



Sam's Club Special Area Study Community Open House #1



Addison Athletic Club

June 10, 2021

Kimley»Horn

1. Welcome



Sam's Club Special Area Study

Agenda

1. Welcome
2. Project Overview
3. Key Information and Issues
4. What Do You Think?
5. Discussions at Stations
6. Adjourn



2. Project Overview



Sam's Club Special Area Study

Welcome and Introductions



- Town of Addison
- Consultant Team
 - Karen Walz - Strategic Community Solutions
 - Mark Bowers – Kimley-Horn
 - Brad Lonberger – Kimley-Horn
 - Daniel Acevedo – Kimley-Horn
- Advisory Committee Members

Advisory Committee Members



- Al Cioffi
- Nancy Craig
- Susan Halpern
- Peter Jessiman
- Judy Lindloff
- Steve Loras
- Alex McCutchin
- Sue Milholland
- Bill Park
- Marvin Perez
- Eileen Resnik
- Lorrie Semler
- Austen Spoons
- Dan Stansbury
- Ron Whitehead
- Nancy Williams
- Kathie Wood

Previous Special Area Study



STRATEGIC
COMMUNITY
SOLUTIONS

Kimley»Horn



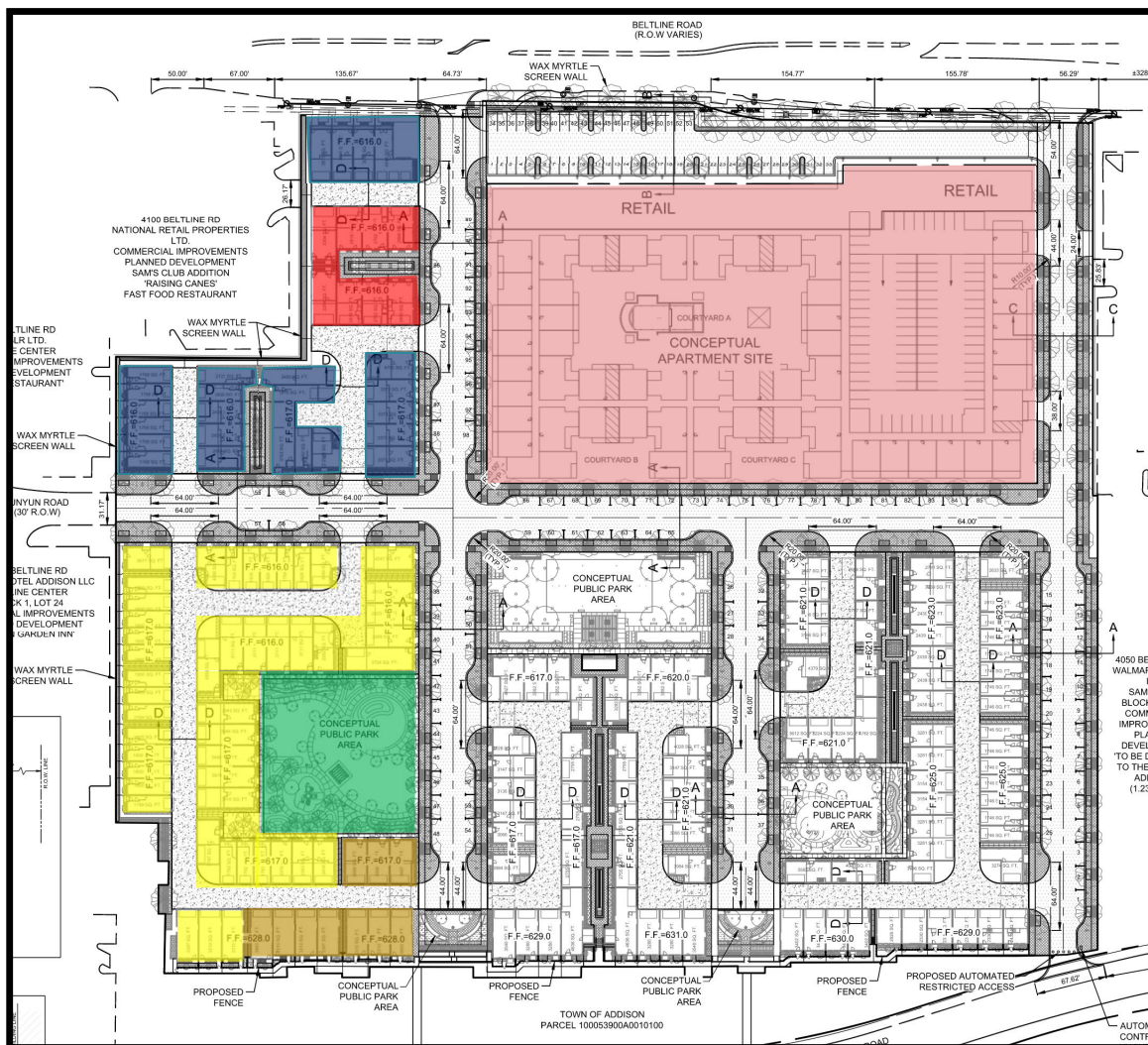
Preferred Development Concept, Ultimate
Sam's Club Special Study



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
- 23 Units in permits review
- 10 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
- MF - +90% leased, retail - 60% leased



Sam's Club Special Area Study

Policy Changes – 2017 Housing Policy

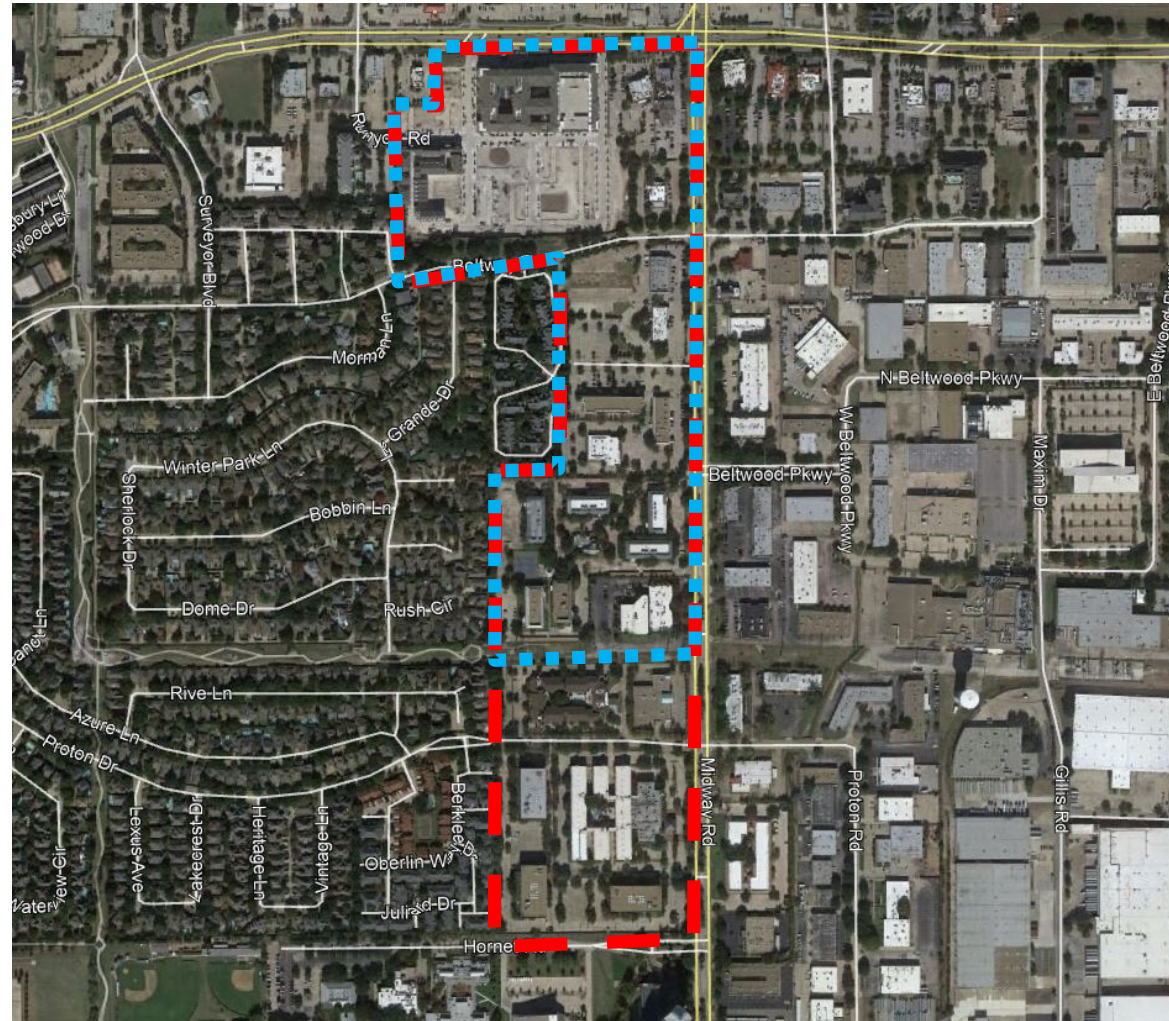
- Where feasible and appropriate, new housing should **increase the proportion of fee- simple ownership** in Addison's housing mix.
- A proposal **should offer a 'best fit' mix of uses and housing choices** within the context of the surrounding Addison community. The Town may use a study area committee 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.**



Project Scope

Previous Study Area

Current Study Area



Sam's Club Special Area Study



Project Scope

- **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



Community Engagement



Opportunities for Involvement:

- Stakeholder Interviews
 - Property Owner and Neighborhood Leaders
 - 2 Virtual sessions on May 27th
- Advisory Committee Work Sessions
 - 3 In-Person Meetings
 - First one held June 3rd
- Open House
 - 2 In-Person Sessions
 - First one tonight
 - Second one anticipated in August
- Online Surveys (2)
 - First one closed May 30th
- Final Presentations
 - 1 Planning and Zoning Commission meeting (October '21)
 - 1 City Council meeting (November '21)

3. Key Information and Issues



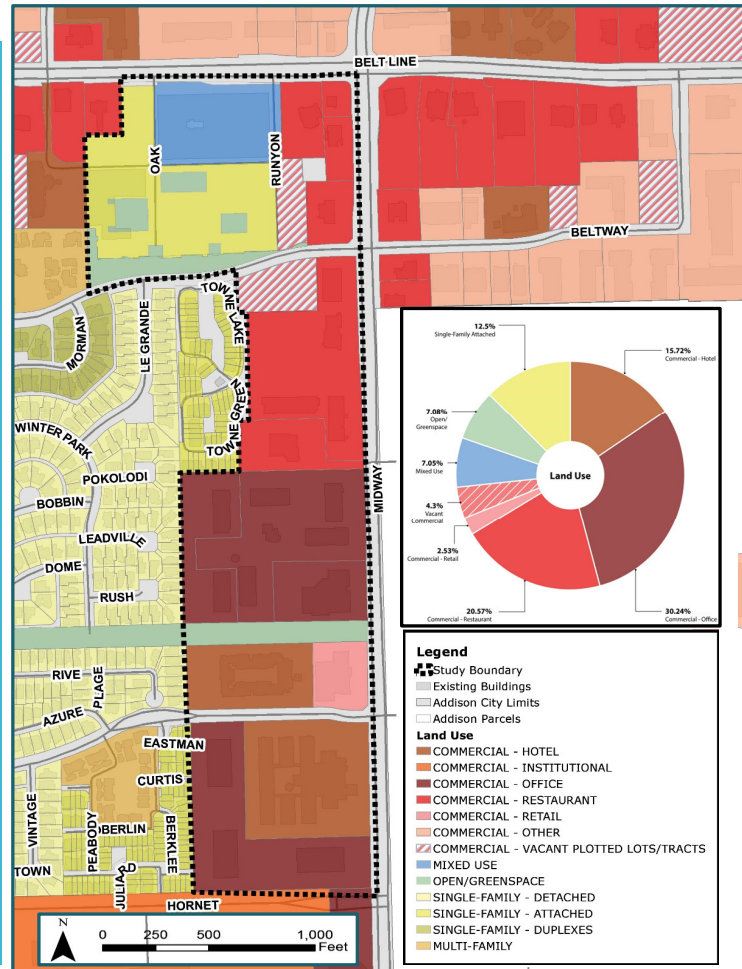
Station Topics

1. Existing Conditions
2. Community Input Summary
3. Demographics and Economic Activity
4. Housing Policy
5. Transportation and Traffic
6. Open Space, Trails and Placemaking
7. Vision and Strategic Direction
8. Other Issues

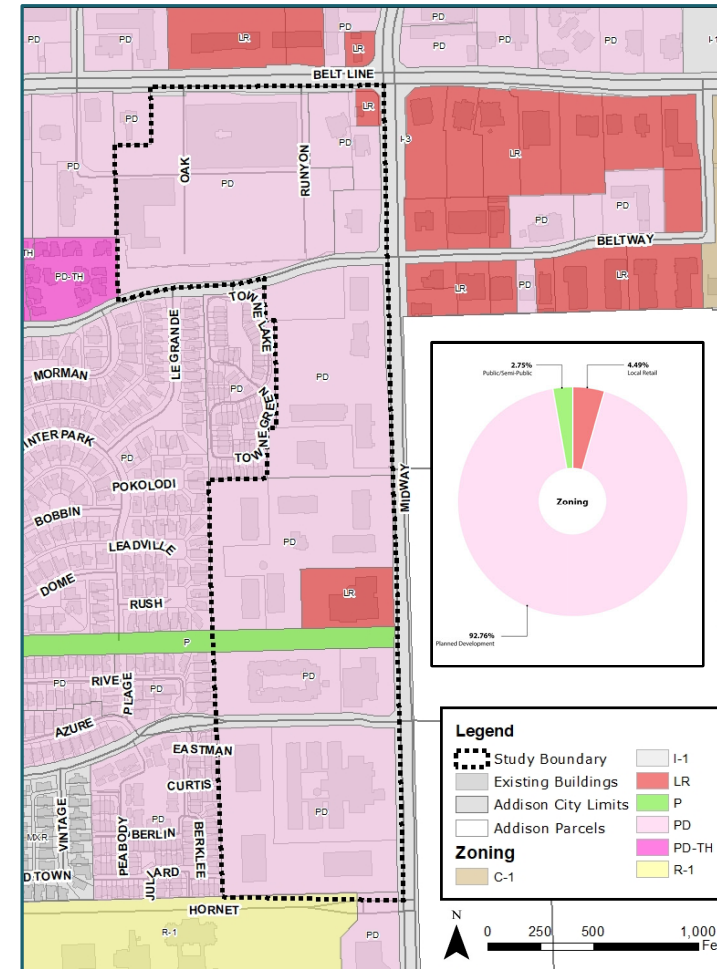


Station #1

Existing Development Patterns



Existing Land Use



Current Zoning

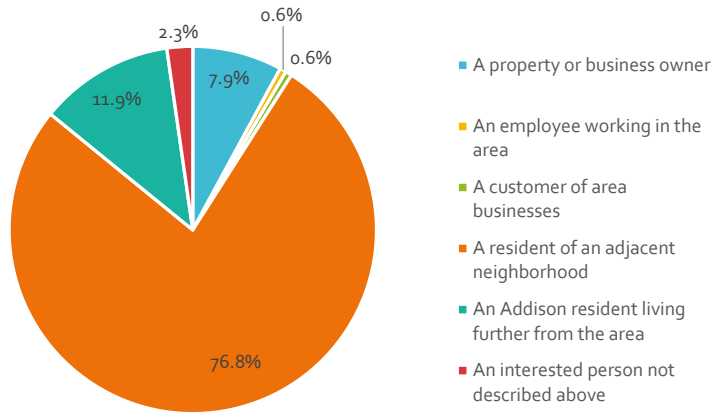
Station #2

Community Input To Date



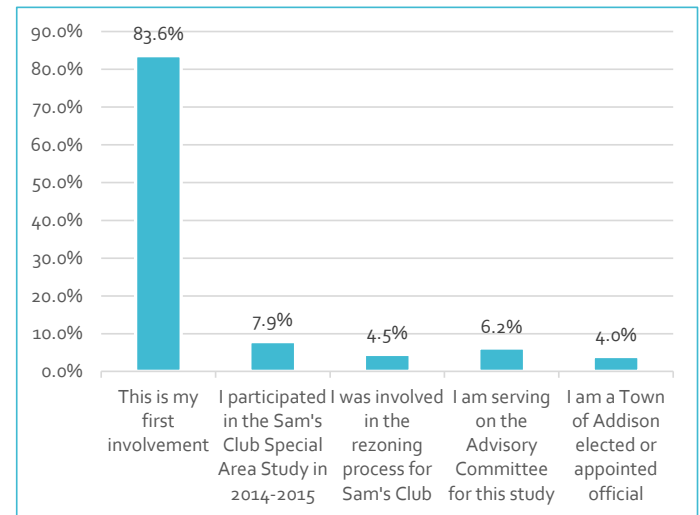
- Stakeholder Interviews (May 27th)
 - Business & Property Owners
 - Residents
- Online Survey (May 7th – 30th)
 - 177 respondents

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?



Current Study Area
Sub Area Boundaries



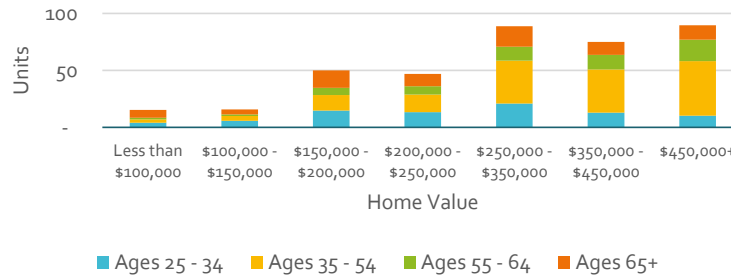
How appropriate are these uses in this subarea?	Between Addison Grove and Midway Road					Along the Midway Road frontage between Beltway Drive and Proton Drive				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat 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%	30.9%	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%	16.9%	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%	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%	37.9%	25.8%	7.6%	27.3%	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%	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%

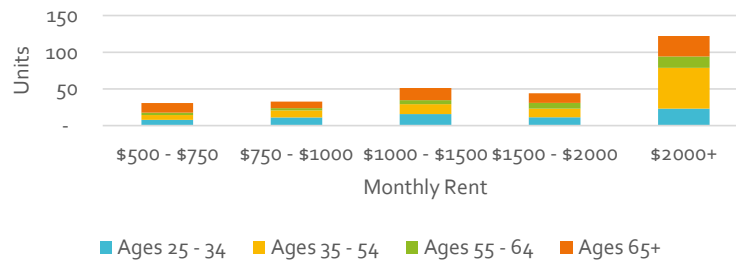
Station #3: Demographics & Housing



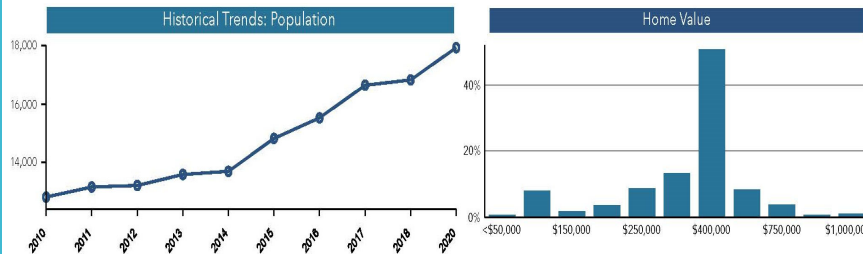
Addison Annual Ownership Demand (2020-2025)



Addison Annual Rental Demand (2020-2025)



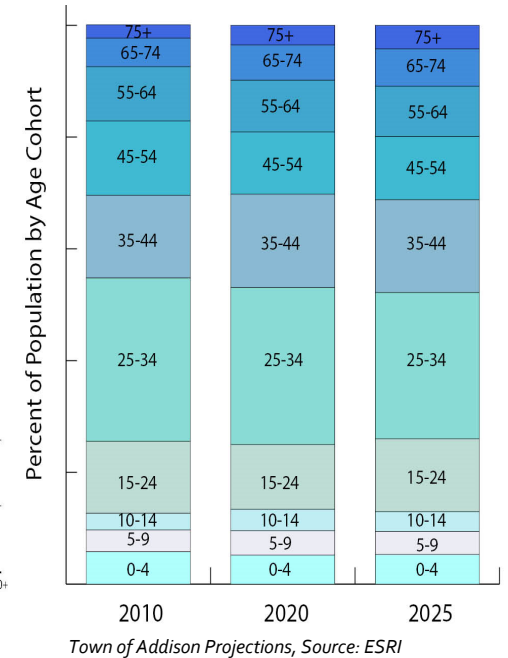
Source: Kimley-Horn




Town of Addison Trends, Source: ESRI

Takeaways:

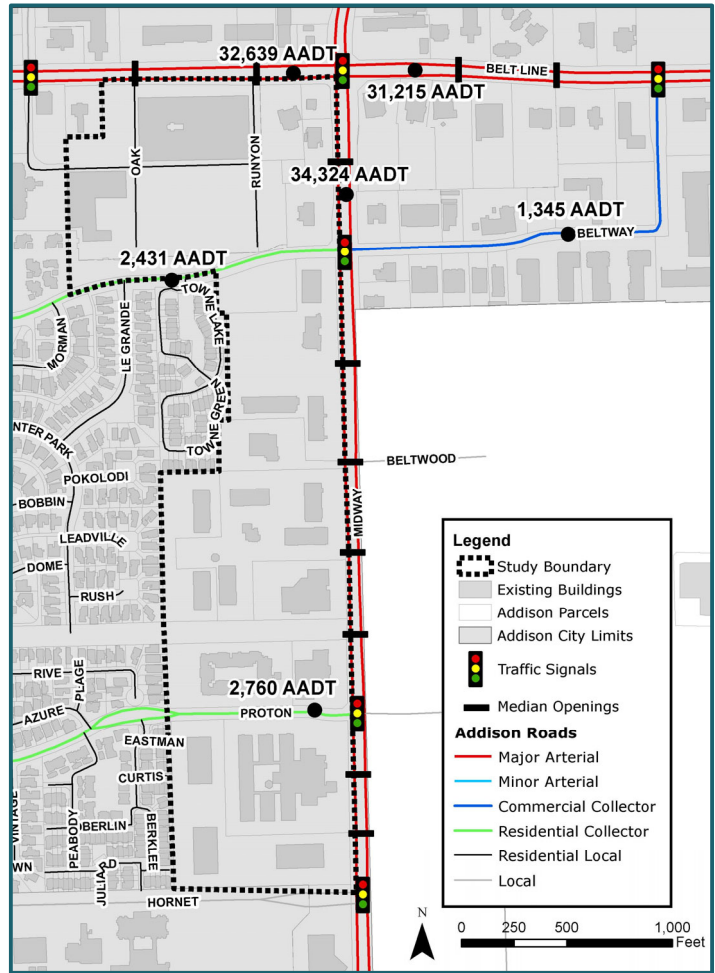
- State Population Growth Rate ~ **1,000** people/day
- Regional Population Growth ~ **328** people/day
- Residents **75 and older** are the fastest growing share of the population
- Addison **2025 Population** projection: 20,469



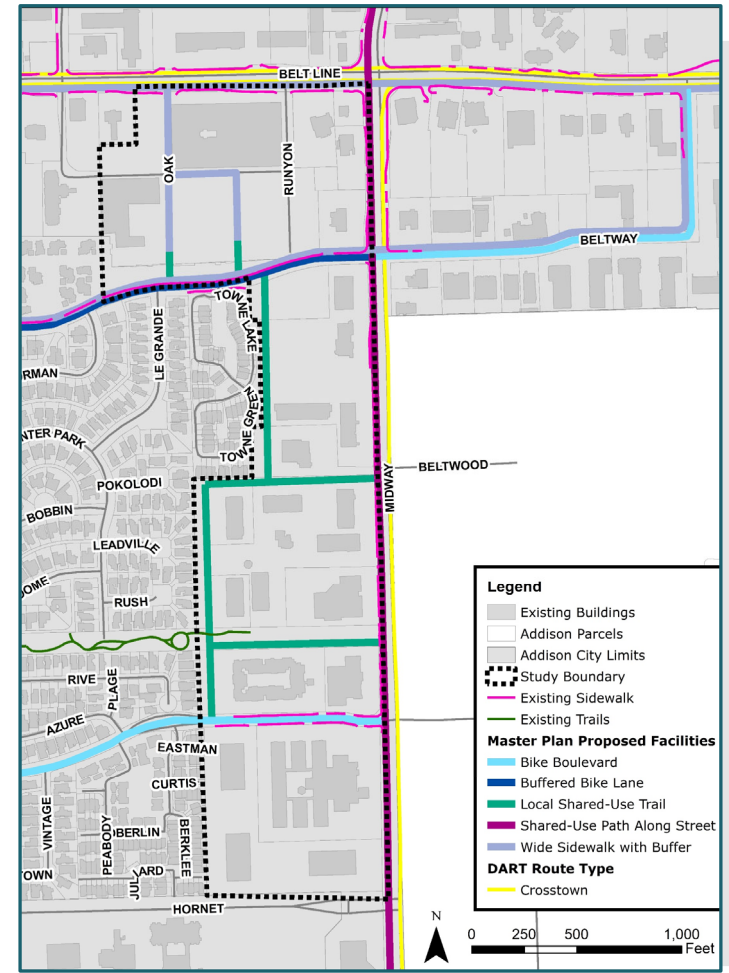
Town of Addison Projections, Source: ESRI

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 
Is this Appropriate Somewhere In the Study Area?									
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									
At the Midway – Belt Line Corner									
Along the Midway Frontage									
In the Transition Area to Existing Neighborhoods									
In the Area South of Proton									

Station #5 Mobility Map



Master Transportation Plan



Citywide Trails Master Plan

Place dots on the three features you would like to see most.

Station #6

Open Space, Trails, & Placemaking



Central Green Space



Network of smaller pocket parks



Trails With Fitness Equipment



Mural



Farmer's Market Space



Civic Space



Public Art



Play Space for Children



Pickle Ball Courts



Special Paving Patterns



Station #7

Here are some ideas for the Study Area's best future:



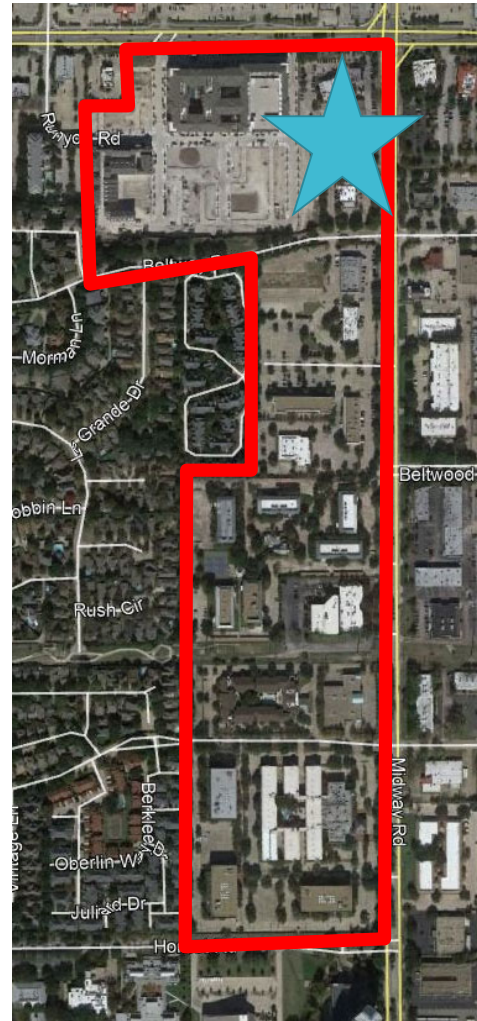
- A place for active senior living
- Bring in fun, excitement, and activity
- Consideration for any plan maintains or increases property values for surrounding residents
- Upscale retail, service or eatery businesses
- More residential options with retail uses interspersed
- Development that makes economic sense given the value of this land
- New boutique hotel
- Attractive green spaces encouraging folks to congregate
- Help property owners upgrade
- Restaurants and shopping that attract customers from the local area (not regional)
- Beautification and open space added to current concentration on retail & services
- Service industry development
- Places that make people happy and want to be there
- No more apartments
- Residential offerings would be great
- Viable businesses to fill empty spaces
- Restaurant incubator
- WeWork-type companies, like Tree House
- Promote quality of life and economic benefit to Addison
- Walkability should be the overarching goal

Station #7

Future Character for the Midway – Belt Line Corner



— Current Study Area



Sam's Club Special Area Study

Is this a good fit for this major intersection? Put your yellow dots below the two images of the character you'd like to see here.



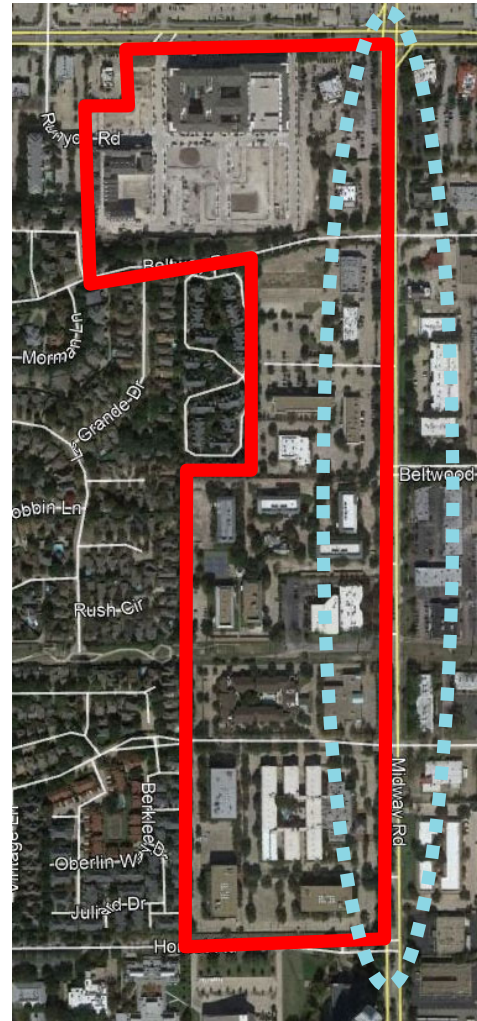
Add your other ideas here.

Station #7

Future Character for the Midway Frontage

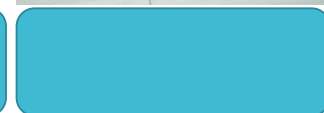


Current Study Area



Sam's Club Special Area Study

Is this a good fit for properties along this major roadway?
Put your red dots below the two images of the character you'd like to see here.



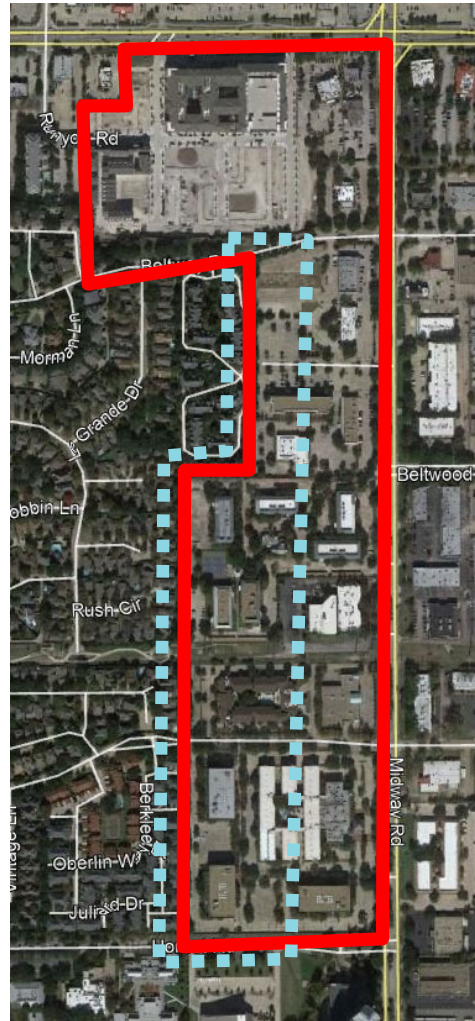
Add your other ideas here.

Station #7

Future Character for the Neighborhood Transition Area



Current Study Area



Sam's Club Special Area Study

Is this a good fit for the area between the frontage and existing neighborhoods? Put your green dots below the two images of the character you'd like to see here.



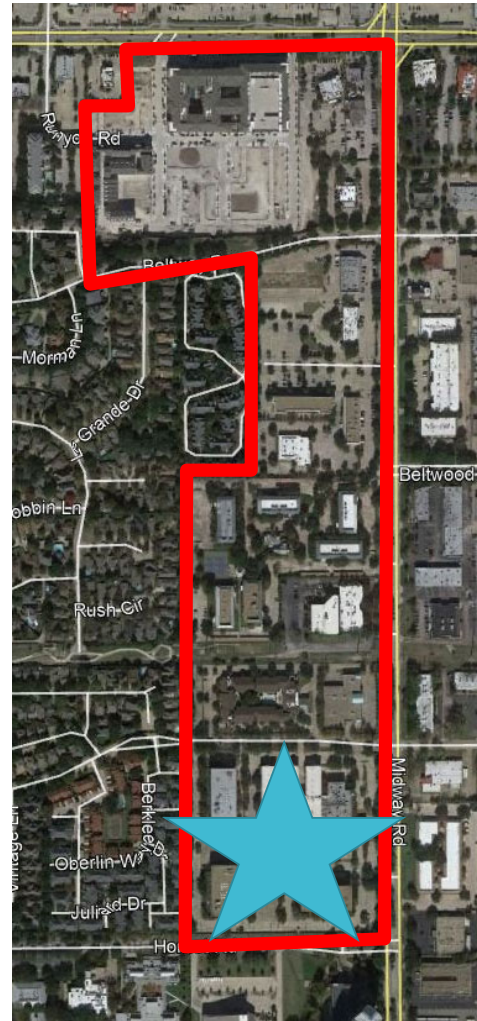
Add your other ideas here.

Station #7

Future Character South of Proton

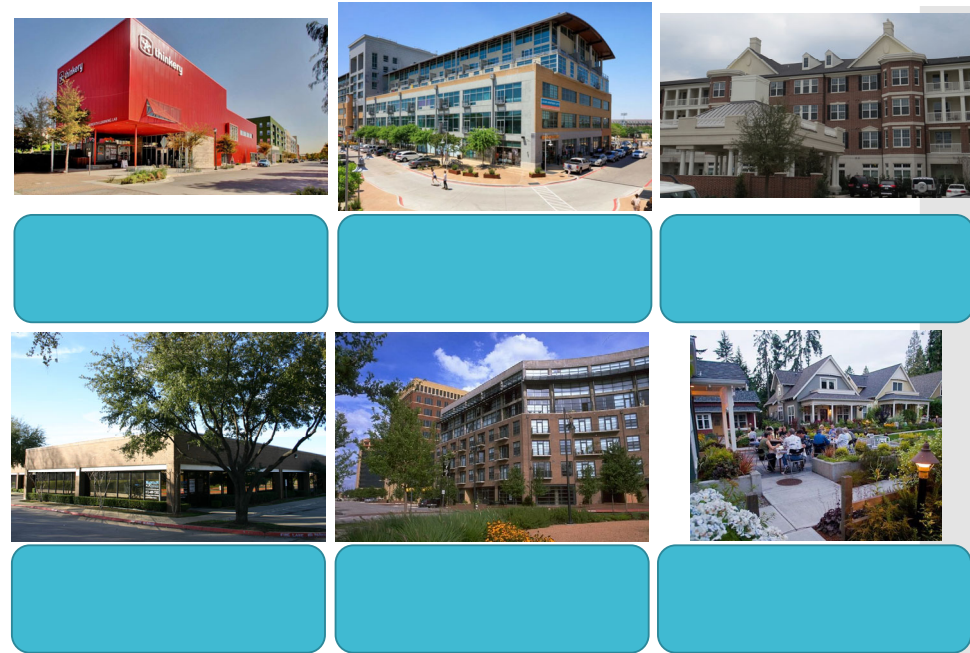


— Current Study Area



Sam's Club Special Area Study

Is this a good fit for this area's revitalization? Put your orange dots below the two images of the character you'd like to see here.



Add your other ideas here.