

CASE STUDY – EDGE CITY MASTER PLAN

# Addison Circle, Addison - Texas

## The Challenge

As a classic suburban outgrowth, the Town of Addison had no real Town Center. City officials began a “2020 Visioning” process to craft a strategy for a human scale center of activity.

## Strategy

Find opportunities to introduce organic, mixed use neighborhoods within one dimensional suburban environments. Heavy pockets of employment were a primary focus.

## Results

Art Lomenick, current managing director of Trammell Crow Company, in his role as development officer in his predecessor company directed the negotiation of a land transaction and public/private partnership with the private land owner and the Town of Addison, focusing on a 70-acre area in the heart of town. A phased master plan was negotiated which integrated housing, office and neighborhood retail with civic venues and transit. The transit station was located on one edge of the district, and includes trolley, bus and eventual rail service. The civic district includes performing arts and conference facilities, as well as an outdoor performance pavilion and central park for the many annual events that the town hosts.

The overall master plan embodies New Urbanist principals including a hierarchy of streets and park spaces. At build out, the neighborhood will provide a variety of housing types for 5,000 residents; 250,000 square feet of ground floor retail; 1,000,000 square feet of office/incubator space; and municipal venues. Addison Circle is well-positioned to stand the test of time and combine human scale, with multi-modal transit opportunities to move around the region.



Contact: Art Lomenick at 214.863.3088