



Sam's Club Special Area Study Community Open House #2



Addison Athletic Club
September 23, 2021



1. Welcome



Agenda

1. Welcome
2. Project Overview
3. Project Background
4. Proposed Strategic Framework and Design Concepts
 - a. Presentations
 - b. Feedback
5. Branding and Identity
6. Discussions and Input at Stations
7. Adjourn



2. Project Overview



Welcome and Introductions



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

Advisory Committee Members



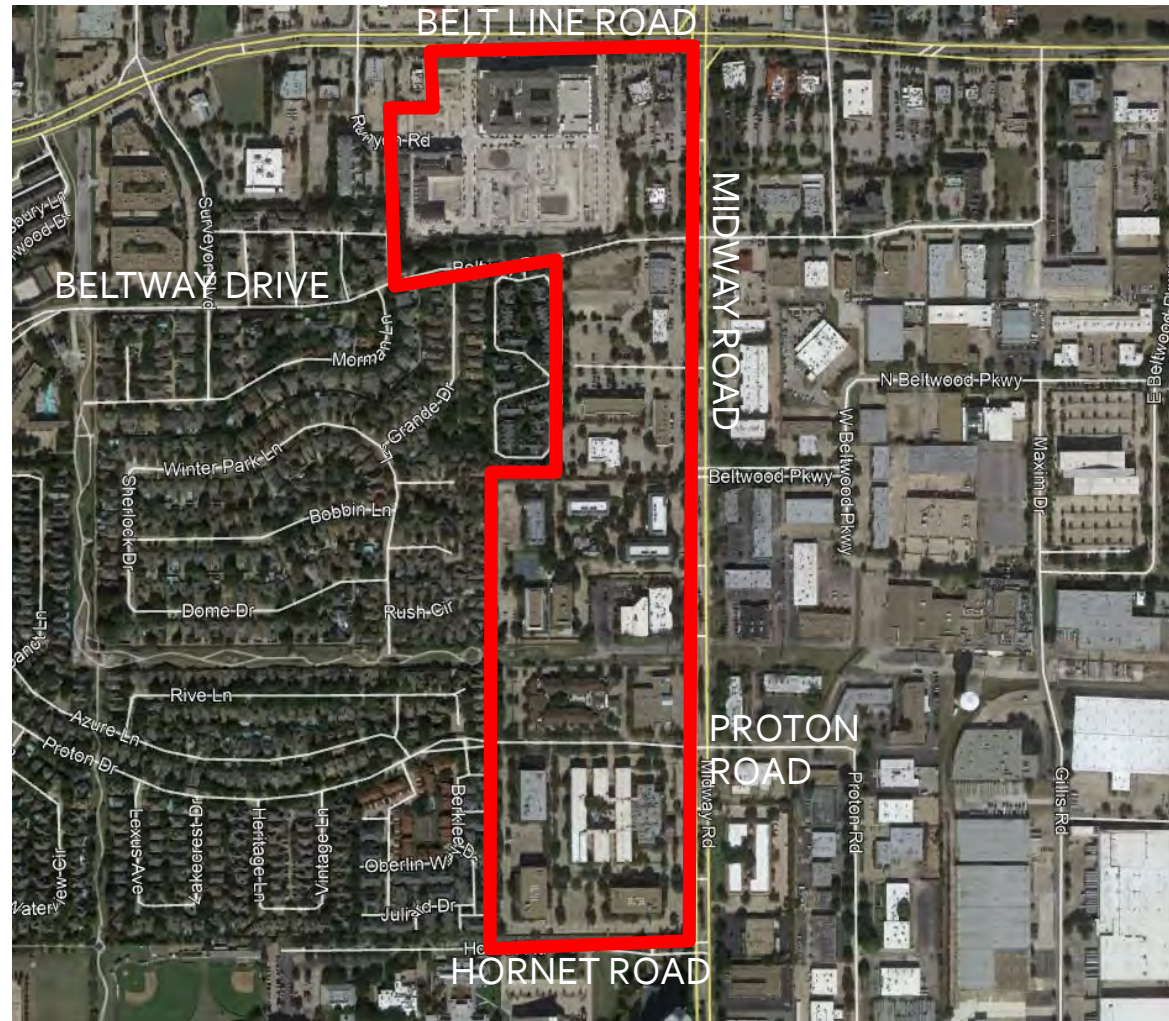
- Al Cioffi
- Nancy Craig
- Susan Halpern
- Peter Jessiman
- Judy Lindloff
- Steve Loras
- Alex McCutchin
- Sue Milholland
- Bill Park
- Marvin Perez
- Eileen Resnik
- Lorrie Semler
- Austen Spoons
- Dan Stansbury
- Ron Whitehead
- Nancy Williams
- Kathie Wood

Project Study Area



9/23/2021

 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



- Stakeholder Interviews
 - Property Owner and Neighborhood Leaders
 - 2 Virtual sessions on May 27th
- Advisory Committee Work Sessions
 - 4 In-Person Meetings
 - Meetings so far: June 3, August 5 and August 19
- Open House
 - 2 In-Person Sessions
 - First one June 10
 - Second one tonight
- Online Surveys (2)
 - First one closed May 30th
 - Second one opens tomorrow; closes October 7th
- Final Presentations
 - 1 Planning and Zoning Commission meeting (November '21)
 - 1 City Council meeting (December '21)

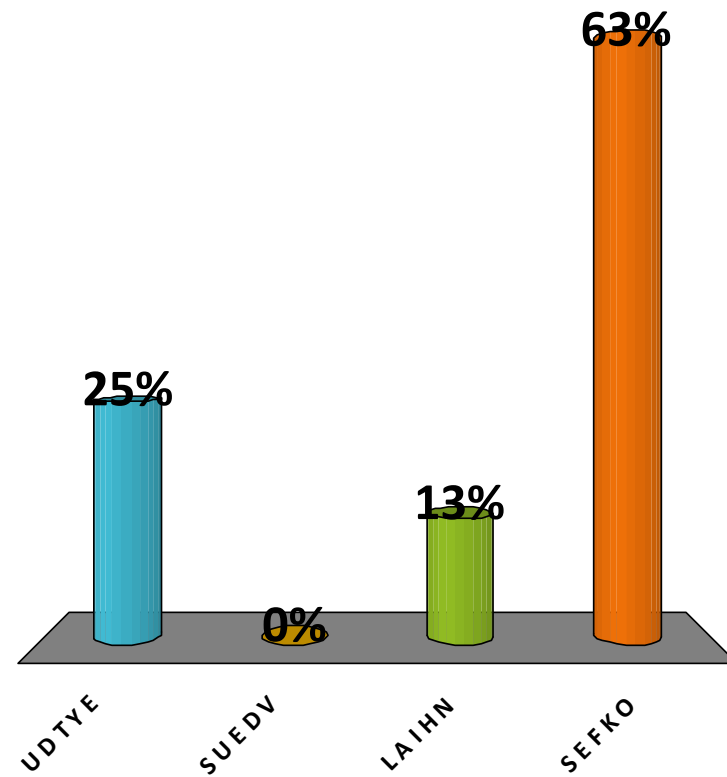
So what about you?

- Keypad polling helps us because it:
 - Provides feedback from all individuals participating in the session
 - Everyone responds to the same set of questions
 - It's anonymous
 - Shows results immediately
 - Allows more detailed analysis after the session



O_T_B_R_E_T

1. UDTYE
2. SUE DV
3. LAIHN
4. SEFKO



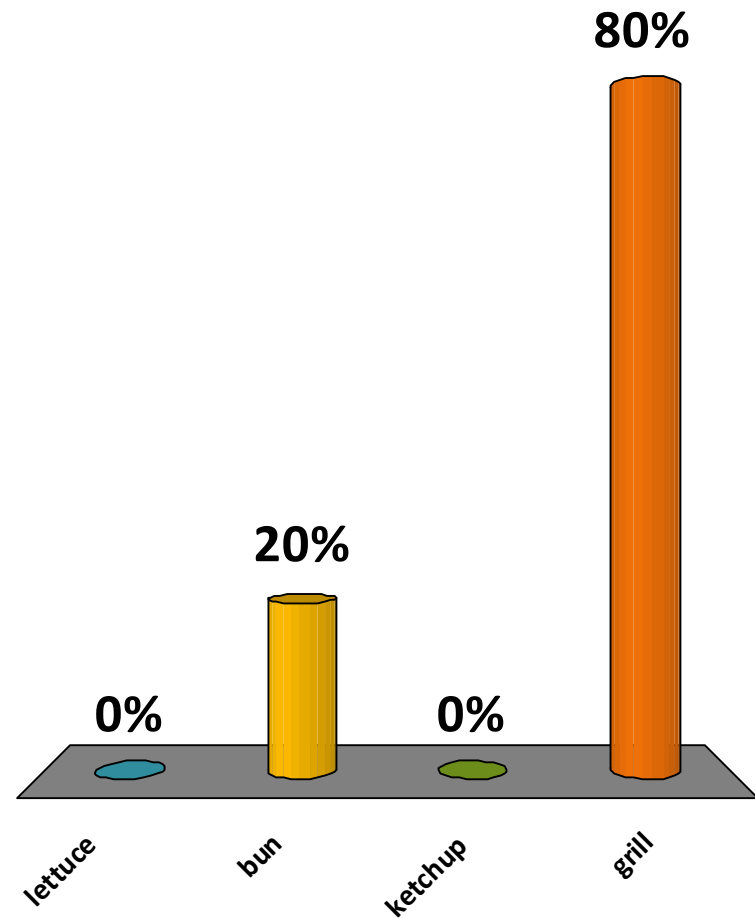
pancake : griddle :: hamburger :

1. lettuce
2. bun
3. ketchup
4. grill



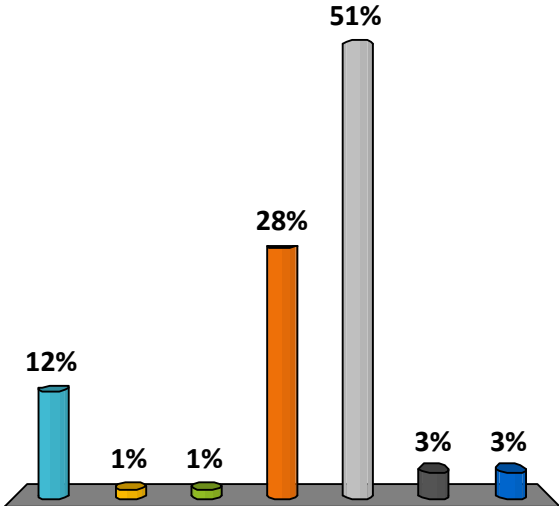
9/23/2021

Sam's Club Special Area Study



What is your primary involvement in this Study Area?

- 1. A property or business owner
- 2. An employee working in this area
- 3. A customer of area businesses
- 4. A resident of the area
- 5. A resident of an adjacent neighborhood
- 6. An Addison resident living further from the area
- 7. An interested person not described above

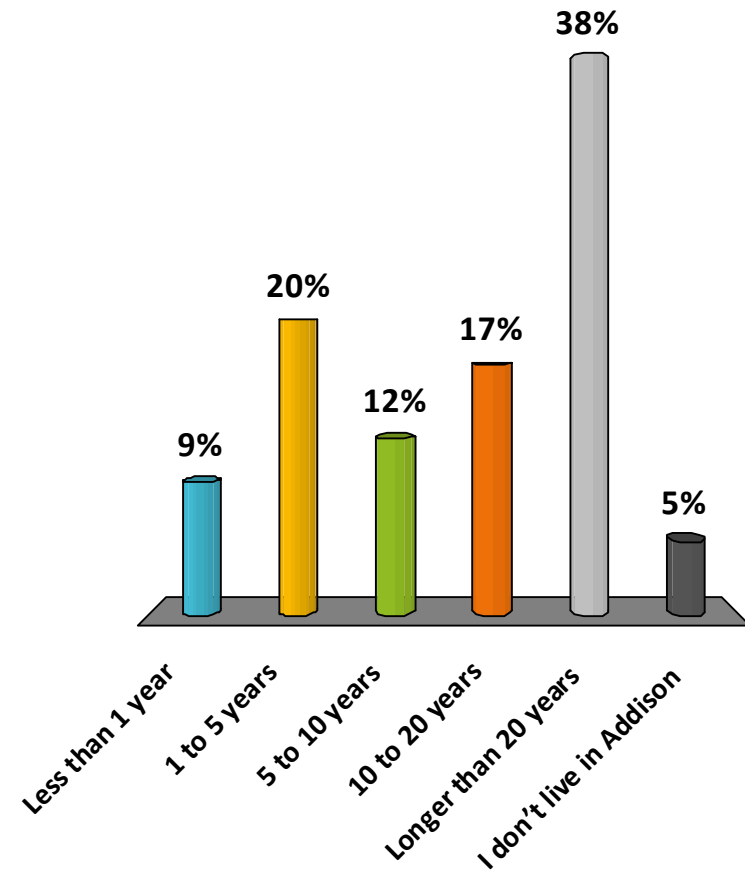


A property or business ...
An employee working in ...
A customer of area busin...
A resident of the area
A resident of an adjacent...
An Addison resident livin...
An interested person not...



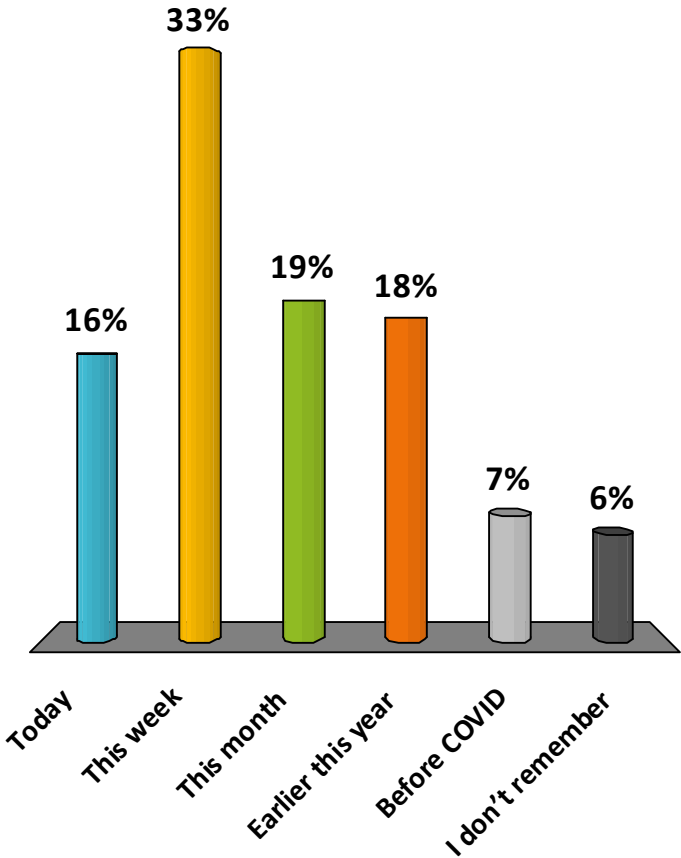
How long have you lived in Addison?

1. Less than 1 year
2. 1 to 5 years
3. 5 to 10 years
4. 10 to 20 years
5. Longer than 20 years
6. I don't live in Addison



When did you last visit a restaurant, store or business in this Study Area?

- 1. Today
- 2. This week
- 3. This month
- 4. Earlier this year
- 5. Before COVID
- 6. I don't remember



3. Project Background



Project Background:

Community Input

- Online Survey #1
 - Available May 7 – 30, 2021
 - 177 respondents
 - 77% were residents of nearby neighborhoods
- Open House #1
 - June 10, 2021 at the Addison Athletic Club
 - Approximately 70 participants
 - Almost all from neighborhoods west of Study Area



Detailed reports are available on the project website:
<https://addisontexas.net/samsclubstudy>

Project Background

Online Survey Results



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.

Project Background

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%

Project Background

Community Open House #1 Results



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

Project Background

Community Open House #1 Results



9/23/2021

Ideas that are important so this Study Area is a place people want to ...	
Work or locate a business?	
Reduce auto traffic congestion on Midway or Belt Line	81.0%
Continue support for entrepreneurs and start-up businesses	66.1%
Help property owners update or enhance their buildings	64.5%
Connect the business areas to nearby neighborhoods	55.7%
Provide more parking	55.6%
Live?	
Enhance or expand the parks, open spaces and trails	87.1%
Make it easier to get around the area by bike or on foot	82.8%
Provide housing choices for Addison residents who want to 'downsize'	77.4%
Provide housing for seniors who need some daily assistance	66.1%
Provide housing choices for young professionals	59.7%
Have more housing choices as part of mixed use areas	53.2%
Provide housing choices for families with children	50.8%
Come visit, shop or be entertained?	
Include small grocery stores or specialty food markets	86.2%
Make it easier to get around the area by bike or on foot	80.0%
Include plazas or other outdoor gathering places	75.4%
Add more restaurants	73.0%
Include a variety of medical services	72.6%
Create a strong identity or brand for the Study Area	70.3%
Include pet-friendly amenities and businesses	60.6%
Include unique public art	54.5%
Include new performance spaces	52.3%

Sam's Club Special Area Study

Project Background

Advisory Committee Meeting #1

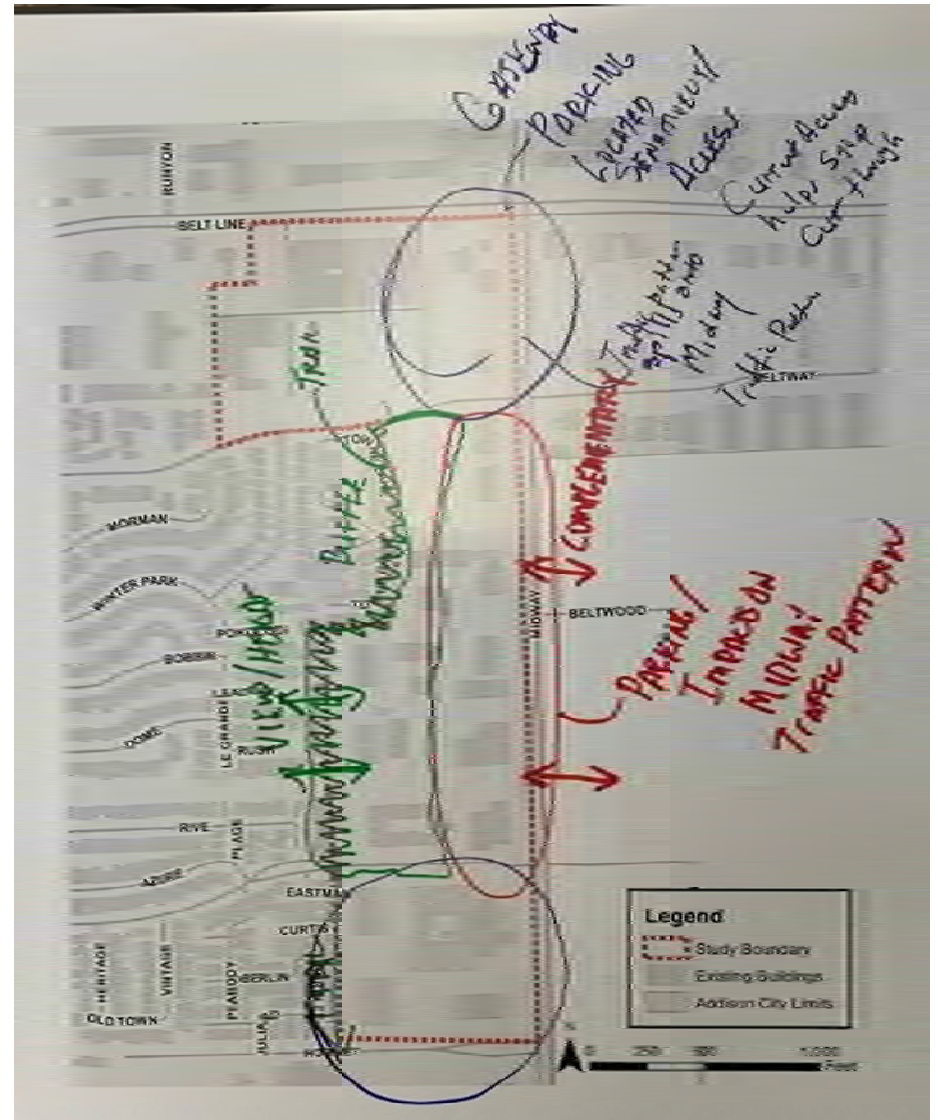


9/23/2021

Development Concepts

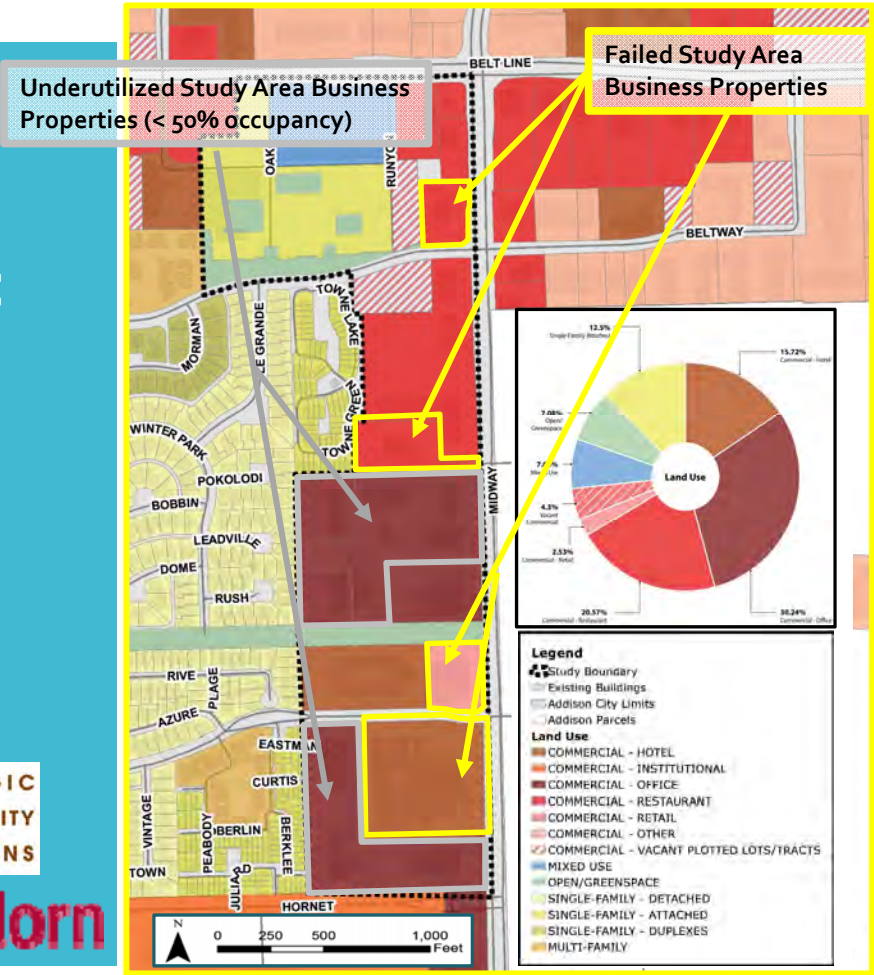
- Midway/Belt Line corner
 - Gateway
 - Traffic issues
 - Parking concerns
- Green buffer on west with trail
- Address parking and impacts on Midway traffic pattern

Sam's Club Special Area Study

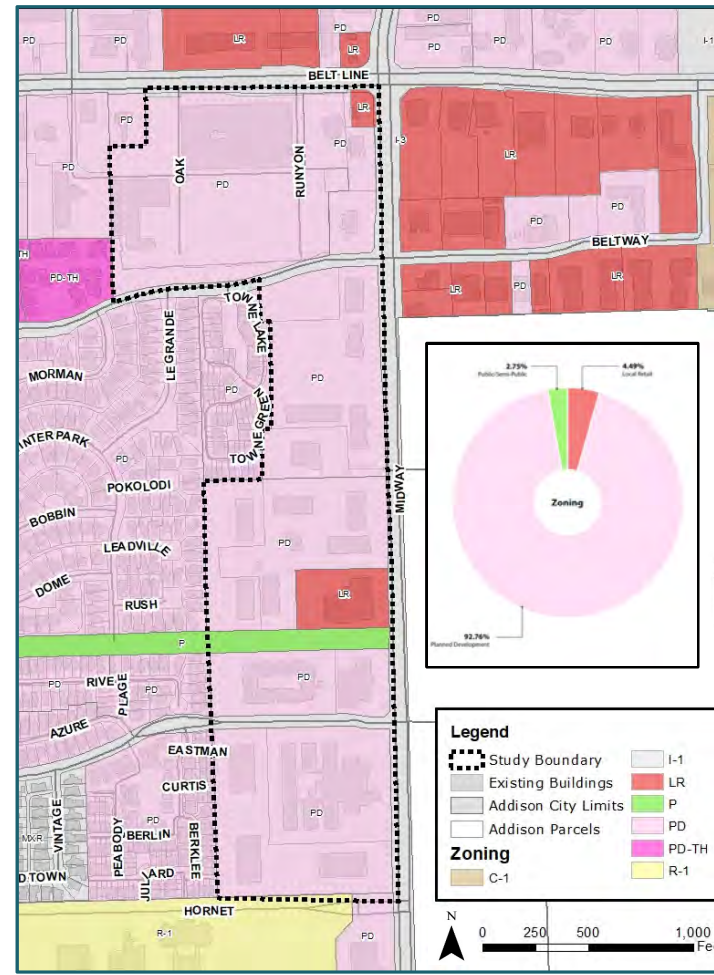


Project Background:

Existing Land Use and Zoning



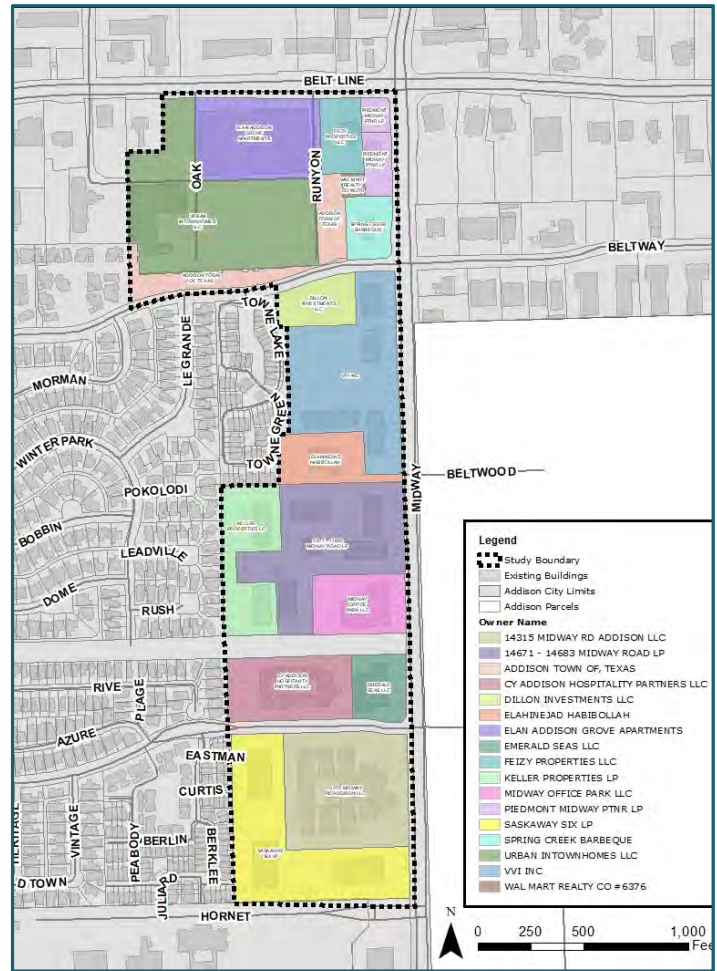
Existing Land Use



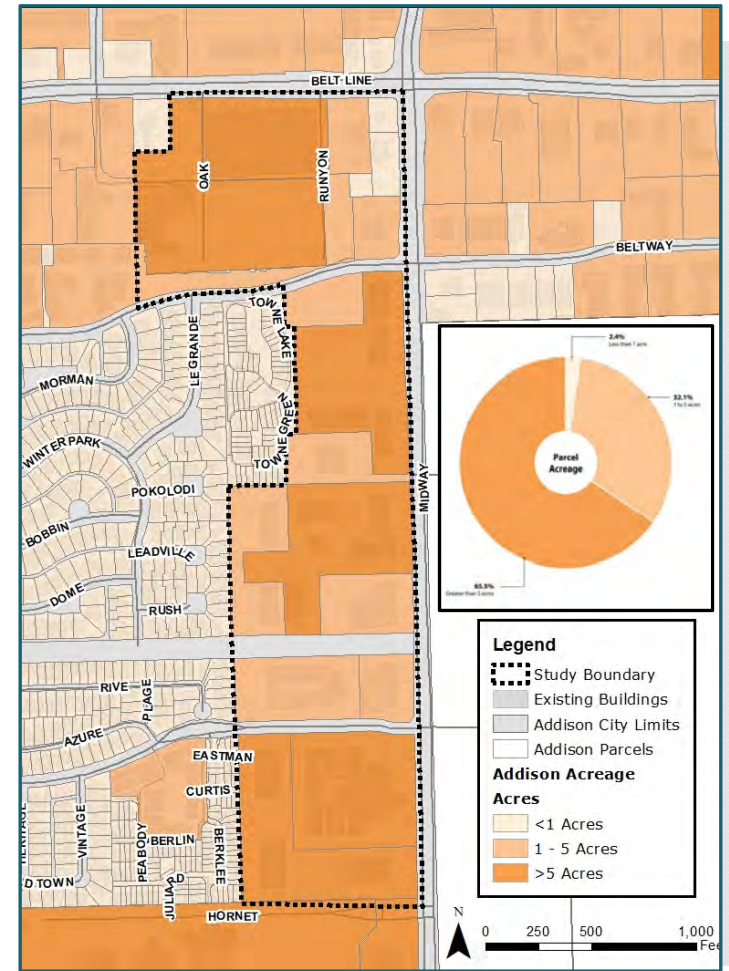
Current Zoning

Project Background:

Parcel Disposition



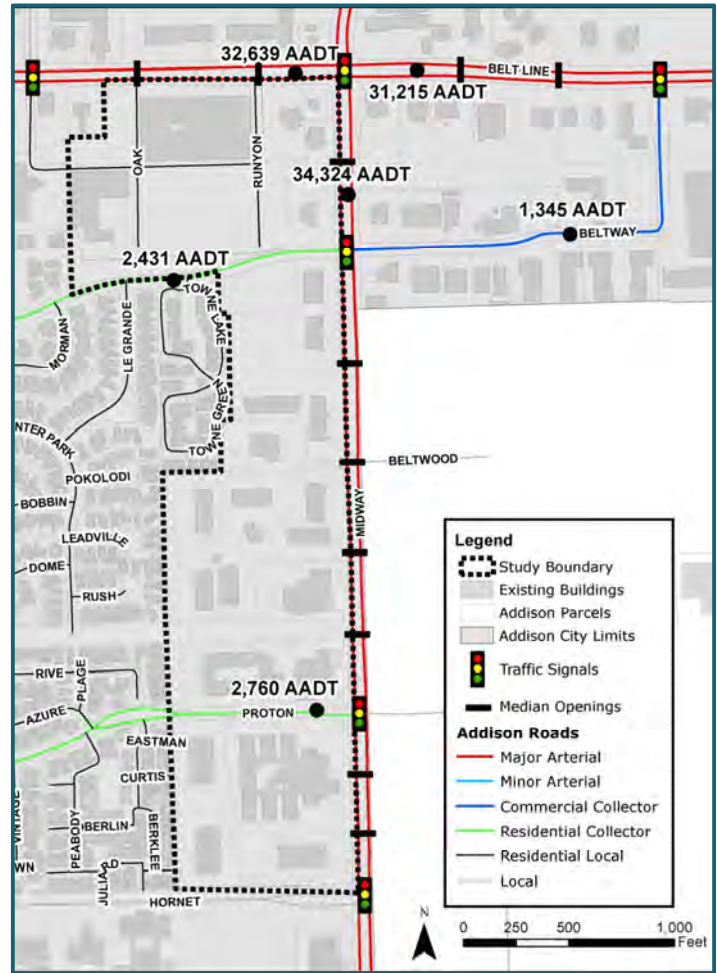
Parcel Ownership



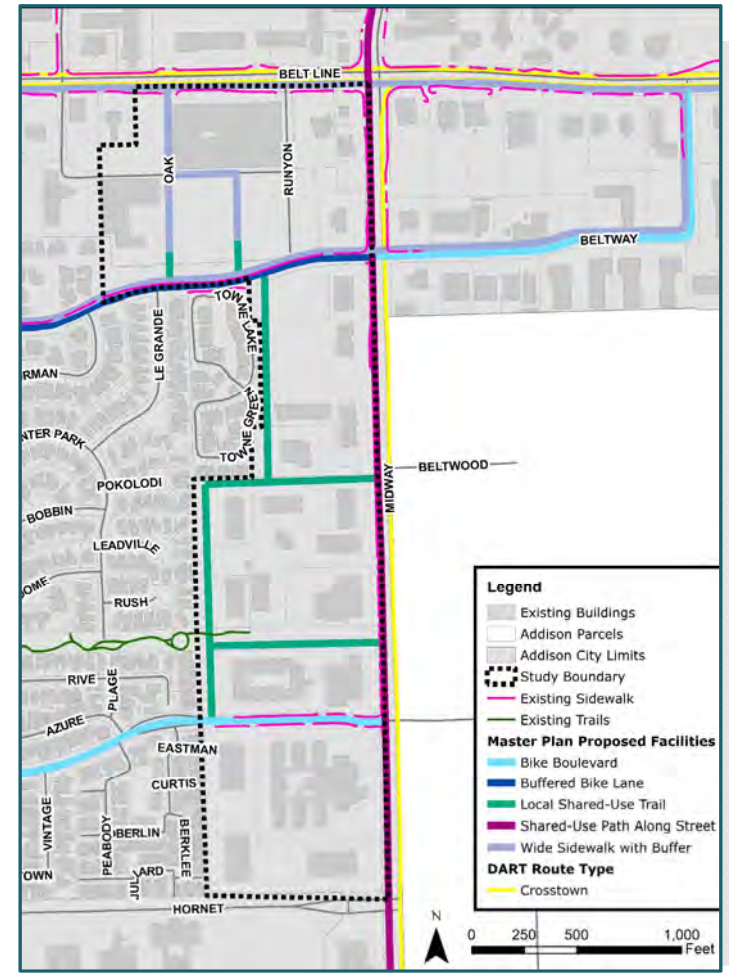
Parcel Size

Project Background:

Mobility



Master Transportation Plan















Citywide Trails Master Plan

Project Background:

Demographic Snapshot



Town of Addison	 <p>17,895 2020 Estimated Population</p>	 <p>34.8 Median Age</p>	 <p>15.2% Households with Children</p>
Metroplex	 <p>+42.5% Growth Rate since 2010</p>	 <p>18.0% % owner households</p>	 <p>1.79 Avg. HH Size</p>
	 <p>7,830,250 2020 Estimated Population</p>	 <p>35.2 Median Age</p>	 <p>39.6% Households with Children</p>
	 <p>+23.0% Annual Growth Rate since 2010</p>	 <p>57.3% % owner households</p>	 <p>2.76 Avg. HH Size</p>

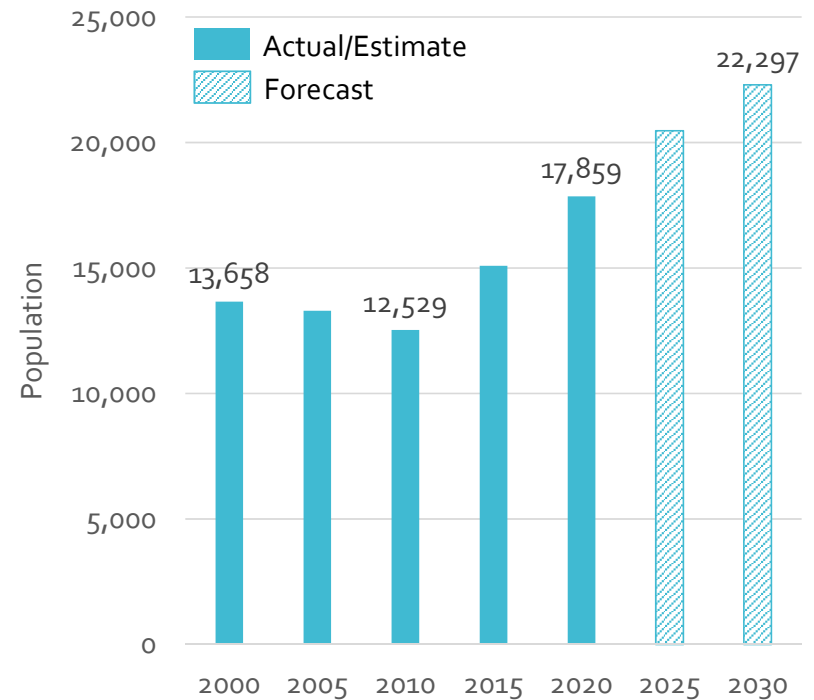
Project Background:

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



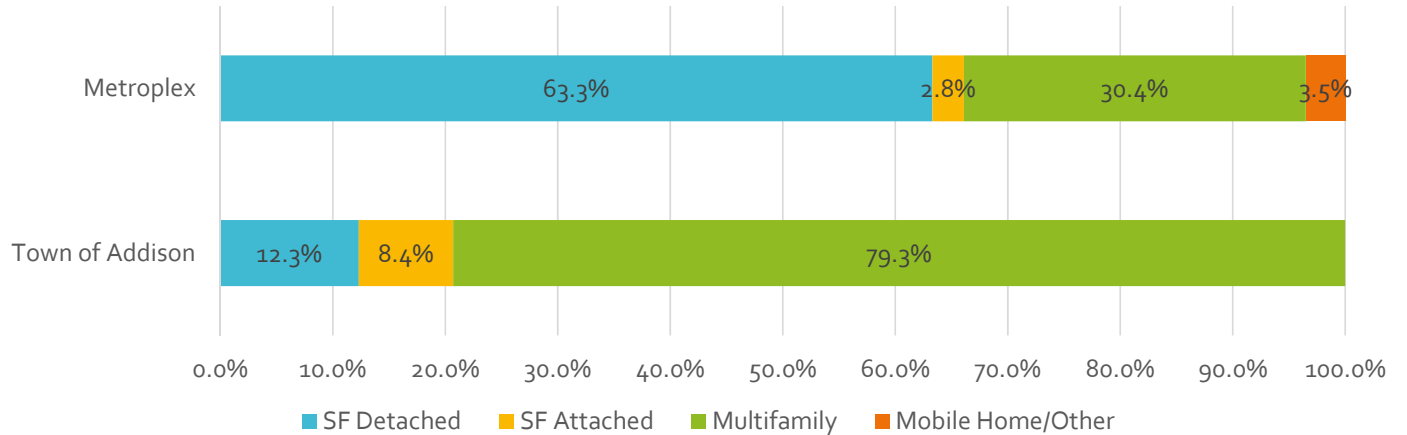
Source: US Census; ESRI BAO; Kimley-Horn

Project Background:

Housing Overview



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 housing stock is multifamily
- Reflects in intentional difference in growth approach from other communities in the Metroplex
- Multifamily has been a component of supporting the Town's successful economic base
- Owner-occupancy is forecasted to increase gradually over the next five years

Project Background:

Single-Family Housing Market Assessment



- Community expressed interest in supporting single-family development in the study area
- An analysis of two typical single-family projects was conducted to understand how they would relate to the current market pricing
- Results:
 - If homes were on 6,000 square foot lots, the prices would be \$1.2 to \$1.25 million
 - If homes were on 3,500 square foot lots, the prices would be \$900,000 to \$950,000
- If a developer proposed single-family housing, it could be consistent with the objectives of this plan, but the market probably will seek a mix including townhomes and apartments (ownership and rental) here

Project Background:

Housing Takeaways



For-Sale Takeaways

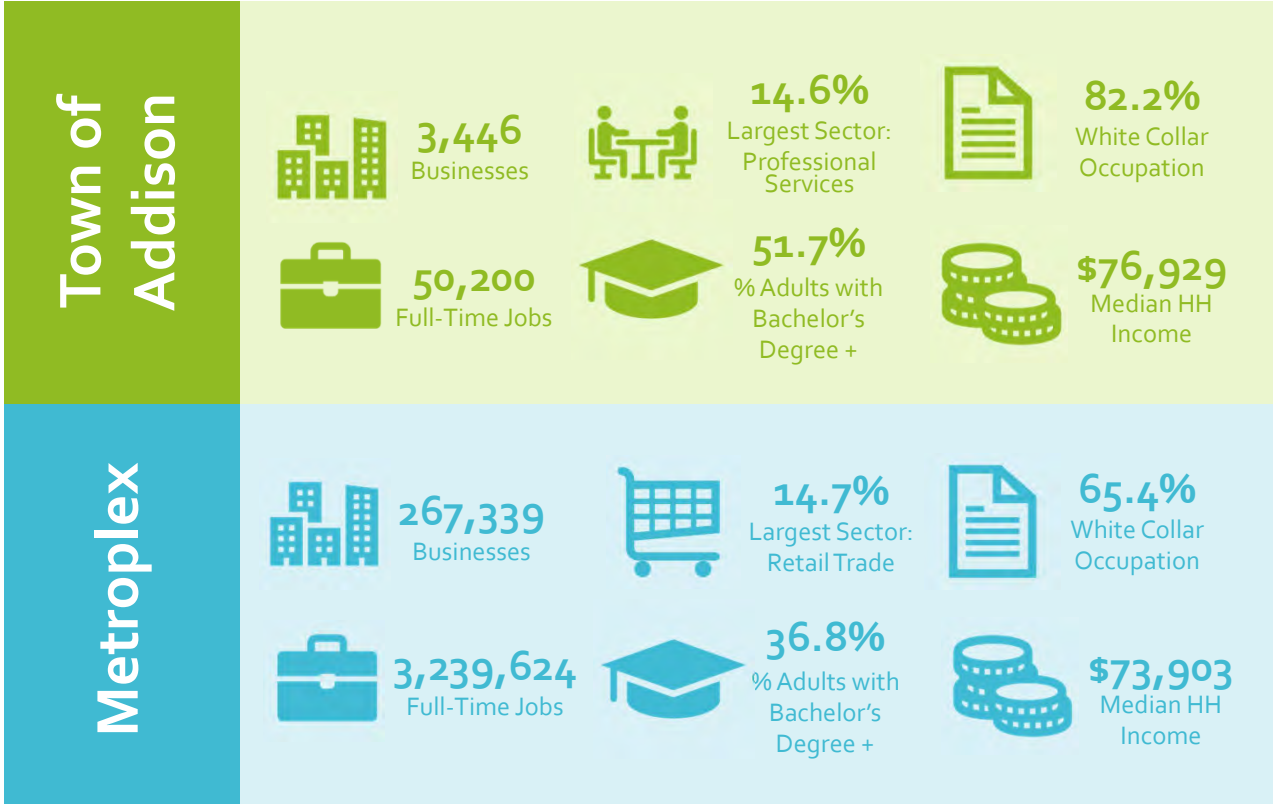
- For-sale inventories are at an all-time low, leading to a strong seller's market
- Median sales prices in the Metroplex have increased 17.86% in the last year
- Addison's comparably limited inventory of for-sale product remains in high demand
- Single-family detached units will be most viable as a component of a larger development that offers a mixture of housing product to off-set cost of development
- Long-term, technological innovation (3D printing, etc) could offset construction costs

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
- Rental housing can take many forms beyond traditional apartment communities

Project Background:

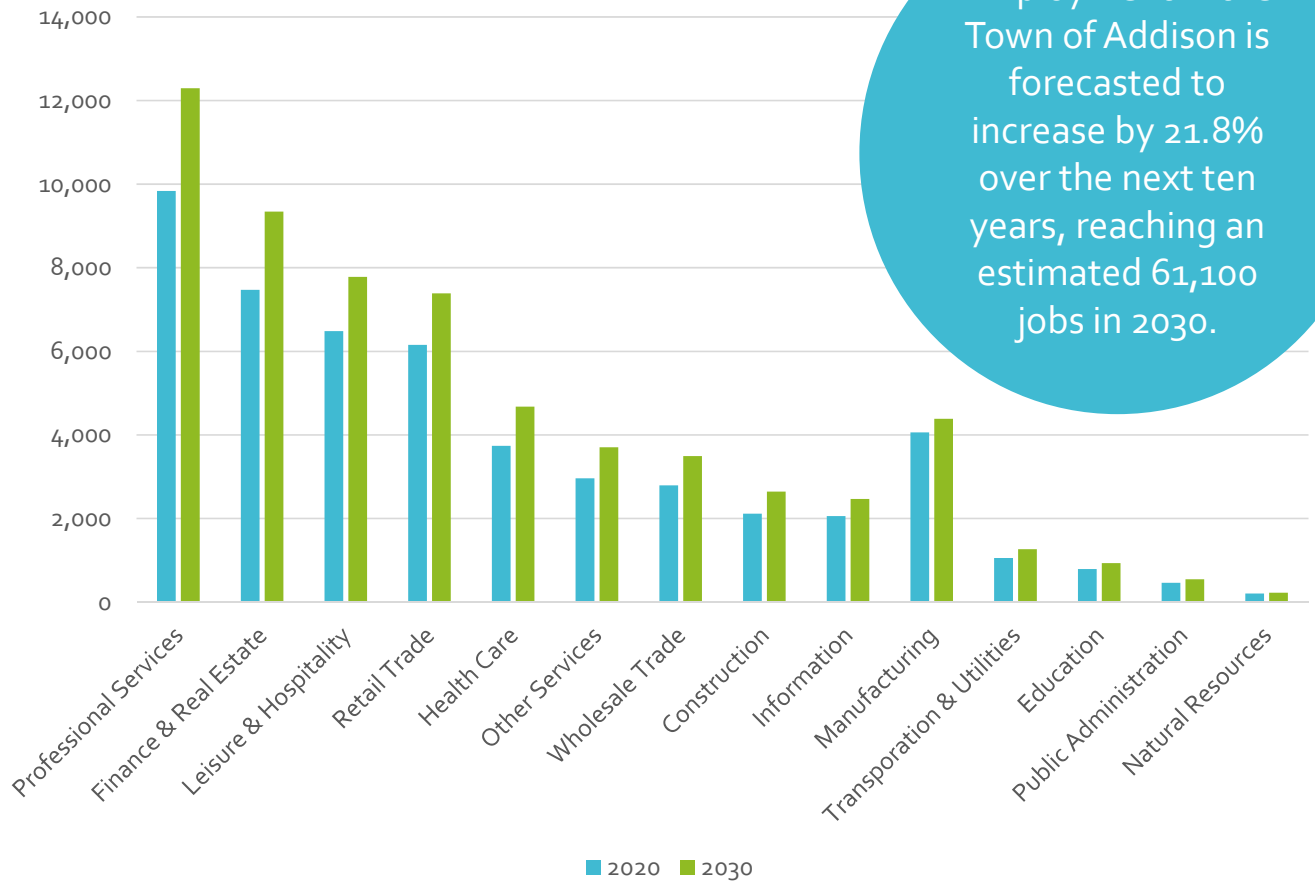
Employment Overview



Project Background: Employment Forecast



Employment Forecast, Town of Addison, 2020-2030



Employment in the Town of Addison is forecasted to increase by 21.8% over the next ten years, reaching an estimated 61,100 jobs in 2030.

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

Project Background:

10-Year Demand Summary (Town of Addison)



Project Background:

Study Area Development Opportunities



For-Sale Housing

Opportunity: Immediate
Products: Cottage
Townhouse
Missing Middle

Market Considerations

- Increases ownership opportunities in Addison
- Buffers existing SFD neighborhoods
- Adds rooftops to support commercial
- Land cost will influence price points



Rental Housing

Opportunity: Immediate
Products: Market-Rate MF
Active Adult MF
Senior Care

Market Considerations

- Recent MF developments prove viability
- Market-rate communities performing well
- Seniors are fastest growing age group
- Increases options for aging in place



Neighborhood-Serving Retail

Opportunity: Mid-Term
Product: In-line retailers
Destination
Service office

Market Considerations

- 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



Office

Opportunity: Mid- to Long-Term
Product: Service office
Flexible workspaces
Medical

Market Considerations

- Continued recovery from pandemic
- Elevated vacancy rates; excess space absorbed
- Smaller-scale neighborhood-services
- Medical office integrated in a master plan

4. Proposed Strategic Framework & Design Concepts



Strategic
Direction:

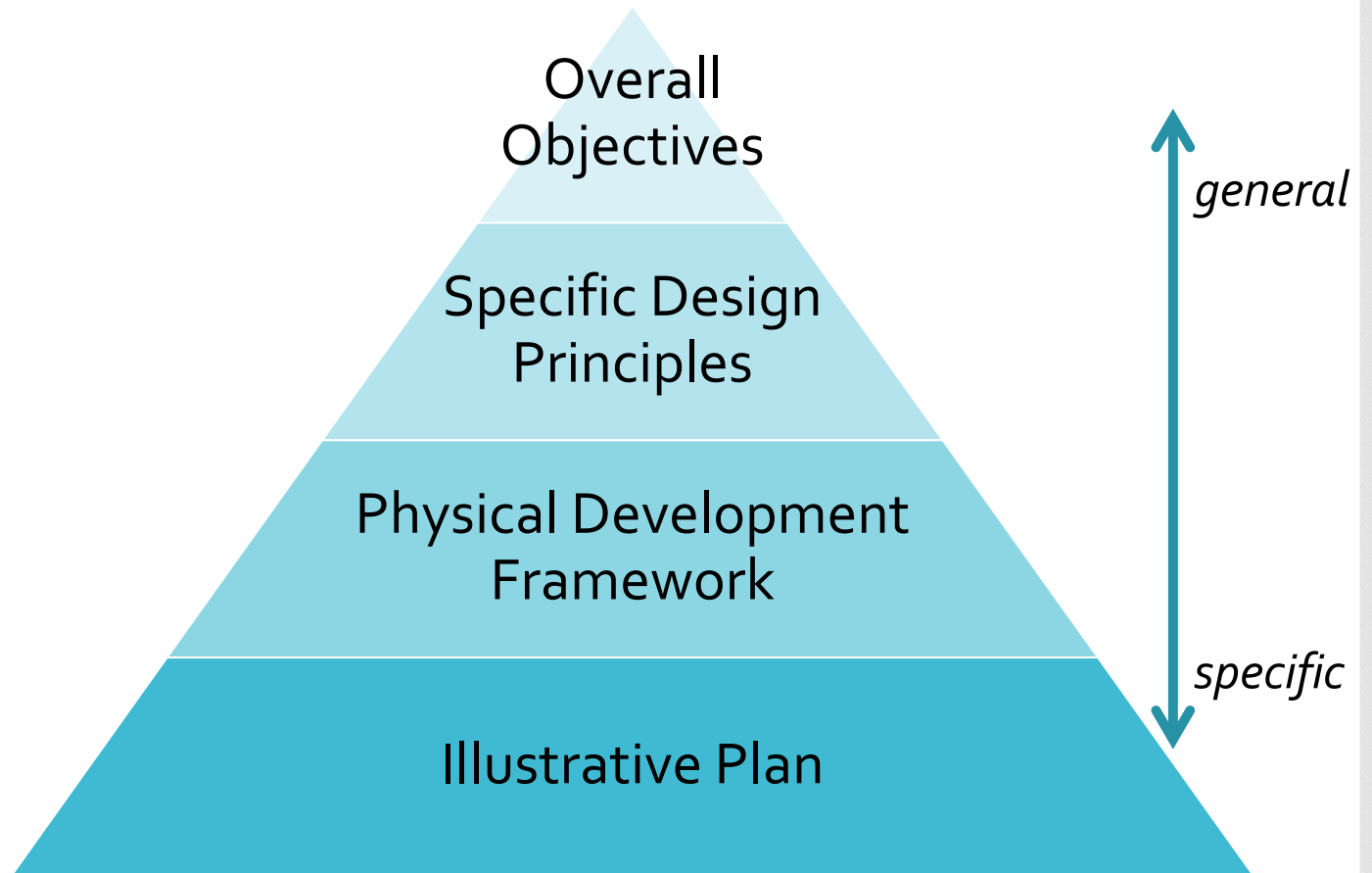
Purpose



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.

Strategic Direction



Strategic Direction:

Preliminary Overall Objectives

- A. Strengthen the area as a distinctive place within the Addison community.
- 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.



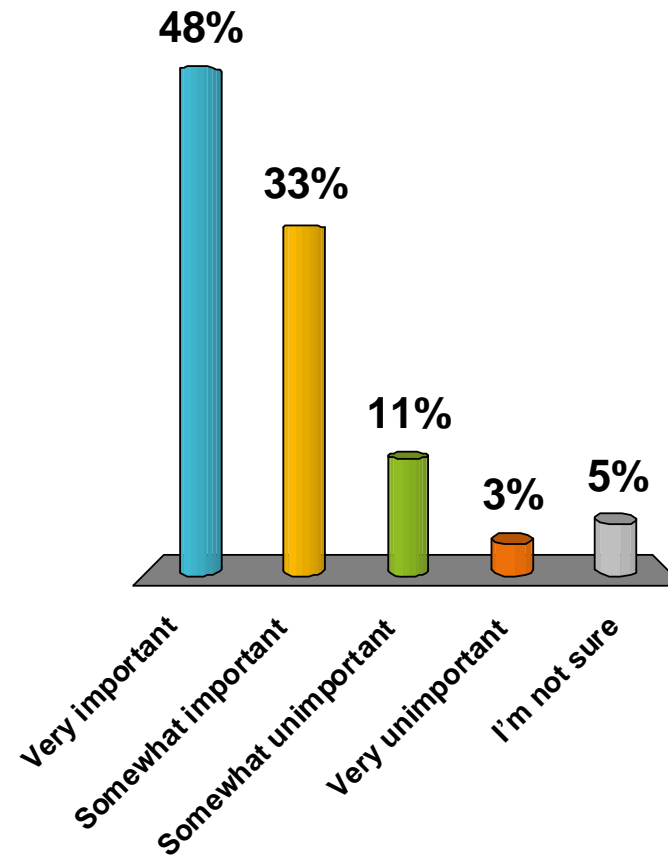
Strategic Direction

How important are these overall objectives to support the **best possible future for this area and for Addison?**



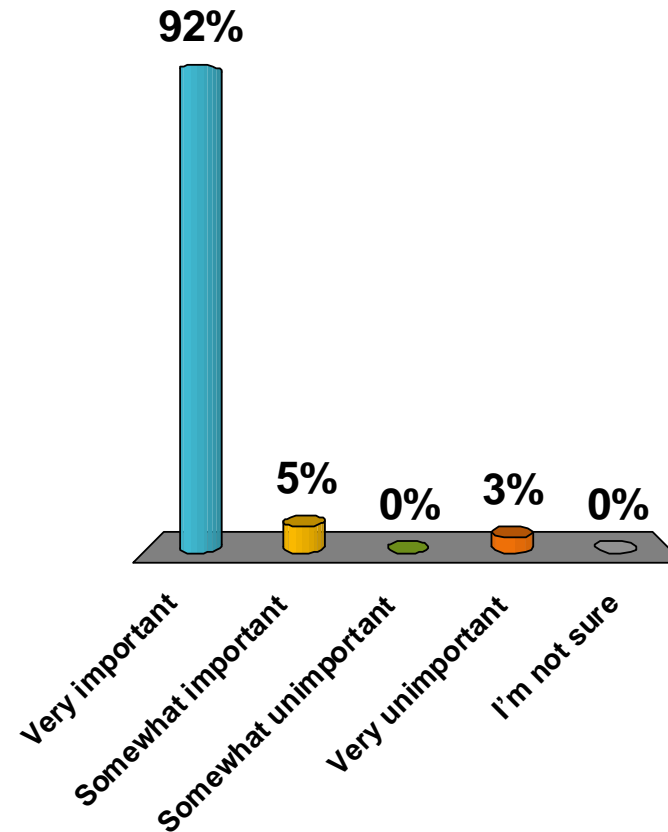
Strengthen the area as a distinctive place within the Addison community

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



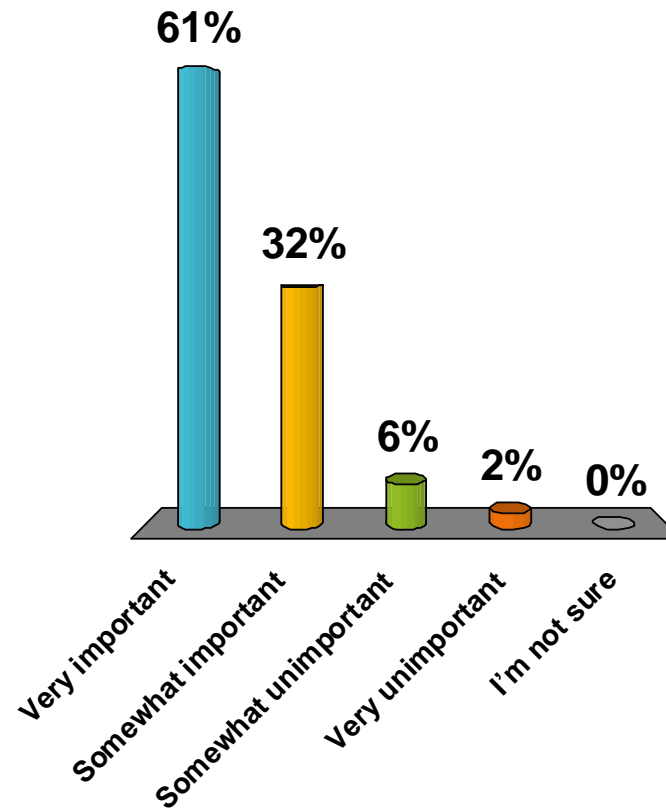
Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



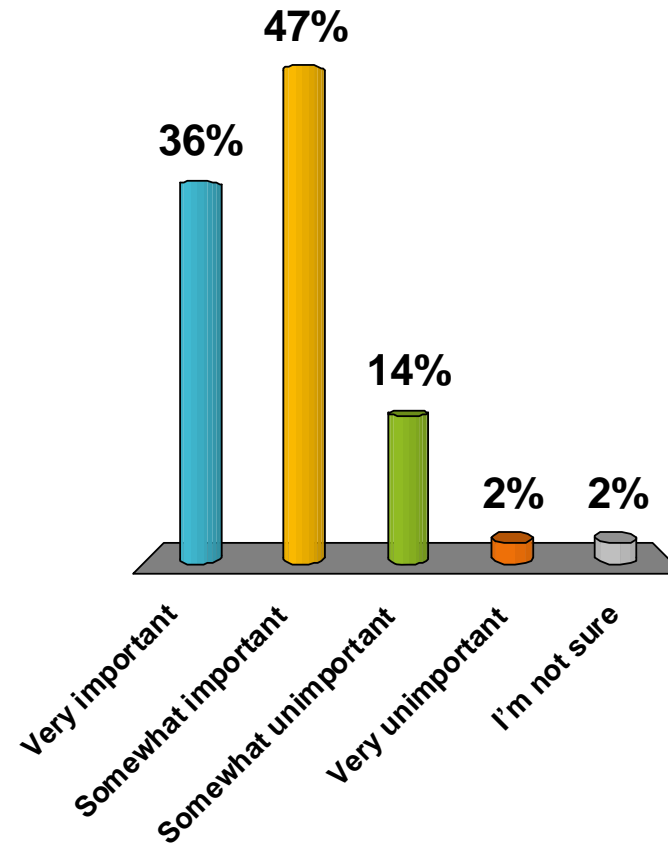
Include useable public green space throughout the area.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



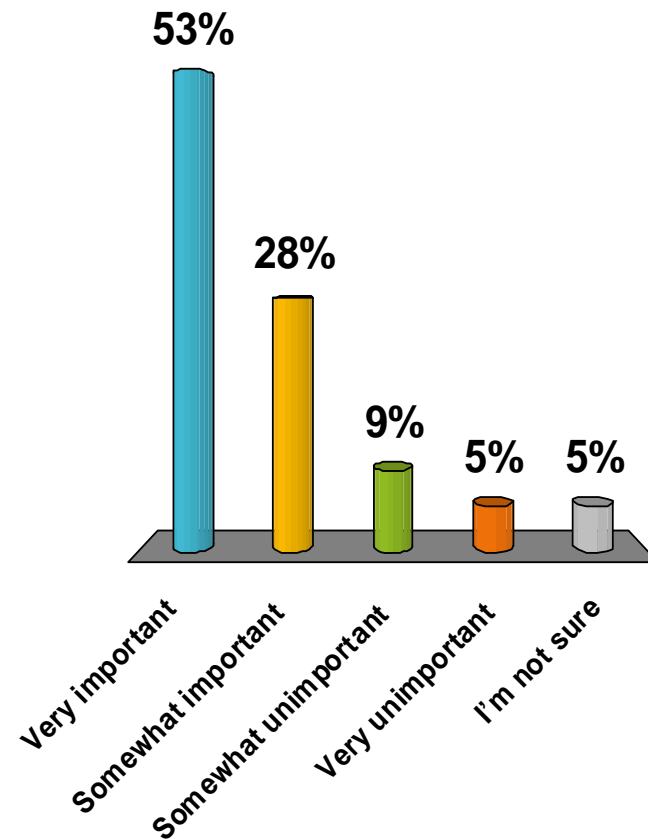
Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



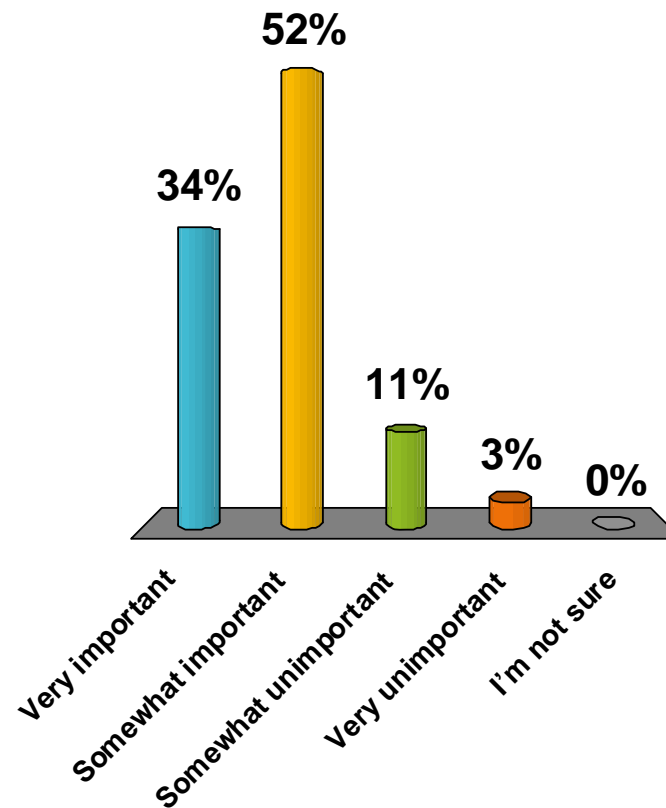
Include development options that are feasible under anticipated current and future market conditions.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



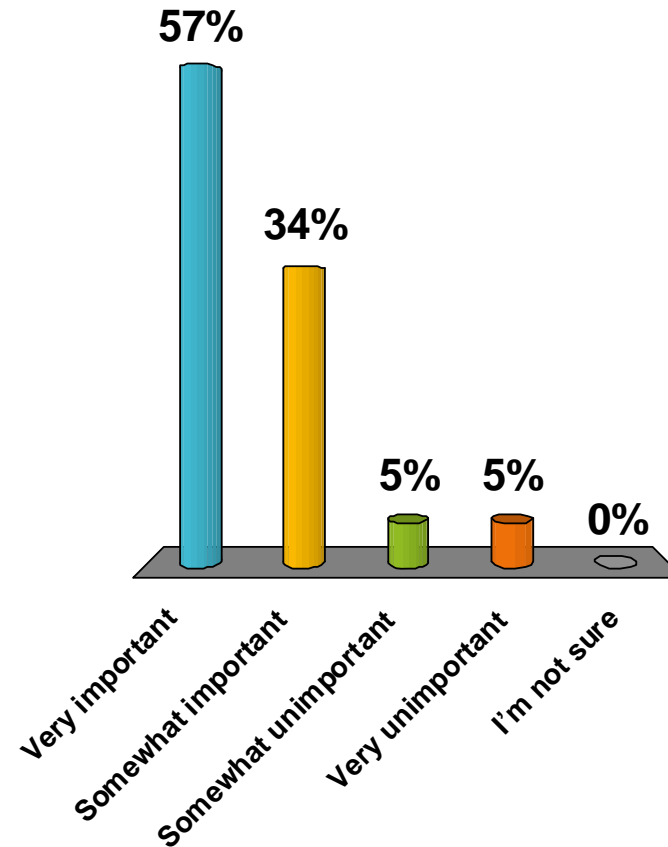
Enable development to occur in phases over time, with useable open space in each phase.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



Build in flexibility to adapt to changing market demands and circumstances.

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
5. I'm not sure



Strategic Direction

Preliminary Physical Development Framework



- 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

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

Active Residential (Lower Scale)



9/23/2021

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)



Sam's Club Special Ave. Studio



9/23/2021

Senior Oriented Development



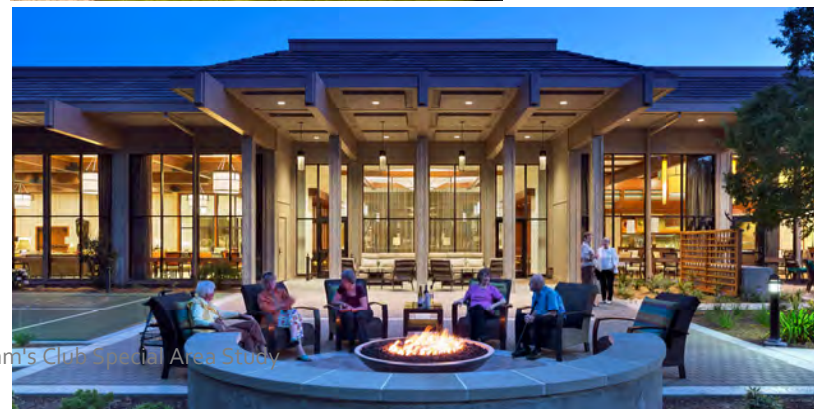
Character and Intent

- 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

Senior Oriented Development



9/23/2021

Sam's Club Special Area Study

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

Restaurants and Retail



9/23/2021

Sam's Club Special Area Study



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

Mix of Uses



9/23/2021

PlaceTypes

How appropriate is the proposed use of this PlaceType as part of the **best possible future for this area and for Addison?**



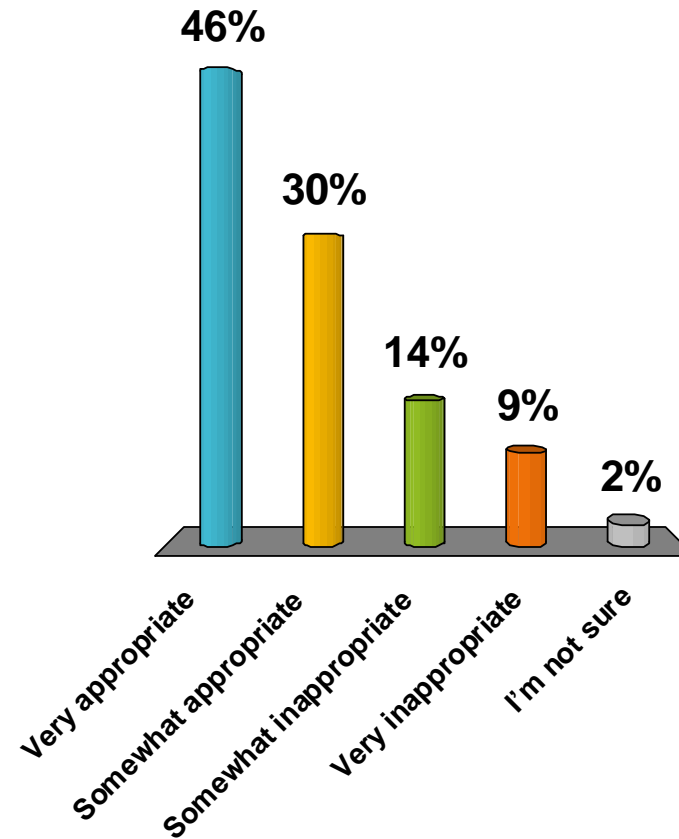
Active Residential (Lower Scale)



9/23/2021

Active Residential (Lower Scale)

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Active Residential (Higher Scale)



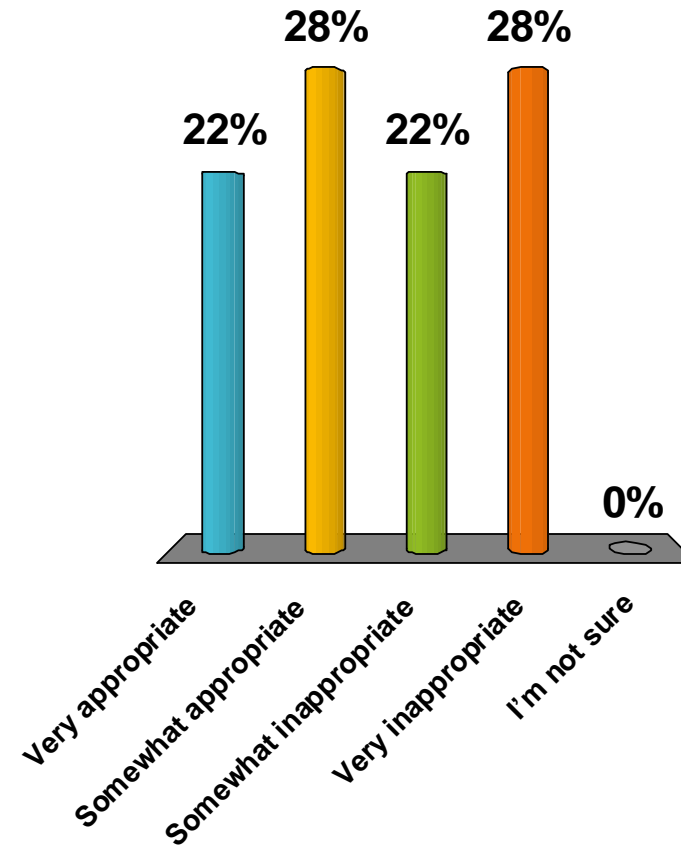
Sam's Club Special Ave. Studio



9/23/2021

Active Residential (Higher Scale)

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Senior Oriented Development

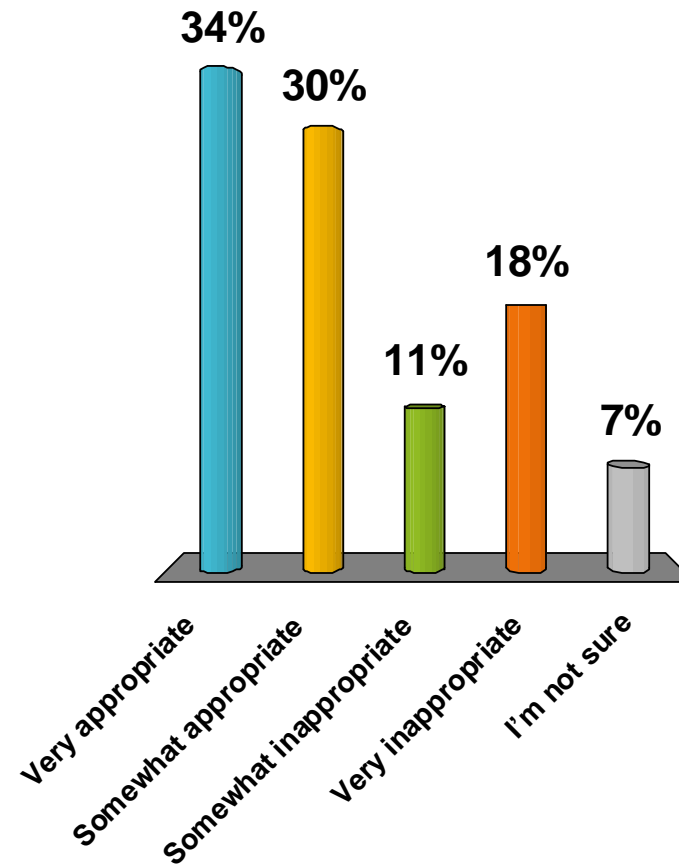


9/23/2021

Sam's Club Special Area Study

Senior Oriented Development

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Restaurants and Retail



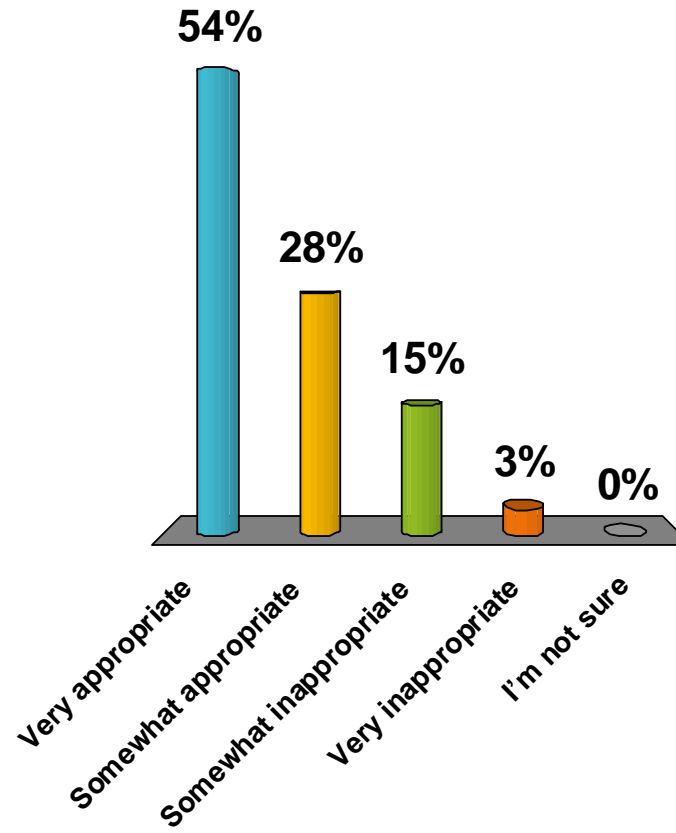
9/23/2021

Sam's Club Special Area Study



Restaurants and Retail

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



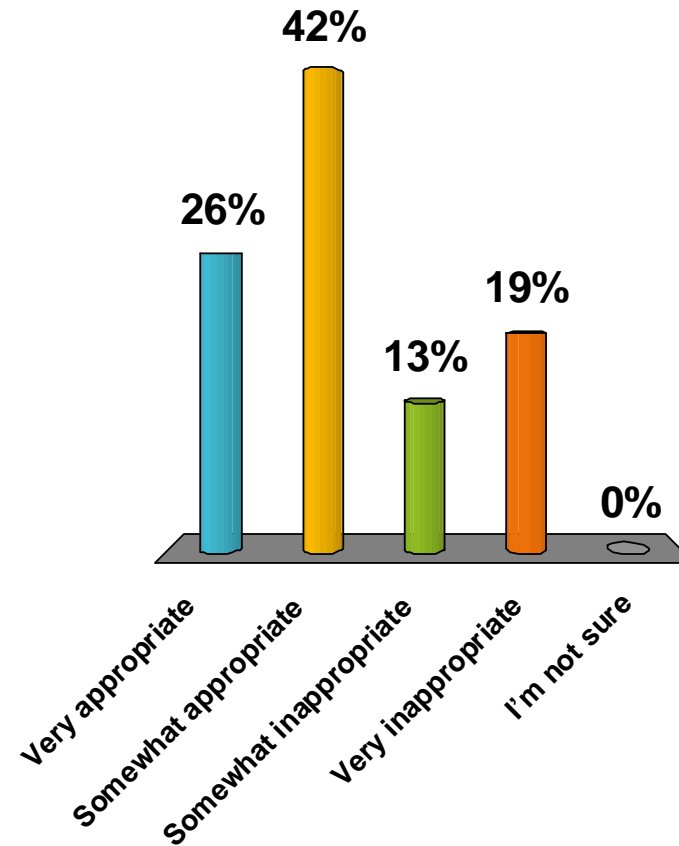
Mix of Uses



9/23/2021

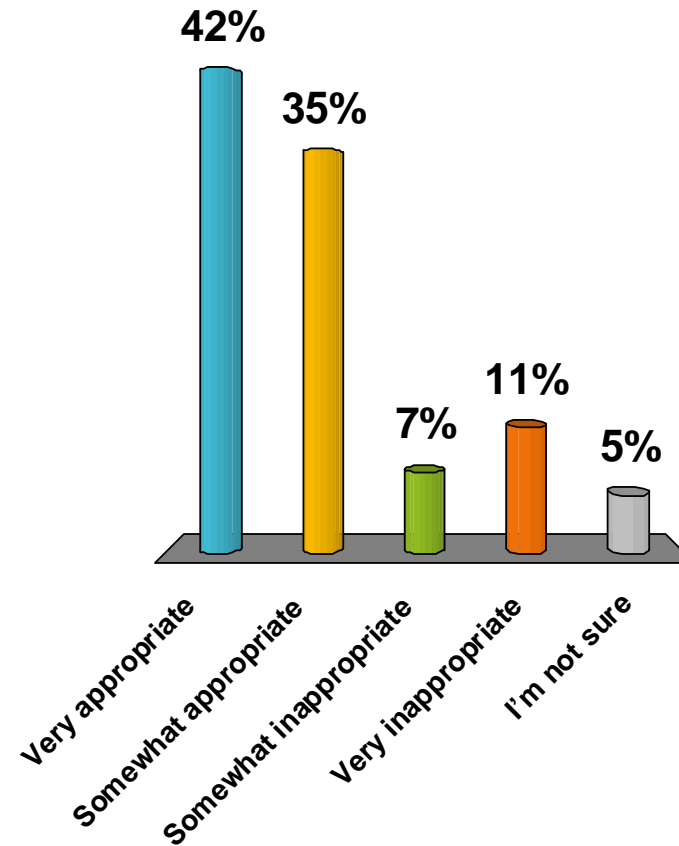
Mix of Uses

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Do the proposed PlaceTypes provide appropriate flexibility for future developments on the Midway Road frontage?

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Destination



Green Space Destinations



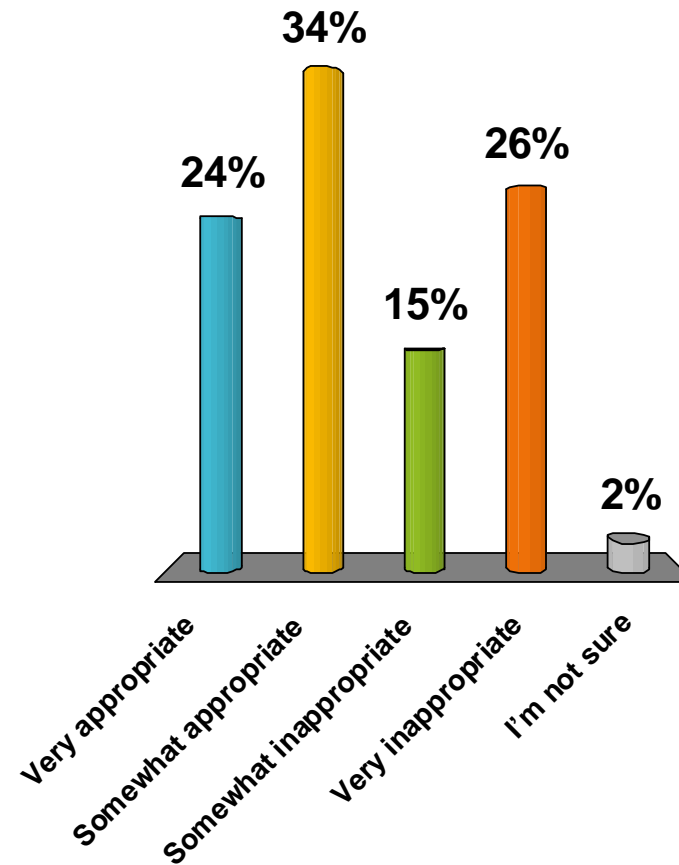
Destination

How appropriate are these concepts for a major destination at the intersection of Midway Road and Belt Line Road as part of the **best possible future for this area and for Addison?**



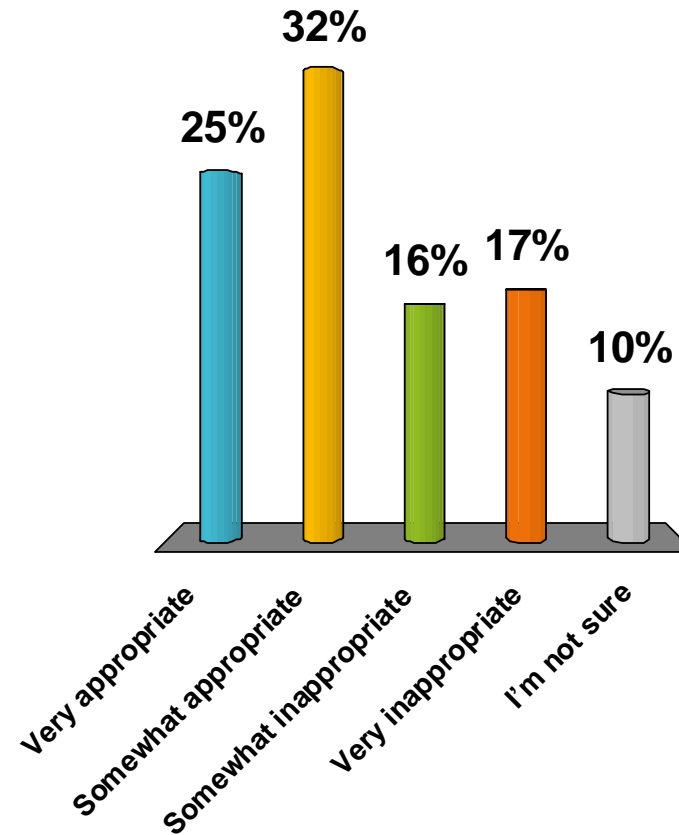
A small grocery or specialty food shop

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



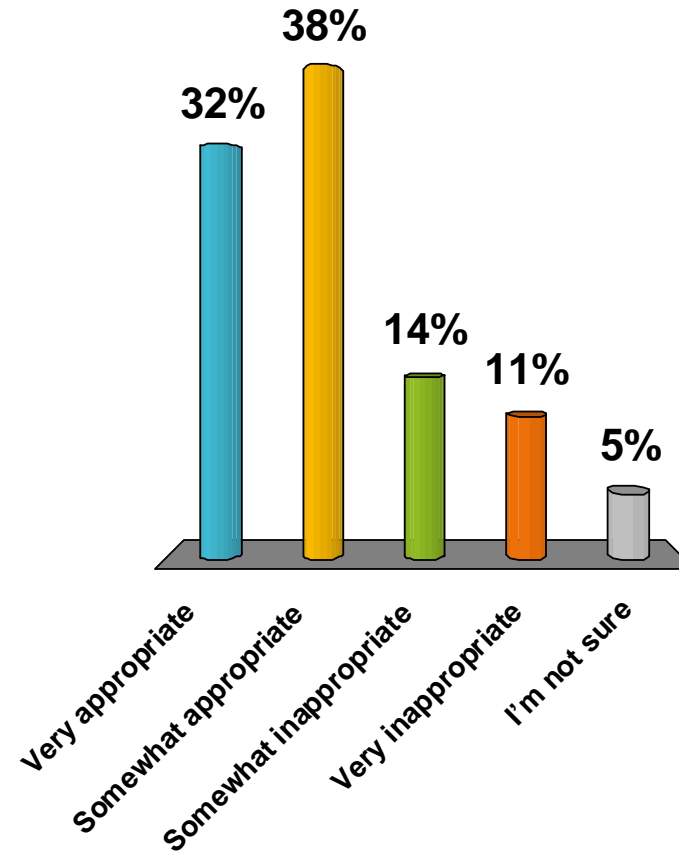
A new building with distinctive architecture

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



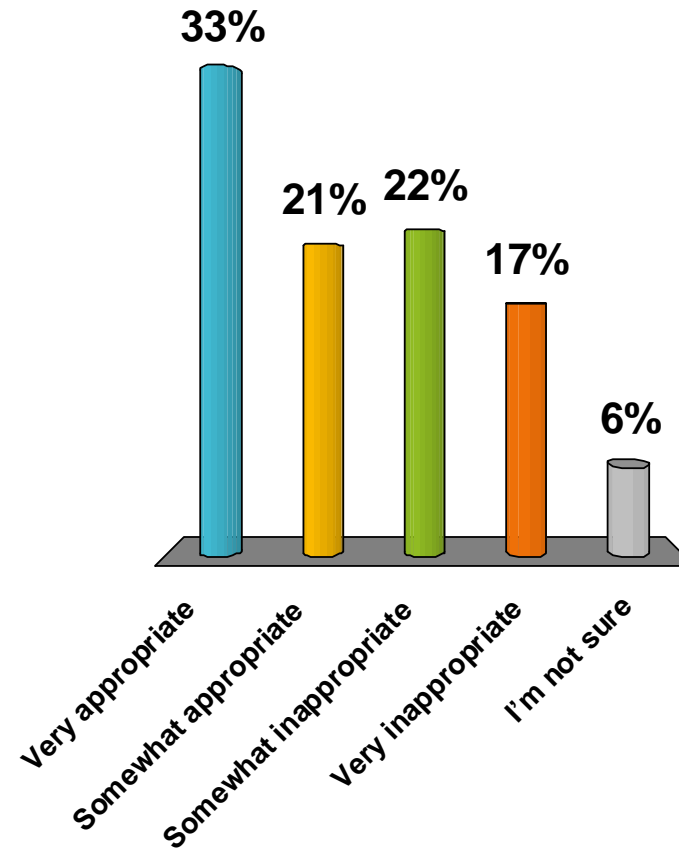
Enhancing Nate's Seafood and surrounding area as a major destination

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



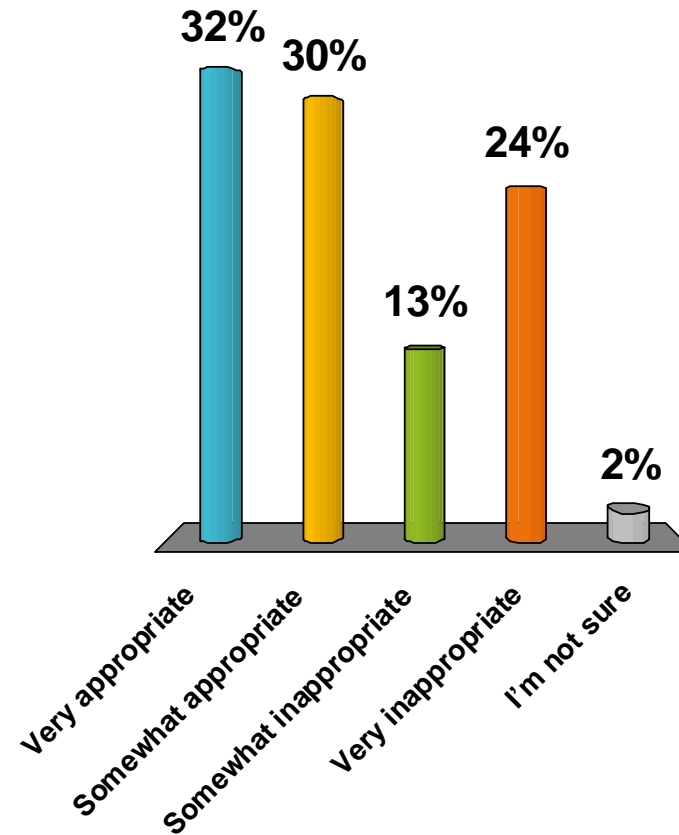
Public art

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



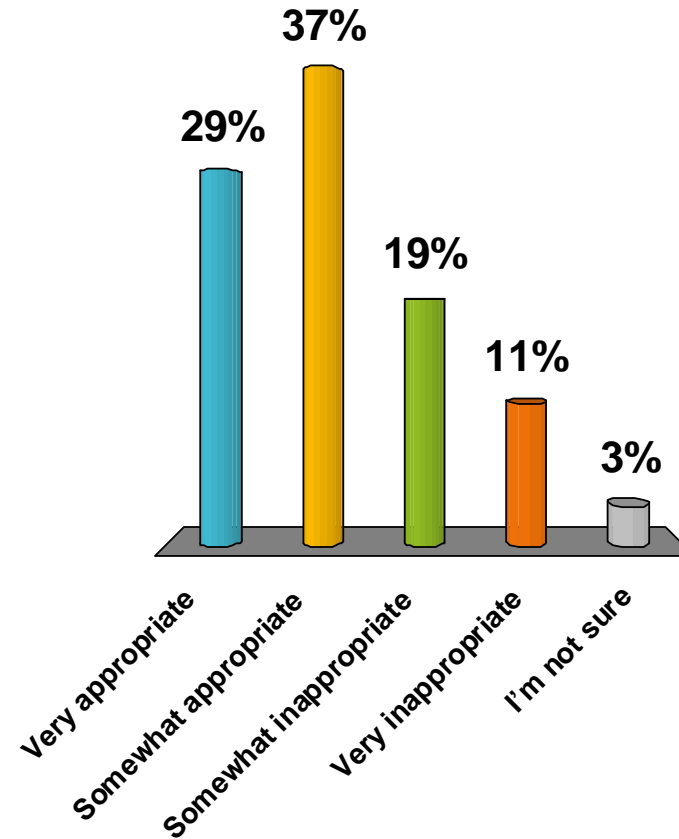
Plaza or outdoor space

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Destination restaurant

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Housing Diversity

Addison's best possible future includes additional housing diversity. This plan should help achieve the Town's adopted 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.**

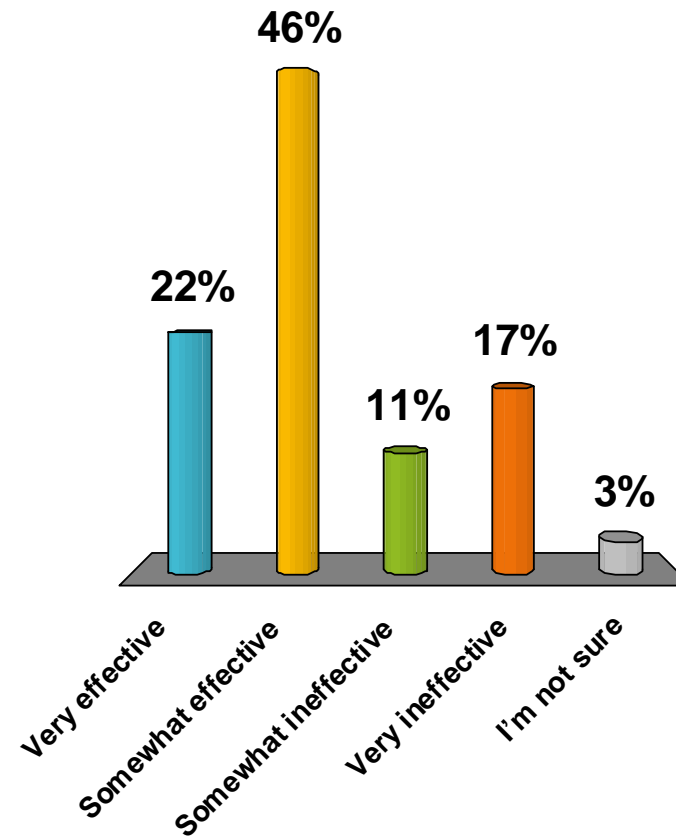
Housing Diversity

How effective is this development framework in terms of providing more housing options in Addison for these groups of people?



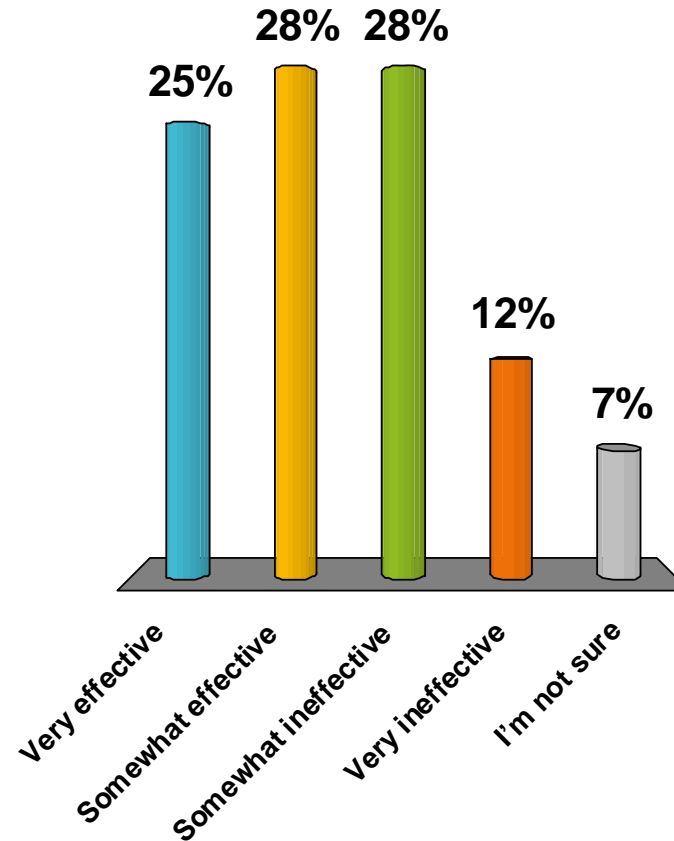
Current Addison residents who want to downsize

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



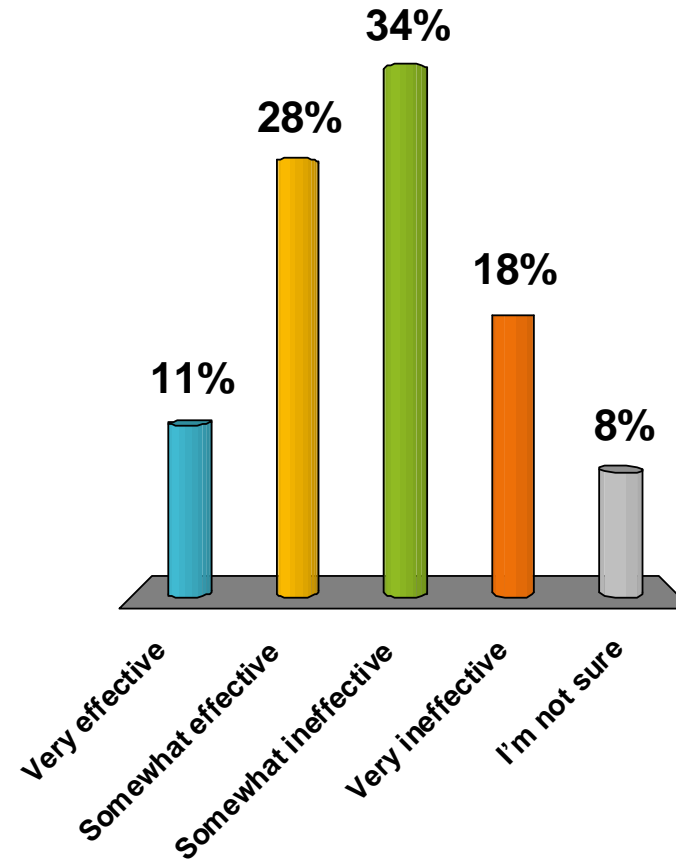
Young adults beginning their careers

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



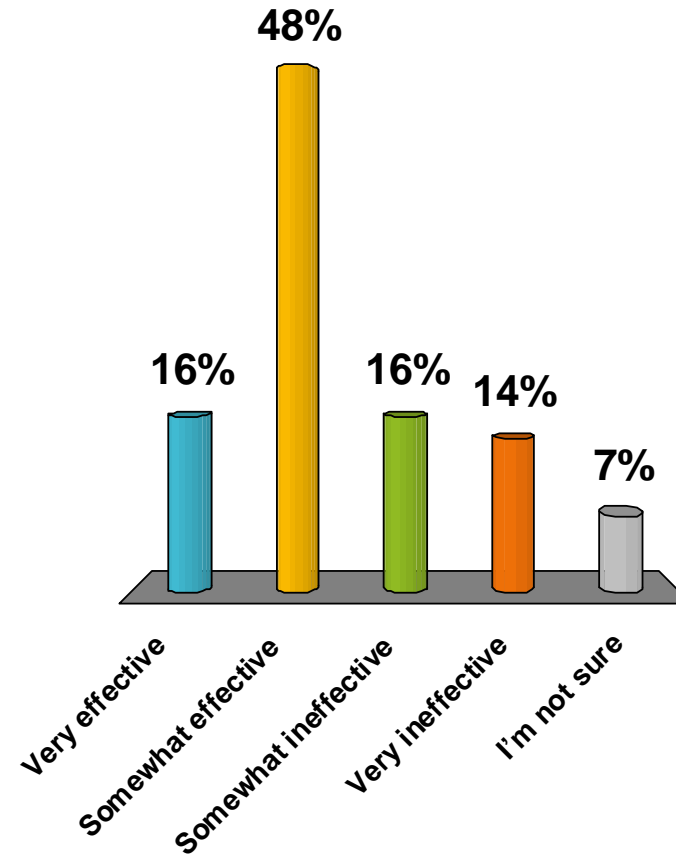
People who work in Addison's offices and restaurants

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



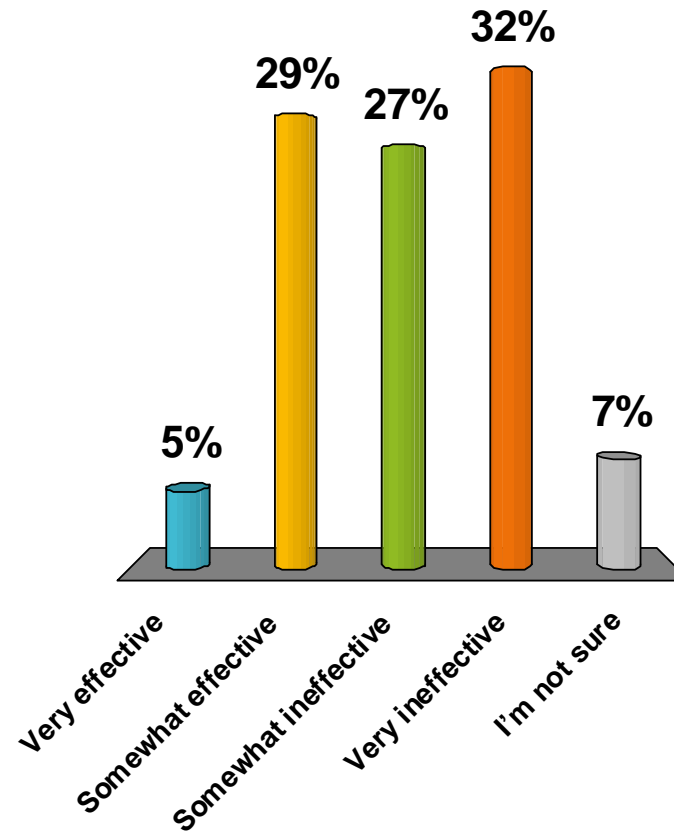
Seniors who need some level of assistance

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



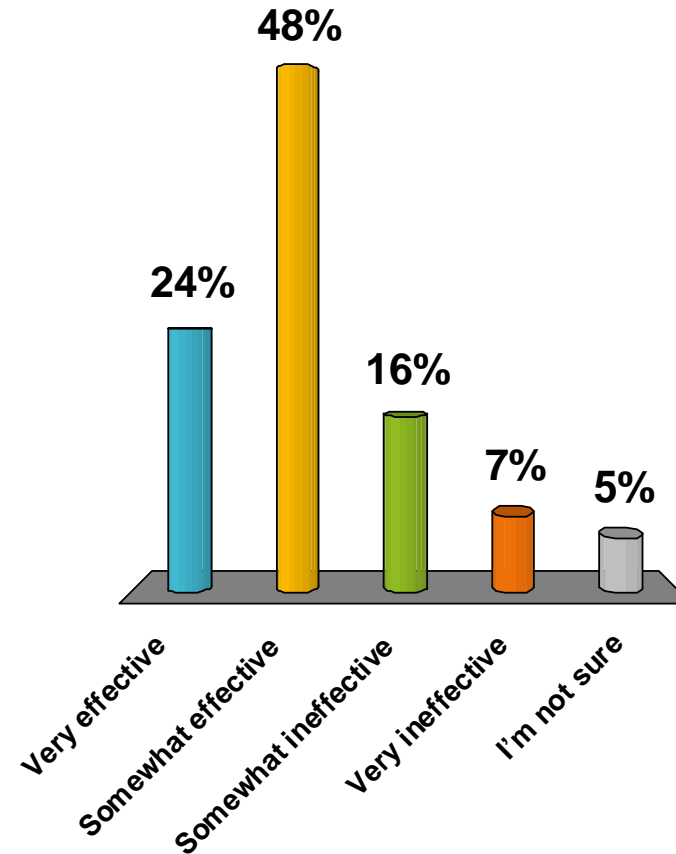
Young families

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



Single people of all ages

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



Strategic
Direction

Policies



Design, Form and Character Policies

Design, Form & Character Policies:

Connected Trails and Open Spaces



Design, Form and Character Policies

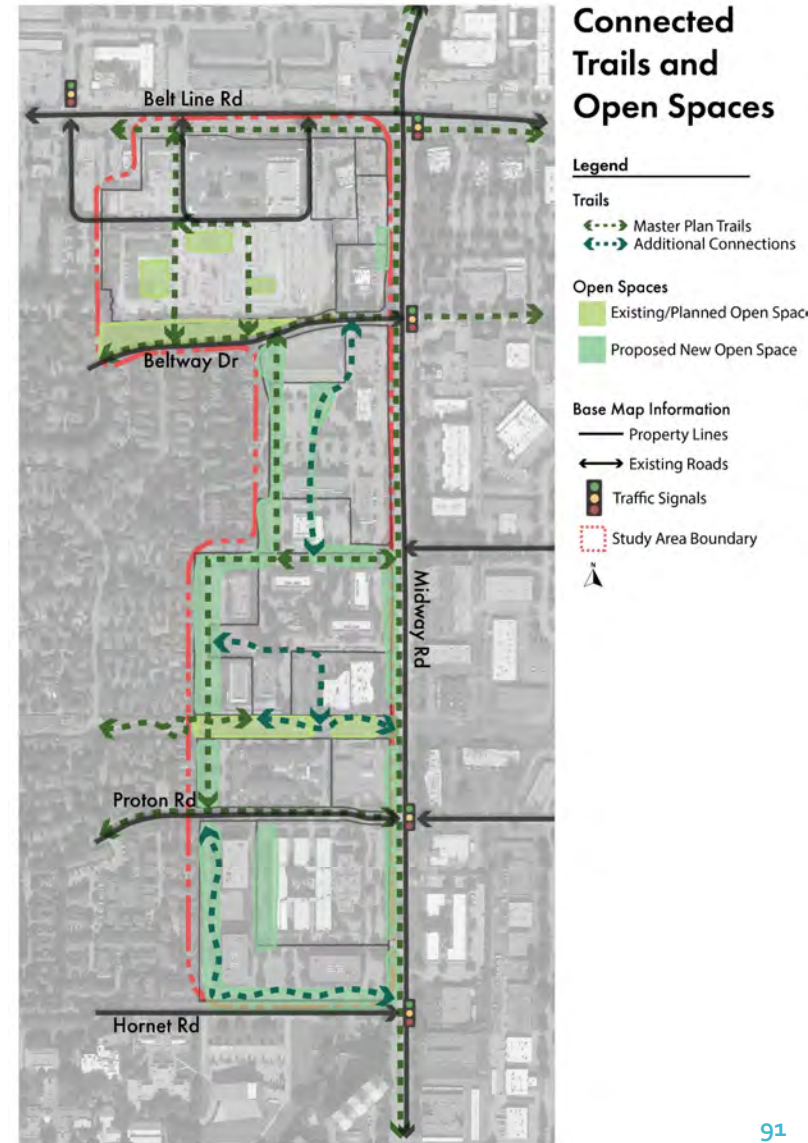
Connected Trails and Open Spaces

- 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.

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.



Design, Form & Character Policies:

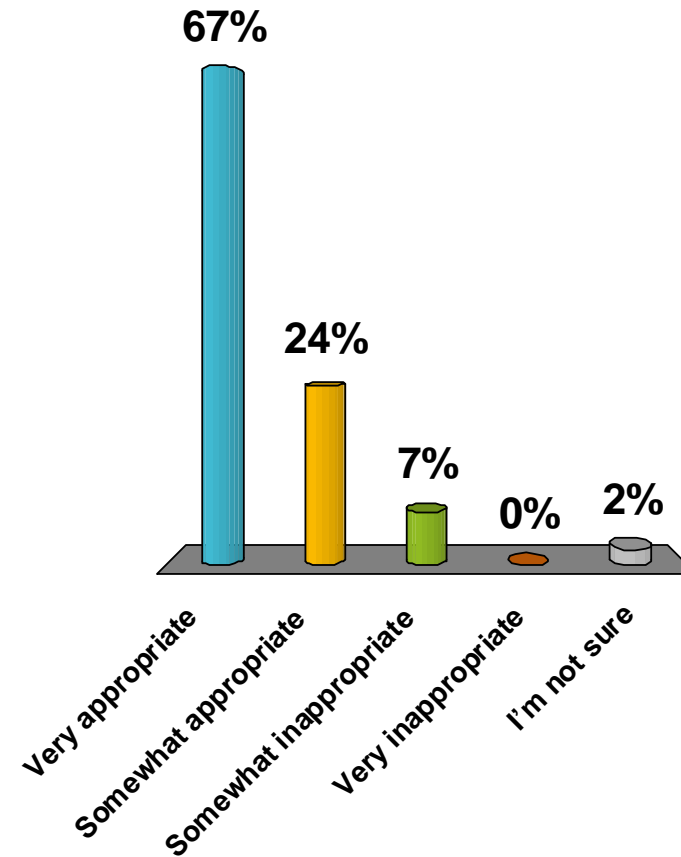
Connected Trails and Open Spaces

How appropriate are these proposed connected trails and open space policies as part of the **best possible future for this area and for Addison?**



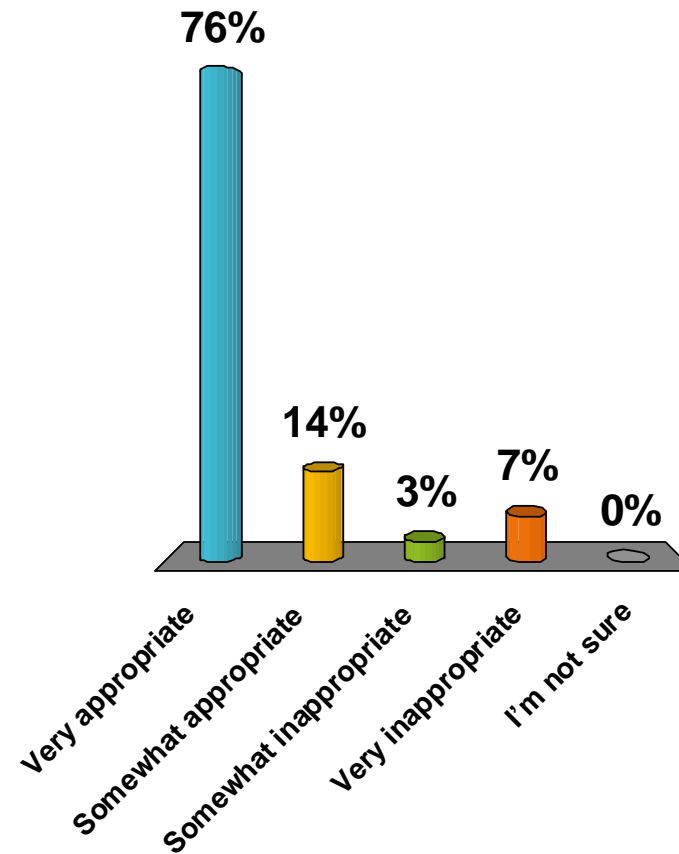
Development to provide new open spaces with active & passive activities

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



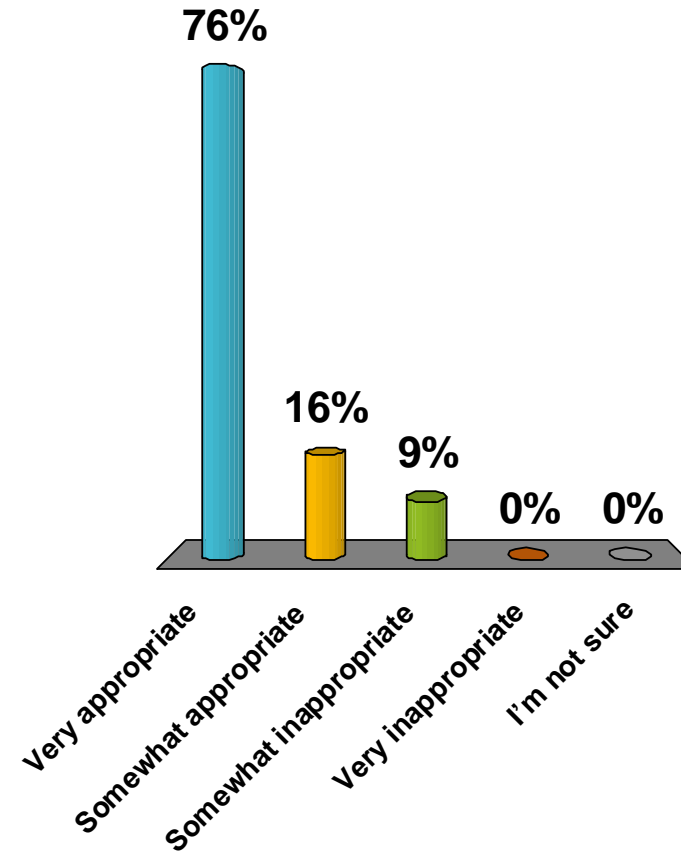
Location of a primary open space with new trail along western side

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



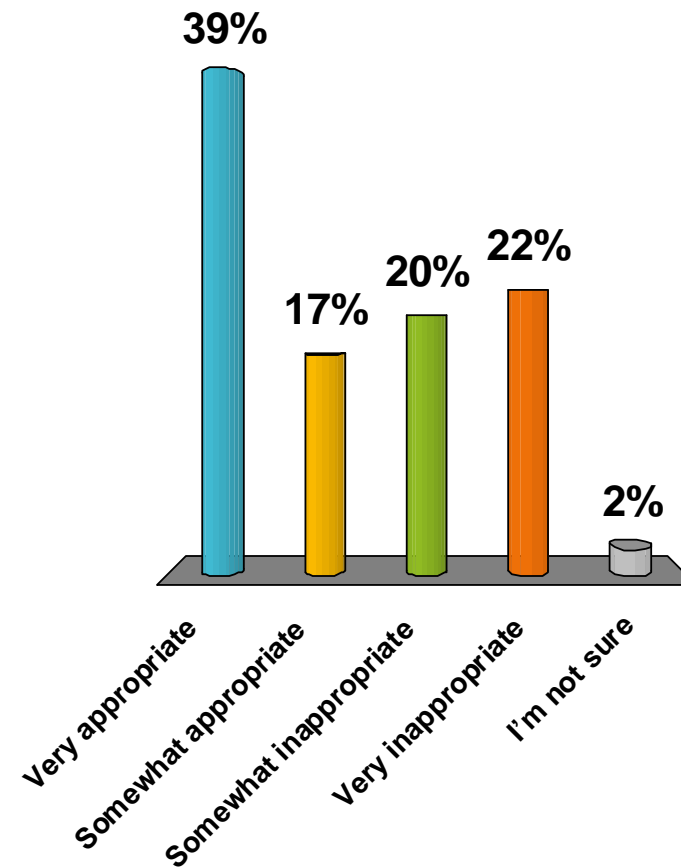
Walkable, bikeable connections within the study area's developments

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Walkable, bikeable connections from existing neighborhoods on existing routes only

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



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.



Design, Form & Character Policies:

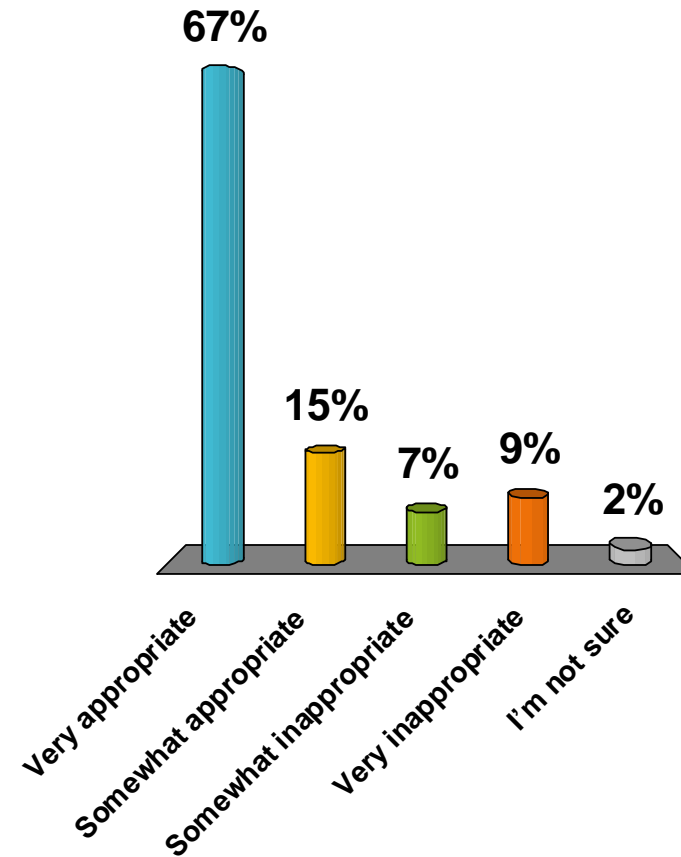
Building Height Transitions

How appropriate are these building height and transition policies as part of the **best possible future for this area and for Addison?**



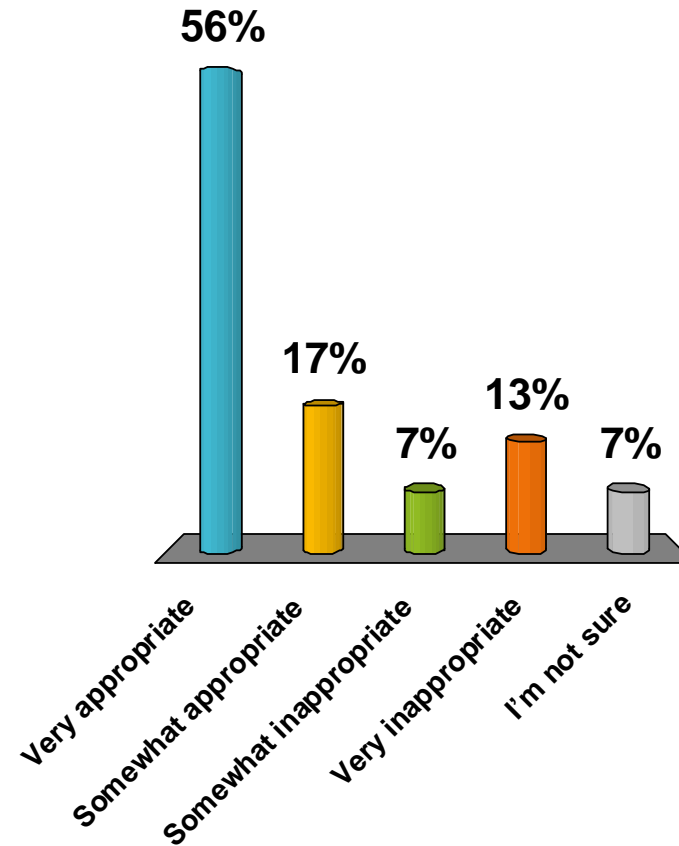
Green buffer of at least 50' in width from existing neighborhoods

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Height transitions based on use and distance beyond the green buffer

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



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.

Design, Form & Character Policies:

Neighborhood Compatibility

How effective are these design policies in providing compatible development adjacent to existing Addison neighborhoods?

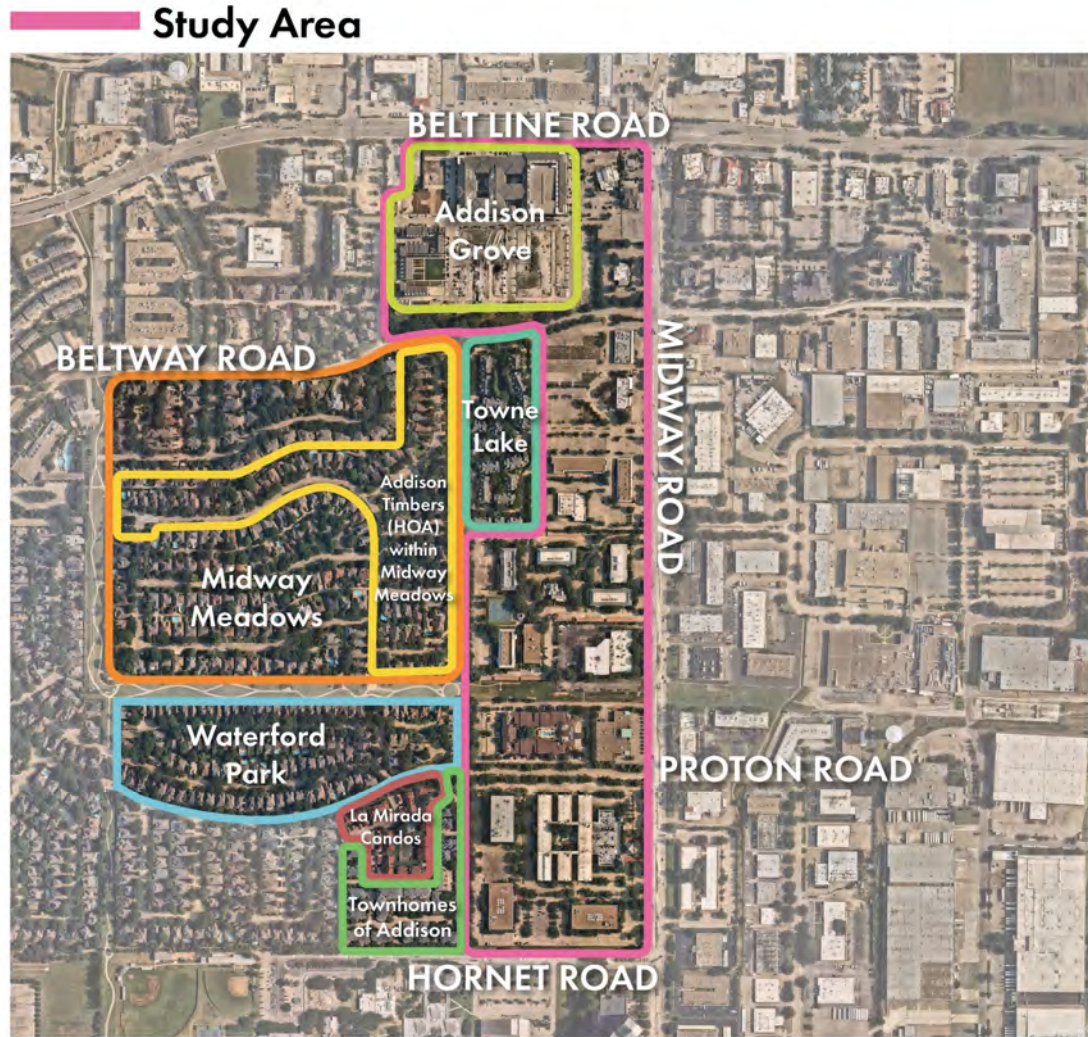


Design, Form & Character Policies:

Neighborhood Compatibility



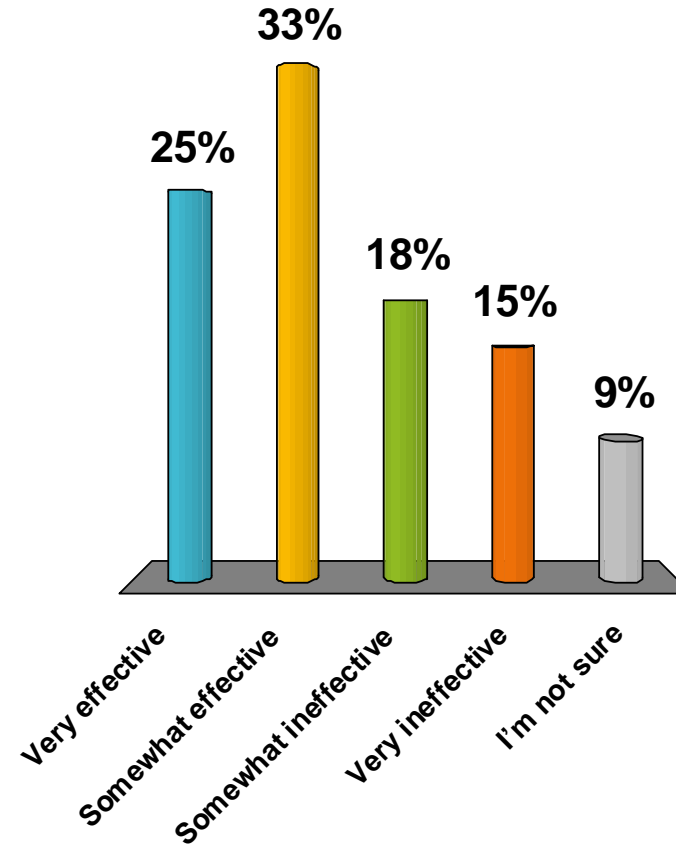
9/23/2021



Sam's Club Special Area Study

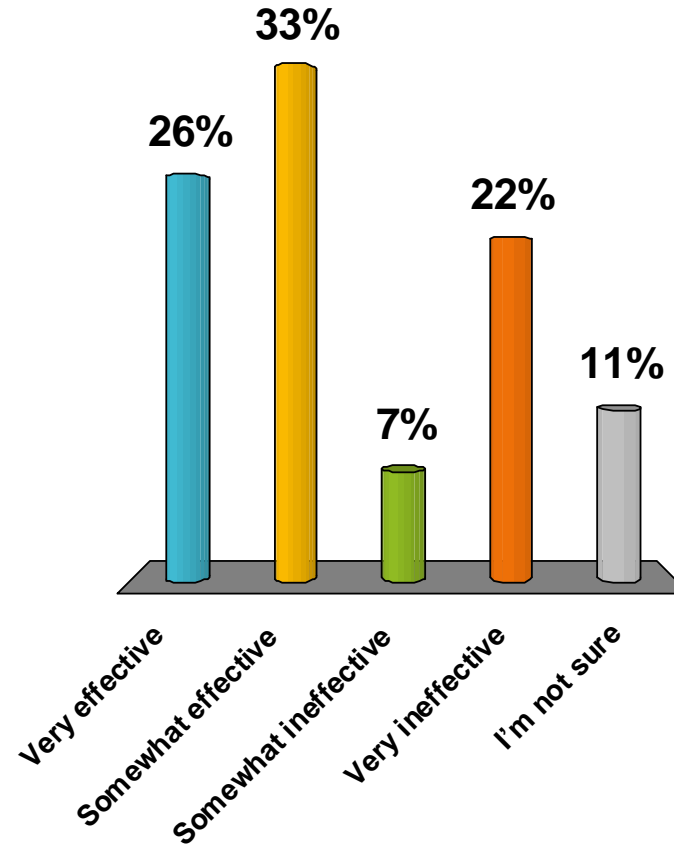
Compatibility for residents of Towne Lake

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



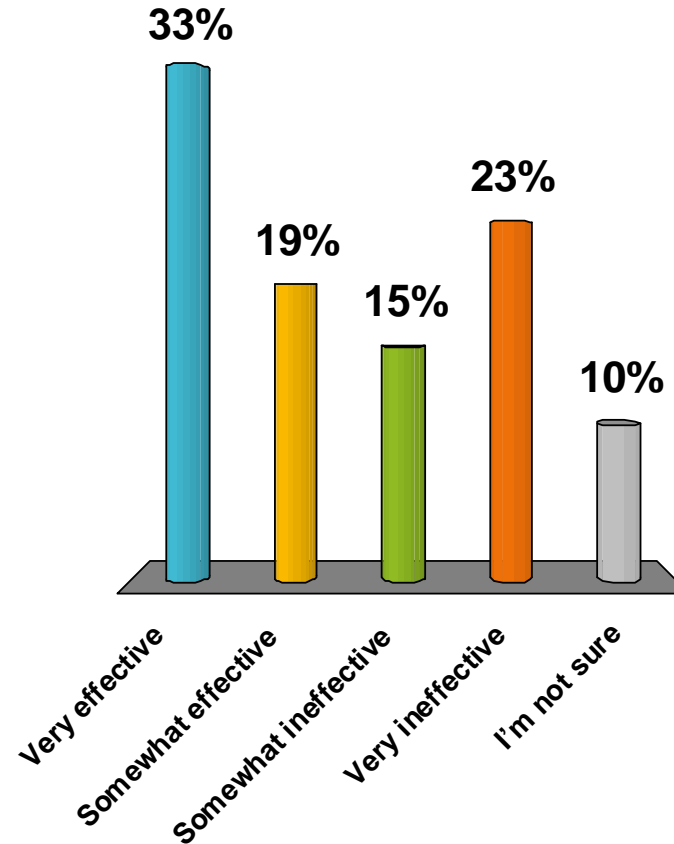
Compatibility for residents of Addison Timbers / Midway Meadows

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



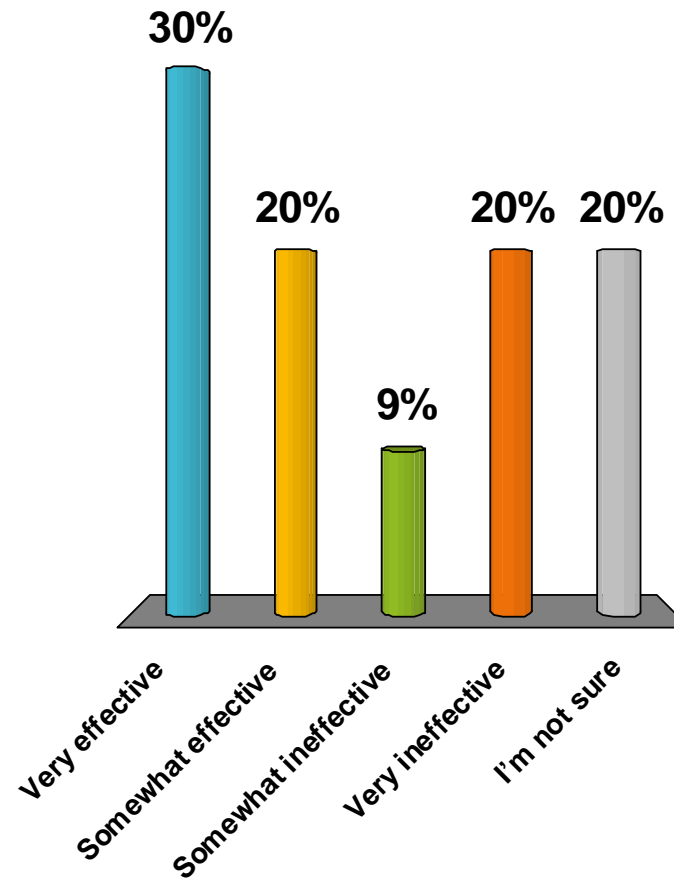
Compatibility for residents of Townhomes of Addison

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



Compatibility for residents of Addison Grove

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. I'm not sure



Strategic
Direction

Policies



Mobility and Connectivity

Mobility and Connectivity Policies

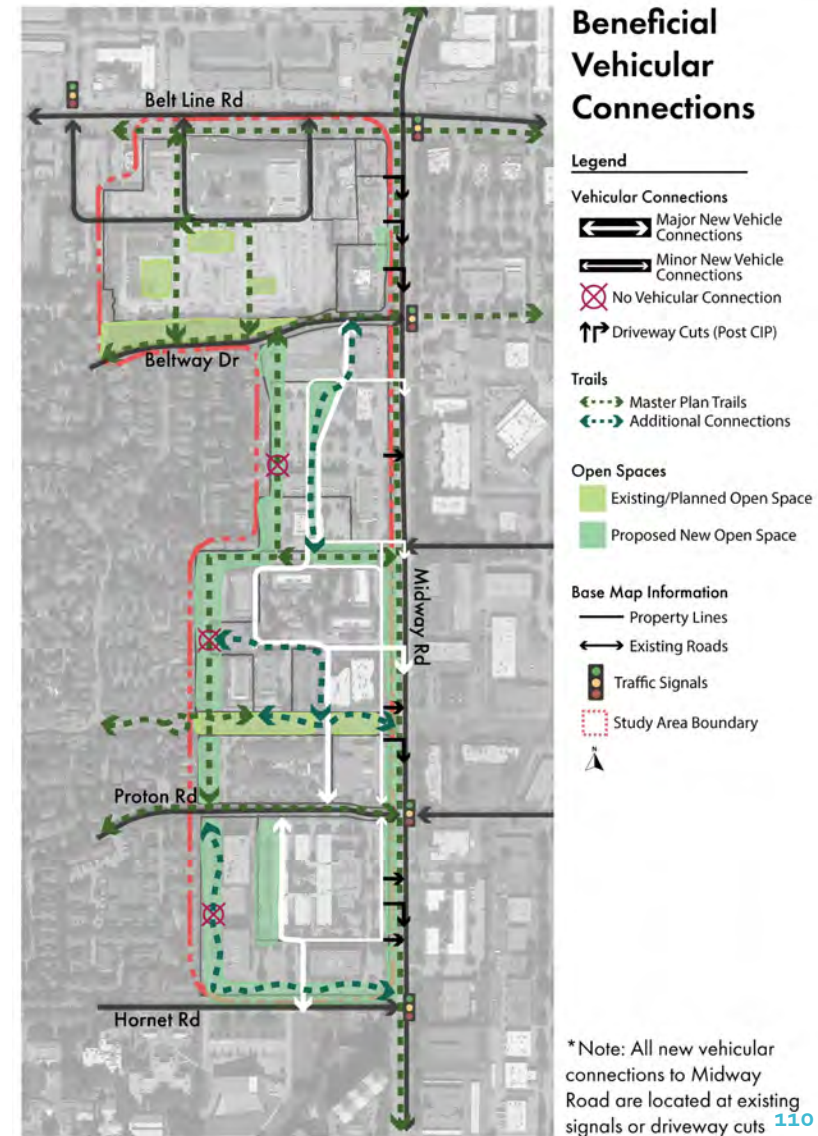
- Access to existing sites along Midway Rd. will follow the Midway Road Reconstruction Plans.
- As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed.
- No new vehicular connections will be allowed between Addison Grove and the parcels fronting Midway 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.

Mobility and Connectivity Policies



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



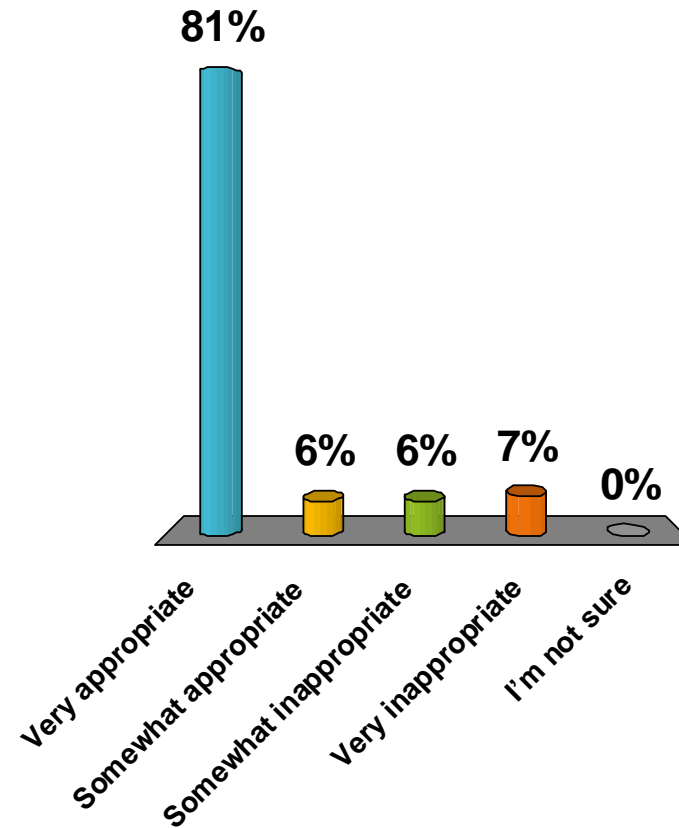
Mobility and Connectivity Policies

How appropriate are these mobility and connectivity policies as part of the **best possible future for this area and for Addison?**



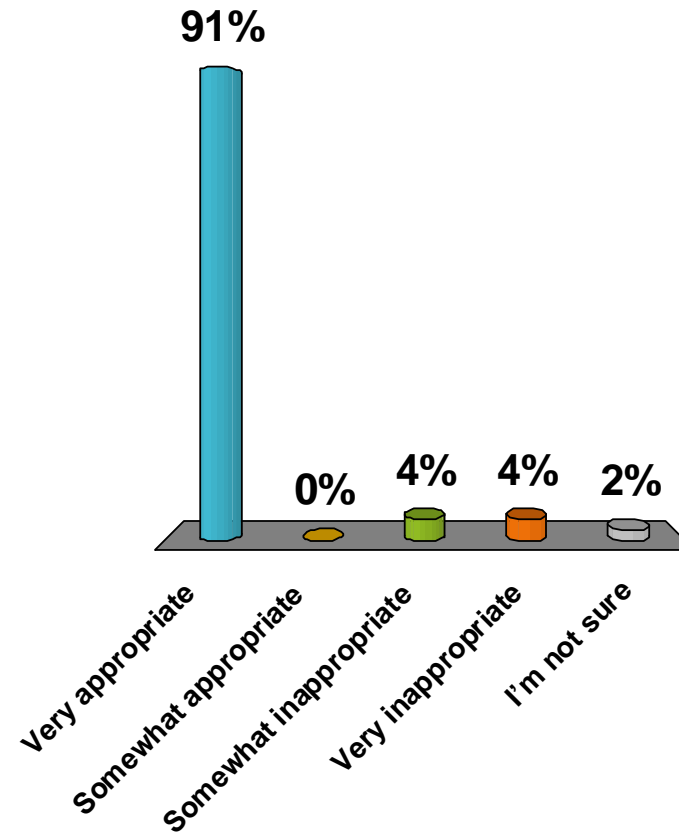
No new vehicular connections between Addison Grove & parcels on Midway

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



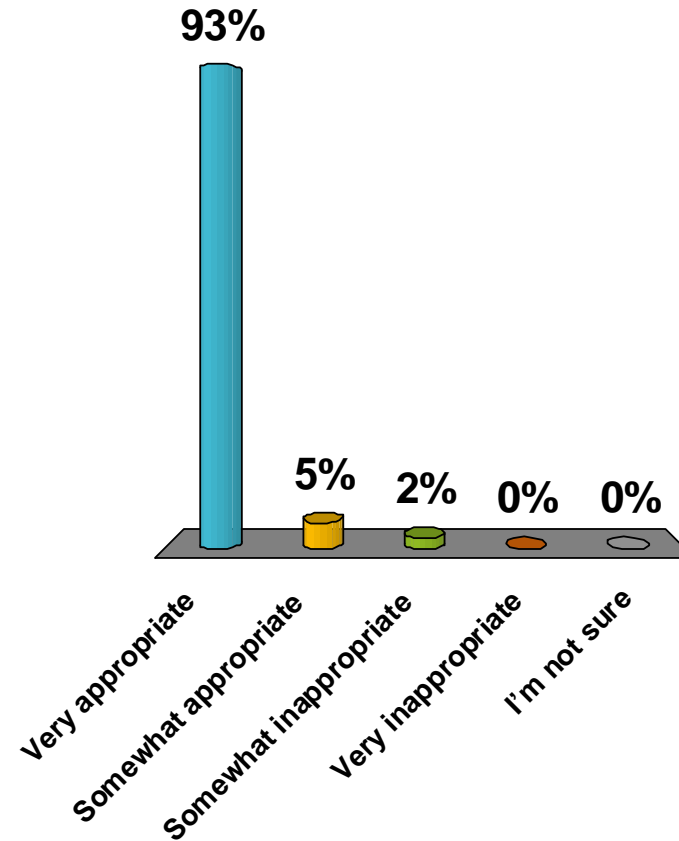
No new vehicular connections between Addison Grove and Beltway

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



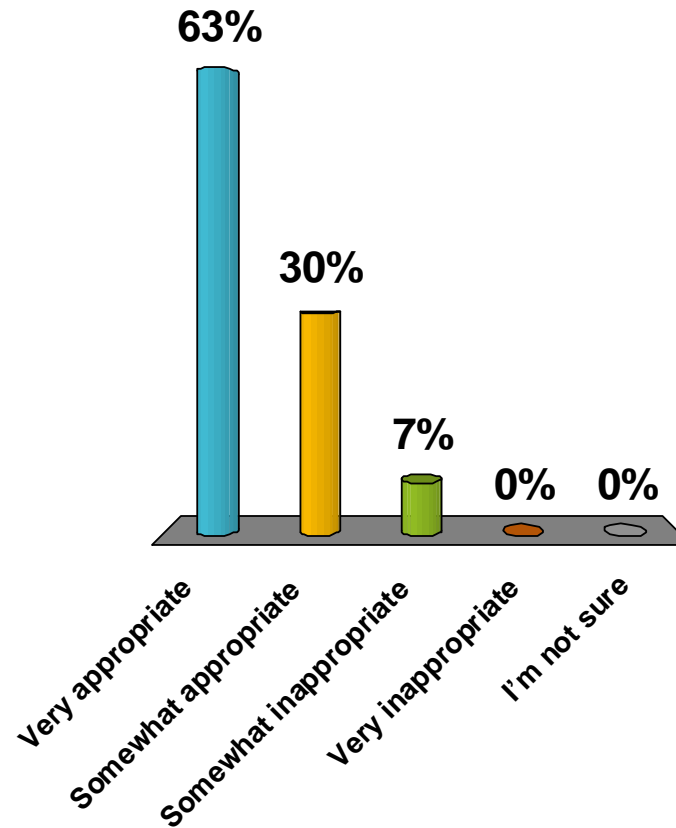
Vehicular connections south of Beltway to discourage cut-through traffic

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



New vehicular routes should be pedestrian and bike-friendly

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Strategic
Direction

Putting It All
Together



Preliminary Development Framework

Strategic Direction:

Strategic Design Principles



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

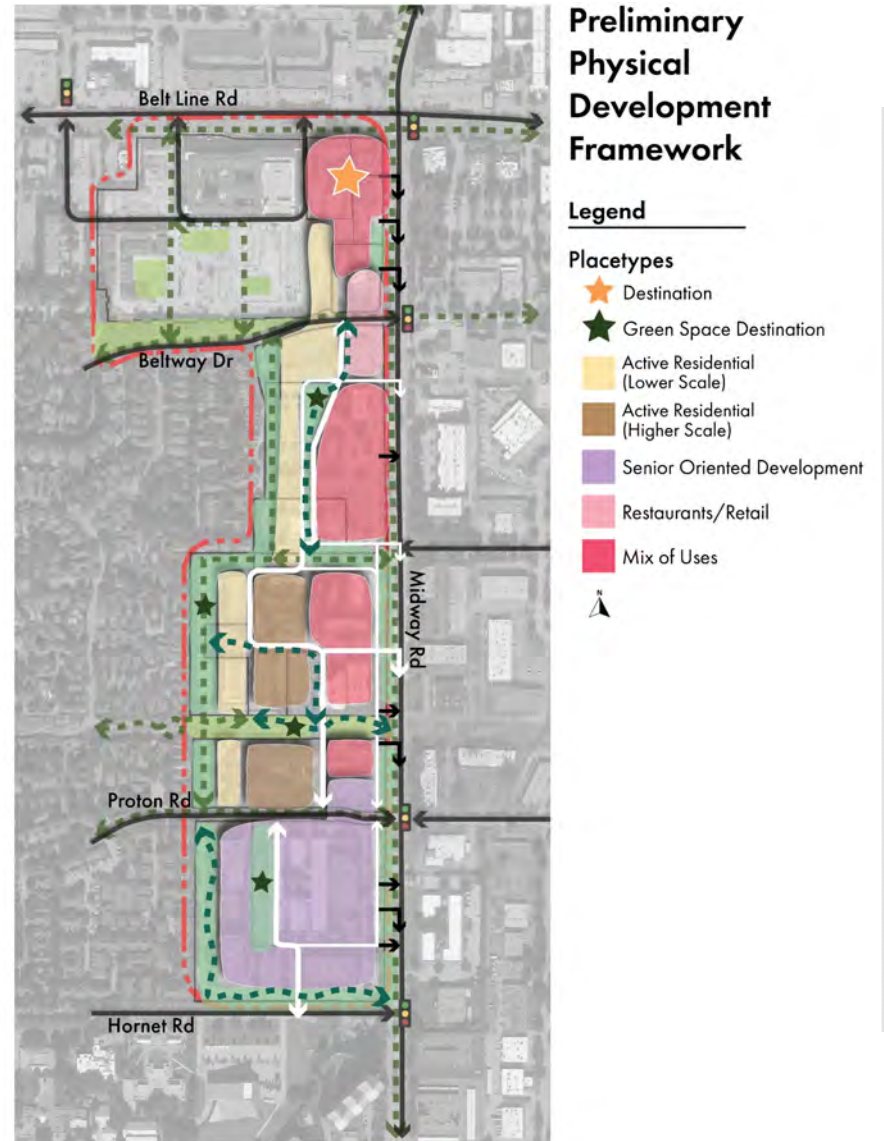
1. Create a network of **connected trails and open spaces**.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Provide **housing options** that add 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.

Strategic Direction:

Preliminary 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



Strategic
Direction:

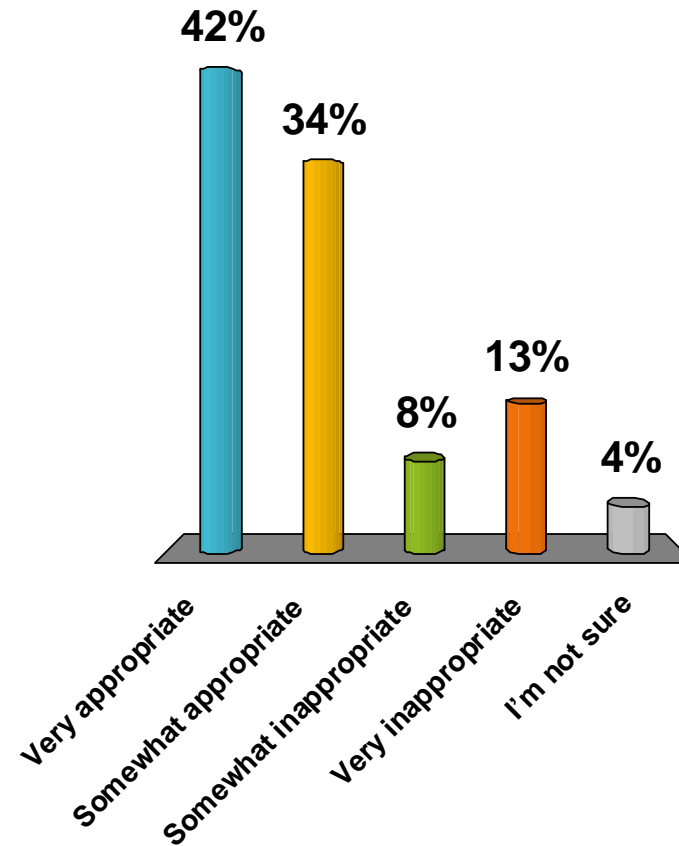
Preliminary
Development
Framework

How appropriate is this overall Preliminary Development Framework for guiding the **best possible future for this area and for Addison?**



Appropriate for Addison and the area's best possible future?

1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



Preliminary Illustrative Plan



Preliminary Illustrative Plan:

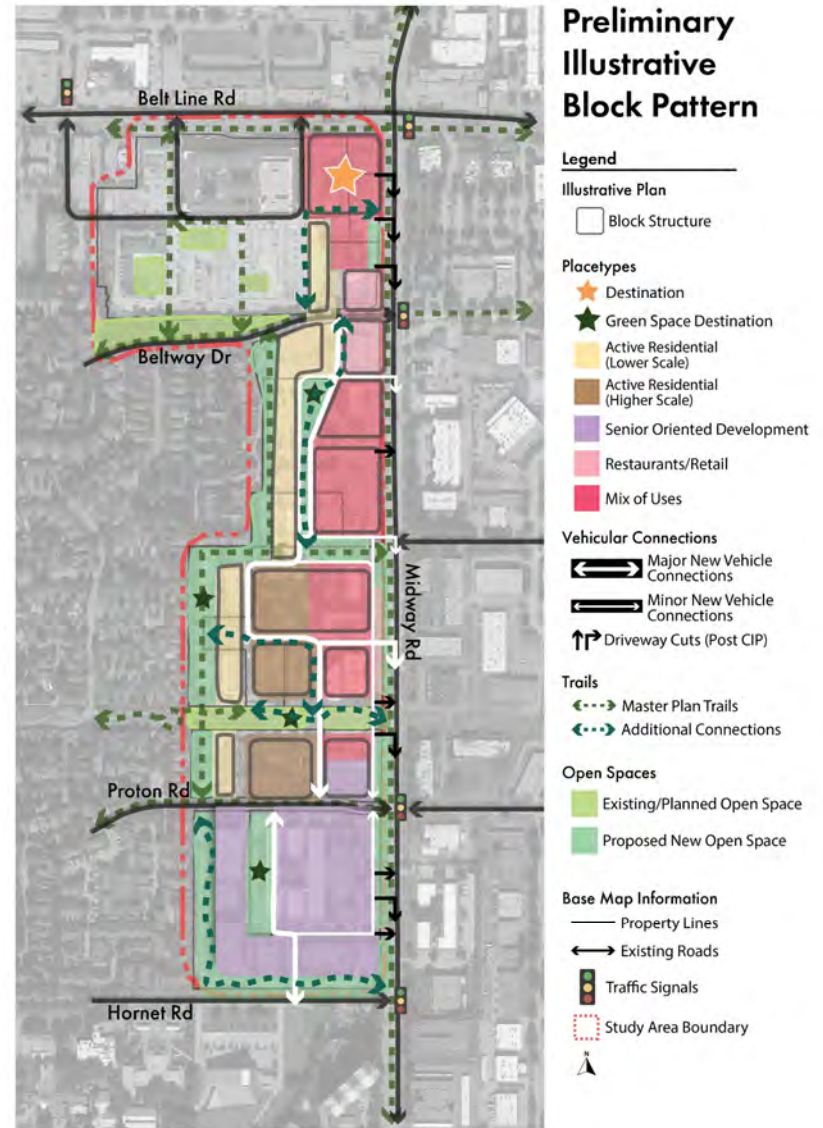
Purpose

- 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



Preliminary Illustrative Plan: Block Structure

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



Preliminary Illustrative Plan:

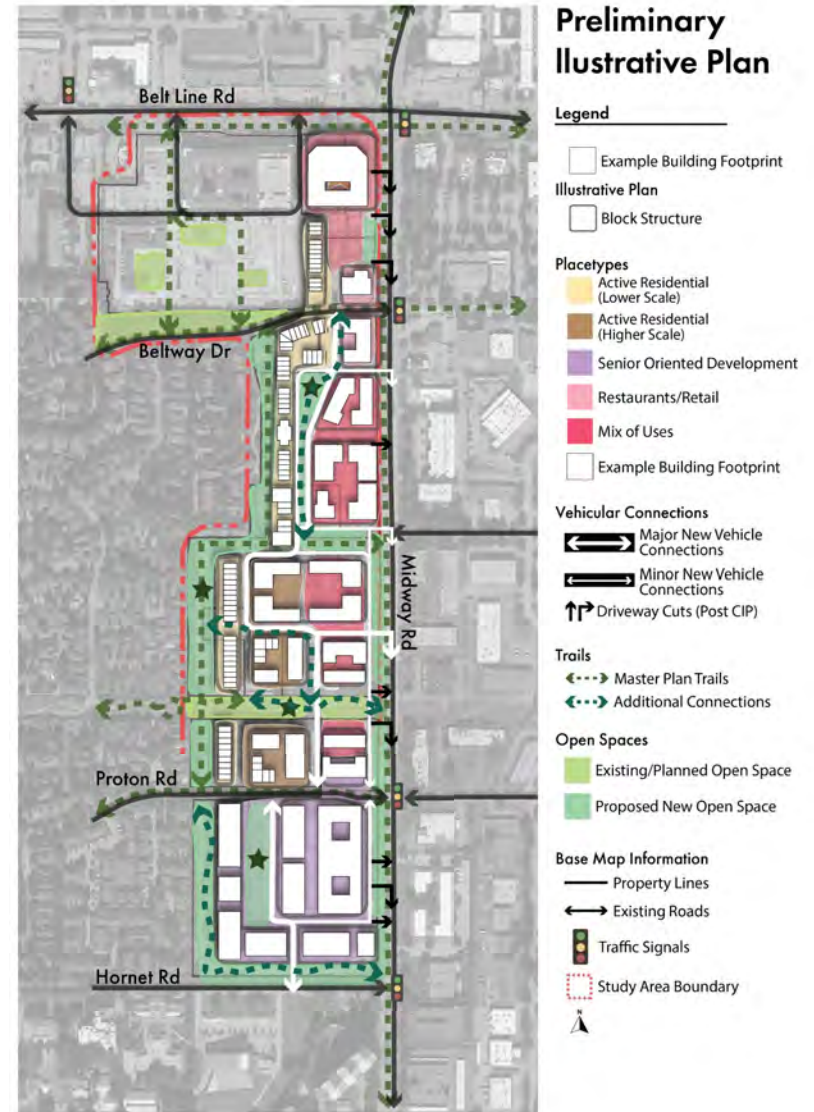
Example Development Layout

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



9/23/2021

Sam's Club Special Area Study



5. Branding and Identity



Branding and Identity



What should this area's identity be?

- Strong support for creating a distinctive identity here
- “Sam’s Club Special Study Area” just doesn’t do it!
- What brands might convey the future character and appeal of this area?
- How supportive are you of the following ideas to communicate the type of place you’d like to experience here?

Branding and Identity

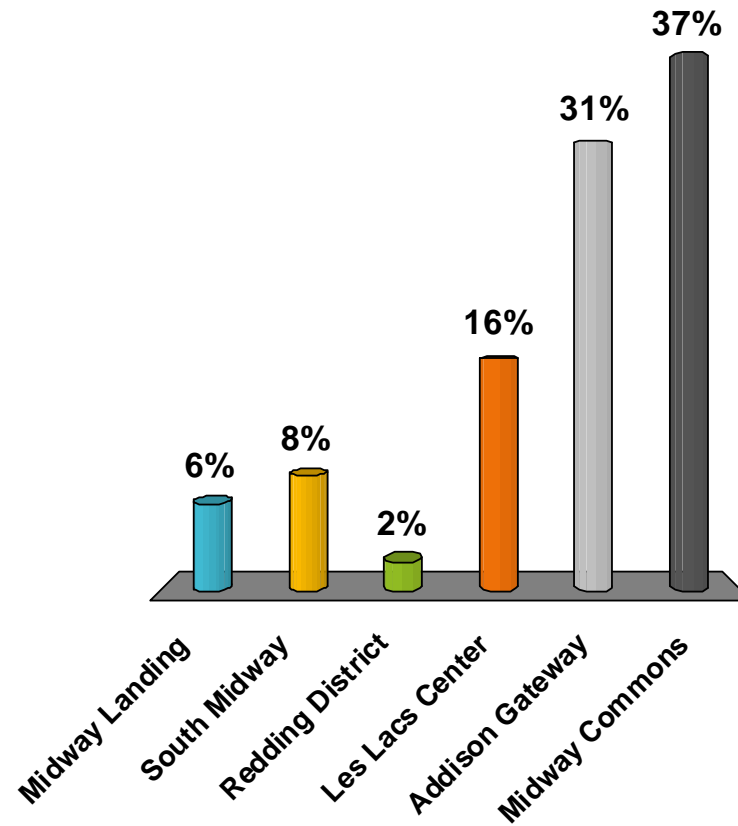
Some Options

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



Which brand is your top choice for this area?

1. Midway Landing
2. South Midway
3. Redding District
4. Les Lacs Center
5. Addison Gateway
6. Midway Commons



6. Discussions and Input at Stations



Station Topics

1. Introduction
2. Strategic Direction Overview
3. Physical Development Framework
4. Design, Form and Character Policies
5. Mobility and Connectivity Policies
6. Branding
7. Other Comments



7. Adjourn

