



ADDISON

SAM'S CLUB SPECIAL AREA STUDY

Appendix 1

Stakeholder Interviews

DRAFT

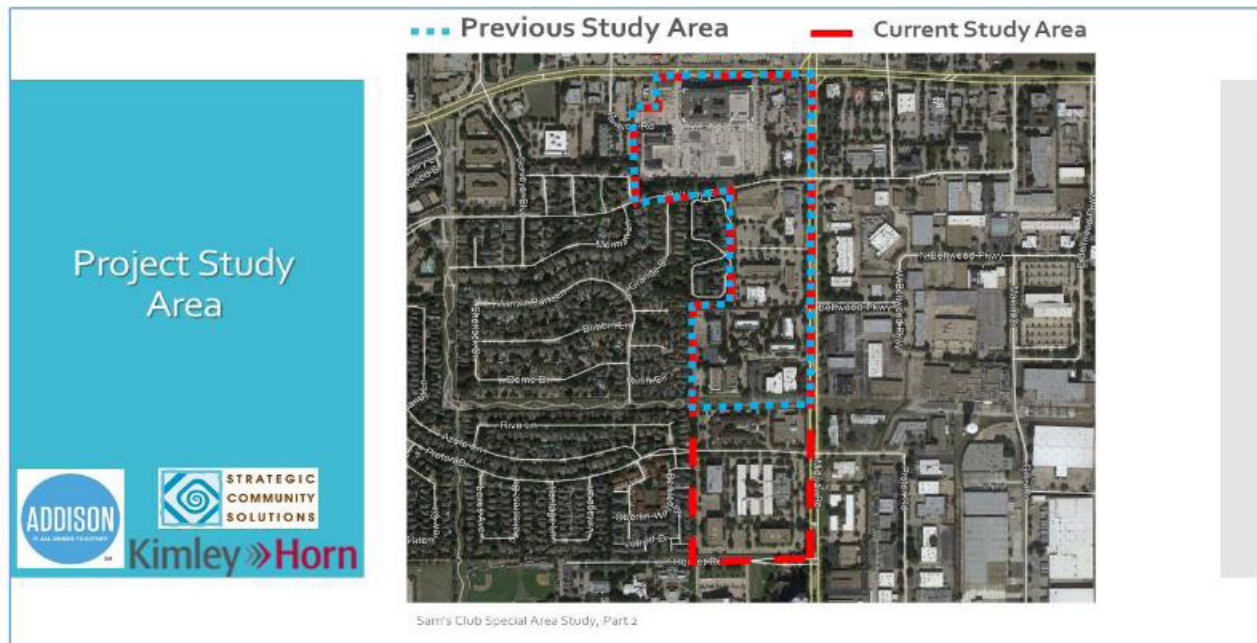


**STRATEGIC
COMMUNITY
SOLUTIONS**

EVENT: Addison Resident Stakeholder Meeting
DATE: May 27, 2021 – 3:30 pm
ATTENDEES: Judy Lindloff (Towne Lake), Nancy Craig (Addison Timbers), Ron Whitehead (Midway Meadows), Jeremiah Jacobson (Townhomes of Addison), John Price (Addison Timbers)
CONSULTANTS: Karen Walz, Mark Bowers

Background

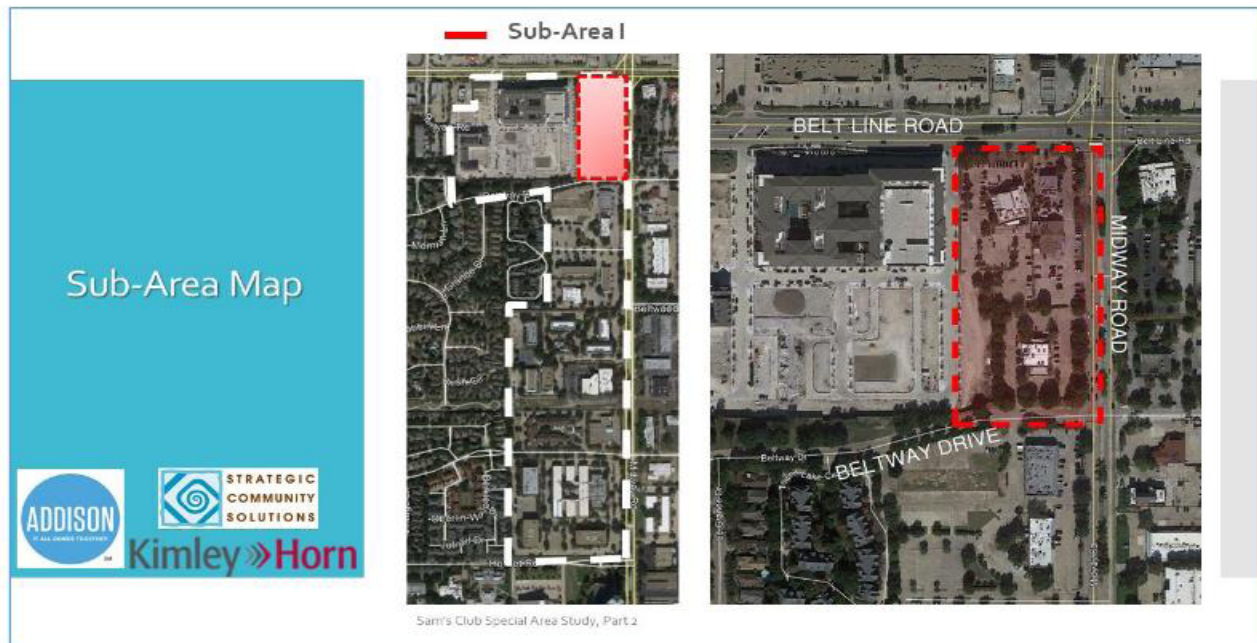
The purpose of this interview was to understand the perspective of neighborhood residents in or adjacent to the study area. At the beginning of the interview, the consultants provided a brief summary of this study and its objectives. The study area, which was the focus of the interview questions, is shown below.



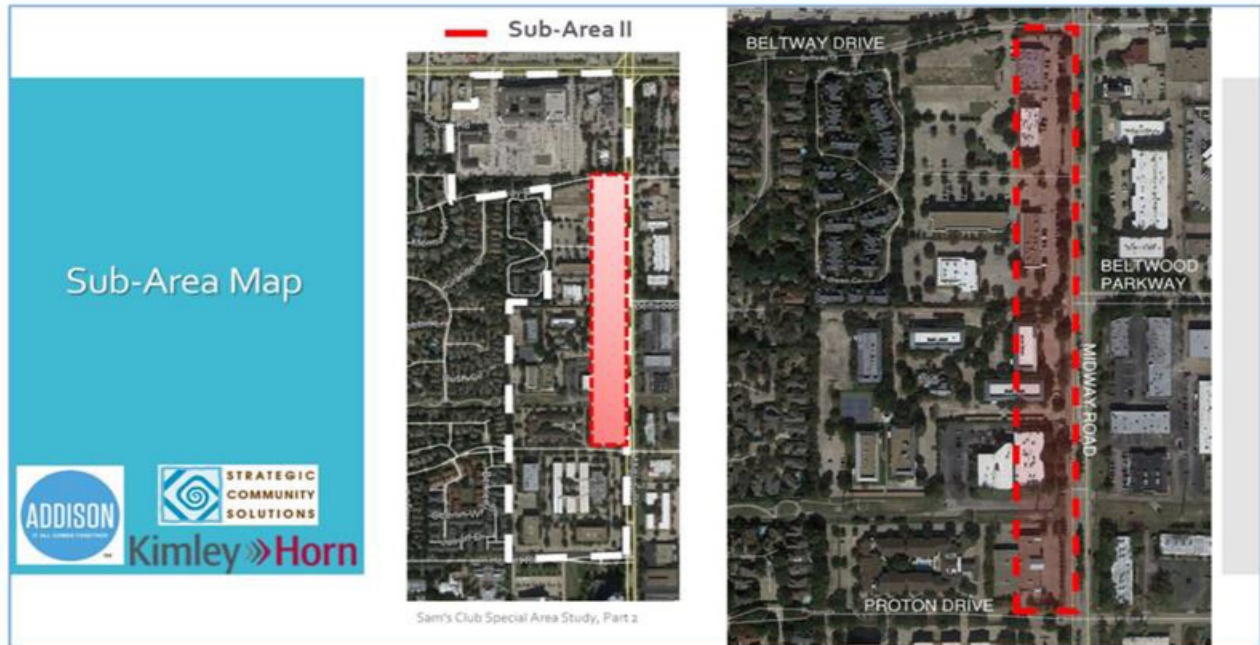
Interview Questions and Responses

In the sections below, the questions asked by the Consultant team are presented first. The responses are shown as a group, not based on the individual who made a particular comment.

1. What are the biggest assets of this study area as it exists today?
 - *The value of the homes immediately adjacent to the study area is over \$18 million, so there needs to be an understanding of how any new development is going to impact the values of existing residential properties. Future plans should not negatively impact the values in surrounding neighborhoods.*
2. What are the biggest challenges about the study area as it exists today?
 - *Properties have had a lot of vacancies, and the area really needs to be redeveloped.*
 - *Need to be concerned about heights adjacent to existing residential areas and depth of development due to a lack of visibility from Midway as you get further into the existing properties.*
 - *Future uses will likely be office and retail since that is currently the focus of Midway.*
 - *A variety of housing types will be desired in the area which may not be acceptable to the existing homeowners.*
 - *Concerned about height of buildings next to residential areas.*
 - *Will support uses that don't have a nightclub that closes at 2:00 a.m.*
 - *Would love to keep a quiet office park next to the residential areas.*
3. What sort of uses, development and investment do you think will be most successful in the next five to ten years? The subareas used in this discussion are shown in the maps below.



- a) In the first subarea:
 - *No comments for this area.*

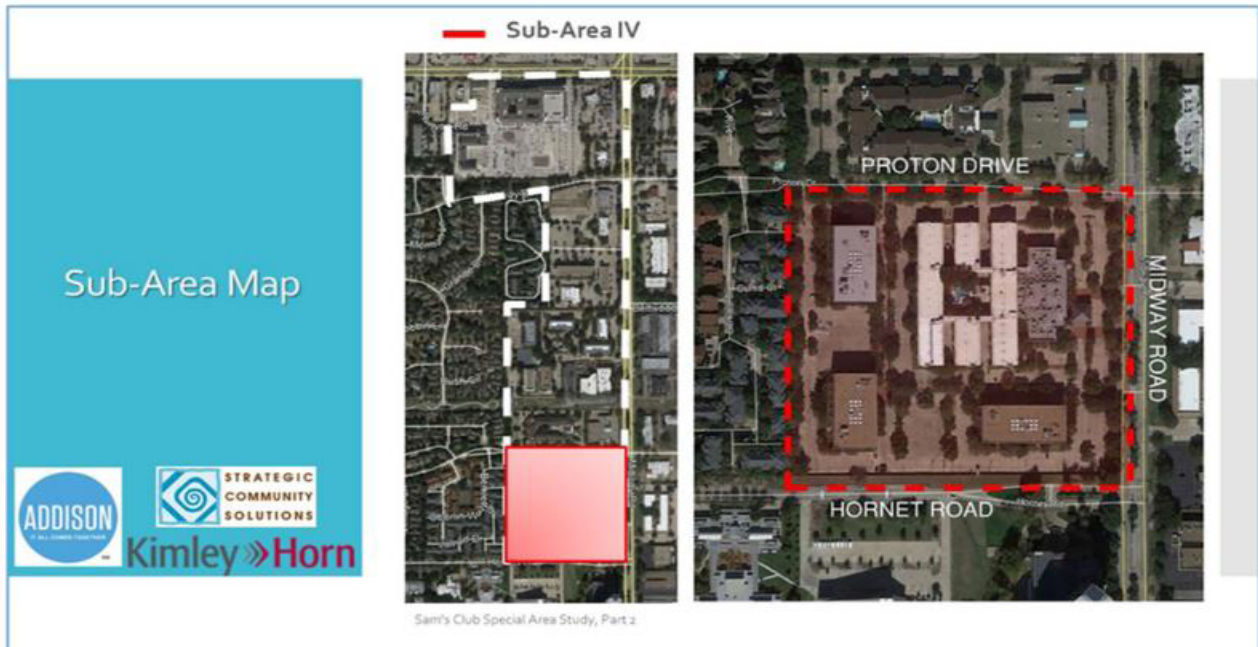


- b) In the second subarea:
- *No comments for this area.*



c) In the third subarea:

- *Properties are so deep that the types of uses that will be successful will need to be mixed with a range of residential and commercial product types.*
- *There will need to be a buffer between sections 3 and 4 – consider a nice walking trail/landscape area along here rather than a wall.*
- *Walls on Town Lake property and fence will need to remain in future plans.*
- *Town Lake was controversial when approved since the existing residential to the west of that development was a lower height. People at the time were concerned about the building heights, but the development seems to be accepted now.*
- *Apartments will be needed and should be considered for this area. To make a project work financially it might need to be part of the overall product mix.*



- d) In the fourth subarea:
- *Want a buffer along area 4 – today there is noise from trucks and landscape crews that comes from Office Buildings. That is currently a nuisance to residents.*
 - *Consider age-restricted (senior living) in the mix for this area.*
4. What one or two actions by the Town would do the most to improve this study area?
- *No comments.*
5. What other recommendations do you have for us and the Town of Addison?
- *With younger demographics moving to Addison, Townhome/Condominium for young professionals should be the focus for redevelopment, but not Apartments because they bring temporary residents which is not desired. The City should focus on having property owners that have a stake in the area.*
 - *Please keep the survey live through the weekend to encourage more participation.*
 - *Post signs on Midway telling people to come out and express their ideas.*
6. How often do you spend time in the study area – shopping, dining, working, or walking through?
- *No comments.*
7. What one or two uses in this study area would be most beneficial to the residents in your neighborhoods, or to the Addison community generally?
- *No comments.*
8. Are there additional open space amenities you'd like to see in the study area?
- *The new Parks and Trails Master Plan components need to be incorporated in this area since a trail is desired in this area as a buffer.*

Neighborhood Resident Interview Notes

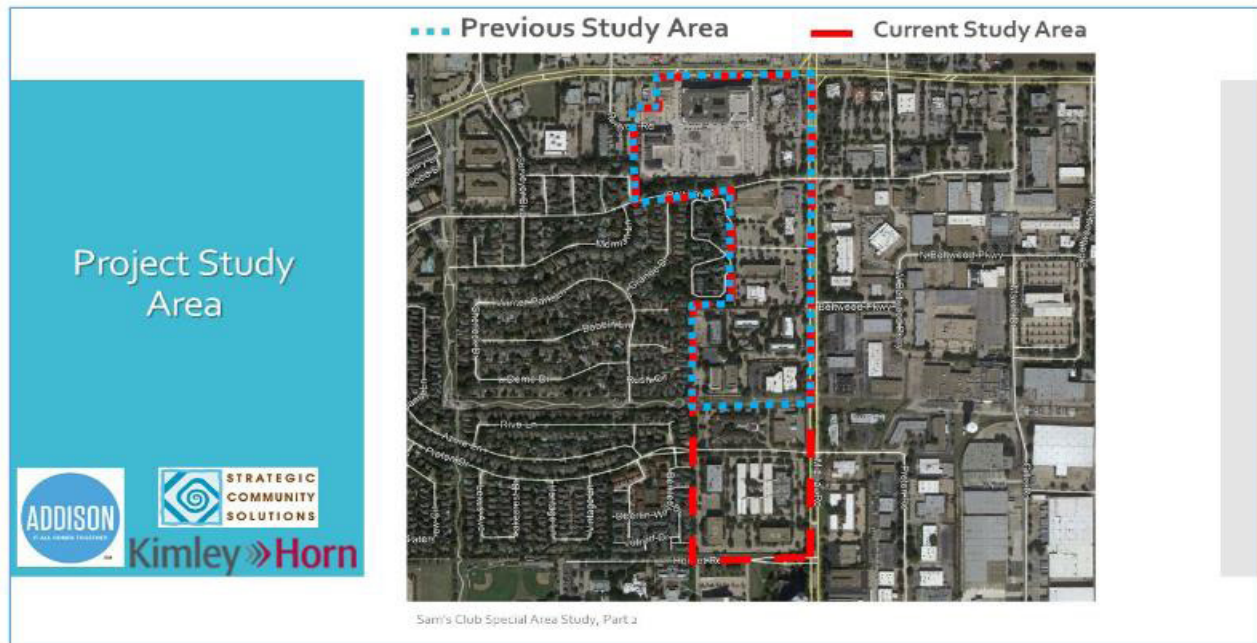
- *A trail in the area will help to serve as an amenity for existing and future developments, and as a buffer from existing residential areas.*
- *Redding Trail should be extended into Farmer's Branch in the distant future.*
- *Redding Trail needs to be extended to Midway (was included in the Parks Study).*



EVENT: Business/Property Owner/Developer Stakeholder Meeting
DATE: May 27, 2021 – 2:30 pm
ATTENDEES: Dan Stansbury (EY Ventures), Alex McCutchin (McCutchin Group), Bill Park and Bob Mencke (Piedmont Capital)
CONSULTANTS: Karen Walz, Mark Bowers

Background

The purpose of this interview was to understand the perspective of the property owners in the study area. At the beginning of the interview, the consultants provided a brief summary of this study and its objectives. The study area, which was the focus of interview questions, is shown below.

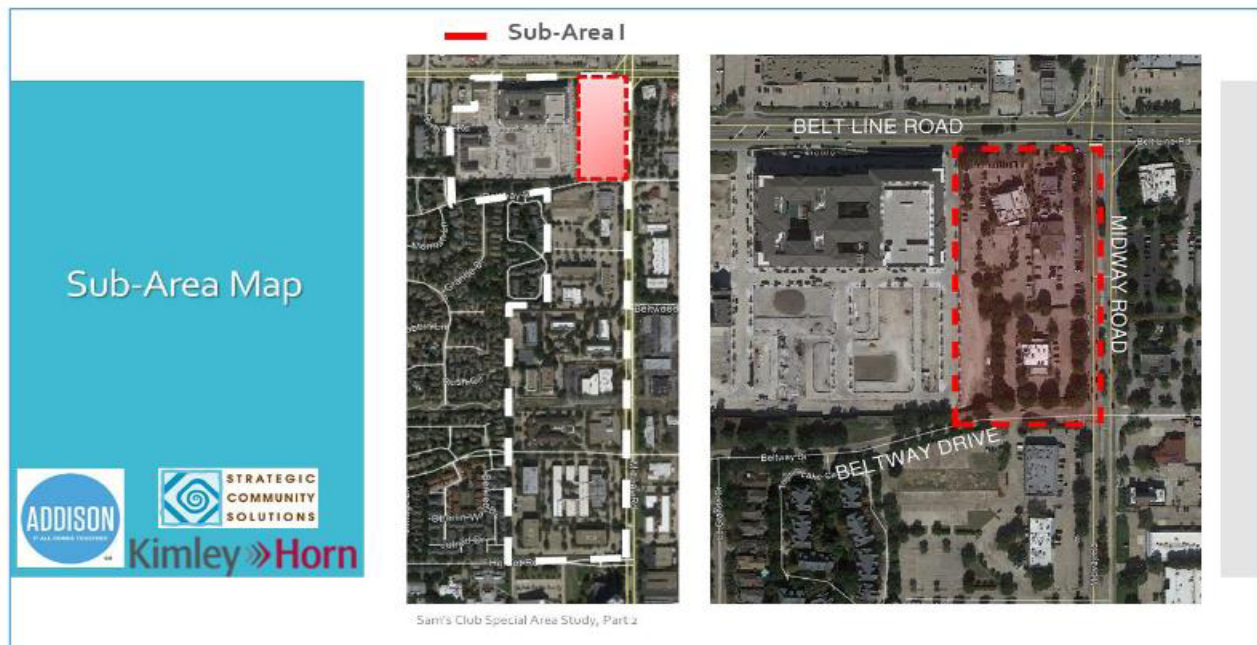


Interview Questions and Responses

In the sections below, the questions asked by the Consultant team are presented first. The responses are shown as a group, not based on the individual who made a particular comment.

1. What are the biggest assets of this study area as it exists today?
 - *Traffic counts – high visibility area with business opportunities due to visibility – particularly at the corner of Belt Line and Midway.*

- *Good location – Not out in the country like it used to be!*
 - *One stakeholder’s focus is restaurants and indicated that they are currently 100% occupied.*
 - *Offices are very COVID friendly, due to how they are laid out (compared to a high-rise office tower).*
2. What are the biggest challenges about the study area as it exists today?
- *COVID – Maintaining businesses (although this is getting better now).*
 - *Future impact of Midway Road expansion/construction on access and visibility.*
 - *Future Right-of-Way along Midway – A significant amount of parking is being taken, and in many cases it is the best available parking spaces that are being lost. This will be devastating to tenants, especially retail and restaurants – people are already saying they will stop coming to the area due to traffic.*
3. What sort of uses, development and investment do you think will be most successful in the next five to ten years? The subareas used in this discussion are shown in the maps below.



- a. In the first subarea:
- *What is there now is the highest and best use, high visibility supports the existing retail/restaurants – continuation of what is there is best from a market standpoint.*
 - *Addison does not have a dense population – Addison Grove will bring more residents that will hopefully continue to support this area, as well as areas to the west.*
 - *One owner has been focused on bringing bigger, larger retail tenants – they are excited about additional residences within 5-minute walk from their buildings that could trigger more commercial businesses – have not given thoughts to redevelopment at this point.*

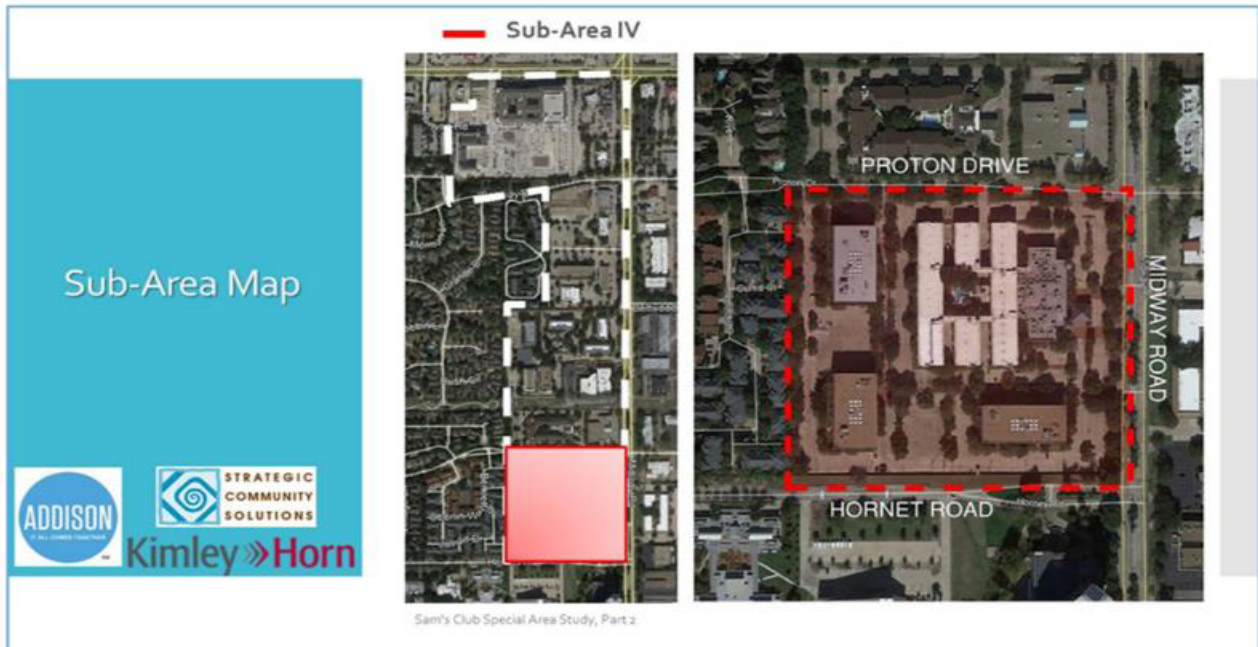
- *There is a vast difference in traffic counts due to Addison Grove, which is a positive aspect for support of the businesses in the area.*



- b. In the second subarea:
- *Existing office buildings are not highest and best use in this area, most inquiries related to those properties have been for multi-family, possibly with a retail component.*
 - *Not much market for office – there is a lot of space up and down Midway, and with trend towards working from home, office uses are not likely to be supported in the future.*
 - *Not sure about senior housing, but a market survey may show that it is supported in this area.*
 - *New office would not be able to compete in area due to the very low current rents in existing office buildings in the study area.*



- c. In the third subarea
- *Townhome should be a key component of this area (as a buffer from existing neighborhoods to the west).*
 - *Demand for office and senior housing has changed significantly due to COVID, need to see what the market analysis says for these uses.*
 - *Another stakeholder indicated that there is currently a high demand for denser housing in this sub-area.*



- d. In the fourth subarea
 - *First choice for the Crown Plaza property should be another hotel operator due to existing infrastructure in the area (as a means to reduce the cost of construction). A hotel is not necessarily supported by the market, although pre-COVID this hotel seemed to be doing well.*
 - *The newer office building to the south of hotel fronting Midway is doing well.*
 - *Higher density housing should be considered in this area.*
4. What one or two actions by the Town would do the most to improve this study area?
 - *City could support new businesses by giving them promotion in the newsletter or on flyers – especially during COVID.*
 - *Reconsider 10' path along Midway (this is what is causing the need for additional ROW which is causing the parking issues for the existing businesses) – trails are not helping bring their customers to their establishments – trails should not be along major roadways, should be more like the Katy Trail and located more internally to the site.*
 - *Redistribute impact of Midway Road expansion so Farmer's Branch is being impacted as well.*
5. What other recommendations do you have for us and the Town of Addison?
 - *If reinvestment and redevelopment is going to happen, commercial property owners will want as many options as possible without losing existing zoning.*
6. What (if any) barriers have prevented you from making investments in your property or business?
 - *Would like to have a drive-thru, but cannot currently have one.*

- *Parking requirements may be hard to meet in the future with loss of parking due to Midway ROW expansion - there is currently no parking to spare.*
7. What additional allowable uses could be added to those uses that are already possible on your property – to give you more options for redevelopment if you wanted to consider it at some point in the future?
- *There is a much higher demand for housing in the area, than support for office – but current zoning will not allow this housing.*