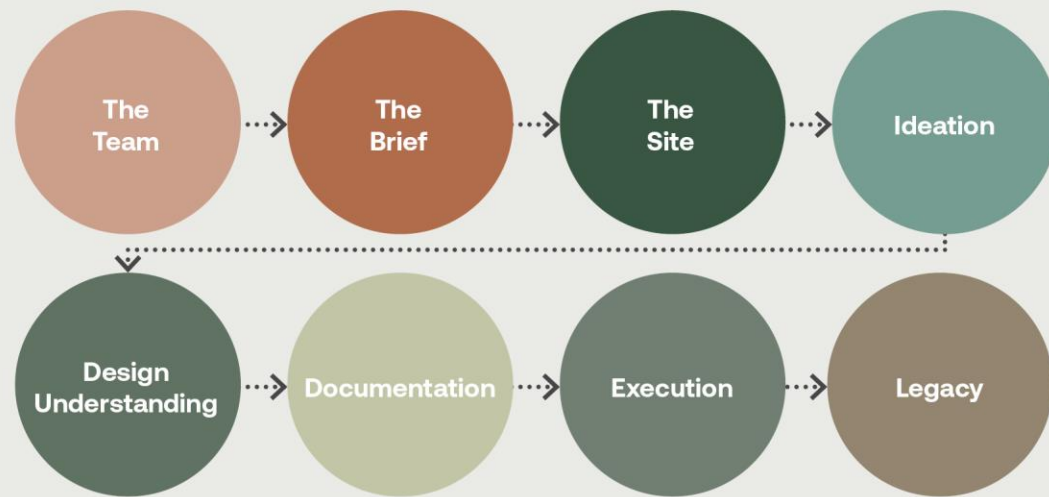
2014 ULI Urban Open Space Award for Klyde Warren Park

2012 ASLA Honor Award for Sunnylands Center & Gardens



The OJB Process & Expertise

Process



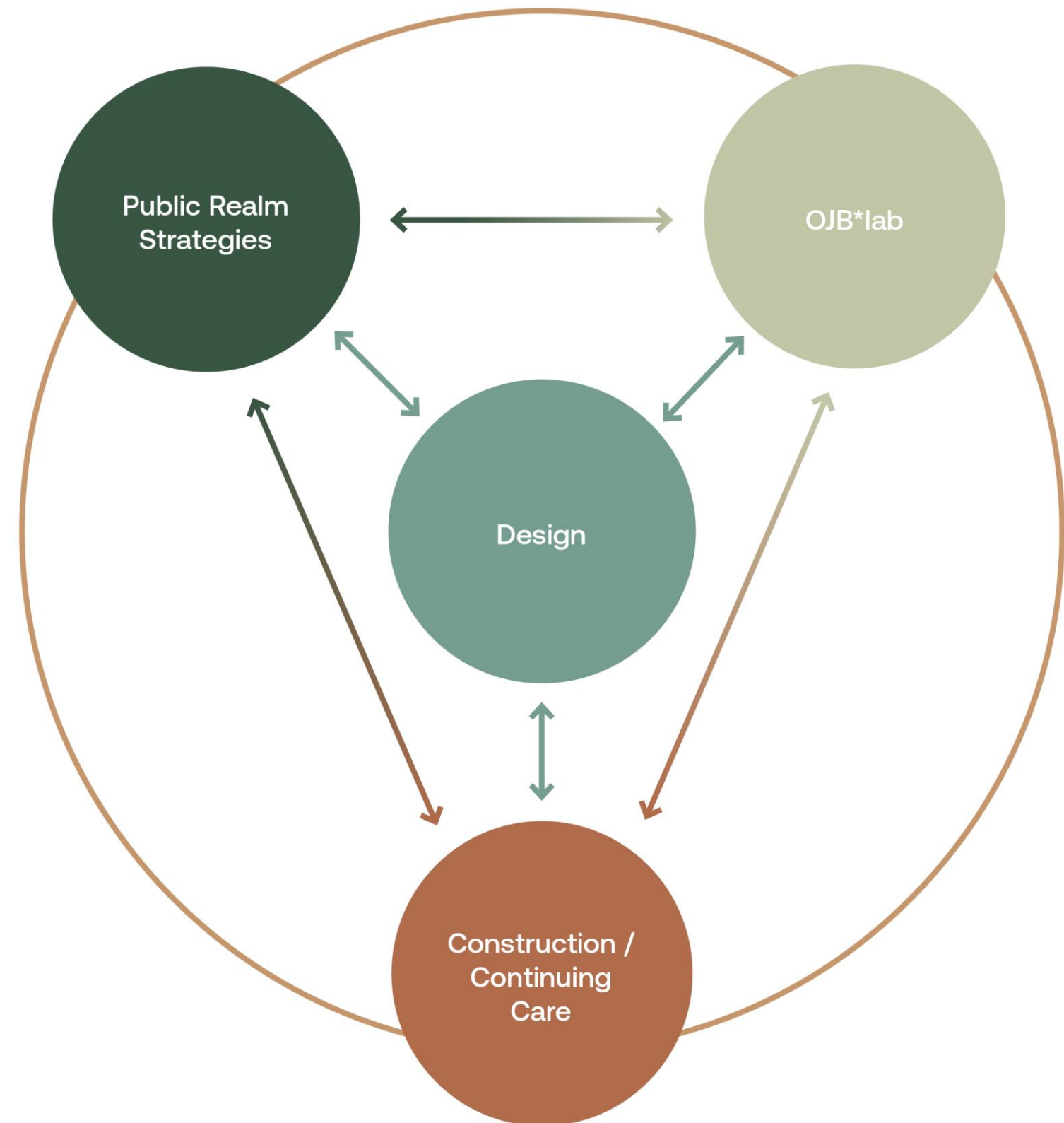
Expertise

OJB*lab Analysis Research

Public Realm Strategies Community engagement, programming, activation, grants and fundraising, management models

Construction Management Technical Leadership, 3-D modeling, cost estimation, construction execution

Continuing Care Water, Soil, Vegetation, Material, Maintenance, Arbor Care



Project Management



COMMUNICATION

Keep the lines of communication open and ensure everyone is aware of project updates, timelines. And expectations



COLLABORATION

Encourage team members to work together, share their ideas, & support one another



PLANNING

Develop a clear project plan that outlines objectives, deadlines, and resource requirements to ensure everyone is aligned



RESOURCE MANAGEMENT

Provide team members with necessary resources and tools to complete their tasks efficiently and effectively



RISK MANAGEMENT

Identify potential risks and develop contingency plans to minimize their impact on the project



QUALITY CONTROL

Ensure all work produced by the team meets the desired standards of quality and accuracy



FEEDBACK + REVIEW

Provide regular feedback and constructive criticism to help team members improve their work



LEADERSHIP

Provide strong leadership and guidance to ensure the team remains motivated, focused, and committed to the project goals

Equitable Spaces



FLEXIBLE

Transient open spaces that respond to different needs + can accommodate different activities.



SAFE

Adequate lighting + emergency technologies that allow users feel safe at all times of the day.



ACCESSIBLE

Physically accessible to all people and circumstances, including promoting different ways of learning + communicating.



COMFORTABLE

Offer flexible seating opportunities with ergonomic designs that are inclusive to all body types + groups of people.



WELCOMING

Socially accessible + welcoming to all people, activities + functions.



CONNECTED

Has a strong relationship to context and community.



COLLABORATIVE

Promote outdoor learning and collaboration between students and faculty on campuses + at offices.



ACTIVATED

Be able to host the community + accommodate different user groups through programming + activation.

Project Start Up + Initial Discovery

4 weeks



- Finalize schedule
- Goal setting, project identity and purpose
- Operational goal setting
- Identify key site assets, environmental conditions, and programming and activation metrics with Client
- Public Workshop #1

Analysis + Programming

8 weeks



- Benchmarking
- Stakeholder Interviews
- Visioning Workshop
- Public Workshop #2

Conceptual Vision + Alternatives

8 weeks



- Synthesize the challenges, opportunities, relationships, and goals into a series of design alternatives
- Phasing Strategy
- Public Workshop #3

Concept Refinement + Final Vision Plan

12 weeks



- Programming activity plan
- Recommendations for infrastructure and open space modifications
- Operations plan
- Revenue generation plan
- Final Vision Plan and supporting visuals

1. Approach



Street Teams



Voting



Virtual Reality



'Design Your Own' Programming Workshop



Engage Children



Surveys

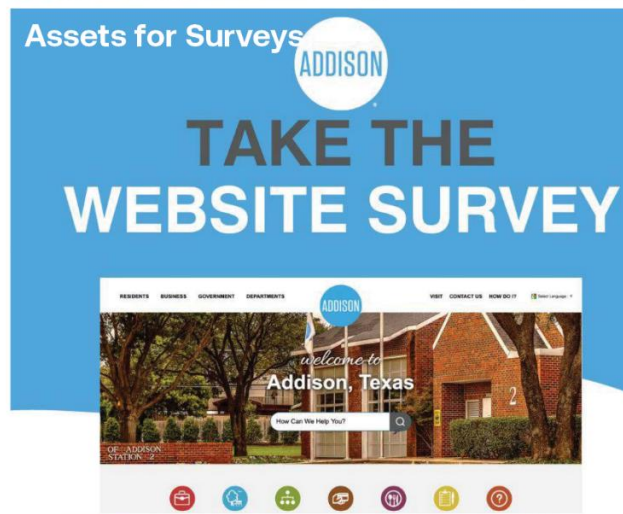


Charettes

2. Public Engagement Process

Proposed Process for Addison Circle Park

- + OJB will lead the public engagement strategy and will work with you.
- + We will do external outreach and audience building.
- + OJB will organize and facilitate stakeholder and public workshops.





3. Connections & Opportunities

Winner of
the **Envision
Platinum Award
for Sustainability**
from the Institute
for Sustainable
Infrastructure



The RiverFront

OMAHA, NE

Size: 68.8 acres (Gene Leahy Mall: 14.8 acres, Heartland of America: 31 acres, Lewis & Clark Landing: 23 acres)

Date Opened: July 2022 (Gene Leahy Mall) (Heart of America and Lewis & Clark Landing anticipated to open in 2023)

Owned By: City of Omaha

Operated By: Metropolitan Entertainment & Convention Authority (MECA)

Gene Leahy Mall Program:

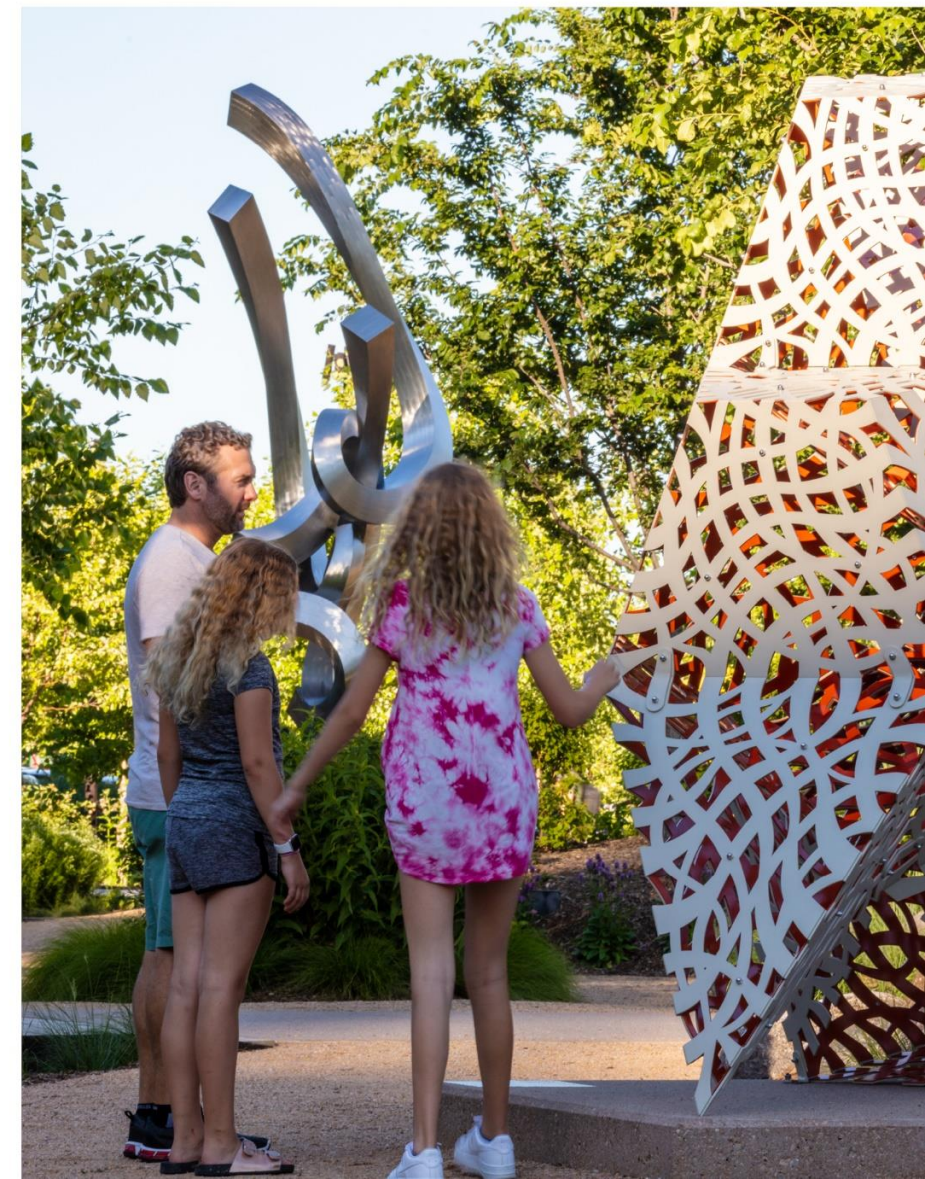
- + Central Event lawn
- + Sculpture Garden
- + Performance Pavilion
- + Multi-use Social Space
- + Dog Park
- + Children's Play Area
- + Interactive Water Feature
- + Restrooms
- + Games Area

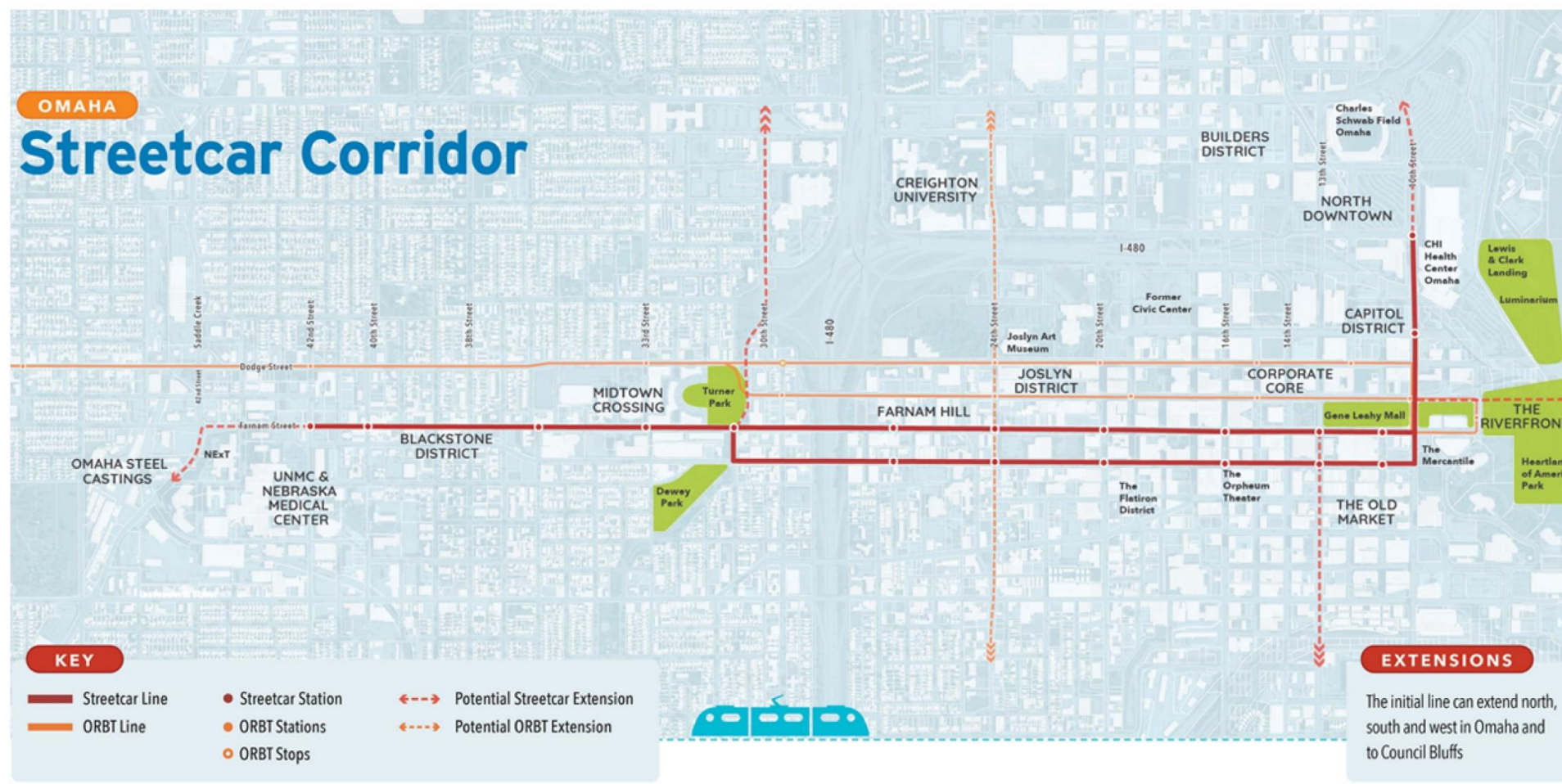
Heartland of America Program:

- + Central Recreational Lawn
- + Lake-edge Amphitheater
- + Four-season Skate Ribbon
- + Multi-use Space
- + Native Prairie Gardens
- + Multi-modal Access

Lewis & Clark Landing Program:

- + Imaginative Playground
- + Towering Climbing Structures
- + Adventure Path
- + Zipline
- + Log Forest
- + Swing Canopy
- + Interactive Water / Sand Play Area







4. Revenue Generation

Annual Public Realm Revenue Streams

REAL ESTATE ASSESSMENT

- + Ground Leases
- + Assessment District

SPONSORSHIPS

- + Corporate - marketing
- + Corporate - community impact
- + Multi-year deals
- + Events
- + Program categories

EVENT RENTALS

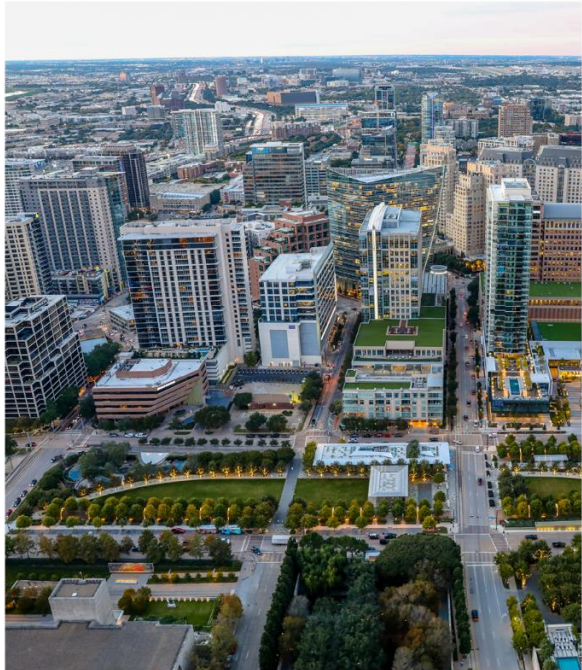
- + 3rd party events
- + Product Launches
- + Brand activation
- + Corporate events
- + Non-profits

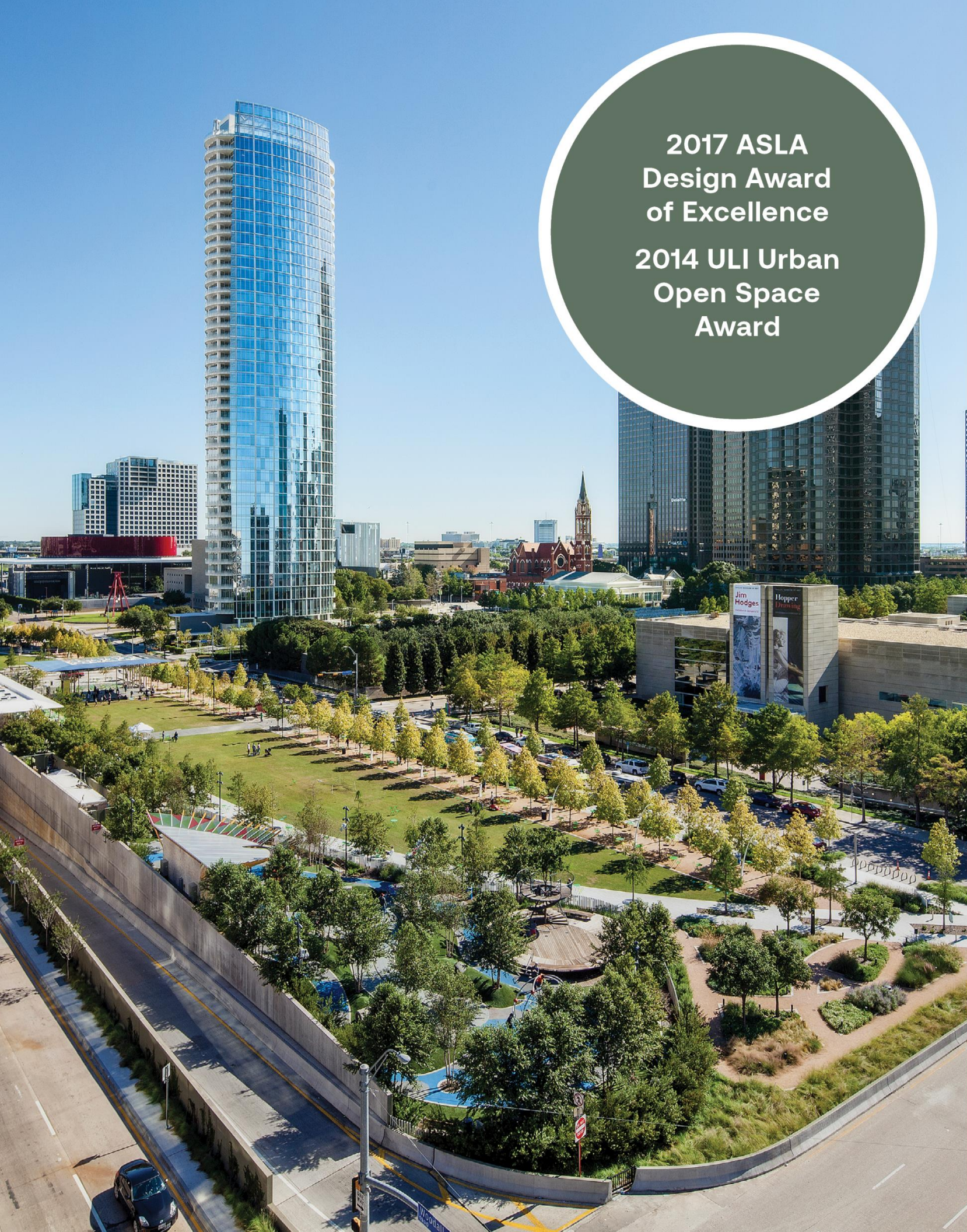
FOOD + BEVERAGE

- + Restaurants
- + Food trucks
- + Concessions
- + Catering

NON-PROFIT FUNDRAISING

- + Grants
- + Annual giving
- + Membership
- + Fundraising events





2017 ASLA
Design Award
of Excellence
2014 ULI Urban
Open Space
Award

Klyde Warren Park

DALLAS, TX

Size: 5.2 acres

Date Opened: October 2012

Owned By: City of Dallas

Operated By: Woodall Rodgers Park Foundation, a 501C3

COST INFORMATION

Total Funds Raised	\$112M
Total Construction Cost.....	\$97M
Cost/SF Entire Deck Park	\$428/sf (\$ 88M/226,512 sf)
Cost/SF Landscape Only	\$56/sf (\$12.7M/226,512 sf)
Cost of Restaurant	\$6M
Cost of Performance Pavilion.....	\$3M
Maintenance + Operations.....	~\$5M annual budget

*2012 net present value

Program:

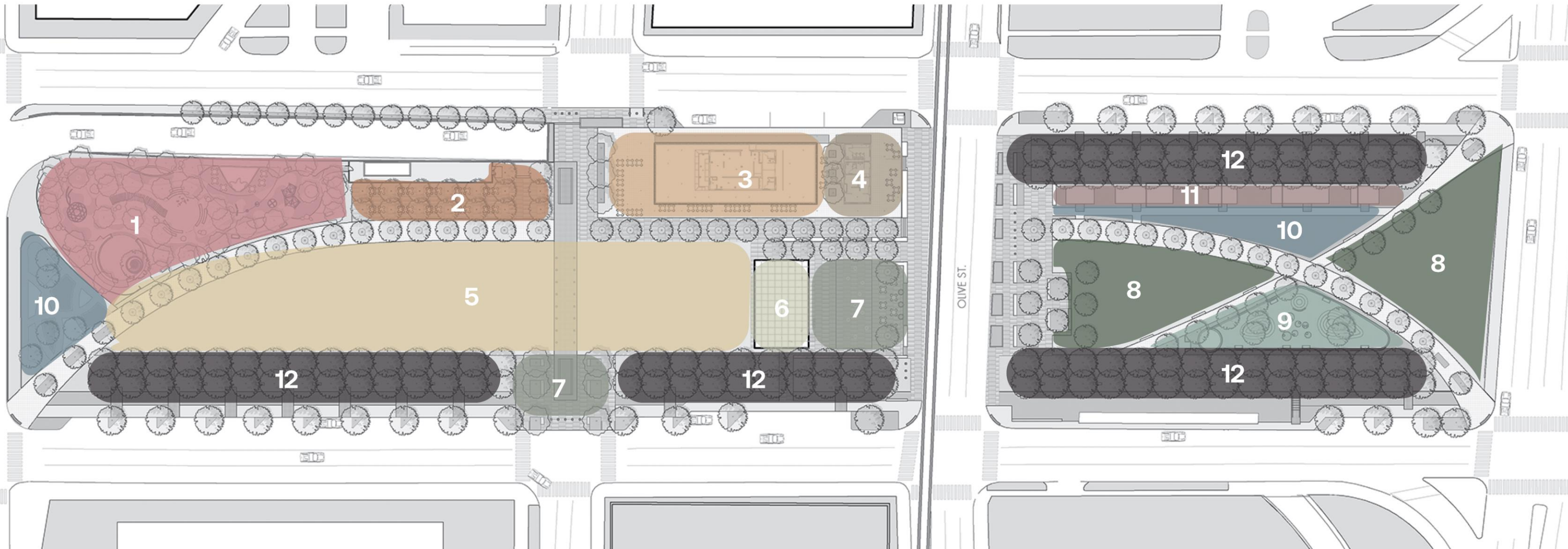
- + Children's Garden
- + Dog Park
- + Great Lawn
- + Performance Pavilion
- + Botanical Garden
- + Reading Room
- + Restaurant To Go Kiosk
- + Tree Groves
- + Interactive Water Features
- + Lawn
- + Gaming room
- + Pedestrian Streetscape
- + Promenade

Scaled Comparison: Klyde Warren Park



Klyde Warren Park Program

- | | | | | | |
|---|---------------------------|---|-------------------------------|----|------------------------|
| 1 | 15,000 SF CHILDREN'S PARK | 5 | 40,000 SF GREAT LAWN | 9 | 3,000 SF DOG PARK |
| 2 | 4,000 SF READING ROOM | 6 | 2,400 SF PERFORMANCE PAVILION | 10 | BOTANICAL GARDENS |
| 3 | 6,000 SF RESTAURANT | 7 | WATER FEATURE PLAZAS | 11 | GAMES |
| 4 | GRAB&GO KIOSK | 8 | LAWN | 12 | PEDESTRIAN STREETSCAPE |



Klyde Warren Park Annual Revenue Streams

1. Public Improvement District - \$0.025/\$100
2. Sponsorships - Events and Spaces
3. Food & Beverage - Restaurant Lease, Food Trucks, Catering, Concessions
4. Event Rentals
5. Grants/Fundraising Events/Memberships/Annual Giving



Klyde Warren Park Revenue Sources To Cover Expenses By Year 4

YEAR 1

Revenue Sources

- + Event Rentals
- + Food Trucks
- + Ticketed Events

25%

YEAR 2

Revenue Sources

- + Sponsorships
- + Event Rentals
- + Food Trucks
- + Ticketed Events

50%

YEAR 3

Revenue Sources

- + Real Estate Assessments
- + Film/Photo Shoots
- + Sponsorships
- + Event Rentals
- + Food Trucks
- + Ticketed Events

75%

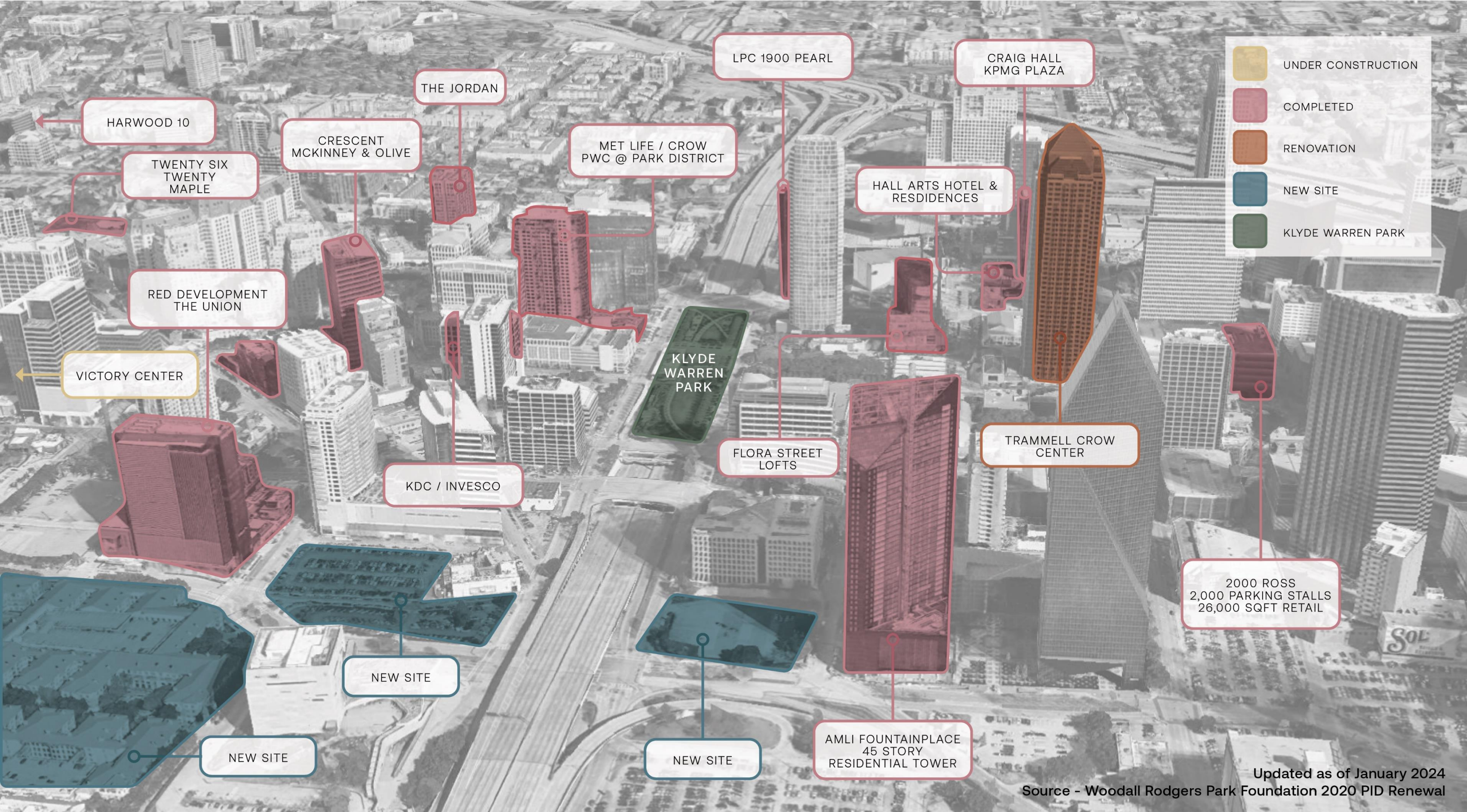
YEAR 4

Revenue Sources

- + Real Estate Assessments
- + Film/Photo Shoots
- + Sponsorships
- + Event Rentals
- + Food Trucks
- + Ticketed Events

100%

Assessed Values More than Doubled after KWP Opened: \$2.5B in 2012 to \$6.2B in 2020



■	UNDER CONSTRUCTION
■	COMPLETED
■	RENOVATION
■	NEW SITE
■	KLYDE WARREN PARK



5. Four Season Programming - Successes & Lessons Learned

WHY ACTIVATE?

- + Increase Attendance
- + Create Safer Places
- + Encourage New Development
- + Create Iconic Destinations
- + Diversify User Groups
- + Generate Revenue
- + Establish an Identity
- + Build Community

OJB Activation Pyramid



Curate Experiences for Visitors

Event Visitors

SPECIAL EVENTS

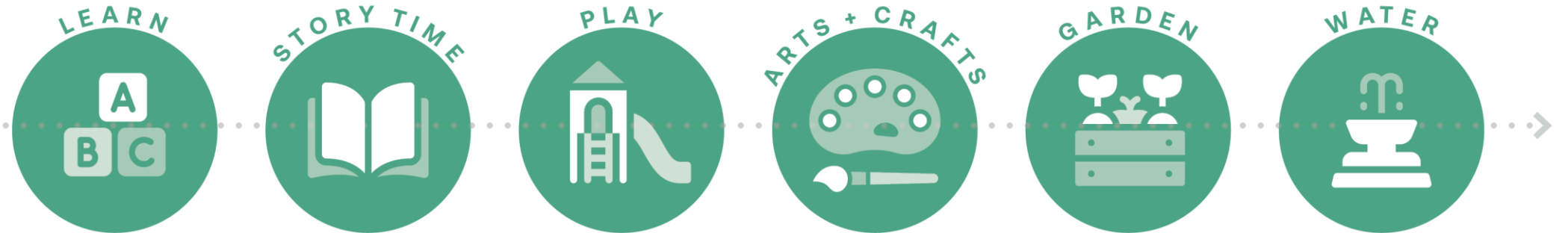
Planned events to attend, like large concerts, holiday events, festivals, sports, dinner, and movie night.



Students / Teachers

MORNING / AFTERNOON

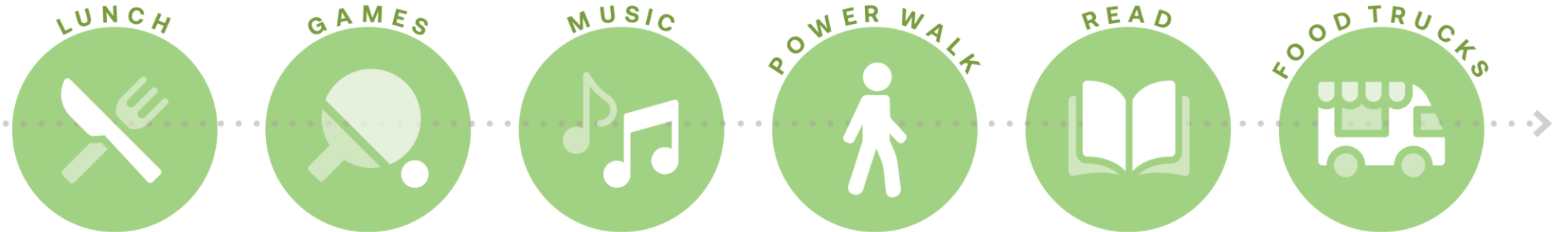
Programs that provide an educational and/or recreational opportunity to enliven parks throughout the week.



Professionals

WEEKDAY

Parks provide a wonderful venue for daytime and after work programming.



Residents / Families

MORNING / EVENTS / WEEKENDS

Programs geared towards families to draw them to the park.



Tourists

ANY DAY

Tourists visit the park to explore and have fun.



Winter Programming



Christkindl Market



Coffee Cart



Sports Simulcast



Tree Lighting Ceremony



Photos With Santa



Photo Backdrop

Spring Programming



Flower Market



Imagination Playground



Farmers Market



Cultural Performances



Easter Egg Hunt



Mobile Library

Summer Programming



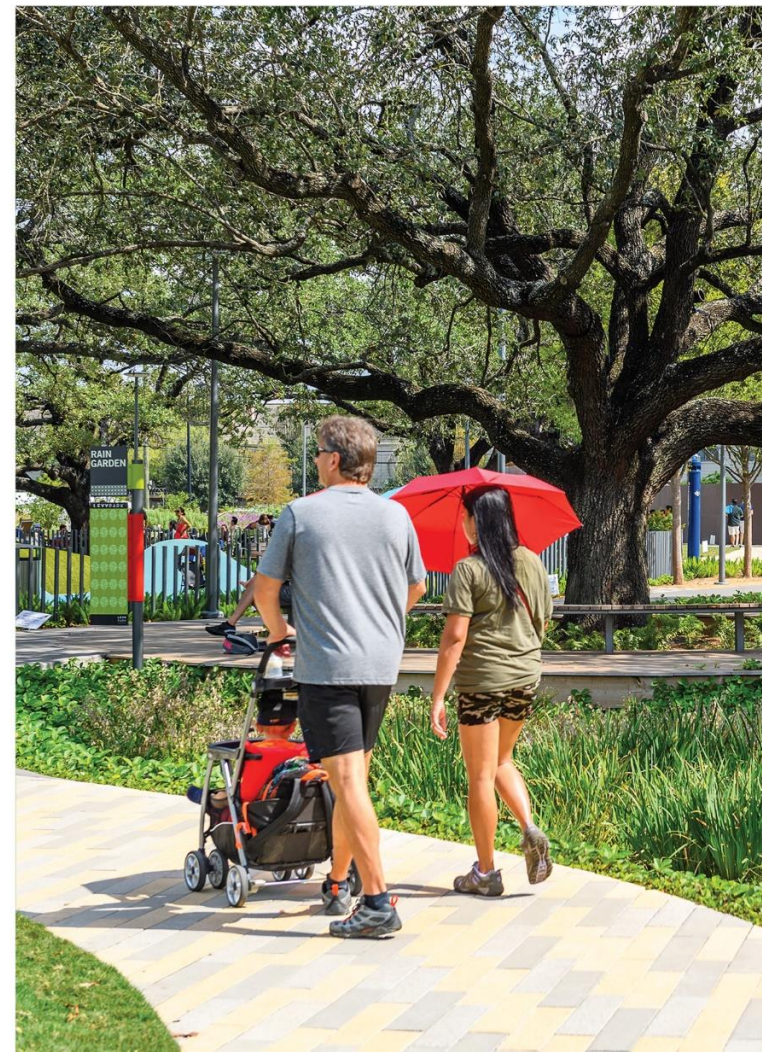
Fall Programming





Why Our Team?

- + Unique Park and Public Space Experience & Expertise
- + Fresh Vision Paired with Practical Approach
- + Activation, Operations & Governance
- + Local Team With National Experience
- + Integrated Community Engagement & Design Process





Thank You!



Questions

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