

20 - BARCELONA - Salón de San Juan.

# ***“The Blueprint”***

## **Belt Line Redevelopment Vision**

July 27, 2006

## Belt Line Corridor Vision

### BACKGROUND

**Belt Line Road is Addison’s “Main Street”.** Until recently it was one of the strongest restaurant and retail corridors in the region. However, due to competition from other communities to the north, the loss of Prestonwood Mall, and the Dallas area’s northward expansion, Addison’s Belt Line Road corridor has suffered.

Addison once had the advantage of being the only city in the northern tier to have both “liquor by the drink” and “sale of alcohol for off-premises consumption, or package stores for wine, beer, and alcohol. Therefore, two major hotels located in Addison in the early 1980s. Those hotels helped Addison draw Class A office buildings, and those buildings, along with “liquor by the drink” allowed Addison to support over 100 very successful restaurants, most of which located on Belt Line. More recently, neighboring municipalities have adopted more liberal alcoholic sales rules for both on-premises and off-premises sale of alcohol, and the market has responded to the new landscape. Farmers Branch, Carrollton, Frisco, and Plano have all expanded their regulations to entice restaurants with beer, wine and liquor sales. While this had caused a short-term decline in both restaurant and package store sales, it has created an opportunity for Addison to “re-invent” this important corridor and diversify and strengthen the uses along it.

**A successful Belt Line Corridor is a key to diversifying the City and making it more sustainable.** Besides the Tollway, Belt Line Road is the Town’s most important commercial corridor. It represents the lion’s share of the Town’s sales tax revenues and it is a prime contributor to the Town’s image and identity. “Reinventing” the corridor to be a pedestrian-oriented mixed use area should attract young professionals and empty nesters with a high level of disposal income — much like Addison Circle. This new population would support the retail and restaurant activity that Addison is known for. With the addition of enhanced streetscaping, a smaller blocks structure and pedestrian-orientated development in association with the housing, the area can become a place which is unique in the region and will attract continuing reinvestment over the long term.

The new connection of Arapaho Road through the district will provide another front door to regional traffic, remove some through-movement traffic movements from Belt Line and open further opportunities for development.

### POLICIES

1. **Identify sub-districts that will create a focus for re-investment.** The corridor should be more than a roadway connecting pad sites and strip centers. It should establish “places” with special identities that will provide a varied marketplace for private investment. The districts are:

- Les Lacs Village (between Marsh and Midway)
- Addison Dining District (generally between Midway and the Tollway)
- Addison Epicurean District (centered on Belt Line and Inwood Road)
- Addison Village (east of the Tollway)

**Les Lacs Village** should become a mixed use retail, residential and office district. Residential uses in this district should be able to capitalize on neighborhood amenities such as the adjacent Addison Athletic Club and the Les Lacs jogging trail. An extension of the Les Lacs jogging trail (which lies within a TXU power easement) north across Belt Line Road should help tie the residential opportunities north of Belt Line to the neighborhood on the south side of Belt Line.

**Addison Dining District** should become a vibrant mixed-use retail, restaurant and residential district. This area should be expanded southward to incorporate under-utilized properties down to just south of the east-west section of Beltway. This can be accomplished through the creation of smaller blocks which would put in place a more convenient and efficient circulation for pedestrians and automobiles. Residential will be limited to the area west of the north-south section of Beltway due to the noise contours from Addison Airport which cross Belt Line to the east.

**Addison Epicurean District** should become a center for sales, education and distribution of wine and other beverages, but it should also be a center for fine meats, seafood, fruits, vegetables, fresh breads, cheeses, and flowers. This area has long been known for its wine and liquor offerings, but to keep it sustainable for the long term, the offerings should be expanded to all epicurean items. It should be developed with the feel of a European market or shopping district, where bakers, gourmet shops, and fine food purveyors are located adjacent to the existing liquor stores. This area should be a positive complement to the Addison Dining District which is immediately adjacent. It should host special events such as cooking exhibitions and wine tastings which will draw visitors both locally and regionally to enjoy the “tastes of Addison”. In order for Addison to stay competitive with surrounding cities that also sell alcohol, it should increase the offerings to include other gourmet items beside wines and liquors. It should also heighten the amenity level and ambiance of this district. Dramatic lighting and architectural elements should be considered that would make shopping for alcoholic beverages and other epicurean items more of a recreational experience - similar to browsing in a gourmet market as opposed to a regular grocery store.

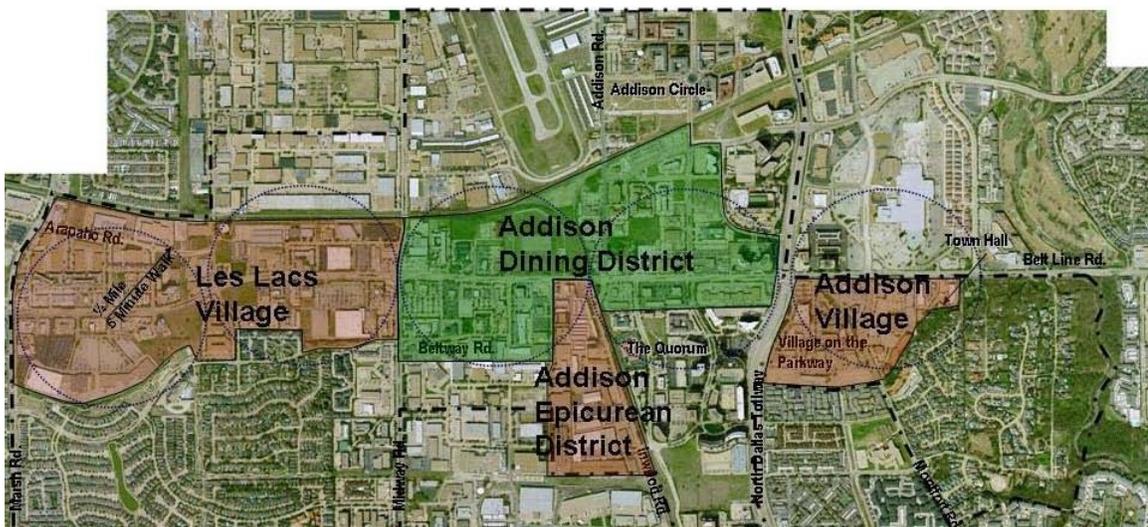
**Addison Village should be a mixed use residential and civic area that focuses on Village on the Parkway retail center and City Hall.** Clearing up the street pattern by removing Sakowitz Drive and enhancing pedestrian movement at Montfort and Belt Line would more closely

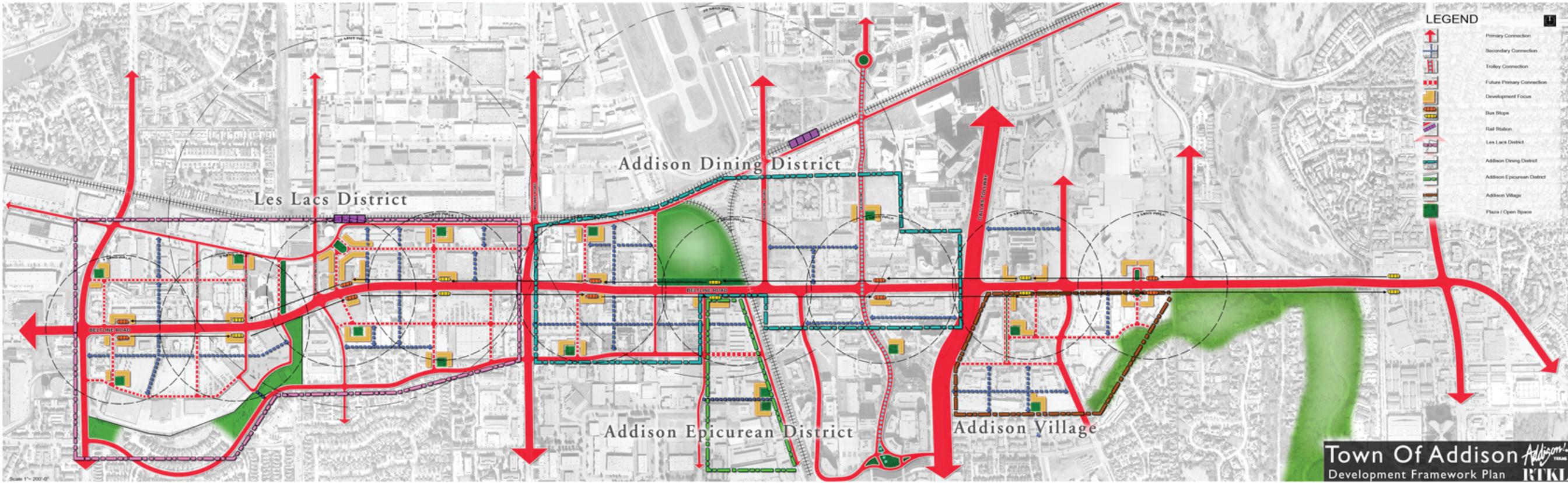
connect retail across and tie into existing and future residential development. The Creek behind Town Hall would provide a pedestrian corridor from several bordering neighborhoods to the Shops.

2. **Enhance Belt Line Road to become a grand “Belt Line Boulevard”.** Based on the grand boulevards of Europe, such as, the Champs Elysee, Belt Line should function and be landscaped as a memorable roadway and a focus for the region. It connects throughout the Dallas area and it would provide identity for the Town, a theme for redevelopment and infill, and a focus for business and residential investment.

A Grand Belt Line Boulevard would be unique in the region and should be designed to accommodate transit or trolley service connecting to the Addison Circle transit station in the future. This will further enhance mobility and reinforce pedestrian movement to create a true transit village identity.

3. **Create a series of architectural elements and entryways along its length.** This will help to further identify special districts and establish themes. These should include such things as featured treatments at the major intersections, and public open spaces or plazas that provide a focus for the districts.
4. **Capitalize on future transit to improve sustainability.** The timing of DART rail service to Addison is still in question, but at some point in the future it will be a reality. Even in the short term, however, some type of fixed rail trolley service connecting across Belt Line and up into Addison Circle may be feasible. This service should connect existing and future residents to a rich variety of retail and restaurant activity. Young professionals, empty nesters and retirees are strongly attracted to transit-oriented development.





**LEGEND**

- Primary Connection
- Secondary Connection
- Trolley Connection
- Future Primary Connection
- Development Focus
- Bus Stop
- Rail Station
- Les Lacs District
- Addison Dining District
- Addison Epicurean District
- Addison Village
- Plaza / Open Space

Les Lacs District

Addison Dining District

Addison Epicurean District

Addison Village