ADDISON CIRCLE
Sustainable Development

Sustainable Environmental Excellence

Ron Whitehead
Town of Addison

Paris Rutherford
RTKL Associates Inc.
ADDISON, TEXAS

- A successful Suburb…
- Activity Center
- Employment Center
- Service Center
- Strong Recognition
- Truly Suburban…
• The Town undertook a community visioning process to guide its remaining growth and infill opportunities.

• The 2020 Vision focused on two mixed-use development opportunities; a neighborhood and a town center...

• The Town updated its Comprehensive Plan to accommodate this Vision.

• The Town pursued a proactive implementation strategy aimed at attracting developers to construct this Vision.
MIXED USE DEVELOPMENT OPPORTUNITY

- PROVIDE DISTINCTIVE FOCUS FOR COMMUNITY LIFE AND VARIED SPECIAL EVENTS
- EXPAND AND BALANCE THE EXISTING CHOICES OF HOUSING
- PROMOTE A RICH MIXTURE OF SYNERGISTIC USES
- RETAIL MAY BE INCLUDED, BUT SHOULD BE SUPPORT/SERVICE RATHER THAN BEING A REGIONAL DESTINATION

The Vision

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The Vision
Land: 124 acres
71 acres private
53 acres public/row

Zoning: “UC” Urban Center Code
land use and streets
site controls
massing and materials

Residential Entitlement:
1.78 gross FAR
4,700,000 sf mixed residential
4,800 units
820 sf (min avg. unit size)

Commercial Entitlement:
6,000,000 sf mixed commercial

Public Use:
28 acres
civic uses
transit facilities
public parks
Four Primary Sub-Districts:

**Tollway Fronting Zone:**
Incorporating corporate and large tenant office, hotels, service retail/restaurants, health/fitness, business services, entry plazas, etc.

**Addison Town Center:**
Incorporating a public events corridor, smaller tenant office, urban residential units, street level shops and cafes, civic and cultural facilities, public events corridor, conference center, civic spaces, etc.

**DART Station Area:**
Incorporating transit facilities, Old Addison, service retail, etc.

**Urban Residential Neighborhoods:**
Incorporating housing, home office, support services, pocket parks, etc.
Hierarchy of Streets

Full Block Closure
Layering and Mixing of Use
Incorporating Special Events Defined and Programmed
Open Space An Orchestrated and Merchandized Streetscape
Carefully Crafted Design

Community Principles

Guidelines

Neighborhood Branding

Above all… Market-Driven and Market-Sensitive
4 Phases completed
41 Acres developed
20 Buildings constructed
18 Acres public parks

1280 rental units
106 for sale units
1386 total units

1,207,000 sf apartments
80,000 sf condominiums
15,000 sf townhomes
300,000 sf traditional office
45,000 sf loft office
60,000 sf retail
80,000 sf flex space
30,000 sf storage
1,817,000 sf total completed

$1.30 sf apartment leases
$175 sf townhome sales
$150 sf condo sales
$ 15 sf retail leases
$ 22 sf office leases

Present Conditions

RTKL
## Development Partners

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Initial Development Agreement

- Town committed $9 million from their general funds over the life of the project; with $4.5 million up-front for phase one infrastructure and public improvements.
- For this initial city commitment, Columbus agreed to build at least 1500 dwelling units.
- Remaining $4.5 million is linked to the implementation of the remaining development phases up to 3000 units.
- The Town agreed to maintain the infrastructure.
- The Town allowed private utility systems throughout the public rights-of-way.
- The Town amended building and life-safety codes; and allowed new pedestrian-friendly street standards.
- Total estimated Private investment of over $500 million.
Private Sector Commitments

- Accepted a scrutinized and lengthy public process;
- Accepted New Urbanist zoning;
- Agreed to use higher quality exterior materials and landscaping;
- Agreed to structured parking rather than surface parking;
- Agreed to reserve very little privatized space, and
- Undertook design and construction to stand the test of time.
The Result...
Esplanade under construction
Today
Care was taken to allow for a more interesting drive-by
While focusing on the quality of the pedestrian experience
By blurring the line between what is public and private...
The buildings were animated at key locations…
And the design process was orchestrated to create architectural diversity.
Public gathering spaces were carefully integrated for authenticity.
“Expanding the brand…”

Providing a venue for the community’s special events
Ultimately, the success lies in the details of the community’s experiences…
Where there was once a lack of identity, now there is a community focus.
- 183-unit owner-occupied town condominiums

- Price Range $180s to $230s
– Upscale renter-occupied apartment homes
– Four-story
– 484 units