

TO: Ken Schmidt AICP, Director of Development Services
Town of Addison, Texas

FROM: Karen Walz FAICP, Principal
Strategic Community Solutions LLC

DATE: October 8, 2021

RE: Keypad Polling Results, Community Open House #2



On September 23, 2021, the second Community Open House for the Sam's Club Special Area Study was held at the Addison Athletic Club. Based on the sign-in sheets, 82 people participated in the event. As part of this session, keypad polling was used to gauge the group's perspectives on the preliminary recommendations that have been developed through professional analysis, previous community input and discussion at the Advisory Committee meetings. This memo presents the results of this polling.

Keypad Polling

Keypad polling is a technique for obtaining input or feedback from a group of participants. It uses hand-held keypads and wireless technology to poll all participants at once. The polling is immediate and anonymous. The results are projected on the screen so participants can immediately see the results. As a result, all participants can quickly gain a sense of the group's degree of agreement and the extent to which an individual's own perspective is shared by other group members. This technique summarizes the responses from all group members to specific questions, so it complements the individual comments received through other participation techniques, such as open-ended question and answer sessions.

Participants can choose whether or not to respond to each individual keypad question. In some cases, participants do choose not to respond. The analysis below presents the results based on those who responded to each question.

Keypads were provided to Open House participants as they arrived at the registration area. Though 82 people signed in, the keypad results indicate that a maximum of 79 people participated in some part of the keypad polling. The number of responses to individual questions ranged from 51 to 67. Numbers declined over the course of the session as some people chose to leave early.

Participant Background

The first three polling questions (after two practice questions) asked participants about their relationship to the study area. Exhibit 1 shows the primary reason for participants' involvement in this project. Over half of the participants are residents living in or around the study area. Property or business owners were the third-largest group, with just under 12% of respondents.

Exhibit 2 shows the length of time participants have lived in Addison. The largest segment of participants – almost 38% -- have lived here longer than twenty years. There is a good distribution among the participants who've lived here for shorter periods. It is particularly notable that 9% of participants have lived here for less than one year. These participants likely reflect different experiences with the community and the study area than do those who have been here for over twenty years.

Results of the last question about participants' involvement with the study area are shown in Exhibit 3. Almost half of the participants have visited a business in the study area in the last week, with 16% indicating they had been at a business there today. A fairly small share of participants (13%) said they had not visited businesses in the study area since "before COVID" or that they couldn't remember when they visited last.

Exhibit 1: What is your primary involvement with the study area?

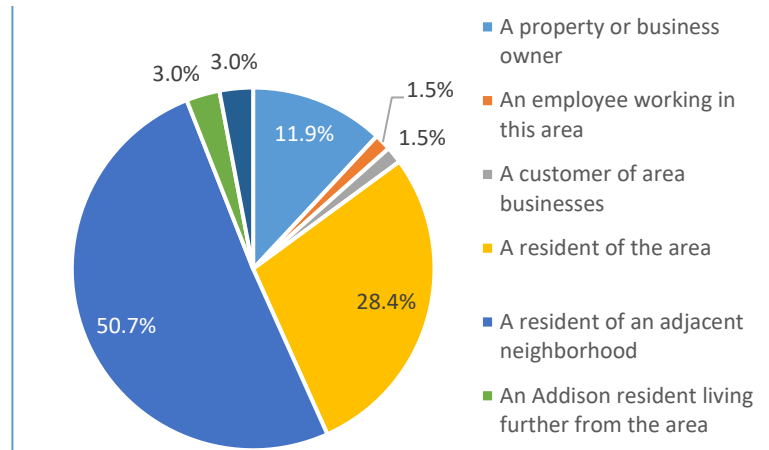


Exhibit 2: How long have you lived in Addison?

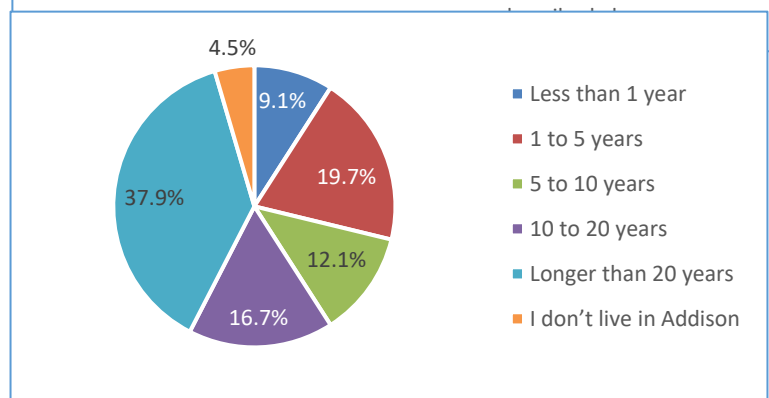
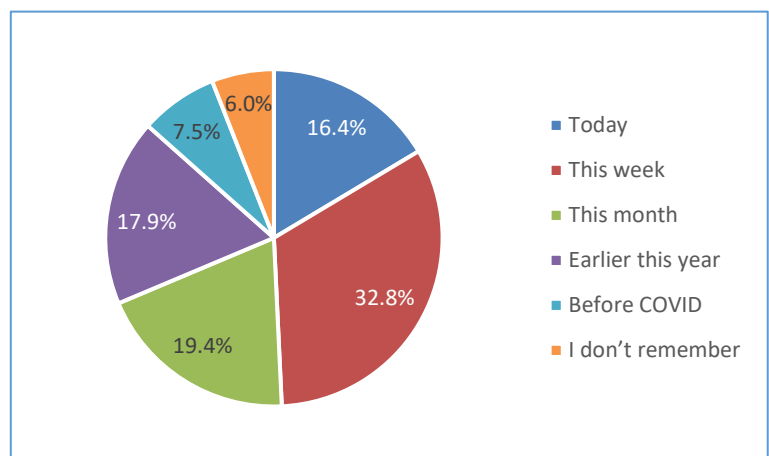


Exhibit 3: When did you last visit a store, restaurant or business in the study area?



Overall Objectives

The next set of questions gave people the opportunity to respond to the proposed Overall Objectives that the plan for the area’s future development should achieve. Exhibit 4 presents these responses. Most notable is that all objectives were seen as important (either ‘very important’ or ‘somewhat important’) by over 80% of participants. This shows that the objectives developed through the Advisory Committee discussion reflect the perspectives of the broader Addison community as well.

Exhibit 4: Importance of Overall Objectives

Objective	Very important	Somewhat important	Somewhat unimportant	Very unimportant	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%

Since so many participants live in adjacent neighborhoods, it makes sense that they believed the most important objective was to “support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods”. This objective was important (either ‘very important’ or ‘somewhat important’) to 97% of participants, and ‘very important’ to 92%. Participants placed the least importance (either ‘very important’ or ‘somewhat important’) on objectives related to the development being feasible and the creation of a distinctive place in Addison. The objective related to phasing had the lowest ‘very important’ response.

None of the objectives were ‘very unimportant’ to more than 5% of the participants. The objective that received the highest level of unimportant responses (either ‘very unimportant’ or ‘somewhat unimportant’) was related to opportunities that supplement the options available in Addison now. At 16%, this is still a small share of participants.

PlaceTypes and Destinations

Five PlaceTypes have been proposed for locations within the Study Area. Exhibit 5 shows the responses to the appropriateness of these future places in this Study Area. Of those, the “Restaurants and Retail” PlaceType was felt to be most appropriate by participants, with 54% agreeing it was ‘very appropriate’ and 82% agreeing it was ‘very appropriate’ or ‘somewhat appropriate’. This PlaceType continues the land uses and activities that exist here today, or that have been here in the past. “Active Residential (Lower Scale)” was ‘very appropriate’ or ‘somewhat appropriate’ to 75% of participants. Two PlaceTypes – “Senior Oriented Development” and “Mix of Uses” were considered ‘very appropriate’ or ‘somewhat appropriate’ by more than 60% of participants. Participants were divided about the appropriateness of the PlaceType “Active Residential (Higher Scale)”. 50% of participants considered this to be ‘very appropriate’ or ‘somewhat appropriate’ and 50% considered it to be ‘very inappropriate’ or ‘somewhat inappropriate’.

Exhibit 5: Appropriateness of PlaceTypes

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%

The presentation noted the need to maintain flexibility so the future development along the Midway Road frontage could respond to changes in market conditions. Participants agreed that the proposed PlaceTypes provide this appropriate level of flexibility, with 77% of participants responding that it was ‘very appropriate’ or ‘somewhat appropriate’ and 18% responding that it was ‘very inappropriate’ or ‘somewhat inappropriate’ (the remaining 5% responded ‘I’m not sure’).

In addition to PlaceTypes, the preliminary concepts for the Study Area include the creation of a destination at the Midway Road and Belt Line Road intersection and green destinations within the future open space areas. Exhibit 6 shows that “public art” was considered ‘very appropriate’ as a destination to the largest percentage of participants, though “enhancing Nate’s Seafood and surrounding area as a major destination” and a “plaza or outdoor space” received only slightly smaller shares of ‘very appropriate’ ratings. Interestingly, the idea that received the most ‘very inappropriate’ ratings was “a small grocery or specialty food shop”. This idea was included because of the interest it received at the first Community Open House.

Exhibit 6: Potential Destinations at Midway and Belt Line




Destinations	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Public art	33.3%	20.6%	22.2%	17.5%	6.3%
Enhancing Nate's Seafood and surrounding area as a major destination	31.7%	38.1%	14.3%	11.1%	4.8%
Plaza or outdoor space	31.7%	30.2%	12.7%	23.8%	1.6%
Destination restaurant	29.0%	37.1%	19.4%	11.3%	3.2%
A new building with distinctive architecture	25.4%	31.7%	15.9%	17.5%	9.5%
A small grocery or specialty food shop	24.2%	33.9%	14.5%	25.8%	1.6%

Housing

The plan for this study area should support the Town of Addison's adopted Housing Policy, shown below in Exhibit 7. The PlaceTypes proposed in this preliminary development framework support these policies. They are intended to provide additional housing choices for Addison residents in communities that are consistent with Addison's distinctive character.

Exhibit 7: Housing Policy

Housing Diversity

Adopted 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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Open House participants were asked to consider how effective these PlaceTypes are in providing housing options for several groups of people who may be potential residents of future development. Exhibit 8 shows that participants view these PlaceTypes as fairly effective in attracting young adults, singles, seniors needing assistance and current Addison residents who want to downsize. A majority of responses were effective (either 'very effective' or 'somewhat effective') for each of these groups.

Exhibit 8: Provision of New Housing Options

Housing Options	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	I'm not sure
Young adults beginning their careers	24.6%	28.1%	28.1%	12.3%	7.0%
Single people of all ages	24.1%	48.3%	15.5%	6.9%	5.2%
Current Addison residents who want to downsize	22.2%	46.0%	11.1%	17.5%	3.2%
Seniors who need some level of assistance	15.5%	48.3%	15.5%	13.8%	6.9%
People who work in Addison's offices and restaurants	11.5%	27.9%	34.4%	18.0%	8.2%
Young families	5.4%	28.6%	26.8%	32.1%	7.1%

Participants held mixed views about whether these PlaceTypes would create options for the “people who work in Addison’s offices and restaurants”, with slightly more responses of ‘somewhat ineffective’ than ‘somewhat effective’. The PlaceTypes were not seen as effective in providing housing options for “young families”, with 59% of participants seeing them as ‘somewhat ineffective’ or ‘very ineffective’ for this group. This perspective likely reflects the view that young families seek homes with larger yards, and thus lower development density than the costs of development in this area are likely to support.

Design, Form and Character Policies

In addition to the development framework, the plan for this study area will include policies that guide future development. These policies should communicate the Town’s expectations to future developers and should be used by decision-makers in evaluating the consistency of future development proposals. The first set of policies addresses design, form and character. The Open House included a brief presentation of these policies. Following the presentation, participants were asked to consider how appropriate they are for the “best possible future for this area and for Addison”. Exhibit 9 presents these results.

Exhibit 9: Design, Form and Character Policies

Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Open Space					
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%

Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Building Height Transitions					
Height transitions based on use and distance beyond the green buffer	55.6%	16.7%	7.4%	13.0%	7.4%

For most of the open space policies, strong majorities responded that these policies are ‘very appropriate’. The exception, “walkable, bikeable connections from existing neighborhoods on existing routes only” was considered appropriate (either ‘very appropriate’ or ‘somewhat appropriate’) by 56% of participants. 22% considered this policy ‘very inappropriate’. This could be a reflection of the views of people who live in the study area today who would prefer more connectivity. It could also reflect people who believe that even the current connections on existing routes offer too much connection.

The proposed transition of building heights was supported as ‘very appropriate’ by 56% of participants and as appropriate (either ‘very appropriate’ or ‘somewhat appropriate’) by 72% of participants.

These design, form and character policies are intended to ensure that future development in the study area will be compatible with the neighborhoods that exist today in and around the study area. The map in Exhibit 10 shows the existing neighborhoods that are closest to (or included in) the study area.

Exhibit 10: Existing Neighborhoods

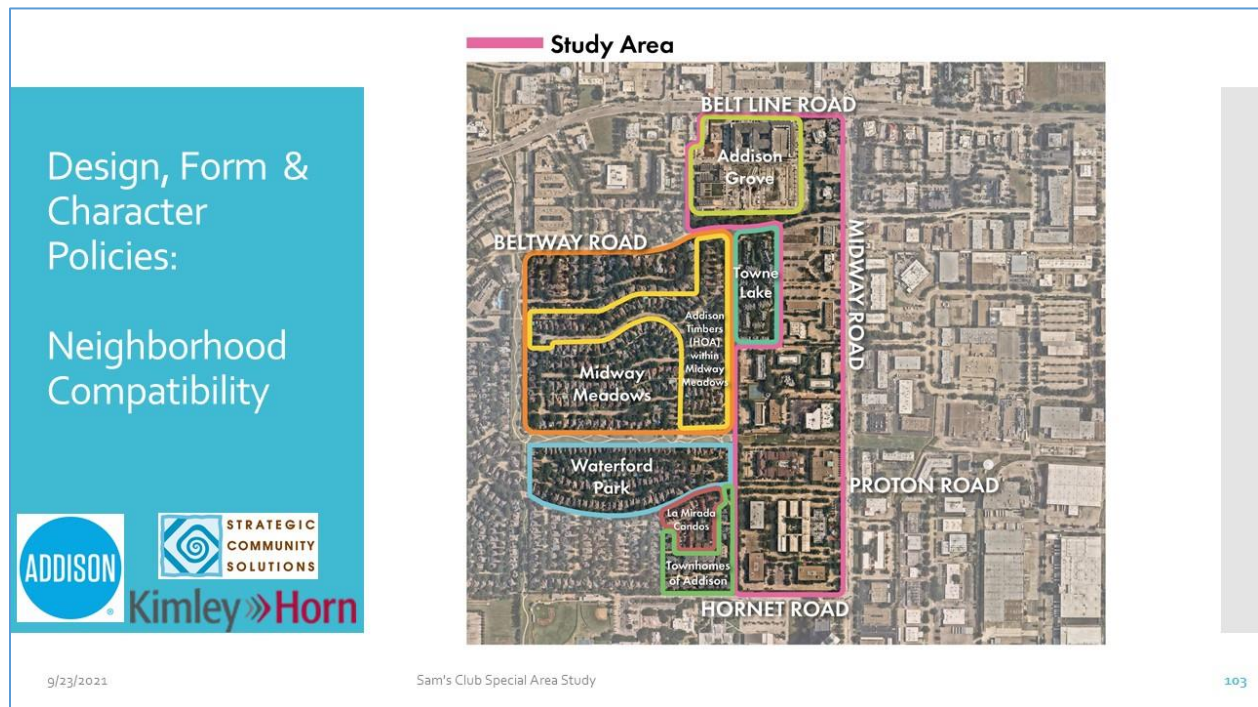


Exhibit 11 shows that participants had differing views about the effectiveness of the PlaceTypes and policies in providing compatibility with existing neighborhoods. Almost one-third of participants felt they would be ‘very effective’ in providing compatible development for the Townhomes of Addison neighborhood; this neighborhood also received the highest response of ‘very ineffective’. Overall, responses of effective (either ‘very effective’ or ‘somewhat effective’) for all neighborhoods were in the majority, ranging from 50% for Addison Grove to 59% for Addison Timbers/Midway Meadows. Responses of ineffective (either ‘very ineffective’ or ‘somewhat ineffective’) for all neighborhoods were lower, ranging from 38% for the Townhomes of Addison to 30% for both Addison Timbers/Midway Meadows and Addison Grove.

Exhibit 11: Compatibility with Existing Neighborhoods

Neighborhood Compatibility for Residents of:	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	I’m not sure
Townhomes of Addison	32.7%	19.2%	15.4%	23.1%	9.6%
Addison Grove	29.6%	20.4%	9.3%	20.4%	20.4%
Addison Timbers / Midway Meadows	25.9%	33.3%	7.4%	22.2%	11.1%
Towne Lake	25.5%	32.7%	18.2%	14.5%	9.1%

Mobility and Connectivity Policies

The second set of policies presented at the Open House address mobility and connectivity for people walking, biking or driving in and around the study area. Exhibit 12 shows that participants were very supportive of these policies. The highest support was for “vehicular connections south of Beltway to discourage cut-through traffic”, which 98% of participants found to be ‘very appropriate’ or ‘somewhat appropriate’.

Exhibit 12: Mobility and Connection Policies

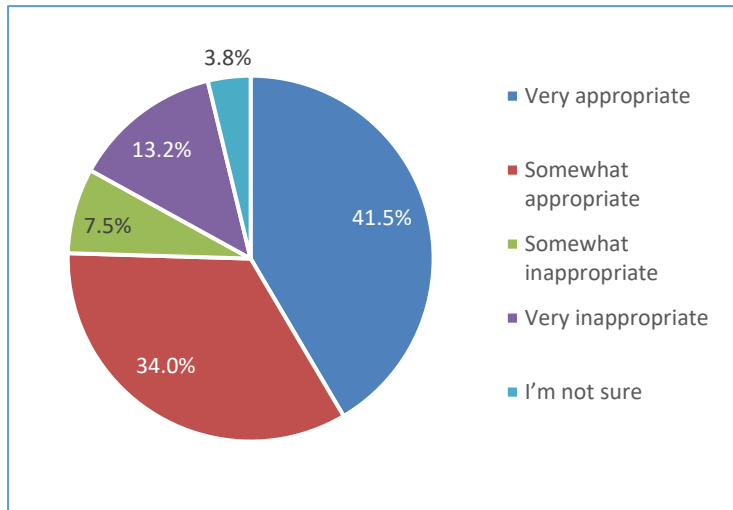
Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I’m not sure
Vehicular connections south of Beltway to discourage cut-through traffic	93.1%	5.2%	1.7%	0.0%	0.0%
No new vehicular connections between Addison Grove and Beltway	90.9%	0.0%	3.6%	3.6%	1.8%
No new vehicular 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%

The policy of “no new vehicular connections between Addison Grove & parcels on Midway” received the highest level of response that it was ‘very inappropriate’, with 7% responding in this way. On the other hand, 82% felt it was ‘very appropriate’.

Preliminary Development Framework

After discussion of the various components of the preliminary Development Framework, the complete framework was presented. Three-quarters of the participants found that it was appropriate ('very appropriate' or 'somewhat appropriate') for guiding the best possible future for the area and for Addison. Exhibit 13 shows that 42% of participants found it 'very appropriate', compared to only 13% who found it 'very inappropriate'.

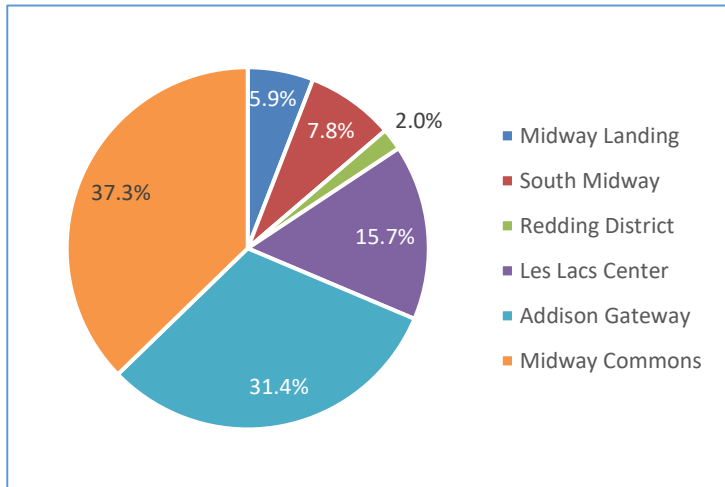
Exhibit 13: Preliminary Development Framework



Branding and Identity

The final segment of keypad polling at the Open House addressed the brand or identity of the area in the future. Six possible brands were presented to participants. As Exhibit 14 shows, the name "Midway Commons" received the highest level of support, with 37%, followed by "Addison Gateway" at 31%. "Midway Landing" was least popular, with only 6% selecting it as their preferred choice.

Exhibit 14: Best Brand for the Study Area?



Next Steps

The feedback received through keypad polling is just one of several aspects of community input that will be considered as the recommendations for this study area are finalized. Open House participants provided additional feedback at the stations set up to focus on various aspects of these proposals. In addition, an online survey will give other interested individuals the opportunity to weigh in on these ideas. All this community input will be considered by the Advisory Committee, consultant team and staff as the plan for the area is completed.