



# Herndon Downtown Redevelopment Project Proposal

Solicitation  
No. RFP 16-05

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# Executive Summary

## Herndon Town Commons

Stout and Teague Company is pleased to submit this proposal for development of Herndon Town Commons in the heart of historic downtown Herndon.

### Project Uses

Herndon Town Commons will include:

- Mixed Use Arts/Retail/Office Building
- Residential Condominium Building
- Hotel
- Townhouses
- Public Spaces
- Public Shared Parking Garage

The project will fulfill the vision of the Downtown Master Plan and stimulate further downtown Herndon development.

### Mixed Use Arts/Retail/Office Building

A 31,000 sf, 3-story commercial condominium building will incorporate the 18,000 sf Arts Center, 9,500 sf of retail space, and 3,500 sf office space. The building will also provide 30 parking spaces to be incorporated in the Public Shared Parking program. The building will have an iconic architectural design reflecting its use as an arts center and will confront a public plaza with public art. The retail spaces will be filled with food and entertainment venues that complement the Arts Center, Farmers Market, Festival, Friday Night Live and other Town-sponsored events, and existing downtown businesses. Examples of the type of operation we would hope to attract are: Praline Bakery & Bistro, Green Turtle, and Busboys & Poets. We anticipate no difficulty finding high-quality businesses to purchase office space in the building, having attracted over 15,000 sf of new office uses to our adjacent office condominiums at Herndon Commerce Center next door.

### Public Shared Parking Garage

A 450-475-car 3-level garage will be placed in the center of the site, screened by the surrounding uses fronting the streets around the site. The garage will provide the 220 spaces required by the Town and will also include spaces required for the hotel, Arts Center, and any required spaces for the office and retail uses not already provided in the podium under that building. (The townhouses and residential condominium are not expected to utilize any spaces in the garage.) The adjacency of the garage to the rear of the Mixed-Use Arts/Retail/Office building may support direct and easy access to that building and through it to the public plaza and the rest of the Town across the W&OD Trail. Likewise, the mid-block public plaza on Elden Street will make for easy and convenient access to the garage for uses on the south side of Elden Street.



### Public Spaces

Two main public plazas are included in the project.

- Adjacent to the Mixed-Use Arts/Retail/Office building along Station Street and the W&OD Trail
- Adjacent to the hotel along Elden Street, mid-block between Center and Station Streets

If allowed by the NVRPA, we would like to create a terraced access point to the W&OD Trail at the end of Vine Street - this could serve as a third public gathering space.

Internal streets will afford a vehicular connection from Center Street to Station Street through the Public Shared Parking garage and will support pedestrian connections to the public plaza and the W&OD Trail.

## Townhouses

18-22 townhouses will complement the other uses on the site and maintain transition in scale and use to the single-family houses across Center Street from the site. These 20-24 foot houses will be rear-loaded so that the streetscape and walkable scale of the public and private streets will be maintained. Prices are expected to range from the upper \$400's to the mid-upper \$500's.

## Hotel

A 100-120 room, 4-story building will be the principal facade of the project on Elden Street. It is planned as a mid-scale or extended-stay hotel with a flag such as Tru by Hilton, Residence Inn, or Staybridge Suites. In addition to bringing both daytime and evening business to downtown, the hotel use offers significant tax benefits to support the provision of additional Public-Shared Parking.

## Residential Condominium Building

A 60-unit, 3-4 story building will offer well-appointed large one and two bedroom units. The building is oriented with private open space that is visually open to the W&OD Trail and the Town Green. The building will provide parking spaces for unit owners in a podium underneath the building. Prices are expected to range from the upper \$200's to the mid-upper \$300's.

## Fulfilling the Downtown Master Plan

Herndon Town Commons will fulfill the vision of the Downtown Master Plan and will be a catalyst for further development in downtown Herndon by:

- Providing an expanded and permanent home for the arts in downtown Herndon. It is well established that arts and entertainment uses can serve as attractive anchors for community activity.
- Expanding and permanently housing adequate public parking in a central and convenient location to serve the project and surrounding downtown businesses participating in the Public-Shared Parking program. Accessible parking that does not interfere with the walkable character of the downtown remains critical for the ongoing viability of downtown businesses.
- Bringing new retail/restaurant uses to reinforce the already established character of downtown Herndon as an entertainment and dining hub.
- Bringing new residents, hotel guests, and businesses as customers for existing businesses both daytime and evening.
- Improving the financial position of the Town by adding a significant increment of taxes from a property currently fully -exempt and off the tax rolls.

## Introducing Our Project Team

### Broad Capabilities

Stout & Teague and its design partners, Baskervill and Tri-Tek Engineering, have broad experience in master planning and all of the proposed elements of the project, and also detailed local knowledge of markets and development issues that may affect the site.

Stout & Teague will act as master developer and intends to directly develop the mixed-use Arts/Retail/Office condominium building and the residential condominium building. Stout & Teague has past experience in both of those project types. Stout & Teague will partner with experienced local developers specializing in townhouses and hotels for those elements of the project. Stout & Teague will work directly with the Town of Herndon on the construction of the parking garage.

### Baskervill

Baskervill has extensive experience in master planning, hotel, office, multi-family residential, and community facility design. Among their award-winning work is the Black History Museum, the 17th Street Market, the Civil Rights Memorial Plaza, The Hippodrome Theater, and the Richmond Slave Trail.

### Tri-Tek Engineering

Tri-Tek Engineering has done extensive civil engineering and site planning work in and around the Town of Herndon. They have extensive knowledge of local site conditions, environmentally-friendly infrastructure design, and regulations and ordinances governing site development in Herndon.

## Local Knowledge and Commitment

Stout & Teague has demonstrated its commitment to the Town of Herndon by its past projects in and around the town. Stout & Teague has worked with the Town in:

- planning for development at the Innovation Station on the Silver Line;
- revitalizing Herndon Commerce Center after almost five years of vacancy.

Because of our existing property interest in the block at 754 Elden Street, We stand to benefit from the success of the development of the Town's parcels, and will likewise suffer from an inferior project on the site. If Stout & Teague is selected as developer by the Town, we have every incentive to ensure that the project is of high quality and to pursue it to successful completion.

We look forward to working with town officials and community stakeholders on this game-changing project for downtown Herndon.