RESPONSE TO REQUEST FOR PROPOSALS FOR HERNDON DOWNTOWN REDEVELOPMENT PROJECT

RFP 16-05 | Due: February 19, 2016 @ 4:00pm EST

Comstock
PLACE AND CONNECTIVITY

The plan seeks to build on the wonderful place that is the center of Herndon. This proposal seeks to make a building ensemble that is a good neighbor to the surrounding development and helps complete the picture of the Town Center envisioned in the Master Plan.

The Concept Plan forms a number of unique streets and spaces.

- **Pedestrian Street / Arts Walk** - This is the heart and life of the proposal. Here is an intimate and unique space—a street with a meandering landscaped bioswale, framed by the Arts Center on one side and loft units on the other, with picturesque bridges on both ends. Art displays and sculptures can be featured and the street itself can become outdoor space for the Arts Center activities; this is just the kind of place to serve the arts and the community well.

- **Station Street Retail Plaza** - The Station Street ground floor retail, perfect for a restaurant, provides an excellent backdrop for the historic Herndon Town Hall and Train Station, and will enliven the square with outdoor seating.

- **Elden Street Retail Plaza** - The Elden Street ground floor retail provides an opportunity for neighborhood serving retail, such as a coffee shop, bakery/deli, or small store, as well as a restaurant with outdoor café space that will draw people through the pedestrian street.

- **Vine Street** - the extension of a new Vine Street through the site provides the desired pedestrian and vehicular connectivity and creates new frontage for the Arts Center along the W&OD Trail.
### Dynamic Mix of Uses

The building fabric completes blocks and so responsibly forms the spaces of the surrounding streets.

- **Block A**, located north of Vine Street, is a 4 story, purely residential building. The building features a landscaped ground floor courtyard facing the W&OD Trail, and the building will also complement the residential character of Center Street. The building will connect to the parking garage through a small pedestrian bridge.

- The area south of Vine Street is divided into two blocks, Block B to the west and Block C to the east, further reducing the scale of the development to compliment the character of the Town.

- **Block B** includes the garage structure, which is primarily above grade with one level of below grade parking, and is wrapped by a residential liner on all sides. The liner along Center Street is 3 stories, with individual unit entries and English basements that are compatible with the homes on the other side of the street. The Elden Street frontage includes ground floor retail with 3 stories of residential above. The liner continues facing the new Pedestrian Street / Arts Walk and the north side along Vine Street, and features ground floor loft type units with high ceilings.

- **Block C** includes ground floor retail along Station Street. Around the corner, the Arts Center is located on the extended Vine Street with visibility to the W&OD Trail, as well as a frontage along the Pedestrian Street / Arts Walk. The building above the ground floor has 3 stories of residential, with a small landscaped courtyard and bridges connecting to the garage building to the west.

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### Floor Plans

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<th>Uses</th>
<th>Retail</th>
<th>Multifamily</th>
<th>Arts Center</th>
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<tbody>
<tr>
<td>Block A</td>
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<td>120 DU</td>
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</tr>
<tr>
<td>Block B</td>
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<tr>
<td>Block C</td>
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<td>County Req</td>
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<tr>
<td><strong>Total</strong></td>
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### Ground Floor
FLOOR PLANS

Unit Mix | # | %
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1 Bedroom | 119 | 42%
1 Bed + Den | 94 | 34%
2 Bedroom | 61 | 22%
3 Bedroom | 6 | 2%
Total | 280 | 100%

TYPICAL FLOOR

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PERSPECTIVE - STATION STREET

Station Street will have ground floor retail, a perfect location for a restaurant, providing an excellent backdrop for the historic Herndon Town Hall and Train Station, and enlivening the square with outdoor seating.
THE ARTS WALK
This is the heart and life of the proposal. Here is an intimate and unique space; a street with a meandering landscaped bioswale, framed by the Arts Center on one side and loft units on the other, and picturesque bridges on both ends. Art displays and sculptures can be featured and the street itself can become outdoor space for the Arts Center activities; this is just the kind of place to serve the arts and the community well.
PROPOSED BUILDING HEIGHTS

- Proposed Height Along Center Street: Approximately 48’ and 3 Stories with English Basements
- Proposed Height on all other buildings: 54’ maximum and 4 Stories
- Parking Garage: 54’ maximum plus parapet, wrapped by residential liner
(2) Sequential Steps Needed to Create a Successful Project Plan

If awarded the Development Agreement in December of 2016, as anticipated in the RFP timeline, Comstock would seek to commence with the development of the project as soon as possible. Below are the anticipated steps and durations required to achieve a successful project plan:

- Schematic Design - 12 weeks
- Site Plan Approval - 12 weeks
- Design Development - 8 weeks
- Permit Set - 12 weeks
- Construction Documents / Bid Set - 8 weeks
- Contractor Pricing / Bid - 6 weeks
- Notice to Proceed - 2 weeks

In the course of our public-private experience, Comstock has learned the importance of maintaining open dialog among partners. We would expect to have the same relationship with the Town of Herndon. See Section 3, below, and other sections of this proposal regarding process and timing.

(3) Milestones and Key Decision Points

Comstock anticipates that an iterative approach to design completion will include regular participation and feedback from the Town of Herndon leadership.

While many of the key aspects of the project design are assumed to be vetted and approved throughout the RFP and Development Agreement award process, the subsequent design process will allow for changes and updates.

At each milestone – design development, permit set and final construction drawings – Comstock will formally issue to the Town a set of drawings for review. Interim meetings with the design team will be available upon request between each of these milestones as well.

After each submission or meeting, a two week review period will be available for the Town to submit formal comments for review. We would anticipate confirming the Town’s written approval with respect to the required garage and Arts Center components at each stage of design.

(4) Frequency of Meetings

While planned reviews and meetings will be scheduled, we anticipate that there will be an open dialogue among partners throughout the design process. Formal meetings with Town staff will occur at design submissions and as necessary as outlined above.

We anticipate that meetings with advisory and citizen groups will occur in parallel with the Development Award process. By the time of award, significant elements of the project can be reviewed by the public.

(5) Commitments from Prospective Purchasers, Tenants, etc.

As a mixed-use developer, Comstock has significant experience with the design and leasing of retail spaces located below and adjacent to housing units.

Comstock’s concept design for the Herndon Downtown Redevelopment project lends itself to successful retail, with highly visible frontage on Elden Street and spaces that are complementary to the Arts Center on Vine Street and Station Street.

The Station Street retail bays comprise 6,500 SF and would be best suited for one large, or two smaller restaurants with outdoor seating.

The retail bays on Elden Street comprise 14,300 SF. The eastern-most space will be approximately 4,000 - 5,000 SF, and will be well positioned along the pedestrian walk for a restaurant with an outdoor patio. The remaining in-line retail space to the west is well suited for amenity retail such as a coffee shop or other neighborhood goods and services.
If selected, we are confident that we will be able to attract the right retailers to the development, with the possibility that the first retail tenants could open in concert with the residences.

(6) Financial Involvement of the Town “CONFIDENTIAL – NOT RELEASABLE UNDER FOIA”

(7) Proposed Exterior Materials, Height of Buildings, Parking Garage

Please refer to Proposed Redevelopment Concept Plans for a description of exterior materials, height of buildings, and parking garage.

(8) Identification of any Known Government Support

Comstock does not anticipate any government financial support outside of what is outlined in Part D, Section 6 above. Of course, the full support and cooperation of the Town, its leadership and Staff is anticipated throughout the duration of the project.

(9) Proposed Project would impact Development Plans

The project is sensitively weaved into the fabric of the proposed Master Plan and the adjacent context of the site.

The development conforms with the guidelines of the Master Plan, with the exception of moving the Arts Center to the southern portion of the site. The location shown in the proposed site plan activates and enlivens the internal pedestrian street, and provides high visibility from the W&OD Trail and the extension of Vine Street. By moving the Arts Center adjacent to the retail component, it creates synergy with the active retail uses, and establishes the block as a commercial and civic center.

In the Master Plan, the block north of Vine Street was also identified as being appropriate for multifamily. Comstock’s proposal takes advantage of that possibility. The concept also envisions utilizing the former stream through the site, that was converted into a storm culvert, as a special site feature such as a bioswale or a landscaped paseo.

(10) Conforms with rezoning, Master Plan and Pattern Book

The proposed development conforms to the guidelines of the Master Plan in the following ways:

• 6,000 SF of Retail on Station Street creates an active public open spaces adjacent to the historic Herndon Town Hall and Train Depot, and connection to the W&OD Trail.

• 14,000 SF of Retail on Elden Street reinforces it as a mixed use street. The adjacent public open space with sidewalk café area draws pedestrians through site.

• 3 Story residential with individual unit entries and English Basements, as well as new multifamily building north of Vine Street, solidifies the residential character of Center Street.

• Attractive pedestrian connections though the site in the north/south direction are provided with Pedestrian Street / Arts Walk that connects Elden Street to the W&OD Trail and Municipal complex. Pedestrian connection is also provided in the east/west direction on Vine Street, which is extended down to Station Street.

• The Arts Center has a prominent location on W&OD Trail, with additional frontage on extended Vine Street.

The proposed development conforms to the zoning, and follows the Regulatory Plans and the Lot and Building Guidelines in the Pattern Book in the following ways:

• Setback requirements of 0-10 for residential and mixed-use frontage are maintained.

• Height requirements for 54 maximum height to top of roof, excluding parapet are maintained. Project is maximum 4 stories for mixed use and residential buildings, except for Center Street south of Vine, which is 3 Stories maximum.

• Pedestrian and vehicular connectivity through site is provided as recommended.
• The garage is fully screened by residential liner and is accessible from Center Street and Station Street.
• Storefronts are located on Station Street and Elden Street, and wrap around to W&OD Trail and portion of Center Street.
• Architectural design follows guidelines for materials, fenestration, storefronts, and horizontal articulation (base, middle, and top).

(11) Strategy and Plans to Involve and Inform

In other public-private projects, Comstock has found that the depth of knowledge of area stakeholders can be significant. Comstock will engage with adjacent property owners, citizen groups, utilities, transportation personnel and Town officials as we develop the architecture and coordinate parking and transportation issues for the Herndon Downtown Redevelopment project.

Comstock will fulfill all requirements in this regard, and will work through the normal entitlement, site plan and building permit processes as we pursue development of the parking and other public facilities included within this project. The Town can expect that Comstock will work closely to inform and engage residential and commercial neighbors, as well as the arts community, who will be impacted or benefitted by the project.

We are excited at the potential this project brings to historic downtown Herndon and are incentivized to work to maximize the benefit to the community and stakeholders.