

— Current Study Area

— Sub Area Boundaries

Station #1

Study Area & Subareas



Sam's Club Special Area Study

Study Area Quick Facts

12% Residential

28% Building Coverage

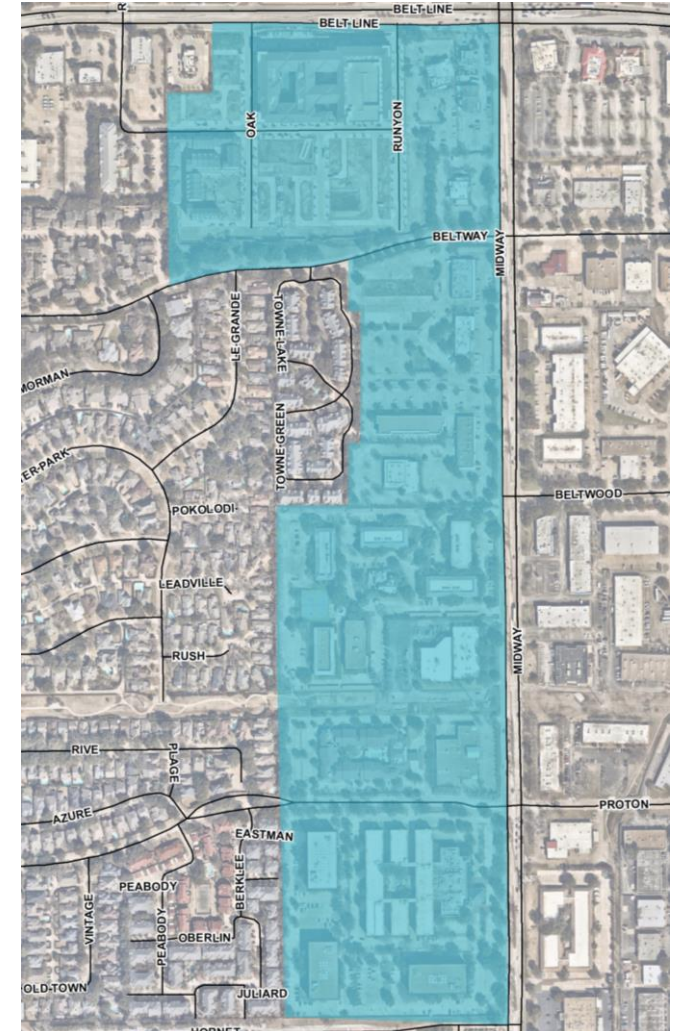
74% Commercial

6040 Feet of Sidewalks

7% Mixed Use

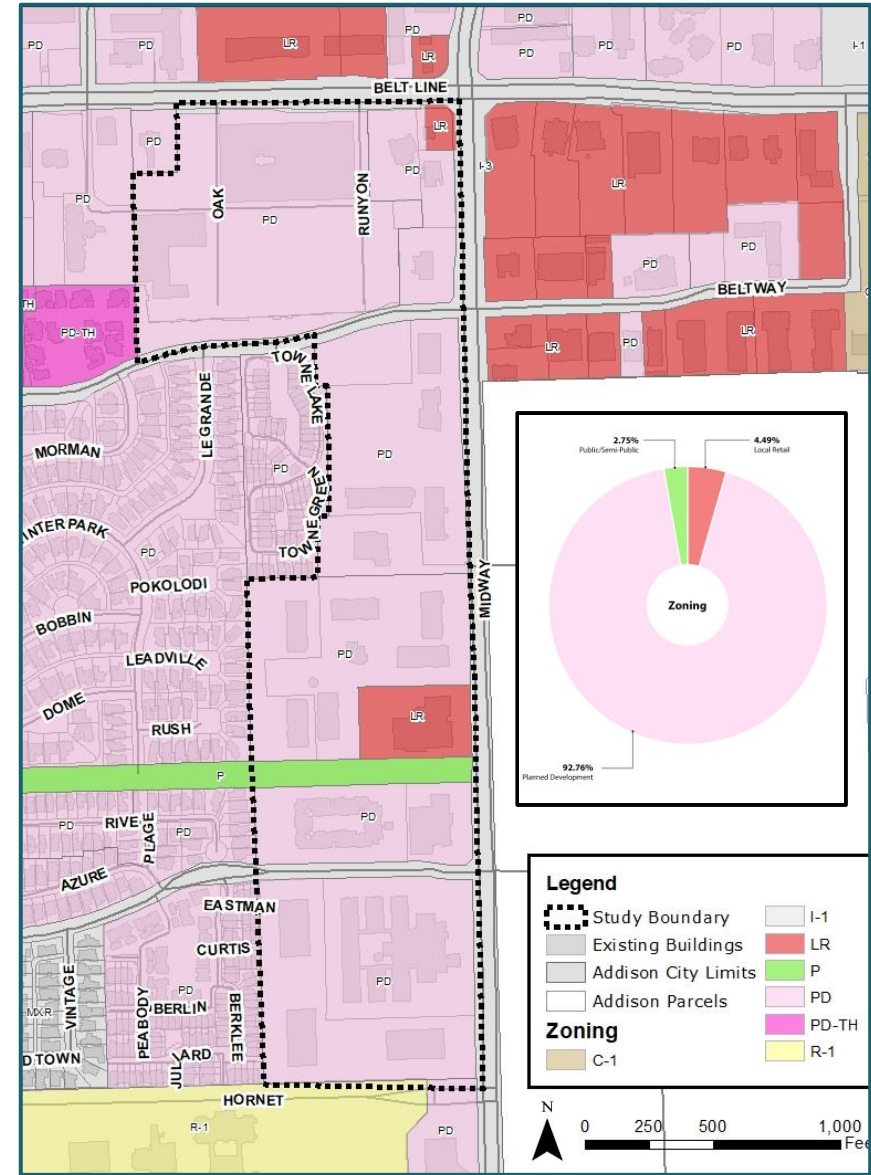
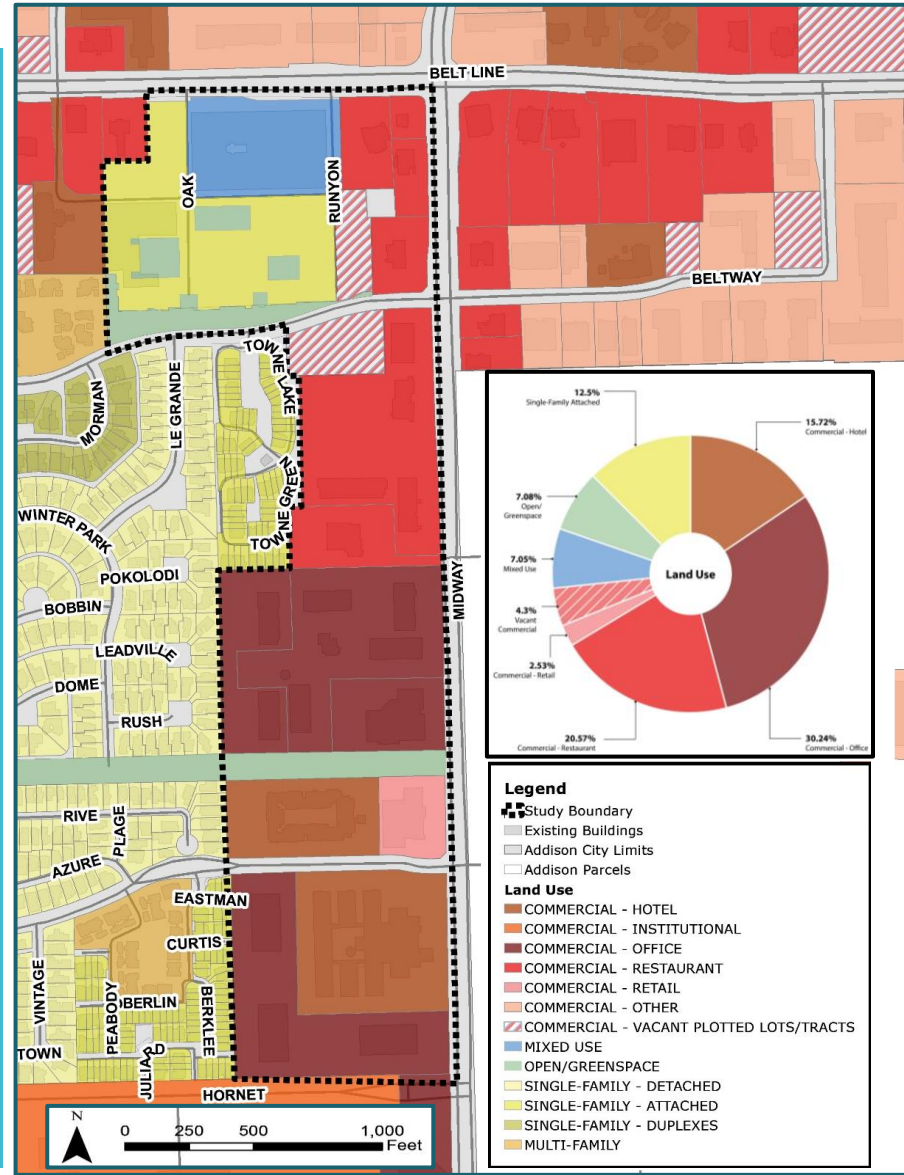
7% Open Space

79 Total Acres



Station #1

Existing Development Patterns

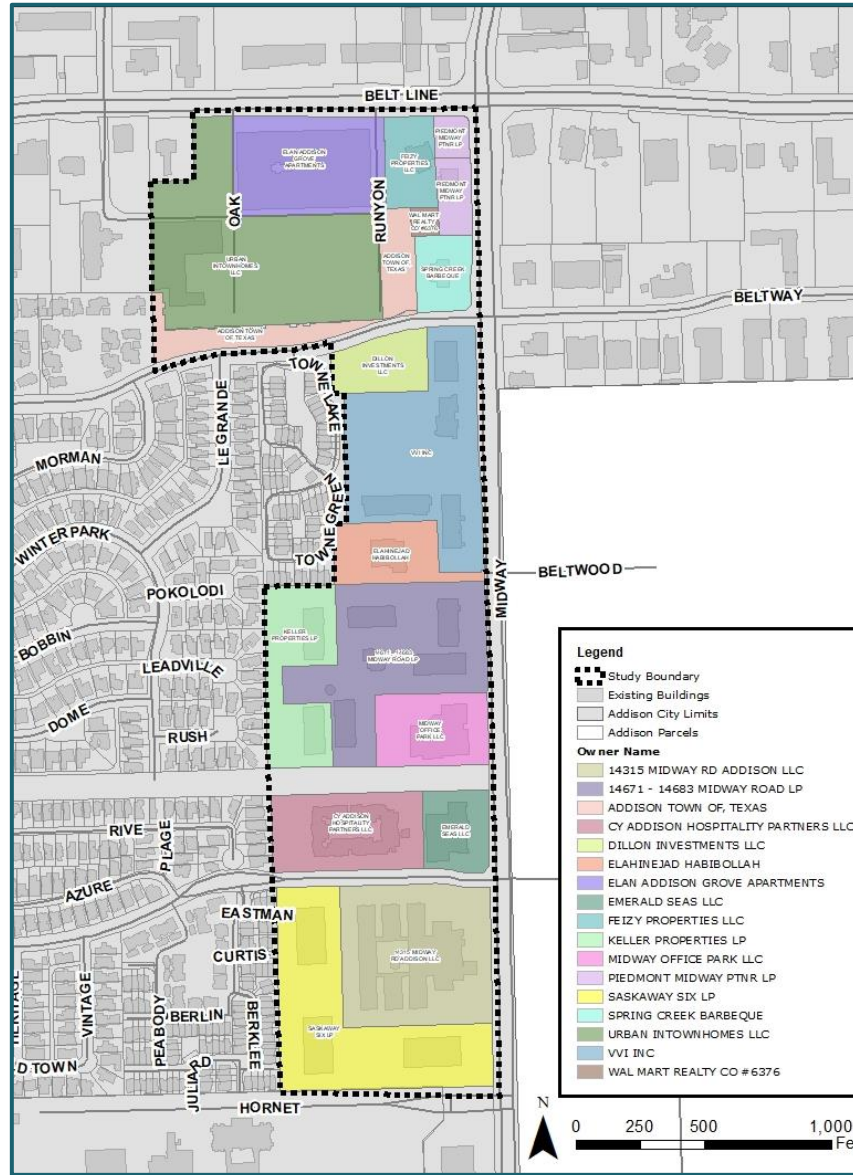


Existing Land Use

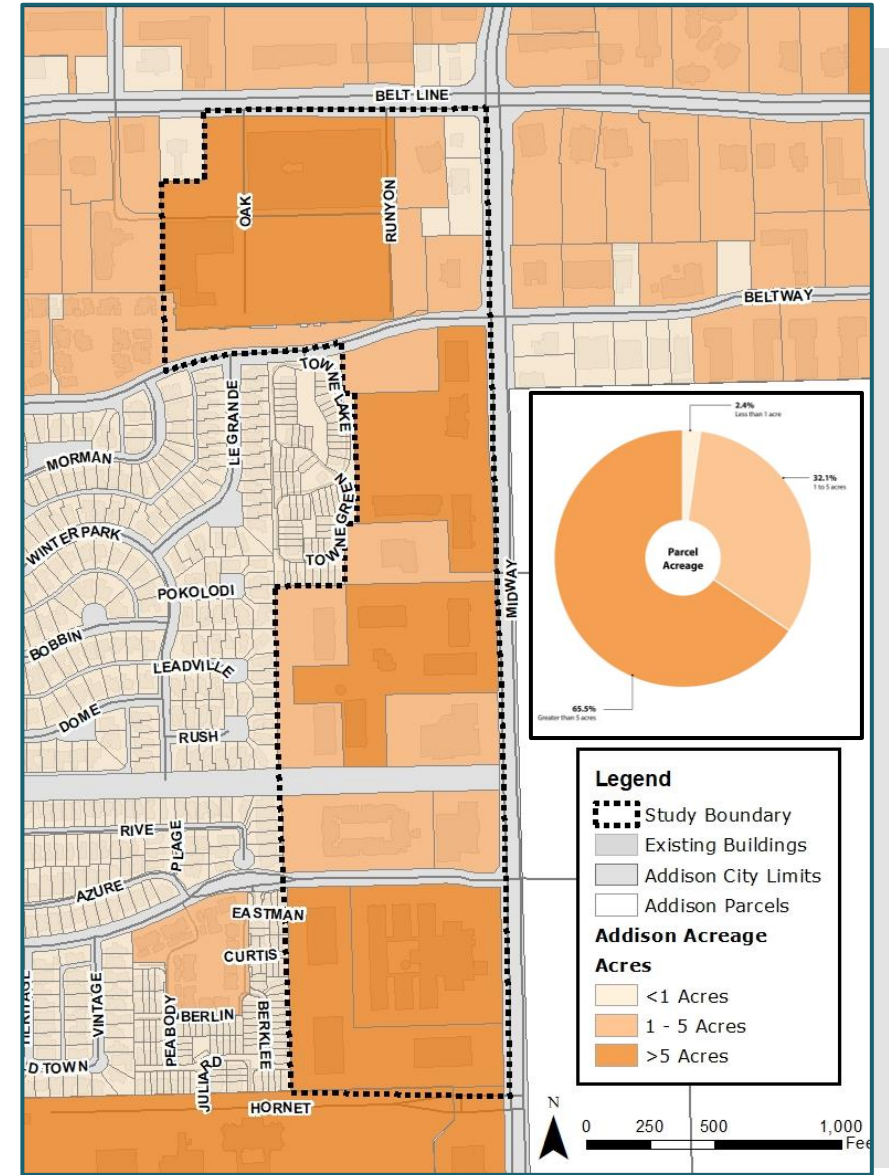
Current Zoning

Station #1

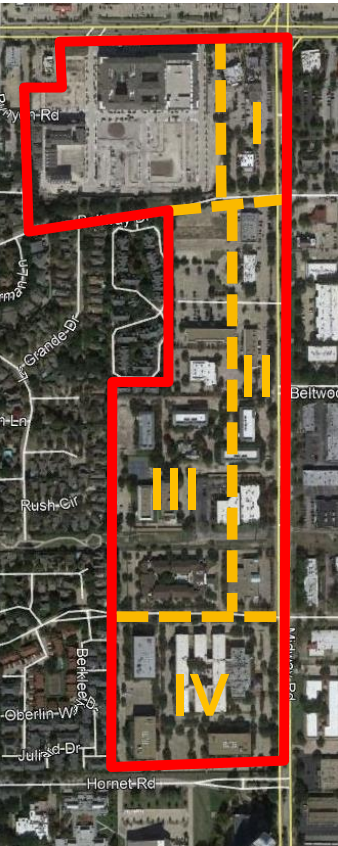
Existing Development Patterns



Parcel Ownership



Parcel Size



Station #1

Subarea
Character
Images

Subarea I



Subarea II



Subarea III



Subarea IV



What are the greatest strengths of the Study Area today?

What are the greatest weaknesses of the Study Area today?

Station #1

Existing Conditions

Empty light blue box for input.

Empty light blue box for input.



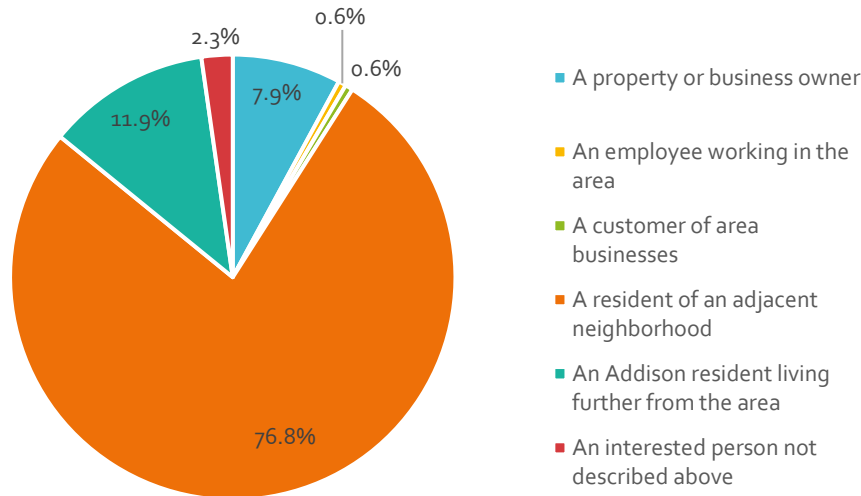
Station #2

Community Input To Date



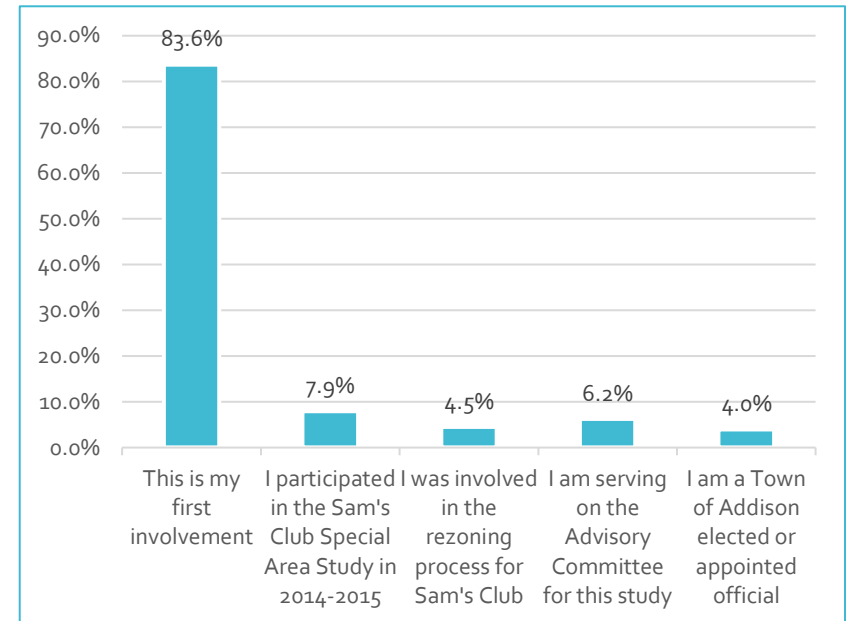
- Stakeholder Interviews (May 27th)
 - Business & Property Owners
 - Residents
- Online Survey (May 7th – 30th)
 - 177 respondents

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 #2

Community Input To Date

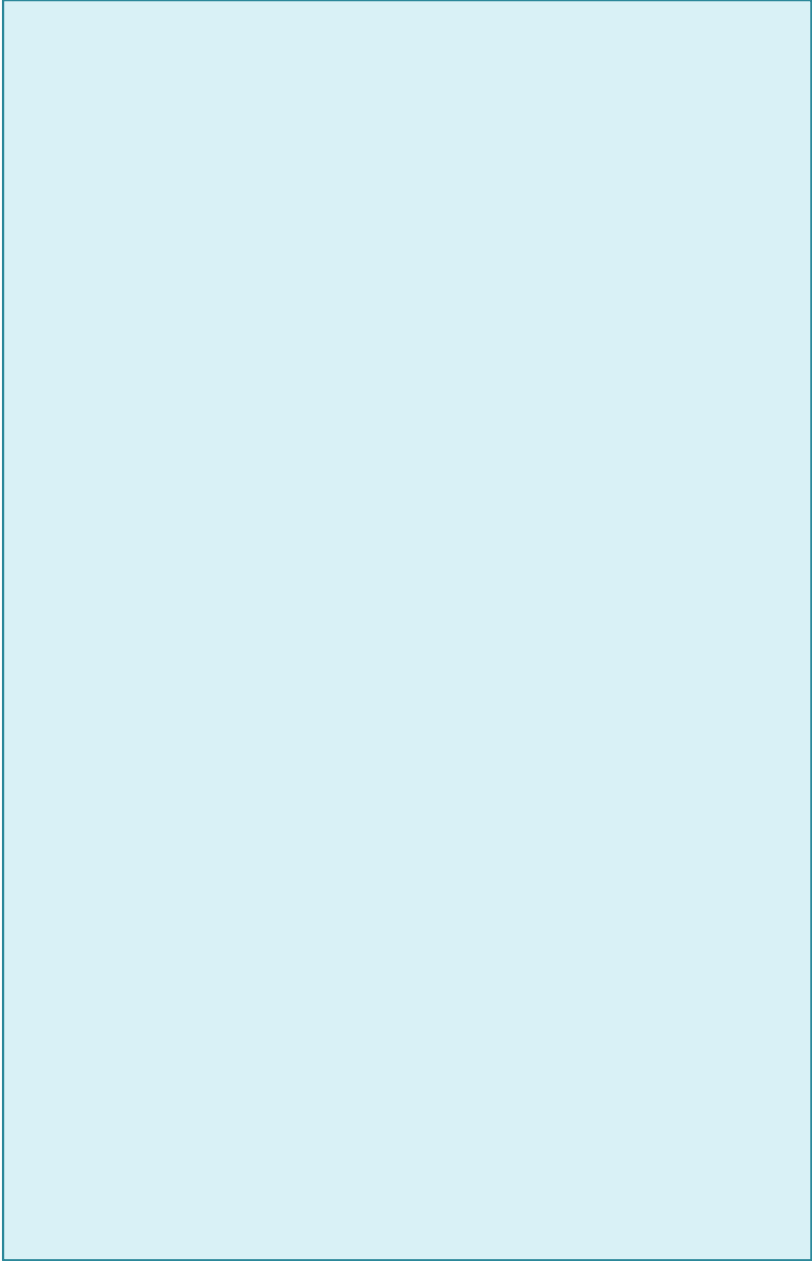


Use your eight dots to show the two most appropriate uses in each subarea.	I. Between Addison Grove and Midway Road	II. Along the Midway Road frontage between Beltway Drive and Proton Drive	III. Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive	IV. Between Proton Drive and 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?				

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

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.



Station #2

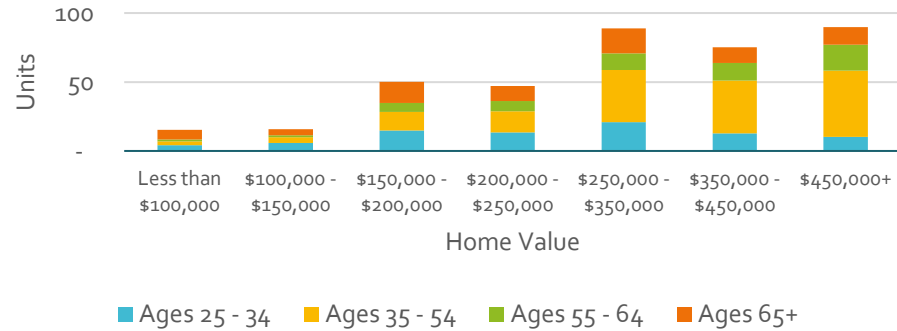
Community Input Summary



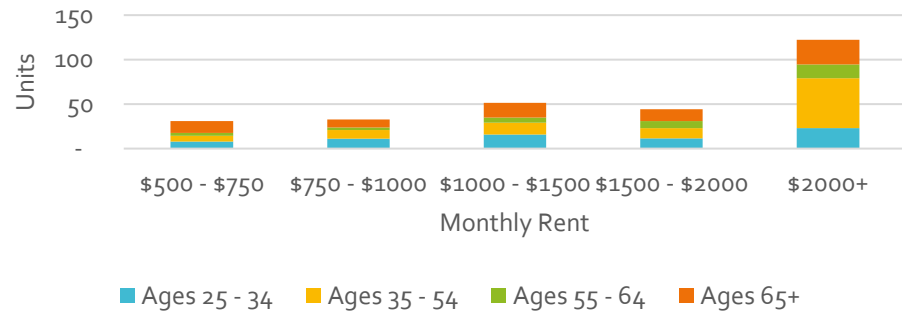
Station #3: Demographics & Housing



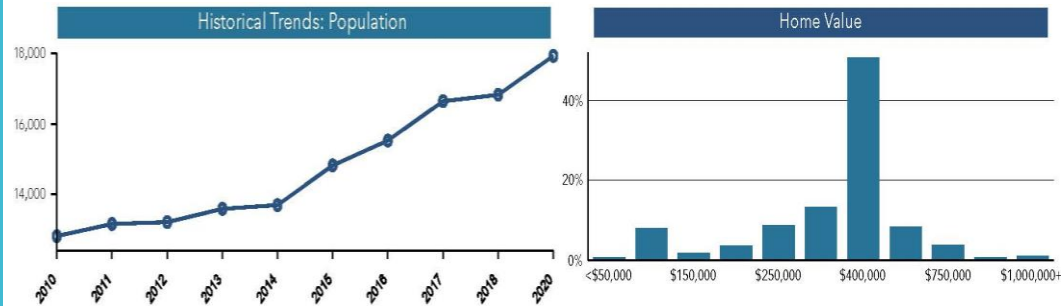
Addison Annual Ownership Demand (2020-2025)



Addison Annual Rental Demand (2020-2025)



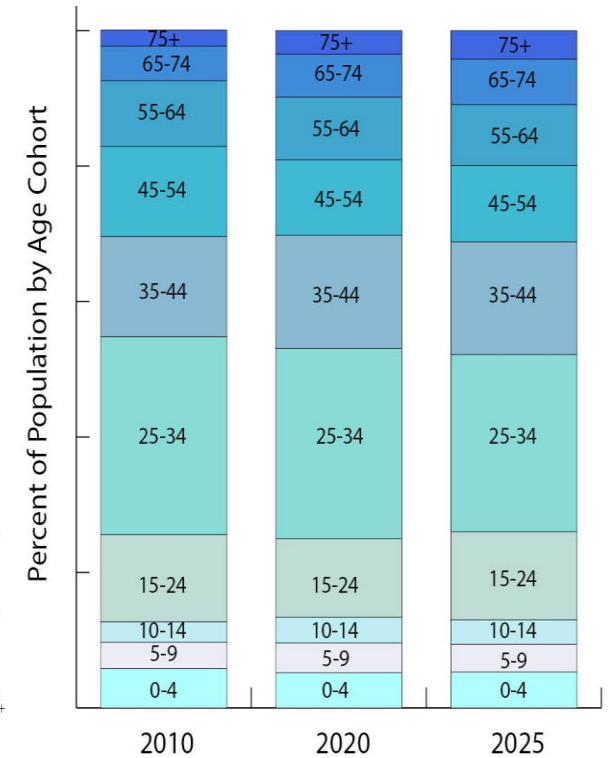
Source: Kimley-Horn



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

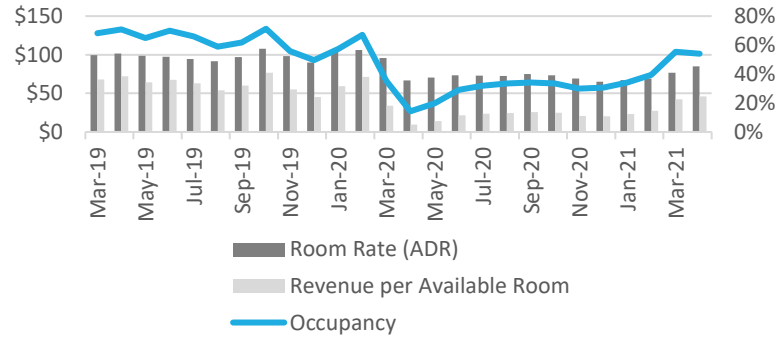


Town of Addison Projections, Source: ESRI

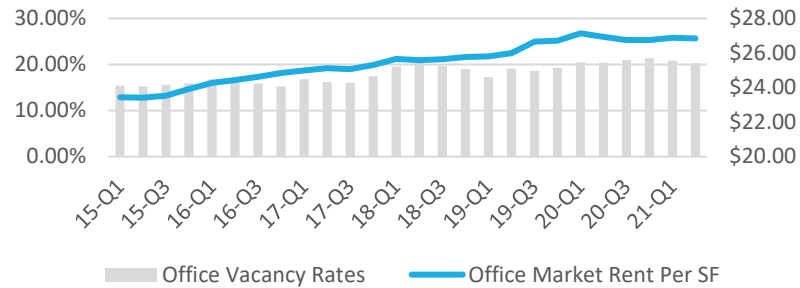
Station #3: Market & Employment



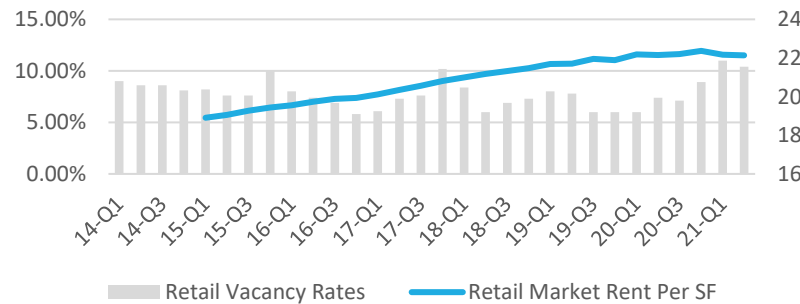
Hotel Room Rates and Occupancy



Office Vacancy & Market Rent



Retail Vacancy & Market Rent

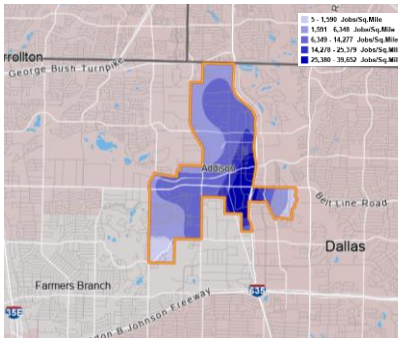
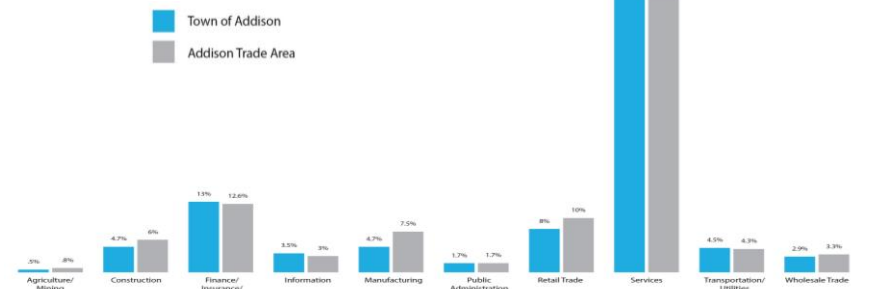


Source: Addison Economic Pulse, April 2021

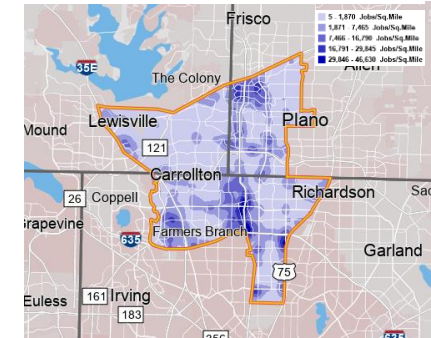
Takeaways:

- **17%** of the Trade Area workforce are employed in Addison (*2018 jobs census report*)
- Key focus will be on **retaining those businesses** by focusing on quality residential, open space and entertainment/food
- Total trade area retail need is approx. **1.2M SF** over the next 10 years
- DFW employment growth rate in 2019 is a **2.4%** annualized increase.
- Study Area development should help Addison attract a larger share of regional economic growth

Addison + Trade Area: Job Sectors



Town of Addison: Employment Density



Addison Trade Area: Employment Density

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 #3

Study Area Economic Analysis



Empty light blue box for inputting opportunities.

Empty light blue box for inputting threats.

Station #4

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.**

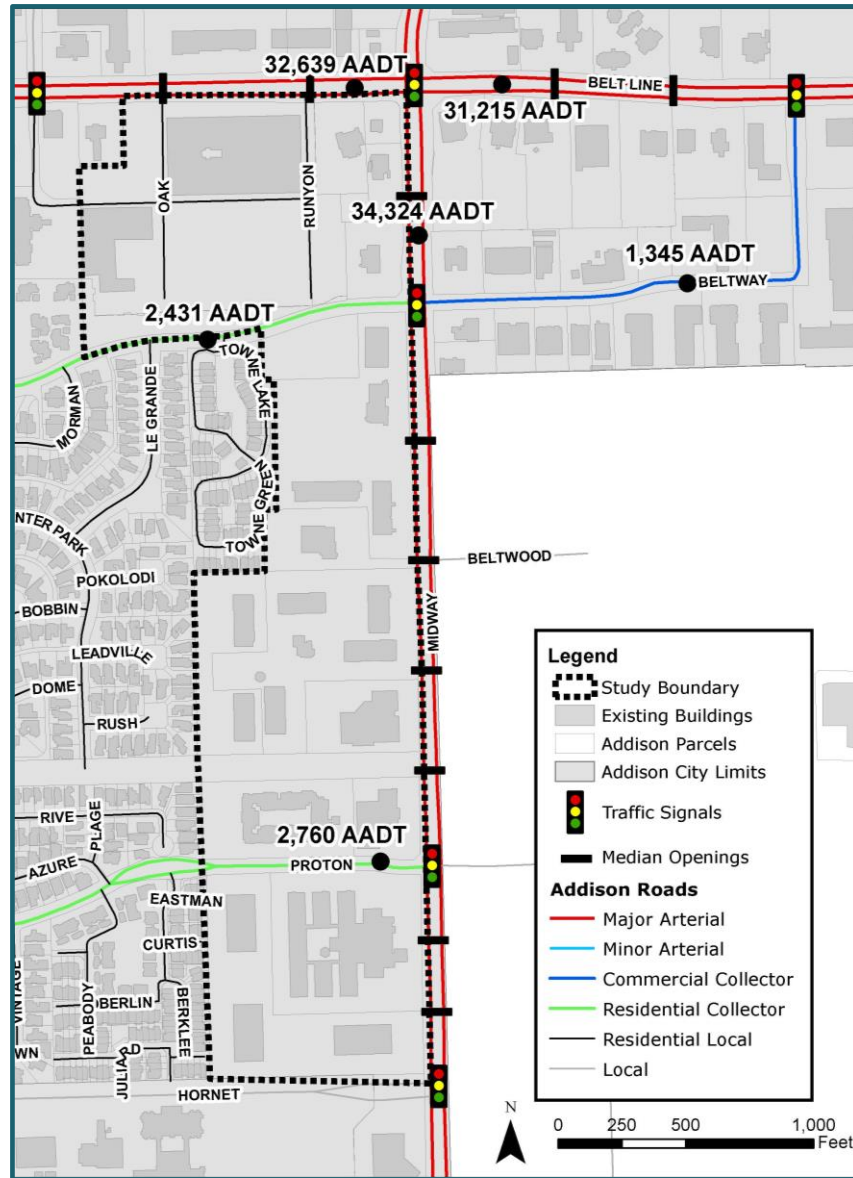
Housing Type	Single-Family Detached 	Courtyard 	Townhome 	Multi-Unit 	Multi-Family Mid Density 	Multi-Family High Density 	Live/Work 	Mixed-Use 	Assisted Living/ Senior Living 
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Is this Appropriate Somewhere In the Study Area?									
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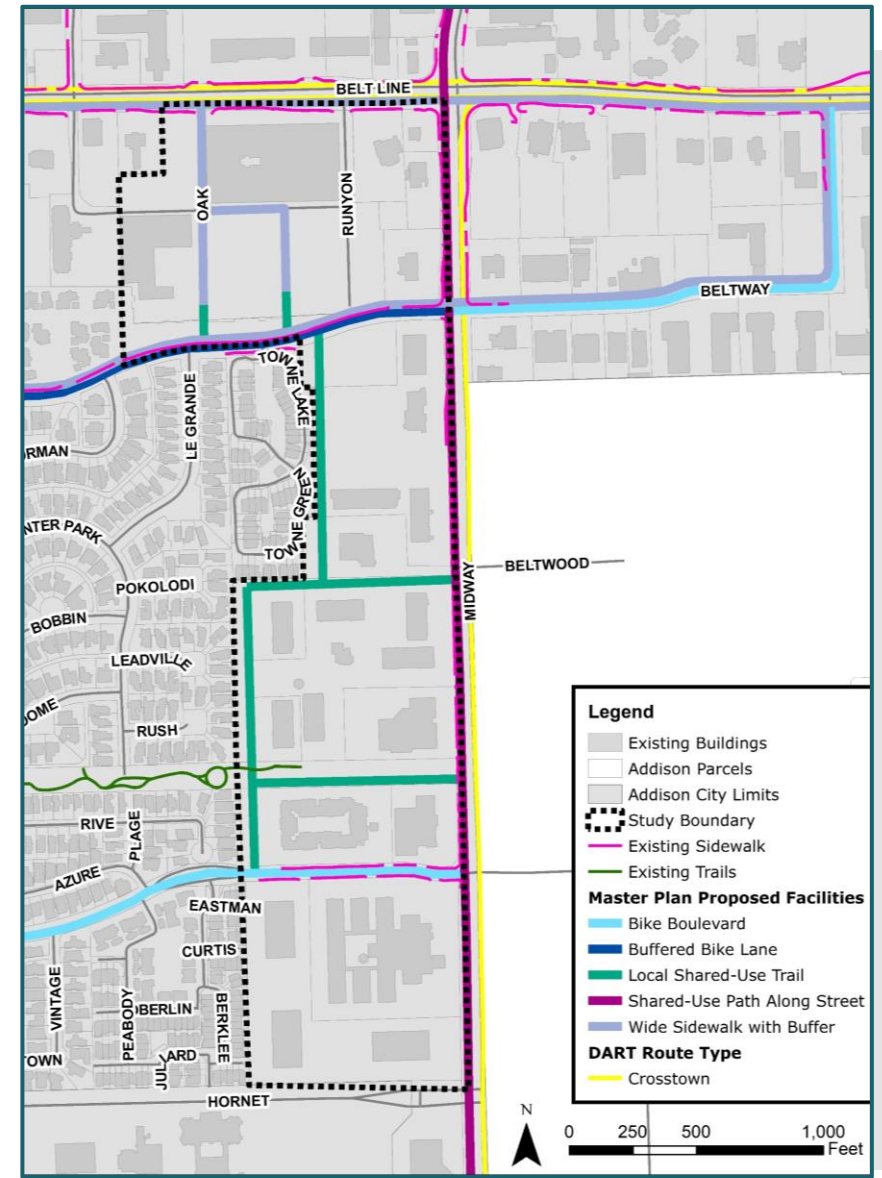
Place your 5 dots in the cells under the images of housing types that are the most appropriate for the Study Area. Indicate below the places where they will fit the best.

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

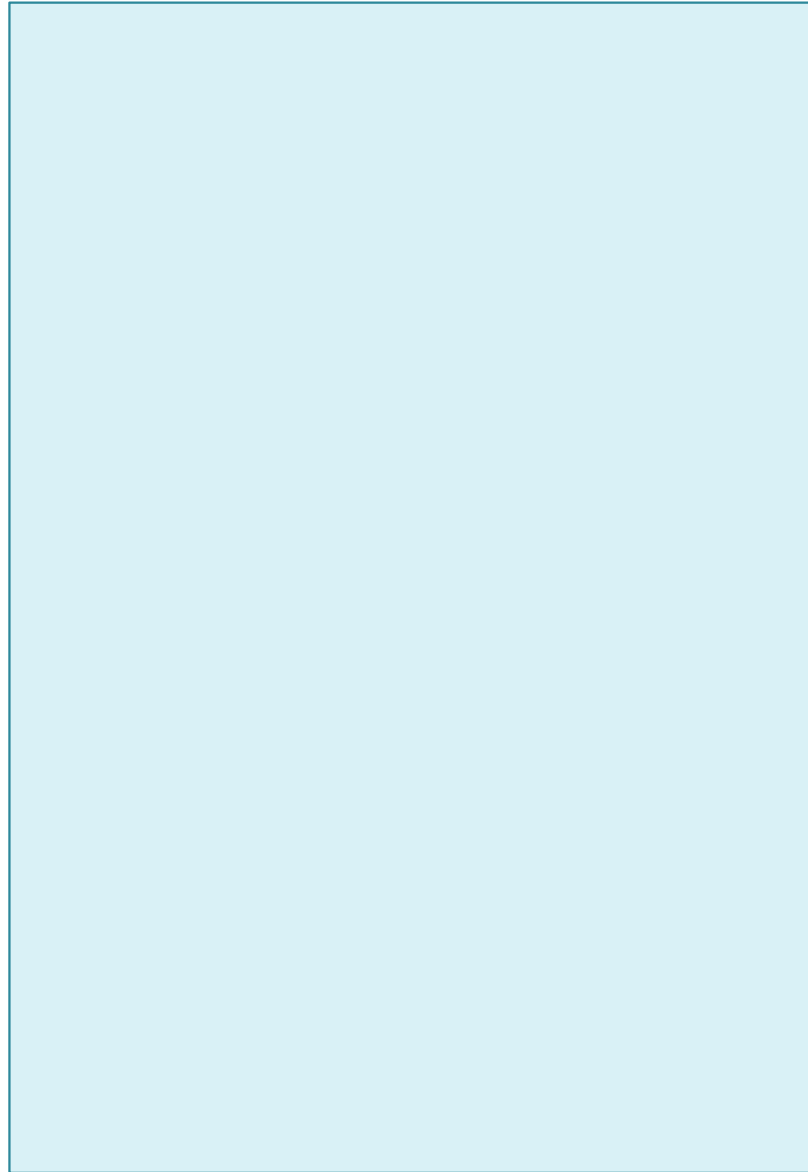


Citywide Trails Master Plan

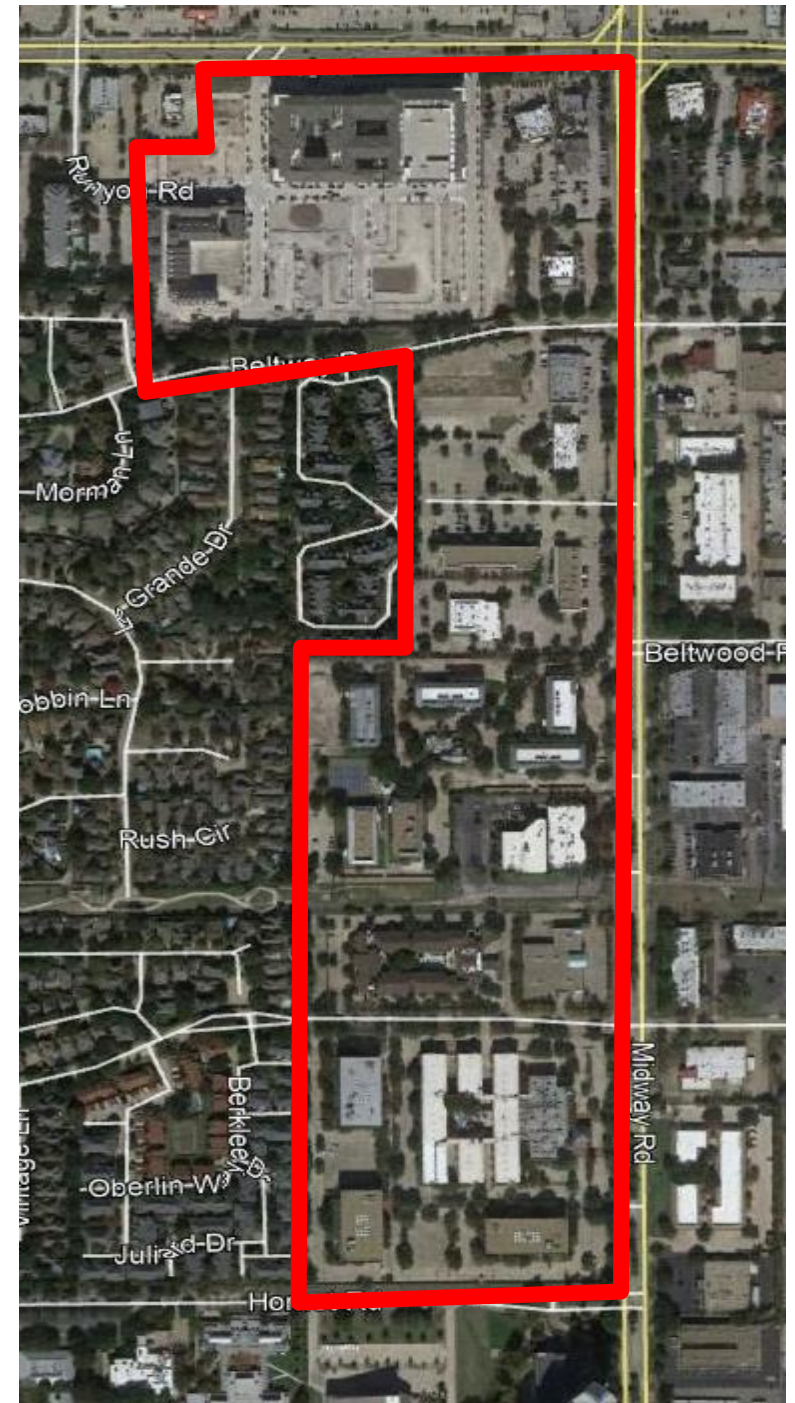
What improvements would have the greatest impact on mobility & safety in this part of Addison? Write your comments below or note them on the map.

Station #5

Transportation and Traffic

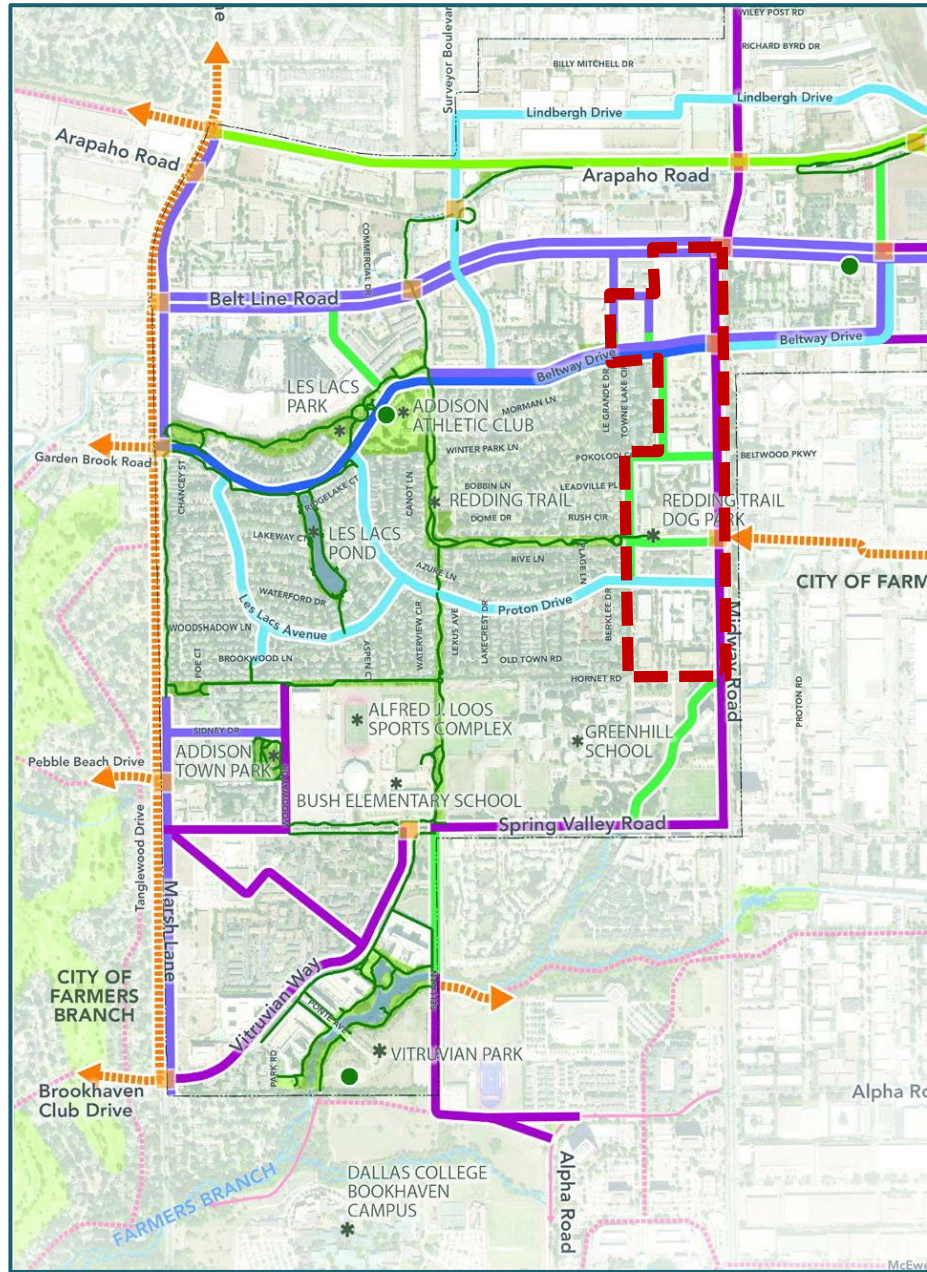


Sam's Club Special Area Study



Station #6

Open Space, Trails, & Placemaking



Legend

PROPOSED ADDISON TRAILS

- Wide Sidewalk w/ Buffer
- Shared-Use Path Along Street
- Local Shared-Use Trail
- Regional Shared-Use Trail
- Bike Boulevard
- Buffered Bike Lane
- Buffered 2-way Cycle Track
- Trail from Prior Phase(s)

SUPPORTING SYSTEMS

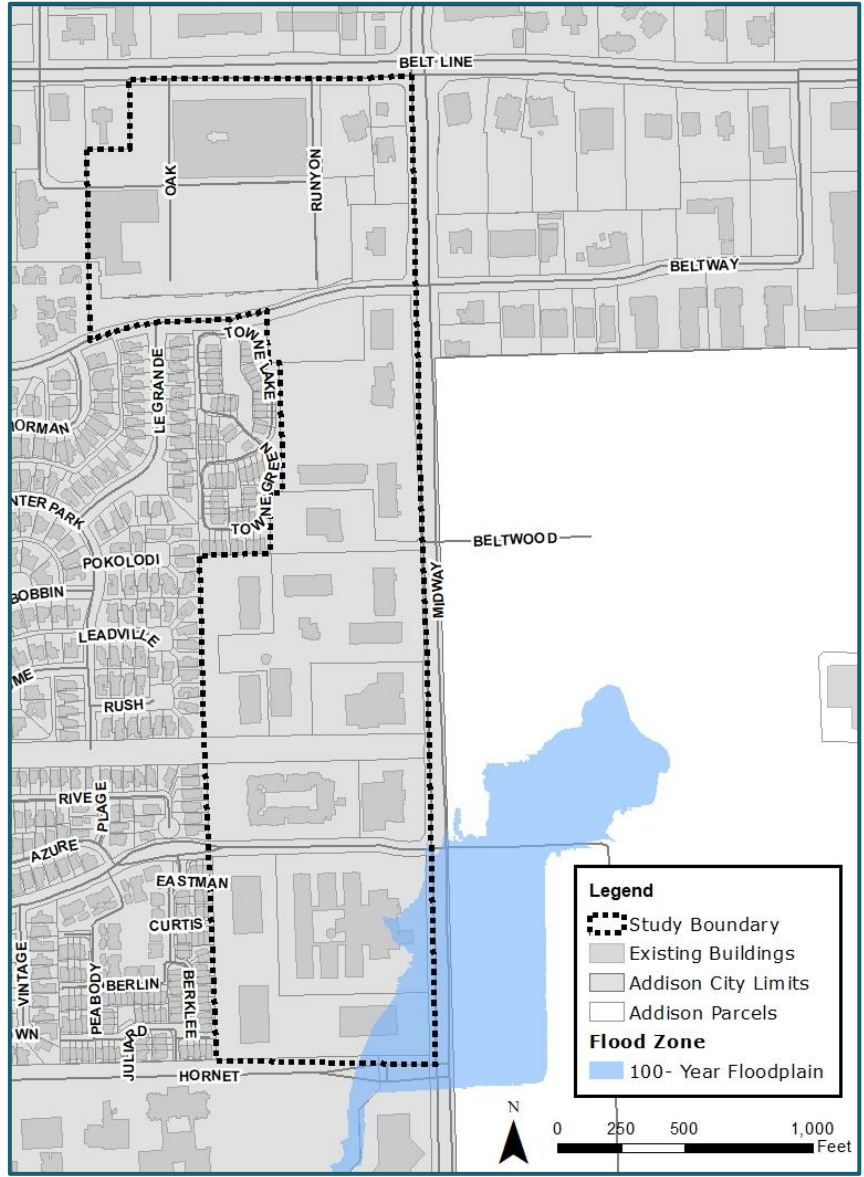
- Existing Addison Trail
- Major Destination
- Potential Trailhead
- Primary Crossing Improvements
- Partnership Connection
- Existing Adjacent Jurisdiction Trail
- Proposed Adjacent Jurisdiction Trail

BASE MAP

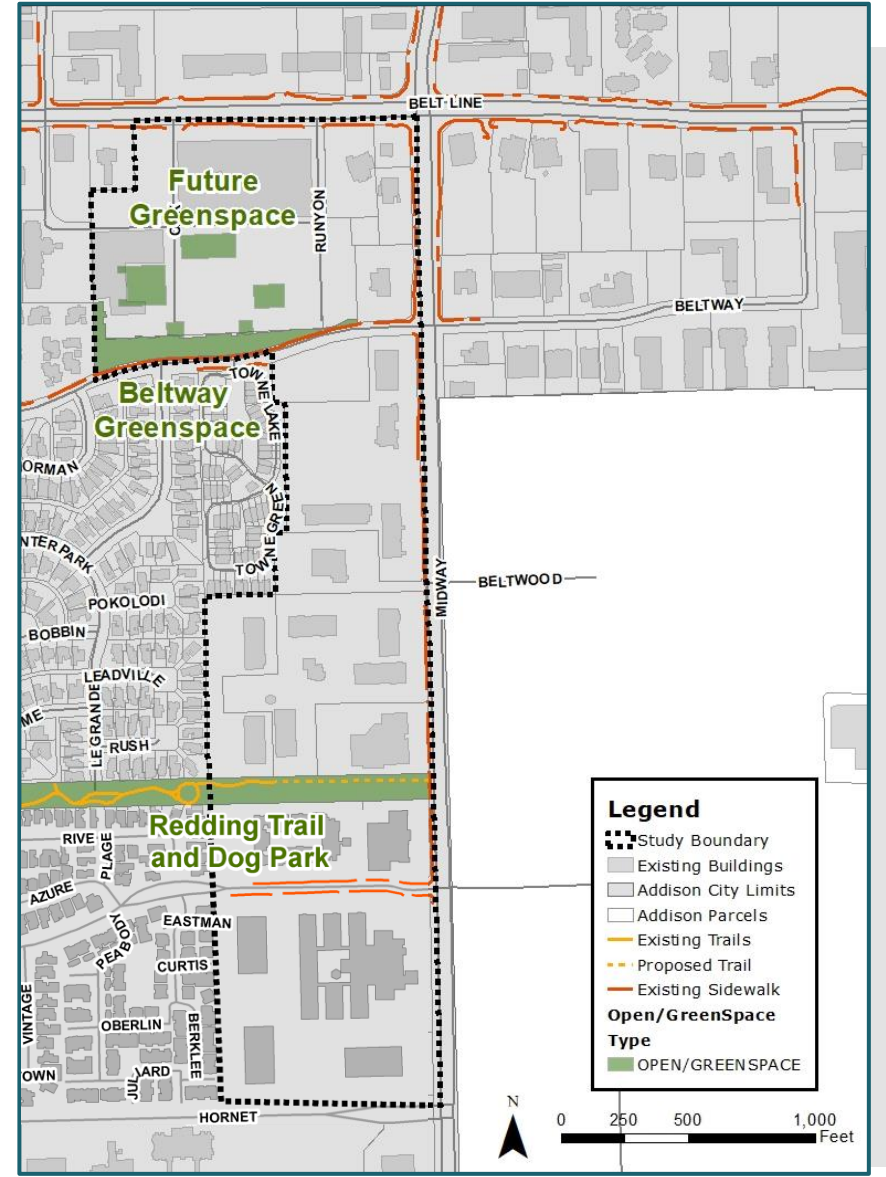
- Town of Addison Boundary
- Parks/Open Space
- Water Body
- River/Stream
- Creek Channel
- Rail

Station #6

Open Space, Trails, & Placemaking



Floodplain



Existing/Planned Open Spaces

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

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

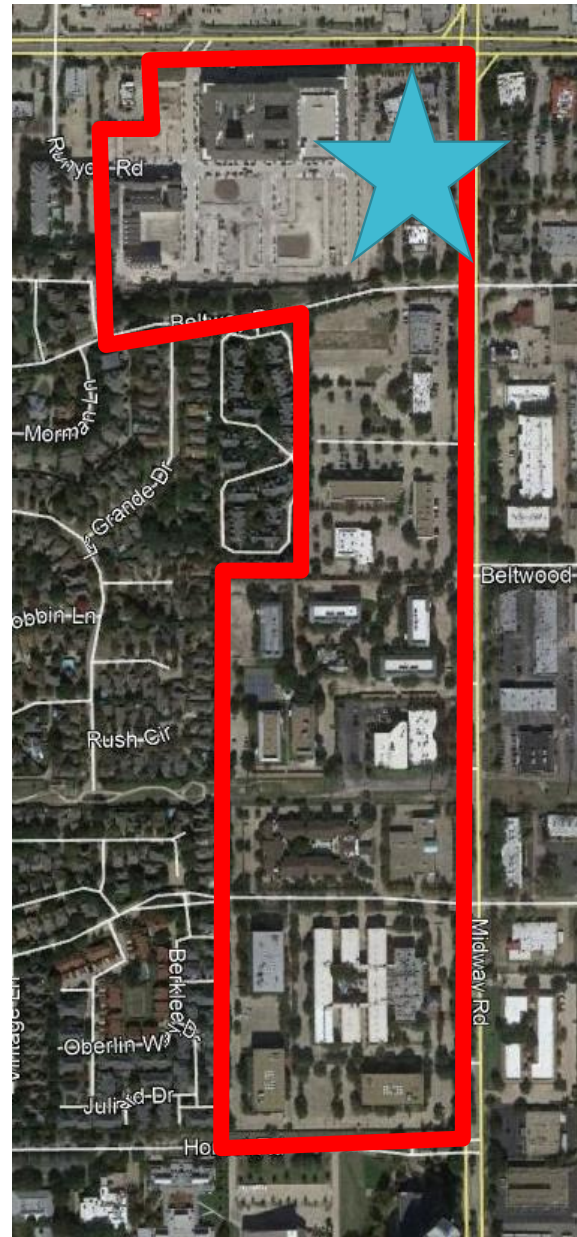


Station #7

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.



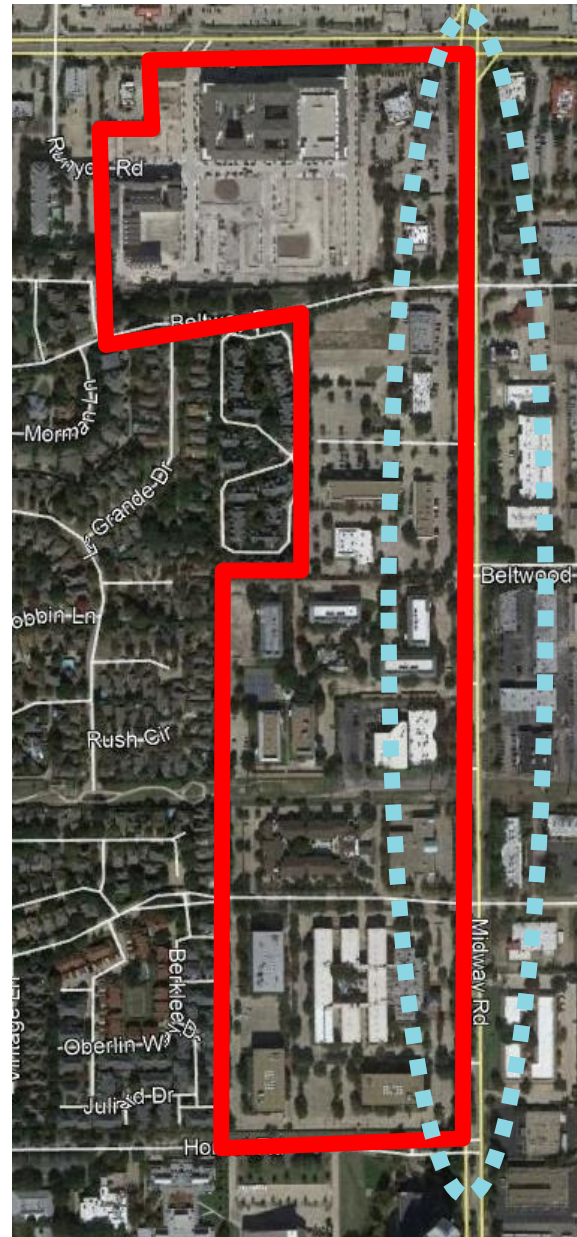
Add your other ideas here.

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.



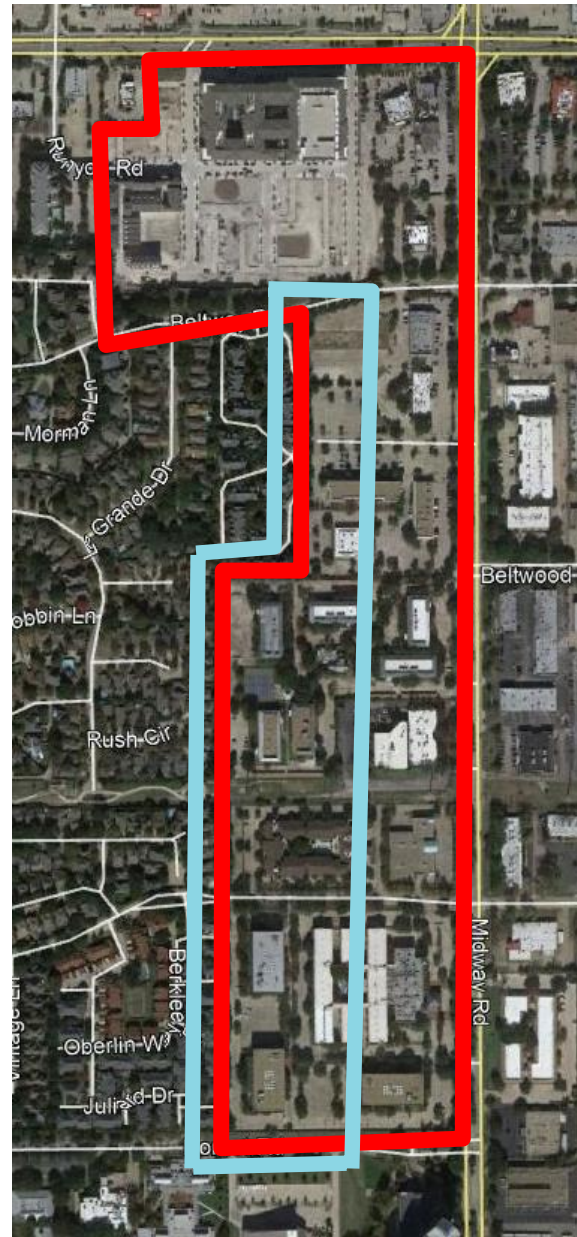
Add your other ideas here.

Station #7

Future Character for the Neighborhood Transition Area



Current Study Area

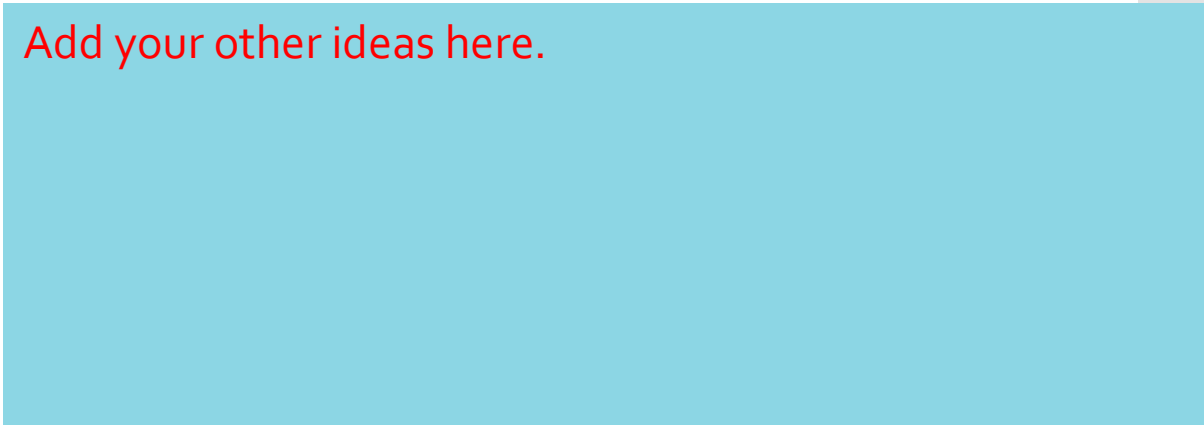


Sam's Club Special Area Study

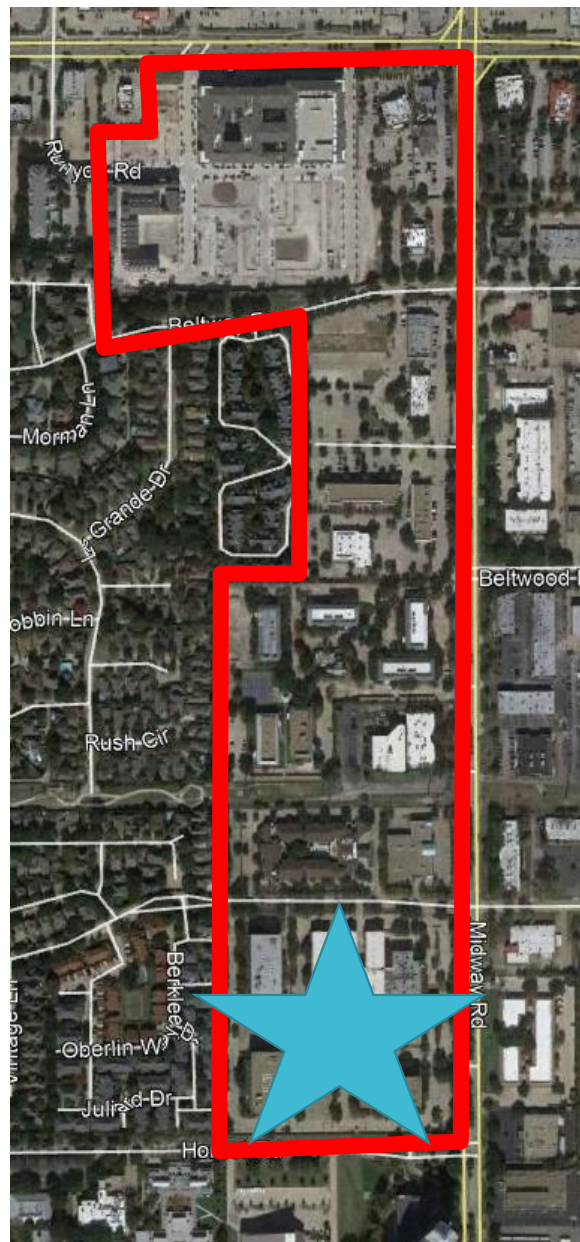
Is this a good fit for the area between the frontage and existing neighborhoods? Put your green dots below the two images of the character you'd like to see here.



Add your other ideas here.



— Current Study Area



Sam's Club Special Area Study

Station #7

Future Character South of Proton



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.

Large empty light blue area for providing additional ideas.