

HERNDON TOWN COMMONS



Presentation | June 8, 2016

STOUT & TEAGUE

Developer



- 30 years experience in mixed-use, public-private projects
- Projects include:
 - Huntington Metro in Fairfax County
 - Resources & Conservation Center in Dupont Circle
- Long-term commitment



Capital Hospitality Group

Hotel Industry & Management Expertise



- 35 years of industry experience
- Owner and operator of Hyatt House on Herndon Parkway
- Launched the Studio Plus Hotels, a publicly-traded hotel company; added 48 hotels in less than 14 months
- Mike Moriarty was brand manager at Marriott for Fairfield Inns
- Creighton Schneck headed the Washington office of Tishman Speyer

Baskervill

Architect



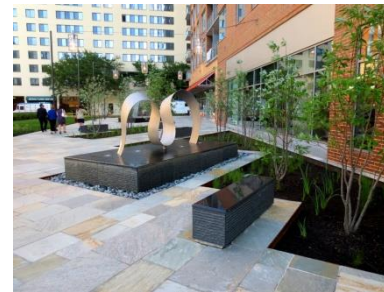
- Award-winning firm founded in 1897
- Home to 110 professionals in Washington, DC and Richmond
- Varied portfolio with a specialty in designing community spaces and hotels



Civil Engineer



Landscape Architect



Kimley»Horn

Parking Consultant



HSS
HOWARD SHOCKEY & SONS, INC.

SHOCKEY PRECAST GROUP

Parking Garage Construction



HERNDON TOWN COMMONS



Our Team has deep roots in Herndon

- Stout & Teague owns and manages 754 Elden Street
- Tri-Tek Engineering is based in Herndon on Center
- Capital Hospitality Group is owner and operator of Hyatt House on Herndon Parkway

Vision

Aligned with the Herndon Pattern Book Visions for Downtown

- ✓ Mix of building heights
- ✓ Attract a full mix of retail uses and promote a 24-hour environment
- ✓ Attract a hotel or inn
- ✓ Maintain the village feel
- ✓ Creative parking solutions, including structured and underground parking
- ✓ Become more pedestrian-friendly: fix sidewalks, add street landscaping, improve signal timing
- ✓ Become more bike-friendly
- ✓ Performing arts venue
- ✓ Establish a focal point to downtown: expanded town green, fountain
- ✓ Celebrate Herndon's history, heritage, and growth as a town

Plans & Uses



A – Townhouses

B – Residential Condominium

C – Parking Garage

D – Plazas and Paseos

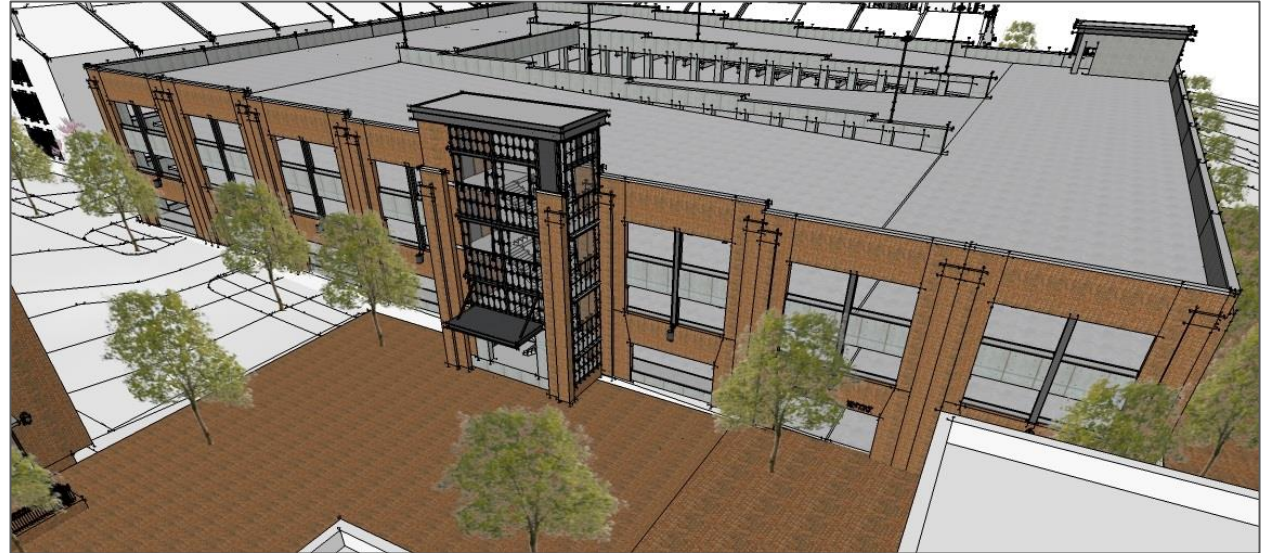
E – Arts/Retail/Office Building

F – Hotel

Residential Uses



Public Shared Parking Garage



- More than doubles the number of Public Shared Parking spaces in downtown Herndon
- Accessible parking that enhances the walkable character of downtown Herndon
- Screened by surrounding buildings; architectural façade
- Owned and controlled by Town

Public Spaces



- Plazas and a paseo – a walkable passageway – will connect the spaces and add social gathering places
- Plazas may include al fresco dining areas
- Paseo rises to meet the W& OD trail

Arts/Retail/Office Building



- Places the Arts in the Center of Downtown
- Retail spaces will be filled with food and entertainment venues
- Office space for new businesses in downtown

Hotel

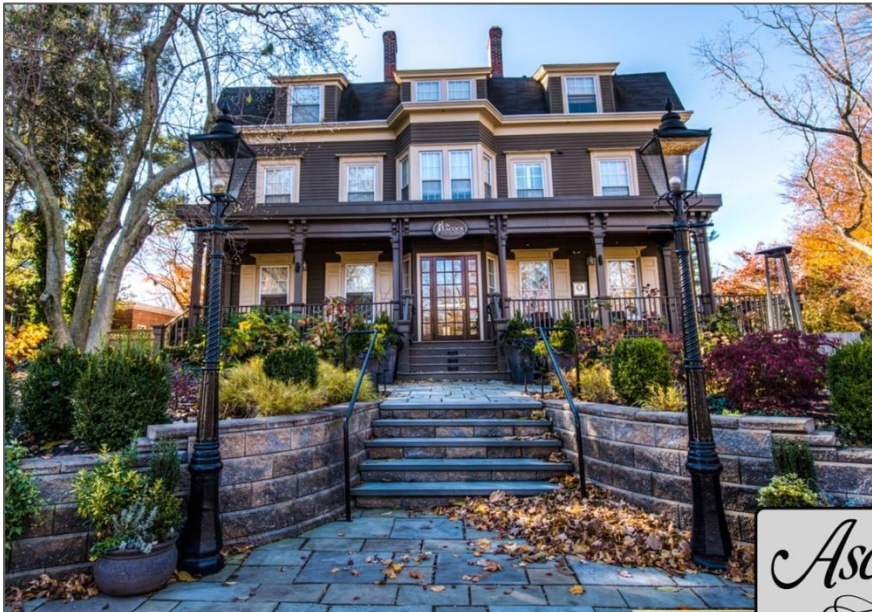


- Key to downtown revitalization
- Multiplier effect for downtown shops and restaurants
- Hospitality tax generates substantial annual revenue
- Exterior design will conform to Town design standards

Hotel (cont'd)



- Strong, local operator
- Strong and growing market
- Upscale, boutique flag

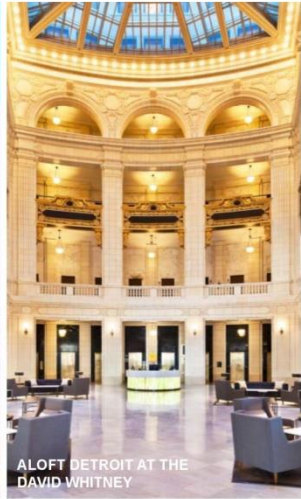


Ascend
HOTEL COLLECTION





ALOFT HARLEM



ALOFT DETROIT AT THE DAVID WHITNEY



ALOFT DALLAS DOWNTOWN



ALOFT ATLANTA DOWNTOWN

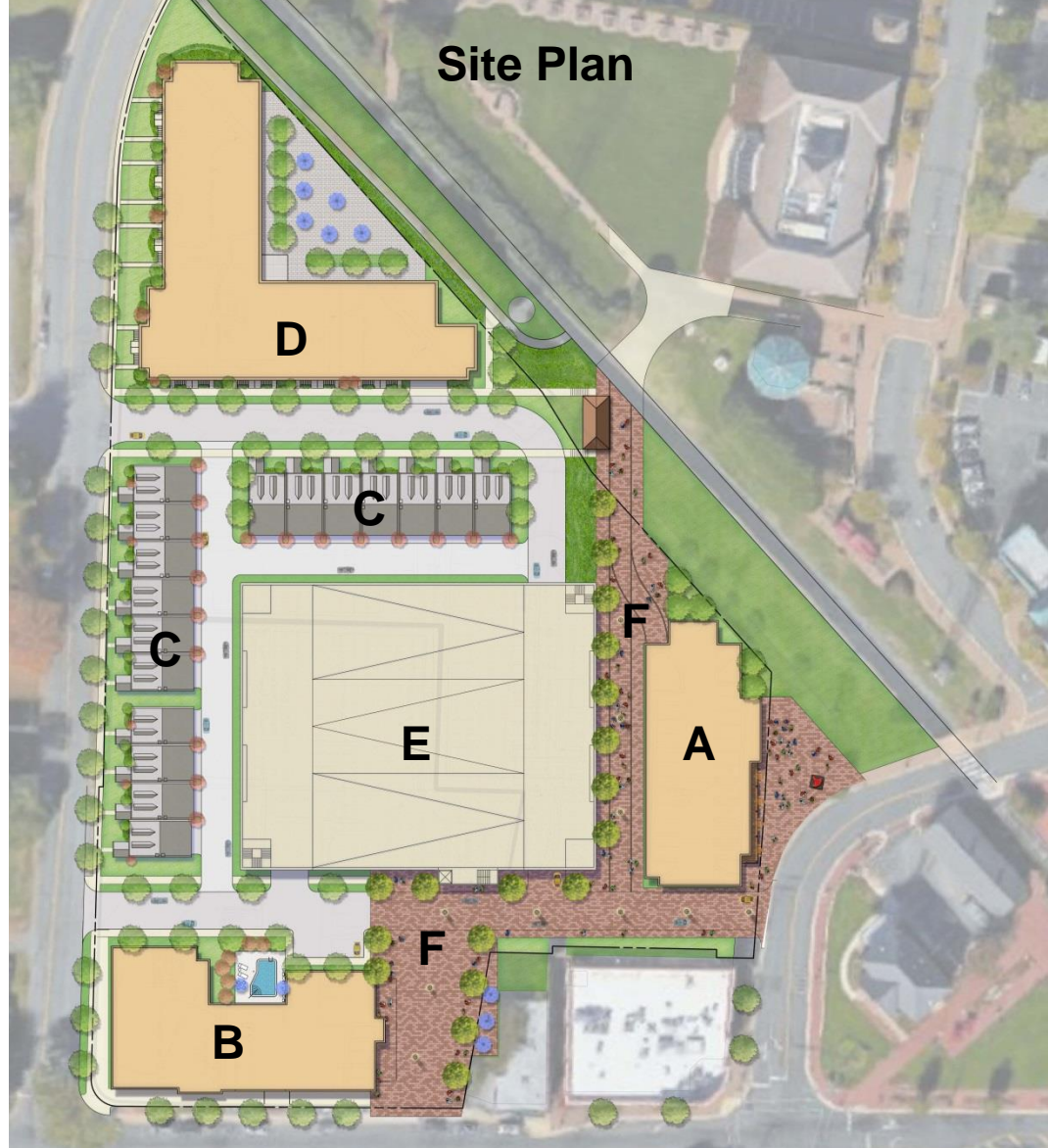
ALOFT HOTELS

Q2 2015



The
brand
where travel and
wellness
meet.

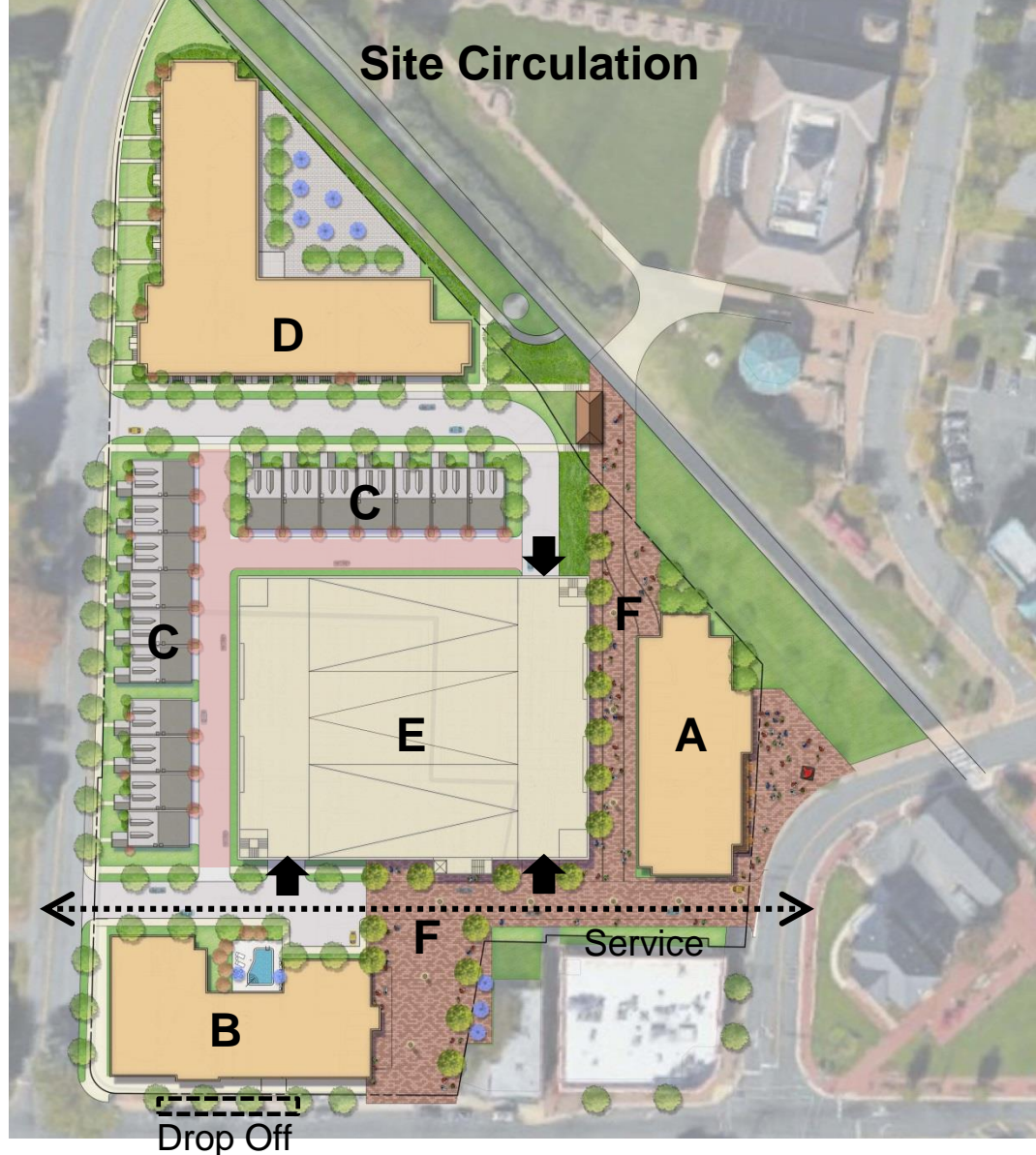




Site Plan

- A. Arts/Retail/
Office Building
- B. Hotel
- C. Townhouses
- D. Residential
Condominium
- E. Parking
Garage
- F. Plazas and
Paseos

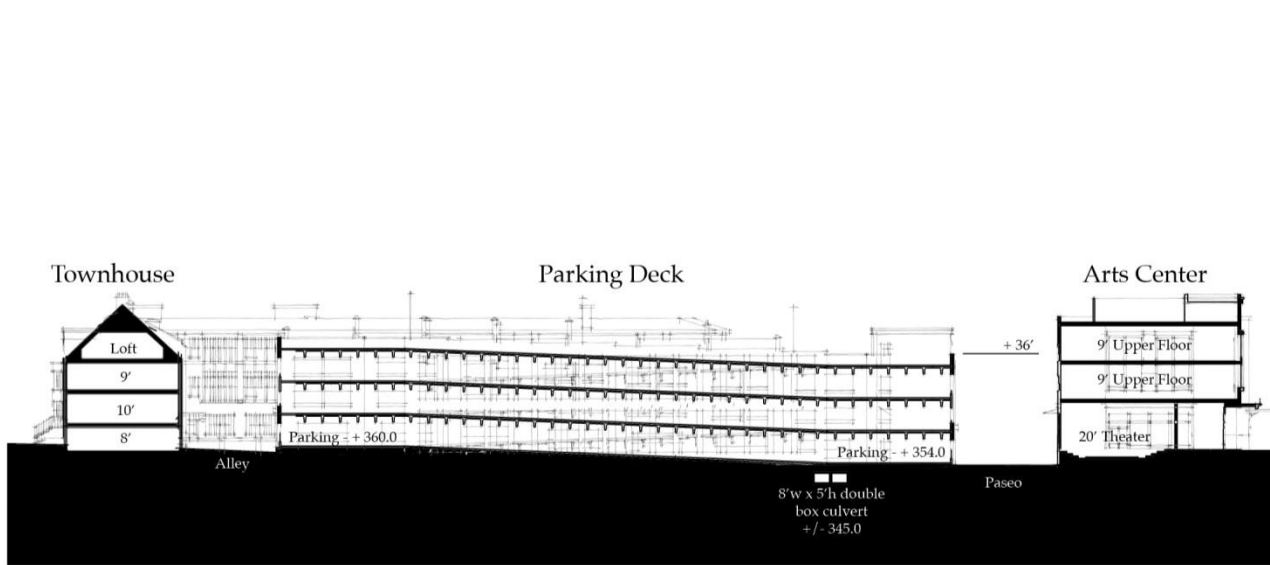
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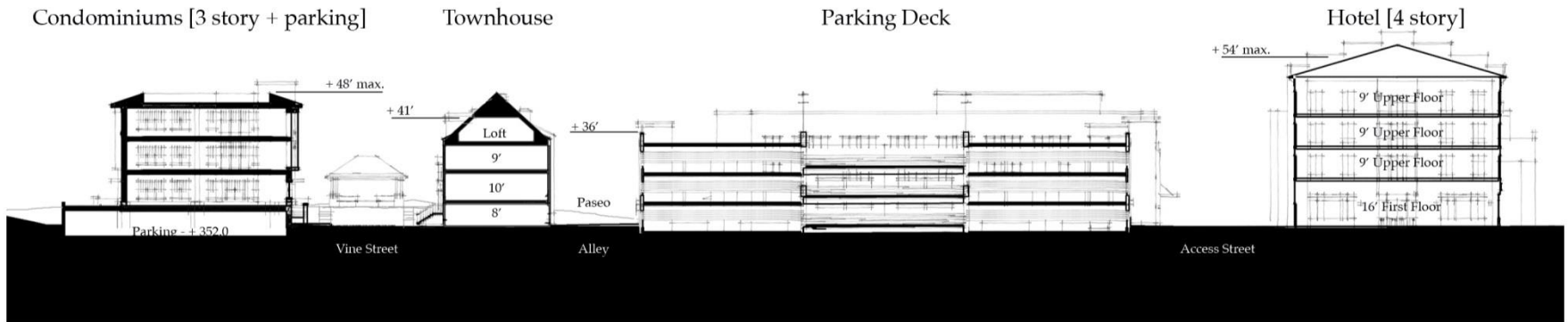
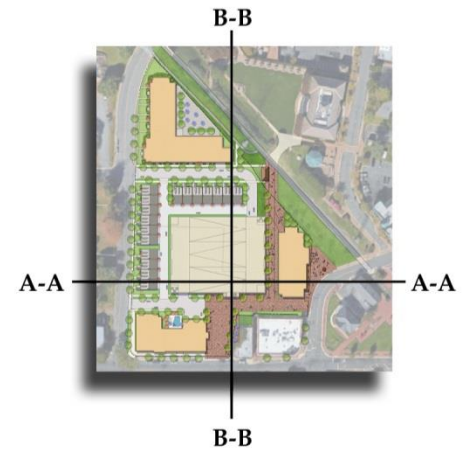
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Site Sections



Site Section A-A



Site Section B-B

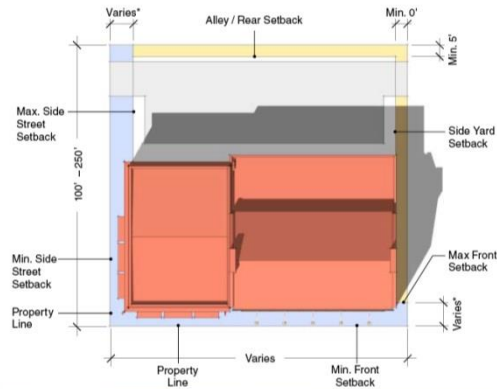
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The Designs

Mixed-Use Buildings

STEP 1: BUILDING PLACEMENT

A mixed-use building is intended primarily for ground floor retail or other uses that encourage pedestrian activity, with upper-story hotel, residential or office uses. Mixed-use building setbacks are shown below. Parking should be placed behind the main massing of the building to be concealed from the main street.



SETBACKS

- » Front Setback* 0–10 feet
- » Side Street Setback* 0–10 feet
- » Side Yard Setback min. 0 feet
- » Alley/Rear Setback min. 5 feet
- » Surface Parking min. 30 feet Setback**

HEIGHT GUIDELINES

- » Overall Height (Stories) 2–4
- » Maximum Height (Principle Building)*** 50 feet
- » Ground Floor Ht.† 14–20 feet
- » Upper Floor Ht.† 9–14 feet

* *Varies - refer to building frontage map for specific setback requirements*

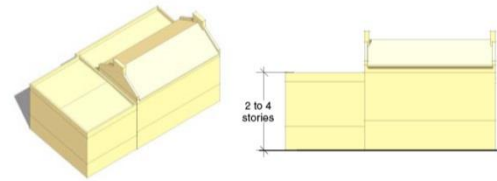
** *When parking is provided off-site in an adjacent garage or parking lot*

*** *Total height not to exceed four stories or 50 ft. Parapets and other decorative features can exceed 50 ft.*

† *Floor-to-floor height*

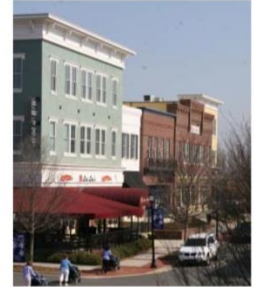
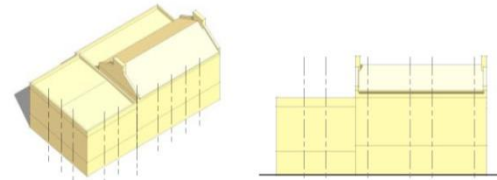
STEP 2: MASSING & HEIGHT

Mixed-use buildings can be two to four stories, not to exceed 50 feet. Parapets and other decorative features are permitted above 50 feet. Buildings shall be composed so as to create the scale and rhythm of a series of smaller buildings along the street.



STEP 3: VERTICAL ARTICULATION

The storefronts on the ground floor should be vertically proportioned into bays corresponding to the rhythm of windows above. Large development blocks should use vertical articulation at intervals no greater than 60 feet to compose the façade as a series of smaller buildings with varying widths. The changes in plane should be significant enough to create a sense of depth and shadow.



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Building Typologies



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Arts/Retail/Office Building



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Townhouses



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Residential Condominiums



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Residential Condominiums



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Shared Parking Garage and Plaza



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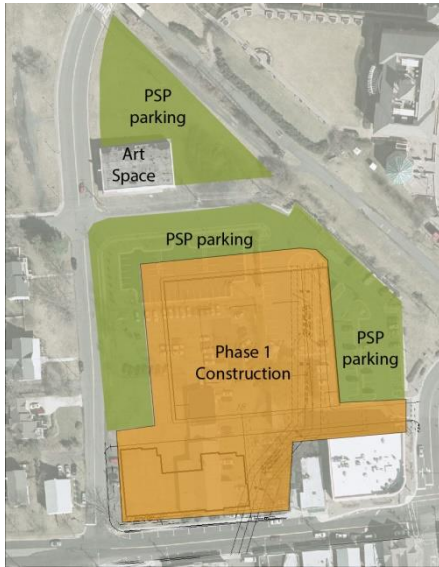
Hotel



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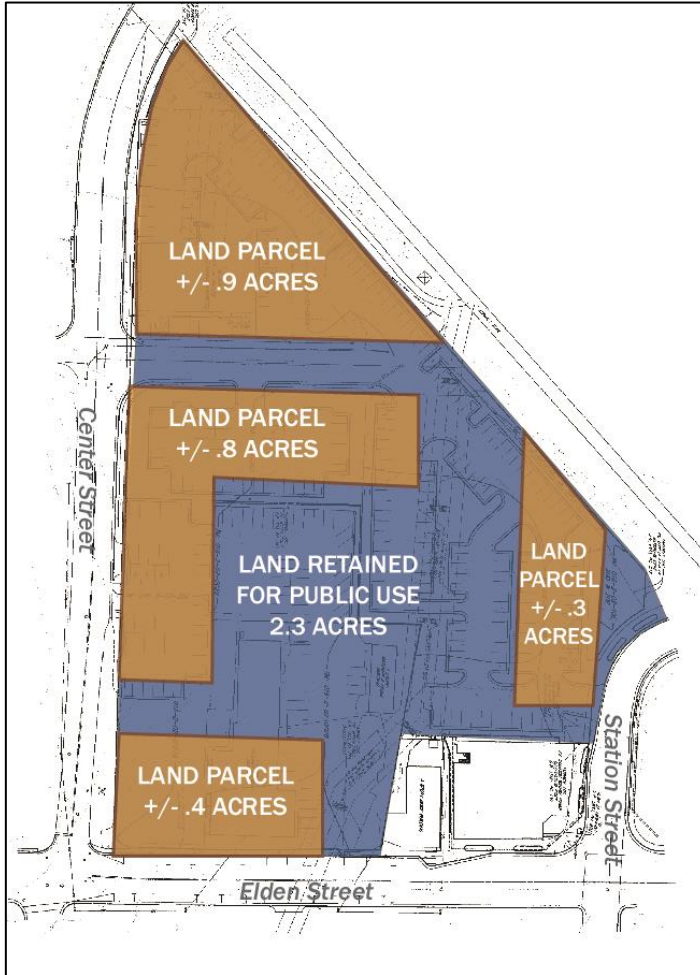
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Schedule and Milestones



- 2016 – Developer Selection and Agreement
- 2017 – Site Investigation and Planning
- 2018 – Phase 1 Construction
 - Public Shared Parking Garage
 - Hotel
- 2019 – Phase 2 Construction
 - Mixed-Use Building
 - Townhouses
- 2020 – Phase 2 Construction
 - Residential Condominiums
- 2021 – Completion and Sell-out

Deal Structure



- Sale to developer of 2.4 acres in 4 parcels
- Non-residential uses contribute to Public Shared Parking cost.
- Town retains nearly half the site for public use
 - Garage
 - Arts Center owned by Town as condominium
 - Public amenities at no cost
 - Streetscape
 - Paseo and plazas
 - Underground utilities



Thank You

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