



**ADDISON**

# **SAM'S CLUB SPECIAL AREA STUDY**

**Appendix 2**

**Advisory Committee Meeting Materials**

**DRAFT**



# Sam's Club Special Area Study Advisory Committee Meeting #1 Background Materials



STRATEGIC  
COMMUNITY  
SOLUTIONS

Addison Tree House  
June 3, 2021



Sam's Club Special Area Study, Part 2

Station #1  
Topic:  
Study Area &  
Subareas



Kimley»Horn

— Current Study Area      - - - Sub Area Boundaries



Sam's Club Special Area Study



# Station #1

## Subarea 1 Character Images



Sam's Club Special Area Study

# Station #1

## Subarea 2 Character Images



Sam's Club Special Area Study



# Station #1

## Subarea 3 Character Images



Sam's Club Special Area Study

# Station #1

## Subarea 4 Character Images



Sam's Club Special Area Study

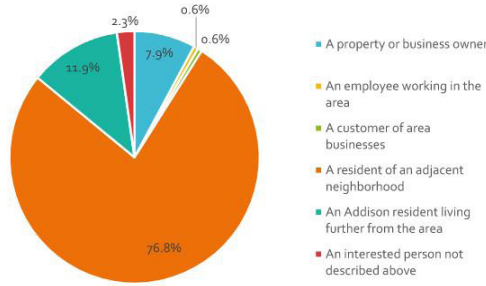


# Station #2 Topic: Community Input To Date



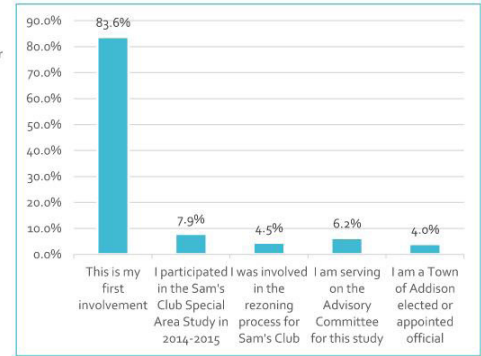
- Stakeholder Interviews (May 27<sup>th</sup>)
  - Business & Property Owners
  - Residents
- Online Survey (May 7<sup>th</sup> – 30<sup>th</sup>)
  - 177 respondents

What is your primary involvement in this study area?



Sam's Club Special Area Study

How are you involved with planning and project activities for this study area?



# Station #2 Topic: Community Input To Date

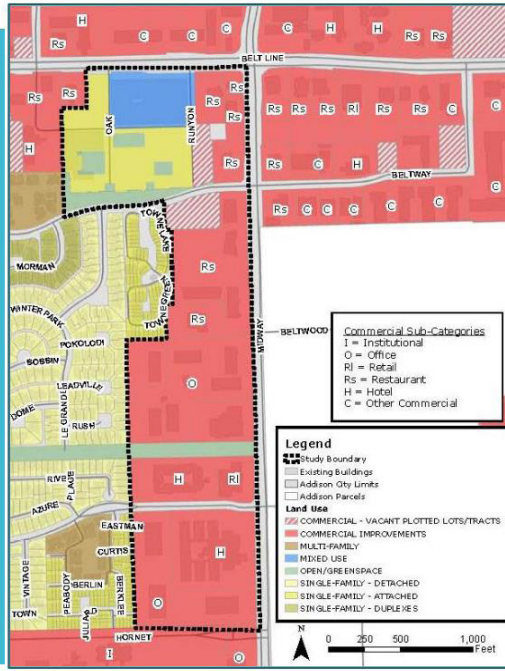


How appropriate are these uses in this subarea?	Between Addison Grove and Midway Road					Along the Midway Road frontage between Beltway Drive and Proton Drive				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	40.4%	30.2%	14.7%	13.2%	1.5%	40.6%	30.1%	15.8%	10.5%	3.0%
Medium density homes (townhomes or small lot detached homes)	13.8%	13.0%	19.6%	51.5%	2.2%	17.8%	20.0%	14.8%	45.2%	2.2%
Higher density homes (apartments or condos)	2.9%	3.7%	16.9%	73.5%	2.9%	6.9%	8.4%	11.5%	70.2%	3.1%
Mixed use buildings with residential and commercial uses	15.2%	25.4%	20.3%	37.0%	2.2%	17.8%	31.1%	15.6%	33.3%	2.2%
Housing for active seniors	19.0%	17.5%	12.4%	47.5%	3.7%	23.1%	23.9%	15.7%	35.1%	2.2%
Assisted living	15.8%	11.5%	14.4%	54.0%	4.3%	17.7%	25.0%	14.0%	40.4%	2.9%
Office or employment uses	16.1%	27.0%	21.2%	32.1%	3.7%	27.4%	38.5%	19.3%	12.6%	2.2%
Restaurants	65.9%	21.0%	4.4%	7.3%	1.5%	56.8%	23.5%	9.1%	10.6%	0.0%
Retail uses	42.7%	34.6%	13.2%	9.6%	0.0%	50.8%	31.8%	7.6%	8.3%	1.5%
Hotel	5.9%	15.4%	19.1%	56.6%	2.9%	14.1%	25.0%	21.1%	38.3%	1.6%
Business incubator	8.2%	28.2%	22.2%	28.2%	13.3%	17.3%	36.1%	15.0%	20.3%	11.3%
Open space (public or private)	31.4%	29.2%	16.8%	19.7%	2.9%	38.2%	30.0%	17.7%	9.6%	3.7%
Live-work spaces	10.4%	30.4%	17.0%	37.0%	5.2%	12.8%	30.8%	23.3%	29.3%	3.8%
Medical or health services	14.0%	38.2%	19.1%	25.7%	2.9%	25.4%	41.8%	15.7%	16.4%	0.8%
Professional or personal services	22.8%	41.9%	15.4%	16.2%	3.7%	37.3%	35.8%	14.2%	11.9%	0.8%

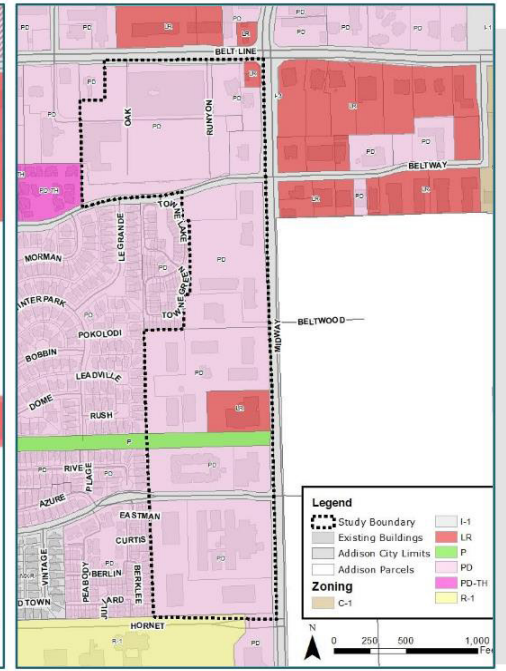
  

How appropriate are these uses in this subarea?	Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive					Between Proton Drive and Hornet Road				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	33.9%	24.6%	18.5%	19.2%	3.9%	36.2%	31.5%	14.6%	16.4%	0.8%
Medium density homes (townhomes or small lot detached homes)	34.1%	21.2%	11.4%	31.8%	1.5%	25.0%	24.2%	18.8%	32.0%	0.0%
Higher density homes (apartments or condos)	9.0%	12.8%	11.3%	65.4%	1.5%	6.3%	9.4%	21.1%	62.5%	0.8%
Mixed use buildings with residential and commercial uses	17.3%	22.6%	25.6%	33.1%	1.5%	19.4%	27.1%	20.9%	32.6%	0.0%
Housing for active seniors	33.6%	27.5%	16.0%	20.6%	2.3%	35.7%	29.5%	12.4%	21.7%	0.8%
Assisted living	27.6%	25.4%	12.7%	32.1%	2.2%	27.9%	29.5%	8.5%	32.6%	1.6%
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Open space (public or private)	56.5%	29.0%	5.3%	6.1%	3.1%	49.2%	29.7%	9.4%	9.4%	2.3%
Live-work spaces	16.9%	33.1%	21.5%	26.2%	2.3%	16.3%	32.6%	19.4%	27.1%	4.7%
Medical or health services	19.7%	37.1%	18.2%	22.7%	2.3%	31.8%	42.6%	8.5%	17.1%	0.0%
Professional or personal services	24.4%	32.1%	25.2%	16.0%	2.3%	32.8%	42.8%	9.2%	14.5%	0.8%

# Station #3 Topic: Existing Development Patterns



Existing Land Use



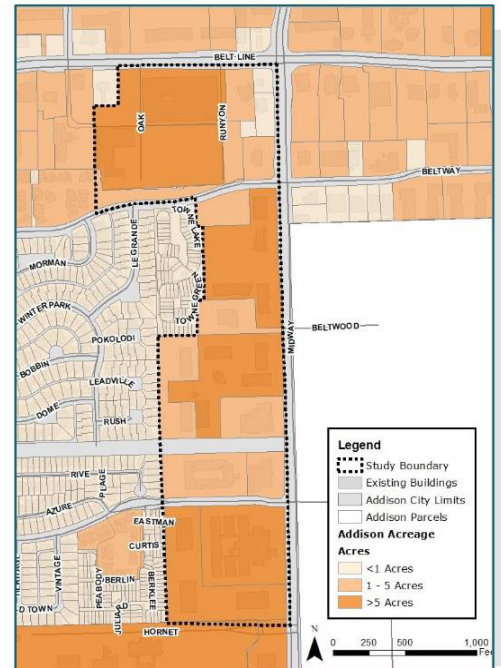
Current Zoning

Sam's Club Special Area Study

# Station #3 Topic: Existing Development Patterns



Parcel Ownership

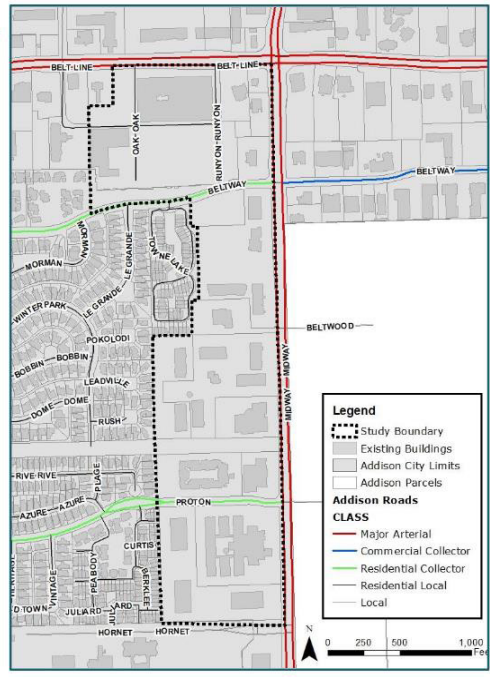


Parcel Size

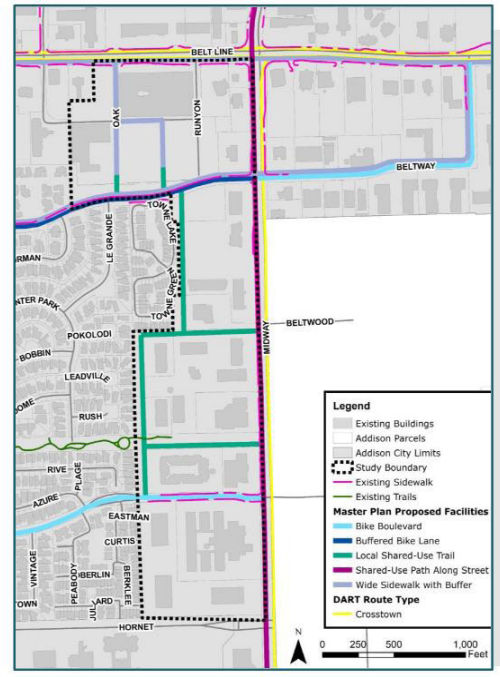
Sam's Club Special Area Study



# Station #4 Topic: Nature, Public Spaces & Infrastructure



Master Transportation Plan



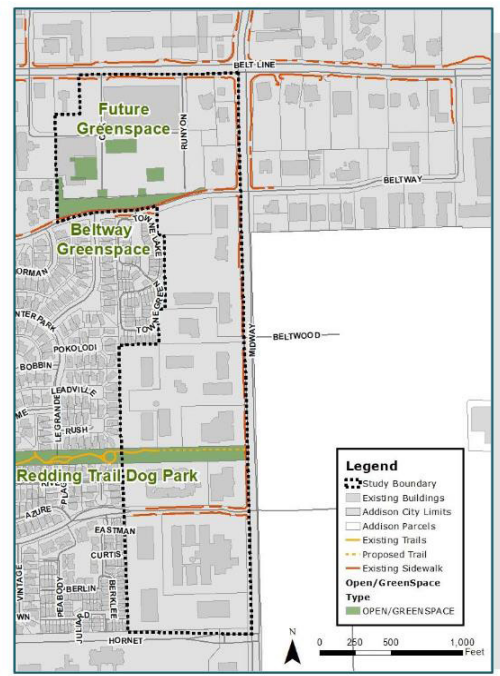
Citywide Trails Master Plan

Sam's Club Special Area Study

# Station #4 Topic: Nature, Public Spaces & Infrastructure



Floodplain



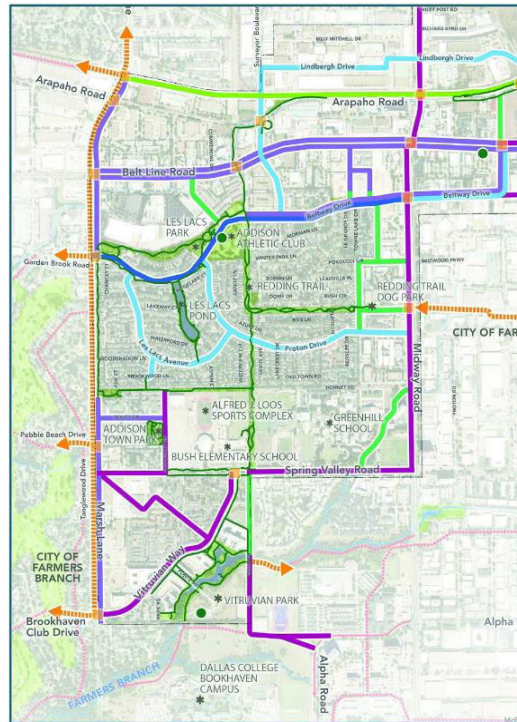
Existing/Planned Open Spaces

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# Station #4 Topic: Nature, Public Spaces & Infrastructure



Sam's Club Special Area Study



Citywide Trails Master Plan

# Station #4 Topic: Nature, Public Spaces & Infrastructure



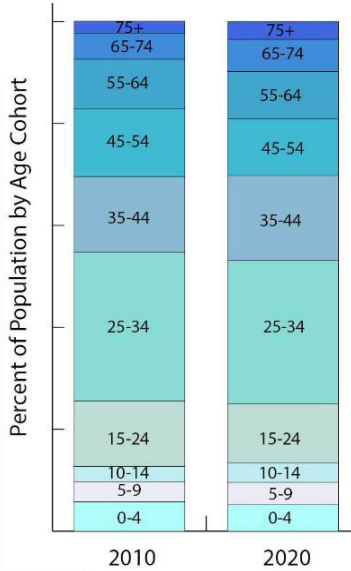
<p><b>Online Survey participant ideas for public art, gathering spaces or other amenities to enhance planned trails and open spaces (Selected)</b> RESTROOMS, PICNIC TABLES WITH SHADE. ART NOT IMPORTANT ON TAXPAYERS DOLLARS!</p> <p>Having pleasant outdoor areas with landscaping and public art enhances the quality of life and values of the neighborhood. Small outdoor cafes would be okay. plenty of benches &amp; dog doo baggie dispensers, more flowers children's park area similar to Le Grande area; park benches; tree-shaded and lighted walking and biking paths</p> <p>Would prefer we use the study area to its fullest economically. There are other areas for public art, etc.</p> <p>splash pads, trees and flowers with sitting areas, interesting water features Covers over seating so it's not do hot and more dog/human water fountains. Small gathering spaces like the fountain on LeGrande would be lovely in this area. Murals that can attract people to visit for photos Sculptures that are more nature-oriented, like the tree figure inside the glass (the installation near the volleyball court). It would be great to use vintage pieces of historic Addison buildings, planes, etc to create a work of art that is meaningful and reminiscent of the Town's history. This use to be a horse community. I would like for the outdoor art to reflect that past. Outside exercise stations for adults Seating along dog park, water feature anchoring seating for restaurants, splash park and playground on opposite end. planned trails and open spaces should provide tables, chairs for family gathering spaces A larger dog park or "obstacles" for dogs to jump on to create a more open and fun area. A fountain would be nice More places to gather, picnic and stroll to a cafe or entertainment space. Bring the quaintness people crave to the city. Trees, shrubs and plants in the public areas are more important than public art. Make spaces beautiful and people will come. Soften area with landscaping, trees and water features. Buy art. Support artists. Install it everywhere. We do a pretty good job already. Keep it up. patterned sidewalks - I.E. - Rio Upgrading Redding trail dog park (near midway). Add sun shades, better manage grass. Farmers Branch has leap frogged this park.</p>
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Sam's Club Special Area Study



Station #5  
Topic:  
People and  
Businesses

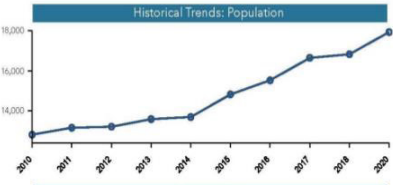
Population  
Trends & Key  
Indicators



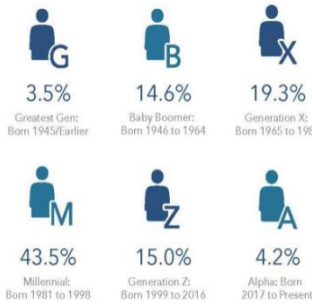
POPULATION TRENDS AND KEY INDICATORS  
Addison Town, TX

17,933	9,941	1.80	33.8	\$76,965	\$328,536	80	132	78
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



POPULATION BY GENERATION



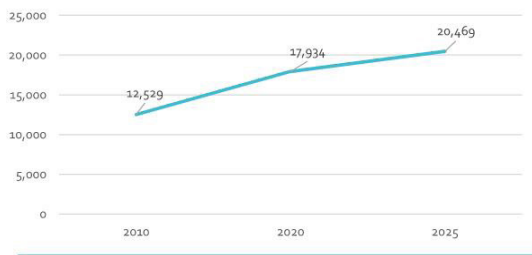
esri This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2015-2019, 2020, 2025. © 2021 Esri

Station #5  
Topic:  
People and  
Businesses

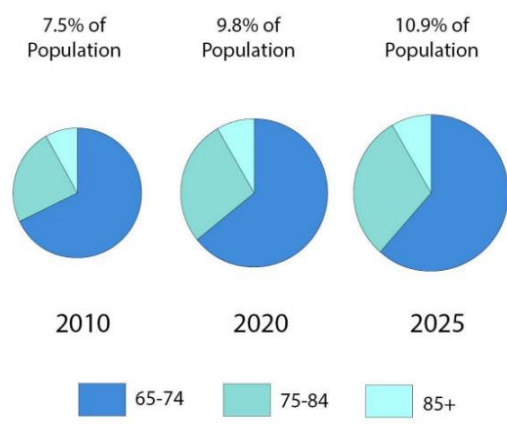
Population  
Trends



Total Population Trend for Addison



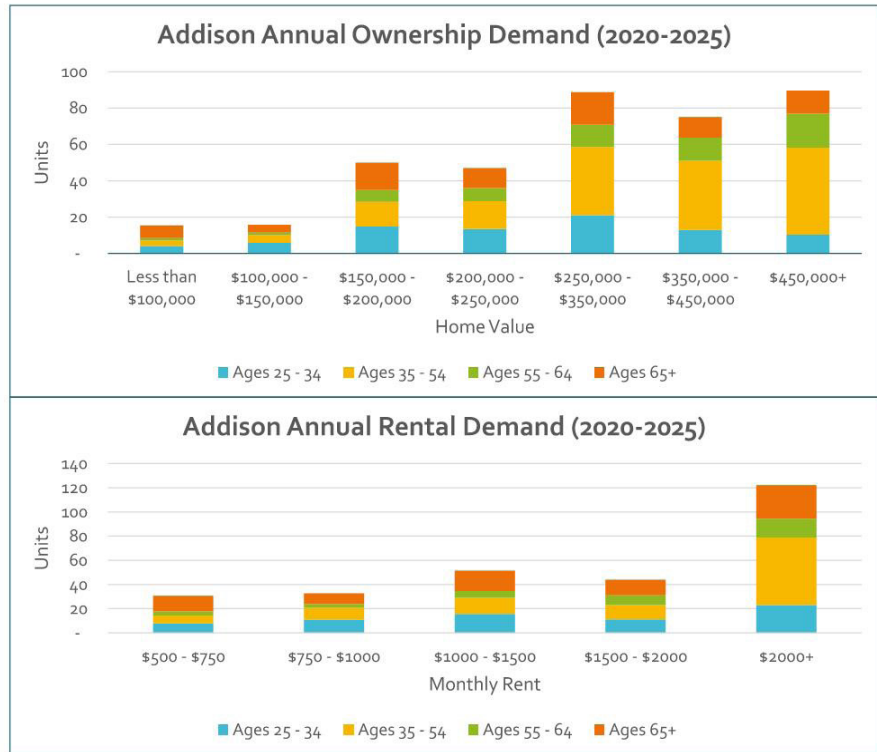
Senior Population Trends



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# Station #5 Topic: People and Businesses

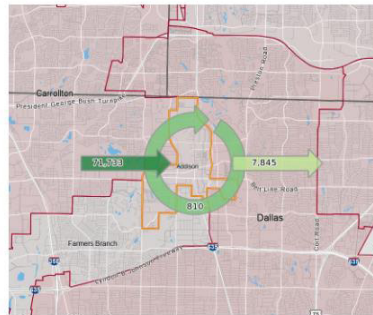
## Residential Demand



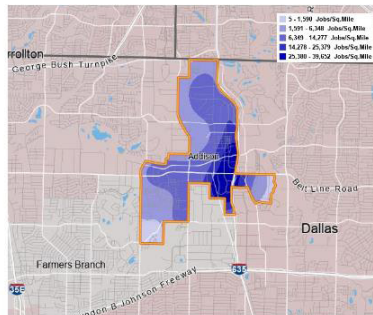
Sam's Club Special Area Study

# Station #5 Topic: People and Businesses

## Employment Sectors and Location



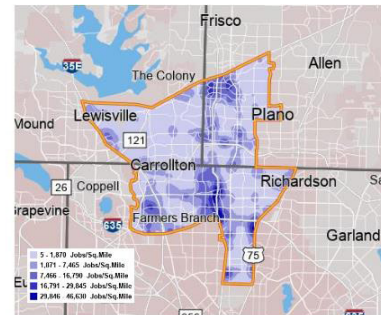
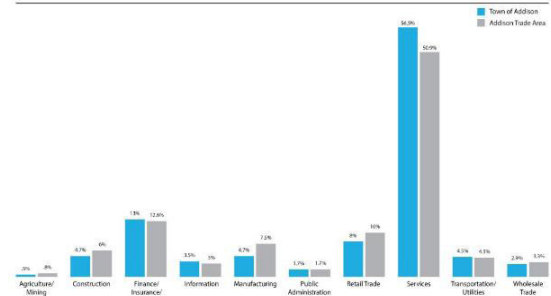
Town of Addison



Town of Addison

Sam's Club Special Area Study

### ADDISON EMPLOYMENT



Addison Trade Area



Station #5  
Topic:  
People and  
Businesses

Retail Demand,  
Addison Trade  
Area



Consumer Spending Forecast

Business Category	Consumer Spending (2020)	Forecasted Demand (2030)	2020-2030 Δ	
			#	%
Apparel and Services	\$166,280,994	\$216,651,692	\$50,370,698	30.3%
Computer/TV/Video	\$96,213,901	\$131,622,974	\$35,409,073	36.8%
Pets	\$46,596,044	\$60,752,326	\$14,156,282	30.4%
Toys/Games/Crafts/Hobbies	\$9,172,800	\$11,942,118	\$2,769,318	30.2%
Sports/Exercise Equipment	\$15,411,298	\$20,037,608	\$4,626,310	30.0%
Reading	\$19,471,931	\$25,357,551	\$5,885,620	30.2%
Food at Home	\$397,727,522	\$518,437,452	\$120,709,930	30.3%
Food Away	\$338,526,910	\$441,462,484	\$102,935,574	30.4%
Furniture/Furnishings/Household	\$159,384,283	\$207,488,874	\$48,104,591	30.2%
Drugs/Personal Care	\$105,159,850	\$136,852,459	\$31,692,609	30.1%
<b>Total</b>	<b>\$1,353,945,533</b>	<b>\$1,770,605,537</b>	<b>\$416,660,004</b>	<b>30.8%</b>

Source: ESRI; Kimley-Horn

Retail Demand (SF)

Business Category	Trade Area Net New Spending Potential	Sales per Sq.Ft.	Ten-Year Retail Demand (SF)
Apparel and Services	\$50,370,698	\$280	<b>179,895</b>
Computer/TV/Video	\$35,409,073	\$400	<b>88,523</b>
Pets	\$14,156,282	\$225	<b>62,917</b>
Toys/Games/Crafts/Hobbies	\$2,769,318	\$300	<b>9,231</b>
Sports/Exercise Equipment	\$4,626,310	\$200	<b>23,132</b>
Reading	\$5,885,620	\$150	<b>39,237</b>
Food at Home	\$120,709,930	\$420	<b>287,405</b>
Food Away	\$102,935,574	\$360	<b>285,932</b>
Furniture/Furnishings/Household	\$48,104,591	\$275	<b>174,926</b>
Drugs/Personal Care/Housekeeping	\$31,692,609	\$325	<b>97,516</b>
<b>Total</b>	<b>\$416,660,004</b>	<b>\$334</b>	<b>1,248,713</b>

Source: ESRI; Kimley-Horn

Sam's Club Special Area Study



Sam's Club  
Special Area Study  
Advisory Committee Meeting #1  
THANKYOU!



Addison Tree House  
June 3, 2021



Sam's Club Special Area Study, Part 2



# Sam's Club Special Area Study Advisory Committee Meeting #1



Addison Tree House  
June 3, 2021



Sam's Club Special Area Study

## Agenda

1. Welcome and Introductions
2. Process Overview
3. Introduction to Stations
4. Input at Stations
5. Group Discussion of Station Input
6. Brainstorming
7. Preparation for Community Open House
8. Wrap Up and Next Steps
9. Adjourn



Sam's Club Special Area Study





# 1. Welcome and Introductions

Sam's Club Special Area Study



- Consultant Team
  - Karen Walz - Strategic Community Solutions
  - Mark Bowers – Kimley Horn
  - Brad Lonberger - Kimley Horn
- Town Staff Introductions
- Committee Member Introductions

Sam's Club Special Area Study

## 2. Process Overview



Sam's Club Special Area Study

Previous Special Area Study



Sam's Club Special Area Study



# Addison Grove

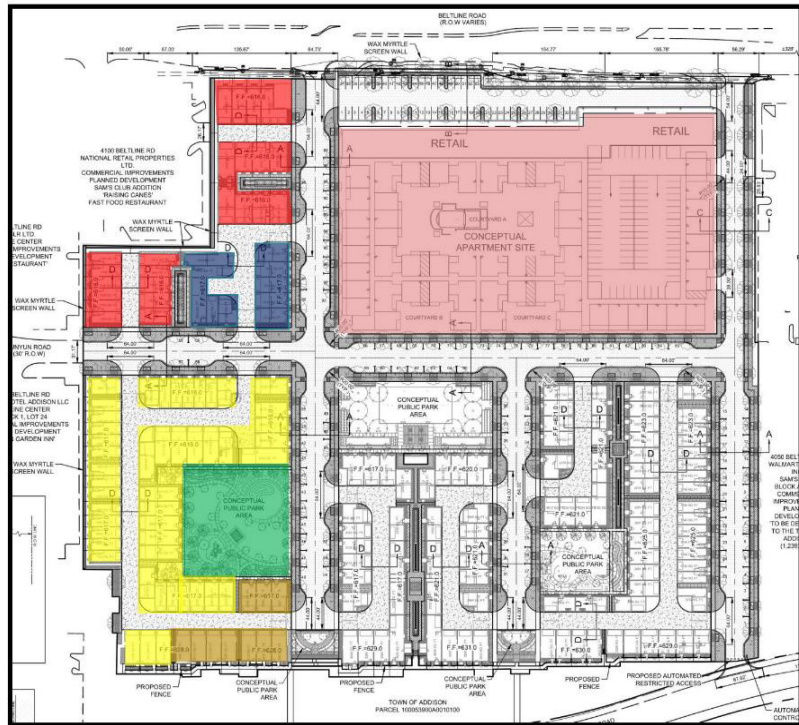
- 180 Townhome lots

- Block A and Block B have all zoning entitlements (90 lots)
- 47 Units sold, occupied, or under construction
- 10 Units with approved permits that are pending construction
- 10 Units in permits review
- 23 Units that are pending permit submittal
- One park substantially complete
- 90 Units (Blocks C and D) requiring Development Plan approval prior to building permit submittal

- 321 Multifamily units and 10K SF of retail
- 90% leased



Kimley»Horn



Sam's Club Special Area Study

# Policy Changes – 2017 Housing Policy



Kimley»Horn

- Where feasible and appropriate, new housing should increase the proportion of **fee- simple ownership** in Addison's housing mix.
- A proposal should offer a **'best fit' mix of uses and housing choices** within the context of the surrounding Addison community. The Town may use a study area committee to evaluate a proposal's fit in Addison.
- New housing should create or enhance neighborhoods of urban character rather than locate on a stand-alone, nonintegrated property and should continue the **high-quality design and walkability** that make Addison's existing neighborhoods distinctive
- Proposals for independent and/or assisted living may be considered by the **Town of Addison**. Since there are no assisted living housing units in Addison today, the Town will conduct research to understand how this housing could or should be included in Addison's future.
- The City Council acknowledges that there may be exceptional projects that do not comply with elements of this policy. **The Council encourages developers and staff to pursue projects that represent the highest and best use of each property and that advance portions of this policy or other Town goals.**

Sam's Club Special Area Study

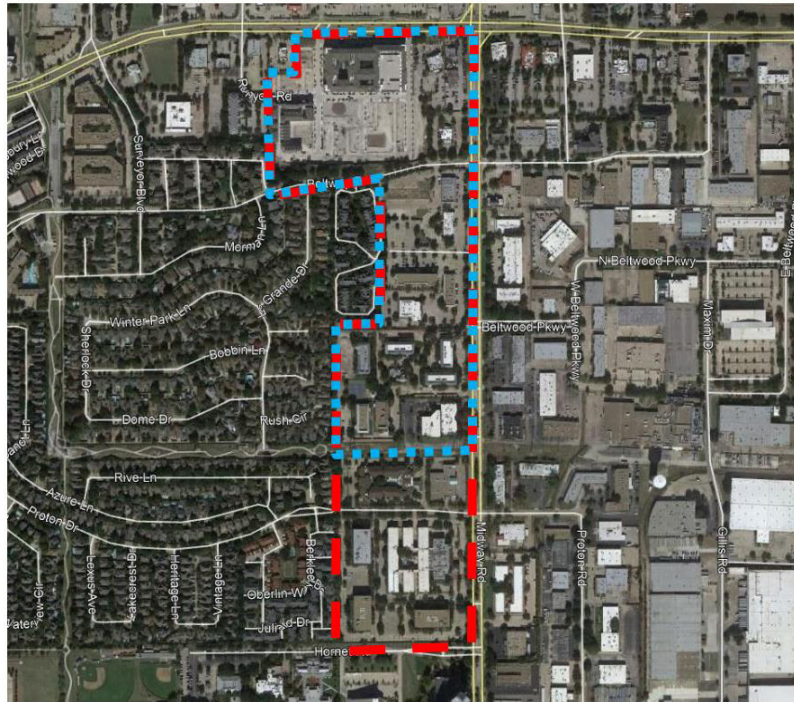
## Project Scope



Kimley»Horn

Previous Study Area

Current Study Area



Sam's Club Special Area Study

## Project Scope



Kimley»Horn

- **PHASE I – STRATEGIC ASSESSMENT**
  - Updated Background Data
  - Mapping
  - Update of Demographic and Market Conditions
  - Strategic Direction
- **PHASE II – DEVELOPMENT CONCEPTS**
  - Preliminary Development Concept
  - Final Development Concept
- **PHASE III – FINAL PLAN**
  - Implementation Strategy
  - Final Report
  - Final Presentations

Sam's Club Special Area Study



## Project Meetings



### Project Meetings:

- Project Coordination Meetings with Staff and Consultants (6 Virtual Meetings)
- Stakeholder (Property Owner and Neighborhood) (2 Virtual Meetings) – Held May 27, 2021
- Advisory Committee Work Sessions (3 In-Person Meetings)
  - First one tonight
- Open House (2 In-Person Sessions)
  - First one June 10th
- Online Surveys (2)
  - First one closed May 30th
- Final Presentations
  - 1 Planning and Zoning Commission meeting (October '21)
  - 1 City Council meeting (November '21)

Sam's Club Special Area Study

## 3. Introduction to Stations



Sam's Club Special Area Study

## Purpose of Stations



- Preview of stations for Community Open House
- Each station focuses on a specific aspect of the project and the analysis so far
- Staffed by consultant team member or Town staff member
- Assisted by Committee member
- Diverse options for providing input
- Opportunity for more detailed discussions with individuals

Sam's Club Special Area Study

## Station Topics



- Tonight
  1. Study Area & Subareas
  2. Community Input To Date
  3. Existing Development Patterns
  4. Nature, Public Spaces & Infrastructure
  5. People and Businesses
  6. SWOT Assessment (Strengths, Weaknesses, Opportunities, Threats)
- Added For the Open House
  1. Strategic Direction
  2. Other Issues
  3. Registration/Where Am I?

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# 4. Input at Stations

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# 5. Group Discussion of Station Input

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## Discussion of Stations



- What input did Committee members share?
- What changes or improvements do you suggest to the information at the stations?

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## 6. Brainstorming

- a. Strategic Direction
- b. Preliminary Development Concepts

Sam's Club Special Area Study



## Strategic Direction



Kimley»Horn

— Current Study Area      - - - Sub Area Boundaries



Sam's Club Special Area Study

## Strategic Direction




Kimley»Horn

- **What should the Study Area's role in Addison be in the future?**
  - Anchor of southwestern Addison?
  - Major southwestern Addison destination?
  - 'Neighborhood-scale' version of Addison character?
  - Connection between places of different character?
- How can the Study Area's future enhance Addison's economy and tax base?
- How can the Study Area's future achieve Addison's housing policy?

Sam's Club Special Area Study

Strategic Direction

Kimley»Horn

— Current Study Area      - - - Sub Area Boundaries

- III: Beltway to Proton, Closer to Neighborhoods**
- Transition between uses
  - Buffer
  - Pedestrian connections

- IV: Between Proton Drive and Hornet Road**
- Larger area for coordinated revitalization
  - Mixed use?
  - Hotel?
  - Housing?



- I: Between Addison Grove & Midway Road**
- Dominant corner
  - Continued strong identity in the community

- II: Midway Road Frontage, Beltway to Proton**
- Continued uses that benefit from traffic volumes
  - More intensive/higher structures than to the west



Sam's Club Special Area Study

Preliminary Development Concepts, Sub-Area I

Kimley»Horn

— Sub-Area I



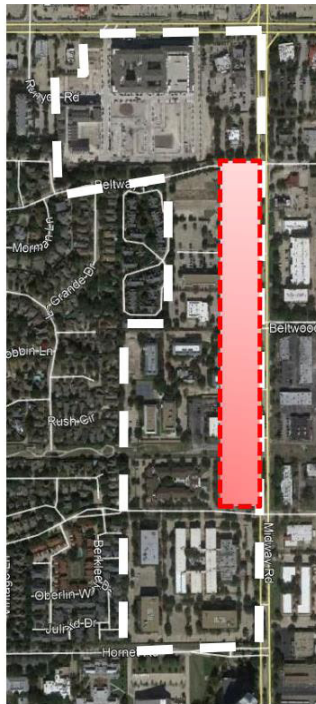
Sam's Club Special Area Study



# Preliminary Development Concepts, Sub-Area II



## Sub-Area II



Sam's Club Special Area Study



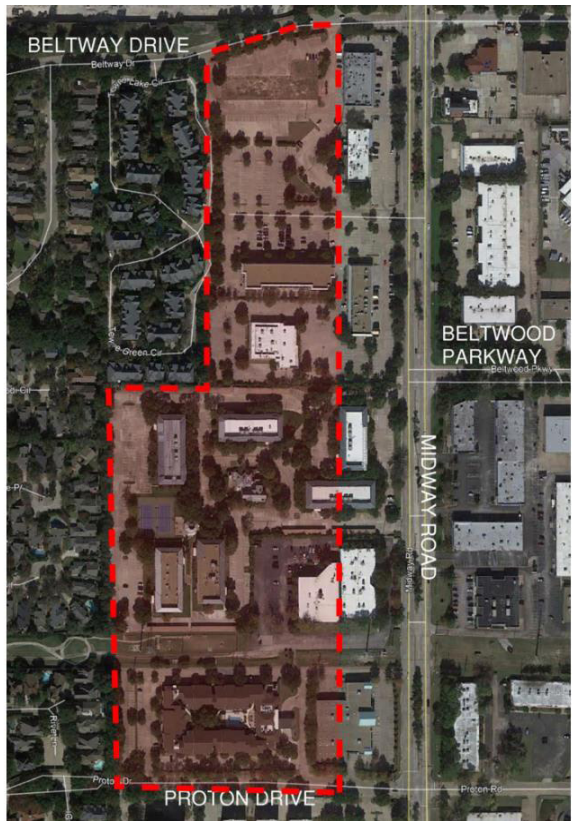
# Preliminary Development Concepts, Sub-Area III



## Sub-Area III

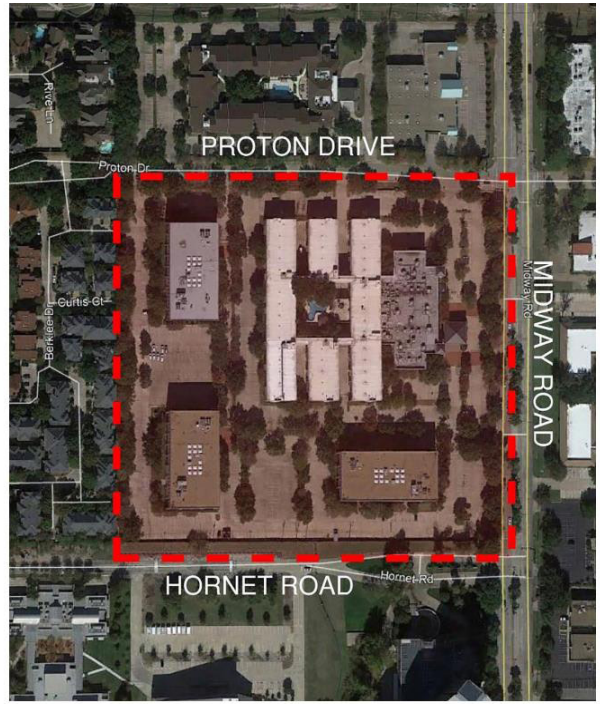


Sam's Club Special Area Study



Preliminary Development Concepts, Sub-Area IV

— Sub-Area IV



Sam's Club Special Area Study

# 7. Preparation for Community Open House

Sam's Club Special Area Study



## Open House #1



- When: June 10, 2021 – 6 to 8 p.m.
- Where: Addison Athletic Club
- Open House Format:
  - Come when you want, stay as long as you choose
  - Presentation: shortly after 6
  - Keypad polling for feedback
  - Stations around room for detailed input and discussion

Sam's Club Special Area Study

## Role of Committee Members



- Assist in discussion at stations
- Be ambassadors for project
- Help participants record their input and ideas

Sam's Club Special Area Study



## 8. Wrap Up and Next Steps



Sam's Club Special Area Study

### Next Steps

- Community Open House – June 10th
- Draft Strategic Direction
- Draft Preliminary Development Concepts
- Future Committee Meetings – proposed dates:
  - August 5<sup>th</sup> and September 30<sup>th</sup>



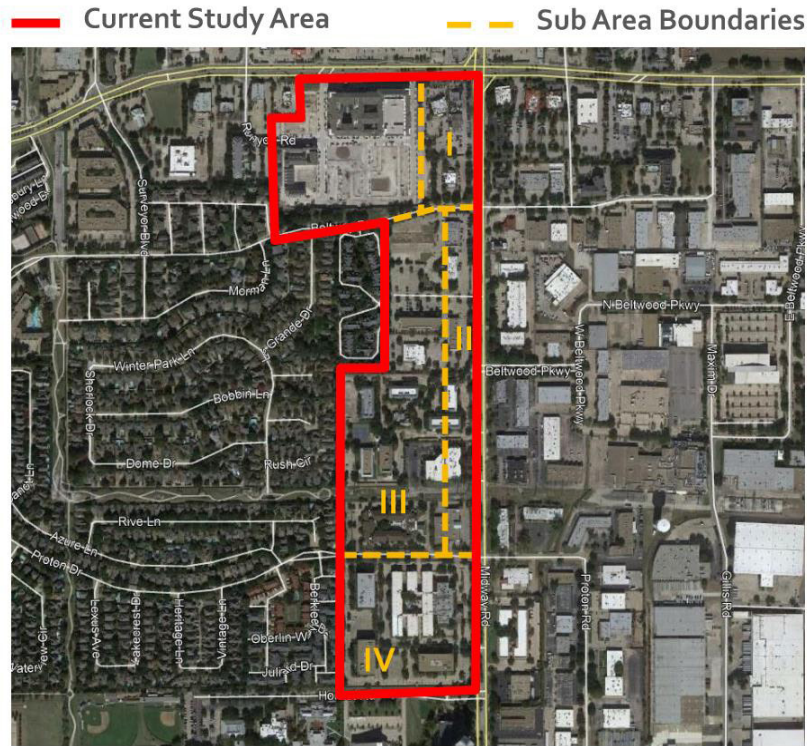
Sam's Club Special Area Study



# 9. Adjourn

Sam's Club Special Area Study

Station #1  
Topic:  
Study Area &  
Subareas



Sam's Club Special Area Study

Station #1

Subarea 1  
Character Images



Sam's Club Special Area Study



# Station #1

## Subarea 2 Character Images



Sam's Club Special Area Study

# Station #1

## Subarea 3 Character Images



Sam's Club Special Area Study

## Station #1

### Subarea 4 Character Images



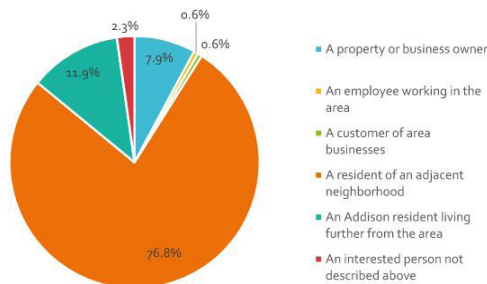
Sam's Club Special Area Study

- Stakeholder Interviews (May 27<sup>th</sup>)
  - Business & Property Owners
  - Residents
- Online Survey (May 7<sup>th</sup> – 30<sup>th</sup>)
  - 177 respondents

## Station #2 Topic: Community Input To Date

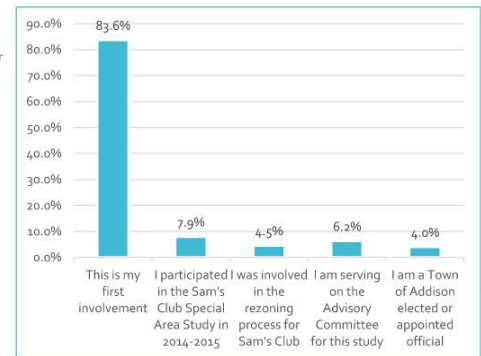


What is your primary involvement in this study area?



Sam's Club Special Area Study

How are you involved with planning and project activities for this study area?





# Station #2 Topic: Community Input To Date



How appropriate are these uses in this subarea?	Between Addison Grove and Midway Road					Along the Midway Road frontage between Beltway Drive and Proton Drive				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	40.4%	30.2%	14.7%	13.2%	1.5%	40.6%	30.1%	15.8%	10.4%	3.0%
Medium density homes (townhomes or small lot detached homes)	13.8%	13.0%	19.6%	51.5%	2.2%	17.8%	20.0%	14.8%	45.2%	2.2%
Higher density homes (apartments or condos)	2.9%	3.7%	16.9%	73.5%	2.9%	6.9%	8.4%	11.5%	70.2%	3.1%
Mixed use buildings with residential and commercial uses	15.2%	25.4%	20.3%	37.0%	2.2%	17.8%	31.1%	15.6%	33.3%	2.3%
Housing for active seniors	19.0%	17.5%	12.4%	47.5%	3.7%	23.1%	23.9%	15.7%	35.1%	2.2%
Assisted living	15.8%	11.5%	14.4%	54.0%	4.3%	17.7%	25.0%	14.0%	40.4%	2.9%
Office or employment uses	16.1%	27.0%	21.2%	32.1%	3.7%	27.4%	38.5%	19.3%	12.6%	2.2%
Restaurants	65.9%	21.0%	4.4%	7.3%	1.5%	56.8%	23.5%	9.1%	10.6%	0.0%
Retail uses	42.7%	34.6%	13.2%	9.6%	0.0%	50.8%	31.8%	7.6%	8.3%	1.5%
Hotel	5.9%	15.4%	19.1%	56.6%	2.9%	14.1%	25.0%	21.1%	38.2%	1.6%
Business incubator	8.2%	28.2%	22.2%	28.2%	13.3%	17.3%	36.1%	15.0%	20.3%	11.3%
Open space (public or private)	31.4%	29.2%	16.8%	19.7%	2.9%	38.2%	30.6%	17.7%	9.6%	3.7%
Live-work spaces	10.4%	30.4%	17.0%	37.0%	5.2%	12.8%	30.8%	23.3%	29.3%	3.8%
Medical or health services	14.0%	38.2%	19.1%	25.7%	2.9%	25.4%	41.8%	15.7%	16.4%	0.8%
Professional or personal services	22.8%	43.9%	15.4%	16.2%	3.7%	37.3%	35.8%	14.2%	11.0%	0.8%

How appropriate are these uses in this subarea?	Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive					Between Proton Drive and Hornet Road				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	33.9%	24.6%	18.5%	19.2%	3.9%	36.2%	31.5%	14.6%	16.4%	0.8%
Medium density homes (townhomes or small lot detached homes)	34.1%	21.2%	11.4%	31.8%	1.5%	25.0%	24.2%	18.8%	32.0%	0.0%
Higher density homes (apartments or condos)	9.0%	12.8%	11.3%	65.4%	1.5%	6.3%	9.4%	21.1%	62.5%	0.8%
Mixed use buildings with residential and commercial uses	17.3%	22.6%	25.6%	33.1%	1.5%	19.4%	27.1%	20.9%	32.6%	0.0%
Housing for active seniors	33.6%	27.5%	16.0%	20.6%	2.3%	35.7%	29.5%	12.4%	21.7%	0.8%
Assisted living	27.6%	25.4%	12.7%	32.1%	2.2%	27.9%	29.5%	8.5%	32.6%	1.6%
Office or employment uses	24.1%	33.8%	18.8%	21.8%	1.5%	30.2%	41.1%	15.5%	13.2%	0.0%
Restaurants	22.7%	22.7%	26.5%	27.3%	0.8%	34.9%	31.0%	16.3%	17.8%	0.0%
Retail uses	21.8%	31.6%	18.1%	27.8%	0.8%	29.7%	38.3%	14.8%	17.2%	0.0%
Hotel	14.4%	18.2%	18.2%	47.0%	2.3%	37.0%	25.8%	7.6%	27.2%	1.5%
Business incubator	13.9%	22.3%	27.7%	26.2%	10.0%	17.3%	34.7%	15.0%	22.1%	11.0%
Open space (public or private)	56.5%	29.0%	5.3%	6.1%	3.1%	49.2%	29.7%	9.4%	9.4%	2.3%
Live-work spaces	16.9%	33.1%	23.5%	26.2%	2.3%	16.3%	32.6%	19.4%	27.1%	4.7%
Medical or health services	19.7%	37.1%	18.2%	22.7%	2.3%	31.8%	42.6%	8.5%	17.1%	0.0%
Professional or personal services	24.4%	32.1%	25.2%	16.0%	2.3%	32.8%	42.8%	9.2%	14.5%	0.8%

# Station #2 Topic: Community Input To Date

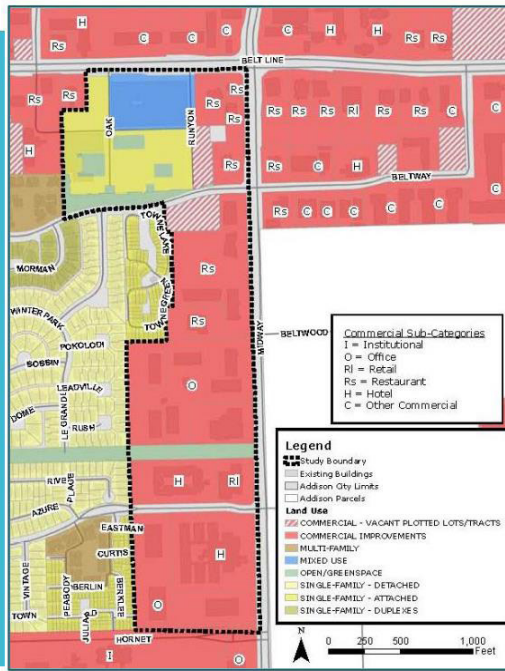


Use your eight dots to show the two most appropriate uses in each subarea.	I. Between Addison Grove and Midway Road	II. Along the Midway Road frontage between Beltway Drive and Proton Drive	III. Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive	IV. Between Proton Drive and Hornet Road
Art or entertainment spaces				
Medium density homes (townhomes or small lot detached homes)				
Higher density homes (apartments or condos)				
Mixed use buildings with residential and commercial uses				
Housing for active seniors				
Assisted living				
Office or employment uses				
Restaurants				
Retail uses				
Hotels (boutique or suite)				
Business incubator				
Nursing or memory care				
Live-work spaces				
Medical or health services				
Professional or personal services				
Other uses?				

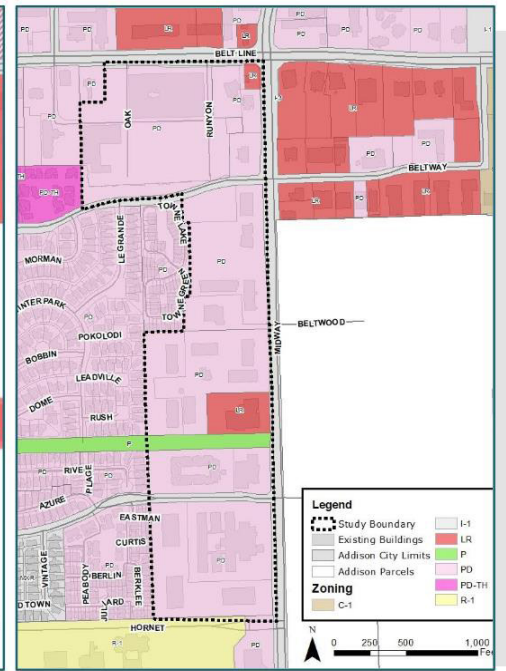
Sam's Club Special Area Study



# Station #3 Topic: Existing Development Patterns



Existing Land Use



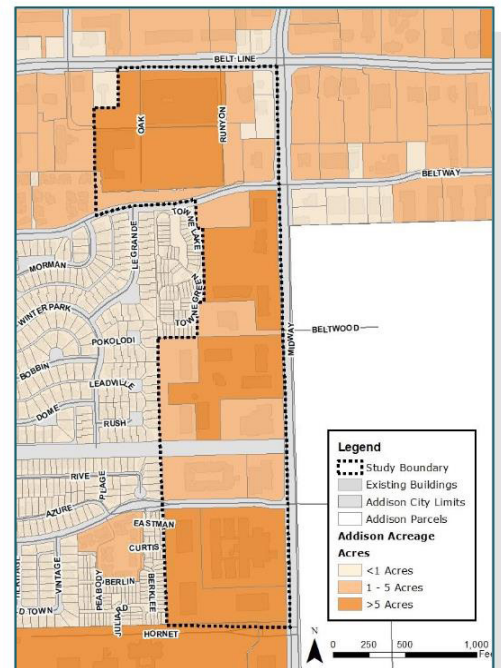
Current Zoning

Sam's Club Special Area Study

# Station #3 Topic: Existing Development Patterns



Parcel Ownership



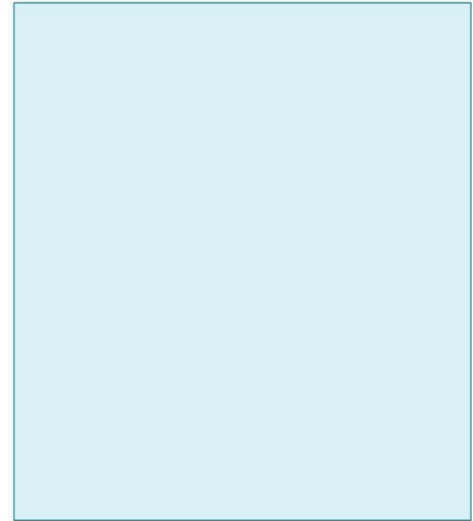
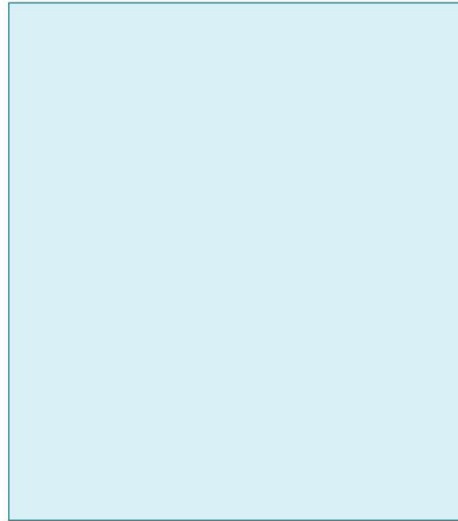
Parcel Size

Sam's Club Special Area Study

# Thinking about these existing development patterns, write your ideas below about:

List the one use or activity that's here today and that would be a big loss if it left this area.

List the one use or activity that's not here today that you think would be extremely successful in this area.

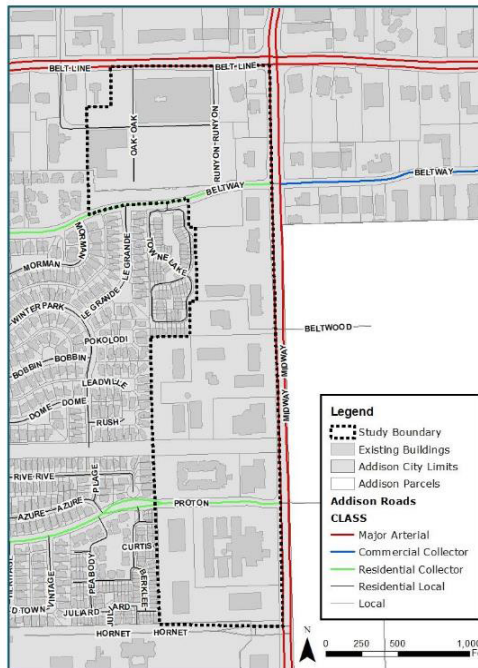


Sam's Club Special Area Study

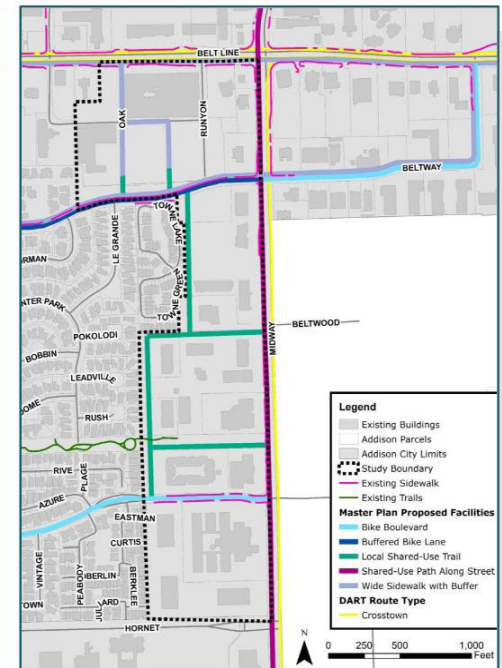
## Station #3 Topic: Existing Development Patterns



## Station #4 Topic: Nature, Public Spaces & Infrastructure



Master Transportation Plan



Citywide Trails Master Plan

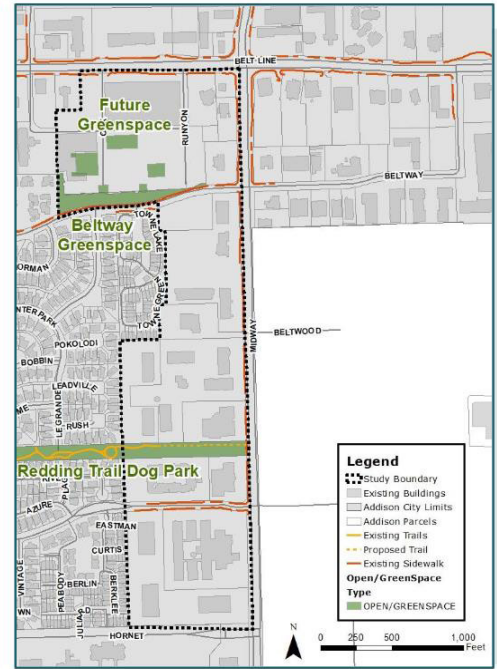
Sam's Club Special Area Study



# Station #4 Topic: Nature, Public Spaces & Infrastructure



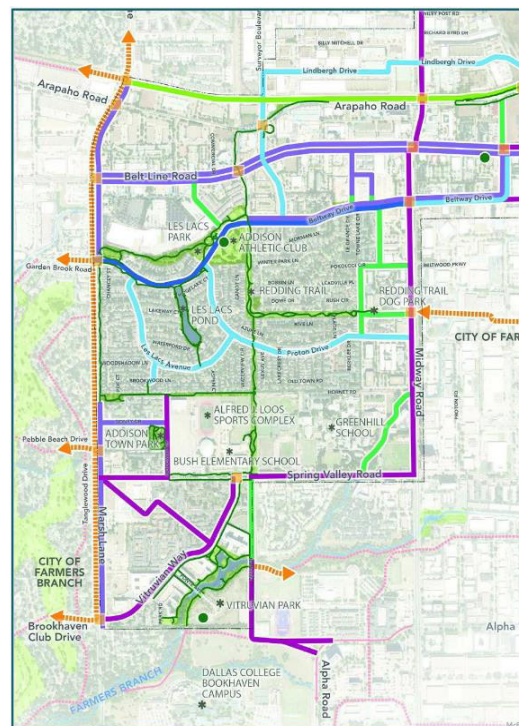
Floodplain



Existing/Planned Open Spaces

Sam's Club Special Area Study

# Station #4 Topic: Nature, Public Spaces & Infrastructure



Citywide Trails Master Plan



Sam's Club Special Area Study



What additional enhancements or amenities will attract and keep people and businesses in this study area? Write your ideas here.

# Station #4

## Topic: Nature, Public Spaces & Infrastructure





**Online Survey participant ideas for public art, gathering spaces or other amenities to enhance planned trails and open spaces (Selected)**

RESTROOMS, PICNIC TABLES WITH SHADE. ART NOT IMPORTANT ON TAXPAYERS DOLLARS!

Having pleasant outdoor areas with landscaping and public art enhances the quality of life and values of the neighborhood. Small outdoor cafes would be okay.

plenty of benches & dog doo baggie dispensers, more flowers

children's park area similar to Le Grande area; park benches; tree-shaded and lighted walking and biking paths

Would prefer we use the study area to its fullest economically. There are other areas for public art, etc.

splash pads, trees and flowers with sitting areas, interesting water features

Covers over seating so it's not do hot and more dog/human water fountains.

Small gathering spaces like the fountain on LeGrande would be lovely in this area.

Murals that can attract people to visit for photos

Sculptures that are more nature-oriented, like the tree figure inside the glass (the installation near the volleyball court). It would be great to use vintage pieces of historic Addison buildings, planes, etc to create a work of art that is meaningful and reminiscent of the Town's history.

This use to be a horse community. I would like for the outdoor art to reflect that past.

Outside exercise stations for adults

Seating along dog park, water feature anchoring seating for restaurants, splash park and playground on opposite end.

planned trails and open spaces should provide tables, chairs for family gathering spaces

A larger dog park or "obstacles" for dogs to jump on to create a more open and fun area.

A fountain would be nice

More places to gather, picnic and stroll to a cafe or entertainment space. Bring the quaintness people crave to the city.

Trees, shrubs and plants in the public areas are more important than public art. Make spaces beautiful and people will come.

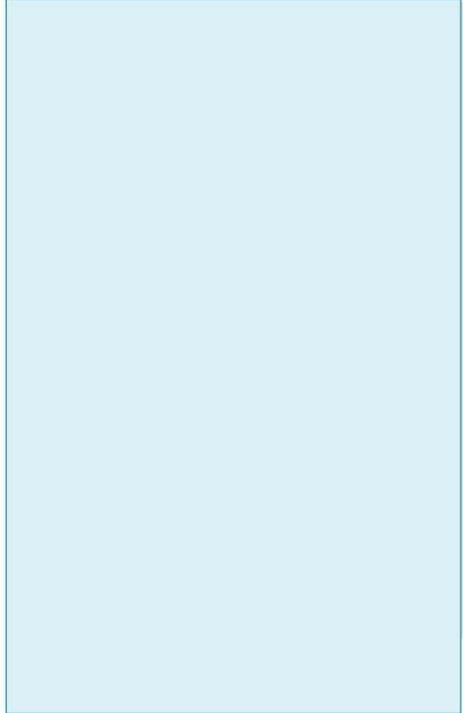
Soften area with landscaping, trees and water features.

Buy art. Support artists. Install it everywhere. We do a pretty good job already. Keep it up.

patterned sidewalks - I.E. - Rio

Upgrading Redding trail dog park (near midway). Add sun shades, better manage grass. Farmers Branch has leap frogged this park.

Sam's Club Special Area Study

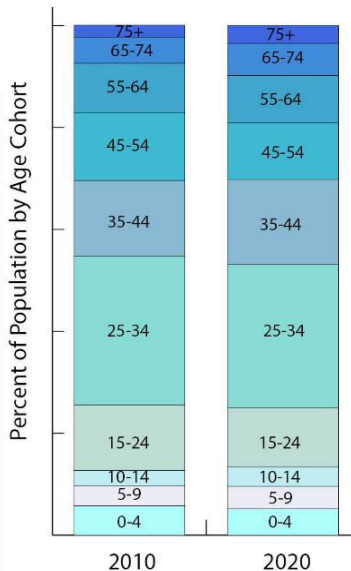


# Station #5

## Topic: People and Businesses

### Population Trends & Key Indicators



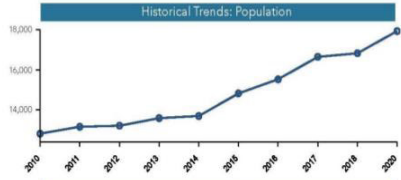
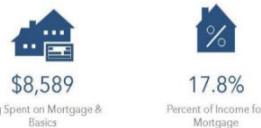



## POPULATION TRENDS AND KEY INDICATORS

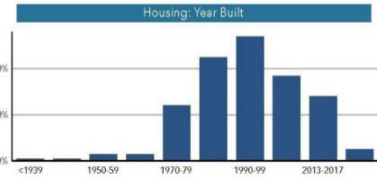
Addison Town, TX

17,933	9,941	1.80	33.8	\$76,965	\$328,536	80	132	78
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

### MORTGAGE INDICATORS



### POPULATION BY GENERATION



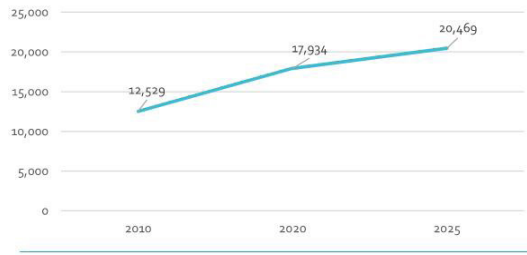
esri | This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2015-2019, 2020, 2025. © 2021 Esri

# Station #5 Topic: People and Businesses

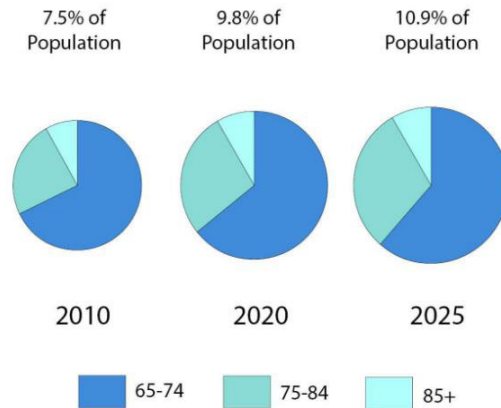
## Population Trends



Total Population  
Trend for Addison



Senior Population  
Trends



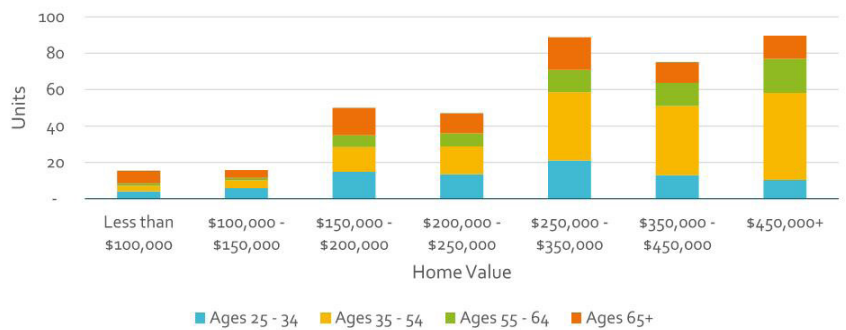
Sam's Club Special Area Study

# Station #5 Topic: People and Businesses

## Residential Demand



Addison Annual Ownership Demand (2020-2025)



Addison Annual Rental Demand (2020-2025)



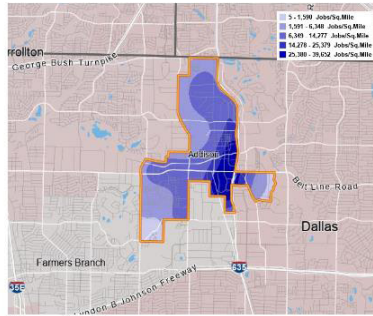
Sam's Club Special Area Study

Station #5  
Topic:  
People and  
Businesses

Employment  
Sectors and  
Location



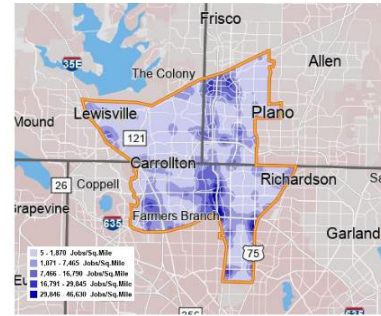
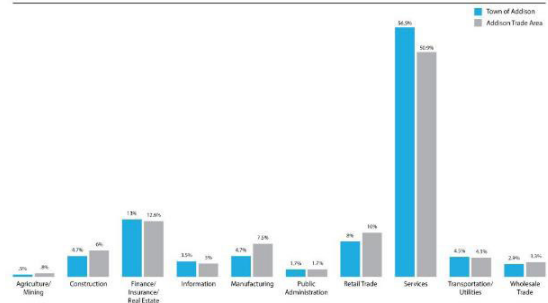
Town of Addison



Town of Addison

Sam's Club Special Area Study

ADDISON EMPLOYMENT



Addison Trade Area

Station #5  
Topic:  
People and  
Businesses

Retail Demand,  
Addison Trade  
Area



Consumer Spending Forecast

Business Category	Consumer Spending (2020)	Forecasted Demand (2030)	2020-2030 Δ	
			#	%
Apparel and Services	\$166,280,994	\$216,651,692	\$50,370,698	30.3%
Computer/TV/Video	\$96,213,901	\$131,622,974	\$35,409,073	36.8%
Pets	\$46,596,044	\$60,752,326	\$14,156,282	30.4%
Toys/Games/Crafts/Hobbies	\$9,172,800	\$11,942,118	\$2,769,318	30.2%
Sports/Exercise Equipment	\$15,411,298	\$20,037,608	\$4,626,310	30.0%
Reading	\$19,471,931	\$25,357,551	\$5,885,620	30.2%
Food at Home	\$397,727,522	\$518,437,452	\$120,709,930	30.3%
Food Away	\$338,526,910	\$441,462,484	\$102,935,574	30.4%
Furniture/Furnishings/Household	\$159,384,283	\$207,488,874	\$48,104,591	30.2%
Drugs/Personal Care	\$105,159,850	\$136,852,459	\$31,692,609	30.1%
<b>Total</b>	<b>\$1,353,945,533</b>	<b>\$1,770,605,537</b>	<b>\$416,660,004</b>	<b>30.8%</b>

Source: ESRI; Kimley-Horn

Retail Demand (SF)

Business Category	Trade Area Net New Spending Potential	Sales per Sq.Ft.	Ten-Year Retail Demand (SF)
Apparel and Services	\$50,370,698	\$280	<b>179,895</b>
Computer/TV/Video	\$35,409,073	\$400	<b>88,523</b>
Pets	\$14,156,282	\$225	<b>62,917</b>
Toys/Games/Crafts/Hobbies	\$2,769,318	\$300	<b>9,231</b>
Sports/Exercise Equipment	\$4,626,310	\$200	<b>23,132</b>
Reading	\$5,885,620	\$150	<b>39,237</b>
Food at Home	\$120,709,930	\$420	<b>287,405</b>
Food Away	\$102,935,574	\$360	<b>285,932</b>
Furniture/Furnishings/Household	\$48,104,591	\$275	<b>174,926</b>
Drugs/Personal Care/Housekeeping	\$31,692,609	\$325	<b>97,516</b>
<b>Total</b>	<b>\$416,660,004</b>	<b>\$334</b>	<b>1,248,713</b>

Source: ESRI; Kimley-Horn

Sam's Club Special Area Study



## Share your ideas about these trends!

What one housing type could go here to meet the needs of 65+ residents?

What one new business would be more successful here than anywhere else in Addison?

Station #5  
Topic:  
People and  
Businesses



Sam's Club Special Area Study

What are the greatest strengths of the Study Area's current developments?

What are the greatest weaknesses of the Study Area today?

Station #6  
Topic:  
SWOT Analysis






Sam's Club Special Area Study

What are the greatest opportunities for the Study Area's future?

What are the greatest threats to the Study Area's future?


Station #6  
Topic:  
SWOT Analysis

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Sam's Club Special Area Study


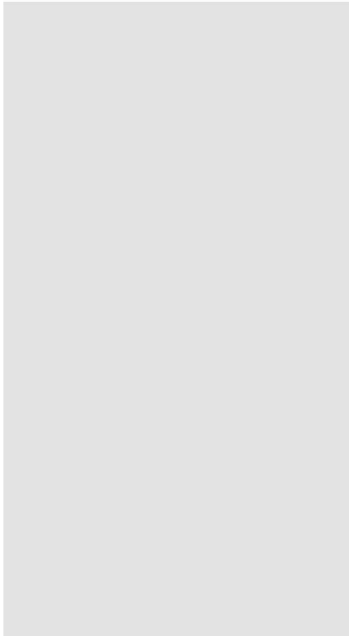


# Sam's Club Special Area Study

Results and Input from  
Advisory Committee Meeting #1



Addison Tree House  
June 3, 2021

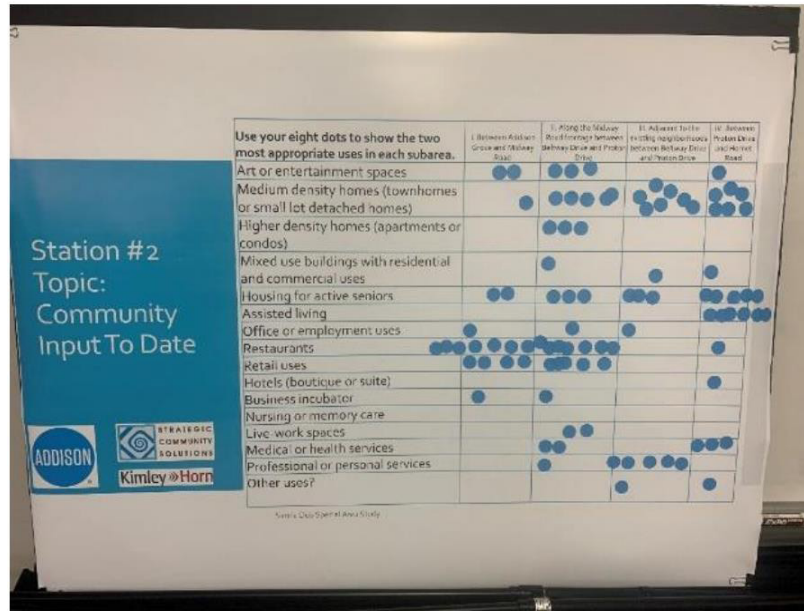



Sam's Club Special Area Study

Use your eight dots to show the two most appropriate uses in this subarea.

Advisory Committee Meeting #1

Station 2 Results



Sam's Club Special Area Study

Use your eight dots to show the two most appropriate uses in this subarea.

Advisory Committee Meeting #1

Station 2 Results

	I. Between Addison Grove and Midway Rd.	II. Along the Midway Road frontage between Beltway Drive and Proton Drive	III. Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive	IV. Between Proton Drive and Hornet Road
Art or entertainment spaces	2	3		1
Medium density home (townhomes or small lot detached homes)	1	5	7	6
High density homes (apartments or condos)		3		
Mixed use buildings with residential and commercial uses		1	1	1
Housing for active seniors	2	3	3	5
Assisted living				6
Office or employment uses	1	1	1	
Restaurants	7	7		1
Retail uses	4	5		
Hotels (boutique or suite)				1
Business incubator	1	1		
Nursing or memory care				
Live-work spaces		2		
Medical or health services		2		3
Professional or personal services		1	5	
Other uses?			1	1

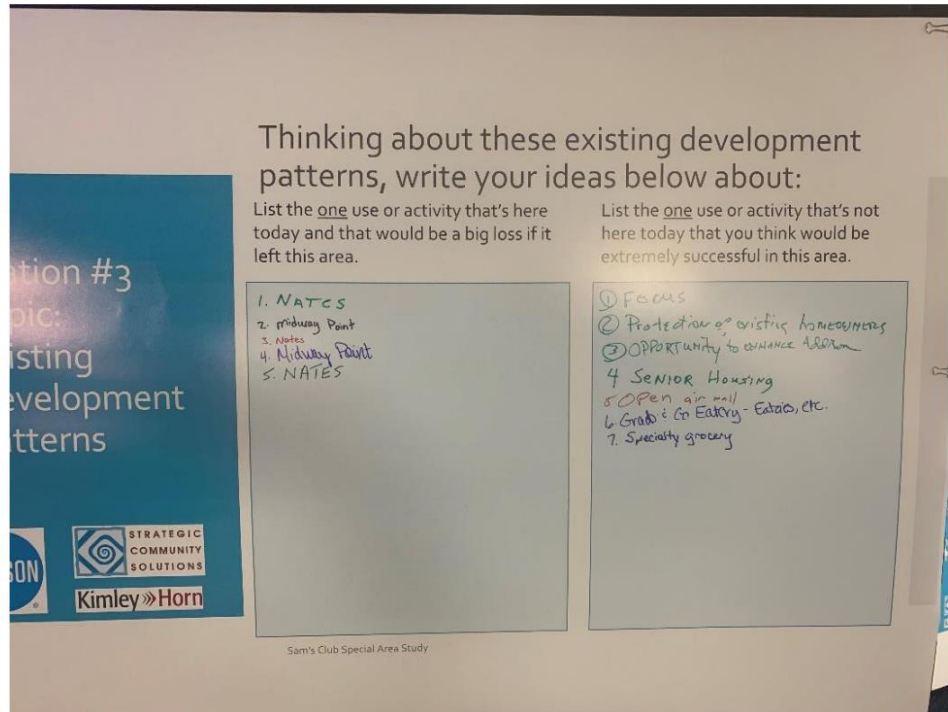


# Advisory Committee Meeting #1

## Station 3 Results



Kimley»Horn



Sam's Club Special Area Study

# Advisory Committee Meeting #1

## Station 3 Results



Kimley»Horn

List one use or activity that's here today and that would be a big loss if it left this area.

- Nates
- Midway Point
- Nates
- Midway Point
- Nates

List the one use or activity that's not here today that you think would be extremely successful in this area.

- Focus
- Protection of existing homeowners
- Opportunity to enhance Addison
- Senior Housing
- Open air mall
- Grab and Go Eatery-Eatzies, etc.
- Specialty Grocery

Sam's Club Special Area Study

# Station #4 Results




**Kimley»Horn**

What additional enhancements or amenities will attract and keep people and businesses in this study area? Write your ideas here.

**Station #4  
Topic:  
Nature, Public  
Spaces &  
Infrastructure**

**ADDISON** **STRATEGIC COMMUNITY SOLUTIONS**  
**Kimley»Horn**

**Online Survey participant ideas for public art, gathering spaces or other amenities to enhance planned trails and open spaces (Selected)**  
RESTROOMS, PICNIC TABLES WITH SHADE. ART NOT IMPORTANT ON TAXPAYERS DOLLARS!  
Having pleasant outdoor areas with landscaping and public art enhances the quality of life and values of the neighborhood! Small outdoor cafes would be okay.  
plenty of benches & dog doo baggie dispensers, more flowers  
Children's park area similar to Le Grande area; park benches; tree-shaded and lighted walking and biking paths  
Would prefer we use the study area to its fullest economically. There are other areas for public art, etc.  
splash pads, trees and flowers with sitting areas, interesting water features  
Covers over seating so it's not do hot and more dog/human water fountains.  
Small gathering spaces like the fountain on LeGrande would be lovely in this area.  
Murals that can attract people to visit for photos.  
Sculptures that are more nature-oriented, like the tree figure inside the glass (the installation near the volleyball court). It would be great to use vintage pieces of historic Addison buildings, planes, etc to create a work of art that is meaningful and reminiscent of the Town's history.  
This use to be a horse community. I would like for the outdoor art to reflect that past.  
Outside exercise stations for adults.  
Seating along dog park, water feature anchoring seating for restaurants, splash park and playground on opposite end.  
planned trails and open spaces should provide tables, chairs for family gathering spaces  
A larger dog park or "obstacles" for dogs to jump on to create a more open and fun area.  
A fountain would be nice  
More places to gather, picnic and stroll to a cafe or entertainment space. Bring the quaintness people crave to the city.  
Trees, shrubs and plants in the public areas are more important than public art. Make spaces beautiful and people will come.  
Soften area with landscaping, trees and water features.  
Buy art. Support artists. Install it everywhere. We do a pretty good job already. Keep it up.  
patterned sidewalks - LE - Rio  
Upgrading Redding trail dog park (near midway). Add sun shades, better manage grass.  
Farmers Branch has leap frogged this park.

Sam's Club Special Area Study

*Handwritten notes:*  
1. Extend Jogging Trail From P to Hornet Drive.  
2. Farmers Market x 2  
3. Shared use trail - residences & development  
4. Keep Nate's & parking.

# Station #4 Results




**Kimley»Horn**

## What additional enhancements or amenities will attract and keep people and businesses in this study area? Write your ideas here.

- Extend jogging trail from Proton to Hornet Drive
- Farmers Market ✓✓
- Shared Use Trail – residences & development
- Keep Nate's and parking

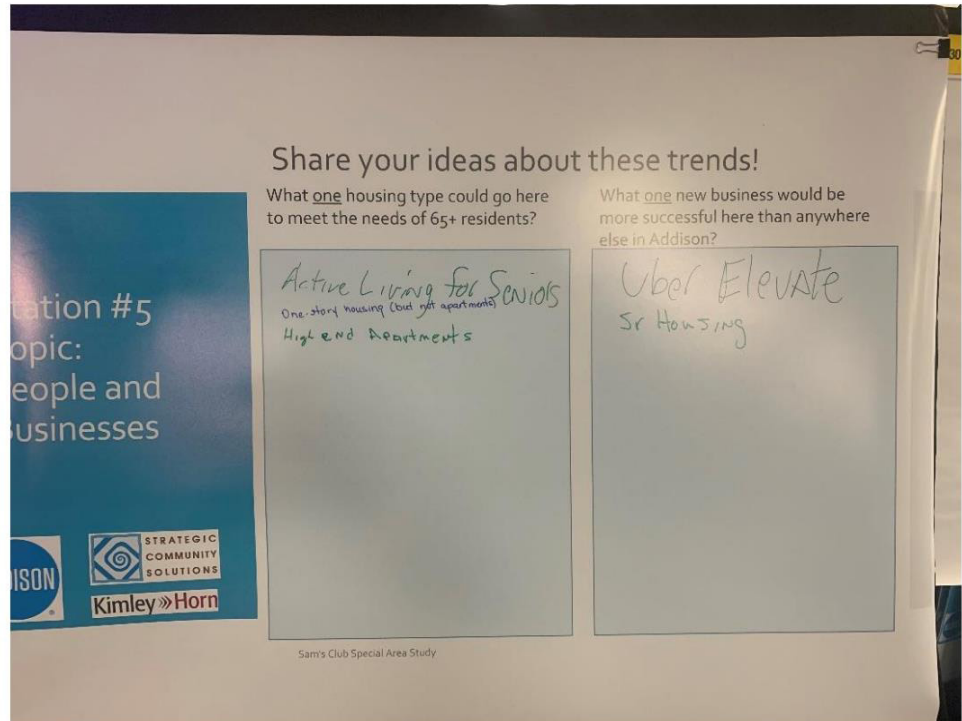
Sam's Club Special Area Study

# Advisory Committee Meeting #1

## Station 5 Results



Kimley»Horn



Sam's Club Special Area Study

# Advisory Committee Meeting #1

## Station 5 Results



Kimley»Horn

### What one housing type could go here to meet the needs of 65+ residents?

- Active living for seniors
- One-Story housing (but not apartments)
- High end Apartments

### What one new business would be more successful here than anywhere else in Addison?

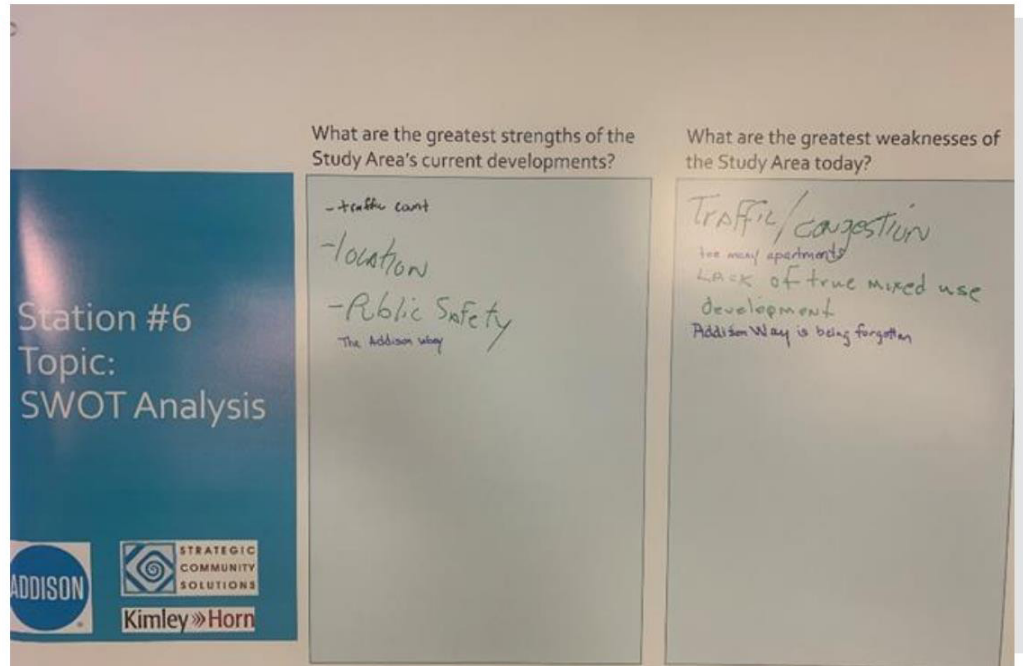
- Uber elevate
- Sr. Housing

Sam's Club Special Area Study



# Advisory Committee Meeting #1

## Station 6 Results



Sam's Club Special Area Study

# Advisory Committee Meeting #1

## Station 6 Results



### What are the greatest strengths of the Study Area's current developments?

- Traffic Count
- Location
- Public Safety
- The Addison Way

### What are the greatest weaknesses of the Study Area today?

- Traffic/Congestion
- Too many apartments
- Lack of true mixed-use development
- Addison Way is being Forgotten

### What are the greatest opportunities for the Study Area's future?

- High End Grocery & Retail
- HEB
- Lowes
- Central Market ✓
- National Tenants
- Grab & Go Restaurant- Eatzies type (needs parking though)

### What are the greatest threats to the Study Area's future?

- Loss of high-end restaurants
  - Houston's
  - CHAB. Fish Grill
- Too many apartments ✓ ✓ ✓ ✓ ✓ ✓
- What is impact or density
  - Public safety
  - Infrastructure
- Owner occupied ANSA be/on 20% ✓

Sam's Club Special Area Study

# Advisory Committee Meeting #1

## Group Discussion



### Strategic Direction

- Village in the Parkway is a regional destination – this Study Area is further from the highways, so its appeal is more focused on local people – will not be a major regional draw. The market is stronger near the Tollway
- There are limited places in Addison to put more people – all of the uses that are on the wish list are dependent on having more rooftops – a small grocery is a good example
- Addison was once the only place to go for a cocktail and entertainment, and was a destination – that is no longer the case
- Transit will help Addison enhance economic development and tax base
- There is a bit of a retail desert for Home Depot, Lowes, etc. in and around this area. There are mainly homes and restaurants
- Mixed-use will be critical to achieve Addison’s housing policy
- Midway is a major north/south street bringing people through Addison – the opportunity of Addison being a regional draw depends on people from other surrounding communities to come here. Belt Line is somewhat like a mall – it had to reinvent itself, and Midway will be the same with the street reconstruction
- The future of this study area is that it can be another regional draw depending on the uses.

Sam’s Club Special Area Study

# Advisory Committee Meeting #1

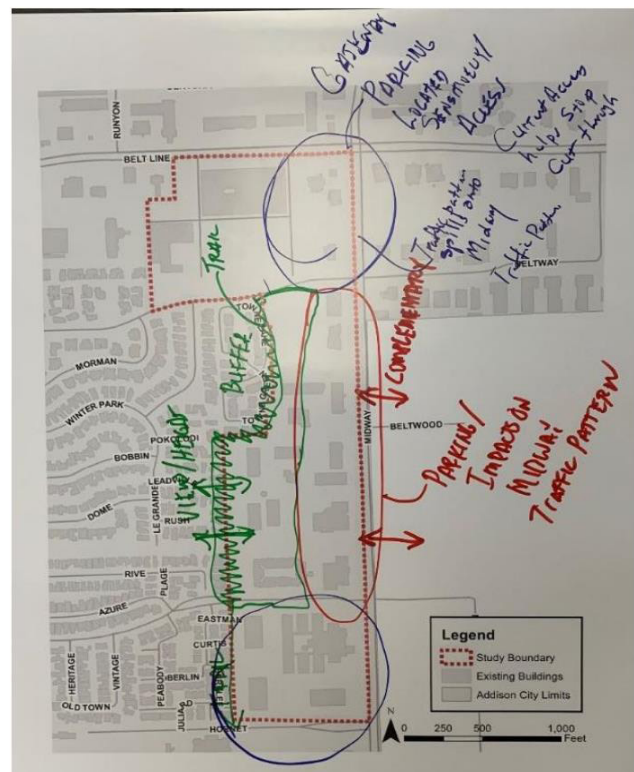
## Group Discussion



### Development Concepts

- Midway/Belt Line corner
  - Gateway
  - Traffic issues
  - Parking concerns
- Green buffer on west with trail
- Address parking and impacts on Midway traffic pattern

Sam’s Club Special Area Study



# Advisory Committee Meeting #1

## Group Discussion



Kimley»Horn

### Development Concepts

#### Area 1

- Solve parking/circulation issues in a manner that also portrays the southwest corner of Midway and Belt Line as a major gateway (gateway should not be all parking)
- We need parking, but we also need to be sure the businesses are not so far back from the road that they're not visible to drivers
- Need to continue to accommodate existing restaurants, even if there is new development
- What is the impact of new development on the Town's infrastructure in this area?
- The area was developed to discourage cut-through traffic and future improvements should continue to do so
- Addison has always been a tourist city (destination for individuals who live outside Addison)
- Traffic problems on Midway exist due in part to lines from restaurants extending into the street (Starbucks was listed as an example)
- Consider internal connection from Addison Grove to Midway

#### Area 2

- Same issues as Area 1 (narrow strip parking issue)
- Traffic issues on Midway could become worse with retail/ commercial development
- Need to address the issue that development across the street (in Farmers Branch) is not consistent with improved quality desired for this side of Midway
- Need to develop a common theme for area

#### Area 3

- Consider buffer next to residential
- Concerned with structures higher than existing fences
- Consider neighborhood access to new trail in buffer
- Stair stepping of new buildings to minimize height impacts on surrounding neighborhoods

#### Area 4

- Consider this area as an area for Continuum of Care/Assisted Living with supporting medical uses
- Look at Dallas Inwood/Forest senior living project as prototype
- Owners in this Study Area did not buy their properties to demolish them
- Nature preserve/greenbelt/trail – look at the area across from the athletic club as an example

Sam's Club Special Area Study





# Sam's Club Special Area Study

## Information Packet Advisory Committee Meeting #2



Addison Conference & Theatre Centre

August 5, 2021



Sam's Club Special Area Study

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Sam's Club Special Area Study

## Study Goals:

### What Should this Study Do and Not Do?



- This Special Area Study should:
  - Set a vision and direction for this area’s long-term future 5 to 20 years from now
  - Provide direction so developers know what the Town does and doesn’t want to see here
  - Protect the interests and investments of nearby neighborhood residents
  - Protect the interests and investments of the property owners in the Study Area
  - Ensure the plan is reasonable in terms of expected market support and the property owners’ return on their investments
- It should not:
  - Make a decision on any particular development proposal for any specific parcel
  - Require changes in the short-term
  - Prevent property owners from continuing existing uses as long as they choose to

Sam's Club Special Area Study

## Community Input Synopsis



Sam's Club Special Area Study

## Sources of Community Input to Date



- Online Survey Results
- Advisory Committee Meeting #1
- Community Open House #1
- Other Questions & Comments

This section of the packet contains summaries. The full reports are available on the project website: <https://addisontexas.net/samsclubstudy>

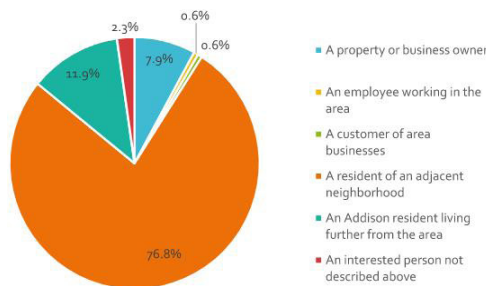
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## Online Survey Results



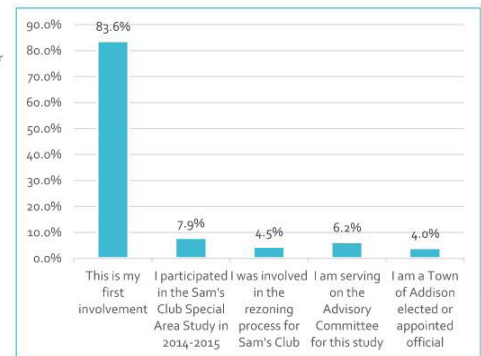
- Online Survey
  - Available May 7 – 30, 2021
  - 177 respondents

What is your primary involvement in this study area?



Sam's Club Special Area Study

How are you involved with planning and project activities for this study area?





## How would you describe the best possible way for this area to contribute to Addison's future quality of life and economic vitality?

(selected responses)

- Beautification and open space added to the current concentration on retail and services in close proximity to existing and future residential and along a major traffic artery makes a lot of sense.
- New and updated buildings, new businesses, shops, offices, restaurants.
- To keep it business and retail - no apartments or senior living.
- Intentional economic development with traffic flow considered.
- Having a good mixture of access, housing and retail.
- By continuing to attract businesses to area along Midway and Belt Line. Attracting or helping expand companies the brings jobs to the area.
- Provide commercial/retail opportunities along Midway Road with low-rise housing/townhouse or senior living opportunities behind the commercial properties.
- Separate the multi-family properties from the single family homes.
- WeWork type companies, like tree house, or industries of that sort. I think Addison has too many restaurants already.
- No more apartments!
- Bring in fun, excitement, and activity.

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## How would you describe the best possible way for this area to contribute to Addison's future quality of life and economic vitality?

(selected responses)

- This area is a key intersection for Addison (Belt Line & Midway). The new residential development looks great. It's time to let the area continue to move forward - and not with more live-work-play or senior housing. Revitalize the commercial corridor.
- Restaurants and Commercial Properties but keep a defined barrier between commercial and residential neighborhoods, Proper sidewalks and trails to merge neighborhoods and commercial properties.
- As an Addison resident and property owner, I would like to see the area be used to its best - to promote quality of life to residents and economic benefit to the city of Addison.
- I believe the Town should explore an over 55 community similar to Highland Springs. This is what should have been done in the original Addison Grove location. It is a great location for a senior living community. I don't want to see more apartment complexes.
- To provide an environment that attracts new mixed use development while supporting existing business owners and neighboring residential properties.
- Green and beautiful. Places that make people happy and want to be there.
- New and updated buildings, new businesses, shops, offices, restaurants.
- That consideration for any plan maintains or increases property values for the surrounding home owners, unlike Motel 8.
- The demographics in this area are changing, younger families with kids are living here, and there needs to be more family-focused businesses and restaurants.
- More diverse businesses or more greenery.

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## Online Survey Results

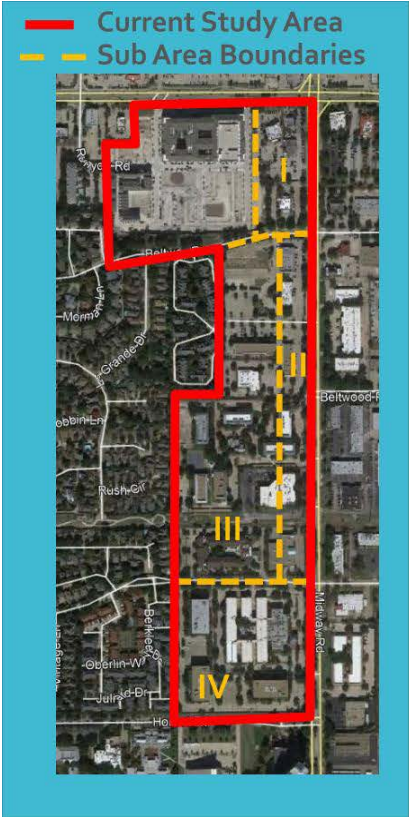


Kimley»Horn

## Online Survey Results



Kimley»Horn



How appropriate are these uses in this subarea?	Between Addison Grove and Midway Road					Along the Midway Road frontage between Beltway Drive and Proton Drive				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	40.4%	30.2%	14.7%	13.2%	1.5%	40.6%	30.1%	15.8%	10.4%	3.0%
Medium density homes (townhomes or small lot detached homes)	13.8%	13.0%	19.6%	51.5%	2.2%	17.8%	20.0%	14.8%	45.2%	2.2%
Higher density homes (apartments or condos)	2.9%	3.7%	16.9%	73.5%	2.9%	6.9%	8.4%	11.5%	70.2%	3.1%
Mixed use buildings with residential and commercial uses	15.2%	25.4%	20.3%	37.0%	2.2%	17.8%	31.1%	15.6%	33.3%	2.2%
Housing for active seniors	19.0%	17.5%	12.4%	47.5%	3.7%	23.1%	23.9%	15.7%	35.1%	2.2%
Assisted living	15.8%	11.5%	14.4%	54.0%	4.3%	17.7%	25.0%	14.0%	40.4%	2.9%
Office or employment uses	16.1%	27.0%	21.2%	32.1%	3.7%	27.4%	38.5%	19.3%	12.6%	2.2%
Restaurants	65.9%	21.0%	4.4%	7.3%	1.5%	56.8%	23.5%	9.1%	10.6%	0.0%
Retail uses	42.7%	34.6%	13.2%	9.6%	0.0%	50.8%	31.8%	7.6%	8.3%	1.5%
Hotel	5.9%	15.4%	19.1%	56.6%	2.9%	14.1%	25.0%	21.1%	38.2%	1.6%
Business incubator	8.2%	28.2%	22.2%	28.2%	13.3%	17.3%	36.1%	15.0%	20.3%	11.3%
Open space (public or private)	31.4%	29.2%	16.8%	19.7%	2.9%	38.2%	30.0%	17.7%	9.6%	3.7%
Live-work spaces	10.4%	30.4%	17.0%	37.0%	5.2%	12.8%	30.8%	23.3%	29.3%	3.8%
Medical or health services	14.0%	38.2%	19.1%	25.7%	2.9%	25.4%	41.8%	15.7%	16.4%	0.8%
Professional or personal services	22.8%	43.9%	15.4%	16.2%	3.7%	37.3%	35.8%	14.2%	11.0%	0.8%

How appropriate are these uses in this subarea?	Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive					Between Proton Drive and Hornet Road				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure
Art or entertainment spaces	33.9%	24.6%	18.5%	19.2%	3.9%	36.2%	31.5%	14.6%	16.9%	0.8%
Medium density homes (townhomes or small lot detached homes)	34.1%	21.2%	11.4%	31.8%	1.5%	25.0%	24.2%	18.8%	32.0%	0.0%
Higher density homes (apartments or condos)	9.0%	12.8%	11.3%	65.4%	1.5%	6.3%	9.4%	21.1%	62.5%	0.8%
Mixed use buildings with residential and commercial uses	17.3%	22.6%	25.6%	33.1%	1.5%	19.4%	27.1%	20.9%	32.6%	0.0%
Housing for active seniors	33.6%	27.5%	16.0%	20.6%	2.3%	35.7%	29.5%	12.4%	21.7%	0.8%
Assisted living	27.6%	25.4%	12.7%	32.1%	2.2%	27.9%	29.5%	15.5%	32.6%	1.6%
Office or employment uses	24.1%	33.8%	18.8%	21.8%	1.5%	30.2%	41.1%	15.5%	13.2%	0.0%
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Hotel	14.4%	18.2%	18.2%	47.0%	2.3%	37.0%	25.8%	7.6%	27.2%	1.5%
Business incubator	13.9%	22.3%	27.7%	26.2%	10.0%	17.3%	34.7%	15.0%	22.1%	11.0%
Open space (public or private)	56.5%	29.0%	5.3%	6.1%	3.1%	49.2%	29.7%	9.4%	9.4%	2.3%
Live-work spaces	16.9%	33.1%	23.5%	26.2%	2.3%	16.3%	32.6%	19.4%	27.1%	4.7%
Medical or health services	19.7%	37.1%	18.2%	22.7%	2.3%	31.8%	42.6%	8.5%	17.1%	0.0%
Professional or personal services	24.4%	32.1%	25.2%	16.0%	2.3%	32.8%	42.8%	9.2%	14.5%	0.8%

# Online Survey Results

### How important are these ideas about connections to and within this study area?

Idea	Very important	Somewhat important	Somewhat unimportant	Very unimportant	I'm not sure
Residents of nearby neighborhoods should be able to walk or bike to shops and restaurants easily and safely	72.3%	18.3%	4.4%	5.1%	0.0%
The Redding Trail Dog Park and other open space amenities in the study area should accommodate safe pedestrian connections to the surrounding neighborhoods	71.5%	14.6%	6.6%	5.8%	1.5%
Bike or pedestrian connections between residential and business areas will make Addison neighborhoods more appealing to people who work in this area	64.7%	18.4%	8.8%	6.6%	1.5%
People who work in or near this area should be able to safely reach shops, services or restaurants without driving and parking their cars in the commercial areas	60.0%	24.4%	12.6%	2.2%	0.7%
People visiting this area should be able to park once and then walk to various offices, shops and services in the study area	54.4%	30.9%	10.3%	4.4%	0.0%

Sam's Club Special Area Study



## Online Survey Results



Kimley»Horn

### How important are these ideas about transitions and separations between various uses and activities in and around this study area?

Idea	Very important	Somewhat important	Somewhat unimportant	Very unimportant	I'm not sure
Landscaped screening (like trees, shrubs or other vegetation) is important on the western edge of the study area	79.4%	14.7%	5.2%	0.0%	0.7%
Less intensive uses should be adjacent to the existing neighborhoods west of the study area	60.2%	19.6%	6.0%	3.8%	10.5%
Physical barriers like screening walls, fences or other sorts of buffers should separate new development from existing neighborhoods	58.7%	27.8%	3.8%	3.8%	6.0%
More intensive uses should be along the Midway Road side of the study area	54.1%	19.6%	7.5%	6.0%	12.8%
The street system should not have vehicular connections between residential and non-residential areas	52.2%	20.2%	12.7%	5.2%	9.7%
Pedestrians should be able to move between residential areas (like the neighborhoods to the west or Addison Grove) and non-residential areas	51.9%	24.4%	11.1%	10.4%	2.2%

## Advisory Committee Meeting #1



Kimley»Horn

### • Objectives:

- Introduce the study and background information
- Preview preliminary stations for Community Open House
- Have detailed discussion at stations among Committee members, consultants and staff about specific topics
- Continue general discussion and brainstorming as a whole group

### • Results:

- Topical discussion and input at stations
- Discussion of strategic issues as a whole group
- Suggestions for station refinements

Sam's Club Special Area Study



Use your eight dots to show the two most appropriate uses in this subarea.

Advisory Committee Meeting #1




Kimley»Horn

	I. Between Addison Grove and Midway Rd.	II. Along the Midway Road frontage between Beltway Drive and Proton Drive	III. Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive	IV. Between Proton Drive and Hornet Road
Art or entertainment spaces	2	3		1
Medium density home (townhomes or small lot detached homes)	1	5	7	6
High density homes (apartments or condos)		3		
Mixed use buildings with residential and commercial uses		1	1	1
Housing for active seniors	2	3	3	5
Assisted living				6
Office or employment uses	1	1	1	
Restaurants	7	7		1
Retail uses	4	5		
Hotels (boutique or suite)				1
Business incubator	1	1		
Nursing or memory care				
Live-work spaces		2		
Medical or health services		2		3
Professional or personal services		1	5	
Other uses?			1	1

Advisory Committee Meeting #1




Kimley»Horn

List one use or activity that's here today and that would be a big loss if it left this area.

- Nates
- Midway Point
- Nates
- Midway Point
- Nates

List the one use or activity that's not here today that you think would be extremely successful in this area.

- Focus
- Protection of existing homeowners
- Opportunity to enhance Addison
- Senior Housing
- Open air mall
- Grab and Go Eatery-Eatzies, etc.
- Specialty Grocery

What one housing type could go here to meet the needs of 65+ residents?

- Active living for seniors
- One-Story housing (but not apartments)
- High end Apartments

What one new business would be more successful here than anywhere else in Addison?

- Uber elevate
- Sr. Housing

Sam's Club Special Area Study

## Advisory Committee Meeting #1



### What are the greatest strengths of the Study Area's current developments?

- Traffic Count
- Location
- Public Safety
- The Addison Way

### What are the greatest weaknesses of the Study Area today?

- Traffic/Congestion
- Too many apartments
- Lack of true mixed-use development
- Addison Way is being Forgotten

### What are the greatest opportunities for the Study Area's future?

- High End Grocery & Retail
- HEB
- Lowes
- Central Market ✓
- National Tenants
- Grab & Go Restaurant- Eatzies type (needs parking though)

### What are the greatest threats to the Study Area's future?

- Loss of high-end restaurants
  - Houston's
  - CHAB. Fish Grill
- Too many apartments ✓ ✓ ✓ ✓ ✓ ✓
- What is impact or density
  - Public safety
  - Infrastructure
- Owner occupied ANSA be/on 20% ✓

Sam's Club Special Area Study

## Advisory Committee Meeting #1



### Strategic Direction

- Village in the Parkway is a regional destination – this Study Area is further from the highways, so its appeal is more focused on local people – will not be a major regional draw. The market is stronger near the Tollway
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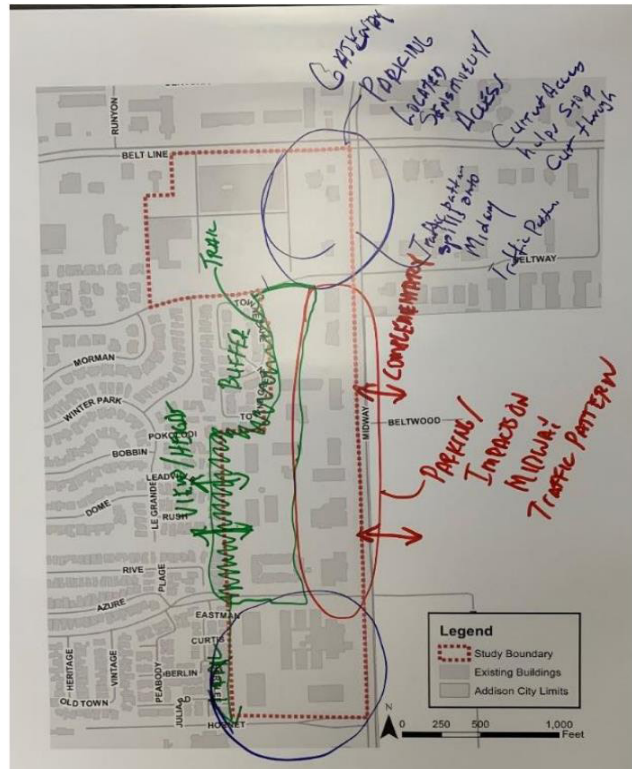
## Advisory Committee Meeting #1



### Development Concepts

- Midway/Belt Line corner
  - Gateway
  - Traffic issues
  - Parking concerns
- Green buffer on west with trail
- Address parking and impacts on Midway traffic pattern

Sam's Club Special Area Study



## Advisory Committee Meeting #1



### Development Concepts

#### Area 1

- Solve parking/circulation issues in a manner that also portrays the southwest corner of Midway and Belt Line as a major gateway (gateway should not be all parking)
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- Consider buffer next to residential
- Concerned with structures higher than existing fences
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#### Area 4

- Consider this area as an area for Continuum of Care/Assisted Living with supporting medical uses
- Look at Dallas Inwood/Forest senior living project as prototype
- Owners in this Study Area did not buy their properties to demolish them
- Nature preserve/greenbelt/trail – look at the area across from the athletic club as an example

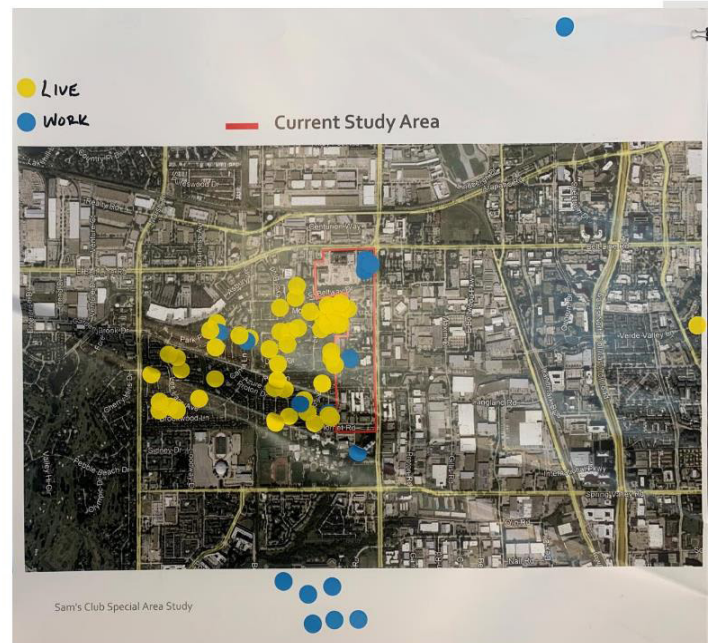
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## Community Open House #1



- June 10, 2021 at the Addison Athletic Club
- Approximately 70 participants
- Almost all from neighborhoods west of Study Area



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## Community Open House #1



### Here's what I want to experience when I come here in 2030:

- Open/Outdoor space that is safe & secure – Ditto ✓
- Bring local Dallas concepts to Addison e.g., La Casita Bakery/Richardson, Shays Bagels
- Live Jazz
- Dynamic community, not a senior living community
- Put parking structure on the east side of Midway. Bridge so ppl can cross Midway Rd
- Easy connection to Cotton Belt Station ✓
- Multi-generational housing – YES ✓
- Small green spaces to gather

Sam's Club Special Area Study

# Community Open House #1



Kimley»Horn

## How important are these ideas so this Study Area is a place people want to ...

### Work or locate a business?

Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Reduce auto traffic congestion on Midway or Belt Line	68.3%	12.7%	6.3%	4.8%	1.6%	6.3%
Continue support for entrepreneurs and start-up businesses	35.5%	30.6%	21.0%	9.7%	1.6%	1.6%
Help property owners update or enhance their buildings	33.9%	30.6%	14.5%	12.9%	8.1%	0.0%
Provide more parking	28.6%	27.0%	20.6%	15.9%	6.3%	1.6%
Connect the business areas to nearby neighborhoods	26.2%	29.5%	14.8%	16.4%	11.5%	1.6%
Have places where people can live & work in the same building	6.6%	23.0%	26.2%	23.0%	19.7%	1.6%

Sam's Club Special Area Study

# Community Open House #1



Kimley»Horn

## How important are these ideas so this Study Area is a place people want to ...

### Live?

Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Enhance or expand the parks, open spaces and trails	58.1%	29.0%	11.3%	0.0%	0.0%	1.6%
Make it easier to get around the area by bike or on foot	53.1%	29.7%	9.4%	6.3%	1.6%	0.0%
Provide housing for seniors who need some daily assistance	38.7%	27.4%	19.4%	4.8%	8.1%	1.6%
Provide housing choices for Addison residents who want to 'downsize'	32.3%	45.2%	6.5%	4.8%	9.7%	1.6%
Provide housing choices for young professionals	30.6%	29.0%	17.7%	9.7%	12.9%	0.0%
Connect the business areas to nearby neighborhoods	24.1%	19.0%	20.7%	17.2%	19.0%	0.0%
Provide housing choices for families with children	23.0%	27.9%	13.1%	19.7%	16.4%	0.0%
Have more housing choices as part of mixed use areas	21.0%	32.3%	16.1%	17.7%	12.9%	0.0%
Provide live-work spaces for artists or entrepreneurs	21.0%	19.4%	22.6%	14.5%	21.0%	1.6%

Sam's Club Special Area Study

# Community Open House #1



Kimley»Horn

## How important are these ideas so this Study Area is a place people want to ...

### Come visit, shop or be entertained?

Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Include small grocery stores or specialty food markets	58.5%	27.7%	4.6%	1.5%	7.7%	0.0%
Create a strong identity or brand for the Study Area	54.7%	15.6%	12.5%	12.5%	4.7%	0.0%
Make it easier to get around the area by bike or on foot	53.8%	26.2%	6.2%	9.2%	4.6%	0.0%
Include plazas or other outdoor gathering places	50.8%	24.6%	12.3%	7.7%	4.6%	0.0%
Add more restaurants	41.3%	31.7%	12.7%	6.3%	7.9%	0.0%
Include pet-friendly amenities and businesses	36.4%	24.2%	12.1%	9.1%	16.7%	1.5%
Include a variety of medical services	32.3%	40.3%	11.3%	9.7%	6.5%	0.0%
Include unique public art	24.2%	30.3%	13.6%	12.1%	16.7%	3.0%

Sam's Club Special Area Study

# Community Open House #1



Kimley»Horn

Type	Housing Type								
	Single-Family Detached	Courtyard	Townhome	Multi-Unit	Multi-Family Mid Density	Multi-Family High Density	Live/Work	Mixed-Use	Assisted Living/Senior Living
Place your 5 dots in the cells under the images of housing types that are the most appropriate for the Study Area. Indicate below the places where they will fit the best.									
Anywhere In the Study Area	4	3	2						1
At the Midway – Belt Line Corner	1		1				1		
Along the Midway Frontage	1		1			3	5	6	1
In the Transition Area to Existing Neighborhoods	6	14	9	12			2		2
In the Area South of Proton	10	3	3			1	2	2	16

Sam's Club Special Area Study



## Other Questions and Comments



- About the Advisory Committee meeting structure
  - “We want to hear more from the professionals”
  - “We want more time to talk among ourselves”
  - The initial Committee meeting was structured to get community input that can be used along with the professional analysis to develop recommendations
  - Future meetings will be structured differently because they will be designed for Committee discussions that will develop the Committee’s advice to the Town
- About the prior Special Area Study and the Midway Road reconstruction
  - Information on these has been provided and details are online
- About impacts of potential uses and densities
  - Impacts will be examined after there is strategic direction and a preliminary physical development concept with uses and densities to evaluate
- About buffering of neighborhoods
  - This was discussed at the first meeting; this concept is included in the strategic direction and will be discussed further at the next meeting

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## Other Questions and Comments



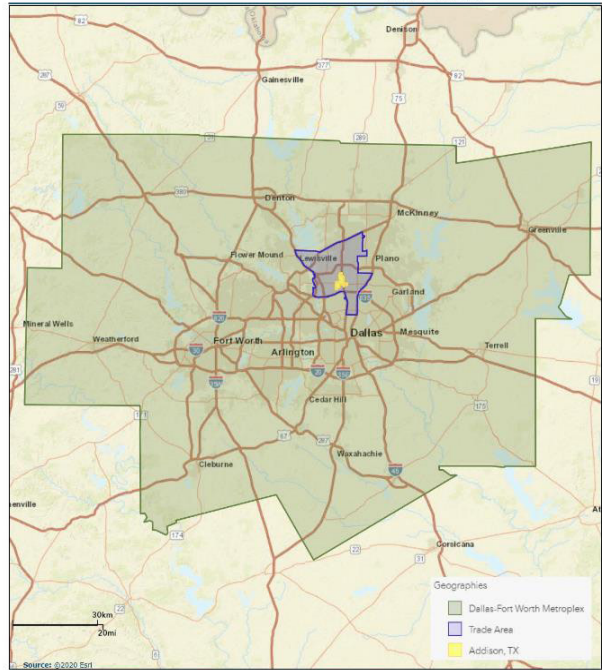
- About why the Town is doing this study now
  - The existing Comprehensive Plan (2013) says: “The Town should be thinking now about the redevelopment opportunity that this large site on a key corner represents.”
  - There is no specific guidance as to what the Town believes is appropriate here since the 2015 Special Area Study was never officially adopted.
  - The Town would like to establish an overall policy direction for this area that it can use to advise potential developers and to evaluate individual development proposals as they are submitted.
  - There is market interest in uses (particularly mixed use and apartments) that suggests there is a higher market value for these uses than for the existing uses in some parts of the area.

Sam's Club Special Area Study

# Demographic, Economic & Market Update



Sam's Club Special Area Study



Three geographies are used for comparisons

- Town of Addison
- Addison Trade Area
- Metroplex

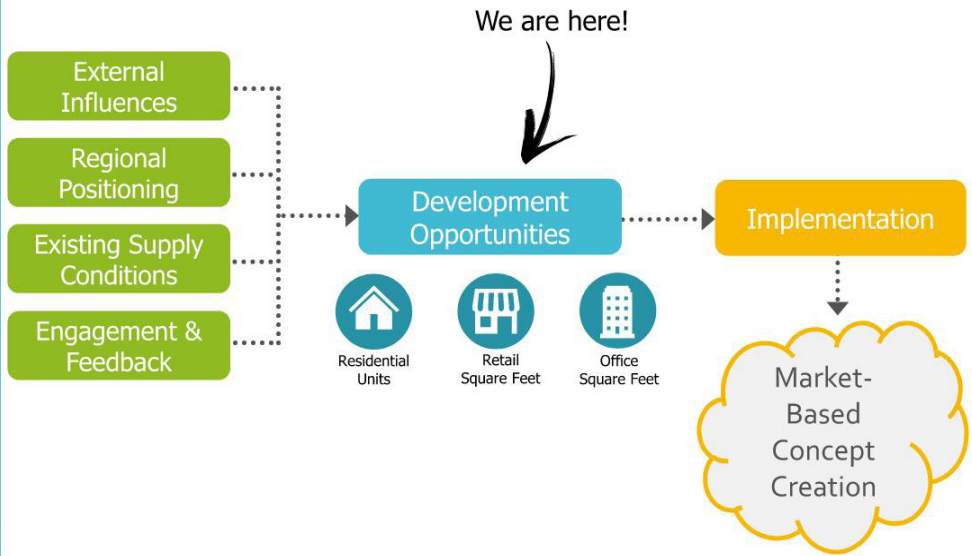
## Comparison Areas



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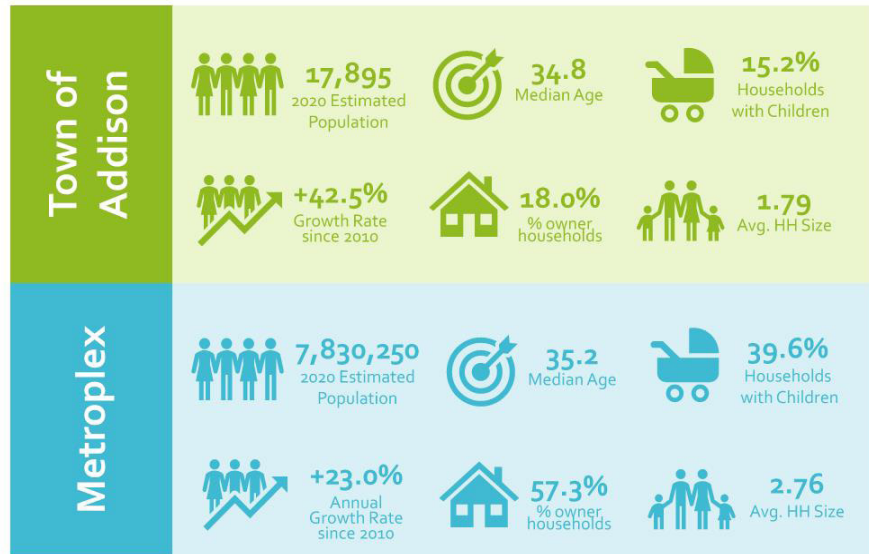
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# Market Update Process Overview



Sam's Club Special Area Study

# Demographic Snapshot



Sam's Club Special Area Study



## Demographic Details



	Addison, TX	Trade Area	Metroplex
2021 Total Population	17,859	635,969	7,830,258
2021 Total Daytime Population	49,314	797,580	7,832,799
2021 Households	9,970	265,530	2,802,401
2021 Average Household Size	1.79	2.39	2.76
2021 Housing Units	11,022	286,444	3,003,568
Owner Occupied Housing Units	18.0%	43.2%	56.4%
Renter Occupied Housing Units	72.5%	49.5%	36.9%
Vacant Housing Units	9.5%	7.3%	6.7%
2021 Median Household Income	\$76,929	\$80,437	\$73,903
2021 Median Disposable Income	\$60,175	\$64,468	\$59,021
2021 Median Home Value	\$338,914	\$374,254	\$266,838
2021 Median Age	34.8	37.7	35.2
Population 65 and older	10.9%	14.1%	12.4%
All Households with Children	15.2%	31.5%	39.6%
Hispanic Origin	32.8%	25.6%	31.0%
Diversity Index	81.1	78.1	78.7
Civilian Population 16+			
Unemployment Rate	4.5%	4.8%	5.8%

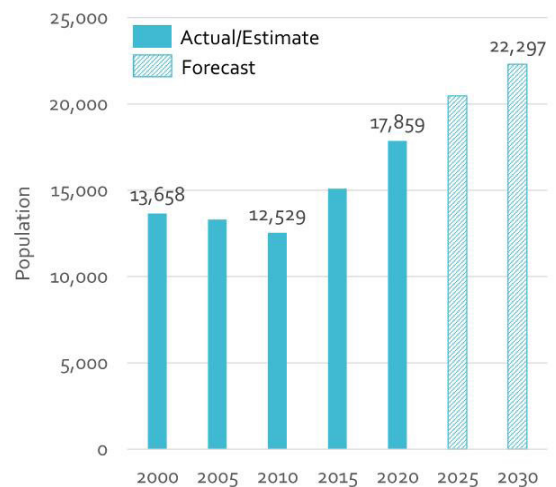
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## Population Trends & Forecasts



- Addison population estimated at 17,859 in 2020
- Represents a 42.5% increase since the last US Census (2010)
- Forecasted growth of 24.9%, or 4,438 residents over the next decade

Population Trends & Forecast, Town of Addison, 2000-2030



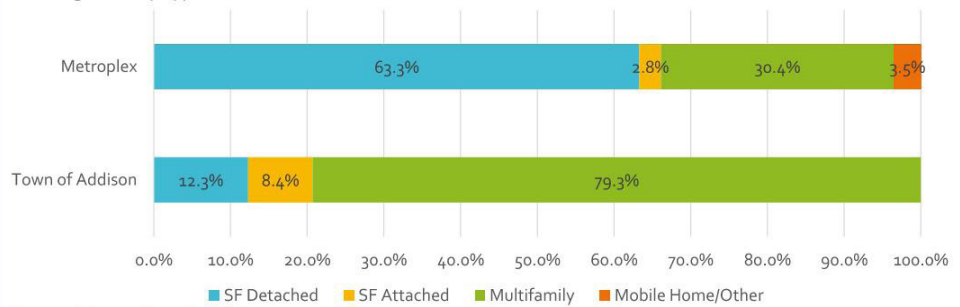
Source: US Census; ESRI BAO; Kimley-Horn

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## Housing Takeaways



Housing Units by Type, Town of Addison, 2019



Source: US Census; ESRI BAO; Kimley-Horn

- Housing units in Addison increased by 35% since 2010
- Nearly 80% of the Addison housing stock is multifamily
- Reflects an intentional difference in growth approach and desired community character from other communities in the Metroplex
- Multifamily has been a component of support for the Town's successful economic base
- Owner-occupancy is forecasted to increase gradually over the next five years

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## Housing Takeaways



### For-Sale Takeaways

- For-sale inventories are at an all-time low, leading to a strong seller's market
- Median sales prices in the Metroplex have increased 17.86% in the last year, reaching \$355,000 in June
- Conversely, active listings in the region declined 54.09% and available months of inventory just 1.1 in June
- Addison's comparably limited inventory of for-sale product remains in high demand

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### Rental Takeaways

- Although multifamily experienced some retraction at the onset of the pandemic, markets have largely recovered
- Rental multifamily in Addison have an average vacancy rate of 5.5%, lower than the regional average
- Monthly asking rent in Addison averages nearly \$1,500, higher than the regional average of approximately \$1,250
- Low for-sale inventories will likely support continued demand in the near-term

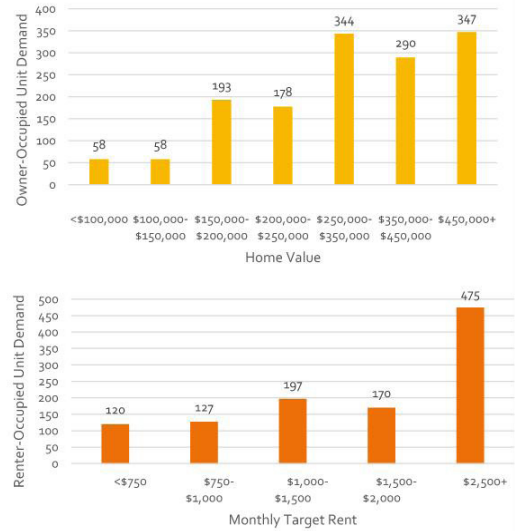
# Housing Demand Forecast



Housing Unit Demand by Tenure, Town of Addison, 2020-2030

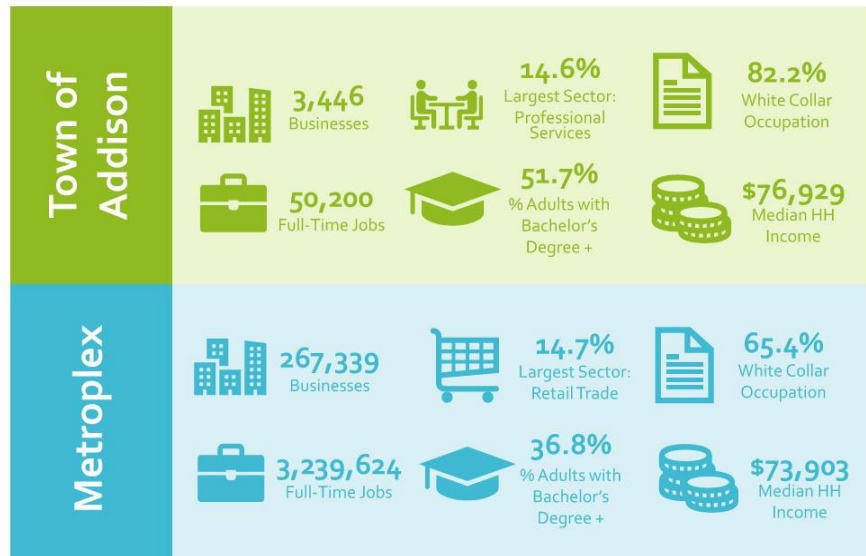
Total Housing Unit Demand		2,556
Owner-Occupied Unit Demand		1,467
Owner-Occupied Home Value	<\$100,000	58
	\$100,000-\$150,000	58
	\$150,000-\$200,000	193
	\$200,000-\$250,000	178
	\$250,000-\$350,000	344
	\$350,000-\$450,000	290
	\$450,000+	347
	Renter-Occupied Unit Demand	
Monthly Target Rent	<\$750	120
	\$750-\$1,000	127
	\$1,000-\$1,500	197
	\$1,500-\$2,000	170
	\$2,500+	475

Source: US Census; ESRI BAO; NCTCOG; Kimley-Horn



It should be noted that the methodology utilized to estimate housing demand is based on future population and household projections for the Town. It also considers assumptions for what those new households can reasonably afford to spend on housing. These forecasts are likely conservative and should only be used to guide visioning discussions. Development of new housing in Addison has proven to be attractive and is driven by projections of developer return that may not align with what the model defines as future demand.

# Economic Snapshot



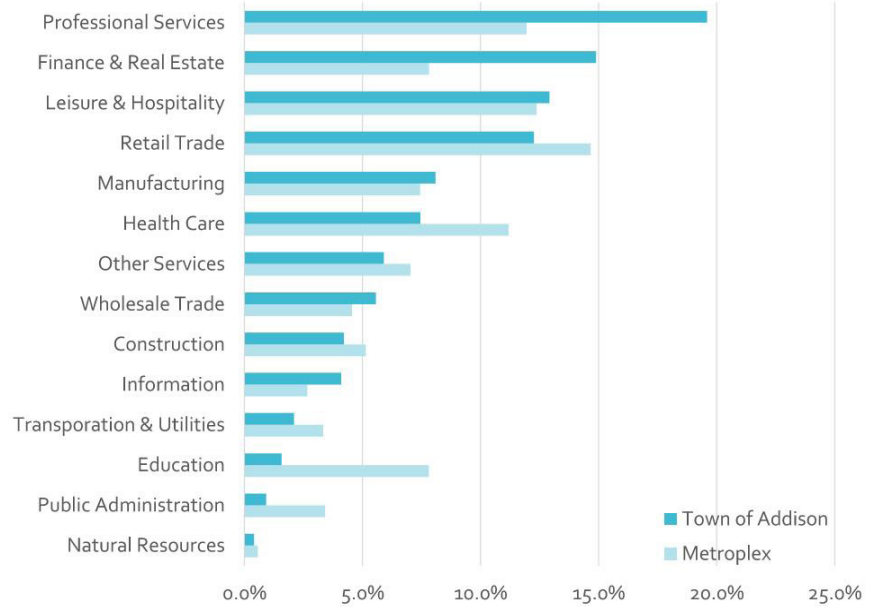
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# Employment by Sector



Share of Jobs by Sector, Town of Addison, 2020



Source: US Census; ESRI BAO; Kimley-Horn

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# Employment Details



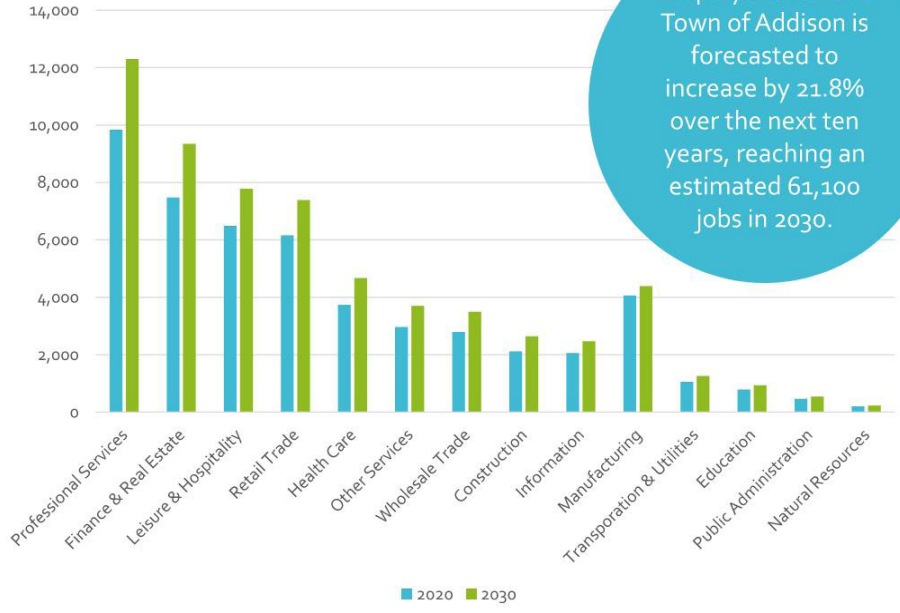
	Addison, TX				Trade Area				Metroplex			
	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees				
Total Employees	50,199				491,468				3,239,624			
Employee/Residential Population Ratio	2.81				0.77				0.41			
Standard Industrial Categories	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees				
Agriculture & Mining	42 1.2%	319 0.6%	558 1.5%	7,205 1.5%	4,727 1.8%	47,658 1.5%						
Construction	126 3.7%	1,800 3.6%	1,684 4.6%	22,315 4.5%	16,276 6.1%	153,546 4.7%						
Manufacturing	111 3.2%	3,573 7.1%	891 2.4%	34,368 7.0%	7,341 2.7%	236,313 7.3%						
Transportation	66 1.9%	1,199 2.4%	687 1.9%	8,853 1.8%	6,657 2.5%	106,644 3.3%						
Communication	32 0.9%	484 1.0%	334 0.9%	5,561 1.1%	2,445 0.9%	27,703 0.9%						
Utility	4 0.1%	120 0.2%	55 0.1%	1,162 0.2%	606 0.2%	14,385 0.4%						
Wholesale Trade	101 2.9%	2,800 5.6%	1,008 2.7%	25,756 5.2%	8,009 3.0%	149,811 4.6%						
Retail Trade	521 15.1%	11,723 23.4%	6,485 17.5%	116,056 23.6%	57,181 21.4%	778,721 24.0%						
Finance, Insurance, Real Estate	608 17.6%	7,618 15.2%	5,173 14.0%	57,215 11.6%	28,358 10.6%	253,933 7.8%						
Personal and Professional Services	1,313 38.1%	19,835 39.5%	14,766 40.0%	203,302 41.4%	102,255 38.2%	1,344,069 41.5%						
Government	31 0.9%	462 0.9%	231 0.6%	7,099 1.4%	3,770 1.4%	110,515 3.4%						
Unclassified Establishments	491 14.2%	266 0.5%	5,079 13.7%	2,577 0.5%	29,714 11.1%	16,326 0.5%						

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# Employment Forecast



Employment Forecast, Town of Addison, 2020-2030



Source: ESRI BAO; NCTGOG; Woods & Poole; Kimley-Horn

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# Retail/Service Takeaways



- Retail gap refers to the difference between retail sales and retail purchases by residents within the same area
- Sales in the Trade Area surpassed the amount spent by residents
- Proximity to major transportation thoroughfares and employment centers bolster sales from non-residents

## Trade Area

- Stores Sold **\$14.8 billion**
- Consumers Spent **\$13.0 billion**
- Retail Surplus **\$1.78 billion**

Source: ESRI; Kimley-Horn

Sam's Club Special Area Study

# Retail/Service Takeaways



Retail Market Performance Trends, Town of Addison, 2014-2021



Source: Addison Economic Pulse

- Retail sector was struggling nationally pre-COVID; conditions are worsening
- Vacancy rates for retail space (10.4%) have increased in Addison in the last year; still lower than the region-wide average of 12.8%
- Rents have increased modestly since 2015, but have leveled off as tenants struggled to make payments during the pandemic
- Retail vacancy rates are likely to increase as the results of COVID continue to work through the system

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# Retail Demand Forecast



Consumer Spending Forecast, Town of Addison, 2020-2030 Retail SF Demand, Town of Addison, 2020-2030

Business Category	Consumer Spending (2020)	Forecasted Demand (2030)	2020-2030 Δ		Business Category	Net New Spending Potential	Sales per 10-Year Retail Demand (SF)
			\$	%			
Apparel and Services	\$23,601,192	\$31,408,902	\$7,807,710	33.1%	Apparel and Services	\$7,807,710	\$280 27,885
Computer/TV/Video	\$14,640,010	\$18,356,048	\$3,716,038	25.4%	Computer/TV/Video	\$3,716,038	\$400 9,290
Pets	\$6,861,175	\$10,109,972	\$3,248,797	47.4%	Pets	\$3,248,797	\$245 13,260
Toys/Games/Crafts/Hobbies	\$854,773	\$1,063,137	\$208,364	24.4%	Toys/Games/Crafts/Hobbies	\$208,364	\$150 1,389
Sports/Exercise Equipment	\$1,871,221	\$2,348,849	\$477,628	25.5%	Sports/Exercise Equipment	\$477,628	\$150 3,184
Reading	\$2,523,643	\$2,700,158	\$176,515	7.0%	Reading	\$176,515	\$150 1,177
Food at Home	\$57,055,394	\$79,982,061	\$22,926,667	40.2%	Food at Home	\$22,926,667	\$400 57,317
Food Away	\$49,729,212	\$73,543,359	\$23,814,147	47.9%	Food Away	\$23,814,147	\$350 68,040
Furniture/Furnishings/Household	\$21,944,066	\$25,682,904	\$3,738,838	17.0%	Furniture/Furnishings/Household	\$3,738,838	\$180 20,771
Pharmacy/Personal Care	\$14,686,605	\$19,509,218	\$4,822,613	32.8%	Pharmacy/Personal Care	\$4,822,613	\$300 16,075
Automotive	\$36,711,854	\$48,708,007	\$11,996,153	32.7%	Automotive	\$11,996,153	\$440 27,264
Home Improvement	\$26,202,297	\$34,423,380	\$8,221,083	31.4%	Home Improvement	\$8,221,083	\$260 31,620
<b>Total</b>	<b>\$256,681,442</b>	<b>\$347,835,994</b>	<b>\$91,154,552</b>	<b>35.5%</b>	<b>Total</b>	<b>\$91,154,552</b>	<b>\$329 277,273</b>

Source: ESRI BAO; Kimley-Horn

Sam's Club Special Area Study



# Office Takeaways



Office Market Performance Trends, Town of Addison, 2014-2021



- Future of office space following the pandemic remains uncertain
- Office vacancy rates in Addison have been on the rise, reaching 20.3% in 2Q2021
- Vacancy in Addison is lower than 25.0% regional average; excess space due to reconfiguration of office during and following COVID
- Average asking rents is comparable to ~\$26PSF average for region

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# Office Demand Forecast



Office-Job Forecast, Town of Addison, 2020-2030

Industry	Office Share	2020	2030	2020-2030 Δ	
				#	%
Professional Services	90.0%	8,853	11,067	2,213	25.0%
Finance & Real Estate	90.0%	6,728	8,409	1,682	25.0%
Leisure & Hospitality	10.0%	649	778	130	20.0%
Retail Trade	10.0%	616	739	123	20.0%
Health Care	40.0%	1,496	1,871	374	25.0%
Other Services	30.0%	889	1,111	222	25.0%
Wholesale Trade	20.0%	559	699	140	25.0%
Construction	25.0%	529	661	132	25.0%
Information	80.0%	1,646	1,975	329	20.0%
Manufacturing	5.0%	203	219	16	8.0%
Transportation & Utilities	15.0%	158	190	32	20.0%
Education	20.0%	158	187	28	18.0%
Public Administration	40.0%	185	218	33	18.0%
Natural Resources	25.0%	51	56	5	10.0%
<b>Total</b>		<b>22,719</b>	<b>28,179</b>	<b>5,460</b>	<b>24.0%</b>

Source: ESRI BAO; NCTGOG; Woods & Poole; Kimley-Horn

Office SF Demand, Town of Addison, 2020-2030




Industry	Total Jobs	New Office SF per Office Job	Estimated Demand
Finance & Real Estate	1,682	200	336,375
Leisure & Hospitality	130	200	25,948
Retail Trade	123	200	24,624
Health Care	374	200	74,820
Other Services	222	200	44,445
Wholesale Trade	140	200	27,950
Construction	132	200	26,425
Information	329	200	65,824
Manufacturing	16	200	3,250
Transportation & Utilities	32	200	6,324
Education	28	200	5,695
Public Administration	33	200	6,653
Natural Resources	5	200	1,025
<b>Total</b>	<b>5,460</b>		<b>1,092,023</b>

Sam's Club Special Area Study

# 10-Year Demand Summary (Town of Addison)



## Town of Addison: 10-Year Demand (2020-2030)

			
	<b>HOUSING</b>	<b>RETAIL</b>	<b>OFFICE</b>
<b>Demand Forecast (approx.)</b>	<b>2,550 Units*</b>	<b>277,200 Square Feet</b>	<b>1,090,000 Square Feet</b>

\*See methodology note on the Housing Demand Forecast slide.

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# Study Area Development Opportunities



	<p><b>For-Sale Housing</b>                  Opportunity: Immediate                  Products: Cottage, Townhouse, Missing Middle</p>	<p><b>Market Considerations</b>                  -Increases ownership opportunities in Addison                  -Buffers existing SFD neighborhoods                  -Adds rooftops to support commercial                  -Land cost will influence price points</p>
	<p><b>Rental Housing</b>                  Opportunity: Immediate                  Products: Market-Rate MF, Active Adult MF, Senior Care</p>	<p><b>Market Considerations</b>                  -Recent MF developments prove viability                  -Market-rate communities performing well                  -Seniors are fastest growing age group                  -Increases options for aging in place</p>
	<p><b>Neighborhood-Serving Retail</b>                  Opportunity: Mid-Term                  Product: In-line retailers, Destination, Service office</p>	<p><b>Market Considerations</b>                  -Retail in a state of flux                  -New development will seek premier locations                  -Smaller-scale retail can be an amenity                  -Role for services beyond traditional retail</p>
	<p><b>Office</b>                  Opportunity: Mid- to Long-Term                  Product: Service office, Flexible workspaces, Medical</p>	<p><b>Market Considerations</b>                  -Continued recovery from pandemic                  -Elevated vacancy rates; excess space absorbed                  -Smaller-scale neighborhood-services                  -Medical office integrated in a master plan</p>

Sam's Club Special Area Study

# Alternatives for Area South of Proton



Sam's Club Special Area Study

Study Area South of Proton



**Study Area Existing Conditions**

- Legend**
- Property Lines
  - Existing Roads
  - Master Plan Trails
  - 🚦 Traffic Signals
  - ▭ Existing Building Footprint
  - ▭ Study Area Boundary
  - ▭ Area for Alternatives Evaluation

- Two alternatives are to be evaluated for this part of the study area
- Qualitative comparison of two options for the future





## Alternatives for Study Area South of Proton



- Community input and market demand suggest a mix of senior-oriented residential and services here
- Instead of different uses or PlaceTypes, proposed alternatives reflect different development options:
  - Option 1: Adaptive reuse of some existing buildings
  - Option 2: Complete redevelopment of area
- Some parcels north of Proton could also be included

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## Proposed Alternatives for Study Area South of Proton



- Option 1: Adaptive Reuse
  - Retain some or all of the existing office buildings
  - Reuse for medical offices, medical-related services, nursing or memory care
  - Redevelop Crowne Plaza property with a variety of senior housing types
- Option 2: Redevelopment
  - Assume all existing buildings are removed and a new, coordinated plan is created
  - Include a wider range of senior housing types
  - Include some medical office & services

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# Senior Residential— Regional Projects for Comparison



Existing Metroplex projects are at a similar scale:

- Area south of Proton is 15.3 acres
- Including select parcels north of Proton would increase the area to 16.2 acres

Project	Outlook at Windhaven	Legacy Senior Living	Legacy Oaks	CSRP
Location	Plano, Texas	Dallas, Texas	Red Oak, Texas	La Porte, Texas
Acres	18.6	10.06	16.3	9
Carriage (Cottage) Homes (units)	30	0	10	0
Independent Living (units)	150	180	79	29
Assisted Living (units)	32	95	40	40
Memory Care (units)	24	0	40	30

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## The Outlook at Windhaven

Windhaven Parkway at West Spring Creek Parkway, Plano Texas

# Senior Residential— Regional Projects for Comparison



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## CSRP – La Porte Senior Living Community

o Bay Area Blvd, La Porte Texas (Southeast of Houston)

### Senior Residential– Texas Project for Comparison



Kimley»Horn



CSRP - La Porte Senior Living Community

Schematic : Campus Plan

La Porte, TX 09/09/20

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## Strategic Direction



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Strategic  
Direction:

Purpose



Kimley»Horn

The study's strategic direction is:

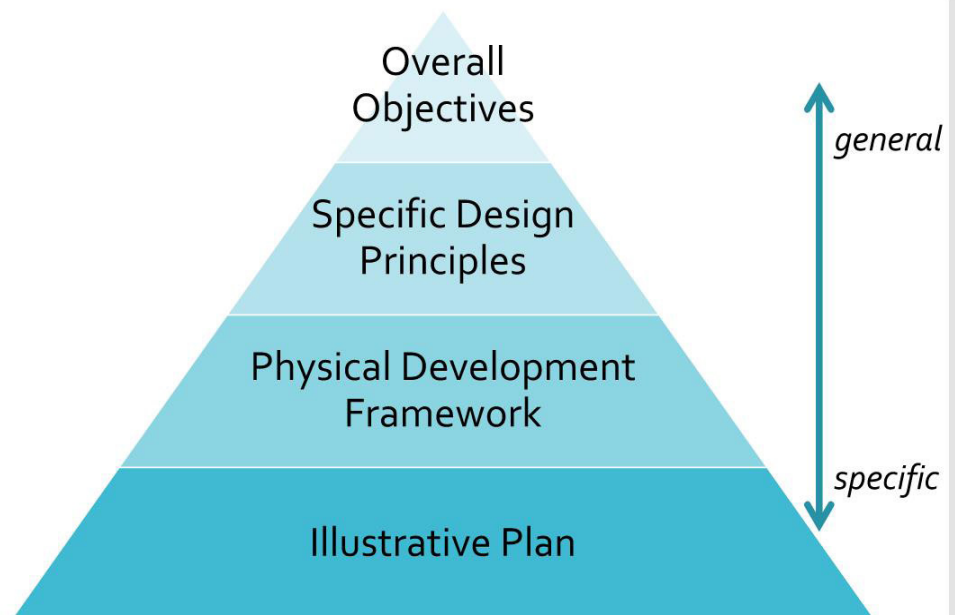
- The foundation upon which the topical and geographic policies and recommendations are based.
- An overall guiding framework that directs the specific details of the development concepts.
- The basis for recommendations by Town staff and decisions by Town elected and appointed officials on development proposals, capital projects and other decisions that shape the area's future.

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Strategic  
Direction



Kimley»Horn



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## Strategic Direction:

## Proposed Overall Objectives



- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- D. Include development options that are feasible under anticipated current and future market conditions.
- E. Enable development to occur in phases over time.
- F. Build in flexibility to adapt to changing market demands and circumstances.

Sam's Club Special Area Study





# Sam's Club Special Area Study

## Advisory Committee Meeting #2



Addison Conference & Theatre Centre

August 5, 2021



Sam's Club Special Area Study

## Meeting Agenda



1. Welcome
2. Discussion of Information in Packet
  - a. Community Input
  - b. Site Analysis Update
  - c. Demographic, Economic & Market Update
  - d. Alternatives for Area South of Proton
3. Market Assessment – Deep Dive
  - a. Psychographics
  - b. Key Market Opportunities
4. Discussion & Preliminary Agreement on Direction
  - a. Strategic Direction
  - b. Preliminary Physical Development Framework
  - c. Preliminary Illustrative Plan
5. Alternatives Evaluation
6. Next Steps
7. Adjourn

Sam's Club Special Area Study

## Study Goals:

### What Should this Study Do and Not Do?



- This Special Area Study should:
  - Set a vision and direction for this area’s long-term future 5 to 20 years from now
  - Provide direction so developers know what the Town does and doesn’t want to see here
  - Protect the interests and investments of nearby neighborhood residents
  - Protect the interests and investments of the property owners in the Study Area
  - Ensure the plan is reasonable in terms of expected market support and the property owners’ return on their investments
- It should not:
  - Make a decision on any particular development proposal for any specific parcel
  - Require changes in the short-term
  - Prevent property owners from continuing existing uses as long as they choose to

Sam's Club Special Area Study

## Discussion of Information in Packet



Sam's Club Special Area Study



# Community Input Synopsis

Questions or Discussion?

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# Site Analysis Update

Questions or Discussion?

Sam's Club Special Area Study





# Demographic, Economic & Market Update

Questions or Discussion?

Sam's Club Special Area Study



# Alternatives for Area South of Proton

Questions or Discussion?

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# Market Assessment – Deep Dive, Part 1

## Psychographics

Sam's Club Special Area Study

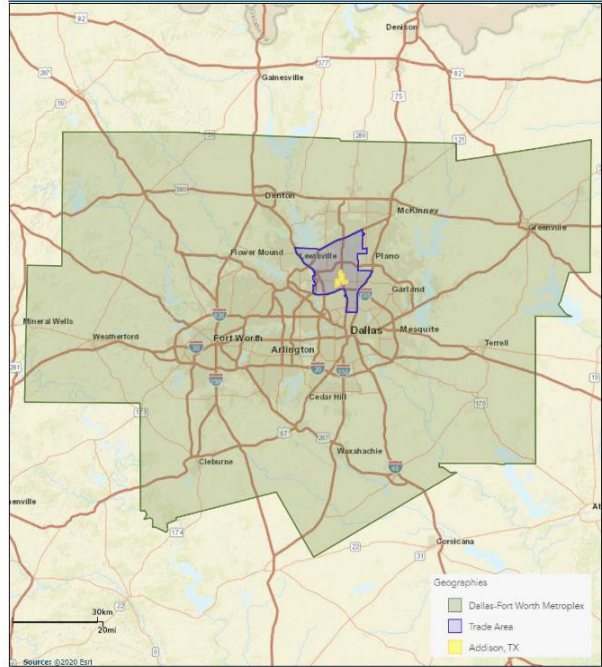


## Psychographics



- Put the 'face' on the numbers
- In addition to demographic data (age, employment status, etc.), psychographics look at interests and choices people make
- 67 segments include the entire US population
- Used by retailers and others to understand where people shop, what they do for recreation, etc.
- Helpful to understand the character of a community

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## Comparison Areas

Three geographies are used for comparisons

- Town of Addison
- Addison Trade Area
- Metroplex



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# Town of Addison



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# Top Tapestry Segments – Town of Addison



Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	50.20%	50.20%	1.70%	1.70%	2,916
2	Young and Restless (11B)	22.20%	72.40%	1.80%	3.50%	1,268
3	Enterprising Professionals (2D)	11.40%	83.80%	1.40%	4.90%	798
4	Urban Chic (2A)	10.30%	94.10%	1.30%	6.20%	793
5	Exurbanites (1E)	3.70%	97.80%	1.90%	8.10%	191
6	Emerald City (8B)	2.20%	100.00%	1.40%	9.50%	156
	Total	100.0%		9.5%		1,047

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# Metro Renters (50.2% of households)



LifeMode Group: Uptown Individuals

## Metro Renters

3B

Households: 1,911,500

Average Household Size: 1.67

Median Age: 32.5

Median Household Income: \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

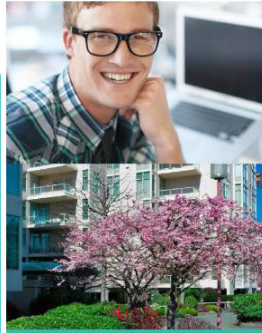
### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MB-Savona.

# Young and Restless (22.2% of households)



## LifeMode Group: Midtown Singles Young and Restless

11B

Households: 2,131,500  
Average Household Size: 2.04  
Median Age: 29.8  
Median Household Income: \$40,500

### WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

### OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5-19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

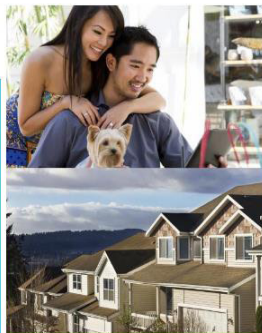
### SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Enterprising Professionals (11.4% of households)



## LifeMode Group: Upscale Avenues Enterprising Professionals

2D

Households: 1,737,200  
Average Household Size: 2.48  
Median Age: 35.3  
Median Household Income: \$86,600

### WHO ARE WE?

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

### OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

### SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.



# Urban Chic (10.3% of households)



LifeMode Group: Upscale Avenues

## Urban Chic

2A

Households: 1,635,200

Average Household Size: 2.39

Median Age: 43.3

Median Household Income: \$109,400

### WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

### OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 252).

### SOCIOECONOMIC TRAITS

- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).
- Labor force participation is higher at 68%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Nearly 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Sisonix.

# Exurbanites (3.7% of households)



LifeMode Group: Affluent Estates

## Exurbanites

1E

Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: \$103,400

### WHO ARE WE?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

### OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A large market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

### SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- More of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Sisonix.



# Emerald City (2.2% of households)



## LifeMode Group: Middle Ground Emerald City

8B

Households: 1,748,600  
Average Household Size: 2.06  
Median Age: 37.4  
Median Household Income: \$59,200

### WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

### OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000-\$300,000.

### SOCIOECONOMIC TRAITS

- Consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.



Note: The brace represents the ratio of the segment size to the US size, multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

# Trade Area



Sam's Club Special Area Study

# Top Tapestry Segments – Trade Area



Kimley»Horn

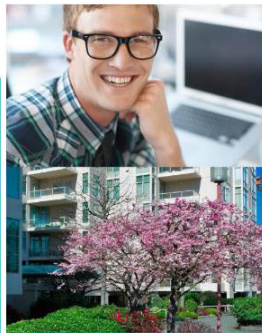
Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	16.10%	16.10%	1.80%	1.80%	916
2	Metro Renters (3B)	11.10%	27.20%	1.70%	3.50%	645
3	Enterprising Professionals (2D)	8.50%	35.70%	1.40%	4.90%	590
4	Top Tier (1A)	7.70%	43.40%	1.70%	6.60%	463
5	Professional Pride (1B)	5.50%	48.90%	1.60%	8.20%	335
	Subtotal	48.90%		8.20%		
6	Savvy Suburbanites (1D)	5.10%	54.00%	3.00%	11.20%	172
7	NeWest Residents (13C)	4.90%	58.90%	0.80%	12.00%	634
8	Home Improvement (4B)	4.50%	63.40%	1.70%	13.70%	266
9	Boomburbs (1C)	3.40%	66.80%	1.80%	15.50%	189
10	Urban Chic (2A)	3.30%	70.10%	1.30%	16.80%	258
	Subtotal	21.20%		8.60%		
11	Exurbanites (1E)	3.30%	73.40%	1.90%	18.70%	172
12	Bright Young Professionals (8C)	2.50%	75.90%	2.30%	21.00%	108
13	In Style (5B)	2.40%	78.30%	2.20%	23.20%	107
14	Golden Years (9B)	2.40%	80.70%	1.30%	24.50%	179
15	Laptops and Lattes (3A)	2.30%	83.00%	1.10%	25.60%	216
	Subtotal	12.90%		8.80%		
16	Workday Drive (4A)	2.30%	85.30%	3.00%	28.60%	78
17	Old and Newcomers (8F)	2.10%	87.40%	2.30%	30.90%	89
18	Urban Edge Families (7C)	1.60%	89.00%	1.50%	32.40%	109
19	Emerald City (8B)	1.60%	90.60%	1.40%	33.80%	111
20	Parks and Rec (5C)	1.30%	91.90%	2.00%	35.80%	66
	Subtotal	8.90%		10.20%		
	Total	91.7		35.7		257

Sam's Club Special Area Study

# Young and Restless (16.1% of households)



Kimley»Horn



LifeMode Group: Midtown Singles

## Young and Restless

11B

Households: 2,131,500

Average Household Size: 2.04

Median Age: 29.8

Median Household Income: \$40,500

### WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

### OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

### SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.



Note: The Index represents the ratio of the segment rate to the U.S. rate multiplied by 100. Consumer preferences are extracted from data by MR-Savona.

# Metro Renters (11.1% of households)



LifeMode Group: Uptown Individuals

## Metro Renters

3B

Households: 1,911,500  
 Average Household Size: 1.67  
 Median Age: 32.5  
 Median Household Income: \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



Note: The brace represents the ratio of the segment size to the US, size multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Enterprising Professionals (8.5% of households)



LifeMode Group: Upscale Avenues

## Enterprising Professionals

2D

Households: 1,737,200  
 Average Household Size: 2.48  
 Median Age: 35.3  
 Median Household Income: \$86,600

### WHO ARE WE?

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

### OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

### SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



Note: The brace represents the ratio of the segment size to the US, size multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.



# Top Tier (7.7% of households)



## LifeMode Group: Affluent Estates Top Tier

1A

Households: 2,113,000  
Average Household Size: 2.84  
Median Age: 47.3  
Median Household Income: \$173,200

### WHO ARE WE?

The residents of the wealthiest Tapestry market, *Top Tier*, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

### OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

### SOCIOECONOMIC TRAITS

- *Top Tier* is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 251).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Professional Pride (5.5% of households)



## LifeMode Group: Affluent Estates Professional Pride

1B

Households: 1,982,300  
Average Household Size: 3.13  
Median Age: 40.8  
Median Household Income: \$138,100

### WHO ARE WE?

*Professional Pride* consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

### OUR NEIGHBORHOOD

- Typically owner occupied (Index 146), single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

### SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- Most have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- Residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Metroplex



Sam's Club Special Area Study

## Top Tapestry Segments – Metroplex



Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	9.10%	9.10%	2.60%	2.60%	349
2	Boomburbs (1C)	7.20%	16.30%	1.80%	4.40%	398
3	Forging Opportunity (7D)	6.30%	22.60%	1.00%	5.40%	612
4	Young and Restless (11B)	6.30%	28.90%	1.80%	7.20%	358
5	Metro Renters (3B)	5.10%	34.00%	1.70%	8.90%	294
	Subtotal	34.00%		8.90%		
6	Home Improvement (4B)	4.60%	38.60%	1.70%	10.60%	273
7	Professional Pride (1B)	4.40%	43.00%	1.60%	12.20%	271
8	Urban Edge Families (7C)	4.30%	47.30%	1.50%	13.70%	292
9	Workday Drive (4A)	4.10%	51.40%	3.00%	16.70%	138
10	NeWest Residents (13C)	3.70%	55.10%	0.80%	17.50%	478
	Subtotal	21.10%		8.60%		
11	Savvy Suburbanites (1D)	3.20%	58.30%	3.00%	20.50%	109
12	Middleburg (4C)	3.00%	61.30%	3.00%	23.50%	101
13	Green Acres (6A)	2.80%	64.10%	3.30%	26.80%	86
14	Metro Fusion (11C)	2.70%	66.80%	1.40%	28.20%	192
15	Bright Young Professionals (8C)	2.60%	69.40%	2.30%	30.50%	117
	Subtotal	14.30%		13.00%		
16	Southern Satellites (10A)	2.40%	71.80%	3.20%	33.70%	75
17	Enterprising Professionals (2D)	2.10%	73.90%	1.40%	35.10%	147
18	Comfortable Empty Nesters (5A)	1.90%	75.80%	2.40%	37.50%	79
19	Top Tier (1A)	1.70%	77.50%	1.70%	39.20%	100
20	Rustbelt Traditions (5D)	1.40%	78.90%	2.20%	41.40%	65
	Subtotal	9.50%		10.90%		
	<b>Total</b>	<b>79.0%</b>		<b>41.2%</b>		<b>192</b>

Sam's Club Special Area Study

# Up and Coming Families (9.1% of households)



## LifeMode Group: Sprouting Explorers Up and Coming Families

7A

Households: 2,901,200  
Average Household Size: 3.12  
Median Age: 31.4  
Median Household Income: \$72,000

### WHO ARE WE?

*Up and Coming Families* is a market in transition—residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

### SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Savona.

# Boomburbs (7.2% of households)



## LifeMode Group: Affluent Estates Boomburbs

1C

Households: 2,004,400  
Average Household Size: 3.25  
Median Age: 34.0  
Median Household Income: \$113,400

### WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

### OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is \$350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

### SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- High labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Savona.



# Forging Opportunity (6.3% of households)



7D

## LifeMode Group: Sprouting Explorers Forging Opportunity

Households: 1,289,900  
Average Household Size: 3.62  
Median Age: 28.9  
Median Household Income: \$38,000

### WHO ARE WE?

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

### OUR NEIGHBORHOOD

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs (Index 103) but fewer mortgages (Index 83).
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work (Index 145).
- *Forging Opportunity* residents live within the urban periphery of larger metropolitan areas across the South and West.

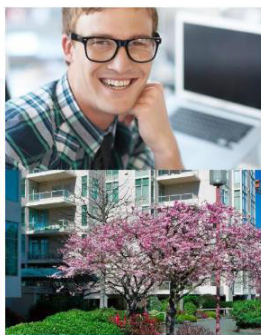
### SOCIOECONOMIC TRAITS

- While a majority finished high school, over 40% have not (Index 321).
- Labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level (Index 183).
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.



Note: The brace represents the ratio of the segment size to the U.S. size, multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Young and Restless (6.3% of households)



11B

## LifeMode Group: Midtown Singles Young and Restless

Households: 2,131,500  
Average Household Size: 2.04  
Median Age: 29.8  
Median Household Income: \$40,500

### WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

### OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5-19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

### SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.



Note: The brace represents the ratio of the segment size to the U.S. size, multiplied by 100. Consumer preferences are estimated from data by MR-Sensorm.

# Metro Renters (5.1% of households)



LifeMode Group: Uptown Individuals

3B

## Metro Renters

Households: 1,911,500  
 Average Household Size: 1.67  
 Median Age: 32.5  
 Median Household Income: \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



Note: This figure represents the ratio of the segment size to the US size multiplied by 100. Consumer preferences are estimated from data by MRI-Socomec.

# Market Assessment – Deep Dive, Part 2

## Key Market Opportunities



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## Deeper Dive: Missing Middle, Active Adult & Senior Care



Kimley»Horn

- Can take the form of townhouses, duplexes, tri- or quadplexes, live-work
- Building permits in Addison have been focused on opposite ends of the spectrum; only 0.5% in the last five years have been in the realm of 'missing middle'
- Supportive of smaller households which works well with Addison's 83.7% share of one- and two-person homes
- Land prices and market viability will impact affordability as densities are lower than commodity multifamily
- Promotes walkability and best suited for infill locations



### Market Metric Checklist

- Forecasted household growth
- Higher shares of smaller households
- Availability of walkable infill sites
- Access to multimodal transportation
- Land prices can't be prohibitive
- Nearby amenities

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## Deeper Dive: Missing Middle, Active Adult & Senior Care



Kimley»Horn

- Fosters the ability to downsize from family home
- Can include a wide array of product types, ranging from cottages to multifamily
- Typically restricted to ages 55+ so some residents will still be working
- Residents aged 55+ in Addison increased by 70.8% in the last 10 years
- Greystar's Overture brand expanding
  - Achieves a notable rent premium over standard market-rate product
  - Study of several newer communities showed 65%-115% premiums
  - Typically includes a variety of product offerings with one- and two-bedroom options



### Market Metric Checklist

- Forecasted household growth
- Growth in households 55+
- Growth in higher-income households
- Access to culture and entertainment
- Access to retail services
- Walkability

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## Deeper Dive: Missing Middle, Active Adult & Senior Care



Kimley»Horn

	Multi-Family	Congregate Care			Healthcare
	Senior Apartments	Independent Living	Assisted Living	Memory Care	Nursing Care
Building Facility	Similar to apartments but may have special access and common area designs.	Similar to apartments but has commercial kitchen, dining room and additional common area amenities.	Most units do not have a full kitchen, only dorm room size refrigerator and microwave. Many units are studios.	Units do not have a full kitchen, only dorm room size refrigerator and microwave. Many units are studios.	Units resemble hotel rooms and many rooms have shared occupancy.
Ideal Building Size	60 to 200 Units	100 to 150 Units	80+ Units	24 to 36 Units	120 Beds (70 Units)
Resident Entry Age <sup>(1)</sup>	55 to 75	75 to 84 (avg. 80.6)	75 to 85 (avg. 87)	Included with assisted living	80 to 90
Percent Revenue from Services <sup>(2)</sup>	0%	45%	65%	Included with assisted living	75%
Typical Services Provided	Organized social activities.	Restaurant-style dining, social activities, weekly housekeeping, laundry and transportation.	Independent living services plus assistance with bathing, eating and dressing; medication reminders (no administration of medicine).	Assisted living services plus special behavior/memory care, secured access only.	Assisted living services plus administration of medications. 24 hour care by RA, RN licensed personnel.
Average Length of Stay <sup>(3)</sup>	5 to 12 Years	2.0 to 3.6 Years	1.2 to 3.0 Years	1.3 to 2.7 Years	30 Days to 2 Years
Average Monthly Rent <sup>(4)</sup>		\$3,183	\$4,820	\$6,434	\$9,632
Trailing 47 Quarter Avg. Stabilized Occupancy / Avg. Current Quarter Stabilized <sup>(4)</sup> Occupancy		90.3%/92.0%	90.4%/89.5%	90.3%/87.9%	89.0%/86.6%

Source: CBRE Senior Housing & Care Market Insight

Sam's Club Special Area Study



## Deeper Dive: Missing Middle, Active Adult & Senior Care



Kimley»Horn

- Attractive locations have strong growth in older residents
- Population 75+ in Addison increased by 131.6% in the last decade
- Range of services and care levels
- Model for development is changing based on desires of Baby Boomers
- Incorporation of walkability and open space is becoming more widespread
- Sam's Club Study Area has several hospital campuses within five miles



### Market Metric Checklist

- Forecasted household growth
- Growth in households 75+
- Proximity to medical services
- Access to retail and amenities
- Land availability/acreage
- Distribution of competition

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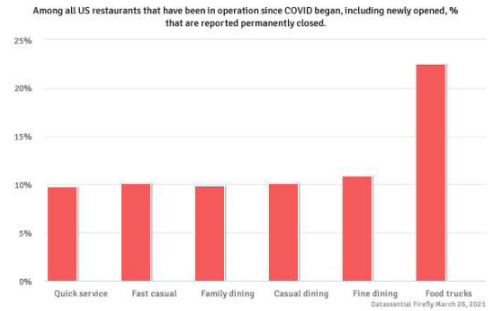


## Deeper Dive: Neighborhood- Serving Retail



- Neighborhood-serving retail can take the form of traditional retailers or professional services – both are seeking locations with access to customers
- Restaurants attracted to premier locations with access to major thoroughfares
- Restaurants operate on razor thin margins; more than 110,000 closed in 2020 nationally
- Consider nodes of existing (and future) competition – how does the Study Area stack up?
- Focus destination options in SW corner of Midway and Belt Line; neighborhood opportunities will come with new rooftops

**Cumulative COVID restaurant closures by segment**



### Market Metric Checklist

- Rooftops to support sales
- Household income levels
- Market performance of area
- Visible location with high traffic counts
- Distribution of competition
- Surplus and gaps in the market

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## Deeper Dive: Neighborhood- Serving Retail



Retail Gap Analysis, Town of Addison, 2020



Source: ESRI BAO; Kimley-Horn

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# Strategic Direction

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Strategic  
Direction:

Purpose


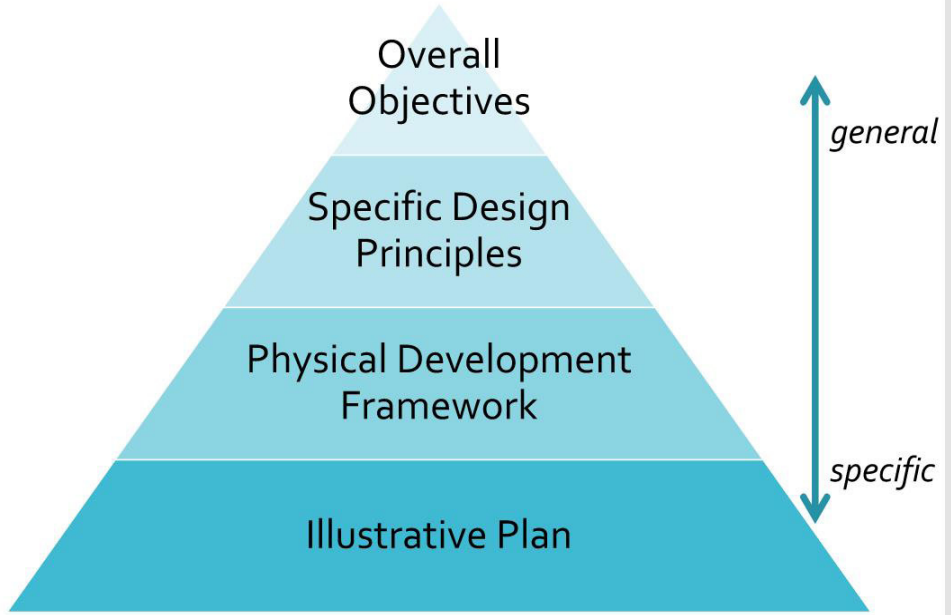
The study's strategic direction is:

- The foundation upon which the topical and geographic policies and recommendations are based.
- An overall guiding framework that directs the specific details of the development concepts.
- The basis for recommendations by Town staff and decisions by Town elected and appointed officials on development proposals, capital projects and other decisions that shape the area's future.

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Strategic Direction

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Strategic Direction:

Proposed Overall Objectives



- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- D. Include development options that are feasible under anticipated current and future market conditions.
- E. Enable development to occur in phases over time.
- F. Build in flexibility to adapt to changing market demands and circumstances.

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Strategic  
Direction:

Proposed  
Specific Design  
Principles



Kimley»Horn

These principles are used to create a design concept that achieves the Overall Objectives through the Study Area's future development.

1. Create a network of **connected trails and open spaces**.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add diversity to southwest Addison and support reinvestment in the Study Area.
5. Maximize **flexibility** for the buildings fronting on Midway Road.
6. Create a **destination** at Midway and Belt Line.

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## Preliminary Physical Development Framework



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## Existing Conditions



- This is the starting point for the Study Area today

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## Preliminary Development Concept 1:

Create a network of connected trails and open spaces.



- This network builds on the existing system and reflects the Trails Master Plan.
- It shows general locations for new connections to be created as properties develop or redevelop.
- These open spaces also provide screening to buffer neighborhoods to the west.

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## Preliminary Development Concept 2:

Make vehicular connections where they add benefit but not where they cause concern.



- New development will need vehicular connections to major streets.
- The location and design of these new streets is constrained because:
  - They must use existing access points onto Midway Road (signalized intersections and driveway cuts)
  - They must not create new opportunities for cut-through traffic into neighborhoods
  - They should not dominate the character of the new places created in the Study Area

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## Preliminary Development Concept 3:

Allow building heights and uses that respect the existing neighborhoods and recognize market potential.



- Buildings in the Study Area should be compatible with the adjacent neighborhoods and mitigate privacy issues.
- Open space buffers, with screening and landscape, reduce these impacts.
- Similar building heights and uses also improve compatibility.
- Development closer to the Midway frontage can be taller – taking advantage of the property's value without affecting neighborhoods to the west.
- Building heights in the study area should be lowest on the west and highest on the east, along Midway.

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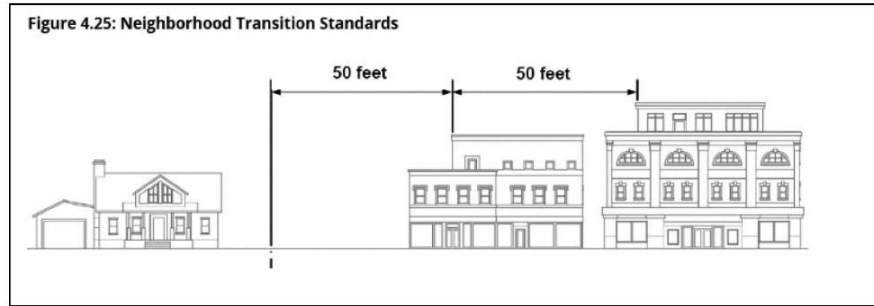


### Preliminary Development Concept 3:

Allow building heights and uses that respect the existing neighborhoods and recognize market potential.



- Neighborhood Transition Standards are being proposed in the Town’s update of its development code.



- If applied in this Study Area, this Preliminary Development Concept would conform to these new proposed standards.

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### Preliminary Development Concept 4:

Provide housing options that add diversity to southwest Addison and support reinvestment in the Study Area.



- Study Area design should follow Addison’s housing policies (see next page)
- Community input
  - Strong interest in housing that appeals to seniors – from active ‘aging in place’ to a continuum of care
  - Interest in ownership options
  - Concern about apartments
- Market & economic indicators
  - Support for senior products
  - Land costs make low densities infeasible
  - Market support in range from moderate density (such as townhome) through mixed use, including apartments
  - Residential likely a mix of ownership and rental products

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Preliminary Development Concept 4:

Provide housing options that add diversity to southwest Addison and support reinvestment in the Study Area.



## Town of Addison 2017 Housing Policy

- Where feasible and appropriate, new housing should **increase the proportion of fee-simple ownership** in Addison’s housing mix.
- A proposal **should offer a ‘best fit’ mix of uses and housing choices** within the context of the surrounding Addison community. The Town may use a study area committee to evaluate a proposal’s fit in Addison.
- New housing **should create or enhance neighborhoods of urban character rather than locate on a stand-alone, nonintegrated property** and should **continue the high-quality design and walkability** that make Addison’s existing neighborhoods distinctive
- **Proposals for independent and/or assisted living may be considered by the Town of Addison.** Since there are no assisted living housing units in Addison today, the Town will conduct research to understand how this housing could or should be included in Addison’s future.
- The City Council acknowledges that there may be exceptional projects that do not comply with elements of this policy. **The Council encourages developers and staff to pursue projects that represent the highest and best use of each property and that advance portions of this policy or other Town goals.**

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Preliminary Development Concept 4:

Provide housing options that add diversity to southwest Addison and support reinvestment in the Study Area.



Development Concept creates “PlaceTypes”

- Not a single land use or building design
- Describes the character of the place to be created
- Gives flexibility for projects to respond to the market
- Sets parameters for appropriate design

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## Active Residential (Lower Scale)



### Character and Intent

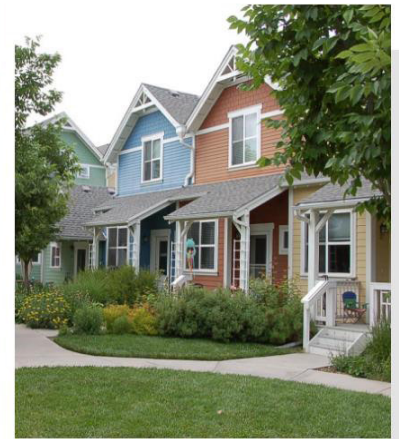
- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include single-family attached and detached homes on small lots, townhomes, cottages or rowhouses.

### Land Use Considerations

- Primary Land Use
  - Small lot, single-family attached and detached homes, townhomes, rowhouses, cottages, live-work, triplex, buildings two to three stories, depending on adjacency and compatibility with the existing adjacent single-family residences
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Densities of 7-14 Units Per Acre
  - Height of two to three stories, depending on adjacency & compatibility

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## Active Residential (Lower Scale)



## Active Residential (Higher Scale)



### Character and Intent

- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include fourplexes, apartments or condominiums, with buildings approximately three to four stories. Higher densities support nearby restaurants and other amenities.

### Land Use Considerations

- Primary Land Use
  - Residential units, rental or ownership, with multiple units in each building or attached in a row
- Secondary Land Use
  - Civic and institutional uses, parks and open space
  - Small scale restaurant, retail or office uses could be appropriate here as well
- Indicators and Assumptions
  - Densities of 15-32 Units Per Acre
  - Height up to 4 stories

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## Active Residential (Higher Scale)



Sam's





# Senior Oriented Development



## Character and Intent

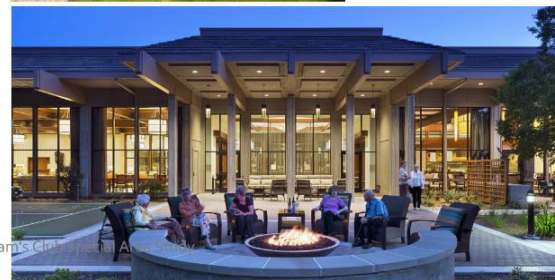
- Senior oriented development supports older adults living safely in the comforts of home with personalized care in proximity. The area is united by walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include a Multi-Unit or Assisted Living campus with an open space component. The campus can include amenities such as a medical facilities and wellness centers.

## Land Use Considerations

- Primary Land Use
  - Multi-Unit, Assisted Living Campus with courtyard and open space component; continuum of care including independent living (cottages), assisted living, memory and nursing care
- Secondary Land Use
  - Civic and institutional uses, parks and open space, medical offices, personal services
- Indicators and Assumptions
  - Densities between 8-40 units per acre
  - Height up to 4 stories

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# Senior Oriented Development





## Preliminary Development Concept 5:

Maximize flexibility for the buildings fronting on Midway Road.



- Some owners and tenants want to continue current uses; others want change
- Restaurant and retail are desired but must compete with other locations in Addison and the region
- Local-serving uses (retail, services, offices, etc.) may be most successful but market will determine specifics
- Residential component meets market demand and creates customers for restaurants and businesses
- Proposed PlaceTypes provide direction and flexibility, and support re-use of underutilized non-residential

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## Restaurants and Retail



### Character and Intent

- A restaurant and retail center is characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, this community commercial development primarily provides services for residents of surrounding neighborhoods. Business types may include restaurants, local retail and services.

### Land Use Considerations

- Primary Land Use
  - Retail and Local-serving Commercial
- Secondary Land Use
  - Civic and institutional uses
- Indicators and Assumptions
  - Typically, sites are 5 acres or less; buildings are one to four stories

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## Restaurants and Retail



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## Mix of Uses



### Character and Intent

- A Mix of Uses offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within proximity to the goods and services residents need daily. This Place Type typically includes a higher intensity of uses developed in an urban style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.

### Land Use Considerations

- Primary Land Use
  - Retail, commercial, apartments and condominiums, live-work units, offices, local-serving retail, service and office uses
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Lot sizes vary greatly based on land use. Heights are typically 3 or 4 stories. The goal is to create a distinct area able to sustain itself with both daytime and night-time population and activity

Sam's Club Special Area Study



# Mix of Uses



# Preliminary Development Concept 6:

Create a destination at Midway and Belt Line.



- This intersection should be one of the most identifiable in the Town ... but it's not right now
- Opportunity for something here to create a strong identity
- Destination could mean:
  - Particular uses or brands (like specialty grocer)
  - Restaurants
  - Unique activity mix (like art, music, entertainment venue)
  - Focal point (such as public art)



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# Destination



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# Green Space Destinations



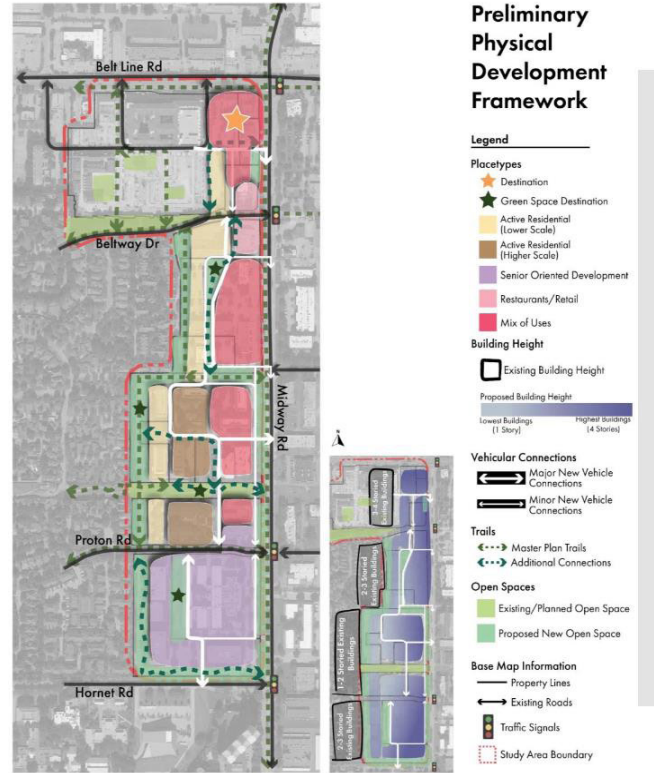
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# Preliminary Physical Development Framework



- Combines all layers:
  - Connected trails & open space
  - Vehicular connections
  - Building heights and uses
  - Housing diversity
  - Flexibility along Midway
  - Destination at Midway & Belt Line
  - Green Space Destinations

Sam's Club Special Area Study





# Sam's Club Special Area Study

## Advisory Committee Meeting #2



STRATEGIC  
COMMUNITY  
SOLUTIONS

Meeting Results

August 5, 2021



6/15/2022

Sam's Club Special Area Study

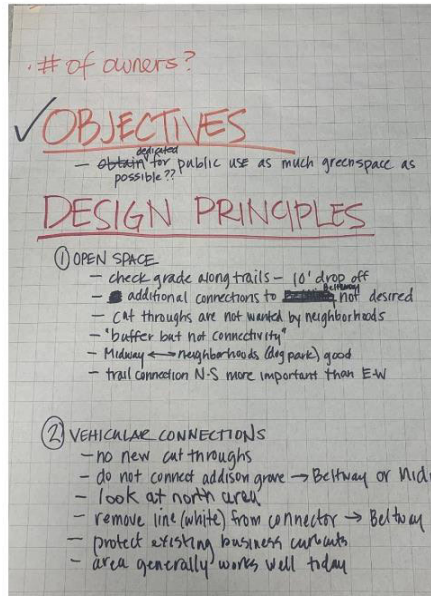
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6/15/2022

Sam's Club Special Area Study

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# Of owners [in the study area]?

### OBJECTIVES

- Dedicated for public use as much green space as possible

### DESIGN PRINCIPLES

#### 1. OPEN SPACE

- Check grade along trails – 10' drop off
- Additional connections to Beltway not desired
- Cut throughs are not wanted by neighborhoods
- [our intent is:] "Buffer but not connectivity"
- Midway – neighborhoods (dog park) good
- Trail connection N-S more important than E-W

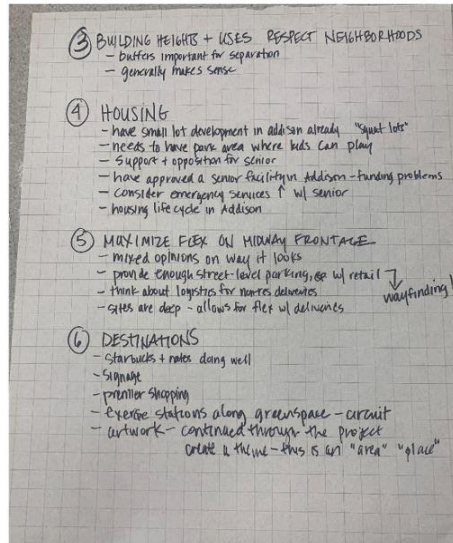
#### 2. VEHICULAR CONNECTIONS

- No new cut throughs
- Do not connect Addison Grove to Beltway or Midway
- Look at north area
- Remove line (white) from connector – Beltway – [this new vehicular connection is strongly opposed by neighbors]
- Protect existing business curbs cuts
- Area generally works well today





6/15/2022



Sam's Club Special Area Study

3. BUILDING HEIGHTS & USES RESPECT NEIGHBORHOOD
  - Buffers important for separation
  - Generally makes sense
4. HOUSING
  - [We] have [a similar] small lot development in Addison already, termed "squat lots" [and part of the Grand Addison project]
  - Needs to have park area where kids can play
  - Support & opposition for senior [housing]
  - Have approved a senior facility in Addison - funding problems [have kept it from moving forward]
  - Consider [that the demand for] emergency services ↑ w/ senior [communities]
  - [It's desirable to have] Housing [for the residents' full] life cycle in Addison
5. MAXIMIZE FLEX[IBILITY] ON MIDWAY FRONTAGE
  - Mixed opinions on way it looks [currently]
  - Provide enough street-level parking, with retail - WAYFINDING [is badly needed]!!
  - Think about logistics for non-res deliveries [in the rear of buildings]
  - Sites are deep - allows for flex w/ deliveries
6. DESTINATIONS
  - Starbuck & Nates doing well
  - Signage
  - Premier shopping
  - Exercise stations along greenspace - circuit
  - Artwork - continued through the project
  - Create a theme - this is an "area" "place"

4



# Sam's Club Special Area Study

## Advisory Committee Meeting #3



STRATEGIC  
COMMUNITY  
SOLUTIONS

Pre-Meeting Packet

August 19, 2021

Kimley»Horn

6/15/2022

Sam's Club Special Area Study

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1. Meeting Notes
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3. Updated draft of Strategic Direction
  1. Strategic Objectives
  2. Preliminary Development Framework



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6/15/2022

Sam's Club Special Area Study

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## SAM'S CLUB SPECIAL AREA STUDY

### Advisory Committee Meeting #2 – Flip Chart Notes

August 5, 2021 - 6:00 P.M.

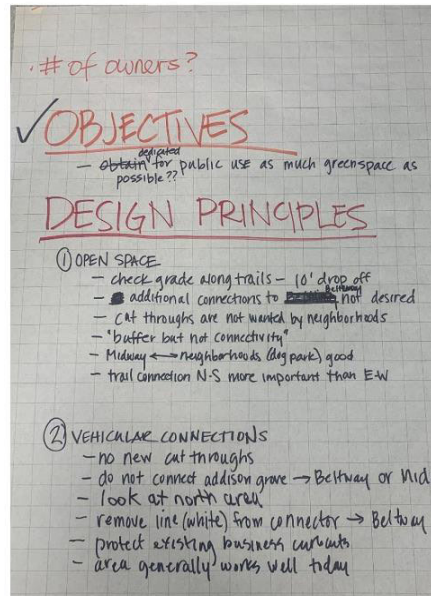
Addison Conference Center



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# Of owners [in the study area]?

#### OBJECTIVES

- Dedicated for public use as much green space as possible

#### DESIGN PRINCIPLES

##### 1. OPEN SPACE

- Check grade along trails – 10' drop off
- Additional connections to Beltway not desired
- Cut throughs are not wanted by neighborhoods
- [our intent is:] "Buffer but not connectivity"
- Midway – neighborhoods (dog park) good
- Trail connection N-S more important than E-W

##### 2. VEHICULAR CONNECTIONS

- No new cut throughs
- Do not connect Addison Grove to Beltway or Midway
- Look at north area
- Remove line (white) from connector – Beltway – [this new vehicular connection is strongly opposed by neighbors]
- Protect existing business curb cuts
- Area generally works well today



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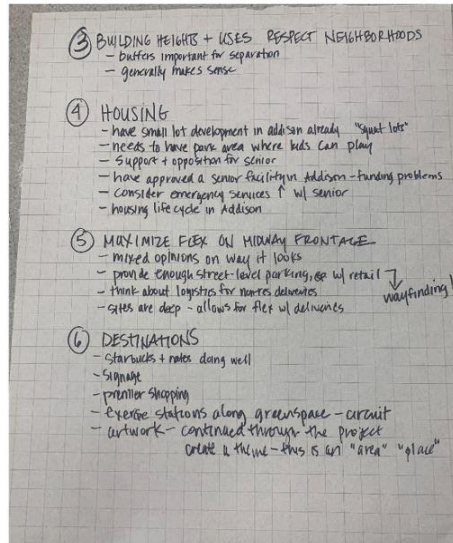
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3. BUILDING HEIGHTS & USES RESPECT NEIGHBORHOOD
  - Buffers important for separation
  - Generally makes sense
4. HOUSING
  - [We] have [a similar] small lot development in Addison already, termed "squat lots" [and part of the Grand Addison project]
  - Needs to have park area where kids can play
  - Support & opposition for senior [housing]
  - Have approved a senior facility in Addison - funding problems [have kept it from moving forward]
  - Consider [that the demand for] emergency services ↑ w/ senior [communities]
  - [It's desirable to have] Housing [for the residents' full] life cycle in Addison
5. MAXIMIZE FLEX[IBILITY] ON MIDWAY FRONTAGE
  - Mixed opinions on way it looks [currently]
  - Provide enough street-level parking, with retail - WAYFINDING [is badly needed]!!
  - Think about logistics for non-res deliveries [in the rear of buildings]
  - Sites are deep- allows for flex w/ deliveries
6. DESTINATIONS
  - Starbuck & Nates doing well
  - Signage
  - Premier shopping
  - Exercise stations along greenspace- circuit
  - Artwork- continued through the project
  - Create a theme- this is an "area" "place"

5



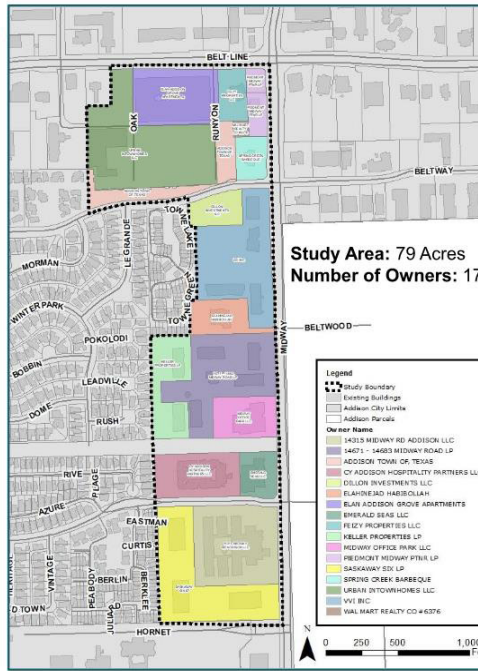
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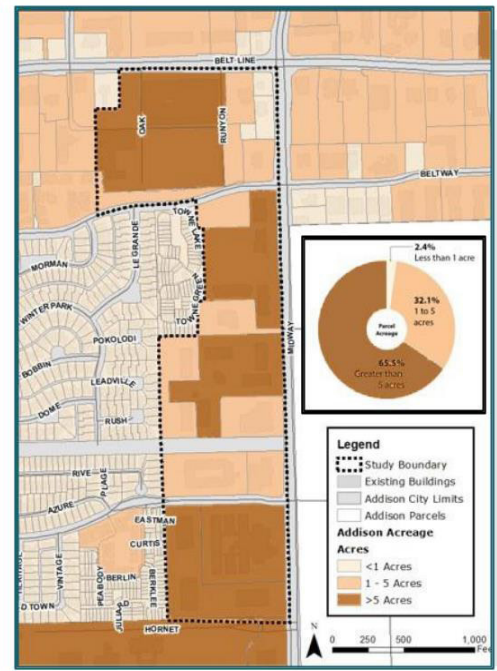
# Requested Information

6

# Property Ownership in Study Area



Parcel Ownership



Parcel Size

# Updated Draft Strategic Direction

Revisions based on the Advisory Committee's August 5<sup>th</sup> meeting are shown in red.



## Strategic Direction:

## Purpose



6/15/2022

The study's strategic direction is:

- The foundation upon which the topical and geographic policies and recommendations are based.
- An overall guiding framework that directs the specific details of the development concepts.
- The basis for recommendations by Town staff and decisions by Town elected and appointed officials on development proposals, capital projects and other decisions that shape the area's future.

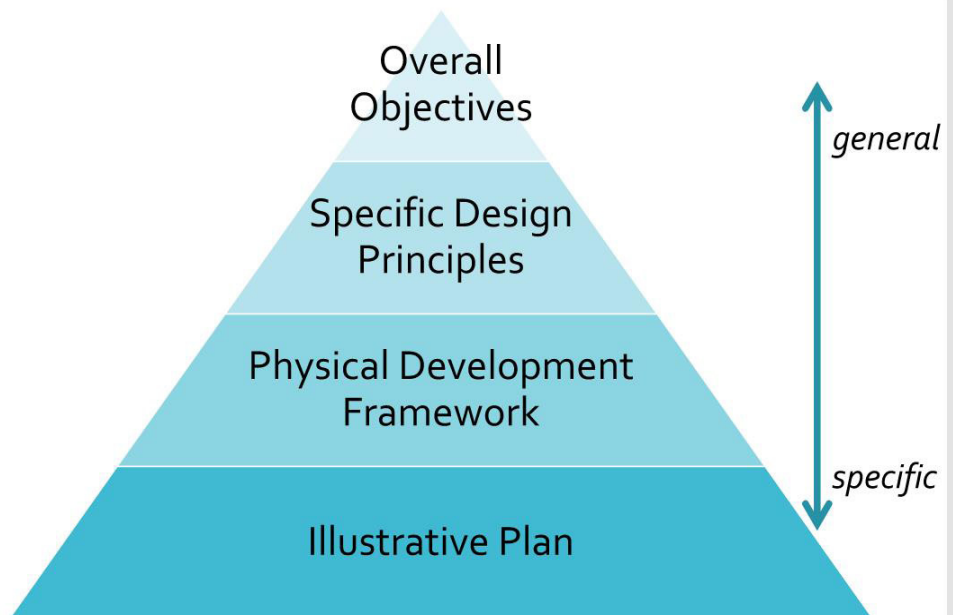
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## Strategic Direction



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## Strategic Direction:

## Proposed Overall Objectives



6/15/2022

- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. **Include useable public green space throughout the area.**
- D. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- E. Include development options that are feasible under anticipated current and future market conditions.
- F. Enable development to occur in phases over time, **with useable open space in each phase.**
- G. Build in flexibility to adapt to changing market demands and circumstances.

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## Strategic Direction:

## Proposed Specific Design Principles



6/15/2022

These principles are used to create a design concept that achieves the Overall Objectives through the Study Area's future development.

1. Create a network of **connected trails and open spaces.**
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add diversity to southwest Addison and support reinvestment in the Study Area.
5. Maximize **flexibility** for the buildings fronting on Midway Road.
6. Create a **destination** at Midway and Belt Line **and open space destinations at key locations within the Study Area.**

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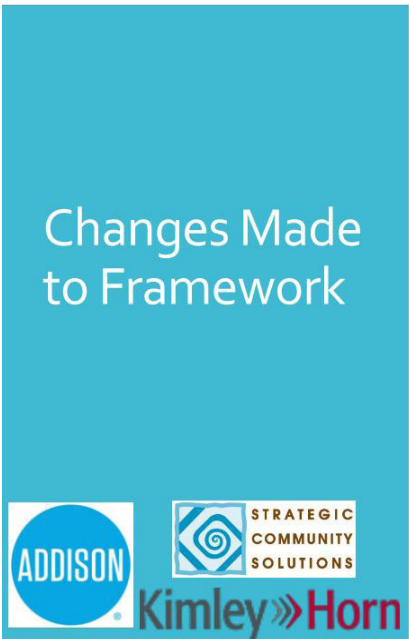


# Changes to Preliminary Physical Development Framework

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- On "Trails and Open Space"
  - Revisions to area north of Beltway to match adopted Trails Master Plan
- On "Vehicular Connections"
  - Small arrows added to reflect Midway reconstruction plan
  - New vehicular connections north of Beltway removed

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## Design Principle 1:

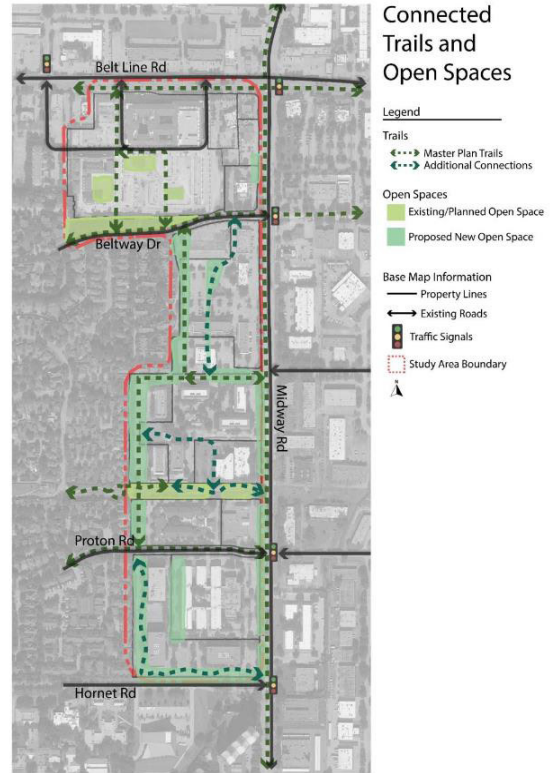
Create a network of connected trails and open spaces.



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- This network builds on the existing system and reflects the Trails Master Plan.
- It shows general locations for new connections to be created as properties develop or redevelop.
- These open spaces also provide screening to buffer neighborhoods to the west.

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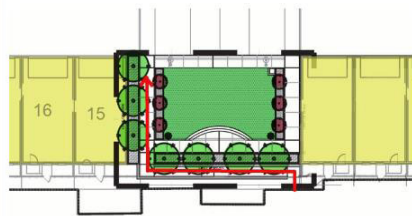
15

## Design Principle 1:

Create a network of connected trails and open spaces.

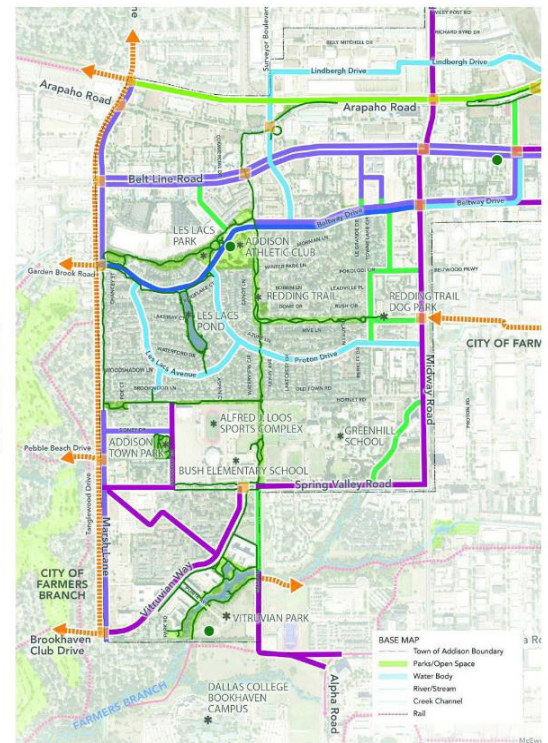


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**Addison Grove**  
Parklett -2

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## Design Principal 2:

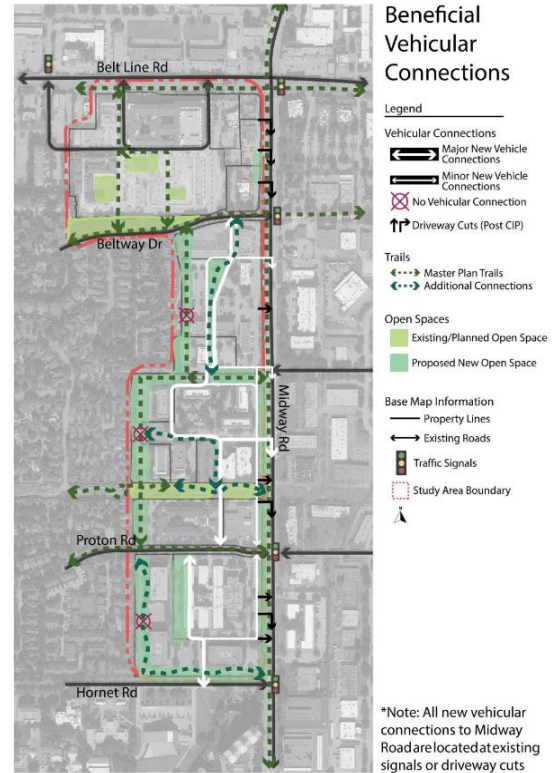
Make vehicular connections where they add benefit but not where they cause concern.



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- New development will need vehicular connections to major streets.
- The location and design of these new streets is constrained because:
  - They must use access points onto Midway Road (signalized intersections and driveway cuts)
  - They must not create new opportunities for cut-through traffic into neighborhoods
  - They should not dominate the character of the new places created in the Study Area

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## Descriptions of Proposed Place Types



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- Active Residential (Lower Scale)
- Active Residential (Higher Scale)
- Senior Oriented Development
- Restaurant and Retail
- Mix of Uses

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## Active Residential (Lower Scale)



6/15/2022

### Character and Intent

- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include single-family attached and detached homes on small lots, townhomes, cottages or rowhouses.

### Land Use Considerations

- Primary Land Use
  - Small lot, single-family attached and detached homes, townhomes, rowhouses, cottages, live-work, triplex, buildings two to three stories, depending on adjacency and compatibility with the existing adjacent single-family residences
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Densities of 7-14 Units Per Acre
  - Height of two to three stories, depending on adjacency & compatibility

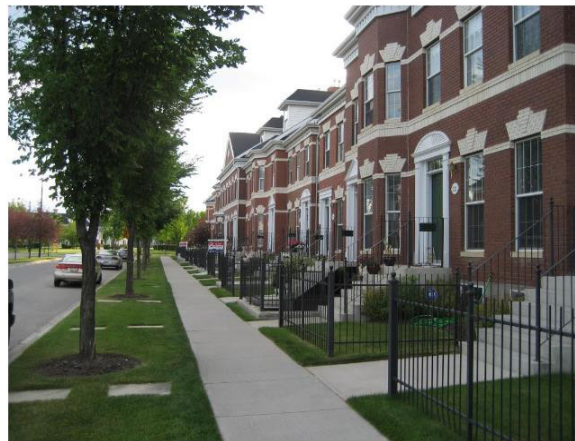
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## Active Residential (Lower Scale)



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## Active Residential (Higher Scale)



6/15/2022

### Character and Intent

- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include fourplexes, apartments or condominiums, with buildings approximately three to four stories. Higher densities support nearby restaurants and other amenities.

### Land Use Considerations

- Primary Land Use
  - Residential units, rental or ownership, with multiple units in each building or attached in a row
- Secondary Land Use
  - Civic and institutional uses, parks and open space
  - Small scale restaurant, retail or office uses could be appropriate here as well
- Indicators and Assumptions
  - Densities of 15-32 Units Per Acre
  - Height up to 4 stories

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## Active Residential (Higher Scale)



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Sam's



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# Senior Oriented Development



6/15/2022

## Character and Intent

- Senior oriented development supports older adults living safely in the comforts of home with personalized care in proximity. The area is united by walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include a Multi-Unit or Assisted Living campus with an open space component. The campus can include amenities such as a medical facilities and wellness centers.

## Land Use Considerations

- Primary Land Use
  - Multi-Unit, Assisted Living Campus with courtyard and open space component; continuum of care including independent living (cottages), assisted living, memory and nursing care
- Secondary Land Use
  - Civic and institutional uses, parks and open space, medical offices, personal services
- Indicators and Assumptions
  - Densities between 8-40 units per acre
  - Height up to 4 stories

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# Senior Oriented Development



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# Restaurants and Retail



6/15/2022

## Character and Intent

- A restaurant and retail center is characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, this community commercial development primarily provides services for residents of surrounding neighborhoods. Business types may include restaurants, local retail and services.

## Land Use Considerations

- Primary Land Use
  - Retail and Local-serving Commercial
- Secondary Land Use
  - Civic and institutional uses
- Indicators and Assumptions
  - Typically, sites are 5 acres or less; buildings are one to four stories

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# Restaurants and Retail



6/15/2022



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# Mix of Uses



6/15/2022

## Character and Intent

- A Mix of Uses offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within proximity to the goods and services residents need daily. This Place Type typically includes a higher intensity of uses developed in an urban style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.

## Land Use Considerations

- Primary Land Use
  - Retail, commercial, apartments and condominiums, live-work units, offices, local-serving retail, service and office uses
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Lot sizes vary greatly based on land use. Heights are typically 3 or 4 stories. The goal is to create a distinct area able to sustain itself with both daytime and night-time population and activity

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# Mix of Uses



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# Destination



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# Green Space Destinations



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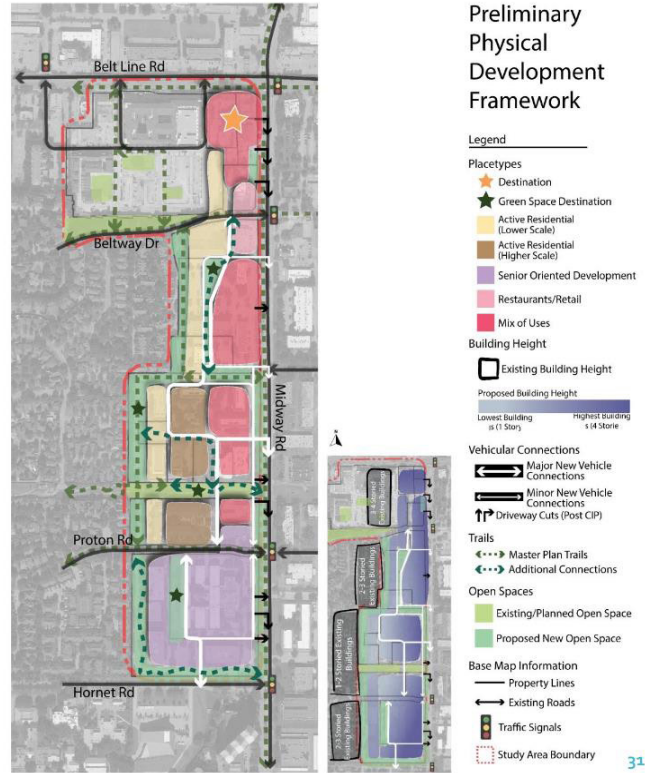
# Preliminary Physical Development Framework



6/15/2022

- Combines all layers:
  - Connected trails & open space
  - Vehicular connections
  - Building heights and uses
  - Housing diversity
  - Flexibility along Midway
  - Destination at Midway & Belt Line
  - Green Space Destinations

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# Sam's Club Special Area Study

## Advisory Committee Meeting #3

August 19, 2021



Kimley»Horn

Sam's Club Special Area Study

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## Meeting Agenda

1. Welcome
2. Market Assessment – Sample Pro Formas
3. Refinement to Strategic Direction
  - a. Strategic Objectives
  - b. Physical Development Framework
  - c. Preliminary Illustrative Plan
4. Results of Alternatives Evaluation
5. Preparations for Community Open House
6. Next Steps
7. Adjourn



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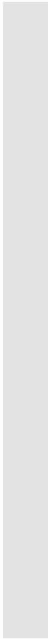
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# 1. Welcome

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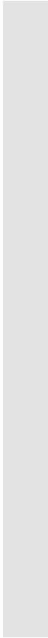


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# 2. Market Assessment – Sample Pro Formas

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## Property Values and Taxes



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	Parcel Size (ac)	Land Value*	Improvement Value*	2021 Estimated Town Property Taxes*	Property Taxes Collected Per Acre
Midway Office Park	2.643	\$1,434,290	\$2,238,290	\$22,590.22	\$8,547.19
James Antony Home	1.749	\$914,230	\$1,941,660	\$17,566.72	\$10,043.87
Courtyard by Marriott	4.1416	\$1,804,080	\$2,445,920	\$26,141.96	\$6,312.04
Office in the Park	11.390	\$5,186,390	\$4,817,450	\$61,534.12	\$5,402.47
Cinema Event Center	2.281	\$993,600	\$856,400	\$11,379.44	\$4,988.80
Midway Square	8.1676	\$3,913,580	\$757,270	\$28,730.63	\$3,517.63
Super 8 Tract	1.804	\$942,980	\$0	\$5,800.32	\$3,215.25
<b>TOTAL</b>	<b>32.1762</b>	<b>\$15,189,150</b>	<b>\$15,406,180</b>	<b>\$188,193.40</b>	<b>\$5,848.84</b>
Elan Addison Grove Multifamily	4.194	\$2,740,350	\$49,256,470	\$319,835.04	\$76,260.14
Towne Lake (66 parcels)	6.6	Land & Improvements \$24,830,920		\$152,736.23	\$23,141.85

\* \$0.615105 per \$100 of Valuation.

- Based on the 2021 property appraisal roll published by the Dallas Central Appraisal District (DCAD) and the proposed tax rate included in the City Manager's FY21-22 Proposed Budget.
- Additional tax revenue would be generated by nonresidential properties through sales tax and HOT tax

## Property Values and Taxes



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Projected 2021 Property Tax Collections			
Townwide Total	Share of Total		
	Beltway to Proton	Elan Addison Grove Multifamily	Towne Lake (66 parcels)
\$30,126,363	0.62%	1.06%	0.51%
Projected Combined Operating and Capital Budget			
Townwide Total	Property Tax Collection as Share of Total		
	Beltway to Proton	Elan Addison Grove Multifamily	Towne Lake (66 parcels)
\$130,200,000	0.14%	0.25%	0.12%

## Role of a Pro Forma



- Provides a sense of the general level of expenses for a development without spending the time and money to draw up detailed project designs and engineering plans
- Offers the ability to compare expenses for different possible development programs
- Shows whether the project is likely to be profitable enough to pursue
  - Will financial institutions provide loans?
  - Does the public sector need to 'fill gaps'?
  - Does it return adequate profit for the company?
  - Is it a better way to spend the company's time and resources than another project somewhere else?
- In this case ...
  - Very generalized pro forma using typical per unit costs
  - Not detailed enough for making investment decisions
  - Useful to gain a sense of whether development might be realistic

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## Single-Family Pro Forma Test Results



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# Pro Forma Test Case Study Property



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## Crowne Plaza Property

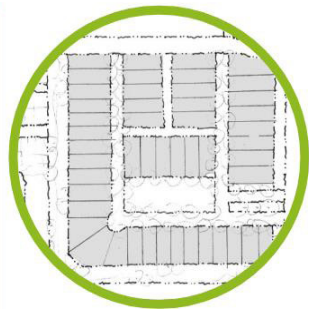
- Known contract price
- 6.935 acres offers enough to be attractive to developer
- Access to existing infrastructure

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# Single-Family Pro Forma Test Descriptions



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## Single-family Detached Pro Forma Test 1

- 1 • Consistency with nearby neighborhoods
- Averages 6,000SF lots
- Potential yield:
  - 48 lots
  - 1,800 linear feet of roads
  - 1,200 linear feet of alleys



## Single-family Detached Pro Forma Test 2

- 2 • Increased density but remains detached
- Averages 3,500SF lots
- Potential yield:
  - 104 lots
  - 2,600 linear feet of roads
  - 1,800 linear feet of alleys

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## Expense Considerations & Results



### Expense Considerations

- Site acquisition
- Demolition
- Site preparation
- Design & engineering
- Permitting
- Infrastructure installation
- Fees, Legal, Tax, Ins.
- Debt Service

#### Test Option 1: 6,000 SF Lots

48 lots  
Expenses = \$37.1M  
Internal Rate of Return (IRR) = 20%-25%  
Average Estimated Sale Price Per Home:  
**\$1.20-\$1.25M**  
12-month construction period  
24-month sales and absorption

#### Test Option 2: 3,500 SF Lots

104 lots  
Expenses = \$47.2M  
IRR = 20%-25%  
Average Estimated Sale Price Per Home:  
**\$900,000-\$950,000**  
12-month construction period  
36-month sales and absorption

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## 3. Refinements to Strategic Direction



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## Strategic Direction:

## Purpose



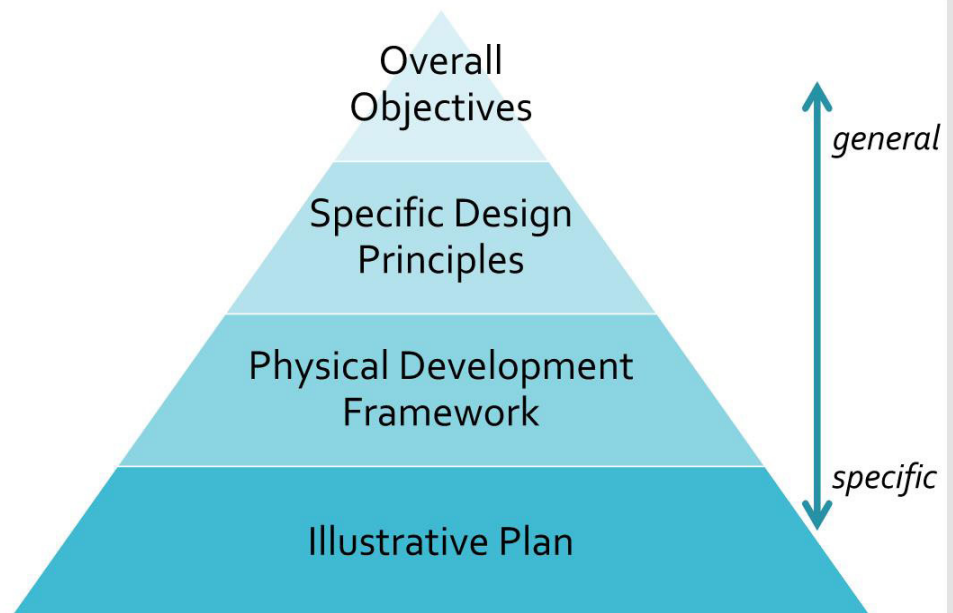
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## Strategic Direction



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## Strategic Direction:

## Proposed Overall Objectives



- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. **Include useable public green space throughout the area.**
- D. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- E. Include development options that are feasible under anticipated current and future market conditions.
- F. Enable development to occur in phases over time, **with useable open space in each phase.**
- G. Build in flexibility to adapt to changing market demands and circumstances.

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## Strategic Direction:

## Proposed Specific Design Principles



These principles are used to create a design concept that achieves the Overall Objectives through the Study Area's future development.

1. Create a network of **connected trails and open spaces.**
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add diversity to southwest Addison and support reinvestment in the Study Area.
5. Maximize **flexibility** for the buildings fronting on Midway Road.
6. Create a **destination** at Midway and Belt Line **and open space destinations at key locations within the Study Area.**

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# Changes to Preliminary Physical Development Framework



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## Changes Made to Framework



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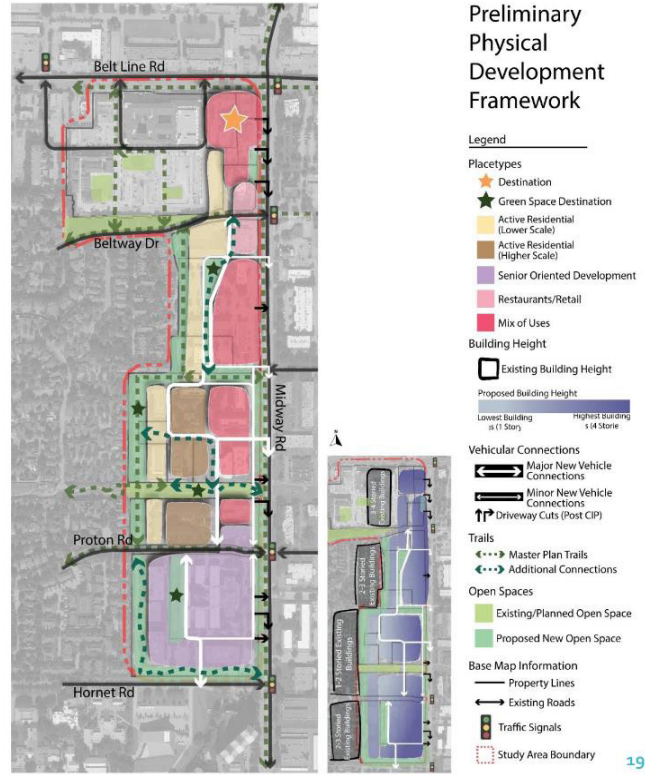
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  - Revisions to area north of Beltway to match adopted Trails Master Plan
- On "Vehicular Connections"
  - Small arrows added to reflect Midway reconstruction plan
  - New vehicular connections north of Beltway removed

# Preliminary Physical Development Framework



- Combines all layers:
  - Connected trails & open space
  - Vehicular connections
  - Building heights and uses
  - Housing diversity
  - Flexibility along Midway
  - Destination at Midway & Belt Line
  - Green Space Destinations

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# Preliminary Illustrative Plan



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## Preliminary Illustrative Plan:

### Purpose



- To determine if these uses can be designed and located in these spaces
- To show an example of a feasible development pattern
- **NOT** to represent an exact development proposal or required building layout
- While the Framework Plan is the policy tool for reviewing projects' consistency, the Illustrative Plan is only intended to help visualize a possible form development could take

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## Preliminary Illustrative Plan:

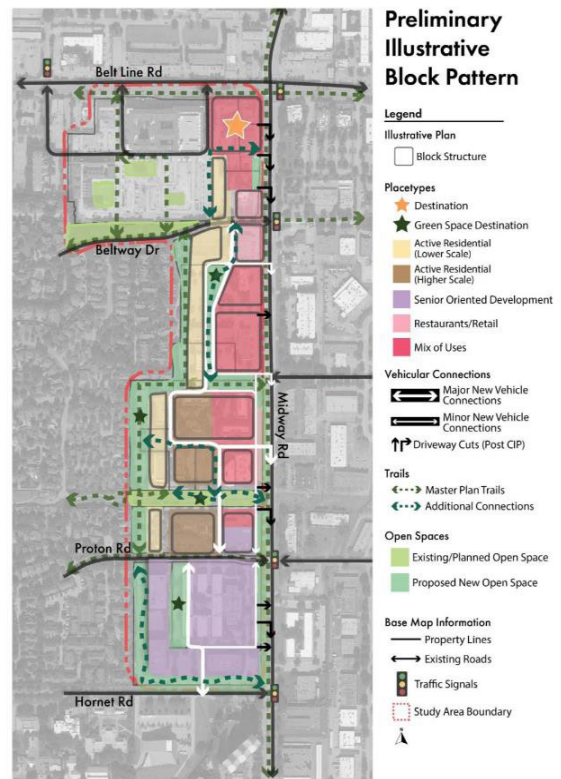
### Block Structure



- Blocks divide space into human-scale areas of particular PlaceTypes
- Shows how development could happen in phases over time

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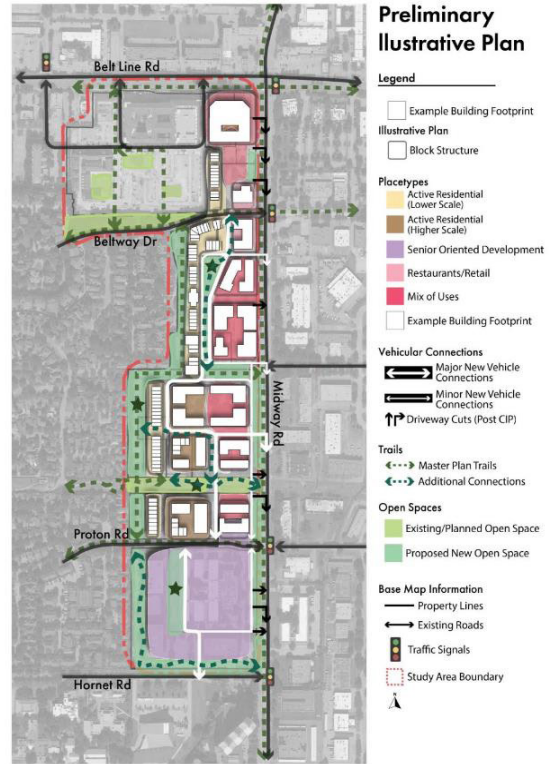
## Preliminary Illustrative Plan:

### Example Development Layout



- Within blocks, this is one example of how development could occur.

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# 4. Results of Alternatives Evaluation

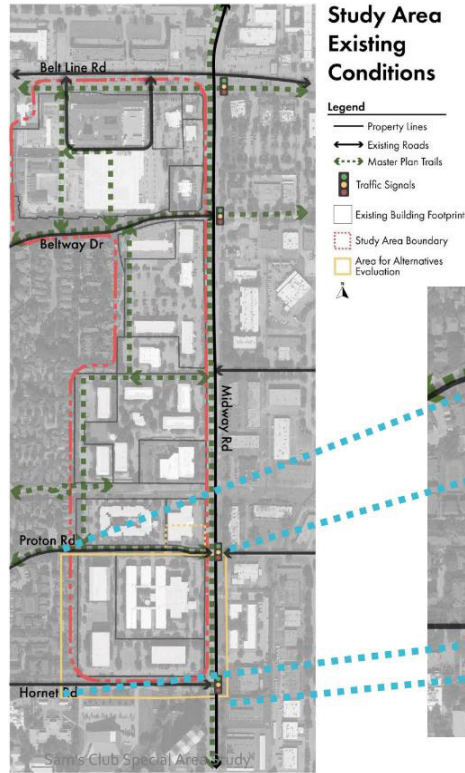
Area South of Proton



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## Study Area South of Proton



- Two alternatives were evaluated for this part of the study area
- Qualitative comparison of two options for the future



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### Option 1: Adaptive Reuse

- Retain some or all of the existing office buildings
- Reuse for medical offices, medical-related services, nursing or memory care
- Redevelop Crowne Plaza property with a variety of senior housing types
- Shown below are an illustrative block structure and site plan

## Alternatives for Study Area South of Proton



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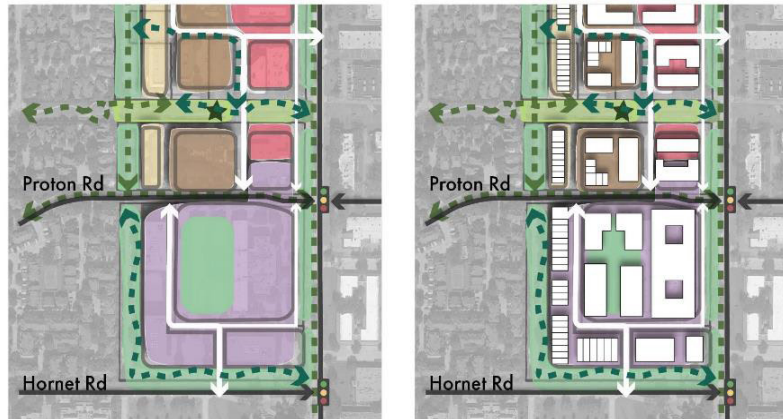
26



# Alternatives for Study Area South of Proton



- Option 2: Redevelopment
  - Assume all existing buildings are removed and a new, coordinated plan is created
  - Include a wider range of senior housing types
  - Include some medical office & services
  - Shown below are an illustrative block structure and site plan



Sam's Club Special Area Study

# Analysis of Alternatives



Strategic Objectives	Option 1	Option 2
1. Strengthen the area as a distinctive Addison destination.	Same – Moderately supports strengthening the area as a destination - the area will be a draw for seniors within Addison and surrounding communities by providing additional, desirable living options.	
2. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.	Same – this objective is supported - provides compatible uses and significantly stronger buffers than exist today.	
3. Include useable public green space throughout the area.	Same – the options provides significant, publicly accessible green spaces throughout the development.	
4. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.	Same – the options provides a higher level of connectivity than exists today.	

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## Analysis of Alternatives



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Strategic Objectives	Option 1	Option 2
5. Include development options that are feasible under anticipated current and future market conditions.	Same – market analysis to date suggests current and future support for the continuum of care residential options as proposed.	
6. Enable development to occur in phases over time, with useable open space in each phase.	This option provides a development pattern that supports phasing over time with usable open space in each phase	This option is more likely to develop as a single development by combining two parcels and will less likely be phased with usable open space in each phase.
7. Build in flexibility to adapt to changing market demands and circumstances.	This option maintains a high level of flexibility - the current office buildings would be repurposed as assisted living and could be repurposed for additional uses in the future.	The building types in this option have a lower flexibility to be repurposed to meet changing market demands and circumstances.

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## Analysis of Alternatives



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Physical Development Compatibility	Option 1	Option 2
Infrastructure capacity to accommodate new development pattern	Lower demand on water and wastewater than Option 2 due to lower density of residential uses and medical office uses.	Higher demands on water and wastewater than Option 1 due to higher level of residential uses.
New infrastructure requirements	Retrofit of infrastructure on portions of site with adaptive reuse / new infrastructure on redeveloped portions. No major offsite infrastructure needs identified.	New infrastructure required throughout site. No major offsite infrastructure needs identified.
Connections to existing Addison community	Same – provides a higher level of connectivity to the greater Addison community than exists today.	
Implications for traffic congestion	Lower level of trips generated than Option 2 due to focus on assisted living/memory care.	Higher level of trips generated than Option 1 due to independent living residential units.
Connections to and through site for walkability (North/South Trail Access)	Same – provides a higher level of walkability through the site than exists today.	
Transition to adjacent uses	Reuse of existing office buildings as assisted living adjacent to residential neighborhoods.	Townhome uses adjacent to all existing residential neighborhoods.

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## Analysis of Alternatives



Physical Development Compatibility	Option 1	Option 2
Impacts on surrounding neighborhoods	Replaces Commercial Use with senior living within existing buildings.	Replaces Commercial uses with residential (townhome) uses.
Building Massing/Scale Relation to Existing Neighborhoods	Maintains existing 3 story building.	Replaces 3 story office with 2-3 story townhome.
Areas for landscaping, walls, buffers	Same – provides a minimum 50' green buffer with trails.	
Important design features	Same – provides significant green spaces and trail connections to the Dog Park and greater Addison Community.	
Ability to repurpose buildings as market changes	Higher ability to repurpose buildings in the future - Adaptive reuse of current office buildings would be repurposed as assisted living and could be repurposed for additional uses in the future.	Lower ability to repurpose buildings in the future.
Support for local people and businesses	Provides senior (continuum of care) housing options for Addison residents that will allow them to have the ability to stay in the community as they age.	Provides a wider range of senior (continuum of care) housing options for Addison residents that will allow them to have the ability to stay in the community as they age.

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## Analysis of Alternatives



- Conclusions
  - Two options are similar in their support for most Strategic Objectives
  - Option 1 requires less demolition and could be adapted to a different set of uses more easily if that was needed in the future
  - Option 2 offers a wider range of housing choice and continuum of care for residents
  - Study Area recommendations could include both options if desired for flexibility in responding to the market
- Committee Discussion

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## 5. Preparations for Community Open House



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### Community Open House



- Logistics
  - Thursday, Sept. 23, 6:00 p.m.
  - Addison Athletic Club
- Objectives
  - Share preliminary recommendations
  - Provide an opportunity for discussion
  - Get community feedback on recommendations
- Potential Structure
  - Presentation
  - Keypad polling for feedback from entire group
  - Stations or table discussions
  - Worksheets for written responses
- Challenge: what will the COVID situation be like in late September?

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# 6. Next Steps

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- Project Tasks
  - Refine preliminary plans
  - Reflect preferred option for area south of Proton
  - Design materials for community feedback – Open House and Online Survey
- Future Events & Activities
  - Community Open House #2 (Sept. 23)
  - Online Survey #2
  - Advisory Committee Meeting #4 (Oct. 14)

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## Next Steps



- Branding / Identity
  - What identity do we want to convey for the area?
  - What should this area be called?

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## Next Steps



- Requests for Advisory Committee Members
  - Plan to attend the Open House
  - Get the word out about the Open House and Online Survey
  - Be a Study Ambassador at the Open House and in the community

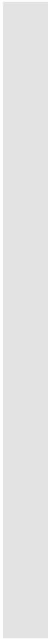
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# 7. Adjourn



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# Sam's Club Special Area Study

## Advisory Committee Meeting #4 Background Packet

October 14, 2021



Kimley»Horn

Sam's Club Special Area Study

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## Table of Contents

1. Report on Community Open House
2. Refinements to Plan Recommendations
3. Branding and Identity



Kimley»Horn

Sam's Club Special Area Study

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# 1. Report on Community Open House

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- Held Thursday, September 23, 2021
- Addison Athletic Club
- 82 participants
- Input opportunities
  - Keypad polling
  - Input at 7 stations

This packet contains a summary of the keypad polling results. The full report is available on the project website: <https://addisontexas.net/samsclubstudy>

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## Overview of Community Open House #2



### Key Conclusions

- Overall, participants support the direction developed by the Advisory Committee
  - Small, vocal number with concerns about apartments
- All proposed objectives were important to over 80%
- Most PlaceTypes were considered appropriate;
  - Active Residential (Higher Scale) was appropriate to 50%; inappropriate to 50%
- Policies were considered appropriate
  - Walkable, bikeable connections from existing neighborhoods on existing routes only 56%
  - All others over 70%
- 75% agree that Preliminary Development Framework is appropriate for Addison and the area's best possible future
- Midway Commons was top choice for brand

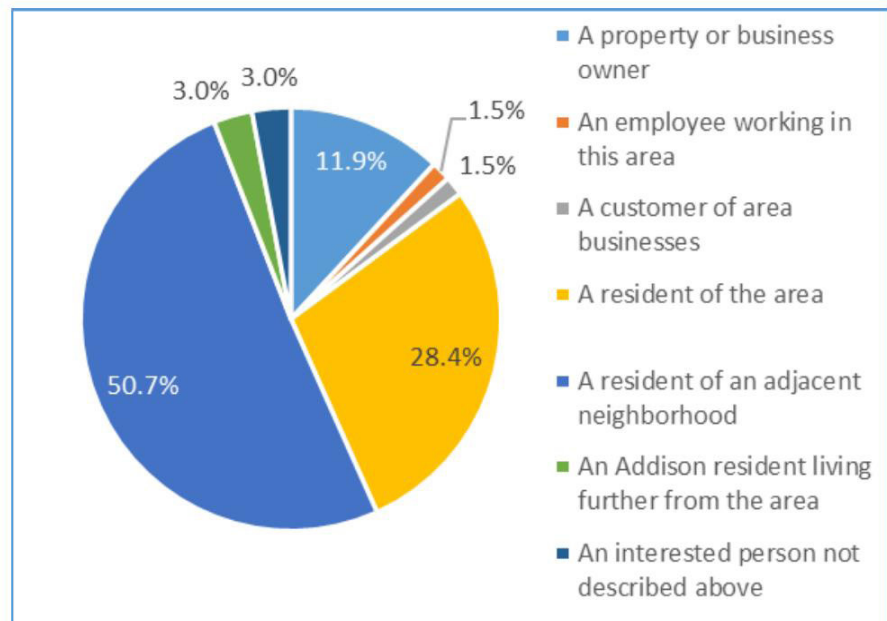
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## Keypad Polling Results



### What is your primary involvement with the study area?



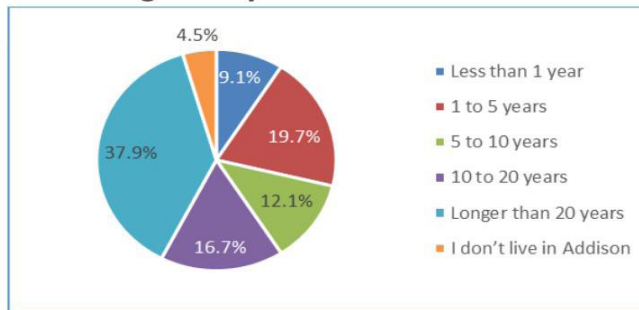
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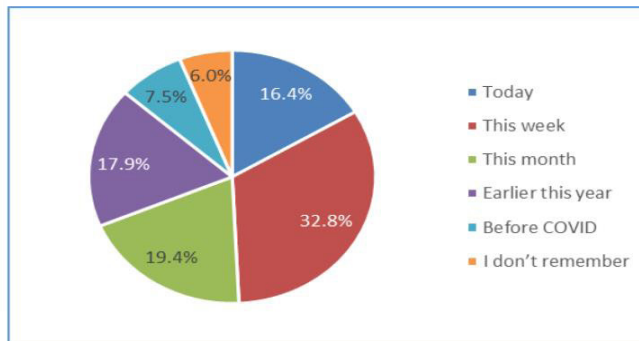
# Keypad Polling Results



## How long have you lived in Addison?



## When did you last visit a store, restaurant or business in the study area?



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# Keypad Polling Results





## Importance of Overall Objectives

Objective	Very important	Somewhat important	Somewhat un-important	Very un-important	I'm not sure
Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.	91.8%	4.9%	0.0%	3.3%	0.0%
Include useable public green space throughout the area.	60.6%	31.8%	6.1%	1.5%	0.0%
Build in flexibility to adapt to changing market demands and circumstances.	56.9%	33.8%	4.6%	4.6%	0.0%
Include development options that are feasible under anticipated current and future market conditions.	53.1%	28.1%	9.4%	4.7%	4.7%
Strengthen the area as a distinctive place within the Addison community	48.4%	32.8%	10.9%	3.1%	4.7%
Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.	35.9%	46.9%	14.1%	1.6%	1.6%
Enable development to occur in phases over time, with useable open space in each phase.	33.8%	52.3%	10.8%	3.1%	0.0%

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## Appropriateness of PlaceTypes

Keypad Polling Results

Kimley»Horn



PlaceType	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Restaurants and Retail	54.1%	27.9%	14.8%	3.3%	0.0%
Active Residential (Lower Scale)	45.6%	29.8%	14.0%	8.8%	1.8%
Senior Oriented Development	33.9%	30.4%	10.7%	17.9%	7.1%
Mix of Uses	25.8%	41.9%	12.9%	19.4%	0.0%
Active Residential (Higher Scale)	21.7%	28.3%	21.7%	28.3%	0.0%

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## Design, Form and Character Policies

Keypad Polling Results

Kimley»Horn

Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
<b>Open Space</b>					
Walkable, bikeable connections within the study area's developments	75.9%	15.5%	8.6%	0.0%	0.0%
Location of a primary open space with new trail along western side	75.9%	13.8%	3.4%	6.9%	0.0%
Development to provide new open spaces with active & passive activities	67.3%	23.6%	7.3%	0.0%	1.8%
Green buffer of at least 50' in width from existing neighborhoods	67.3%	14.5%	7.3%	9.1%	1.8%
Walkable, bikeable connections from existing neighborhoods on existing routes only	39.0%	16.9%	20.3%	22.0%	1.7%
<b>Building Height Transitions</b>					
Height transitions based on use and distance beyond the green buffer	55.6%	16.7%	7.4%	13.0%	7.4%

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## Mobility and Connection Policies

Keypad Polling Results

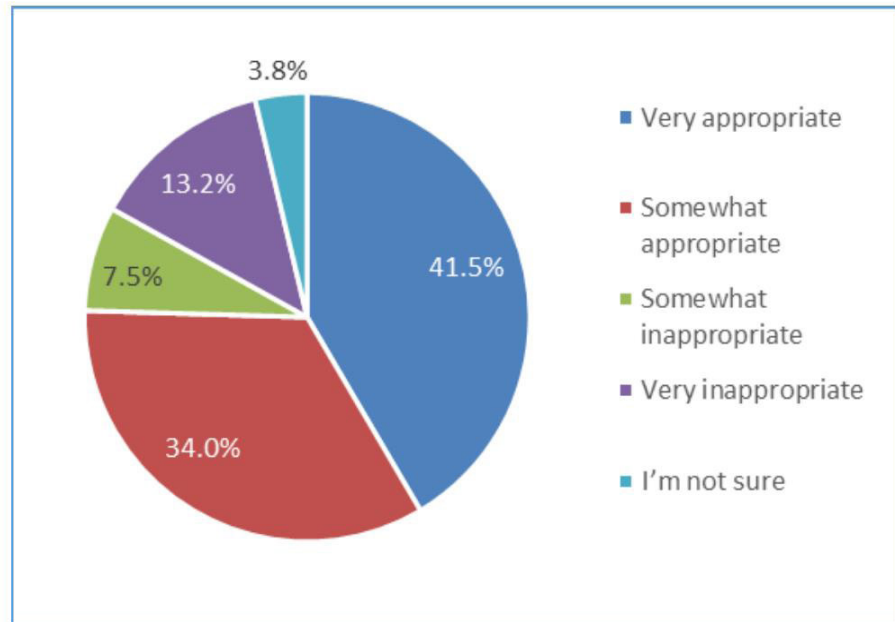
Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Vehicular connections south of Beltway to discourage cut-through traffic	93.1%	5.2%	1.7%	0.0%	0.0%
No new vehicular connections between Addison Grove and Beltway	90.9%	0.0%	3.6%	3.6%	1.8%
No new vehicular connections between Addison Grove & parcels on Midway	81.5%	5.6%	5.6%	7.4%	0.0%
New vehicular routes should be pedestrian and bike-friendly	62.5%	30.4%	7.1%	0.0%	0.0%

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## Appropriateness of Preliminary Development Framework

Keypad Polling Results

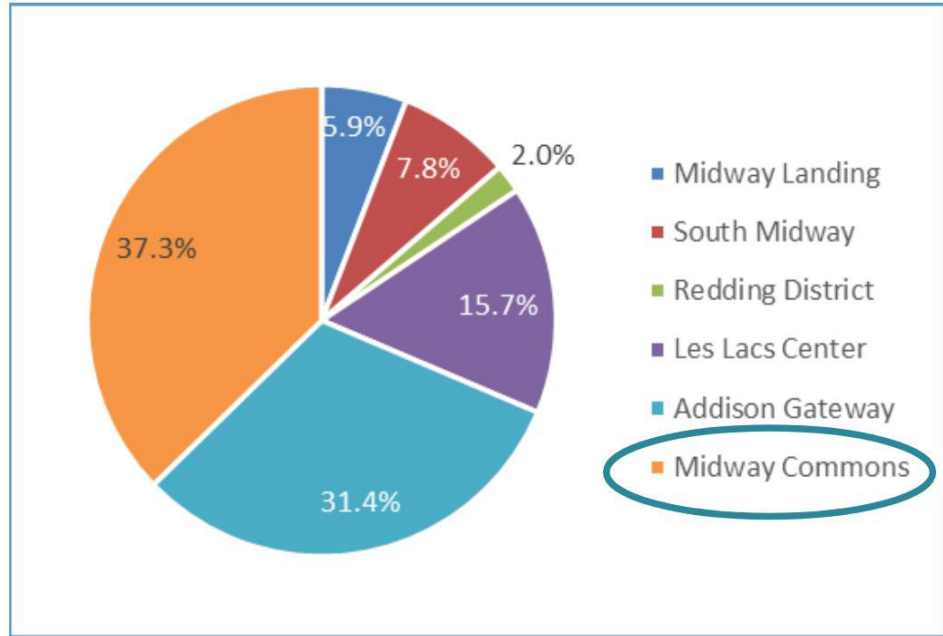


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## Best Brand for the Study Area?

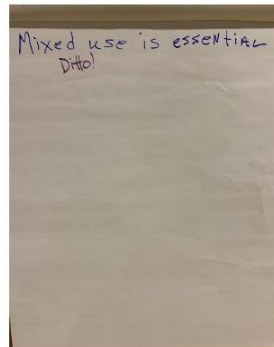
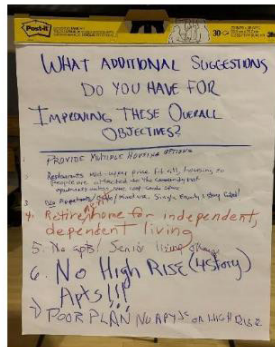
Keypad Polling Results



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## What additional suggestions do you have for improving these Overall Objectives?

Input at Stations



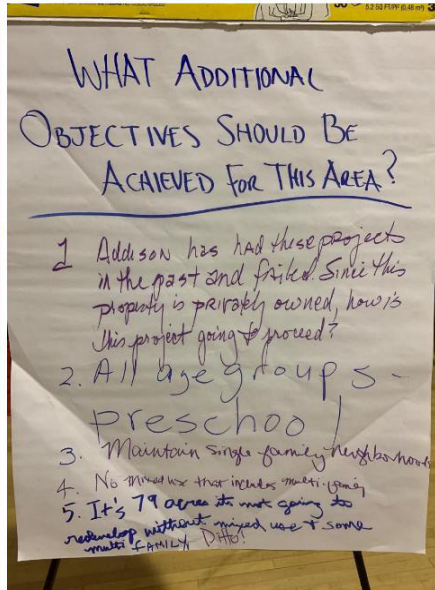
1. Provide multiple housing options
  2. Restaurants mid-upper price fit all, housing so people are attached to the community - not apartments, unless some coop-condo space.
  3. No Apartments/Condo/Mixed use, Single family 1 story gated!
  4. Retirement home for independent, dependent living
  5. No apts! Senior living okay.
  6. NO HIGH RISE (4 Story) Apts!!!
  7. Poor plan, no apts or high rise
  8. Mixed use is essential
    1. Ditto!
- Sam's Club Special Area Study

## What additional objectives should be achieved for this area?

### Input at Stations



Kimley»Horn



1. Addison has had these projects in the past and failed. Since this property is privately owned, how is this project going to proceed?
  2. All age groups- preschool
  3. Maintain single family neighborhoods
  4. No mixed use that includes multi-family
  5. It's 79 acres it's not going to redevelop without mixed use and some multi family;
1. DITTO

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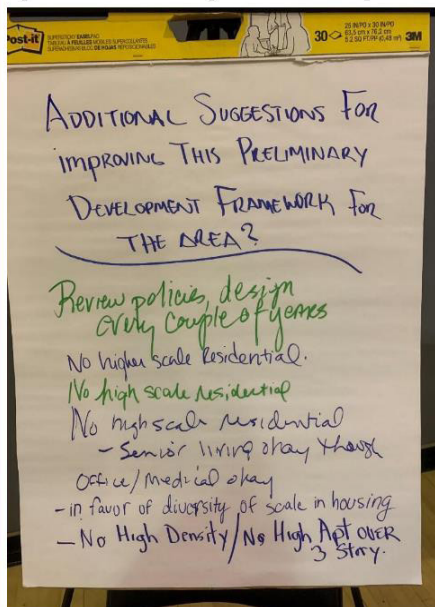
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## Additional suggestions for improving this preliminary Development Framework for the area?

### Input at Stations



Kimley»Horn



1. Review policies, design every couple of years
2. No higher scale residential.
3. No high scale residential
4. No high scale residential
  1. Senior living okay though
5. Office/Medical Okay
6. In favor of diversity of scale in housing
7. No high density/No High Apt over 3 story



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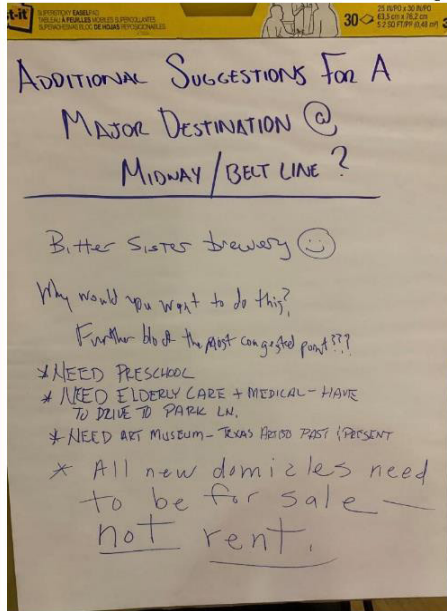


## Additional suggestions for a major destination @ Midway/Belt Line?

Input at Stations

Kimley»Horn



1. Bitter Sister brewery ☺
2. Why would you want to do this?
  1. Further block the most congested point???
3. NEED PRESCHOOL
4. NEED ELDERLY CARE + MEDICAL - HAVE TO DRIVE TO PARK LN
5. NEED ART MUSEUM - TEXAS ARTIST PAST & PRESENT
6. All new domiciles need to be for sale - NOT RENT

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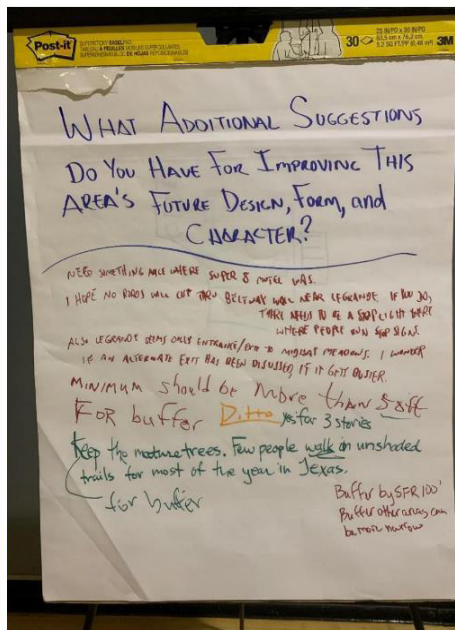
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## What additional suggestions do you have for improving this area's future Design, Form, and Character?

Input at Stations




Kimley»Horn



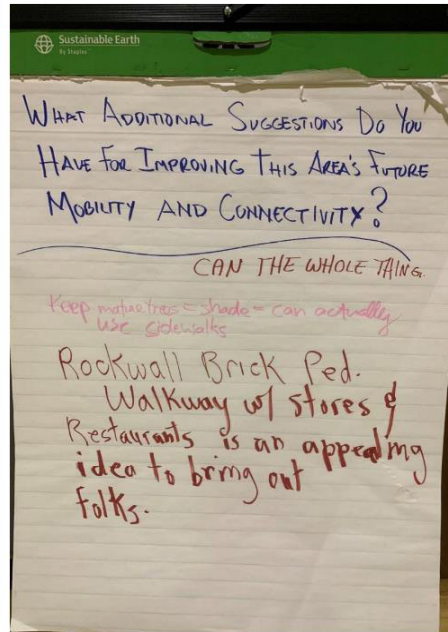
1. Need something nice where super 8 motel was.
2. I hope no roads will cut thru Beltway wall near Le Grande. If you do there needs to be a stoplight there where people run stop signs.
3. Also, LeGrande seems (to be the) only entrance/exit to Midway Meadows. I wonder if an alternate exit has been discussed if it gets busier.
4. Minimum should be more than 50 Ft for buffer. - DITTO - Yes for 3 stories
5. For buffer, keep the mature trees. Few people walk in unshaded trails for most of the year in Texas.
6. Buffer by SFR 100' Buffer other areas can be more narrow

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## What additional suggestions do you have for improving this area's future Mobility and Connectivity?

Input at Stations

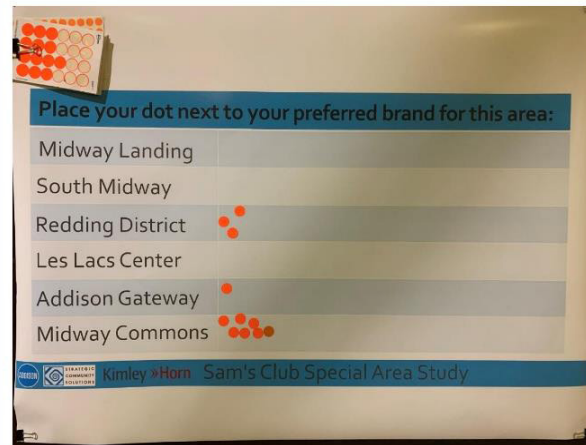


1. CAN THE WHOLE THING
2. Keep mature trees = Shade = can actually use sidewalks
3. Rockwall Brick Ped. Walkway with stores & Restaurants is an appealing idea to bring out folks.

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## Place your dot next to your preferred brand for this area:

Input at Stations

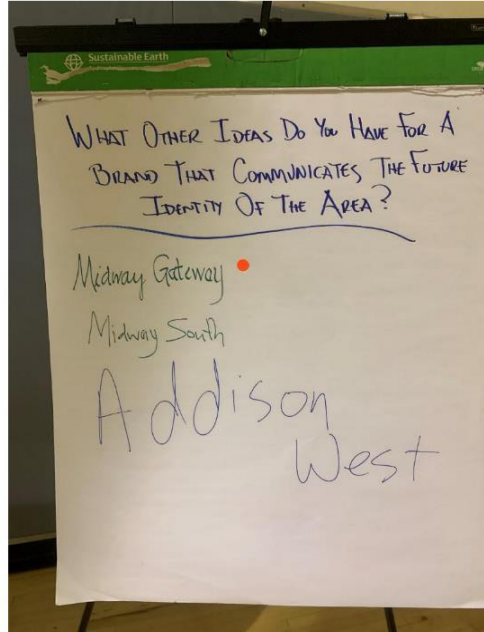



- Midway Landing: 0
- South Midway: 0
- Redding District: 3
- Les Lacs Center: 0
- Addison Gateway: 1
- Midway Commons: 7

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## What other ideas do you have for a brand that communicates the future identity of the area?

Input at Stations



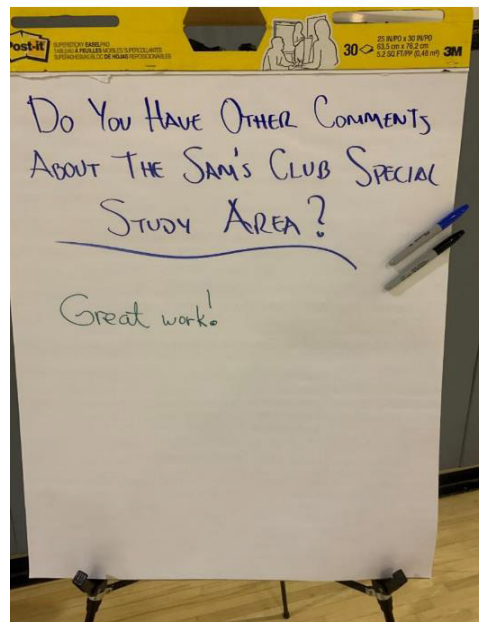
- Midway Gateway
- Midway South
- Addison West

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## Do you have other comments about the Sam's Club Special Study Area?

Input at Stations



- Great work!

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## 2. Refinements to Plan Recommendations



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### Notes for Advisory Committee Members



- Community input at the Open House largely supports the plan recommendations developed so far by the Advisory Committee.
- As a result, several of the sections that follow are unchanged from the last Committee version.
- Changes and additions are proposed by staff and consultants based on the Open House input and past Committee discussions. These changes should make the Town's expectations for acceptable future development more clear.
- These changes refine the Neighborhood Compatibility Policies (p. 45) and add a new set of Development Character Policies (p. 46).
- **All changes and additions are noted in red.**

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## Strategic Direction:

## Proposed Overall Objectives



- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. Include useable public green space throughout the area.
- D. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- E. Include development options that are feasible under anticipated current and future market conditions.
- F. Enable development to occur in phases over time, with useable open space in each phase.
- G. Build in flexibility to adapt to changing market demands and circumstances.

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## Strategic Direction:

## Proposed Specific Design Principles



These principles are used to create a design concept that achieves the Overall Objectives through the Study Area's future development.

1. Create a network of **connected trails and open spaces**.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add diversity to southwest Addison and support reinvestment in the Study Area.
5. Maximize **flexibility** for the buildings fronting on Midway Road.
6. Create a **destination** at Midway and Belt Line and open space destinations at key locations within the Study Area.

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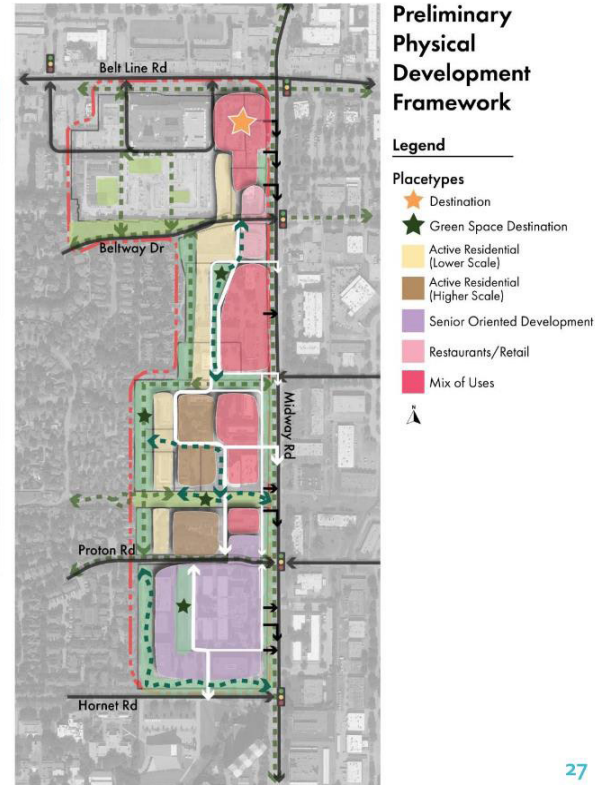
## Strategic Direction:

## Preliminary Development Framework



Kimley»Horn

PlaceType	Acres
Green Space	8.97
Active Residential (Lower Scale)	9.09
Active Residential (Higher Scale)	7.41
Senior Oriented Development	13.88
Restaurants & Retail	2.28
Mix of Uses	15.19
Existing & Unchanged	22.18
Total	79.00



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## Strategic Direction

## Preliminary Physical Development Framework



Kimley»Horn

- Preliminary Development Concept uses "PlaceTypes"
  - Not a single land use or building design
  - Describes the character of the place to be created
  - Gives flexibility for projects to respond to the market
  - Sets parameters for appropriate design
- Proposed PlaceTypes:
  - Active Residential (Lower Scale)
  - Active Residential (Higher Scale)
  - Senior Oriented Development
  - Restaurant and Retail
  - Mix of Uses

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## Active Residential (Lower Scale)



### Character and Intent

- These living areas support a variety of different housing types, primarily single family, in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot.

### Land Use Considerations

- Primary Land Use
  - Small lot, single-family attached and detached homes, townhomes, rowhouses, cottages, live-work, triplex, buildings two to three stories, depending on adjacency and compatibility with the existing adjacent single-family residences
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Densities of 7-14 Units Per Acre
  - Height of two to three stories, depending on adjacency & compatibility

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## Active Residential (Lower Scale)



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## Active Residential (Higher Scale)



### Character and Intent

- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include fourplexes, apartments or condominiums, with buildings approximately three to four stories. Higher densities support nearby restaurants and other amenities.

### Land Use Considerations

- Primary Land Use
  - Residential units, rental or ownership, with multiple units in each building or attached in a row
- Secondary Land Use
  - Civic and institutional uses, parks and open space
  - Small scale restaurant, retail or office uses could be appropriate here as well
- Indicators and Assumptions
  - Densities of 15-32 Units Per Acre
  - Height up to 4 stories

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## Active Residential (Higher Scale)



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# Senior Oriented Development



## Character and Intent

- Senior oriented development supports older adults living safely in the comforts of home with personalized care in proximity. The area is united by walkable streets that are easy to navigate by car, bike or on foot. The campus can include amenities such as a medical facilities and wellness centers.

## Land Use Considerations

- Primary Land Use
  - Multi-Unit, Assisted Living Campus with courtyard and open space component; continuum of care including independent living (cottages), assisted living, memory and nursing care
- Secondary Land Use
  - Civic and institutional uses, parks and open space, medical offices, personal services
- Indicators and Assumptions
  - Densities between 8-40 units per acre
  - Height up to 4 stories

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# Senior Oriented Development





## Restaurants and Retail



### Character and Intent

- A restaurant and retail center is characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, this community commercial development primarily provides services for residents of surrounding neighborhoods. Business types may include restaurants, local retail and services.

### Land Use Considerations

- Primary Land Use
  - Retail and Local-serving Commercial
- Secondary Land Use
  - Civic and institutional uses
- Indicators and Assumptions
  - Typically, sites are 5 acres or less; buildings are one to four stories

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## Restaurants and Retail



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## Mix of Uses



### Character and Intent

- A Mix of Uses offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within proximity to the goods and services residents need daily. The urban design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.

### Land Use Considerations

- Primary Land Use
  - Retail, commercial, apartments and condominiums, live-work units, offices, local-serving retail, service and office uses
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Lot sizes vary greatly based on land use. Heights are typically 3 or 4 stories. The goal is to create a distinct area able to sustain itself with both daytime and night-time population and activity

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## Mix of Uses



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# Destination



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# Green Space Destinations



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Strategic  
Direction

Policies



# Design, Form and Character Policies

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Design, Form &  
Character  
Policies:

Connected Trails  
and Open Spaces



## Design, Form and Character Policies

### *Connected Trails and Open Spaces*

- Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
- The new open spaces should be accessible to new residents and business patrons of the new developments through walkable and bikeable connections within the developments.
- The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing streets and trails.
- No new connections should be made between existing neighborhoods and new open spaces within future development/redevelopment areas.
- A primary open space, with a new trail, should be located along the western edge of the future development/redevelopment areas to provide north/south access through the sites and to act as a green buffer between existing development and future new development/redevelopment areas.
- Open Space Destinations will be dispersed geographically to serve all new development areas and phases.

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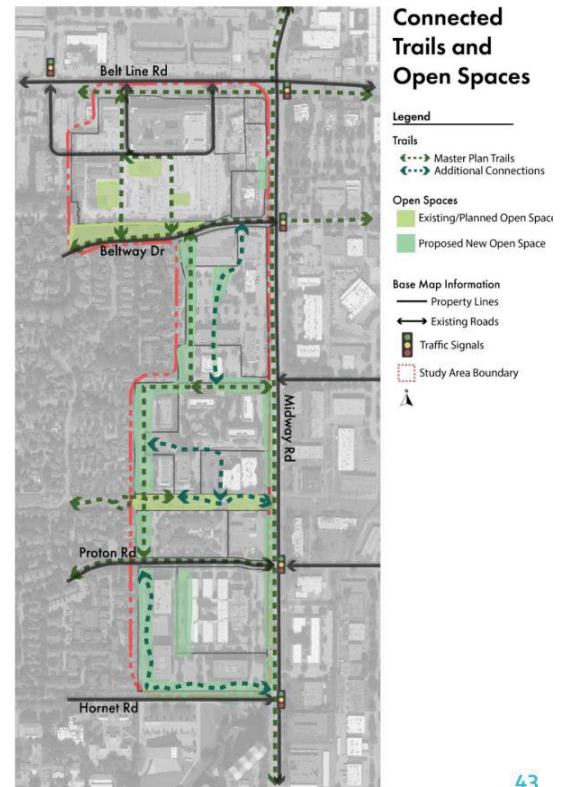
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## Design, Form & Character Policies:

### Connected Trails and Open Spaces



- This network builds on the existing system and reflects the Trails Master Plan.
- It shows general locations for new connections to be created as properties develop or redevelop.
- These open spaces also provide screening to buffer neighborhoods to the west.



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## Design, Form & Character Policies:

### Building Height Transitions



## Design, Form and Character Policies

### Building Height Transitions

- Future development/redevelopment areas bordering existing neighborhoods will require heights that respect the existing adjacent neighborhoods.
- Green buffers would be a minimum of 50' in width from existing neighborhoods; transitioning a maximum of one-story for every 50' beyond the initial 50' green buffer.
- The future development/redevelopment areas will establish a maximum building height of four stories and will follow or exceed the requirements of the Town's proposed Neighborhood Transition Standards.



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## Design, Form & Character Policies:

### Neighborhood Compatibility



## Design, Form and Character Policies

### *Neighborhood Compatibility*

- Future development/redevelopment areas bordering existing neighborhoods will require site, building and landscape design treatments that respect the existing adjacent neighborhoods.
- Residential and neighborhood compatible commercial uses would be required along the open space buffers adjacent to existing residential neighborhoods.
- Open space buffers will be required between new development/redevelopment areas and all existing adjacent neighborhoods.
- **New buildings in future development/redevelopment areas should transition in height and buffer width based on the height and orientation of adjacent residential properties, and the depth of the property being redeveloped.**

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## Design, Form & Character Policies:

### Development Character



## Design, Form and Character Policies

### *Development Character*

- **Redevelopment areas will be organized with a focus on pedestrian-scale blocks and walkability.**
- **Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.**
- **New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.**
- **Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages on Midway Road and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred, but may be appropriate where the design is consistent with the intent of these policies.**
- **Live/work units are appropriate building types within mixed-use areas.**
- **On-street parking or slip lanes will be provided (either head-in or parallel) to support ground floor commercial uses in mixed-use areas.**
- **Ground floor uses will be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e. outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).**

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Strategic  
Direction

Policies



# Mobility and Connectivity Policies

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Mobility and  
Connectivity  
Policies



## Mobility and Connectivity Policies

- Access to existing sites along Midway Rd. will follow the Midway Road Reconstruction Plans.
- As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed.
- No new vehicular connections will be allowed between Addison Grove and the parcels fronting Midway Road.
- No new vehicular connections will be allowed between Addison Grove and Beltway.
- Vehicular connectivity between the parcels south of Beltway will be required, however, the block patterns will be designed to limit cut-through traffic from the southern parcels to Beltway.
- Roads throughout the new development/redevelopment areas will be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular traffic.

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## Mobility and Connectivity Policies



- New development will need vehicular connections to major streets.
- The location and design of these new streets is constrained because:
  - They must use existing access points onto Midway Road (signalized intersections and driveway cuts)
  - They must not create new opportunities for cut-through traffic into neighborhoods
  - They should not dominate the character of the new places created in the Study Area

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## 3. Branding and Identity



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## Branding and Identity

### Initial Options

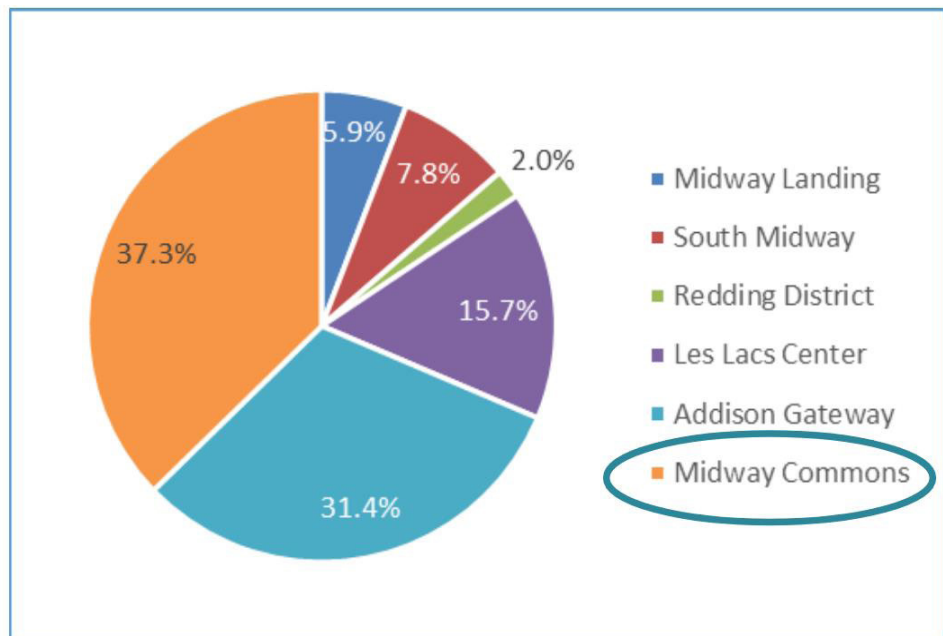
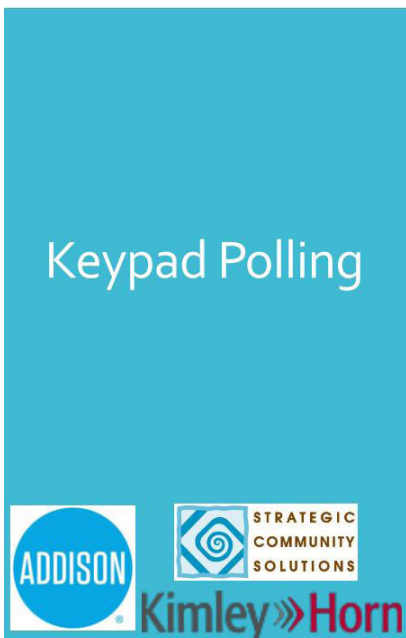


- Midway Landing
- South Midway
- Redding District
- Les Lacs Center
- Addison Gateway
- Midway Commons

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### Which brand is your top choice for the Study Area?



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More may be added based on Online Survey input

## Additional Suggestions



- The Midway Mile
- Midway by Design
- Midway Manor
- Addison Manor
- Midway Haven
- Addison Haven
- Midway Hollow
- Addison Hollow
- Midway West
- Addison West
- Midway Acres
- Addison Acres
- Midway Crossing
- Midway South
- Midway Gateway
- Addison Crossing
- Midway Heights
- Addison Heights
- Midway Park
- Addison Park
- Midway Ridge
- Addison Ridge
- Midway Village
- Midway Grove
- Midway Copse
- Addison Copse
- Midway Woods
- Addison Woods
- Addison West
- Addison Gardens

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## One Factor To Consider



- There are already many existing developments with "Midway" or "Addison" in their names, both in and outside the Town of Addison.
- A brand that leads with "Midway" or "Addison" will need a way to differentiate this area from these other projects.

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# Sam's Club Special Area Study

Advisory Committee Meeting #4

October 14, 2021



Kimley»Horn

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## Meeting Agenda

1. Welcome
2. Report on Community Open House
3. Report on Online Survey
4. Refinements to Plan Recommendations
5. Branding and Identity
6. Other Issues
7. Next Steps and Schedule
8. Adjourn



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# 1. Welcome

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# Refinements to Plan Recommendations

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## Notes for Advisory Committee Members



- Community input at the Open House and online survey largely supports the plan recommendations developed so far by the Advisory Committee.
- As a result, several of the sections that follow are unchanged from the last Committee version.
- Changes and additions are proposed by staff and consultants based on the Open House input and past Committee discussions. These changes should make the Town's expectations for acceptable future development more clear.
- These changes refine the Neighborhood Compatibility Policies and add a new set of Development Character Policies.
- All changes and additions since the Sept. 23<sup>rd</sup> Open House are noted in red.

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## Strategic Direction:

## Proposed Overall Objectives



- A. Strengthen the area as a distinctive Addison destination.
- B. Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.
- C. Include useable public green space throughout the area.
- D. Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.
- E. Include development options that are feasible under anticipated current and future market conditions.
- F. Enable development to occur in phases over time, with useable open space in each phase.
- G. Build in flexibility to adapt to changing market demands and circumstances.

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## Strategic Direction:

## Proposed Specific Design Principles



These principles are used to create a design concept that achieves the Overall Objectives through the Study Area's future development.

1. Create a network of **connected trails and open spaces**.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add diversity to southwest Addison and support reinvestment in the Study Area.
5. Maximize **flexibility** for the buildings fronting on Midway Road.
6. Create a **destination** at Midway and Belt Line and open space destinations at key locations within the Study Area.

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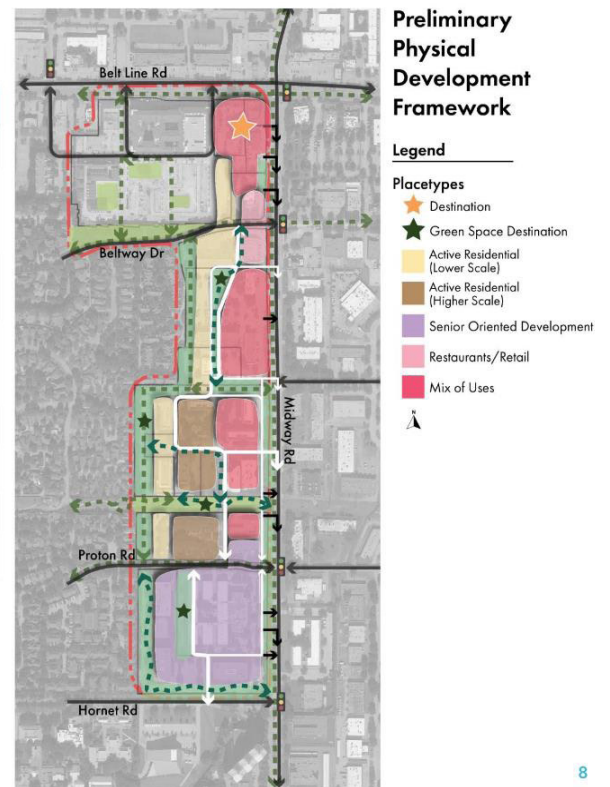
## Strategic Direction:

## Preliminary Development Framework



PlaceType	Acres
Green Space	8.97
Active Residential (Lower Scale)	9.09
Active Residential (Higher Scale)	7.41
Senior Oriented Development	13.88
Restaurants & Retail	2.28
Mix of Uses	15.19
Existing & Unchanged	22.18
<b>Total</b>	<b>79.00</b>

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## Strategic Direction

## Preliminary Physical Development Framework



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- Preliminary Development Concept uses “PlaceTypes”
  - Not a single land use or building design
  - Describes the character of the place to be created
  - Gives flexibility for projects to respond to the market
  - Sets parameters for appropriate design
- Proposed PlaceTypes:
  - Active Residential (Lower Scale)
  - Active Residential (Higher Scale)
  - Senior Oriented Development
  - Restaurant and Retail
  - Mix of Uses

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## Character and Intent

- These living areas support a variety of different housing types, primarily single family, in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot.

## Land Use Considerations

- Primary Land Use
  - Small lot, single-family attached and detached homes, townhomes, rowhouses, cottages, live-work, triplex, buildings two to three stories, depending on adjacency and compatibility with the existing adjacent single-family residences
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Densities of 7-14 Units Per Acre
  - Height of two to three stories, depending on adjacency & compatibility

## Active Residential (Lower Scale)



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## Active Residential (Lower Scale)



## Active Residential (Higher Scale)

### Character and Intent

- These living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot. Housing Types can include fourplexes, apartments or condominiums, with buildings approximately three to four stories. Higher densities support nearby restaurants and other amenities.

### Land Use Considerations

- Primary Land Use
  - Residential units, rental or ownership, with multiple units in each building or attached in a row
- Secondary Land Use
  - Civic and institutional uses, parks and open space
  - Small scale restaurant, retail or office uses could be appropriate here as well
- Indicators and Assumptions
  - Densities of 15-32 Units Per Acre
  - Height up to 4 stories



## Active Residential (Higher Scale)



## Character and Intent

- Senior oriented development supports older adults living safely in the comforts of home with personalized care in proximity. The area is united by walkable streets that are easy to navigate by car, bike or on foot. The campus can include amenities such as a medical facilities and wellness centers.

## Land Use Considerations

- Primary Land Use
  - Multi-Unit, Assisted Living Campus with courtyard and open space component; continuum of care including independent living (cottages), assisted living, memory and nursing care
- Secondary Land Use
  - Civic and institutional uses, parks and open space, medical offices, personal services
- Indicators and Assumptions
  - Densities between 8-40 units per acre
  - Height up to 4 stories

## Senior Oriented Development





## Senior Oriented Development



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## Restaurants and Retail



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### Character and Intent

- A restaurant and retail center is characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, this community commercial development primarily provides services for residents of surrounding neighborhoods. Business types may include restaurants, local retail and services.

### Land Use Considerations

- Primary Land Use
  - Retail and Local-serving Commercial
- Secondary Land Use
  - Civic and institutional uses
- Indicators and Assumptions
  - Typically, sites are 5 acres or less; buildings are one to four stories



## Restaurants and Retail



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## Mix of Uses



### Character and Intent

- A Mix of Uses offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within proximity to the goods and services residents need daily. The urban design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.

### Land Use Considerations

- Primary Land Use
  - Retail, commercial, apartments and condominiums, live-work units, offices, local-serving retail, service and office uses
- Secondary Land Use
  - Civic and institutional uses, parks and open space
- Indicators and Assumptions
  - Lot sizes vary greatly based on land use. Heights are typically 3 or 4 stories. The goal is to create a distinct area able to sustain itself with both daytime and night-time population and activity

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# Mix of Uses



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# Destination



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## Green Space Destinations



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## Strategic Direction

## Policies

# Design, Form and Character Policies



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## Design, Form and Character Policies

### Connected Trails and Open Spaces

- Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
- The new open spaces should be accessible to new residents and business patrons of the new developments through walkable and bikeable connections within the developments.
- The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing streets and trails.
- No new connections should be made between existing neighborhoods and new open spaces within future development/redevelopment areas.
- A primary open space, with a new trail, should be located along the western edge of the future development/redevelopment areas to provide north/south access through the sites and to act as a green buffer between existing development and future new development/redevelopment areas.
- Open Space Destinations will be dispersed geographically to serve all new development areas and phases.

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## Design, Form & Character Policies:

### Connected Trails and Open Spaces



## Design, Form & Character Policies:

### Connected Trails and Open Spaces



- This network builds on the existing system and reflects the Trails Master Plan.
- It shows general locations for new connections to be created as properties develop or redevelop.
- These open spaces also provide screening to buffer neighborhoods to the west.

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## Design, Form & Character Policies:

### Building Height Transitions



## Design, Form and Character Policies

### *Building Height Transitions*

- Future development/redevelopment areas bordering existing neighborhoods will require heights that respect the existing adjacent neighborhoods.
- Green buffers would be a minimum of 50' in width from existing neighborhoods; transitioning a maximum of one-story for every 50' beyond the initial 50' green buffer.
- The future development/redevelopment areas will establish a maximum building height of four stories and will follow or exceed the requirements of the Town's proposed Neighborhood Transition Standards.



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## Design, Form & Character Policies:

### Neighborhood Compatibility



## Design, Form and Character Policies

### *Neighborhood Compatibility*

- Future development/redevelopment areas bordering existing neighborhoods will require site, building and landscape design treatments that respect the existing adjacent neighborhoods.
- Residential and neighborhood compatible commercial uses would be required along the open space buffers adjacent to existing residential neighborhoods.
- Open space buffers will be required between new development/redevelopment areas and all existing adjacent neighborhoods.
- **New buildings in future development/redevelopment areas should transition in height and buffer width based on the height and orientation of adjacent residential properties, and the depth of the property being redeveloped.**

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## Scale Precedents for the Buffer Zone



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## Design, Form and Character Policies

Design, Form & Character Policies:

Development Character

### *Development Character*

- Redevelopment areas will be organized with a focus on pedestrian-scale blocks and walkability.
- Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.
- New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
- Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages on Midway Road and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred, but may be appropriate where the design is consistent with the intent of these policies.
- Live/work units are appropriate building types within mixed-use areas.
- On-street parking or slip lanes will be provided (either head-in or parallel) to support ground floor commercial uses in mixed-use areas.
- Ground floor uses will be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e. outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).

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Strategic  
Direction

Policies



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# Mobility and Connectivity Policies

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Mobility and  
Connectivity  
Policies



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## Mobility and Connectivity Policies

- Access to existing sites along Midway Rd. will follow the Midway Road Reconstruction Plans.
- As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed.
- No new vehicular connections will be allowed between Addison Grove and the parcels fronting Midway Road.
- No new vehicular connections will be allowed between Addison Grove and Beltway.
- Vehicular connectivity between the parcels south of Beltway will be required, however, the block patterns will be designed to limit cut-through traffic from the southern parcels to Beltway.
- Roads throughout the new development/redevelopment areas will be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular traffic.

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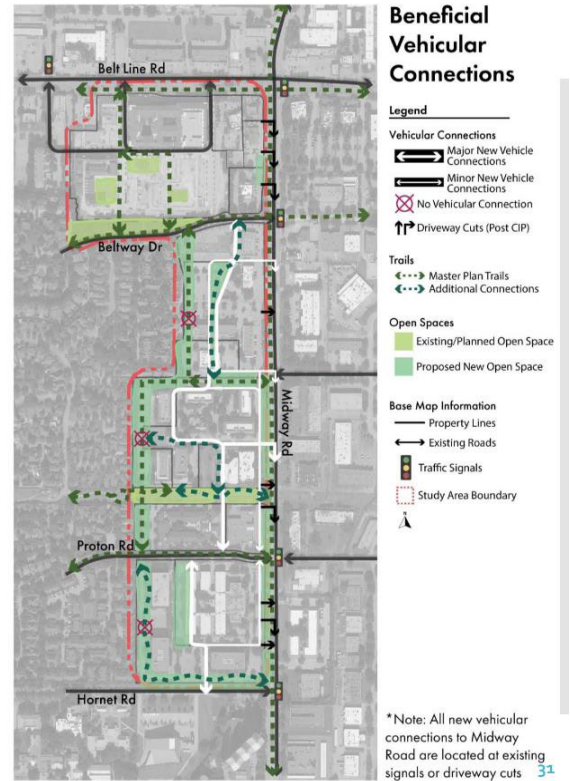
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## Mobility and Connectivity Policies



- New development will need vehicular connections to major streets.
- The location and design of these new streets is constrained because:
  - They must use existing access points onto Midway Road (signalized intersections and driveway cuts)
  - They must not create new opportunities for cut-through traffic into neighborhoods
  - They should not dominate the character of the new places created in the Study Area

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## Branding and Identity



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## Branding and Identity

### Initial Options



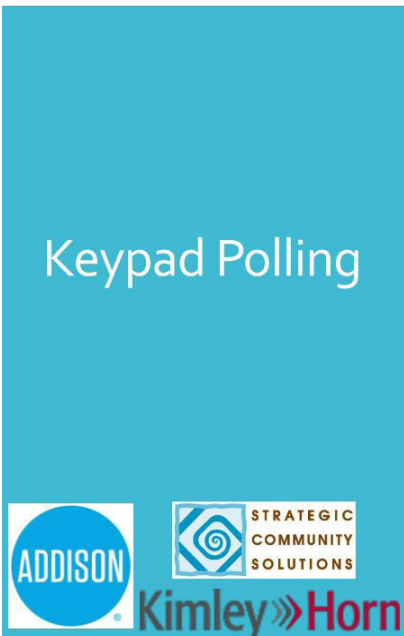
- Midway Landing
- South Midway
- Redding District
- Les Lacs Center
- Addison Gateway
- Midway Commons

9/23/2021

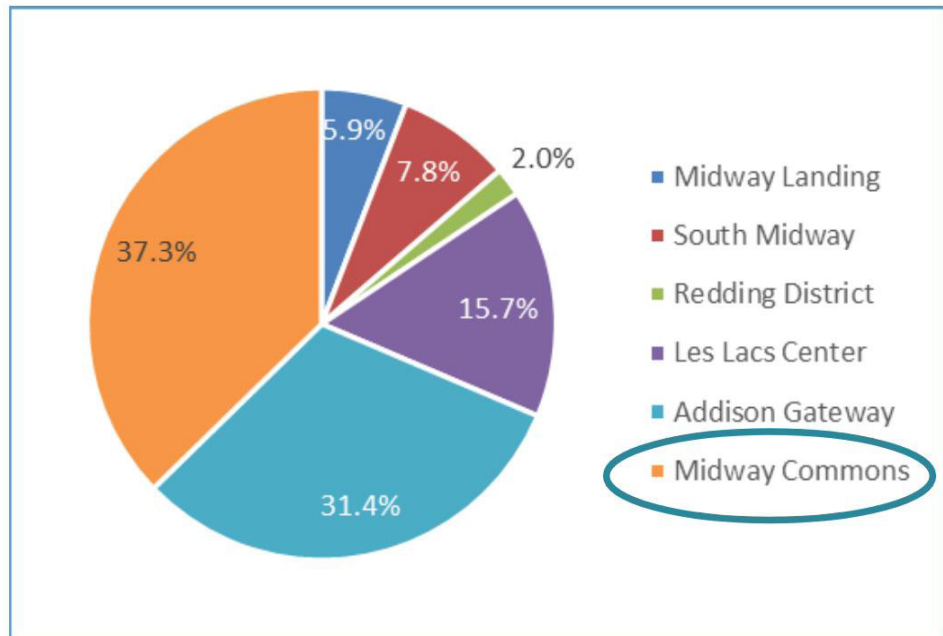
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### Which brand is your top choice for the Study Area?



## Keypad Polling



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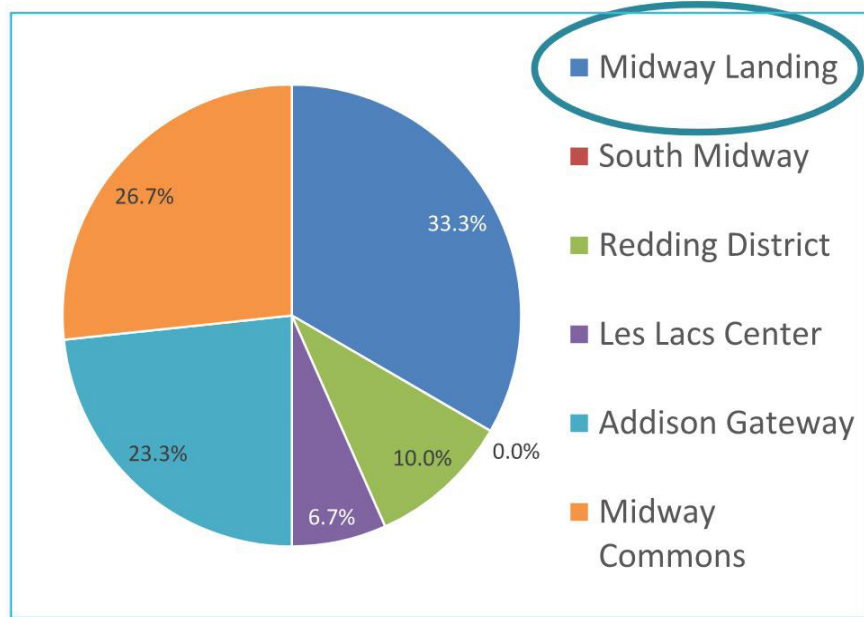


## Which brand is your top choice for the Study Area?

Online Survey Results




**Kimley»Horn**



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Additional Suggestions

Red names are new in Online Survey input




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- The Midway Mile
- Midway by Design
- Midway Manor
- Addison Manor
- Midway Haven
- Addison Haven
- Midway Hollow
- Addison Hollow
- Midway West
- Addison West
- Midway Acres
- Addison Acres
- Midway Crossing
- Midway South
- Midway Gateway
- Addison Crossing
- Midway Heights
- Addison Heights
- Midway Park
- Addison Park
- Midway Ridge
- Addison Ridge
- Midway Village
- Midway Grove
- Midway Copse
- Addison Copse
- Midway Woods
- Addison Woods
- Addison Gardens
- Addison Midway
- Addison Square
- Midway in Addison
- Addison Walk
- Addison Oaks
- Destination Midway

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## One Factor To Consider



- There are already many existing developments with “Midway” or “Addison” in their names, both in and outside the Town of Addison.
- A brand that leads with “Midway” or “Addison” will need a way to differentiate this area from these other projects.

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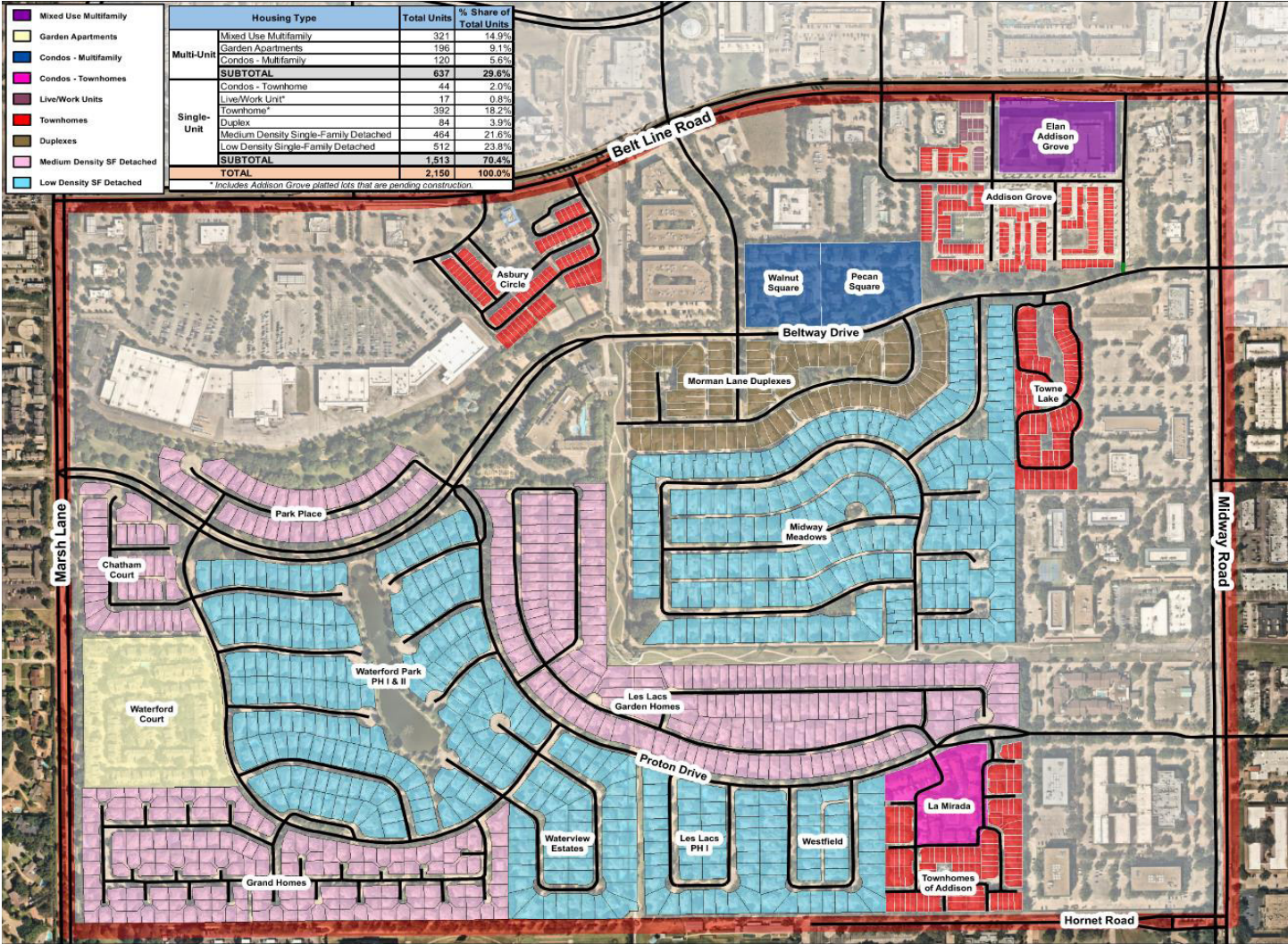
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## 8. Adjourn

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## **Sam's Club Advisory Committee Meeting #5 (11NOV21) Key Meeting Takeaways**

### **Action Items**

- Mr. Whitehead is coordinating a subcommittee to develop recommendations for the proposed trail corridor/residential transition zone at the western edge of the study area. That subcommittee will examine site conditions and develop policy recommendations for consideration by the entire committee. They will conduct a site visit on Friday, 11/19.
- In preparation for the next meeting, staff will prepare a 2-3 page executive summary document that lays out the draft strategic framework for Committee review and consideration. This document will be provided to the committee a week prior to their next meeting in order to allow for a robust discussion of the draft recommendations.
- Staff will coordinate with the committee to schedule a meeting in December. The purpose of that meeting will be to address the above action items and to provide additional opportunity for committee discussion.

### **Key Themes from Individual Committee Member Comments**

- Various committee members communicated frustration about the structure of the planning process and how the consultant team communicated with the community. Specific concerns were shared regarding how community opposition to apartments was characterized and that the discussion was steered towards a predetermined outcome.
- The committee discussed the existing housing map and a member noted that it illustrates a diversity of housing types in the immediate vicinity of the study area that allows Addison residents to pursue a variety of housing types – both ownership and rental – as their housing needs evolve. A committee member noted that considering a diversity of housing product in this study area would not be inconsistent with how the surrounding area evolved.
- A committee member spoke to this being a 30 year plan and that uses that may not be thought about or supported by the market now (office, retail, specialty grocer), may be more realistic over the mid- and long-term. As such, it is important that we consider form (i.e. character defining traits such as height, streetscape appearance, parking orientation, buffer zones, etc.) and not only focus on land use
- Priority of work should be developing strong, clear policy recommendations for neighborhood compatibility
- Priority with the project report should be respecting and actively buffering the existing neighborhoods that abut the study area
- Strong consensus that there should be no cut throughs onto Beltway from Addison Grove/Nates/Starbuck/La Ventana/Spring Creek BBQ areas – needs to be clearly stated in the report
- We don't know what will be proposed in the future, so we need to ensure we have strong policy statements addressing what is important to the Town.

- Discussed the practicality of focusing more on the “must haves” versus too tightly regulating the types of uses that may be proposed in the future. There are things we can/should say no to. Density is an important issue to focus on.
- Plan should not include any language that would discourage the success of Nate’s and the other restaurants that surround it
- A committee member noted that the work to this point has promoted buffering and discouraged cut through traffic to Beltway, plan will be more strict than how these issues would typically be regulated.
- A committee member spoke to how retail developers use demographics and population density to drive locational decisions; stated that this area has limitations due to the commercial development in Farmer’s Branch and the likelihood that this area will not see substantially more residential growth
- The Town should not be so restrictive that it discourages new investment in areas that need it
- A committee member noted that we should not be discussing housing in this area as a given. Addison only has 17,000 residents. Most investment in Addison is from the 125,000 people who come here daily to work and play.
- A committee member suggested that we use Klyde Warren park as a model. This area will have strong pedestrian connectivity, as depicted in the Trails Master Plan. Town’s only/best option may be to invest in this area to create a similar environment; other committee members noted the high costs associated with this consideration
- A committee member noted that the process should be expanded to consider other options. Plan should consider a variety of options, to include a no housing option.
- Need to ensure we prevent conditions that are bad for the community, but we need to put in place parameters that provides for compatibility while allowing for flexibility
- Flexibility is needed, we don’t know what uses may be viable years from now. Ensure that we discourage things we don’t want and focus on compatibility; need to very careful with use of the term “minimum” as we address the buffer issue, this is all that the developers will focus on
- A committee member shared that the buffer area/trail corridor could be a Katy Trail-like amenity in this area that should be embraced and elevated in the plan. Development that abuts it should engage it. Because this feature is unique and a potential differentiator from similarly situated reinvestment areas, it may stimulate office or mixed-use investment.
- While Nate’s is stable, they may still need to eventually redevelop that property. Due to the fragmented ownership in the Nate’s block, redevelopment to a mixed use pattern would be very difficult if needed to be done incrementally.
  - Ken Schmidt shared that he views implementation of the plan as facilitation of high quality incremental reinvestment. If the market or physical characteristics of the property do not immediately support transformation to a mixed use pattern, staff, P & Z, and City Council should work with the applicant to facilitate investment that reflects an incremental improvement at the individual site. There are conditions that we will still need to discourage, but we should not become fixated on only one solution.



- A committee member spoke to a need to have a variety of scenarios for the future due to the complex ownership/real estate investment dynamics
- A committee member shared that we need to be careful in how we limit our choices as to future uses and consideration of what is the best use
- We do need to very carefully consider housing and things we can do to encourage single family housing that is economically attainable
  - Front entry garages, small lots, single-story, 3-D printed building materials
  - Senior living – small one story – or 2 story with ground floor master
  - Use the buffer area as a common area – a community front yard
- Unlikely to have a Vitruvian-like scenario where a master developer buys the entire area and implements a master planned project
- Work to this point on this project has been too deep in the weeds and we have lost focus on the need to highlight the things we want/don't want, at a high level, and to provide flexibility to achieve needed form, amenities, and high quality investment
- Empower community to evaluate proposals and ensure what is approved is good for the Town. Plan needs to provide critical framework, and then provide flexibility
- We have been bogged down in details and we need to focus on the absolute needs/non-negotiables, and allow flexibility on other less critical development considerations
- Mixed-use has a broad range of definitions, how should this plan define it?
- Provide recommendations to staff on what the Town needs in this area, i.e. buffer, trail, where street connections should and should not occur, etc.
- Trail is a potential draw for attracting businesses, enhanced accessibility
- A committee member shared their opinion that condo owners are invested in the community, while apartment renters are temporary and not invested in the community and that rentals properties are not maintained to the same standard as owner-occupied properties.
- Do not need to worry about whether a developer can make a profit, focus on what is important for Addison
- Multifamily properties accounted for 80 percent of residential crime; committee members noted that this was proportionate to Addison's housing mix

#### **Key Themes from Buffer/Trail Corridor Discussion**

- Important to remember that we are a recommending body providing broad policy thoughts to P & Z/CC
- Confirmed with staff that new development activity would have to provide open space; Ken Schmidt confirmed 20% landscape area is typically required
- The mechanism by which the buffer area would be created was discussed; it was shared that it would most likely occur as properties redeveloped and developers would be required to dedicate land as new zoning is requested and if approved, applied to the site



- Ken Schmidt discussed the importance of establishing a baseline standard for the buffer, while also acknowledging the need to give flexibility to P & Z and CC for project specific considerations. As an example, if cottage homes were proposed, would the buffer need to be 100 feet wide?
- The committee acknowledged that 100 feet is ideal, though flexibility may be appropriate, but it needs to accommodate an appropriate trail corridor
- A committee member noted that we need to ensure we discourage the bad uses, and where residential is considered, we want low and medium density, not high density. Need to connect to the trail corridors on the east and west side, and need to have stair step height transitions for the buildings.
- Noise abatement was discussed as an issue to consider as we look at the compatibility policies of the plan. History of past issues in this area was discussed.
- A committee member noted that density is challenging discussion, as we define it differently. They noted that a taller building at Midway Road may be appropriate to block the noise.
- Ken Schmidt revisited the flexibility vs. restrictiveness discussion, and encouraged the committee to consider that as it considers the maximum building height adjacent to the buffer area. Encouraged more focus on the buffer width and not being overly restrictive on height adjacent to the buffer.
- Ken Schmidt shared that for scaling purposes, Midway Road is roughly 100 feet wide
- The committee discussed the feel of the Redding Trail corridor and agreed that the 100 +/- feet width does not feel oversized.

#### **Key Themes from Discussion of Next Steps for the Project**

- The committee asked Ken Schmidt about staff capacity to finish the project and he discussed the importance of having a simple planning framework that provides good direction and empowers P & Z and CC to act on individual proposals for this area
- The committee discussed the need to look at the work that was done thus far and identify items that we can simplify and carry forward. There was acknowledgement that there were items that were supported by the committee and that should be carried forward.
- The committee spoke to the need for a detailed report documenting the policies the committee recommends
- Ken Schmidt noted that in the near term, it would be best to focus on developing a shared framework for full review of the committee
- Ken Schmidt noted that the framework should address specific policy areas such as landscape design, but at a high level – design principles, and not get too granular
- Ken Schmidt stated the need to bring the consultant back into the project and the committee acknowledged that reality



## **Sam's Club Special Area Study**

### **Advisory Committee Meeting #6 – Agenda**

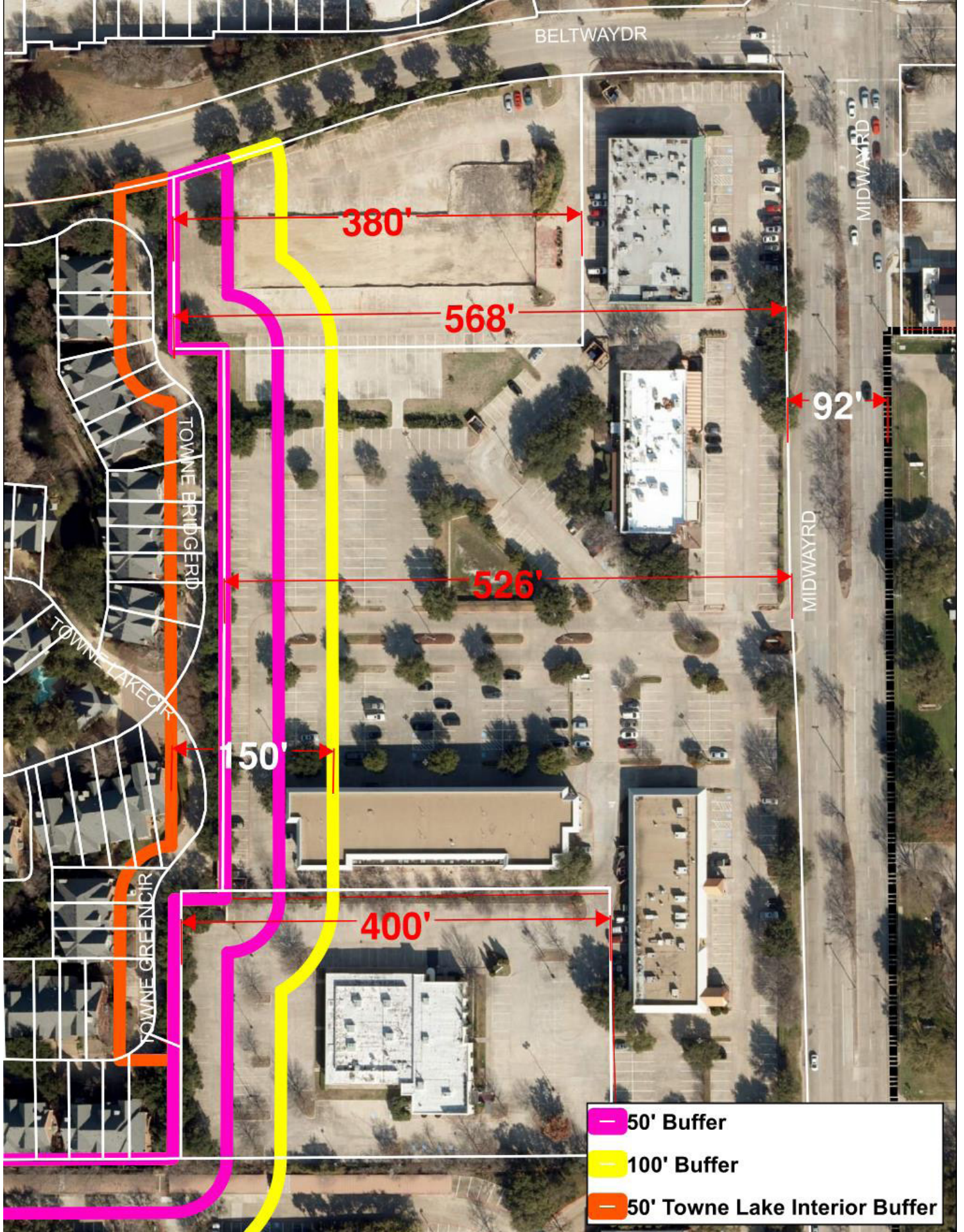
Wednesday, December 8, 2021, 6:00 p.m.

Addison TreeHouse – 14681 Midway Road, 2<sup>nd</sup> Floor Classroom

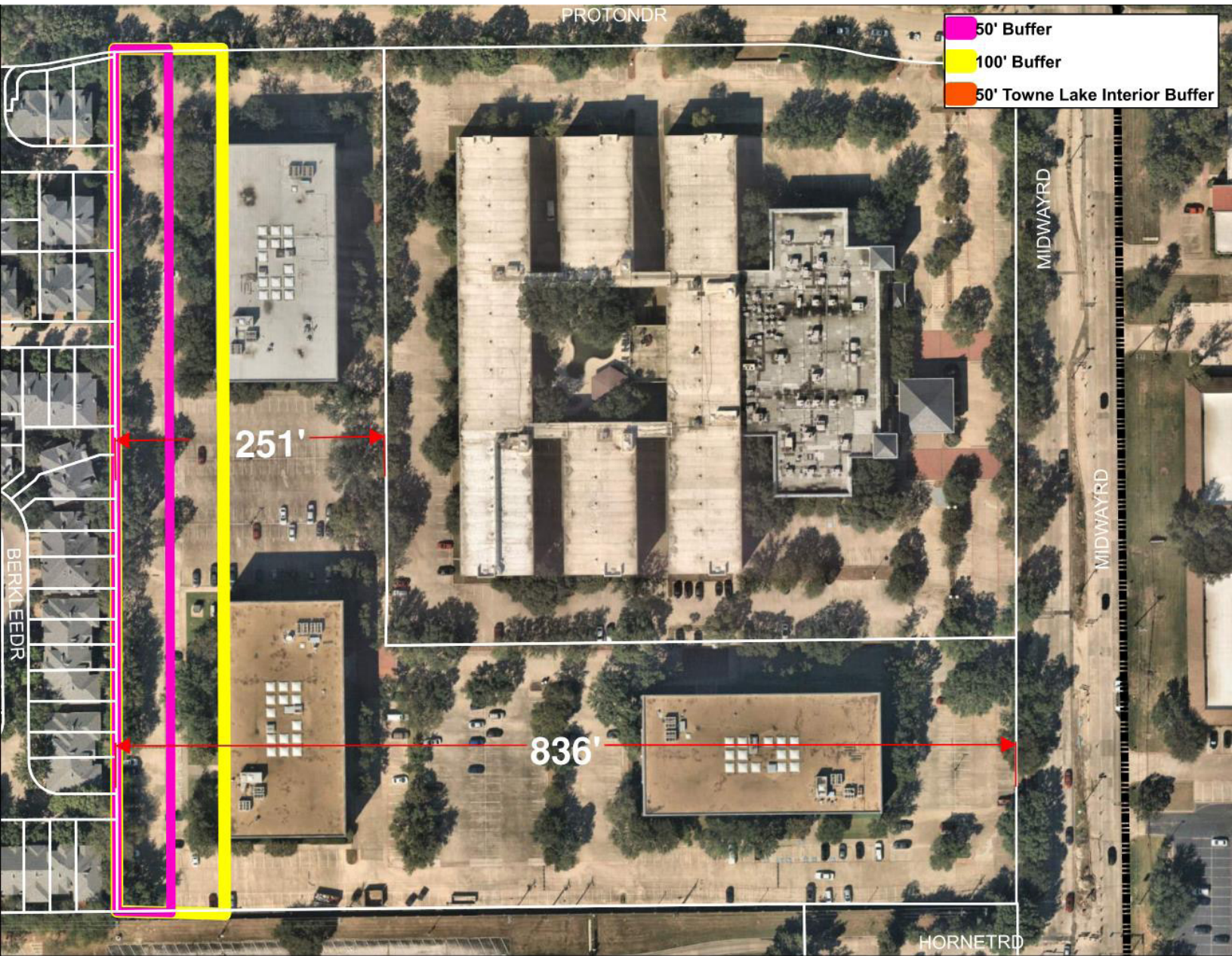
#### **AGENDA**

- 1. Welcome / Open Discussion for any Committee Needs**
- 2. Present and Discuss DRAFT Executive Summary**
- 3. Report from Residential Transition Zone Subcommittee**
- 4. Discuss Residential Transition Zone Policy Framework**
- 5. Other Issues?**
- 6. Discuss Next Steps**
- 7. Adjourn**

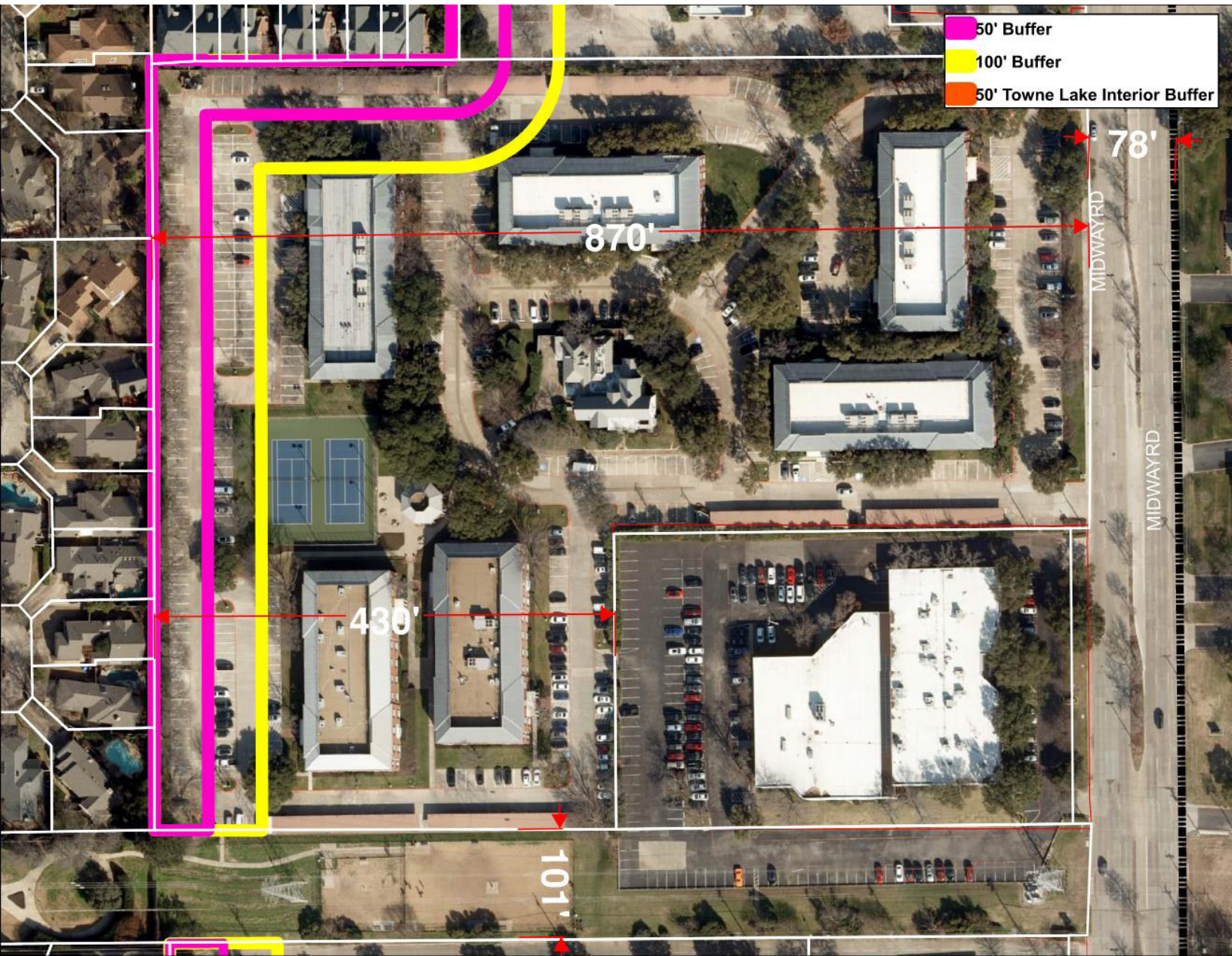




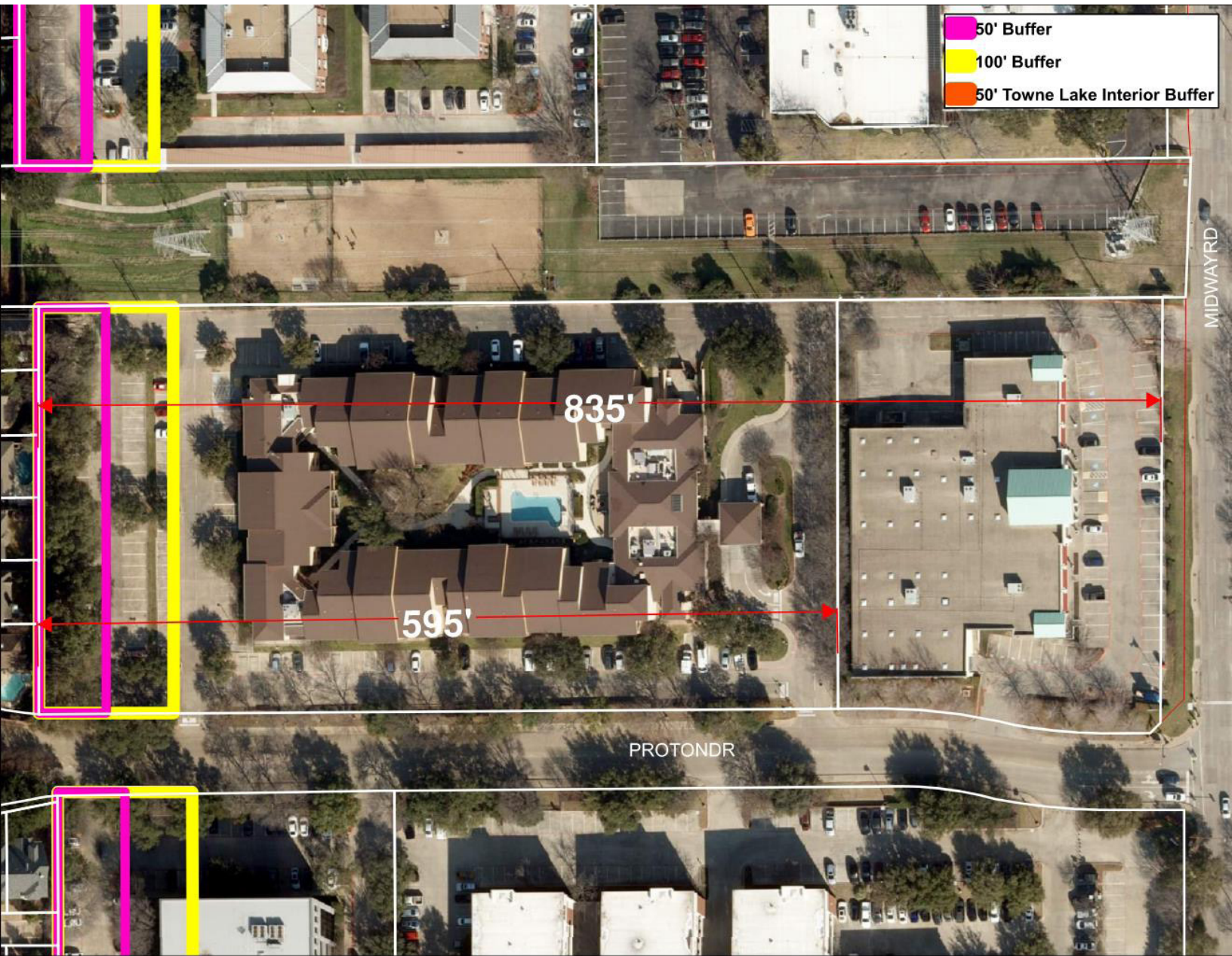






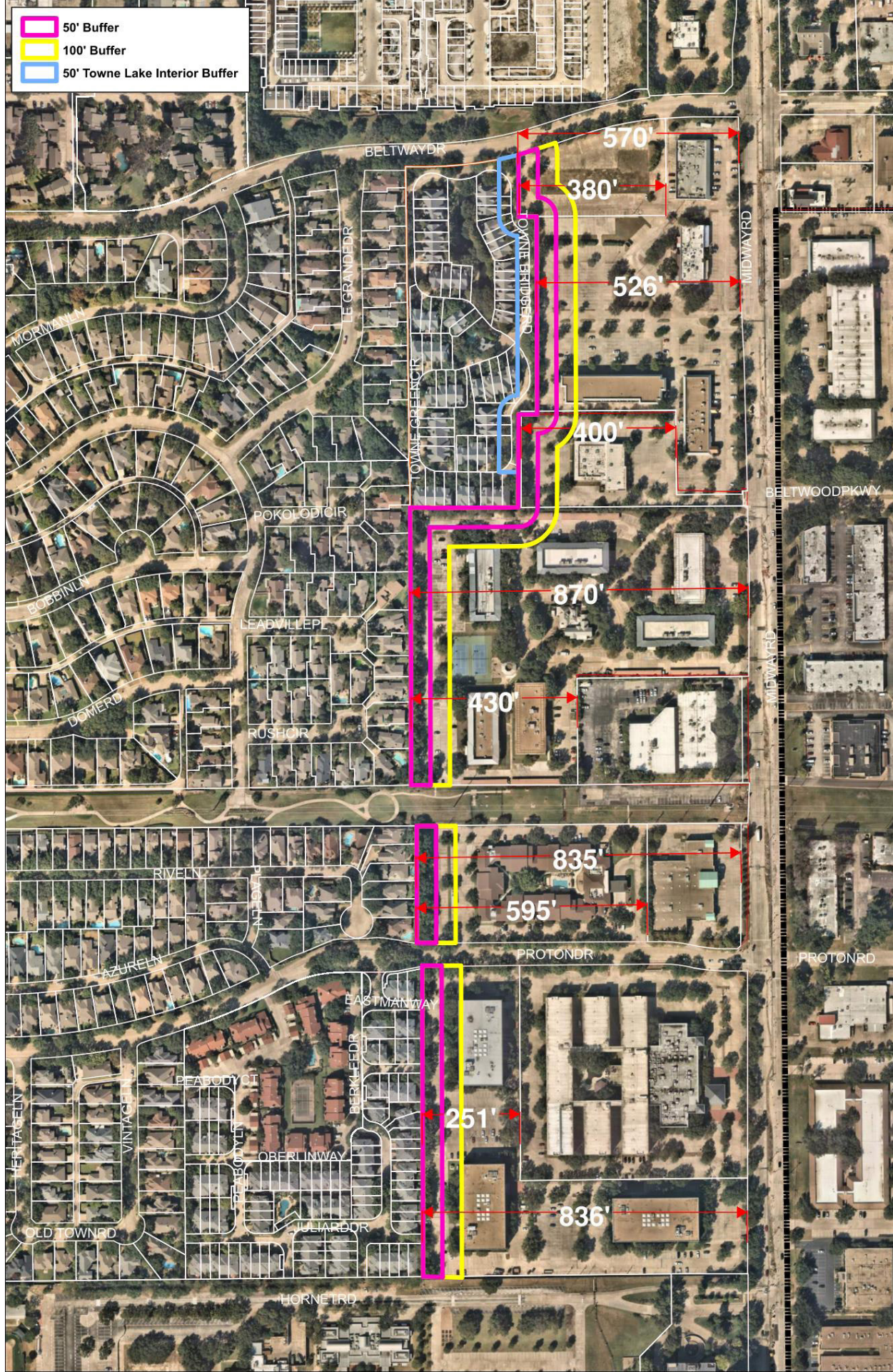




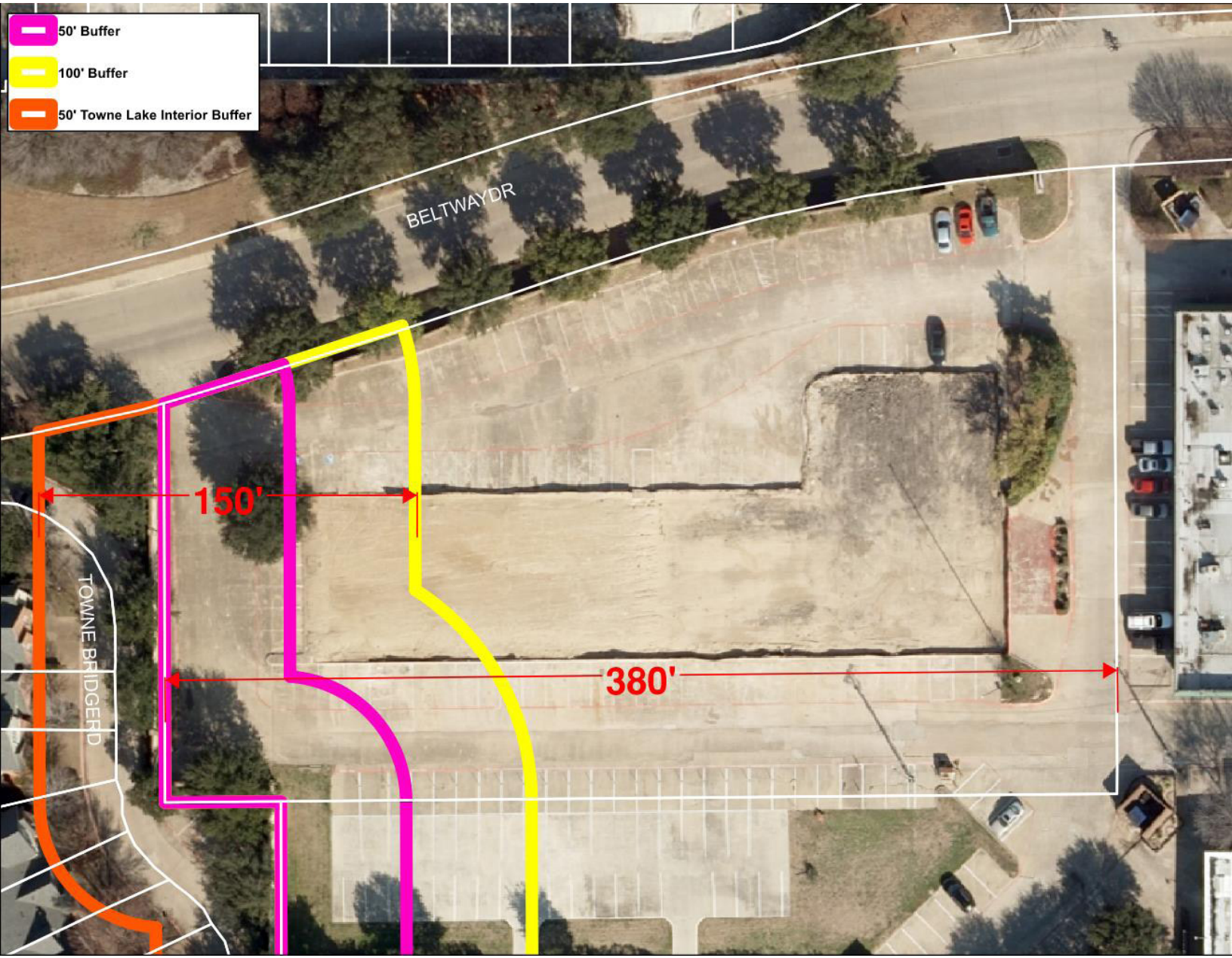




- 50' Buffer
- 100' Buffer
- 50' Towne Lake Interior Buffer

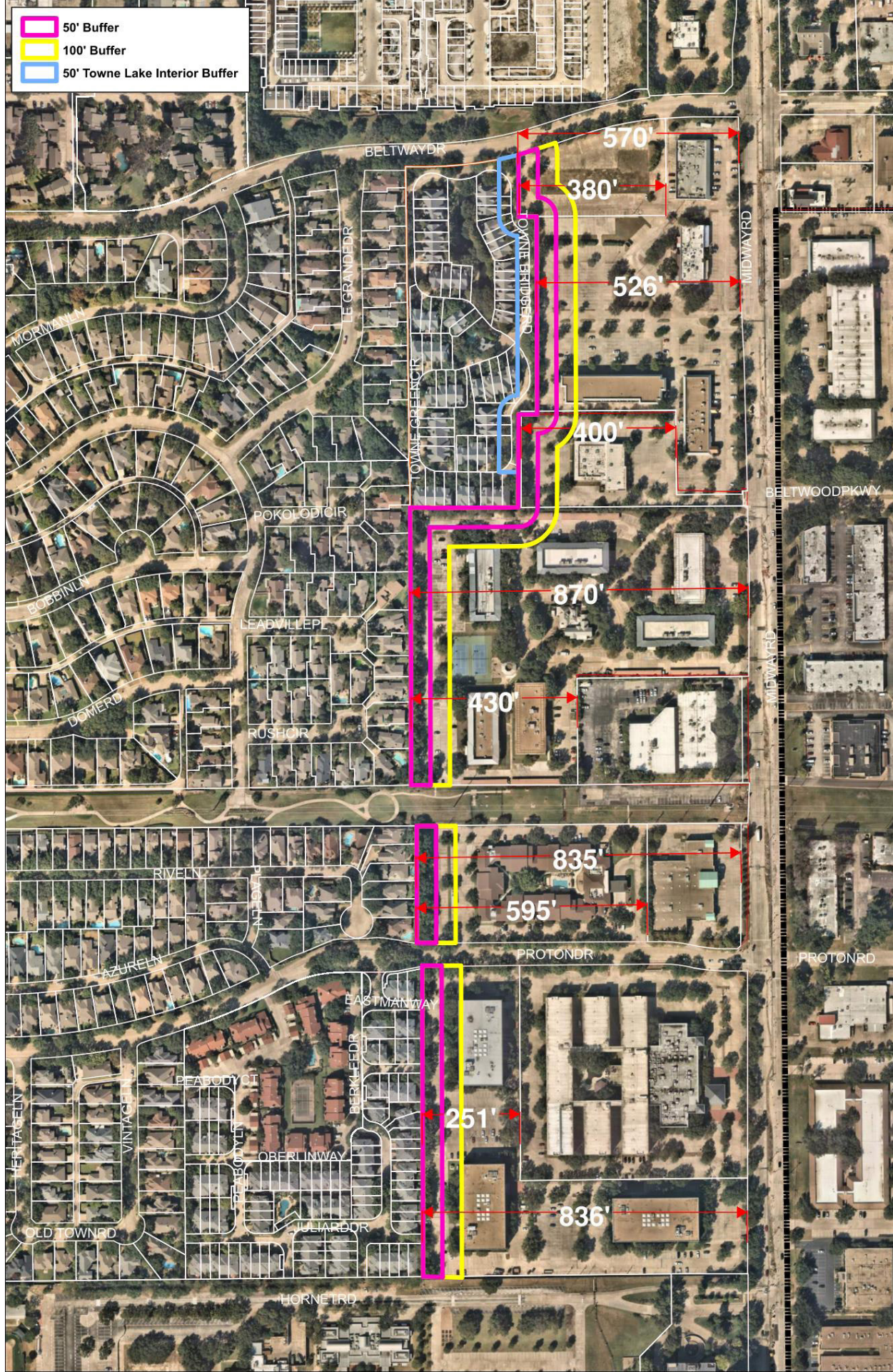




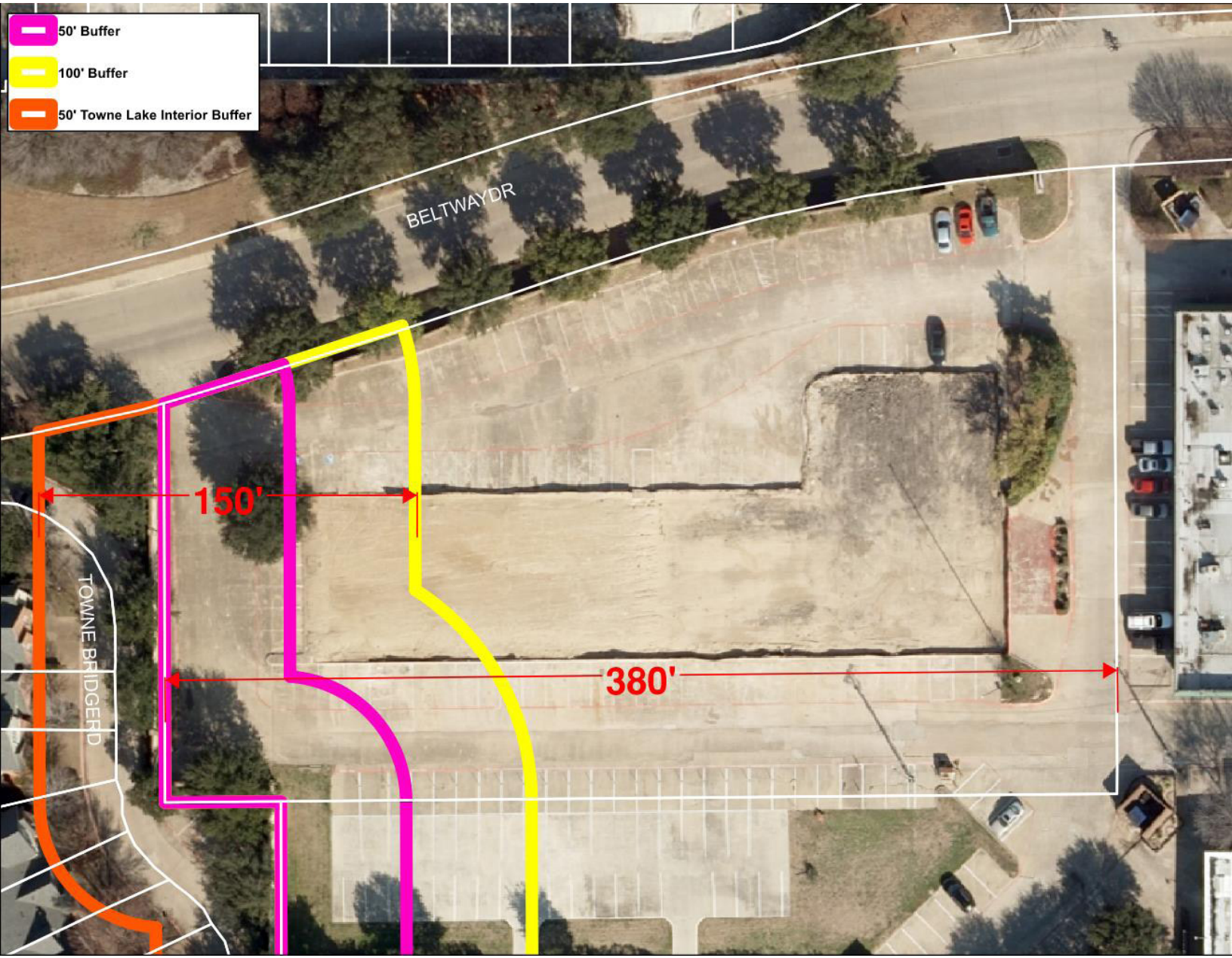




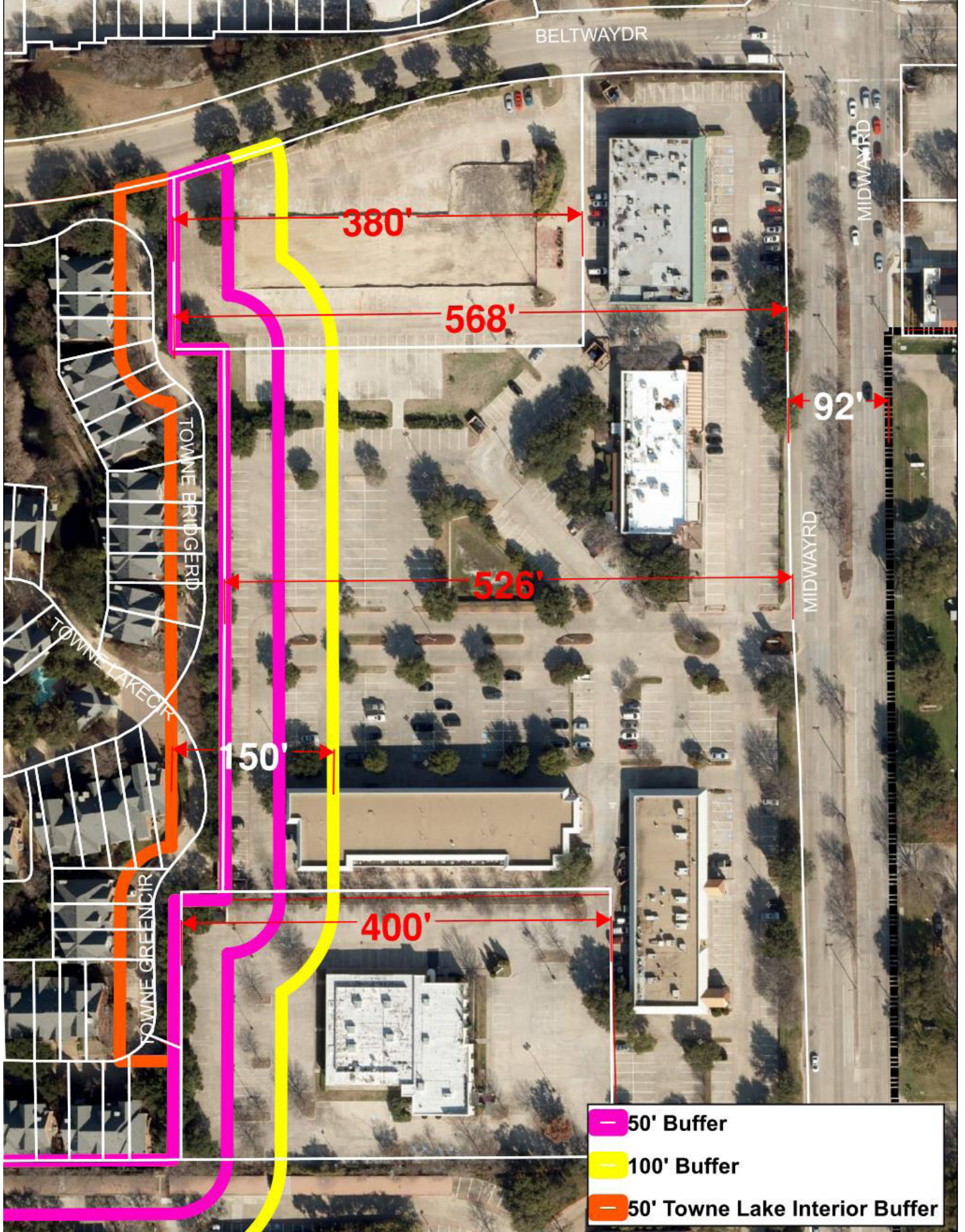
- 50' Buffer
- 100' Buffer
- 50' Towne Lake Interior Buffer



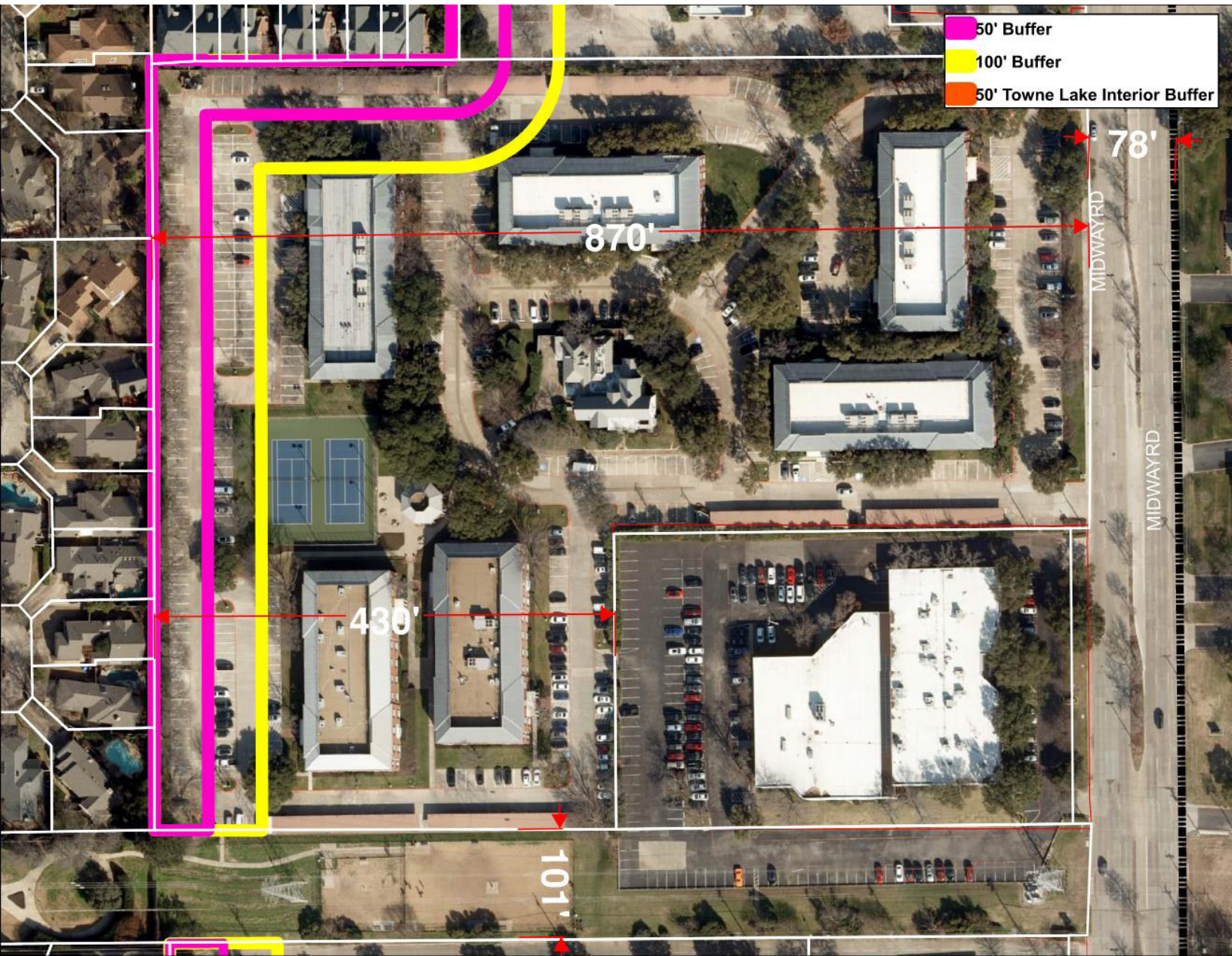




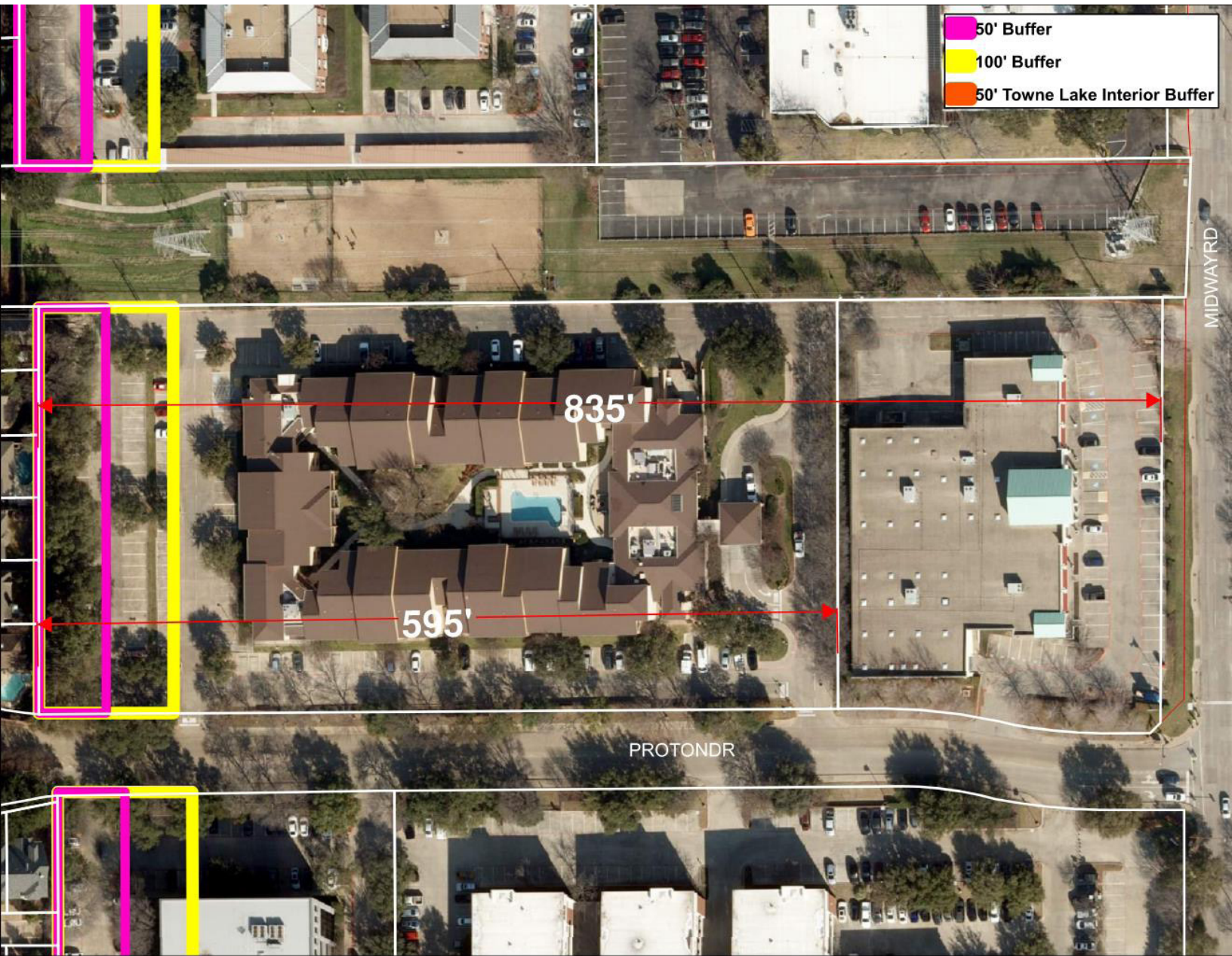




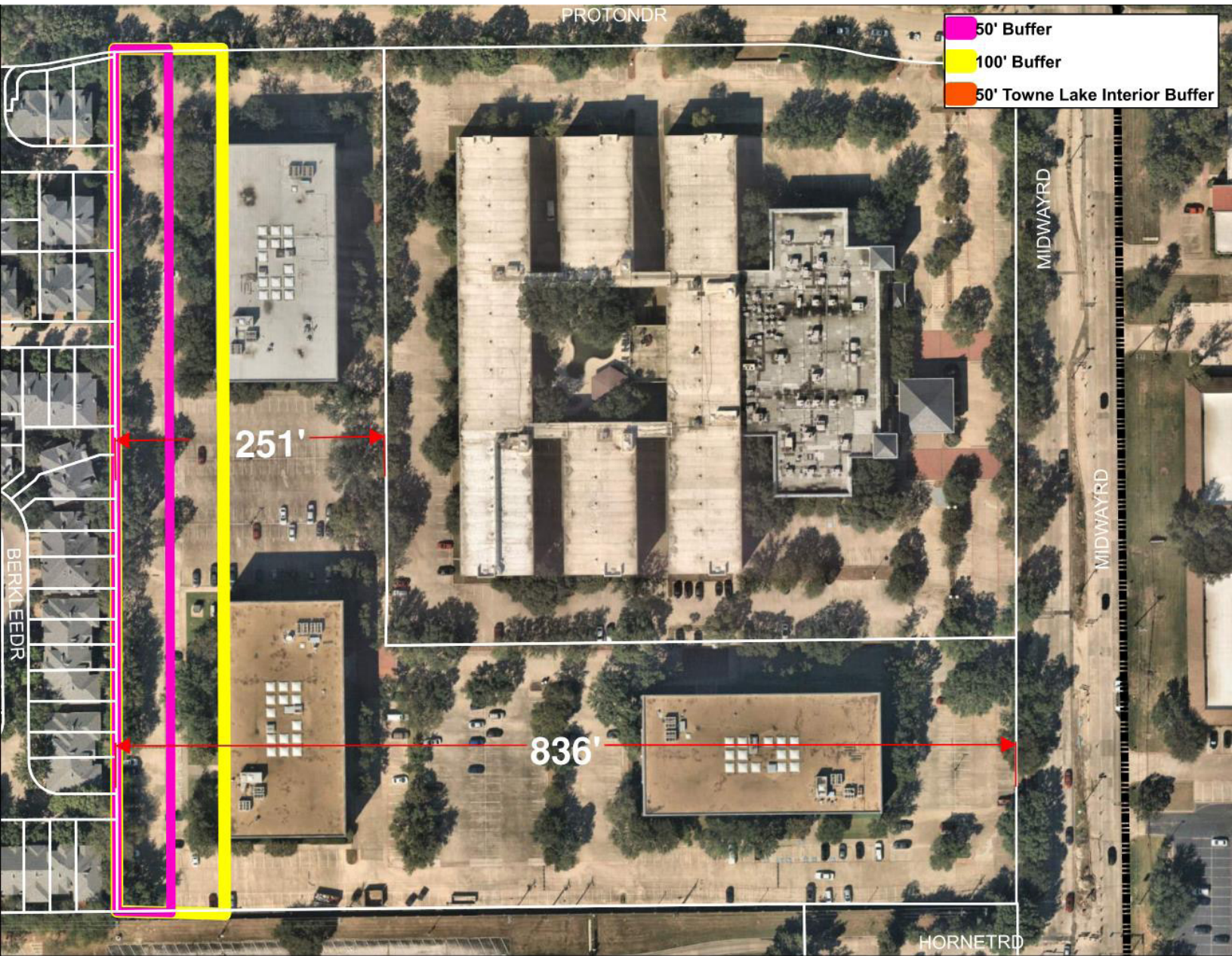














## Strategic Direction Overview

The Strategic Direction for this Special Area Study communicates the Town's vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles, policies, and illustrative graphics** tailored to achieve the **overall objectives** provided below. Town leadership will utilize this framework to promote highest quality reinvestment that respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

### Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.

### Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area. This strategic planning framework establishes the direction that should be followed unless there are compelling reasons to do otherwise.

### Design Principles

These principles shape a design concept that achieves the Overall Objectives through future reinvestment in this area:

1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Maximize **flexibility** for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. Provide **housing options** that add diversity to the southwest Addison housing inventory and that serve as catalysts for broader reinvestment in the Study Area.



## Form and Character Policies

### Development Form, Land Use, and Housing Mix

1. Redevelopment areas will be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces are to serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches and patios.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, mixed-use neighborhood that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The introduction of housing to the Study Area must be carefully considered in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, single-family housing types such as detached homes, cottages and townhomes should be prioritized. Where higher density housing options are considered, neighborhood compatibility must be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the surrounding area.

### Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the intent of this plan.
2. The western edge of the Study Area is a residential transition zone established to protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor will be established at this boundary as a buffer, in accordance with the **Residential Transition Zone Exhibit**. As redevelopment occurs, a multi-use trail will be constructed, and new development will be prohibited from encroaching upon the transition zone.
3. New buildings in future development/redevelopment areas should transition in height and use in accordance with the **Residential Transition Zone Exhibit**.
4. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.
5. City leadership shall be given discretion to carefully consider alternative buffer treatments and height transitions based on proposed use, building and landscape design, as well as the height and orientation of adjacent residential properties, and the depth of the property being redeveloped. No action can be taken that would restrict trail connectivity through this area.

### Mobility and Connectivity

1. Roads throughout the new development/redevelopment areas will be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow

vehicular traffic. Pedestrian paths such as sidewalks or trails will be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.

2. Access to existing sites along Midway Rd. will follow the Midway Road Reconstruction Plans.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes will provide parking (either head-in or parallel) to support ground floor commercial uses at the Midway Road frontage.
4. No new vehicular connections will be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.
5. Vehicular connectivity between the parcels south of Beltway will be required, however, the block patterns will be designed to limit cut-through traffic from the southern parcels to Beltway.

#### Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to new residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing streets and trails. Unless requested by a consensus of the neighborhood, no new connections should be made between existing neighborhoods and new open spaces within future development/redevelopment areas.
4. "Trail-oriented" development should be facilitated by providing connectivity between and focusing building frontages towards the Residential Transition Zone and the Midway Road multiuse trails.

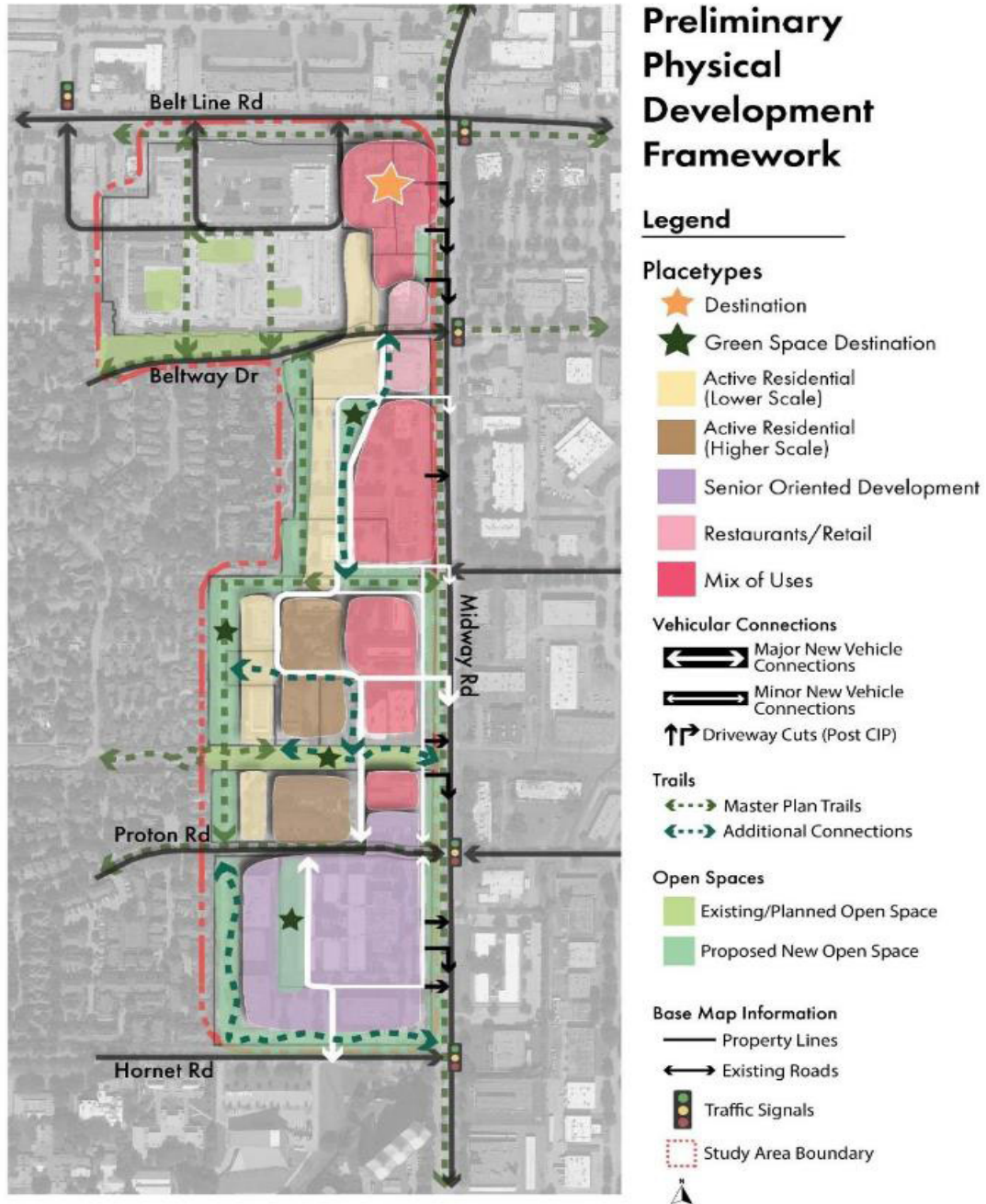
#### Placemaking

1. Ground floor uses will be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
2. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages on Midway Road and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred, but may be appropriate where the design is consistent with the intent of these policies.
3. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
4. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
5. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.







### Physical Development Framework

The Physical Development Framework uses "Place Types" to describe the character of the places to be enhanced or created within the Study Area. The proposed place types set parameters for the appropriate design and scale of development but allow for a mix of uses and flexibility to respond to changing markets.





Mix of Uses		
<p>Mixed-use areas are the center of social and economic activity for the neighborhood, providing opportunities for people to live, shop, work, and play. The prevailing development pattern is a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces.</p>		
Character Defining Elements		
	Land Use Mix	Scale
	Office / Employment Restaurants Retail / Services Entertainment Townhomes/Condos/Multifamily Open Space / Trail Corridor	<u>Minimum Height:</u> 1 story <u>Maximum Height:</u> 4 story
	Streetscape	Parking
	Buildings engaging the street, wide sidewalks, street trees, patios, sidewalk cafes	Parking structure, on-street, slip lanes, valet and ride share, surface parking lots

Restaurants / Retail		
<p>A restaurant and retail center has small, freestanding buildings containing one or more businesses that primarily serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. This place type largely maintains and refines the existing development pattern that is most prominent in the Midway and Belt Line corridors.</p>		
Character Defining Elements		
	Land Use Mix	Scale
	Restaurants Retail / Services Entertainment Office / Employment Open Space / Trail Corridor	<u>Minimum Height:</u> 1 story <u>Maximum Height:</u> 3 story
	Streetscape	Parking
	Buildings engaging the street, a slip lane, or surface parking lot, wide sidewalks, street trees, patios	Surface lots, slip lanes, valet and ride share, shared parking structure

### Senior Oriented Development

Senior oriented development supports older adults living safely and comfortably with needed care or assistance nearby. It can include the full spectrum of independent living and supportive housing options, and may include amenities such as medical facilities, wellness centers, trails/open space, and other senior oriented services. Campus style, continuum of care developments may be well suited to implement this place type.

#### Character Defining Elements

	<b>Land Use Mix</b>	<b>Scale</b>
	Age-Restricted Housing Assisted Living Medical Office Retail / Services Office / Employment Open Space / Trail Corridor	<u>Minimum Height:</u> 1 story <u>Maximum Height:</u> 4 story
	<b>Streetscape</b>	<b>Parking</b>
	Buildings engaging a common green or landscaped front yard with slip lane access, wide sidewalks, street trees	Parking structure, surface lots, slip lanes, on-street

### Active Residential – Higher Scale

Active Residential – Higher Scale includes a variety of housing types ranging from high density single-family housing types such as townhomes, to medium to high density multiunit housing types such as fourplexes, apartments or condominiums. These higher densities contribute to a more active social environment and result in building design that can achieve a more prominent treatment of the Midway Road frontage.

#### Character Defining Elements

	<b>Land Use Mix</b>	<b>Scale</b>
	Townhomes Live/Work Units Fourplex Condos/Multifamily Open Space / Trail Corridor	<u>Minimum Height:</u> 1 story <u>Maximum Height:</u> 4 story
	<b>Streetscape</b>	<b>Parking</b>
	Buildings with porches/small yards at the street, wide sidewalks, street trees	Parking structure, on-street, slip lanes, Individual garages



### Active Residential – Lower Scale

Active Residential – Lower Scale includes a variety of different low and medium density housing types that are primarily single family. This place type is intended to facilitate a transition between the Study Area and existing residential neighborhoods to the west. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical attributes of this place type.

#### Character Defining Elements

	<b>Land Use Mix</b>	<b>Scale</b>
	Detached Home Cottage Court Duplex/Triplex Townhomes Live/Work Open Space / Trail Corridor	Minimum Height: 1 story Maximum Height: 3 story
	<b>Streetscape</b>	<b>Parking</b>
	Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees	Individual garages, on-street visitor parking

### ★ Destinations ★

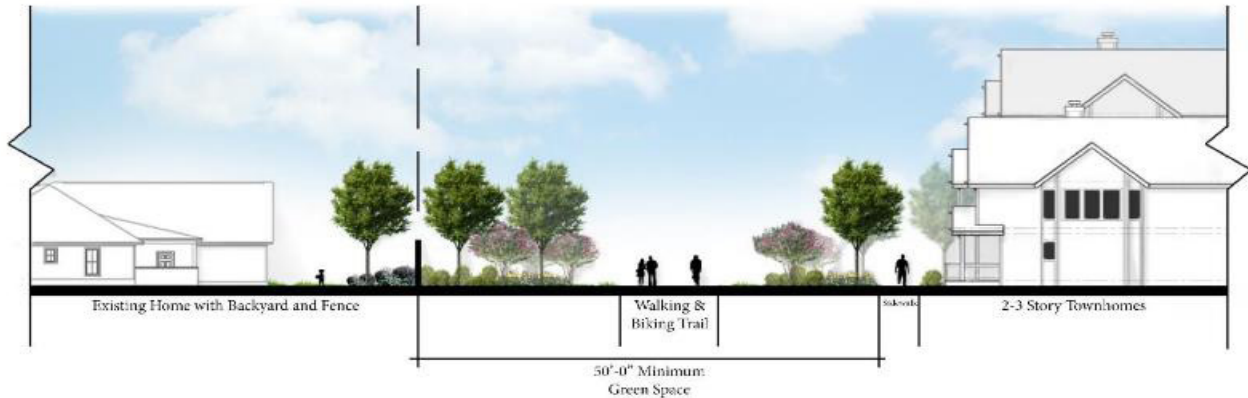
Destinations include prominent restaurants, grocers, and entertainment venues, as well as major public spaces such as trails, parks, and public art.

#### Character Defining Elements





## Residential Transition Zone



### Issues to Resolve Through Subcommittee Work / Additional Committee Discussion:

- *What is the baseline buffer width?*
- *Can the buffer width vary in width throughout the corridor?*
- *Can the buffer width vary based on the nature of the proposed use?*
- *What are the maximum building heights adjacent to the buffer? How should building heights increase as distance from the buffer increases?*
- *Are there any special landscape treatments needed within the buffer?*
- *How much flexibility should be vested in staff, P & Z, and CC to evaluate and address the unique considerations of each case?*



## **Sam's Club Special Area Study**

### **Advisory Committee Meeting #7 – Agenda**

Tuesday, March 14, 2022, 6:00 p.m.

Addison TreeHouse – 14681 Midway Road, 2<sup>nd</sup> Floor Classroom

#### **AGENDA**

- 1. Welcome / Open Discussion for any Committee Needs**
- 2. Discuss DRAFT Executive Summary Feedback and Needed Revisions**
- 3. Discuss Study Area Branding**
- 4. Other Issues?**
- 5. Discuss Next Steps**
- 6. Adjourn**



March 14, 2022

**SUBJECT: Sam's Club Special Area Study Advisory Committee Meeting #7**

**MEETING DATE:** Monday, March 14, 2022, 6 pm

**LOCATION:** Addison Tree House Classroom, 14681 Midway Road (Second Floor)

The purpose of this meeting is to facilitate discussion to assist the Sam's Club Special Area Study Advisory Committee to finalize the report that will communicate the committee's policy recommendations to the City Council.

Among the outstanding items to be completed is agreeing on language in the report's executive summary that will provide a clear sense of the advisory committee's intent and policy preferences while also providing the City Council the latitude to exercise their discretion in their policy making role.

The attached PDF provides an overview of the advisory committee's role, a few questions that are intended to help focus the advisory committee's discussion on *how* to communicate the advisory committee's intent and policy preferences while also providing the City Council the latitude to exercise their discretion in their policy making role.

Additionally, staff has prepared draft revisions to the executive summary document. These revisions considered the feedback that was previously provided by the committee. Further revision may be required to account for the meeting discussion consideration noted above.

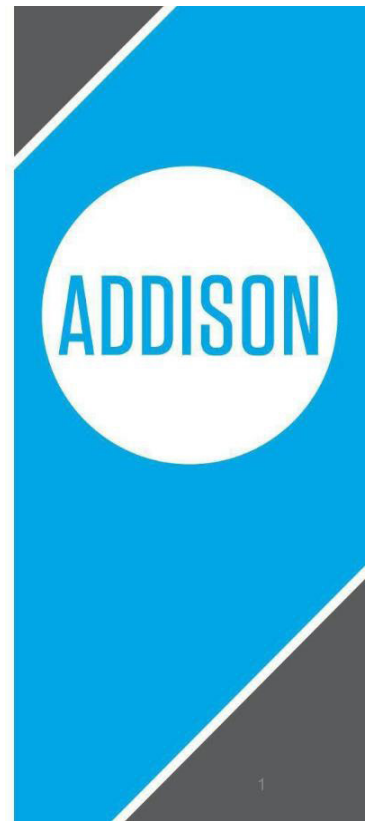
The meeting will conclude with a discussion of re-branding needs for the study area and next steps as we transition into the public review process for the study.

**Attachments:**

1. Committee Meeting #7 Discussion Guide
2. Revised Executive Summary\_14MAR22
3. Committee Responses to Revised Sam's Club Executive Summary



# Sam's Club Advisory Committee #7



## Sam's Club Committee Meeting #7

ADDISON

### • **Should vs. Shall – Striking a Balance**

- The City Council has appointed the members of this advisory committee with the purpose of engaging community stakeholders and soliciting feedback and advice.
- Advisory committees give recommendations, suggestions, and help propose solutions about a particular subject or area of activity.
- It is important that this advisory committee provide a clear sense of their preferences within the scope of its role.
- Form is an important aspect of delivering the work product to the policy makers in a manner that both reflects the advisory committee's intent/desires and allows the policy makers to perform their deliberative work.

2

## • **Should vs. Shall – Striking a Balance**

- Not all “shoulds” are created equal and “shall” can violate form and prove problematic to the policy making process. The Council may ultimately utilize “shall” language in the policy.
- **Committee Policy Question:**
  - What language can the advisory committee arrive at that will provide a clear sense of your intent and policy preferences and provide the City Council the latitude to exercise their discretion in their policy making role?

3

## • **Example**

- See new “Committee Intent” introduction paragraph to Executive Summary Document.
- Excerpts:
  - It is the committee’s strong desire that Council set policy direction that preserves the integrity, privacy and safety of the nearby residential neighborhoods and encourages compatible land uses in the area.
  - Due to the long-term nature of the proposed vision and the unique conditions that each property within the study may present as it develops/redevelops, Town leadership may be required to balance competing goals.
  - When competing goals/priorities are being considered, it is the intent of this committee that Town leadership’s priority be to preserve the integrity of the existing residential neighborhoods.

4

### • Example

- Where “shall” is intended/desired to be communicated consider language that expresses group consensus and feeling without being directive:
  - Mobility & Connection Item #4: Proposed to committee: “No new vehicular connections should be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.”
  - Committee concern: “Should” does not properly reflect the desire of the committee that such connections not be allowed.
  - Staff concern: The use of “shall” can violate form and prove problematic to the policy making process.
  - Consider the following: “A consensus of the committee felt strongly, in keeping with the intent of a previous Council decision related to limiting the connection between the Addison Grove development and Beltway Drive for only Public Safety purposes, that the Council should memorialize a policy statement that limits the ability to connect the Addison Grove development to Beltway Drive. It is the committee’s strong desire that Council set policy direction that preserves the integrity, privacy and safety of the nearby residential neighborhoods.”

5

# Any Other Outstanding Items?

6



## **Responses to Sam's Club Executive Summary Revisions**

### **Steve Loras**

I have 2 observations:

1. The first has to do with Mobility and Connectivity Line Item 4. This item refers to connectivity between Addison Grove and this Midway Project. The wording was changed slightly from will to should in many other items, including this one, item 4. I can't speak for others on the committee, but, this wording as it is in the redline revision is a no go for me. I requested using the word "shall" and not "will or should " in this item. This passageway was only meant to be used by emergency vehicles only. My vote is it "shall" stay for emergency vehicles only. Other committee members should express their opinion on this, as I believe this item is very important.
2. My second point is we never voted on a name for this project. Maybe we should recommend one or two. I favor several, but like Addison West.

### **Lorrie Semler**

1. I agree with Steve about the use of shall and will and must and are to.
2. I'm not comfortable with "exceptional community benefits and economic value" in page 1 that would allow for divergence. I know it is difficult to define, but might it be possible to provide examples that would fit that concept?
3. On page 2 under Form and Character Polices, please add in triplexes. You've got them included on page 7, but not on 2.

### **Marvin Perez**

1. I just want to state that I continue to have concerns in the inclusion of apartment complexes in our neighborhood. As I have previously mentioned and we've heard throughout our meetings we have no problem with low rise multi-family buildings like condominiums, who have a vested interest in Addison. However, that is not the case with transient apartment dwellers, we already have over 80% of our available household occupied by them. I hope we can completely eliminate this housing option from our recommendations.
2. I feel the input provided so far has been quite interesting. Al's recommendation seems to address my concerns especially as he outlines the housing mix on "bullet point # 5". In all the meetings I attended, both at the Addison Athletic Center and the Addison Treehouse, the issue of multi-family (apartment living) was never seen as a favorable option. The high number of apartment complexes already in existence does not enhance Addison but it is a deteriorating factor that is affecting the wellbeing of our community and dramatically increasing the number of police involvement/ incidents which continue to escalate in these areas. You can verify and confirm this through our Addison Police Department statistical records.

I hope I do not sound like I am overreacting but with almost 80 % of our household already occupied by apartment complexes, I believe it is adamant that we do whatever it takes to encourage and incentivize developers to pursue "our interest" and not only look out for their financial success. Multi-family apartment living is not in our best interest, we need individual owners that will make our community their home. We are the ones that will continue living in Addison while developers move on towards another goal post or project.

#### **Eileen Resnik**

1. I agree that the passageway "shall" stay for emergency vehicles only is good wording. I think we need some language on page 1 that allows for P&Z and Council to make decisions in the best interest of the town, though I fully understand Lorrie's concern. If examples will solve the problem, I'm fine with that.
2. For a name, I like Midway Gateway (kind of a gateway to Addison), but I'm also fine with Addison West.

#### **Judy Lindloff**

1. The word "shall". expresses a strong assertion or intention but is not finite, while the word "should" indicates an obligation or what is considered the right thing to do. This often relates more to what should have happened as opposed to should happen. *From my perspective the word "should" used regularly in FORM AND CHARACTER POLICY should be replaced with "shall" to indicate "strong intent while not finite".*

In Neighborhood and Compatibility, #2 "should" is used when "shall" will be more clarifying as strong intent.

*If in this document the words "will, shall, should" differ in meaning, I suggest a "definitions" section to clarify intent. Words have meaning and from my perspective "shall" is a good descriptive word to define the committee's strong intent, but not finite in intent, particularly in Form and Character and again in Neighborhood and Compatibility.*

#### **Sue Halpern - \*\*SEE ATTACHED REDLINE EDITS\*\***

1. I'm not sure I follow that "shall" is "not finite?" I'm in my 7<sup>th</sup> straight day of teaching, so will look at the documents either tomorrow morning or Friday. But, I will say that from my perspective without full context, the law views "shall" as mandatory, where as "should" would provide some measure of discretion.
2. I apologize if my comments were considered at the last meeting, this is a tough document to read without the context of that meeting. I have proposed some changes to the document as it stands,

and am still somewhat concerned about the mix of “should,” “will” and “shall.” Contract construction principles include the notion that the use of different words in a document evidences an intent to mean different things. I’m not sure that’s really the case here, and so I remain unsure that we have adequately captured our sentiments on some of the issues. But, I tried in what is attached.

3. Overall, this seems like a document that we are recommending that the Council adopt? Is that the case? I guess I was expecting to see more discussion of our process, as the length and intensity of our deliberations and work could only serve to reinforce and strengthen the persuasive power of our recommendations. It would also enable us to clarify intent and in particular, address some of the issues on which we were emphatic and unanimous, like cut-throughs to Midway and the priority of buffering and respecting the adjacent neighborhoods.
4. Respectfully, I disagree with having a shorter document. I would have a longer one that described our deliberative process. But, I think this document is a good start and certainly wouldn’t go shorter.
5. Finally, I would benefit from another meeting to discuss this document, but I respect that others may disagree.
6. I think Nancy’s point 3 is very important. I think points 3 and 4 evidence that another meeting would be of benefit.

**Al Cioffi - \*\*SEE ATTACHED REDLINE EDITS\*\***

My reaction to the draft is that with some very carefully crafted drafting the tone and intent have been changed considerably. A few highlights of my thoughts are:

1. We wanted a simpler document, one that did not focus on details and minutia, and that did not lead future City Council in any particular direction.
2. We felt strongly about future housing option considerations leaning towards low/medium density and owner occupied.
3. We felt strongly about the buffer zone and integration with the Trails Master Plan, and other features like traffic flows, etc.
4. We understood that this is simply a recommendation to future decision makers, but we wanted those recommendations to reflect the strong feeling of the committee. There will always be deviations but our recommendations are our recommendations.
5. Many of the previous comments touched on these themes as well and so I decided to edit the 'CLEAN' version of the word file and restore it to what I believed was the consensus of our group. That document is attached. It is only 5 pages long as I felt that last 5 pages of housing and mix



types went against our simplification consensus and was simply unnecessary. Also restored/edited are the use of the word 'shall' which judging from the previous comments more closely reflects our consensus views.

6. I also suspect we may need to have one more in person meeting to finalize this draft.

#### **Ron Whitehead**

1. I agree with Steve's recommended change to shall. I think all pages are necessary to give the Council, Planning and Zoning and the Development Community text and visuals of what we have talked about for months.
2. I think we talked about allowing those groups flexibility if a project had significant merit to Addison. We recommended the 100 foot buffer from the existing residential, understanding that might vary in a few instances that had physical barriers.
3. I don't have any interest in meeting again. I am comfortable with Ken's language. Can you just do a list of the recently suggested changes in a document and allow us to vote on each one electronically?

#### **Nancy Craig**

1. Form and Character Policies, item 5: should the word "housing" perhaps be capitalized to be Missing Middle Housing ...? Also, add triplexes or perhaps use multiplexes which includes duplexes, triplexes and fourplexes.
2. Mobility and Connectivity, item 4: I agree with any other number of statements that the use of the word "should" does not represent the consensus of the committee. It does seem as though the majority are recommending the word "shall".....I am fine with "shall", but would also be ok with "will".....seems as though in contemporary writing the word "will " has come to have the same objectivity and simple statement of fact qualities as the word "shall".
3. Design Principles, Form and Character Policies: I am having a bit of difficulty with the last sentence of the opening paragraph that starts with "Departures from this vision...". I would hate to see the significance of this report diluted by adding an "out"...I think authority for departure already exists for the Town. Additionally there are words and thoughts already incorporated in the report such as "framework", "...should accommodate the flexibility needed to achieve...", "...should accommodate current and future market conditions". Ken, this one is hard to express...could you give me a call for just a short conversation.
4. Neighborhood Compatibility: Please give me a call in regard to strikeout of item 3.

## Strategic Direction Overview

The Strategic Direction for this Special Area Study communicates the Town's vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles, policies, and illustrative graphics** tailored to achieve the **overall objectives** provided below. It is the Committee's hope that Town leadership will utilize this framework to promote the highest quality reinvestment that also respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

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Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.

## Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area. This strategic planning framework establishes the direction that should generally be followed. Departures from this vision may be appropriate for proposals that contribute exceptional community benefits and economic value to the Town.

## Design Principles

These principles shape a design concept that achieves the Overall Objectives through future reinvestment in this area:

1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.
2. Make **vehicular connections** where they add benefit but not where they cause concern. IS THIS SPECIFIC ENOUGH TO AVOID THINGS LIKE THE ROAD ON THE EAST SIDE OF ADDISON GROVE THAT WAS VEHEMENTLY OPPOSED?
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.



4. Maximize flexibility for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. Provide lifecycle housing options for a broad range of household types and leverage any investment in housing to serve as a catalyst for broader reinvestment in the Study Area.

## Form and Character Policies

### Development Form, Land Use, and Housing Mix

1. Redevelopment areas should be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces should serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use development pattern that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area should be carefully managed in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, Missing Middle housing types such as small lot detached homes, duplexes, townhomes, cottage courts, fourplexes, and live/work units ~~should~~ must be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility ~~should~~ must be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.

### Neighborhood Compatibility

1. Implementation ~~should~~ must not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the Overall Objectives of this Study.
2. The western edge of the Study Area ~~should~~ shall serve as a residential transition zone to protect the privacy of adjacent neighborhoods, which must be a priority for any future development. A defined open space area/trail corridor ~~should~~ must be established at this boundary as a buffer, in accordance with the Residential Transition Zone Exhibit. As redevelopment occurs, a multi-use trail ~~should~~ will be constructed, and new development should positively engage and be located outside of the transition zone.



3. Existing mature trees along the edges of existing residential neighborhoods ~~should~~ must be maintained and supplemented to create a continuous green buffer.
4. ~~While Town City~~ leadership ~~should have~~ has discretion to carefully consider alternative buffer treatments and height transitions based on proposed use, building and landscape design, as well as the height and orientation of adjacent residential properties, and the depth of the property being redeveloped, the integrity and privacy of the adjacent neighborhoods must be a priority. ~~Further, n~~ No action should be taken that would prevent trail connectivity through this transition zone, recognizing that it is critical to the preservation of the integrity and privacy of the adjacent neighborhoods.

#### Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas ~~should~~ shall be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails ~~should~~ shall be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Rd. ~~should~~ shall support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road **Priority Frontage Zone**.
4. No new vehicular connections ~~should~~ shall be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive, consistent with the current configuration and to preserve the integrity, privacy and safety of the nearby residential neighborhoods.
5. Vehicular connectivity between the parcels south of Beltway ~~should~~ may be required ~~desirable to the overall design of the area. However, any such chances shall be~~ however, the block patterns should be designed to limit cut-through traffic from the southern parcels to Beltway.

#### Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces ~~should~~ shall be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding trail.
4. "Trail-oriented" development should be facilitated by providing connectivity between and focusing building frontages towards the **Residential Transition Zone** and the Midway Road multiuse trails.

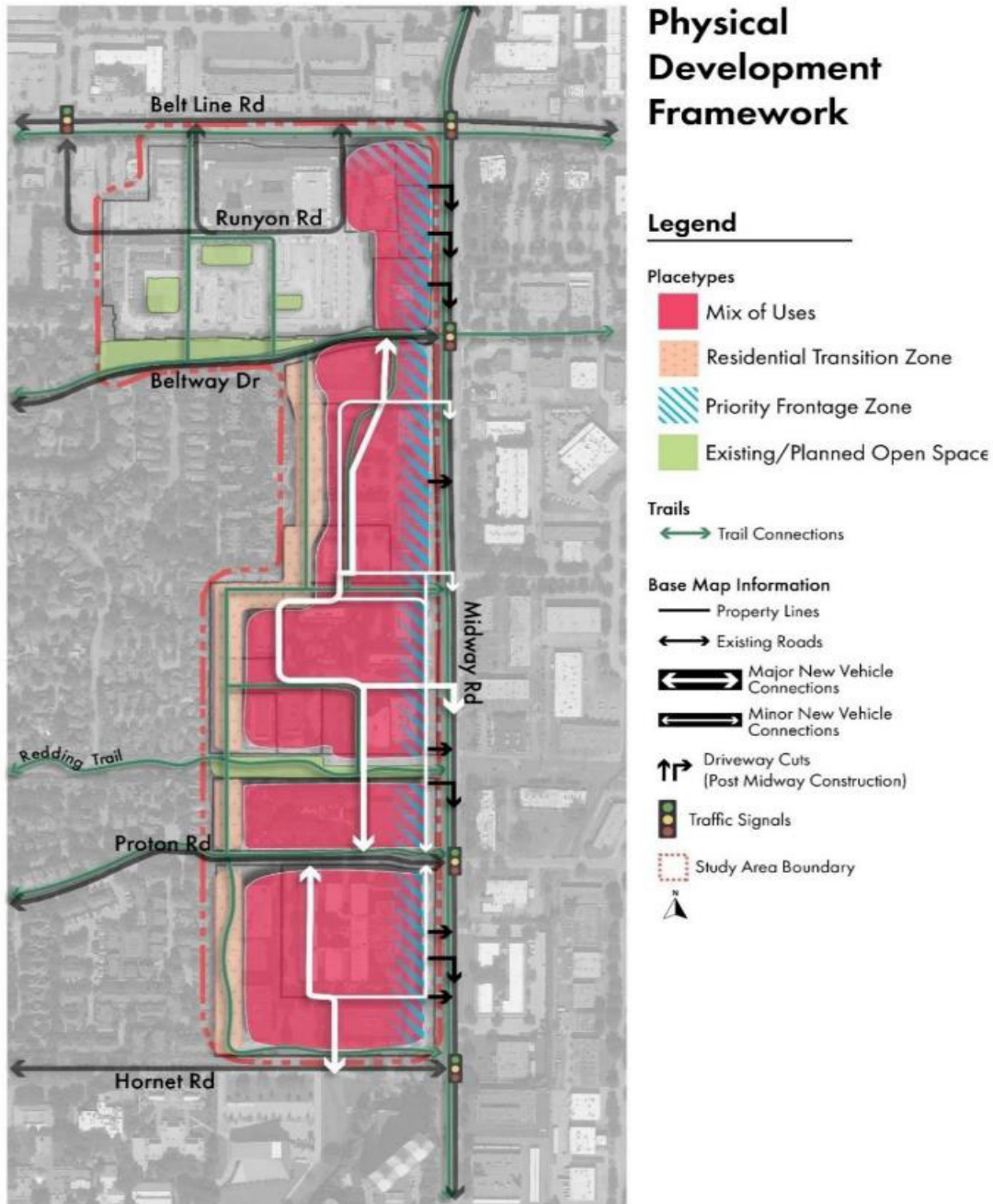
### Placemaking

1. Flexible treatment of development form and function at the **Priority Frontage Zone** (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.
2. Ground floor uses should be activated with wide amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
3. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the **Priority Frontage Zone** and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred.
4. New development ~~should~~shall preserve existing mature trees as development focal points as much as possible, and ~~should~~shall fully mitigate trees lost due to challenging redevelopment conditions.
5. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
6. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.



### Physical Development Framework Map

The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.





**Framework Map Components – Mix of Uses**

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces. The envisioned **Mix of Uses** includes:

<b>Employment and Service Uses</b>		
<i>Building Form and Orientation</i>		
	Employment and service uses can be accommodated in single- or multi-tenant buildings providing workspace for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.	
	<i>Streetscape</i>	<i>Parking</i>
	Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios	Parking structure, on-street parking, slip lanes, ride share, surface parking lots

<b>Restaurant and Retail Uses</b>		
<i>Building Form and Orientation</i>		
	Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.	
	<i>Streetscape</i>	<i>Parking</i>
	Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes	Surface lots, slip lanes, valet and ride share, shared parking structure

## Social Amenities

Social amenities include public and private parks and open space, trails, recreation amenities, civic spaces, murals, and public art. These amenities are best located at central gathering areas and at neighborhood transitions areas.

### Form and Orientation



## Missing Middle Housing

### Building Form and Orientation



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single-family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.





#### Streetscape

Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees

#### Parking

Individual garages, on-street visitor parking, common surface parking



<b>Multiunit Housing</b>		
<b>Building Form and Orientation</b>		
	<p>Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.</p>	
	<b>Streetscape</b>	<b>Parking</b>
	<p>Buildings with patios/small courtyards at the street, wide sidewalks, street trees</p>	<p>Parking structure, on-street, slip lanes, Individual garages</p>



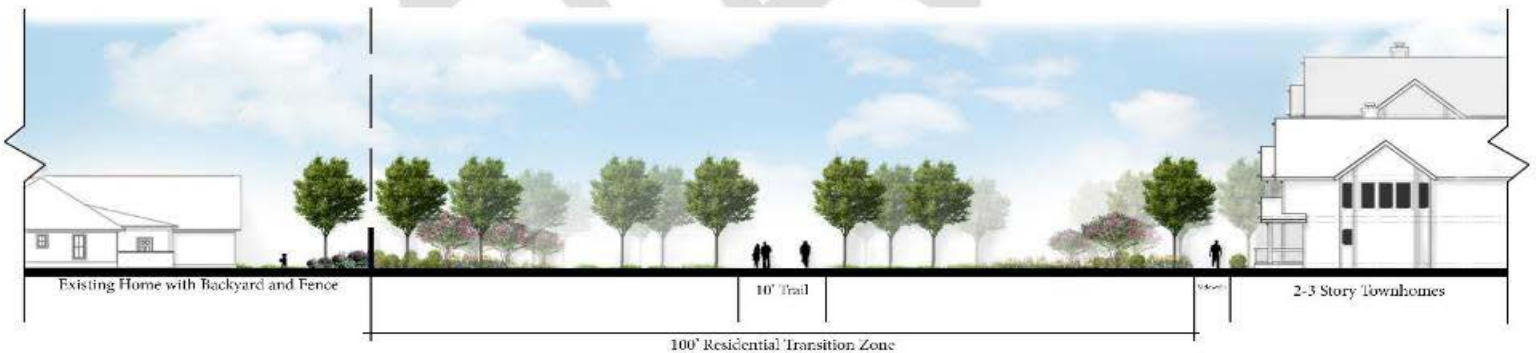
### Framework Map Components – Residential Transition Zone

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements. It is essential that the Town ensure proper buffering of the existing adjacent neighborhoods.

To that end, when ~~Where~~ these rezoning requests are made, the Town ~~should seek to~~ shall establish a **Residential Transition Zone** at the western edge of the study area. Desired design and operational characteristics of this zone shall include:

1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or purchased by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.

New development adjacent to the **Residential Transition Zone** ~~should~~ must orient toward and activate that area, creating a sense of safety and comfortable for pedestrians throughout the day and early evening. Building scale and design in this area ~~should~~ shall be compatible with ~~existing~~ neighborhoods adjacent to the Study Area.



### Framework Map Components – Priority Frontage Zone

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as those frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this **Priority Frontage Zone**, the following elements ~~should~~ shall be carefully considered in the design of these sites:

1. Buildings ~~should~~ shall front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings ~~should~~ shall be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head-in or angled parking ~~should~~ shall be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access ~~should~~ shall be provided for building services and deliveries, and buildings ~~should~~ shall be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections ~~should~~ shall be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.



*Shops of Legacy, Plano, Texas*



*Lakeside DFW, Flower Mound, Texas*



\*\*\*\*AL CIOFFI REDLINE EDITS\*\*\*\*

### Strategic Direction Overview

The Strategic Direction for this Special Area Study communicates the Town's vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles**, **policies**, and **illustrative graphics** tailored to achieve the **overall objectives** provided below. Town leadership will utilize this framework to promote highest quality reinvestment that respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

### Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.

### Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area. This strategic planning framework establishes the direction that should generally be followed unless there are compelling reasons to do otherwise. ~~Departures from this vision may be appropriate for proposals that contribute exceptional community benefits and economic value to the Town.~~

### Design Principles

These principles shape a design concept that achieves the Overall Objectives through future reinvestment in this area:

1. Create a network of connected trails and open spaces and orient development to engage and activate public open space destinations.
2. Make vehicular connections where they add benefit but not where they cause concern.
3. Allow building heights and uses that respect the existing neighborhoods and recognize market potential.
4. Maximize flexibility for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.



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5. Provide lifecycle housing options for ~~a broad range of~~ household types ~~that and leverage any investment in housing to~~ serve as a catalyst for broader reinvestment in the Study Area.

#### Form and Character Policies

##### Development Form, Land Use, and Housing Mix

1. Redevelopment areas ~~should shall~~ be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces ~~should shall~~ serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use ~~neighborhood development pattern~~ that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area ~~should shall~~ be carefully ~~managed considered~~ in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, ~~Missing Middle~~ ~~single family~~ housing types such as small lot detached homes, duplexes, townhomes, cottage courts, ~~fourplexes~~, and live/work units ~~should shall~~ be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility ~~should shall~~ be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. ~~Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.~~

##### Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the ~~Overall Objectives of this Study~~ ~~intent of this plan~~.
2. The western edge of the Study Area ~~should serve as~~ a residential transition zone ~~established to~~ protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor ~~should shall~~ be established at this boundary as a buffer, in accordance with the Residential Transition Zone Exhibit. As redevelopment occurs, a multi-use trail ~~should shall~~ be constructed, and new development ~~should positively engage and be located outside of~~ ~~shall be prohibited from encroaching upon~~ the transition zone.
3. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.

\*\*\*\*AL CIOFFI REDLINE EDITS\*\*\*\*

4. City leadership should have discretion to carefully consider alternative buffer treatments and height transitions based on proposed use, building and landscape design, as well as the height and orientation of adjacent residential properties, and the depth of the property being redeveloped. No action ~~should~~ shall be taken that would ~~prevent~~ restrict trail connectivity through this transition zone.

#### Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas ~~should~~ shall be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails ~~should~~ shall be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Rd. ~~should~~ shall support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road **Priority Frontage Zone**.
4. No new vehicular connections ~~should~~ shall be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.
5. Vehicular connectivity between the parcels south of Beltway should be required; however, the block patterns ~~should~~ shall be designed to limit cut-through traffic from the southern parcels to Beltway.

#### Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding trail. Unless requested by a consensus of the existing neighborhood, no new connections shall be made between existing neighborhoods and new open spaces within the Study Area.
4. "Trail-oriented" development should be facilitated by providing connectivity between and focusing building frontages towards the **Residential Transition Zone** and the Midway Road multiuse trails.

#### Placemaking

1. ~~Flexible treatment of development form and function at the **Priority Frontage Zone** (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.~~

\*\*\*\*AL CIOFFI REDLINE EDITS\*\*\*\*

- 3.1. Ground floor uses ~~should~~ shall be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
- 3.2. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the Priority Frontage Zone and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred.
- 4.3. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
- 5.4. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
- 6.5. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.

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\*\*\*\*AL CIOFFI REDLINE EDITS\*\*\*\*

### Physical Development Framework Map

The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.

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### Physical Development Framework

#### Legend

##### Placetypes

- Mix of Uses
- Residential Transition Zone
- Priority Frontage Zone
- Existing/Planned Open Space

##### Trails

- Trail Connections

##### Base Map Information

- Property Lines
- Existing Roads
- Major New Vehicle Connections
- Minor New Vehicle Connections
- Driveway Cuts (Post Midway Construction)
- Traffic Signals
- Study Area Boundary
-

\*\*\*\*AL CIOFFI REDLINE EDITS\*\*\*\*

**Framework Map Components — Mix of Uses**

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces. The envisioned Mix of Uses includes:

**Employment and Service Uses**

*Building Form and Orientation*



Employment and service uses can be accommodated in single- or multi-tenant buildings providing workspace for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.



*Streetscape*

Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios

*Parking*

Parking structure, on-street parking, slip lanes, ride share, surface parking lots

**Restaurant and Retail Uses**

*Building Form and Orientation*



Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single- or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.

*Streetscape*

*Parking*

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Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes

Surface lots, slip lanes, valet and ride share, shared parking structure

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### Social Amenities

Social amenities include public and private parks and open space, trails, recreation amenities, civic spaces, murals, and public art. These amenities are best located at central gathering areas and at neighborhood transitions areas.

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### Form and Orientation



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**Missing Middle Housing**

*Building Form and Orientation*



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.



**Streetscape**

Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees

**Parking**

Individual garages, on-street visitor parking, common surface parking

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## Multiunit Housing

### Building Form and Orientation



Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.



#### Streetscape

Buildings with patios/small courtyards at the street, wide sidewalks, street trees

#### Parking

Parking structure, on-street, slip lanes, individual garages

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**Framework Map Components— Residential Transition Zone**

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements.

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Where these rezoning requests are made, the Town should seek to establish a Residential Transition Zone at the western edge of the study area. Desired design and operational characteristics of this zone include:

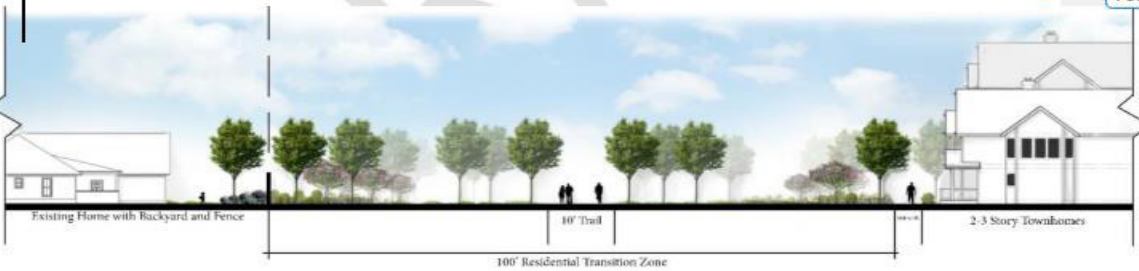
1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or purchased by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.

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New development adjacent to the Residential Transition Zone should orient toward and activate that area, creating a sense of safety and comfortable for pedestrians throughout the day and early evening. Building scale and design in this area should be compatible with existing neighborhoods adjacent to the Study Area.

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**Framework Map Components – Priority Frontage Zone**

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as these frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this Priority Frontage Zone, the following elements should be carefully considered in the design of these sites:

1. Buildings should front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings should be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head in or angled parking should be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access should be provided for building services and deliveries, and buildings should be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections should be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.

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Lakeside DFW, Flower Mound, Texas



### Advisory Committee Intent

The Special Area Study Advisory Committee worked for many months to shape a recommended vision and development policy that Town leadership can use to evaluate future development proposals and to prioritize infrastructure and amenity investments for this area. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy and safety of the nearby residential neighborhoods and encourages compatible land uses in the area. Due to the long-term nature of the proposed vision and the unique conditions that each property within the study may present as it develops/redevelops, Town leadership may be required to balance competing goals. When competing goals/priorities are being considered, it is the intent of this committee that Town leadership's priority be to preserve the integrity of the existing residential neighborhoods.

### Strategic Direction Overview

The Strategic Direction for this Special Area Study communicates the Town's vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles, policies, and illustrative graphics** tailored to achieve the **overall objectives** provided below. Town leadership will utilize this framework to promote **the** highest quality reinvestment that **also** respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

### Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.

### Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area. ~~This strategic planning framework establishes the direction that should generally be followed. Departures from this vision may be appropriate for proposals that contribute exceptional community benefits and economic value to the Town.~~

### Design Principles

These principles shape a design concept that achieves the Overall Objectives through future reinvestment in this area:



1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Maximize **flexibility** for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. Provide **lifecycle housing options** for a broad range of household types and leverage any investment in housing to serve as a catalyst for broader reinvestment in the Study Area.

## Form and Character Policies

### Development Form, Land Use, and Housing Mix

1. Redevelopment areas should be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces should serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use development pattern that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area should be carefully ~~managed~~ **considered** in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, Missing Middle ~~housing types~~ **Housing Types** such as small lot detached homes, duplexes, townhomes, cottage courts, **triplexes**, fourplexes, and live/work units should be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility ~~should~~ **must** be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.

### Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the ~~Overall Objectives of this Study~~ **intent of this study**.
2. The western edge of the Study Area should serve as a residential transition zone to protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor should be established at this boundary as a buffer, in accordance with the **Residential Transition Zone Exhibit**. As

redevelopment occurs, a multi-use trail should be constructed, and new development should positively engage and be located outside of the transition zone.

3. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.
4. ~~City leadership should have discretion to carefully consider alternative buffer treatments and height transitions based on proposed use, building and landscape design, as well as the height and orientation of adjacent residential properties, and the depth of the property being redeveloped. No action should be taken that would prevent trail connectivity through this transition zone.~~

#### Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas should be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails should be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Rd. should support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road **Priority Frontage Zone**.
4. ~~No~~ To maintain compatible conditions with nearby residential neighborhoods in the Beltway Drive corridor, no new vehicular connections should be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.

*Note: A consensus of the committee felt strongly, in keeping with the intent of a previous Council decision related to limiting the connection between the Addison Grove development and Beltway Drive for only Public Safety purposes, that the Council should memorialize a policy statement that limits the ability to connect the Addison Grove development to Beltway Drive. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy, and safety of the nearby residential neighborhoods.*

5. Vehicular connectivity between the parcels south of Beltway should be required where such connections are beneficial to the overall design of the area. ~~However~~ When new street connections are introduced, the block patterns should be designed to limit cut-through traffic from the southern parcels to Beltway Drive.

#### Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding trail.



4. "Trail-oriented" development should be facilitated by providing connectivity between and focusing building frontages towards the **Residential Transition Zone** and the Midway Road multiuse trails.

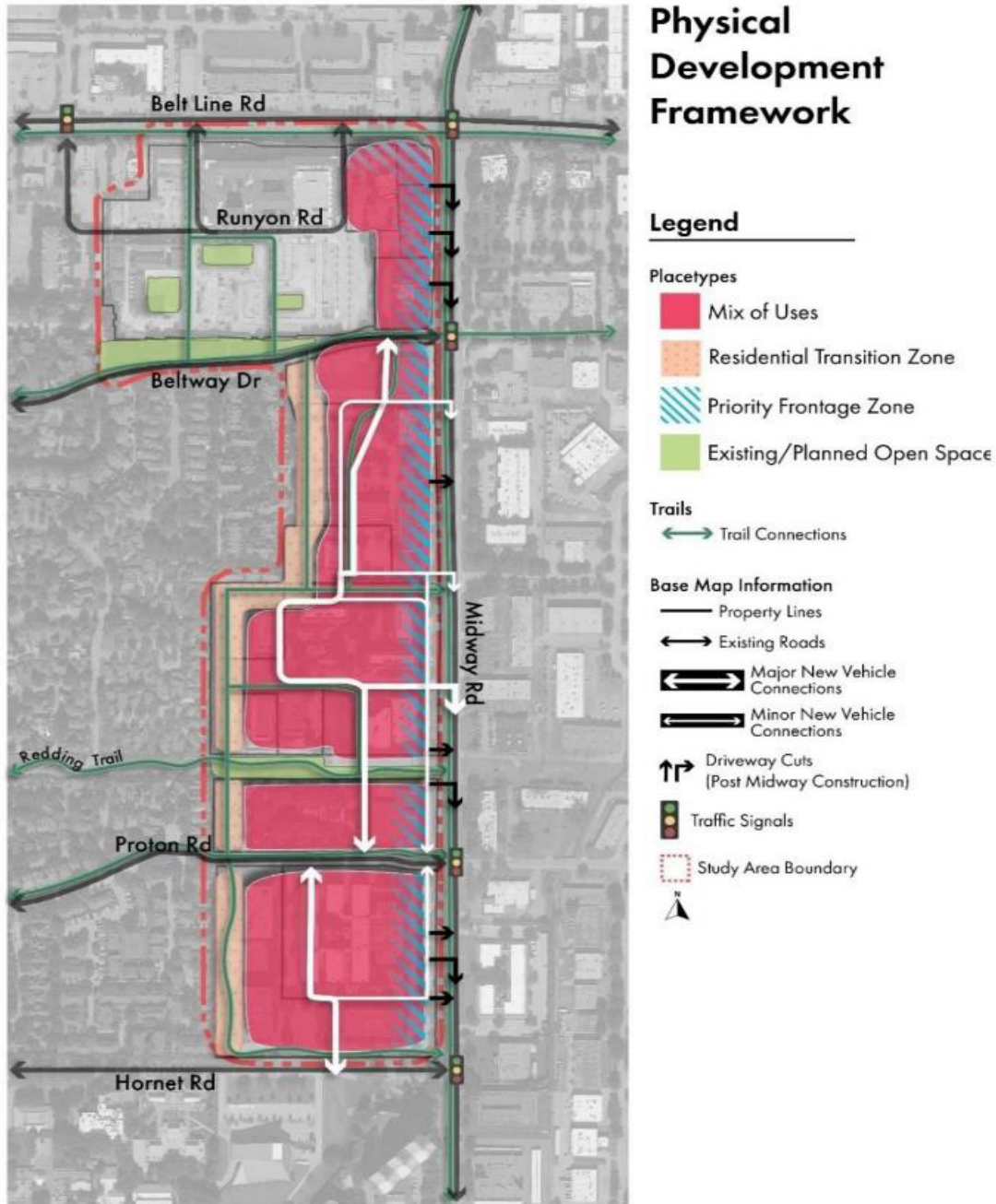
#### Placemaking

1. Flexible treatment of development form and function at the **Priority Frontage Zone** (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.
2. Ground floor uses should be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
3. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the **Priority Frontage Zone** and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred.
4. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
5. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
6. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.



### Physical Development Framework Map



The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.



### Framework Map Components – Mix of Uses

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces. The envisioned **Mix of Uses** includes:

Employment and Service Uses		
<i>Building Form and Orientation</i>		
	<p>Employment and service uses can be accommodated in single- or multi-tenant buildings providing workspace for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.</p>	
	<p><b>Streetscape</b></p> <p>Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios</p>	<p><b>Parking</b></p> <p>Parking structure, on-street parking, slip lanes, ride share, surface parking lots</p>

Restaurant and Retail Uses		
<i>Building Form and Orientation</i>		
	<p>Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.</p>	
	<p><b>Streetscape</b></p> <p>Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes</p>	<p><b>Parking</b></p> <p>Surface lots, slip lanes, valet and ride share, shared parking structure</p>



## Social Amenities

Social amenities include public and private parks and open space, trails, recreation amenities, civic spaces, murals, and public art. These amenities are best located at central gathering areas and at neighborhood transitions areas.

### Form and Orientation



## Missing Middle Housing

### Building Form and Orientation



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single-family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.



<i>Streetscape</i>	<i>Parking</i>
Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees	Individual garages, on-street visitor parking, common surface parking



<b>Multiunit Housing</b>		
<i>Building Form and Orientation</i>		
	<p>Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.</p>	
	<b>Streetscape</b>	<b>Parking</b>
	<p>Buildings with patios/small courtyards at the street, wide sidewalks, street trees</p>	<p>Parking structure, on-street, slip lanes, Individual garages</p>

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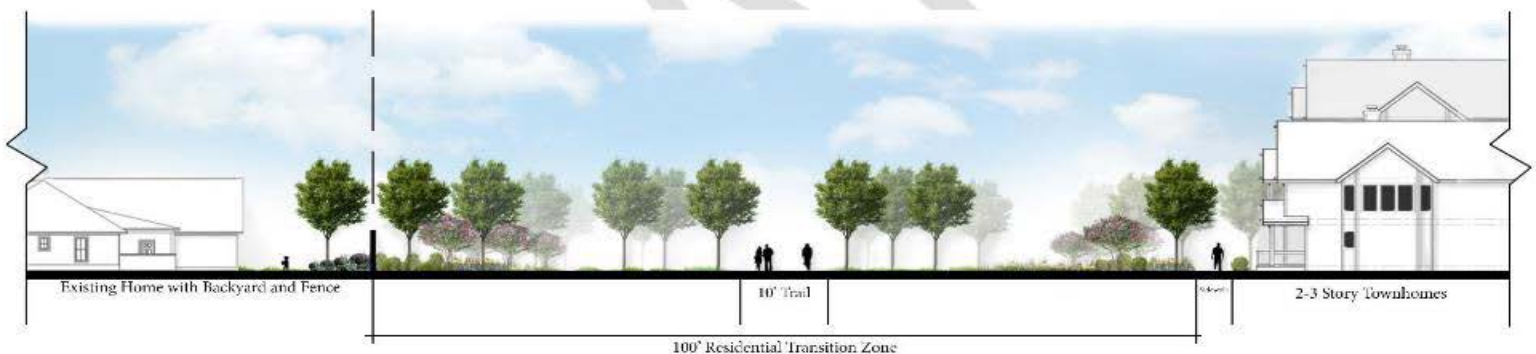
## Framework Map Components – Residential Transition Zone

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements.

Where these rezoning requests are made, the Town should seek to establish a **Residential Transition Zone** at the western edge of the study area. Desired design and operational characteristics of this zone include:

1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or purchased by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.

New development adjacent to the **Residential Transition Zone** should orient toward and activate that area, creating a sense of safety and ~~comfortable~~ **comfort** for pedestrians throughout the day and early evening. Building scale and design in this area should be compatible with ~~existing~~ neighborhoods adjacent to the Study Area.



This feature is a strategically critical element of this plan, as it is utilized to preserve the integrity and privacy of adjacent neighborhoods, while also meeting the placemaking and recreation needs of this area. Where existing and/or proposed site conditions merit consideration of alternative design treatments, Town leadership will carefully evaluate such requests to ensure that the underlying intent of this policy is met, and that allowance of any such deviation will result in development outcomes that best meet the overall intent of this study.



### Framework Map Components – Priority Frontage Zone

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as those frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this **Priority Frontage Zone**, the following elements should be carefully considered in the design of these sites:

1. Buildings should front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings should be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head-in or angled parking should be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access should be provided for building services and deliveries, and buildings should be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections should be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.



*Shops of Legacy, Plano, Texas*



*Lakeside DFW, Flower Mound, Texas*