



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

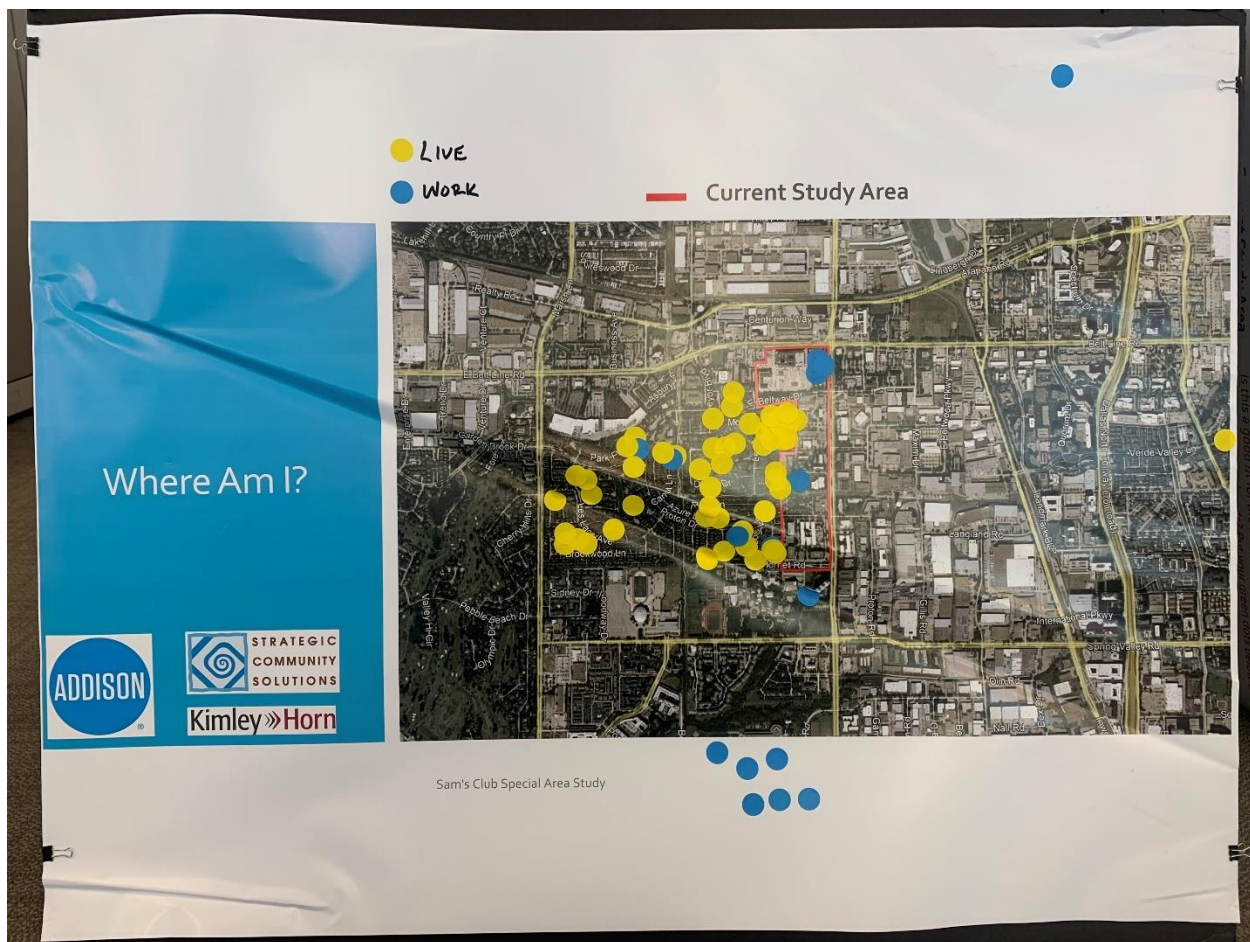
## STATION FEEDBACK

### Meeting Background

To kick off the visioning process for the Sam's Club Special Area Study, a community open house was held at 6 pm on Thursday, June 10, 2021 at the Addison Athletic Club. At the open house, the project team reintroduced the project to the community and engaged community members and interested stakeholders in a series of public input exercises involving live polling questions and station-based project content. **70 total participants signed in for the meeting and the results of the feedback provided at the seven open house stations is provided below.**

Moving forward, the project team will begin drafting development concepts that are informed by this feedback, as well as the site conditions and projected market demand for this area. These concepts will be reviewed by the project advisory committee prior to presentation to the community at a future open house event.

### Meeting Sign-In: What Is my connection to the study area?



Yellow: Where do I Live?

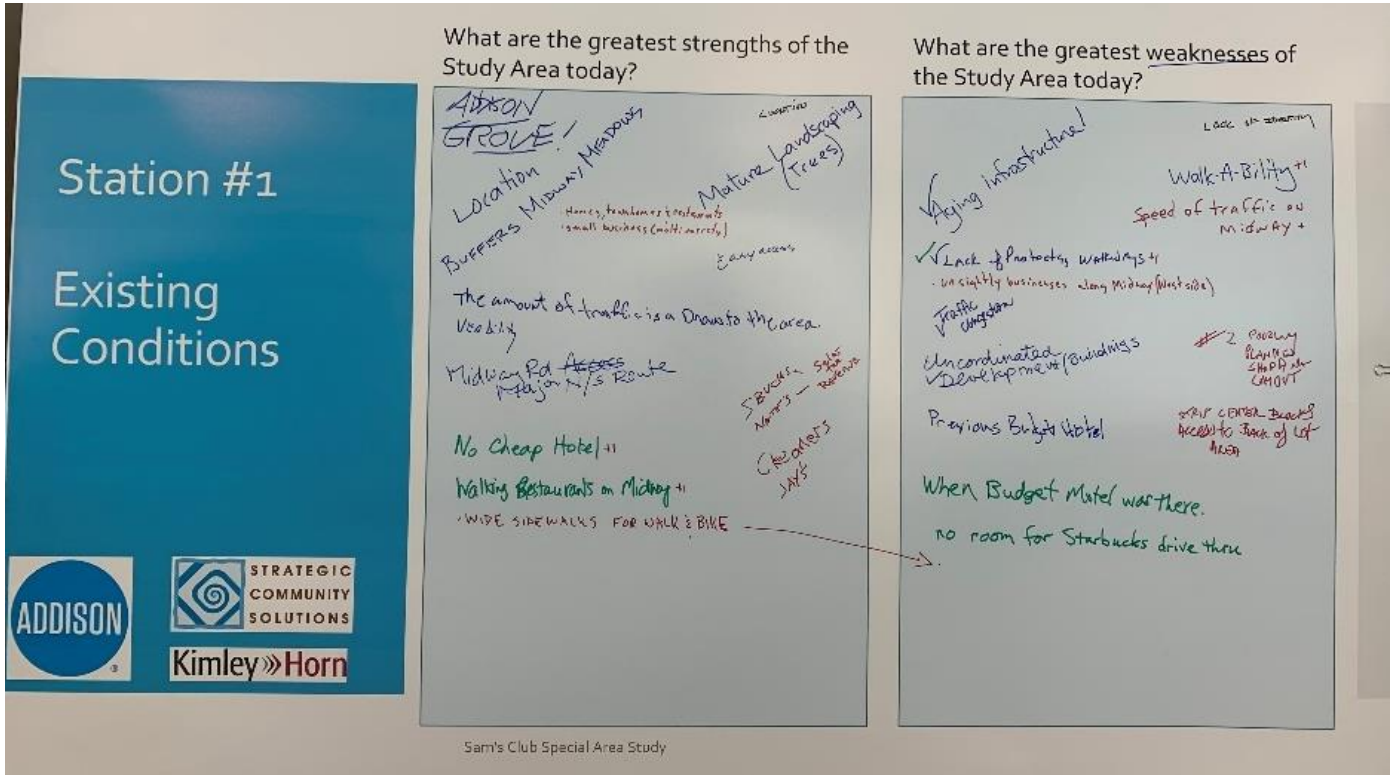
Blue: Where do I Work?



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #1 - Existing Conditions



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

- Addison Grove
- Location
- Buffers Midway Meadows
- Homes, townhomes, & restaurants
- Small business (multi variety)
- The amount of traffic is a draw to the area
- Visibility
- Midway Rd major N/S Route
- Easy Access
- Mature Landscaping (trees)
- Location
- No cheap Hotel +1
- Waling Restaurants on Midway +1
- Wide Sidewalks for walk & bike
- Starbucks, Nate's - Sales Tax Revenue
- Cleaners
- Jay's

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

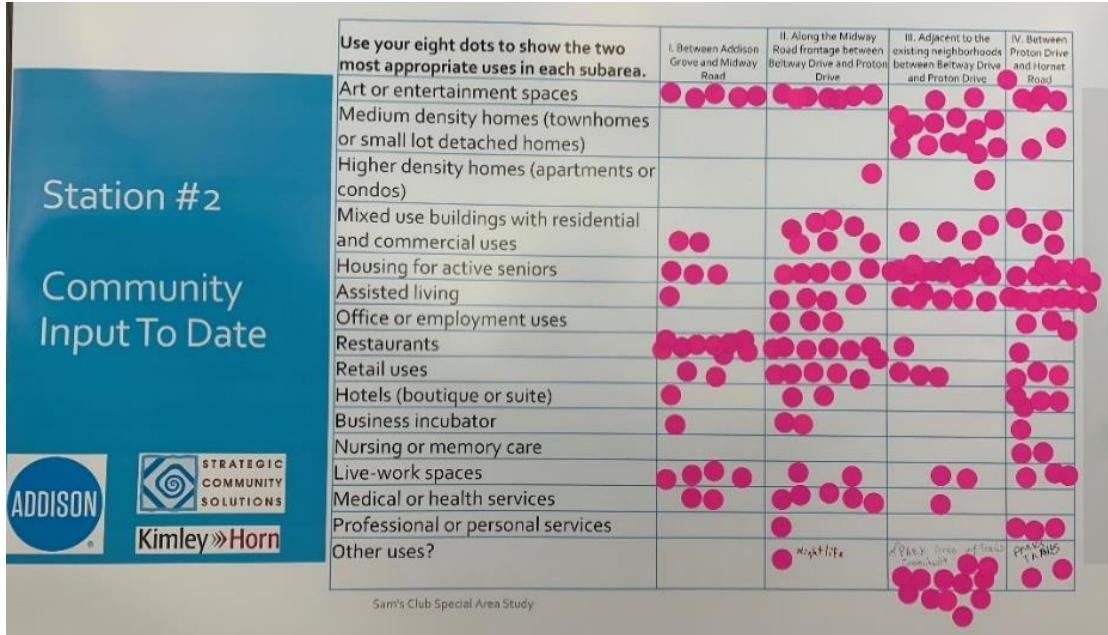
- Aging infrastructure! ✓
- Lack of Protected walkways ✓✓+1
- Unsightly businesses along Midway (west side)
- Traffic Congestion ✓
- Uncoordinated Development / buildings ✓
- Lack of identity
- Walk-a-bility+1
- Speed of traffic on Midway +
- #2 Poorly planned shopping layout
- Strip center blocks access to back of lot area
- Previous budget hotel
- When budget Motel was there
- No room for Starbucks drive thru
- Wide Sidewalks for walk & bike



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #2 - Community Input to Date



Identify the two most appropriate uses in each subarea.

	I. Between Addison Grove and Midway Rd.	II. Along the Midway Road frontage between Beltway Drive and Proton Drive	III. Adjacent to the existing neighborhoods between Beltway Drive and Proton Drive	IV. Between Proton Drive and Hornet Road
Art or entertainment spaces	5	7	2	5
Medium density home (townhomes or small lot detached homes)	0	0	13	2
High density homes (apartments or condos)	0	1	1	0
Mixed use buildings with residential and commercial uses	2	7	4	4
Housing for active seniors	3	5	12	8
Assisted living	1	4	6	7
Office or employment uses	0	3	0	3
Restaurants	9	7	1	1
Retail uses	2	5	3	3
Hotels (boutique or suite)	1	2	0	4
Business incubator	1	2	0	1
Nursing or memory care	0	0	0	2
Live-work spaces	4	2	2	3
Medical or health services	2	5	1	0
Professional or personal services	0	1	0	3
Other uses?		1-nightlife	12-Open park area with trails, greenbelt	2-Parks/trails



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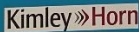
## STATION FEEDBACK

### Station #2 - Community Input Summary

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

### Station #2

## Community Input Summary

**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 too 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 sunshades, better manage grass. Farmers Branch has leap frogged this park.

*More Benches along Redding trail*

*Benches at dog park for owners*

*Off street walking +1*

*Connecting area over back of restaurants instead of front +1*

*Walls/Structures designed with awareness of preventing crime +1*

*Vehicular Traffic Mgmt. +1*

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

- 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. ●
- Outside service stations for adults ●
- Seating along dog park, water feature anchoring seating for restaurants, splash park and playground on opposite end. ● ●
- Fountain would be nice ●
- More place to gather, picnic and stroll to a café 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 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. ●
- Upgrading Redding trail dog park (near Midway). Add sunshades, better manage grass. Farmers Branch has leap frogged this park. ● ●
- More Benches along Redding Trail
- Benches at dog park for owners
- Off street walking +1
- Connecting area over back of restaurants instead of front +1
- Walls/Structures designed with awareness of preventing crime +1
- Vehicular Traffic Mgmt. +1 ●



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #3 - Study Area Economic Analysis

The image shows a feedback board for Station #3. On the left is a blue banner with the text 'Station #3 Study Area Economic Analysis' and logos for ADDISON, STRATEGIC COMMUNITY SOLUTIONS, and Kimley»Horn. Below the banner is the text 'Sam's Club Special Area Study'. To the right are two whiteboards with handwritten feedback.

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

- Environmentally friendly to the color green ✓
- Less noise ✓
- Trails ✓
- Unique restaurants more local like Bishop Arts area ✓
- Senior Living -
- Beltline Free Trolley**
- Better Trash Pick up & cleanliness
- Better maintenance & landscaping
- Mid density housing
- R+D facilities
- Medical & Research

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

- Too much Density ✓
- Hotels
- Not developing as a cohesive project
- Residents who ARE AFRAID of APARTMENTS
- too many apartments

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

- Environmentally friendly to the color green +1
- Less Noise +1
- Trails +1
- Unique restaurants more local like Bishop Arts area +1
- Senior Living +1
- Beltline Free Trolley
- Better trash pickup and cleanliness
- Better maintenance and landscaping
- Mid density housing
- R&D facilities
- Medical and Research

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

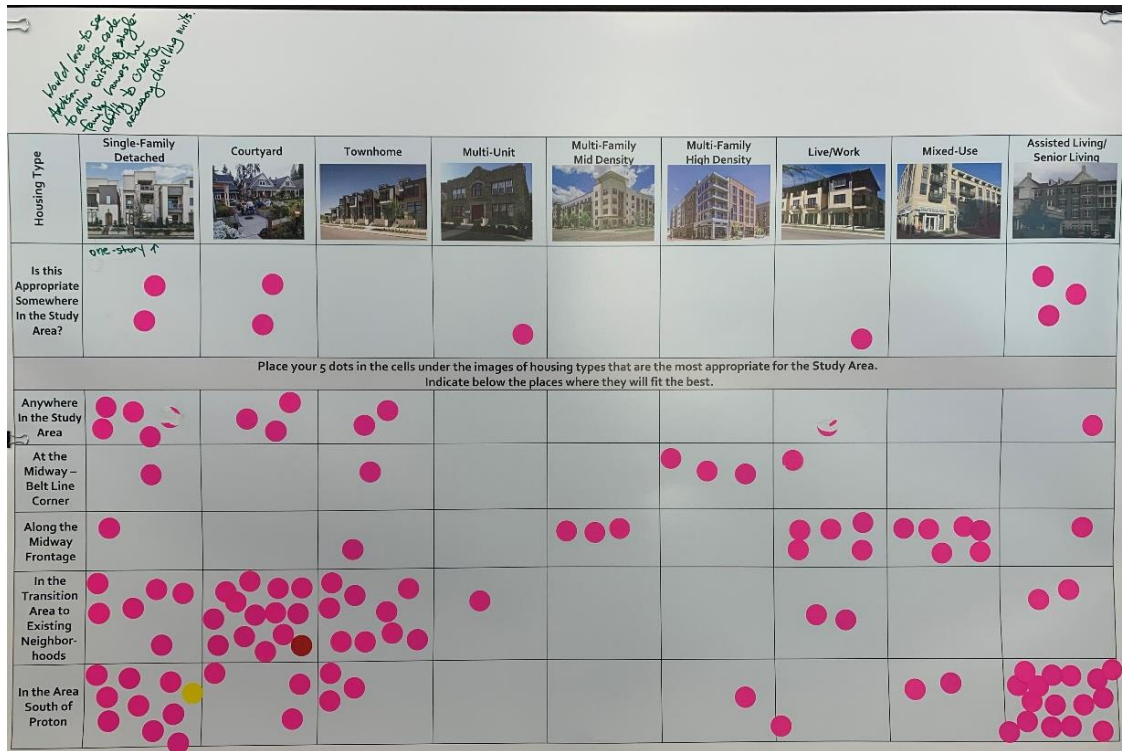
- Too much Density +2
- Hotels
- Not developing as a cohesive project
- Residents who are afraid of apartments
- Too many apartments



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #4 - 2017 Housing Policy



### What housing types are most appropriate for the Study Area?

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?	2	2	0	1	0	0	1	0	3
Anywhere in the Study Area	4	3	2	0	0	0	0	0	1
At the Midway-Belt Line Corner	1	0	1	0	0	3	1	0	0
Along the Midway Frontage	1	0	1	0	3	0	5	6	1
In the Transition Area to Existing Neighborhoods	6	14	9	1	0	0	2	0	2
In the Area South of Proton	10	3	3	0	0	1	1	2	16

- Would love to see Addison change code to allow existing single-family home the ability to create accessory dwelling units.
- One-Story (Single-Family Detached)



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #5 - Transportation and Traffic

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

- Improve sidewalks ; crosswalks on both Sides of Midway (Addison ; FB)
- Move sidewalks back from roadway (Midway)
- bike trails
- Connectivity
- Increase safety of bike/walk to Addison Circle entertainment area
- Increase transit to future Cotton Belt station  
Save <sup>signature</sup> trees where possible



### What improvements would have the greatest impact on mobility & safety in this part of Addison?

- Improve sidewalks & crosswalks on both sides of Midway (Addison & FB)
- Move sidewalks back from roadway (Midway)
- Bike Trails
- Connectivity
- Increase safety of bike/walk to Addison Circle entertainment area
- Increase transit to future Cotton Belt Station
- Save mature trees where possible



## SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

### STATION FEEDBACK

#### Station #6 - Open Space, Trails, & Placemaking

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

Station #6  
Open Space,  
Trails, &  
Placemaking

ADDISON  
STRATEGIC  
COMMUNITY  
SOLUTIONS  
Kimley»Horn

Sam's Club Special Area Study

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

#### What open space, trail, and placemaking features would you most like to see?

- Central Green Space: 15
- Network of smaller pocket parks: 22
- Trails with Fitness Equipment: 4
- Mural: 2
- Farmer's Market Space: 16
- Civic Space: 17
- Public Art: 12
- Play Space for Children: 5
- Pickle Ball courts: 4
- Special Paving Patterns: 6








# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK


### Station #7 - Future Character South of Proton

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.

1 	2 	3 
		
4 	5 	6 
		

Add your other ideas here.

What character is a good fit for the future revitalization of the area South of Proton Drive?

- 1. 2
- 2. 14
- 3. 9
- 4. 0
- 5. 7
- 6. 23





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### STATION FEEDBACK

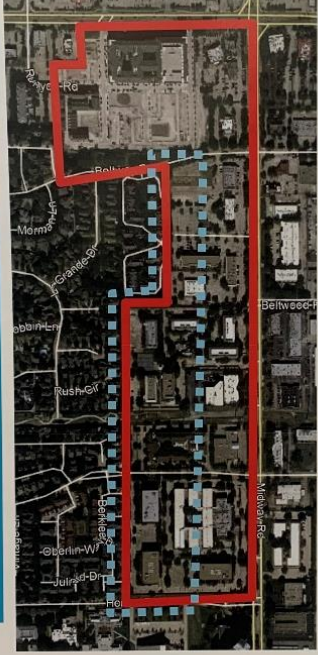
#### Station #7 - Future Character for the Neighborhood Transition Area

Station #7  
Future Character for the Neighborhood Transition Area















Kimley»Horn

Current Study Area



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.  
No high density living space  
Keep trees  
No Multi-family

Sam's Club Special Area Study

#### What character is a good fit for the neighborhood transition area?

1. 2
2. 23
3. 0
4. 11
5. 12
6. 16

#### Other Ideas

- No high-density living space
- Keep Trees
- No Multi-family





# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Station #7 - Future Character for the Midway Frontage


Station #7

Future Character for the Midway Frontage

Kimley»Horn







**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.

*Green spaces/put trees back ●●●*

*No more Apts. ●●●*

*Stop taking the trees out*

*Enough high volume apts already ●*

### What character is a good fit for the Midway frontage?

- 1. 1
- 2. 12
- 3. 23
- 4. 2
- 5. 6
- 6. 9

#### Other Ideas

- Green spaces/put trees back
- No more Apts. ●●●
- Stop taking the trees out
- Enough high volume apts already ●



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK


### Station #7 - Future Character for the Midway-Belt Line Corner

Station #7

Future Character  
for the Midway –  
Belt Line Corner

STRATEGIC  
COMMUNITY  
SOLUTIONS

— 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.

1	2	3
●●●●●●●●	●●●●●●●●	●●●●●●●●
4	5	6
●●●●●●●●	●●●●●●●●	●●●●●●●●

Add your other ideas here.

*There is not enough room for these ideas. - Agree/difficult access points*

### What character is a good fit for the Midway – Belt Line corner?

1. 9
2. 1
3. 17
4. 6
5. 10
6. 14

#### Other Ideas

- There is not enough room for these ideas. - Agree/difficult access points



## SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

### STATION FEEDBACK

#### Station #7: Here's what I want to experience when I come here in 2030:

Station #7

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

ADDISON

STRATEGIC COMMUNITY SOLUTIONS

Kimley»Horn

Open/outdoor space that is safe + secure - Ditto ✓

Bring local Dallas concepts to Addison - Eg: La Casita Bakery / Richardson, Shays Bagels

Live Jazz

Dynamic community, not a senior living community

Put parking structure on the east side of Midway. Bridge so ppl can cross Midway Rd

Easy connection to Cotton Belt Station ✓

Multi-generational housing YES! ✓

SMALL GREEN SPACES TO GATHER

Sam's Club Special Area Study

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



# SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

## STATION FEEDBACK

### Meeting Photos

