



ADDISON

SAM'S CLUB SPECIAL AREA STUDY

Appendix 3

Community Open House Materials

DRAFT



Sam's Club Special Area Study Community Open House #1



Addison Athletic Club
June 10, 2021



Sam's Club Special Area Study



1. Welcome

Sam's Club Special Area Study

Agenda

1. Welcome
2. Project Overview
3. Key Information and Issues
4. What Do You Think?
5. Discussions at Stations
6. Adjourn



Sam's Club Special Area Study

2. Project Overview



Sam's Club Special Area Study

Welcome and Introductions



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

Sam's Club Special Area Study

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

Sam's Club Special Area Study

Previous Special Area Study



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Preferred Development Concept, Ultimate
Sam's Club Special Study

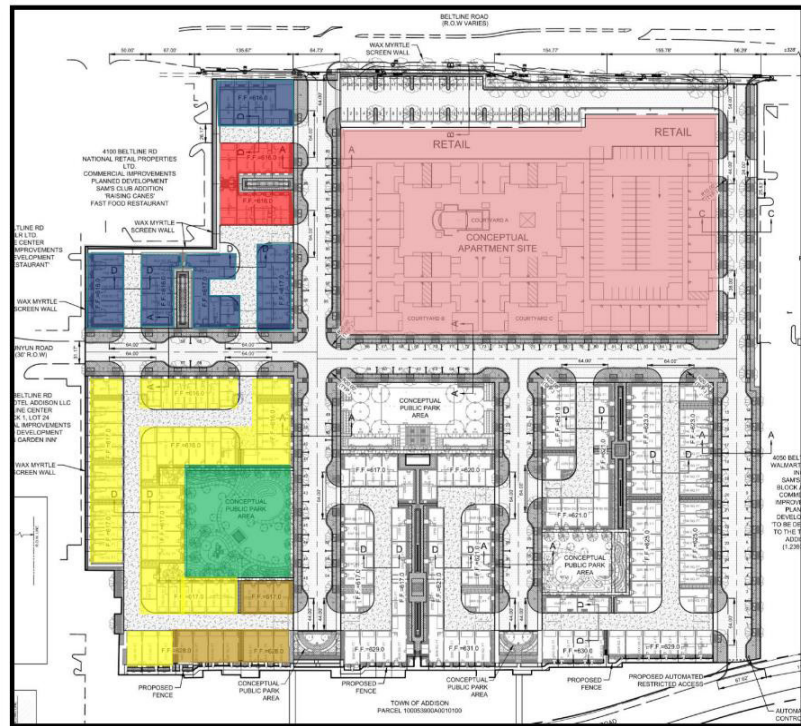
Sam's Club Special Area Study

Addison Grove

- 180 Townhome lots
 - Block A and Block B have all zoning entitlements (90 lots)
 - 47 Units sold, occupied, or under construction
 - 10 Units with approved permits that are pending construction
 - 23 Units in permits review
 - 10 Units that are pending permit submittal
 - One park substantially complete
 - 90 Units (Blocks C and D) requiring Development Plan approval prior to building permit submittal
- 321 Multifamily units and 10K SF of retail
 - MF - +90% leased, retail - 60% leased



Kimley»Horn



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Policy Changes – 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.**

Sam's Club Special Area Study

Project Scope



■ ■ ■ Previous Study Area ■ Current 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

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Community Engagement



- Opportunities for Involvement:
- Stakeholder Interviews
 - Property Owner and Neighborhood Leaders
 - 2 Virtual sessions on May 27th
 - Advisory Committee Work Sessions
 - 3 In-Person Meetings
 - First one held June 3rd
 - Open House
 - 2 In-Person Sessions
 - First one tonight
 - Second one anticipated in August
 - Online Surveys (2)
 - First one closed May 30th
 - Final Presentations
 - 1 Planning and Zoning Commission meeting (October '21)
 - 1 City Council meeting (November '21)

Sam's Club Special Area Study

3. Key Information and Issues



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Station Topics

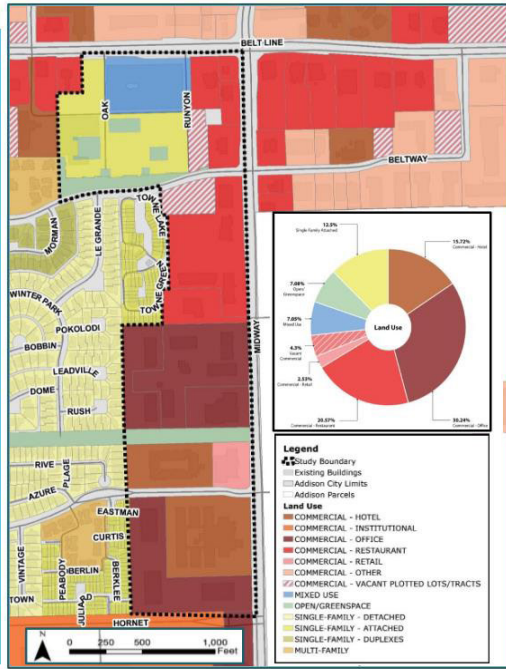


1. Existing Conditions
2. Community Input Summary
3. Demographics and Economic Activity
4. Housing Policy
5. Transportation and Traffic
6. Open Space, Trails and Placemaking
7. Vision and Strategic Direction
8. Other Issues

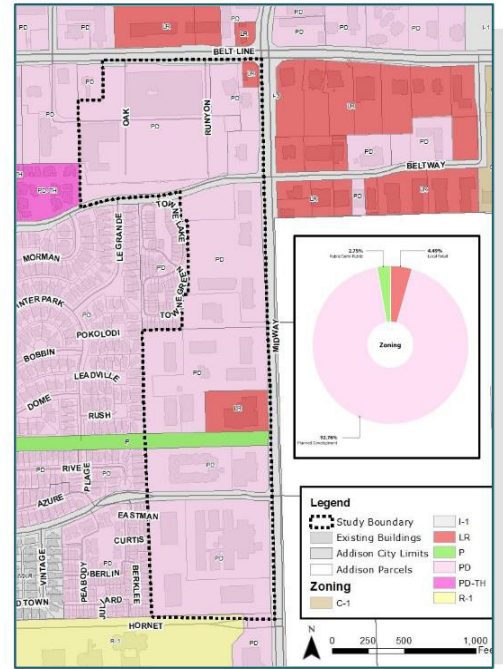
Sam's Club Special Area Study

Station #1

Existing Development Patterns



Existing Land Use



Current Zoning

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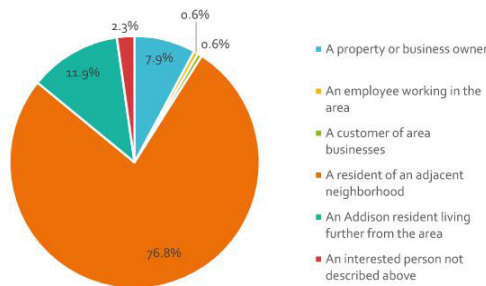
Station #2

Community Input To Date



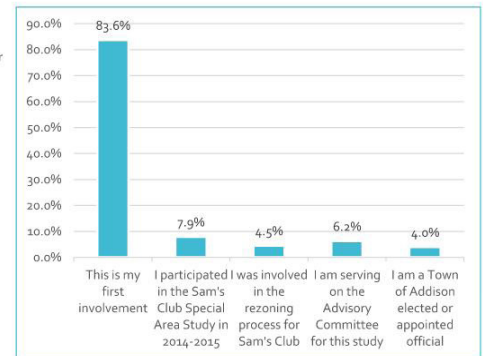
- Stakeholder Interviews (May 27th)
 - Business & Property Owners
 - Residents
- Online Survey (May 7th – 30th)
 - 177 respondents

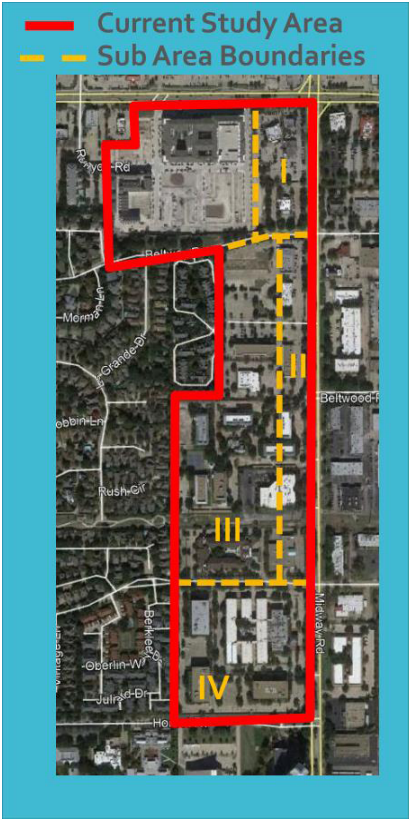
What is your primary involvement in this study area?



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How are you involved with planning and project activities for this study area?



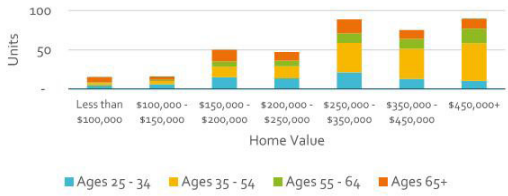


How appropriate are these uses in this subarea?	Between Addison Grove and Midway Road					Along the Midway Road frontage between Beltway Drive and Proton Drive				
	Very appropriate	Somewhat appropriate	Somewhat in-appropriate	Very in-appropriate	I'm not sure	Very appropriate	Somewhat appropriate	Somewhat 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%	2.2%
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%	0.8%
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%	16.2%	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)	65.5%	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 #3: Demographics & Housing

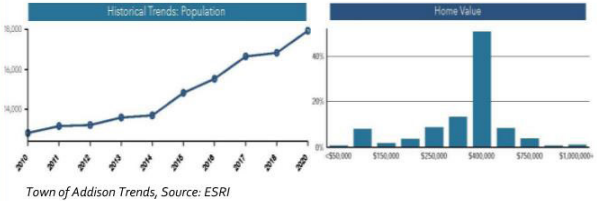
Addison Annual Ownership Demand (2020-2025)



Addison Annual Rental Demand (2020-2025)



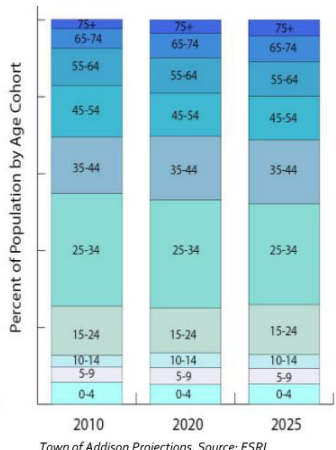
Source: Kimley-Horn



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

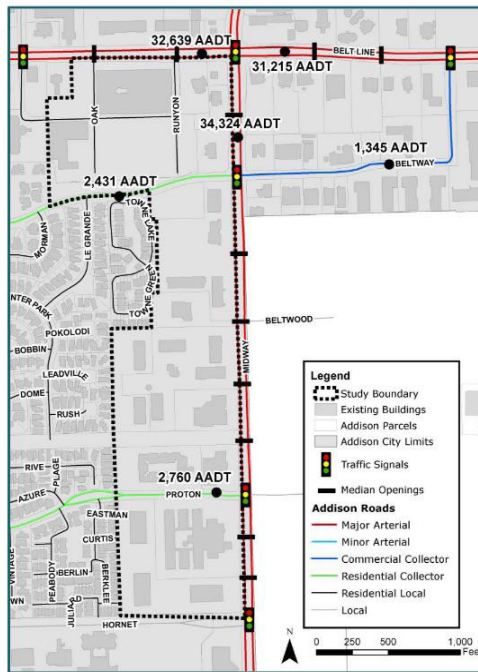


Housing Type	Single-Family Detached	Courtyard	Townhome	Multi-Unit	Multi-Family Mid Density	Multi-Family High Density	Live/Work	Mixed-Use	Assisted Living/ Senior Living
Is this Appropriate Somewhere In the Study Area?									
Place your 5 dots in the cells under the images of housing types that are the 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									

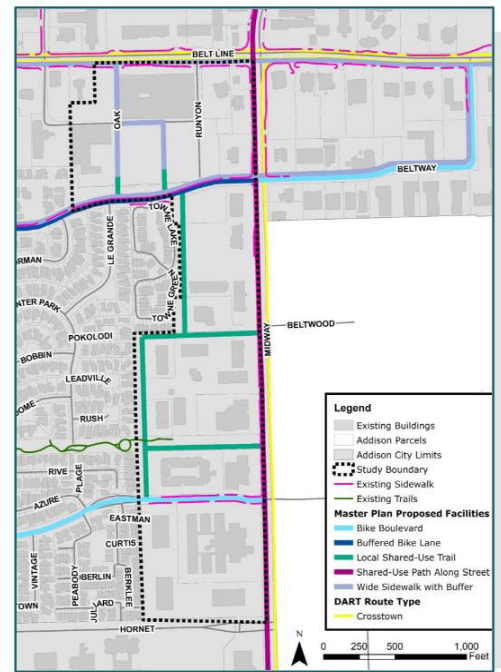
Station #5
Mobility Map




Kimley»Horn



Master Transportation Plan



Citywide Trails Master Plan

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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

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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

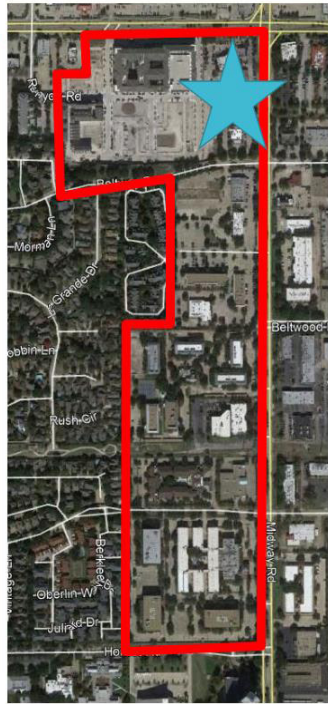
- Restaurants and shopping that attract customers from the local area (not regional)
- Beautification and open space added to current concentration on retail & services
- Service industry development
- Places that make people happy and want to be there
- No more apartments
- Residential offerings would 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

Sam's Club Special Area Study

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

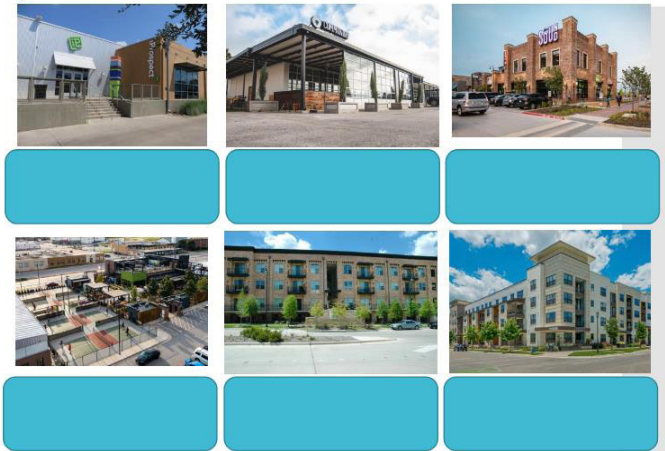
Future Character for the Midway Frontage

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.

Station #7

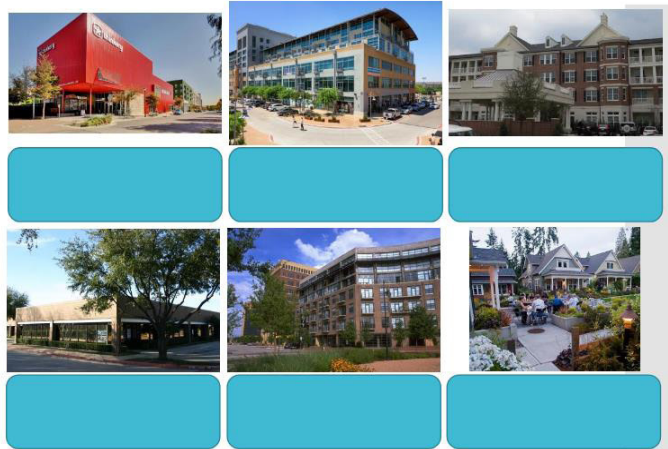
Future Character South of Proton

Current Study Area



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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.



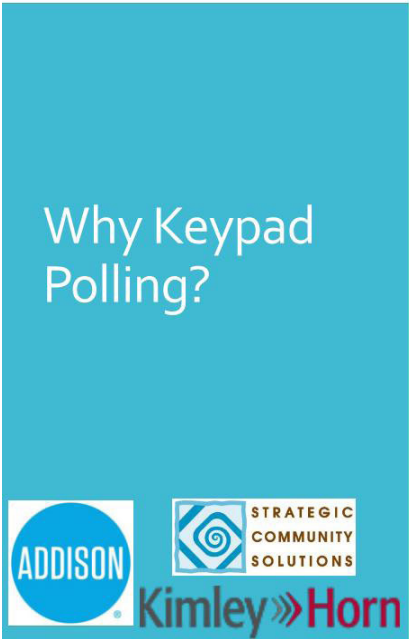
Add your other ideas here.



4. What Do You Think?

Share ideas with electronic keypad polling

Sam's Club Special Area Study

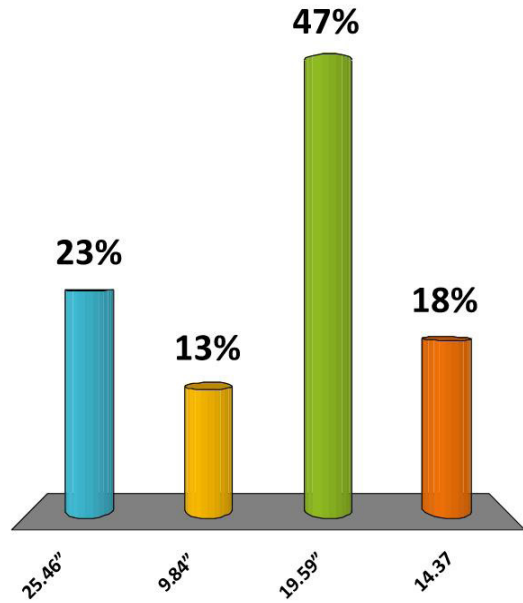


- Provides feedback from all individuals participating in the session
- Everyone responds to the same set of questions
- It's anonymous
- Shows results immediately
- Allows more detailed analysis after the session

Sam's Club Special Area Study

How much rain has DFW had so far this year?

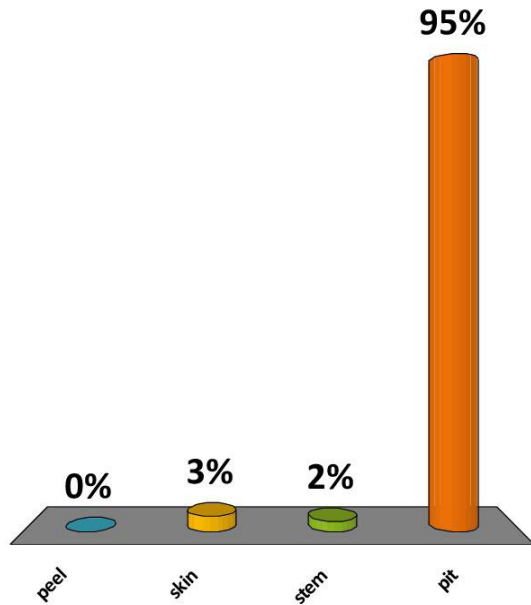
1. 25.46"
2. 9.84"
3. 19.59"
4. 14.37

Sam's Club Special Area Study

apple : core :: peach :

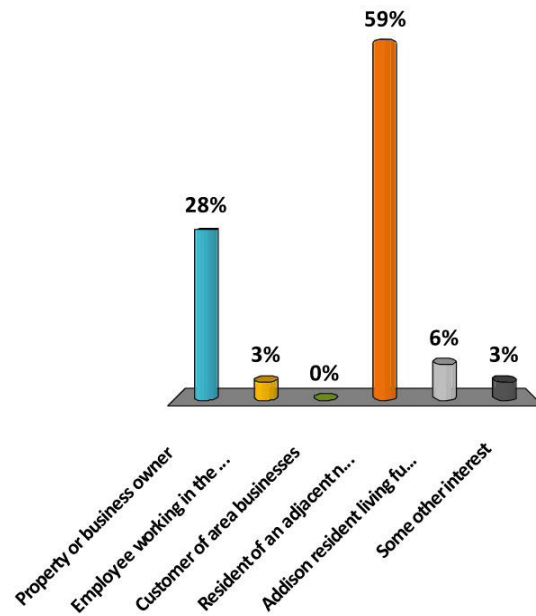
1. peel
2. skin
3. stem
4. pit

Sam's Club Special Area Study

What is your primary involvement in this Study Area?

1. Property or business owner
2. Employee working in the area
3. Customer of area businesses
4. Resident of an adjacent neighborhood
5. Addison resident living further from the area
6. Some other interest



Sam's Club Special Area Study

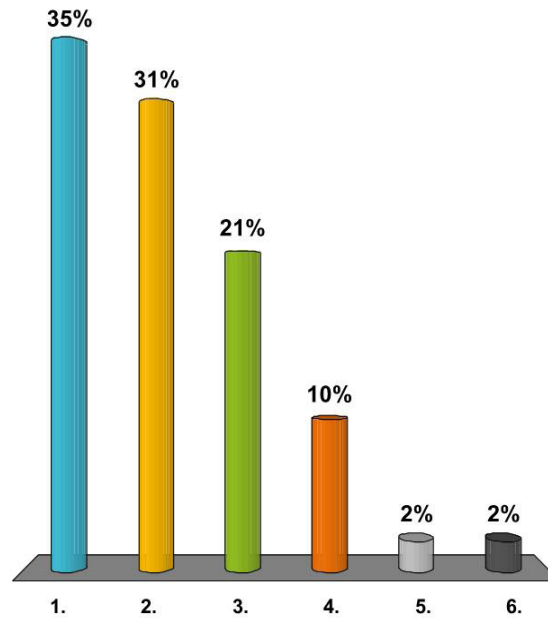
How important are these ideas so this Study Area is a place people want to work or locate a business?



Sam's Club Special Area Study

Continue support for entrepreneurs and start-up businesses

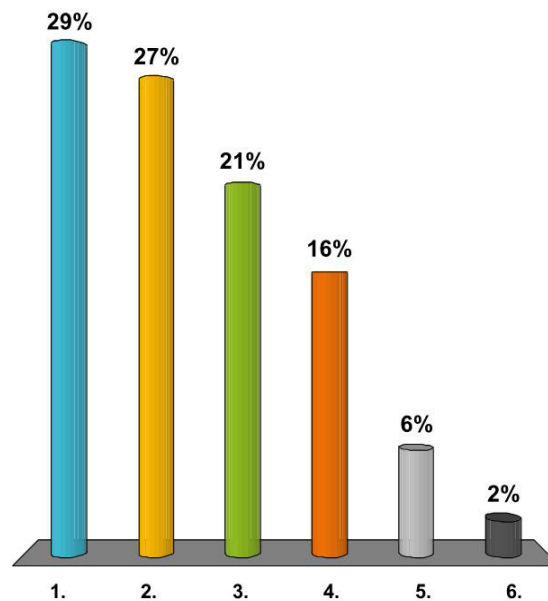
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide more parking

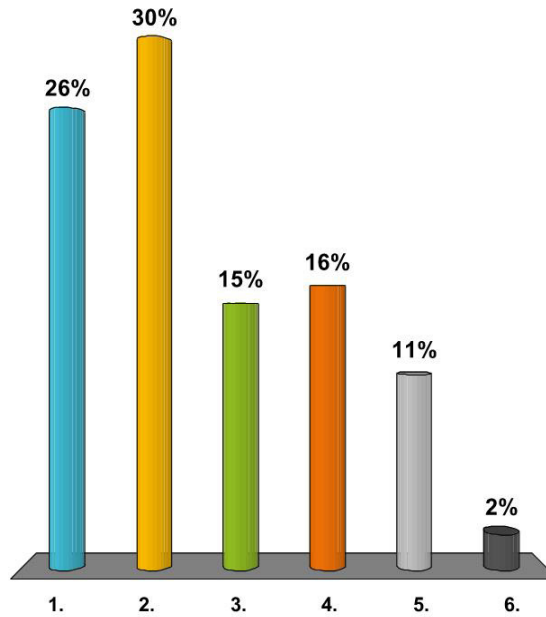
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Connect the business areas to nearby neighborhoods

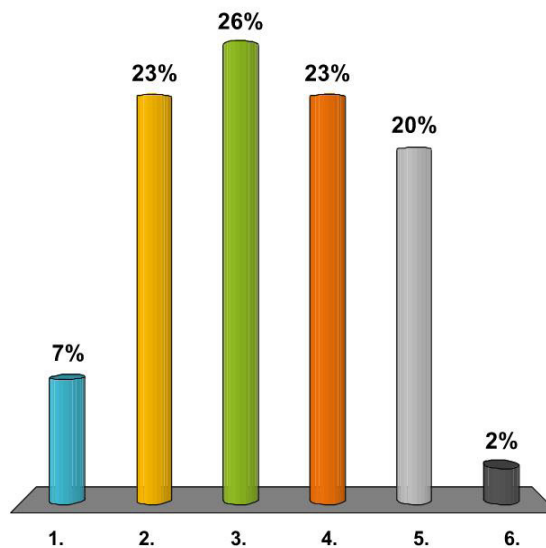
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Have places where people can live & work in the same building

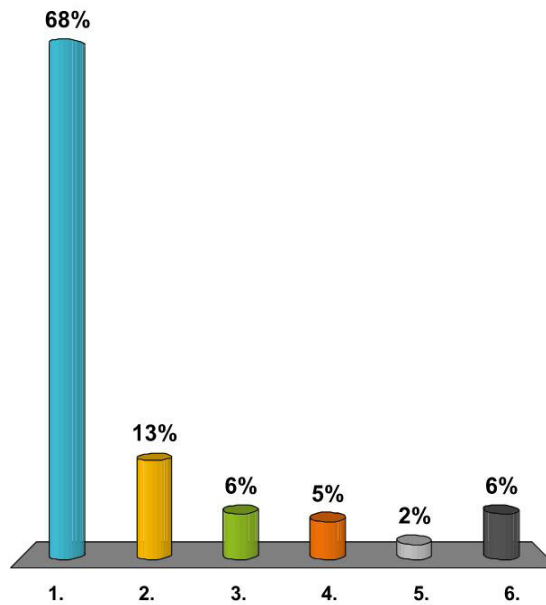
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Reduce auto traffic congestion on Midway or Belt Line

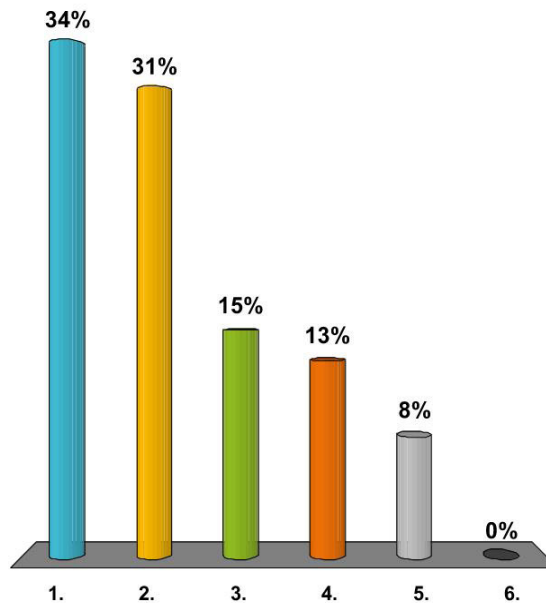
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Help property owners update or enhance their buildings

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

How important are these ideas so this Study Area is a place people want to live?

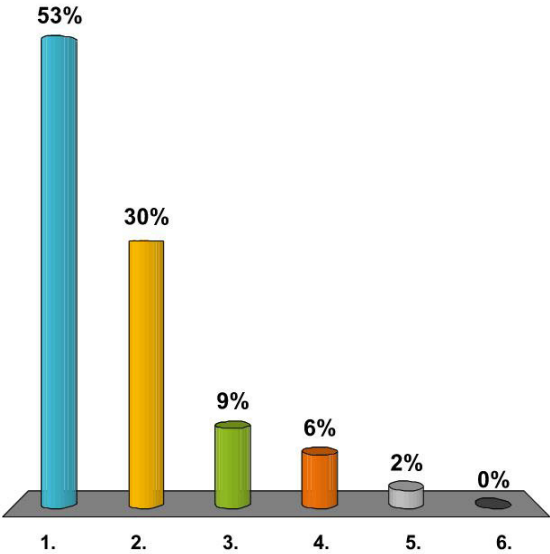


Sam's Club Special Area Study

Make it easier to get around the area by bike or on foot

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure

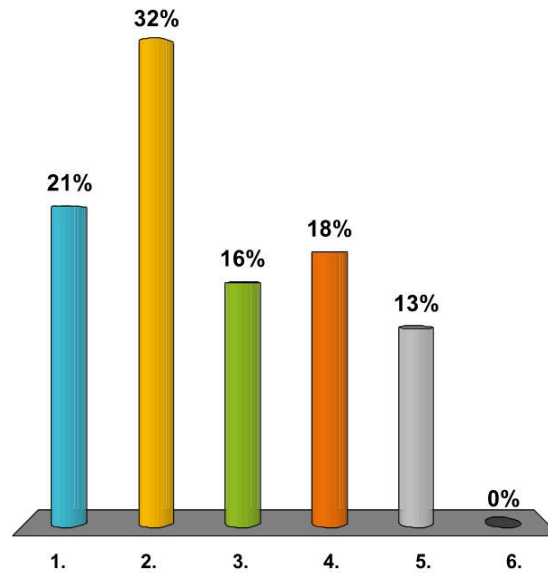
ADDISON
STRATEGIC COMMUNITY SOLUTIONS
Kimley»Horn



Sam's Club Special Area Study

Have more housing choices as part of mixed use areas

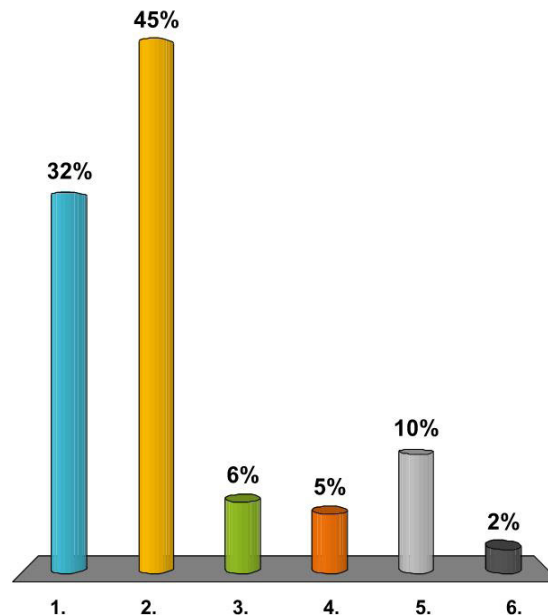
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide housing choices for Addison residents who want to 'downsize'

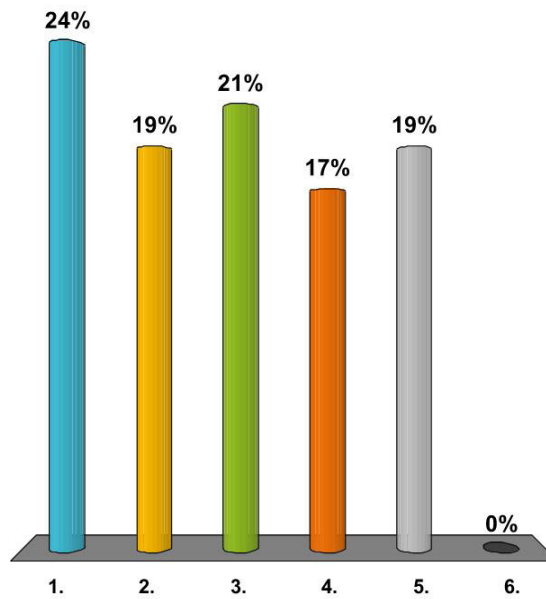
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Connect the business areas to nearby neighborhoods

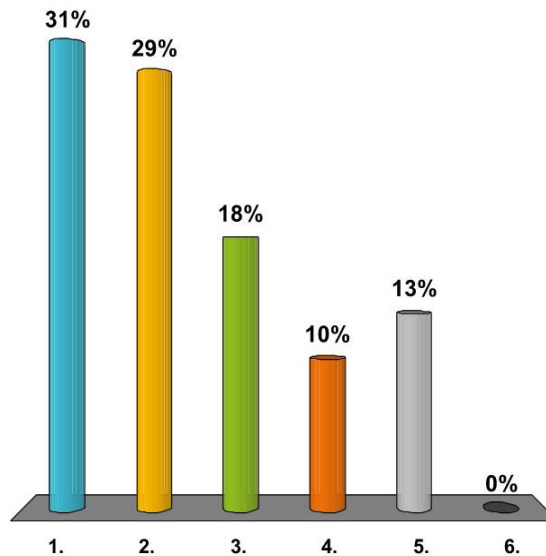
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide housing choices for young professionals

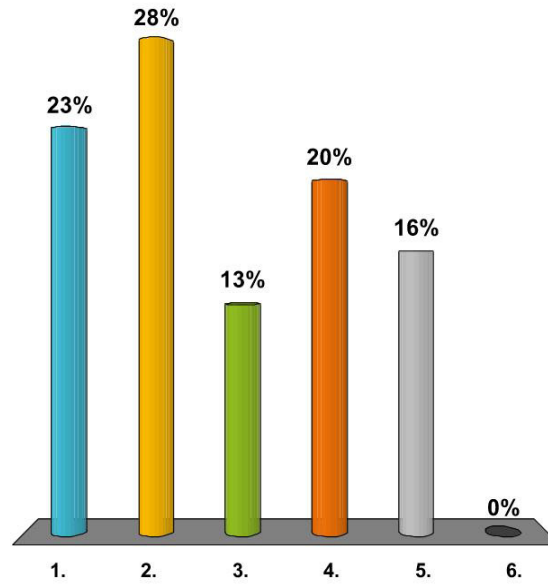
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide housing choices for families with children

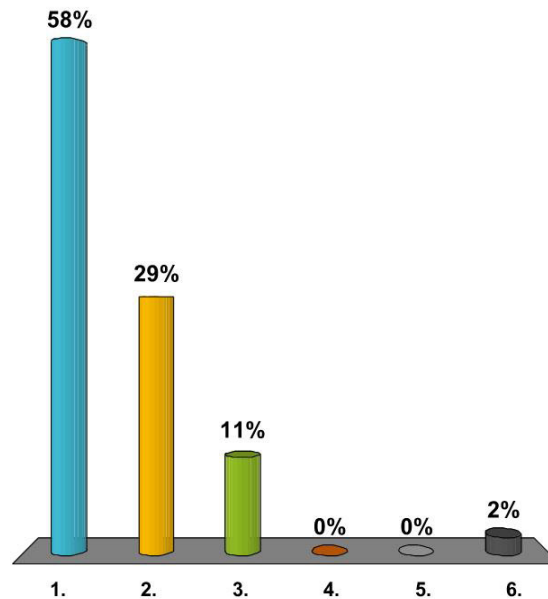
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Enhance or expand the parks, open spaces and trails

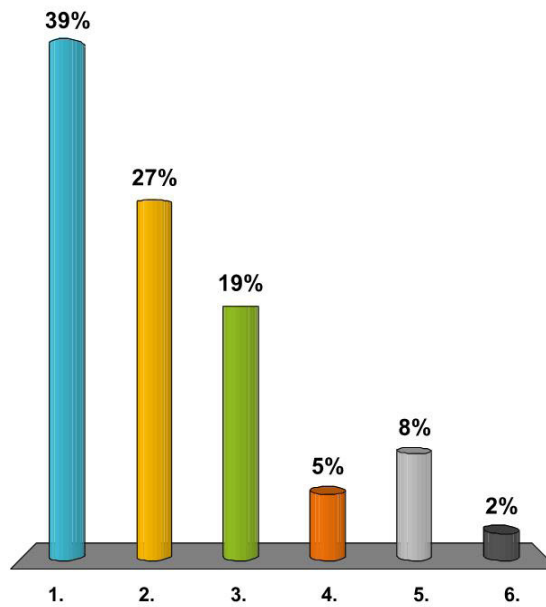
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide housing for seniors who need some daily assistance

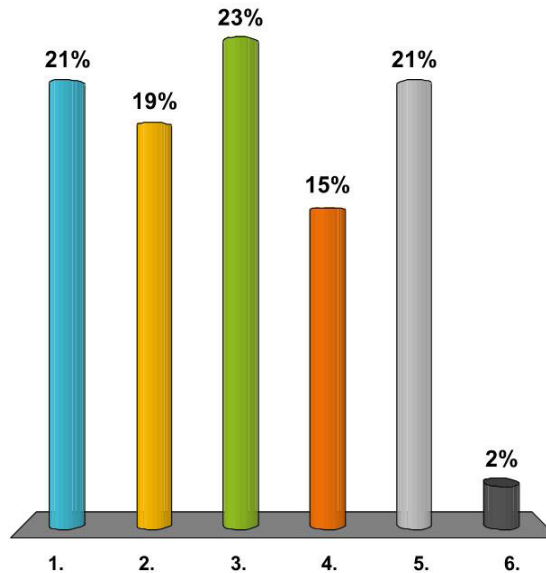
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Provide live-work spaces for artists or entrepreneurs

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

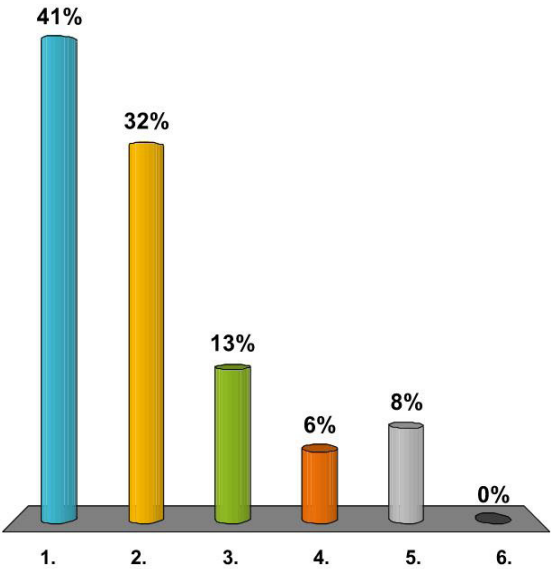
How important are these ideas so this Study Area is a place people want to come visit, shop or be entertained?



Sam's Club Special Area Study

Add more restaurants

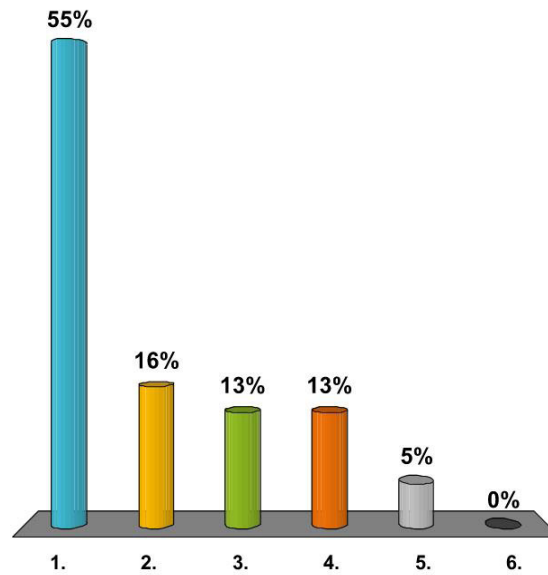
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Create a strong identity or brand for the Study Area

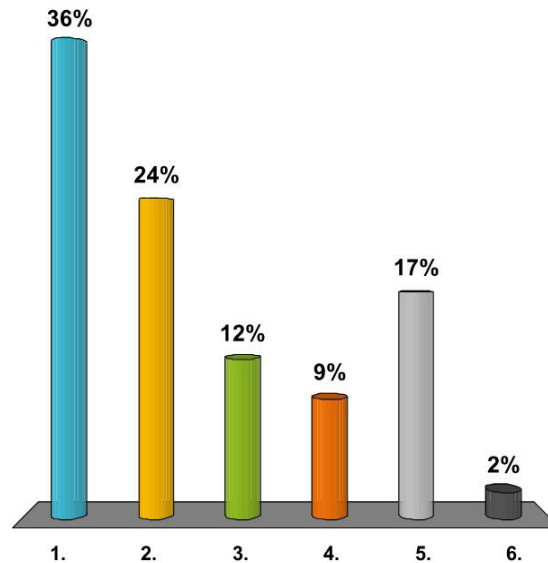
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include pet-friendly amenities and businesses

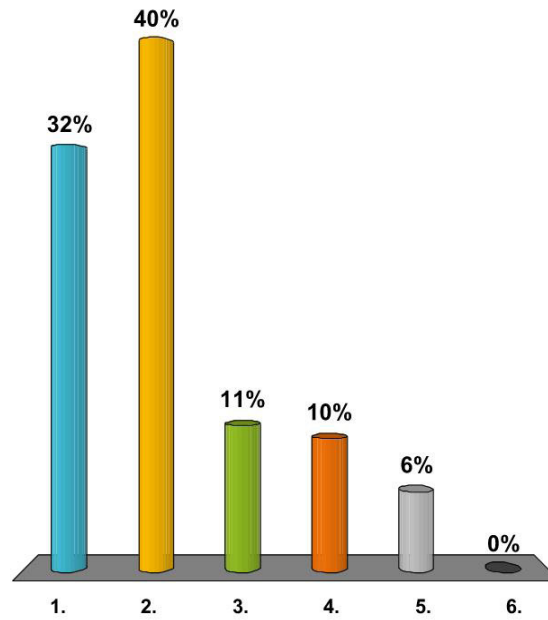
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include a variety of medical services

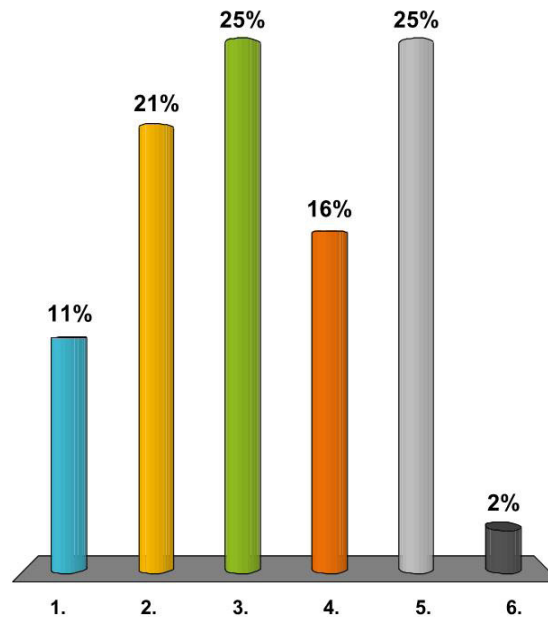
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include hotels for conventions or large meetings

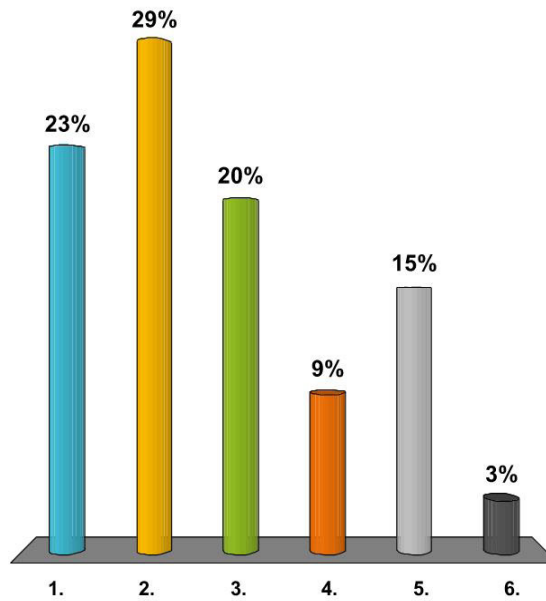
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include new performance spaces

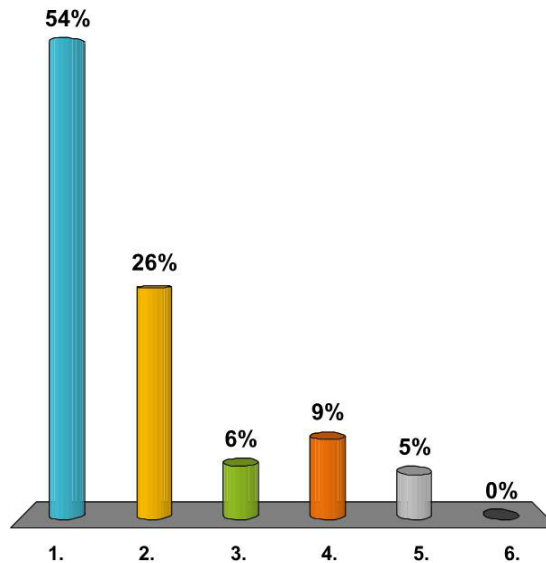
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Make it easier to get around the area by bike or on foot

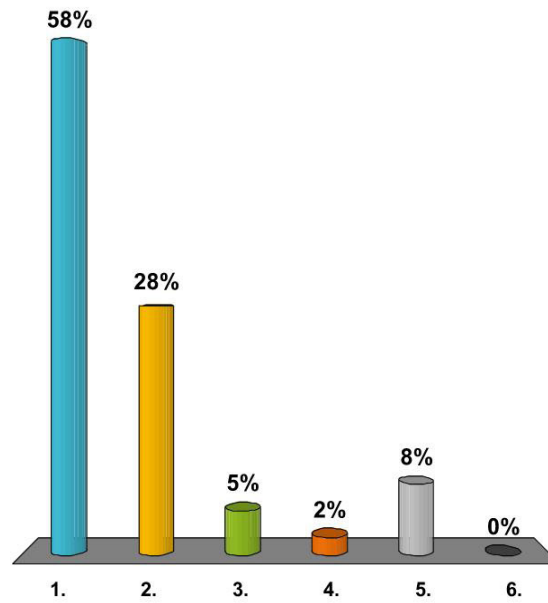
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include small grocery stores or specialty food markets

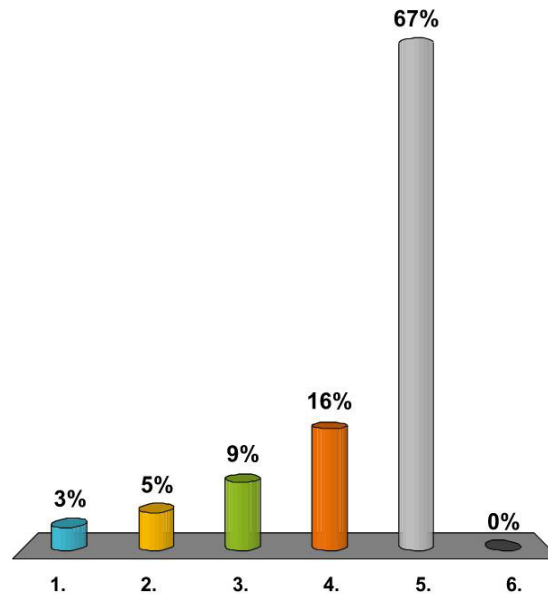
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include big box retail

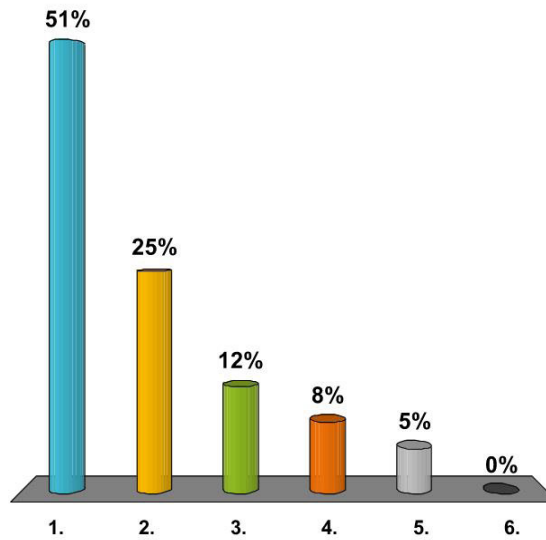
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include plazas or other outdoor gathering places

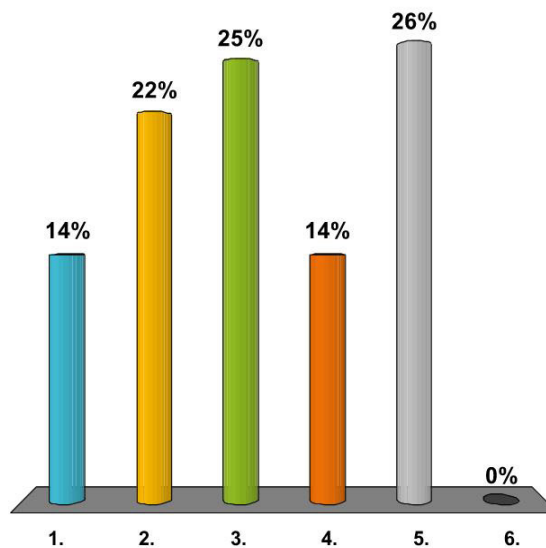
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include hotels for business travelers

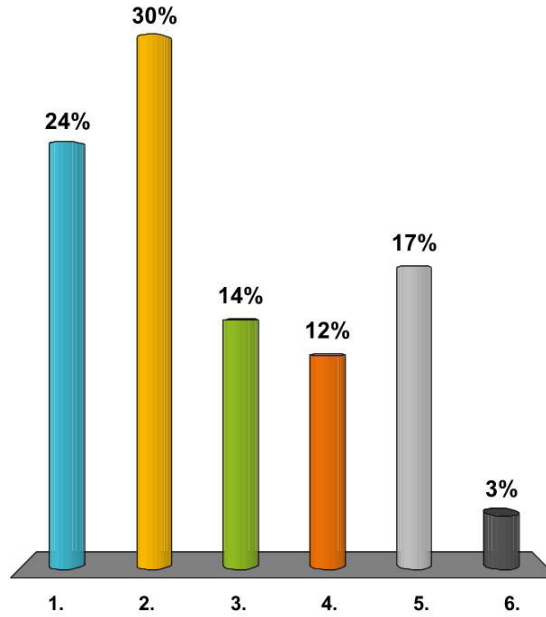
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Include unique public art

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Sam's Club Special Area Study

Thanks for your input!

Please leave the keypad on your chair!!



Sam's Club Special Area Study

5. Discussions at Stations



Sam's Club Special Area Study

Station Topics

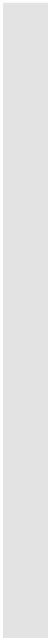


1. Existing Conditions
2. Community Input Summary
3. Demographics and Economic Activity
4. Housing Policy
5. Transportation and Traffic
6. Open Space, Trails and Placemaking
7. Vision and Strategic Direction
8. Other Issues

Sam's Club Special Area Study



6. Adjourn



Sam's Club Special Area Study

TO: Ken Schmidt AICP, Director of Development Services
Town of Addison, Texas

FROM: Karen Walz FAICP, Principal
Strategic Community Solutions LLC

DATE: July 9, 2021

RE: Keypad Polling Results, Community Open House #1



On June 10, 2021, the first Community Open House for the Sam’s Club Special Area Study was held at the Addison Athletic Club. Seventy people signed in at the event. As part of this session, keypad polling was used to gauge the group’s perspectives on priorities and ideas for future development. This memo presents the results of this polling.

Keypad Polling

Keypad polling is a technique for obtaining input or feedback from a group of participants. It uses hand-held keypads and wireless technology to poll all participants at once. The polling is immediate and anonymous. The results are projected on the screen so participants can immediately see the results. As a result, all participants can quickly gain a sense of the group’s degree of agreement and the extent to which an individual’s own perspective is shared by other group members. This technique summarizes the responses from all group members to specific questions, so it complements the individual comments received through other participation techniques, such as open-ended question and answer sessions.

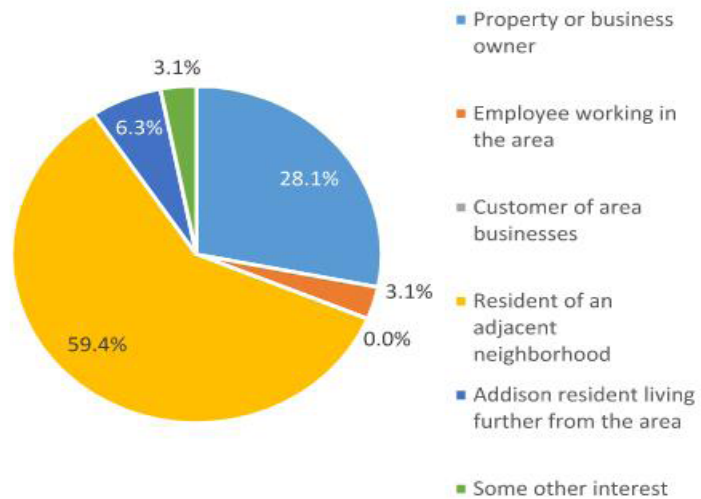
Participants can choose whether or not to respond to each individual keypad question. In some cases, participants do choose not to respond. The analysis below presents the results based on those who responded to each question.

Exhibit 1: What is your primary involvement in this Study Area?

Participants

Keypads were provided to Open House participants as they arrived at the registration area. Though 70 people signed in, the keypad results indicate that a total of 72 people participated in some part of the keypad polling. The difference is probably the result of a few people choosing not to sign in, or the choice by some couples to sign in once even though both partners participated.

The number of responses to individual questions ranged from 58 to 66.



The first polling question (after two practice questions) asked participants to indicate the reason for their involvement in this project. Exhibit 1 shows these responses. Clearly, most participants were at

the Open House because they live near the study area. These nearby residents comprised 59.4% of participants. The next major group of participants were property owners in the area, who represented 28.1% of the participants.

Keypad Results

All other questions used the same format and asked participants to indicate how important a particular idea was to the future of the area. These ideas were grouped into three categories:

- Ideas that would make the study area a place people want to **work or locate a business**;
- Ideas that would make the study area a place people want to **live**; and
- Ideas that would make the study area a place people want to **come to visit, shop or be entertained**.

Exhibit 2 shows the responses to these ideas. They are presented below ranked by the percentage of 'very important' responses and then the percentage of 'somewhat important' responses.

The most important ideas for each group were:

- A place to work or locate a business: 'reduce auto traffic congestion on Midway or Belt Line'
- A place to live: 'enhance or expand the parks, open spaces and trails'
- A place to visit, shop or be entertained: 'include small grocery stores or specialty food markets'.

The details of these rankings are presented below, after the exhibit.

Exhibit 2: Keypad Responses

How important are these ideas so this Study Area is a place people want to ...						
Work or locate a business?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Reduce auto traffic congestion on Midway or Belt Line	68.3%	12.7%	6.3%	4.8%	1.6%	6.3%
Continue support for entrepreneurs and start-up businesses	35.5%	30.6%	21.0%	9.7%	1.6%	1.6%
Help property owners update or enhance their buildings	33.9%	30.6%	14.5%	12.9%	8.1%	0.0%
Provide more parking	28.6%	27.0%	20.6%	15.9%	6.3%	1.6%
Connect the business areas to nearby neighborhoods	26.2%	29.5%	14.8%	16.4%	11.5%	1.6%
Have places where people can live & work in the same building	6.6%	23.0%	26.2%	23.0%	19.7%	1.6%

How important are these ideas so this Study Area is a place people want to ...						
Live?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Enhance or expand the parks, open spaces and trails	58.1%	29.0%	11.3%	0.0%	0.0%	1.6%
Make it easier to get around the area by bike or on foot	53.1%	29.7%	9.4%	6.3%	1.6%	0.0%
Provide housing for seniors who need some daily assistance	38.7%	27.4%	19.4%	4.8%	8.1%	1.6%
Provide housing choices for Addison residents who want to 'downsize'	32.3%	45.2%	6.5%	4.8%	9.7%	1.6%
Provide housing choices for young professionals	30.6%	29.0%	17.7%	9.7%	12.9%	0.0%
Connect the business areas to nearby neighborhoods	24.1%	19.0%	20.7%	17.2%	19.0%	0.0%
Provide housing choices for families with children	23.0%	27.9%	13.1%	19.7%	16.4%	0.0%
Have more housing choices as part of mixed use areas	21.0%	32.3%	16.1%	17.7%	12.9%	0.0%
Provide live-work spaces for artists or entrepreneurs	21.0%	19.4%	22.6%	14.5%	21.0%	1.6%
Come visit, shop or be entertained?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Include small grocery stores or specialty food markets	58.5%	27.7%	4.6%	1.5%	7.7%	0.0%
Create a strong identity or brand for the Study Area	54.7%	15.6%	12.5%	12.5%	4.7%	0.0%
Make it easier to get around the area by bike or on foot	53.8%	26.2%	6.2%	9.2%	4.6%	0.0%
Include plazas or other outdoor gathering places	50.8%	24.6%	12.3%	7.7%	4.6%	0.0%
Add more restaurants	41.3%	31.7%	12.7%	6.3%	7.9%	0.0%
Include pet-friendly amenities and businesses	36.4%	24.2%	12.1%	9.1%	16.7%	1.5%
Include a variety of medical services	32.3%	40.3%	11.3%	9.7%	6.5%	0.0%
Include unique public art	24.2%	30.3%	13.6%	12.1%	16.7%	3.0%

How important are these ideas so this Study Area is a place people want to ...						
Come visit, shop or be entertained?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Include new performance spaces	23.1%	29.2%	20.0%	9.2%	15.4%	3.1%
Include hotels for business travelers	13.8%	21.5%	24.6%	13.8%	26.2%	0.0%
Include hotels for conventions or large meetings	11.1%	20.6%	25.4%	15.9%	25.4%	1.6%
Include big box retail	3.1%	4.7%	9.4%	15.6%	67.2%	0.0%

Work or Locate a Business

The most important idea, in terms of making this a place to work or locate a business, was to ‘reduce auto traffic congestion on Midway or Belt Line’, with over 68% saying this is ‘very important’ and a total of 81% saying it was either ‘very important’ or ‘somewhat important’. This was the only idea that received a majority of ‘very important’ responses in this group. However, most of the other ideas were thought to be ‘very important’ or ‘somewhat important’ by a majority of respondents. Only one did not reach this level of support. ‘Have places where people can live & work in the same building’ was thought to be ‘very important’ or ‘somewhat important’ by only 29.6% of participants.

Live

Most important to making this area a place to live was ‘enhance or expand the parks, open spaces and trails’, with 58.1% believing this was ‘very important’ and a total of 87% saying it was either ‘very important’ or ‘somewhat important’. A second idea, ‘make it easier to get around the area by bike or on foot’ was also ‘very important’ to a majority (53.1%) of participants.

All but two ideas were thought to be ‘very important’ or ‘somewhat important’ by a majority of respondents. The two below this level were ‘connect the business areas to nearby neighborhoods’, with 43.1% having these responses, and ‘provide live-work spaces for artists or entrepreneurs’, with 40.4% having these responses. Notably, 19.0% of respondents felt that ‘connect the business areas to nearby neighborhoods’ was ‘very unimportant’ to make this area a place to live. Presumably, these are either residents who don’t see a value in walking or biking to commercial uses, residents who are concerned about additional vehicular traffic in their neighborhood, or business and property owners who do not see nearby residents as a substantial part of their market.

Visit, Shop or Be Entertained

Most important to making this area a place to visit, shop or be entertained was ‘include small grocery stores or specialty food markets’, with 58.5% believing this was ‘very important’ and a total of 86.2% saying it was either ‘very important’ or ‘somewhat important’. Other ideas that were ‘very important’ to a majority of participants were:

- Create a strong identity or brand for the Study Area;
- Make it easier to get around the area by bike or on foot; and
- Include plazas or other outdoor gathering places.

Three ideas were ‘very important’ or ‘somewhat important’ to less than a majority of respondents. These ideas were:

- Include hotels for business travelers;
- Include hotels for conventions or large meetings; and
- Include big box retail.

This last idea – include big box retail – received the highest response of ‘very unimportant’, with 67.2% of respondents expressing this view. This certainly reflects the experience of residents and property owners since the closure of big box retail – the Sam’s Club store – in this Study Area.



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

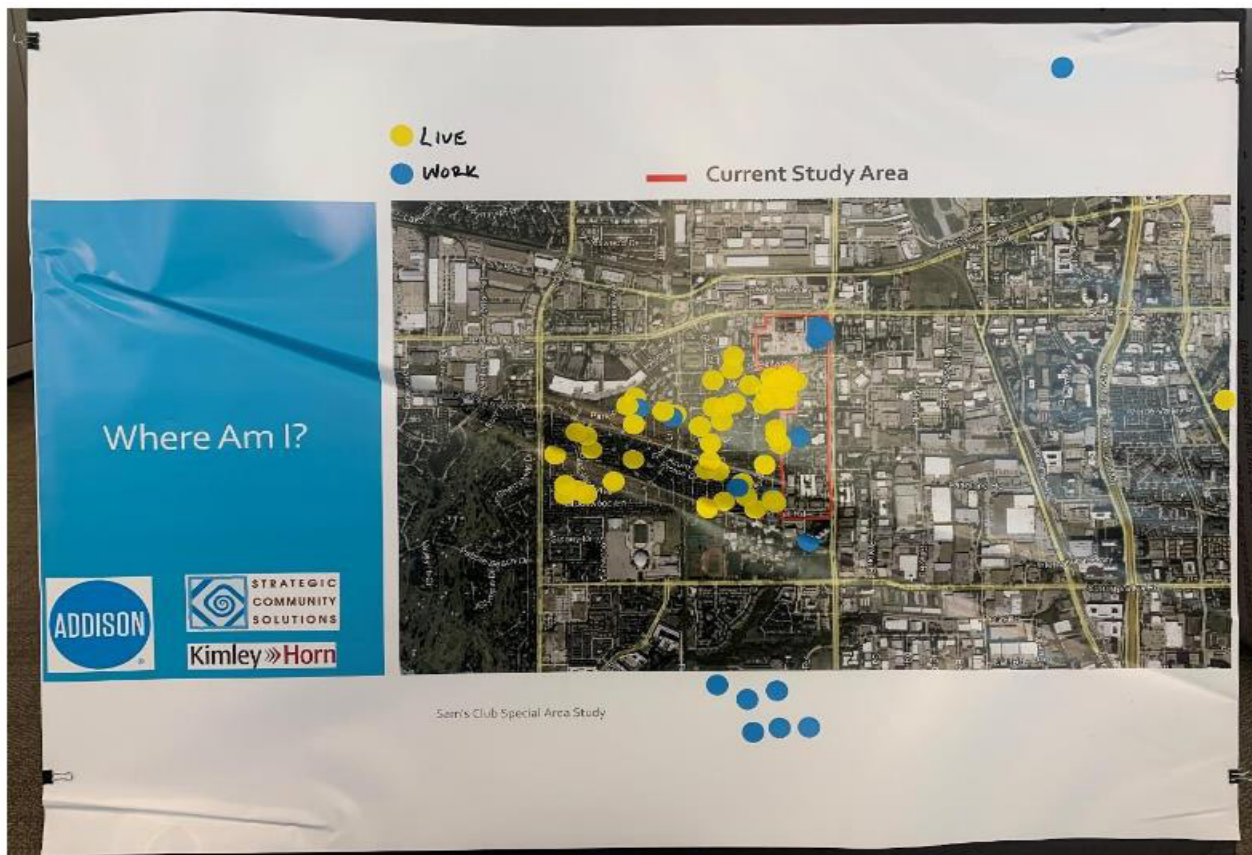
STATION FEEDBACK

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?



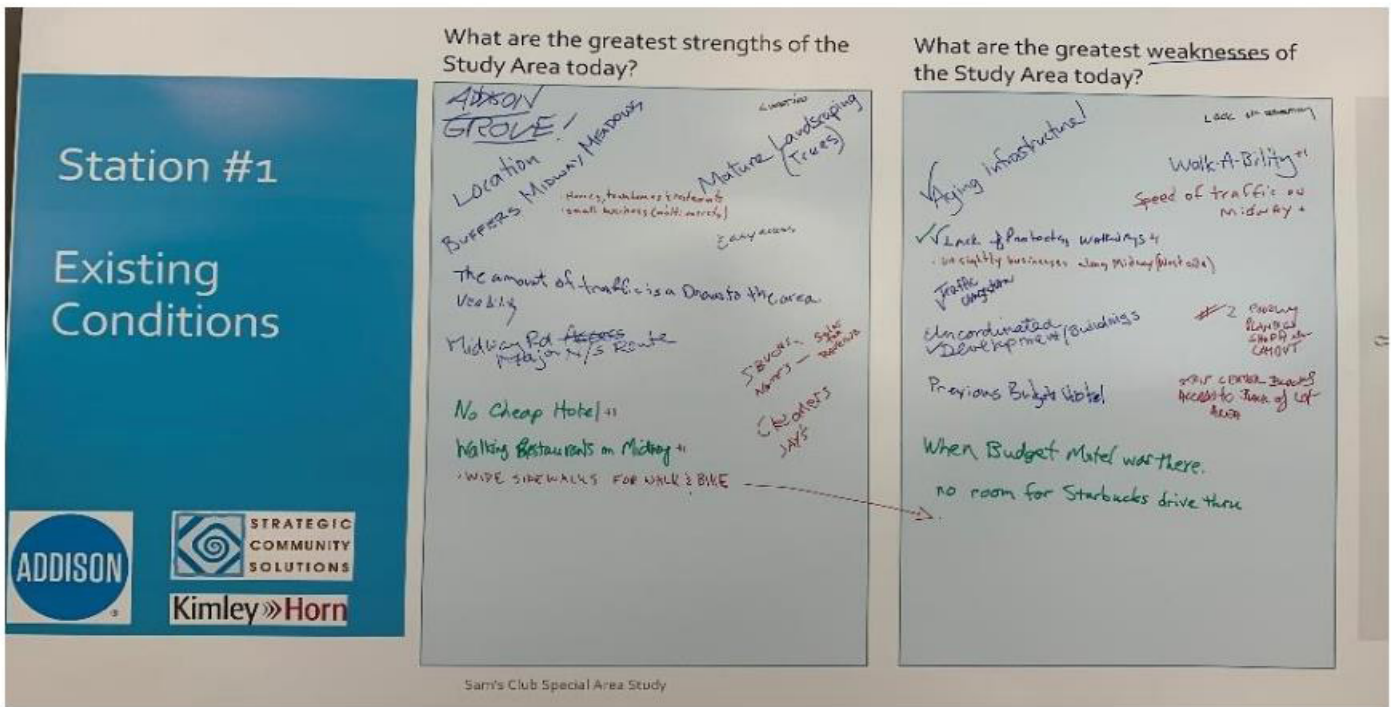
Yellow: Where do I Live?
Blue: Where do I Work?



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
- Walking 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?

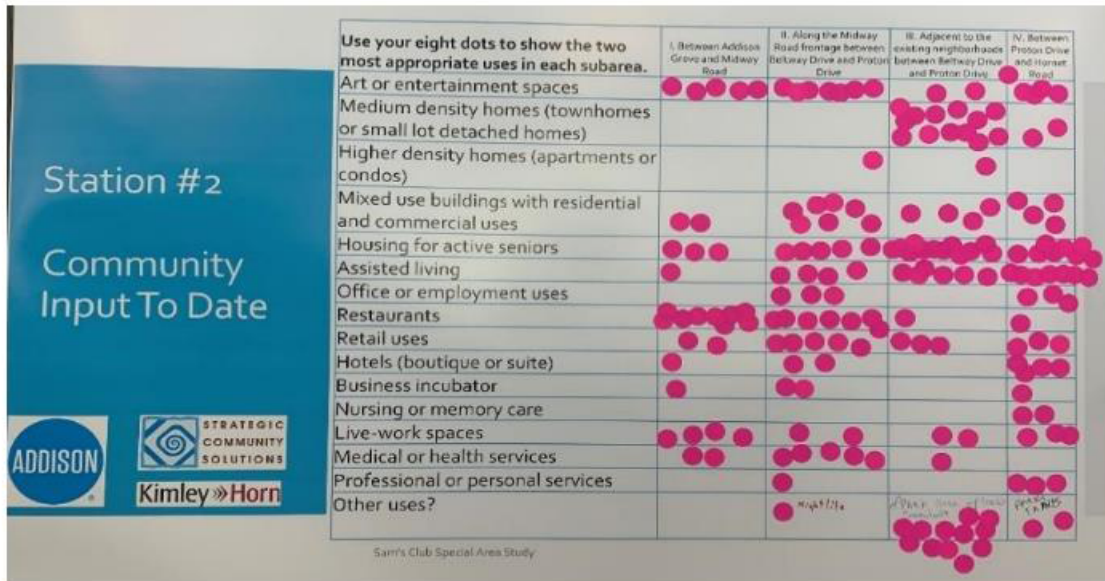
- Aging infrastructure! ✓
- Lack of Protected walkways ✓✓+1
- Unsightly businesses along Midway (west side)
- Traffic Congestion ✓
- Uncoordinated Development / buildings ✓
- Lack of identity
- Walk-a-bility+1
- Speed of traffic on Midway +
- #2 Poorly planned shopping layout
- Strip center blocks access 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



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

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.

Online Survey participant ideas for public art, gathering spaces or other amenities to enhance planned trails and open spaces (Selected)

RECREATION, PICNIC TABLES WITH SHADE, ART NOT IMPORTANT ON TRAVELERS BUT ART IS

Having pleasant outdoor areas with landscaping and public art enhances the quality of life and edges of the neighborhood. Small centers like this would be okay.

More of benches & dog dog because of expenses, 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.

Apply trees, trees and flowers with sitting areas, interesting water features.

Covers over seat of dog park, it's not so hot and more splash zone water fountain.

Small gathering spaces like the fountain area, definitely would be great in this area.

Areas that can attract people to visit the park.

Installations that are more nature-oriented, like the tree figure inside the glass the installation on the so level of earth. It could be great to use vintage pieces of historic outdoor buildings, plants, etc to create a work of art that is meaningful and reminiscent of the area's history.

This can be a nice community, I would like for the outdoor art to reflect that past.

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

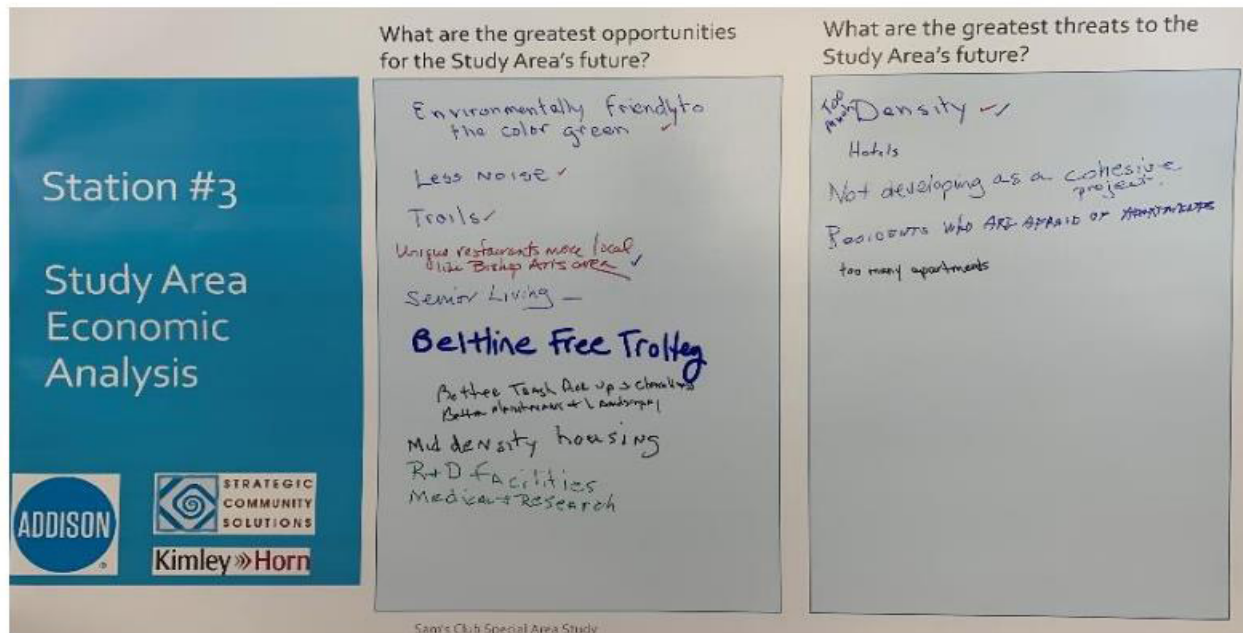
Vehicular Traffic Mgmt. +1

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 ●

STATION FEEDBACK

Station #3 - Study Area Economic Analysis



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

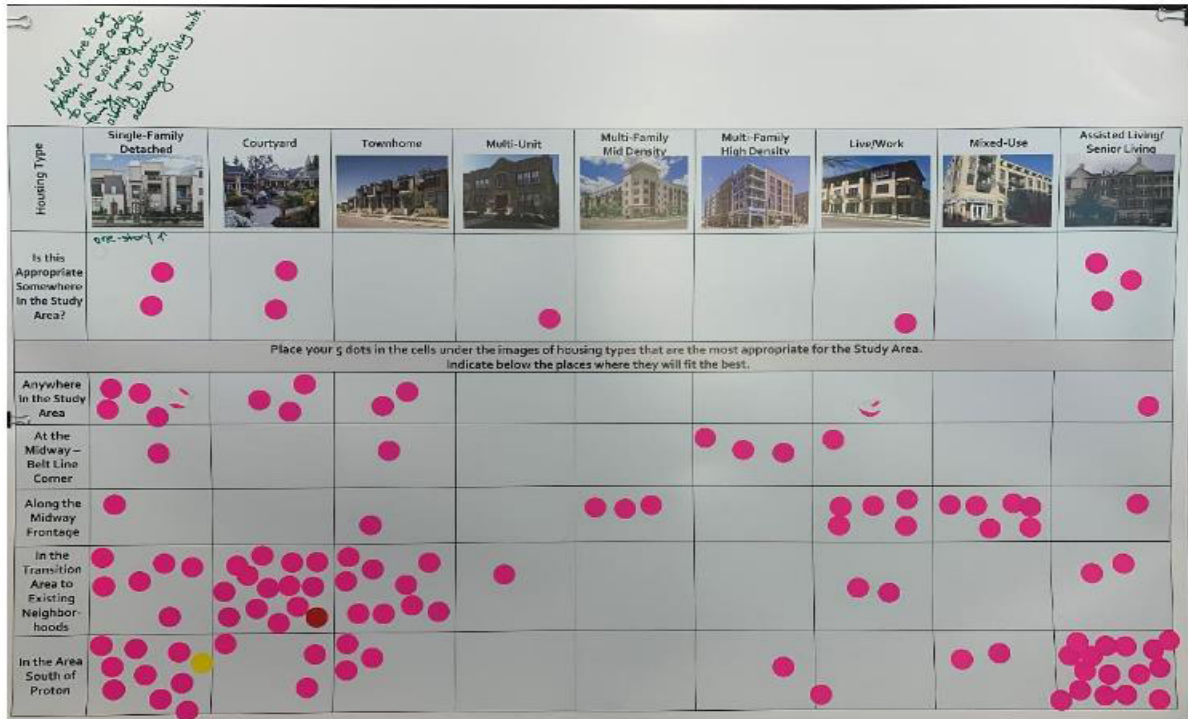
What are the greatest threats to the Study Area's future?

- 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



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)





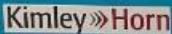
SAM'S CLUB SPECIAL AREA STUDY COMMUNITY OPEN HOUSE #1

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 ^{mature} 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

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

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

ADDISON

STRATEGIC COMMUNITY SOLUTIONS

Kimley»Horn

Sam's Club Special Area Study

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

Station #7 - Future Character for the Neighborhood Transition Area

Station #7

Future Character
for the
Neighborhood
Transition Area

STRATEGIC
COMMUNITY
SOLUTIONS

Kimley » Horn

— 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.

1	2	3
4	5	6

Add your other ideas here.

No high density living space
Keep trees
No Multi-family

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

Station #7 - Future Character for the Midway Frontage

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.

1 	2 	3
4 	5 	6

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 ●

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

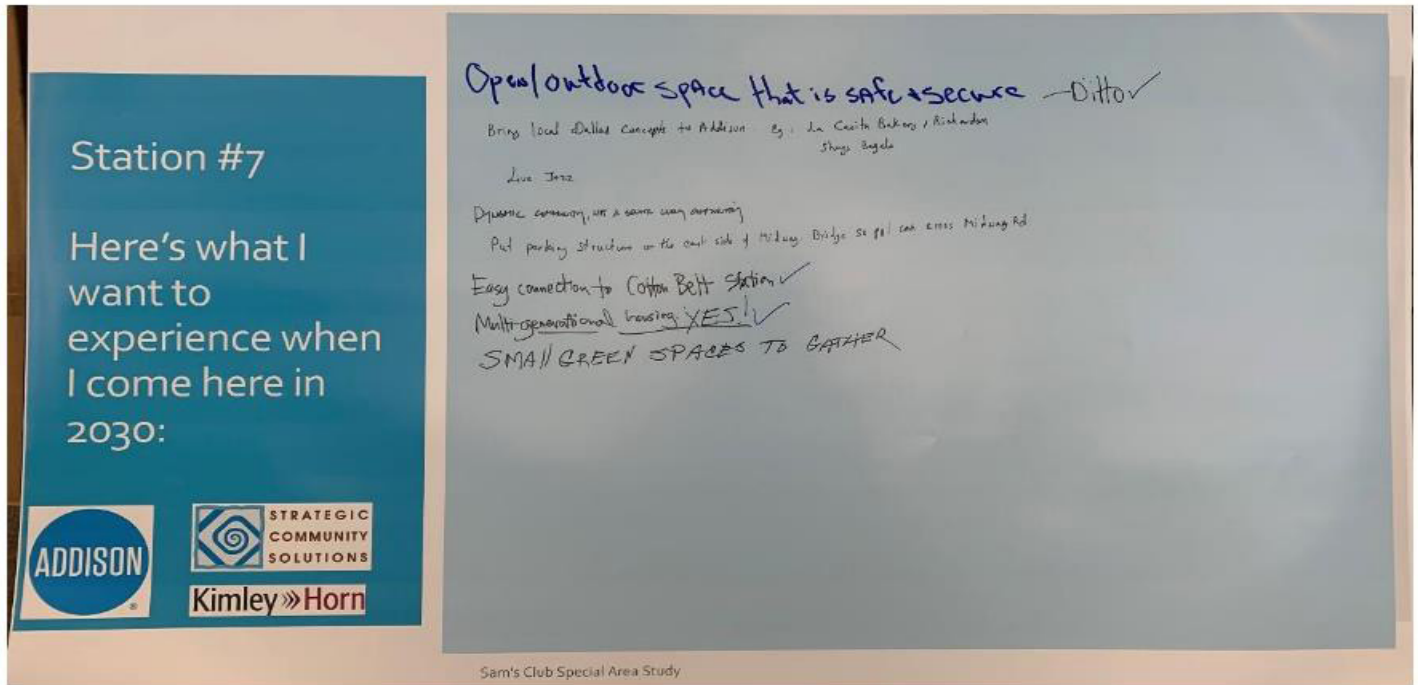
What character is a good fit for the Midway – Belt Line corner?

- 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

STATION FEEDBACK



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

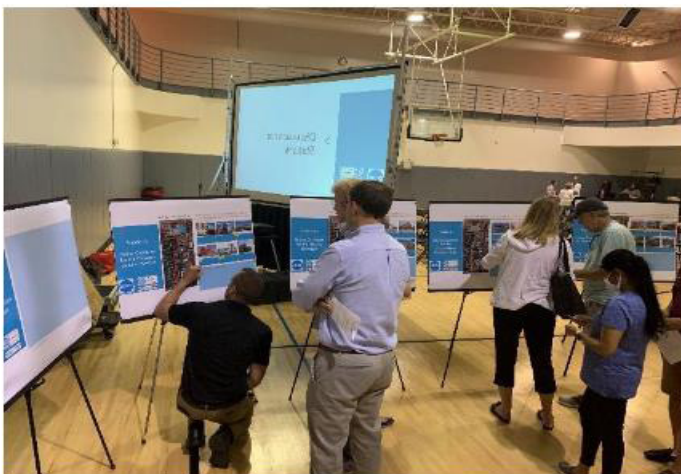
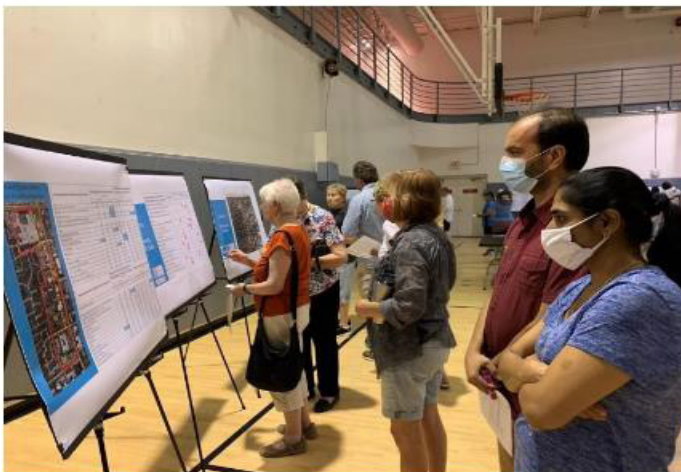
- Open/Outdoor space that is safe and secure – Ditto ✓
- Bring local Dallas concepts to Addison EG: La Casita Bakery/Richardson, Shays Bagels
- Live Jazz
- Dynamic community, not a senior living community
- Put parking structure on the east side of Midway. Bridge so ppl can cross Midway Rd
- Easy connection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

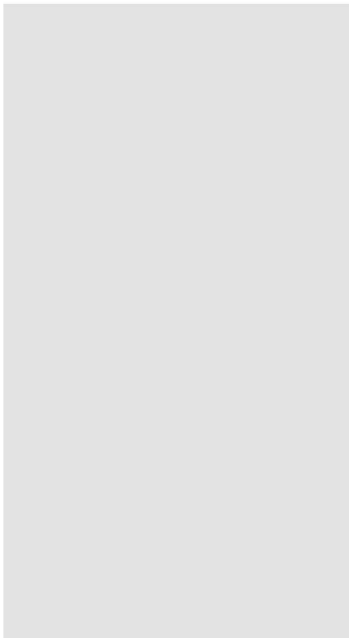




Sam's Club Special Area Study Community Open House #2



Addison Athletic Club
September 23, 2021



9/23/2021

Sam's Club Special Area Study

1



1. Welcome



9/23/2021

Sam's Club Special Area Study

2

Agenda



9/23/2021

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

Sam's Club Special Area Study

3



9/23/2021

2. Project Overview

Sam's Club Special Area Study

4

Welcome and Introductions



9/23/2021

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

Sam's Club Special Area Study

5

Advisory Committee Members



9/23/2021

- 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

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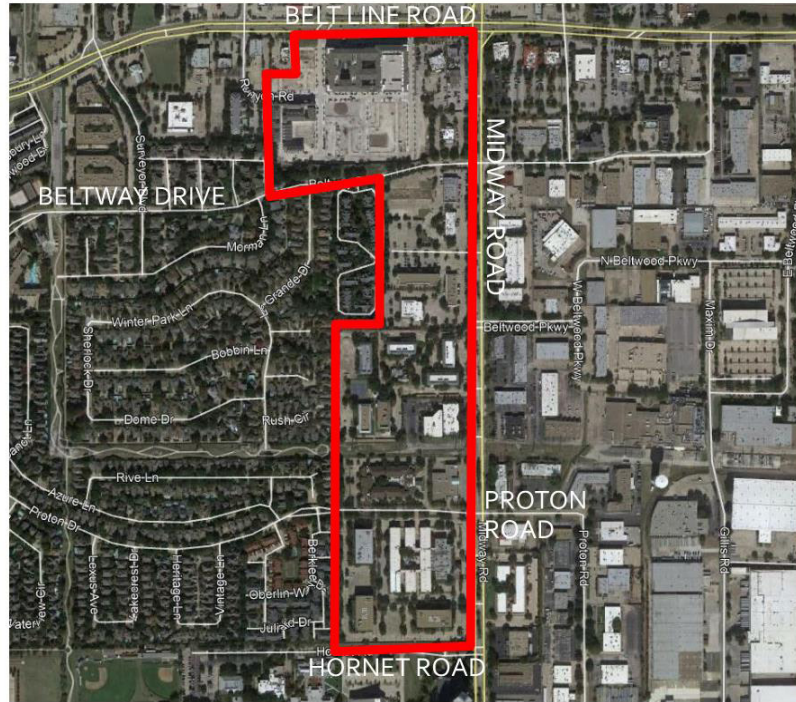
6

Project Study Area



9/23/2021

Study Area



Sam's Club Special Area Study

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Project Scope



9/23/2021

- **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

Sam's Club Special Area Study

8

Community Engagement



9/23/2021

- 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)

Sam's Club Special Area Study

9

So what about you?



9/23/2021

- 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

Sam's Club Special Area Study

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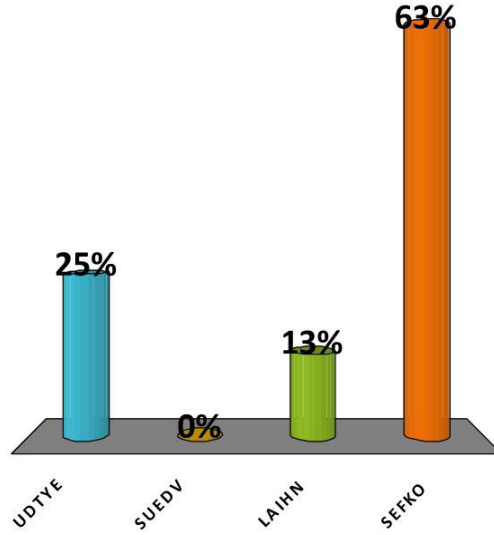
O_T_B_R_E_T

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



9/23/2021

Sam's Club Special Area Study



11

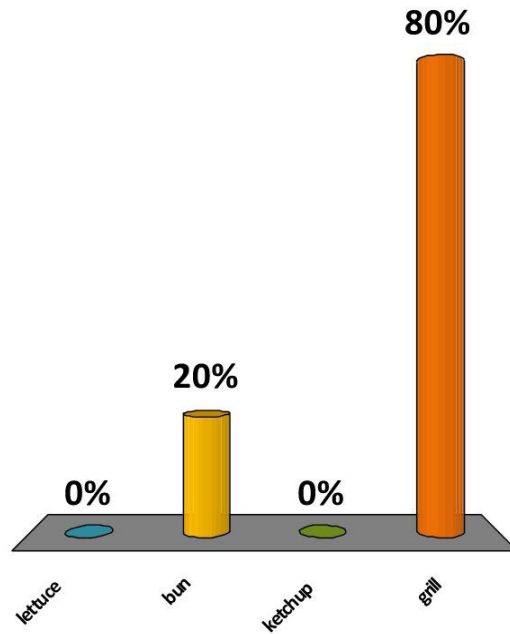
pancake : griddle :: hamburger :

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



9/23/2021

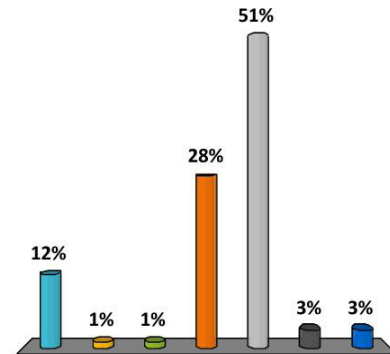
Sam's Club Special Area Study



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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...*

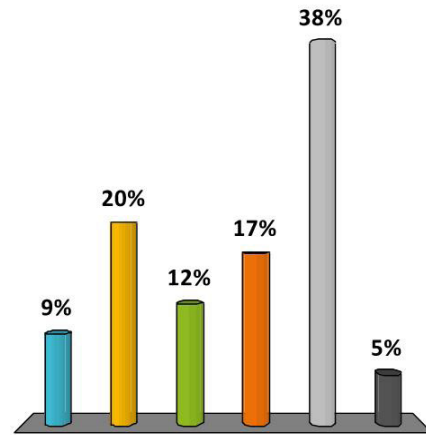
9/23/2021

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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



*Less than 1 year
 1 to 5 years
 5 to 10 years
 10 to 20 years
 Longer than 20 years
 I don't live in Addison*

9/23/2021

Sam's Club Special Area Study

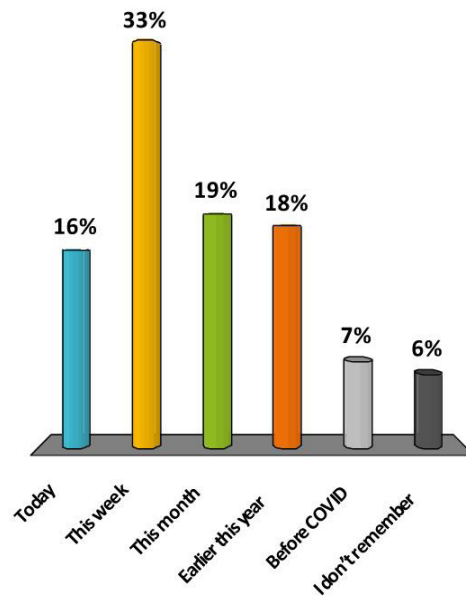
14

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



9/23/2021



Sam's Club Special Area Study

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3. Project Background



9/23/2021

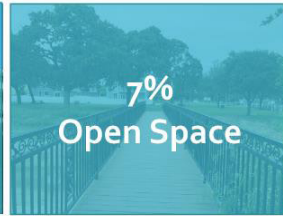
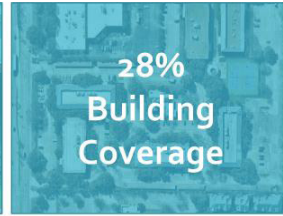
Sam's Club Special Area Study

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Study Area Quick Facts



Kimley»Horn



79 Total Acres



9/23/2021

Sam's Club Special Area Study

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Project Background:

Community Input



Kimley»Horn

- 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>

9/23/2021

Sam's Club Special Area Study

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Project Background

Online Survey Results



9/23/2021

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.

Sam's Club Special Area Study

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Project Background

Online Survey Results



9/23/2021

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%

Sam's Club Special Area Study

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Project Background

Community Open House #1 Results



9/23/2021

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

Sam's Club Special Area Study

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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

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Project Background

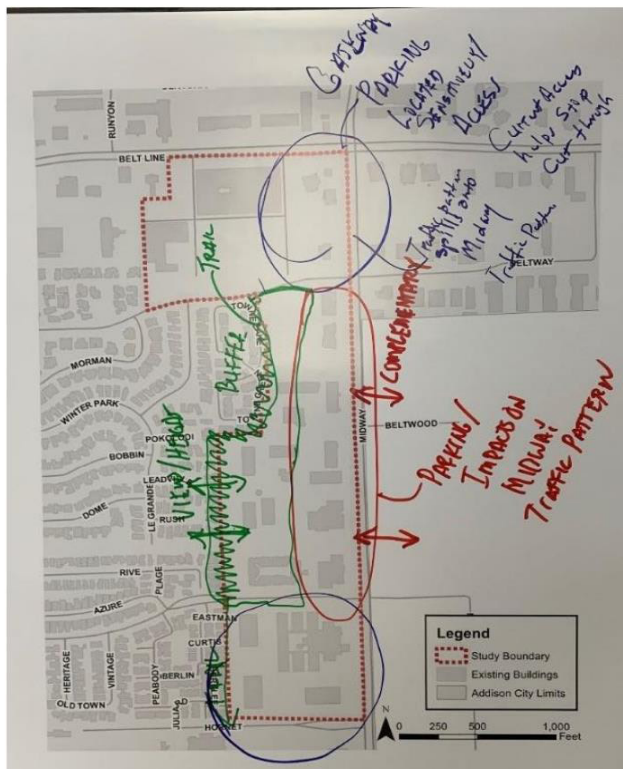
Advisory Committee Meeting #1



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

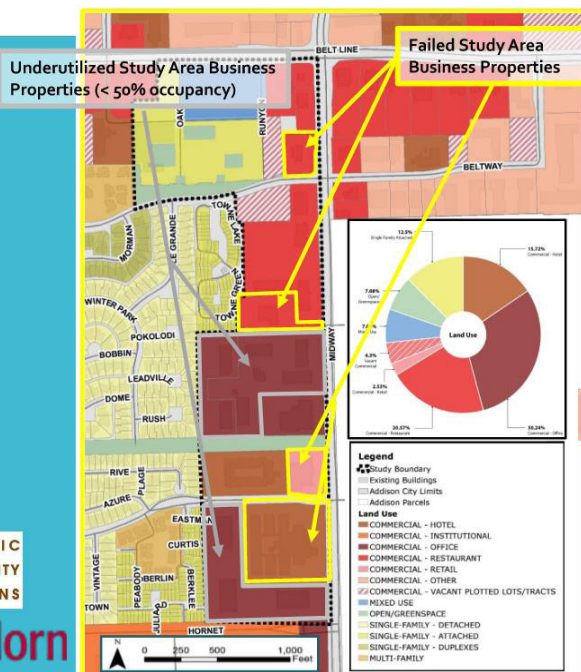
23

Project Background:

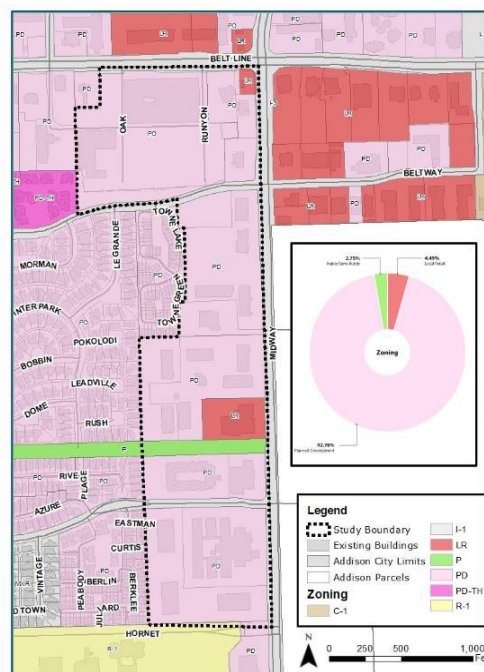
Existing Land Use and Zoning



9/23/2021 Sam's Club Special Area Study



Existing Land Use



Current Zoning

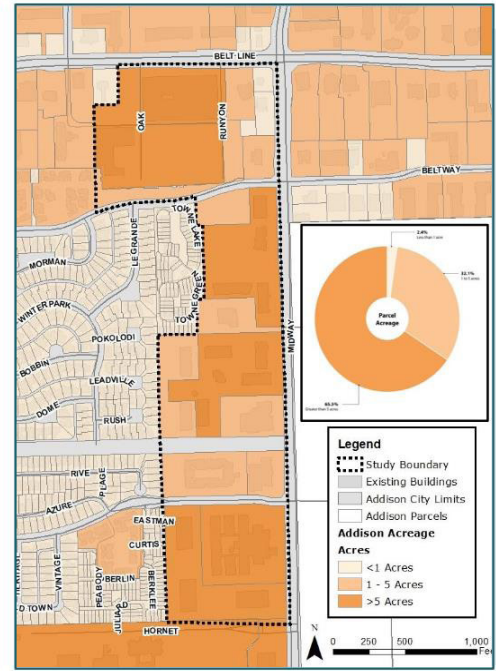
24

Project Background:

Parcel Disposition



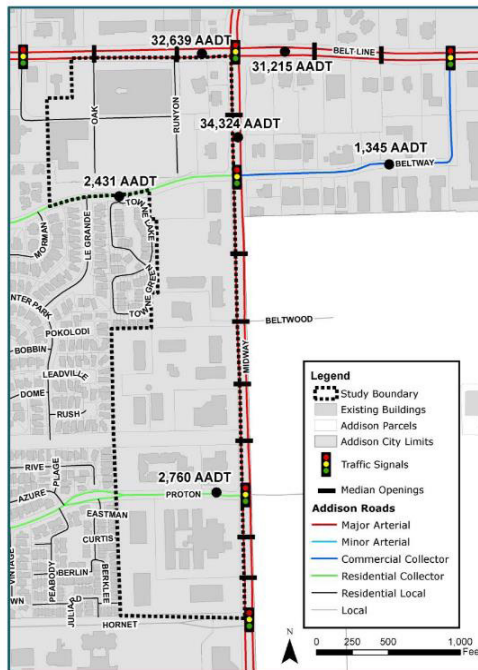
Parcel Ownership



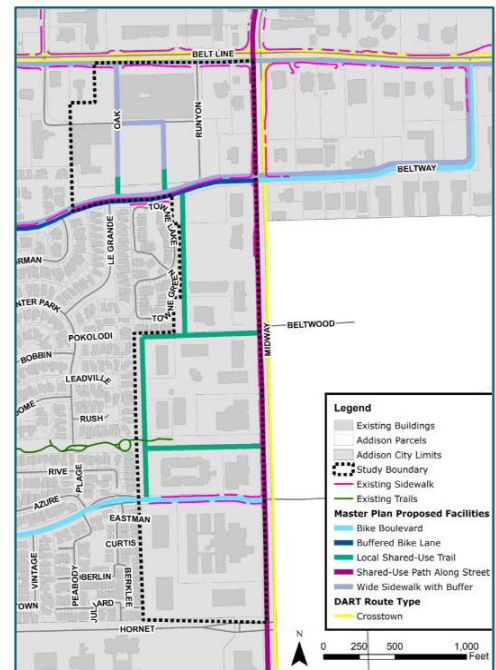
Parcel Size

Project Background:

Mobility



Master Transportation Plan



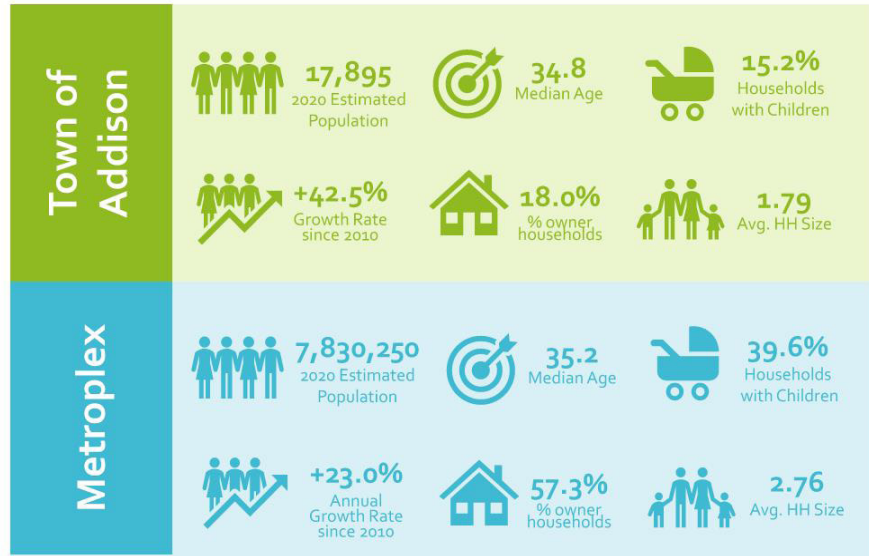
Citywide Trails Master Plan

Project Background:

Demographic Snapshot



9/23/2021



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Project Background:

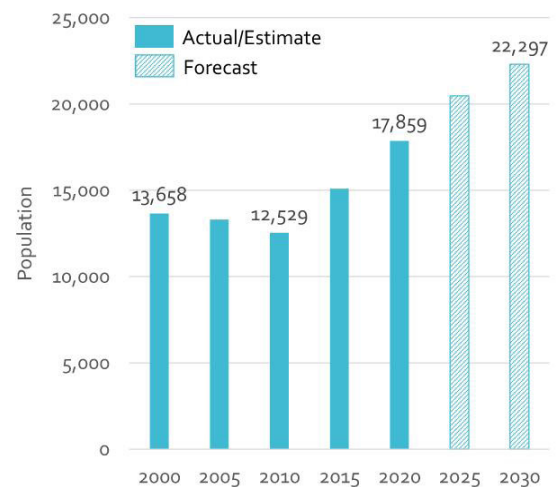
Population Trends & Forecasts



9/23/2021

- 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

Sam's Club Special Area Study

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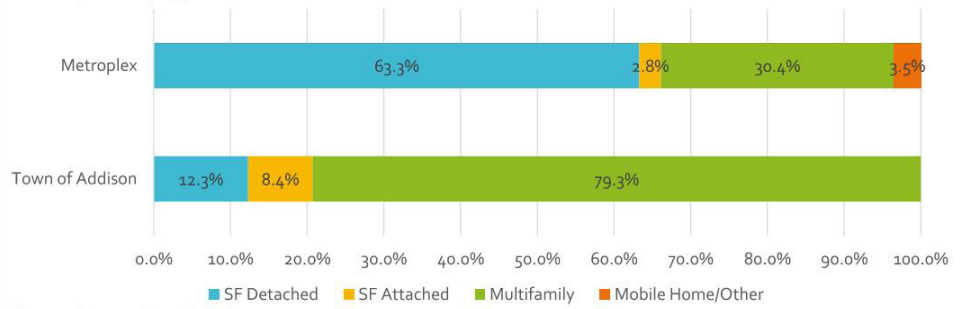
Project Background:

Housing Overview



9/23/2021

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

Sam's Club Special Area Study

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Project Background:

Single-Family Housing Market Assessment



9/23/2021

- 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

Sam's Club Special Area Study

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Project Background:

Housing Takeaways



9/23/2021

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

Sam's Club Special Area Study

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

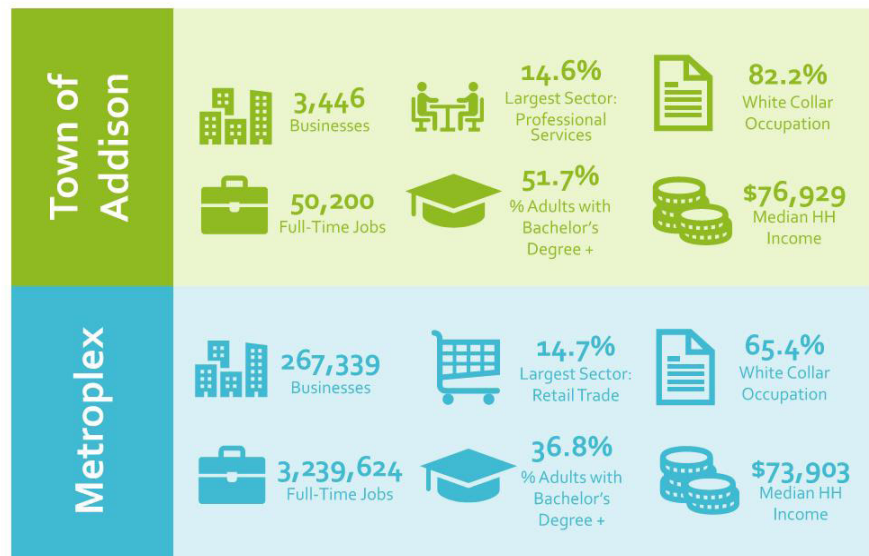
31

Project Background:

Employment Overview



9/23/2021



Sam's Club Special Area Study

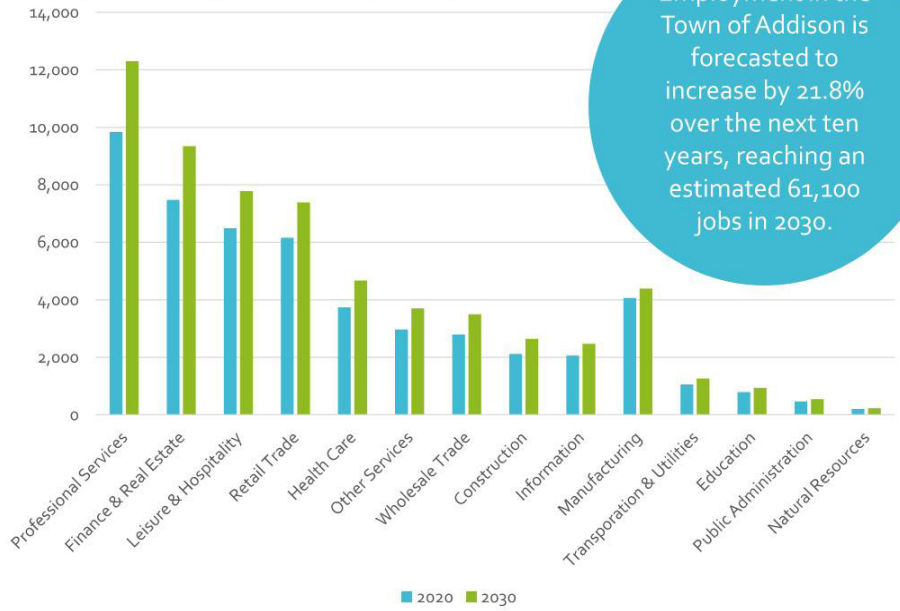
32

Project Background: Employment Forecast



9/23/2021

Employment Forecast, Town of Addison, 2020-2030



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

Sam's Club Special Area Study

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Project Background:

10-Year Demand Summary (Town of Addison)



9/23/2021

Town of Addison: 10-Year Demand (2020-2030)



HOUSING

Demand Forecast (approx.)

2,550 Units*



RETAIL

277,200 Square Feet



OFFICE

1,090,000 Square Feet

Sam's Club Special Area Study

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Project Background:

Study Area Development Opportunities



Kimley»Horn

9/23/2021



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

Sam's Club Special Area Study

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4. Proposed Strategic Framework & Design Concepts



Kimley»Horn

9/23/2021

Sam's Club Special Area Study

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Strategic Direction:

Purpose



9/23/2021

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.

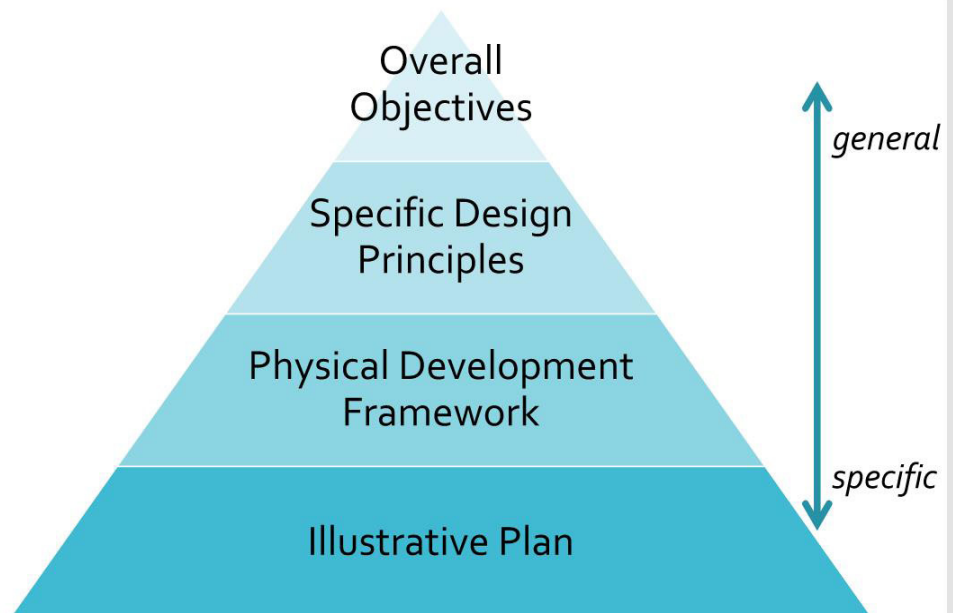
Sam's Club Special Area Study

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Strategic Direction



9/23/2021



Sam's Club Special Area Study

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Strategic Direction:

Preliminary Overall Objectives



9/23/2021

- 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.

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Strategic Direction



9/23/2021

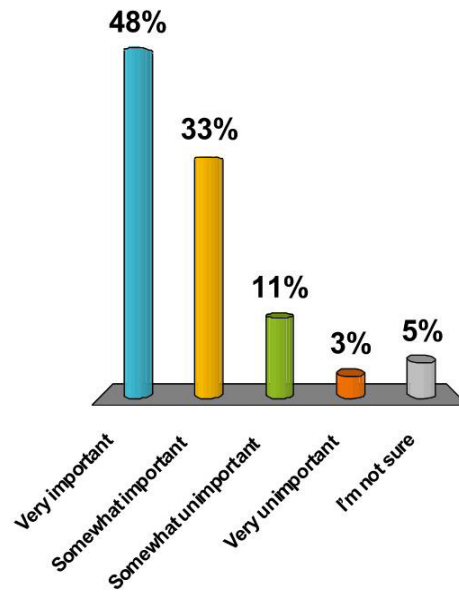
How important are these overall objectives to support the **best possible future for this area and for Addison?**

Sam's Club Special Area Study

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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



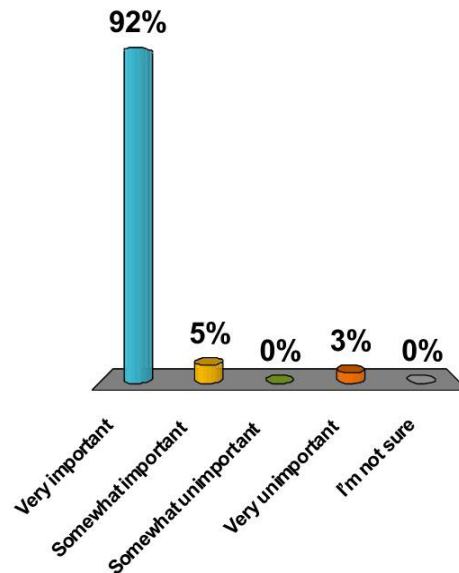
9/23/2021

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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



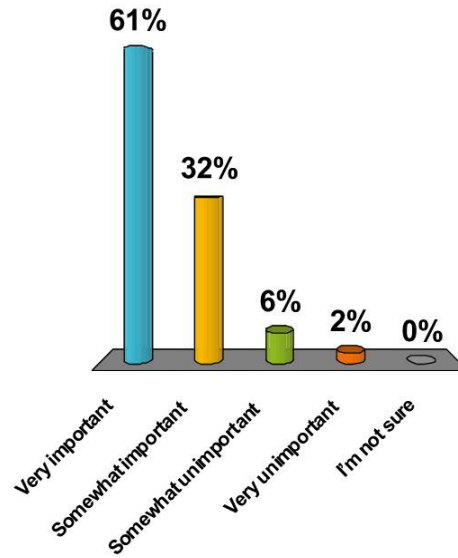
9/23/2021

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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



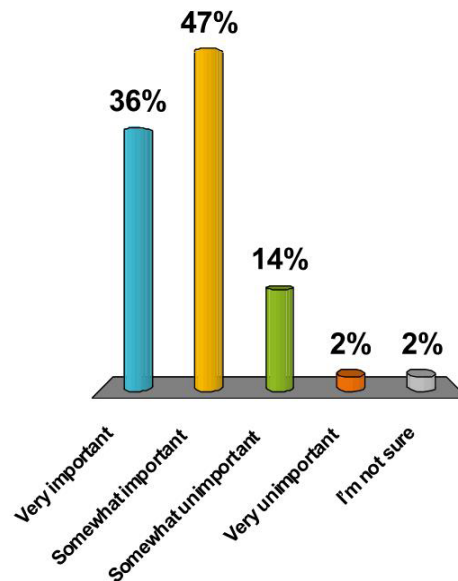
9/23/2021

Sam's Club Special Area Study

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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



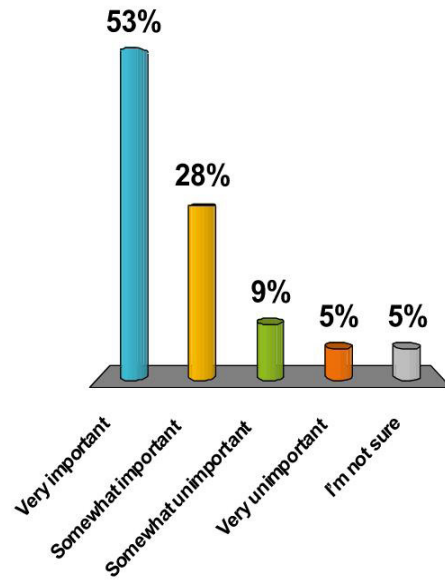
9/23/2021

Sam's Club Special Area Study

44

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



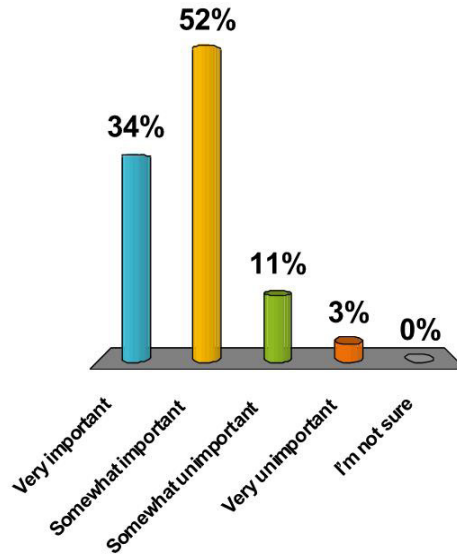
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Sam's Club Special Area Study

45

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



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Sam's Club Special Area Study

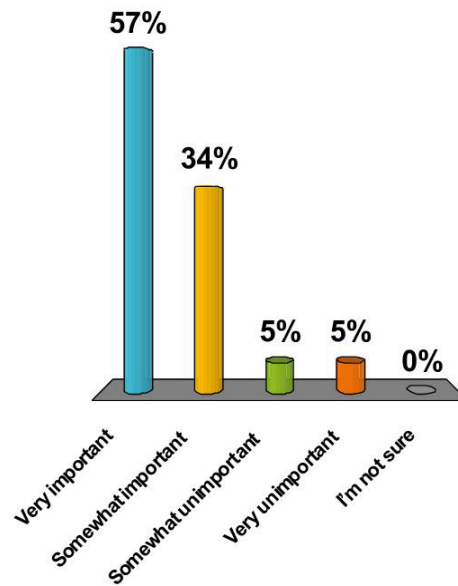
46

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



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Strategic Direction

Preliminary Physical Development Framework



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- 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

Sam's Club Special Area Study

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Active Residential (Lower Scale)



9/23/2021

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

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Active Residential (Lower Scale)



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50

Active Residential (Higher Scale)



9/23/2021

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

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Active Residential (Higher Scale)



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Sam's



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Senior Oriented Development



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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

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Senior Oriented Development



9/23/2021



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Restaurants and Retail



9/23/2021

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

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Restaurants and Retail



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Mix of Uses



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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

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Mix of Uses



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PlaceTypes

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



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Active Residential (Lower Scale)



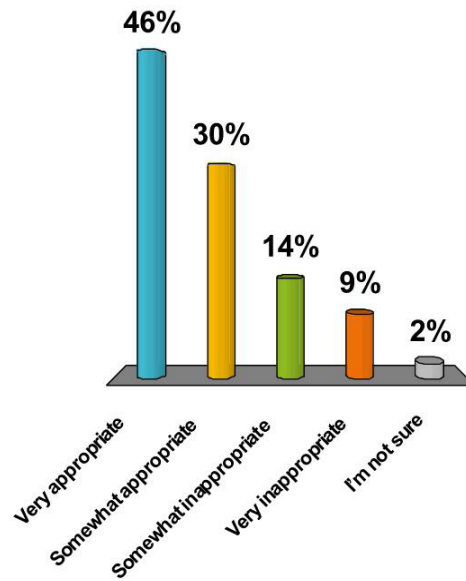
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60

Active Residential (Lower Scale)

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

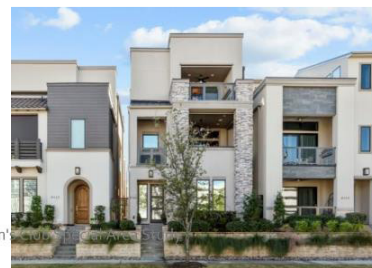


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Active Residential (Higher Scale)



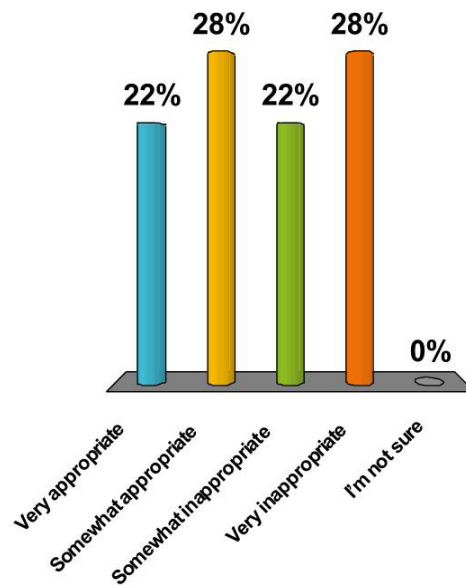
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Sam's

62

Active Residential (Higher Scale)

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



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Senior Oriented Development



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Sam's Club

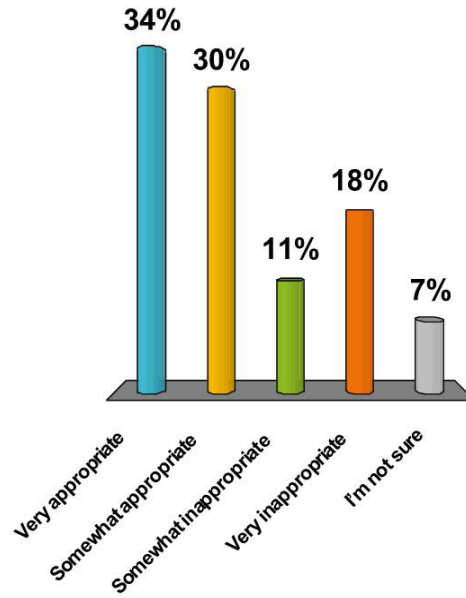
64

Senior Oriented Development

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



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Restaurants and Retail



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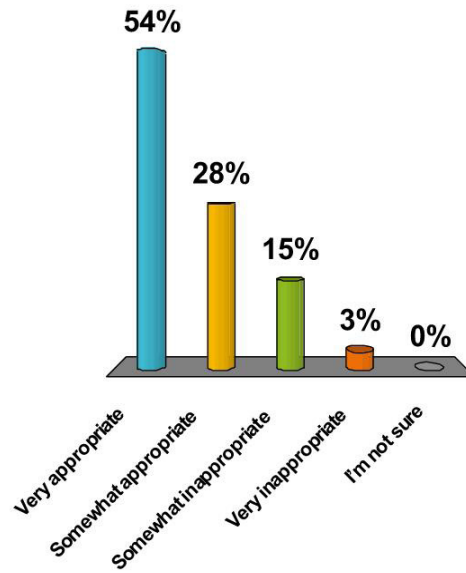


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66

Restaurants and Retail

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



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Mix of Uses



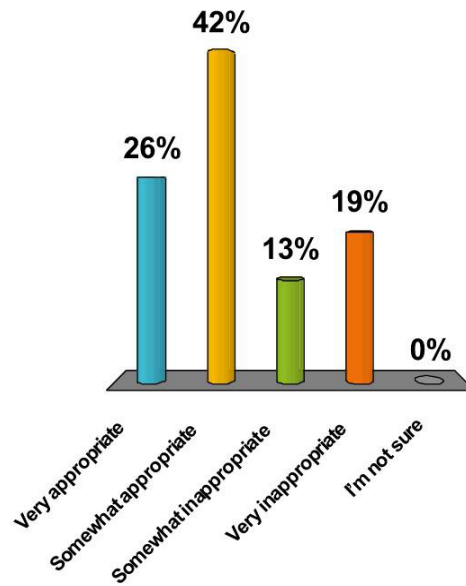
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Mix of Uses

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



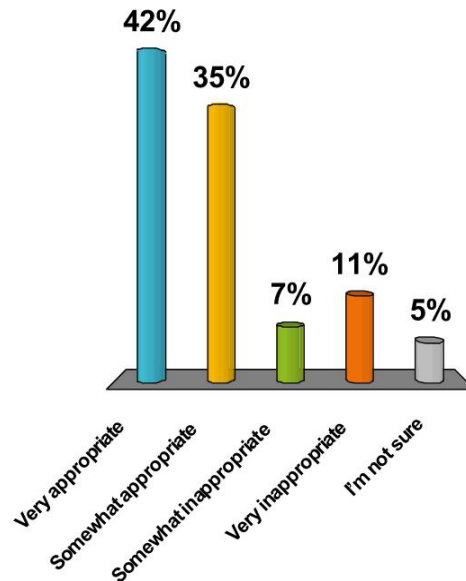
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Do the proposed PlaceTypes provide appropriate flexibility for future developments on the Midway Road frontage?

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



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Destination



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Green Space Destinations



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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?**



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A small grocery or specialty food shop

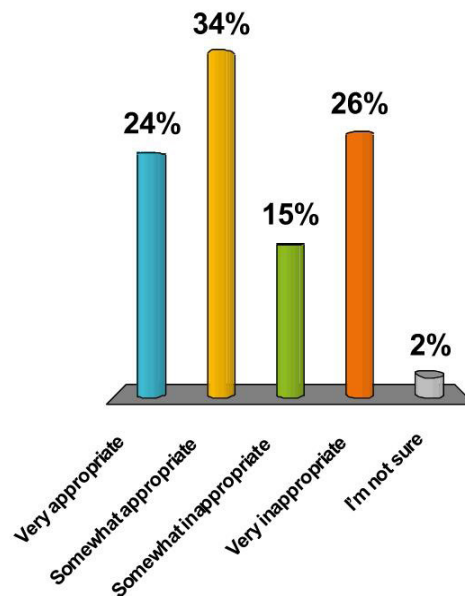
1. Very appropriate
2. Somewhat appropriate
3. Somewhat inappropriate
4. Very inappropriate
5. I'm not sure



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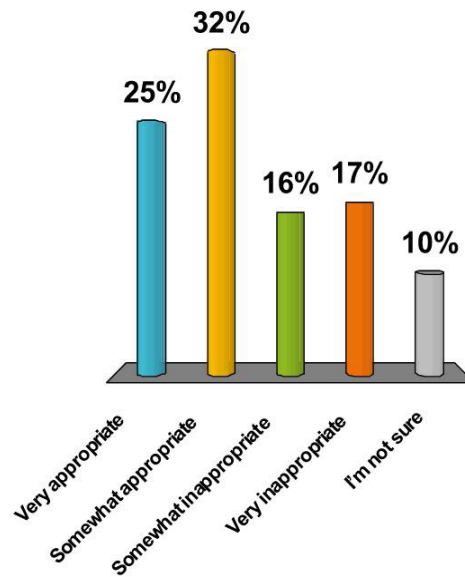
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74



A new building with distinctive architecture

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



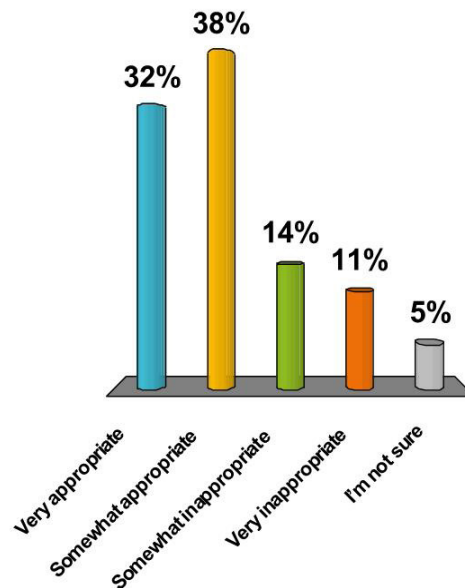
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Enhancing Nate's Seafood and surrounding area as a major destination

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



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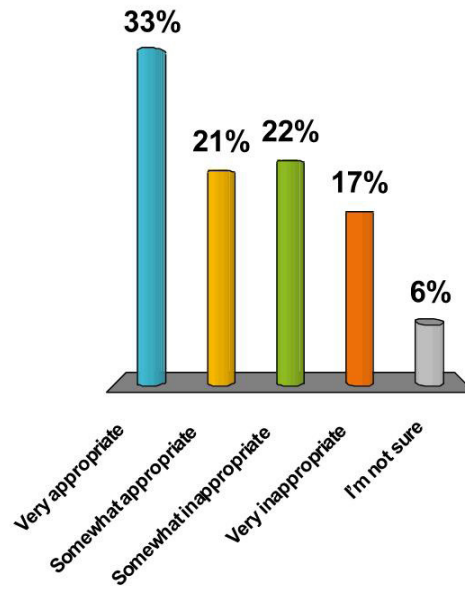
Public art

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



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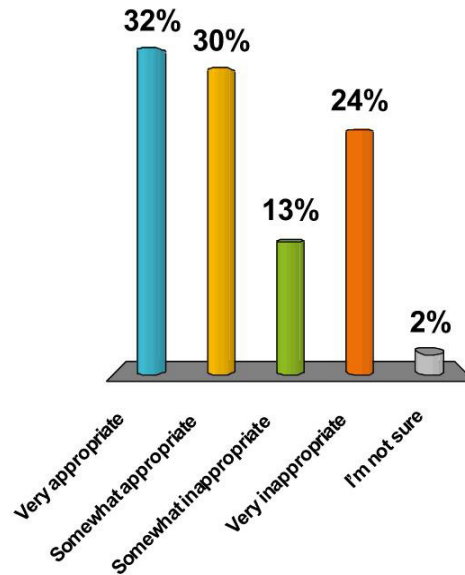
Plaza or outdoor space

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



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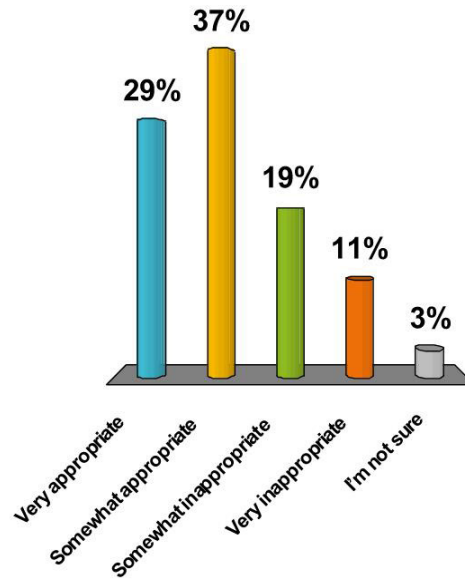
78

Destination restaurant

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



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Housing Diversity

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



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Adopted Town of Addison 2017 Housing Policy

Housing Diversity



9/23/2021

- 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.**

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Housing Diversity



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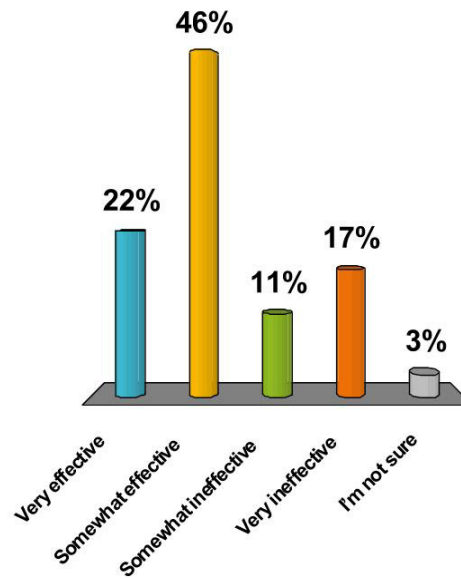
How effective is this development framework in terms of providing more housing options in Addison for these groups of people?

Sam's Club Special Area Study

82

Current Addison residents who want to downsize

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



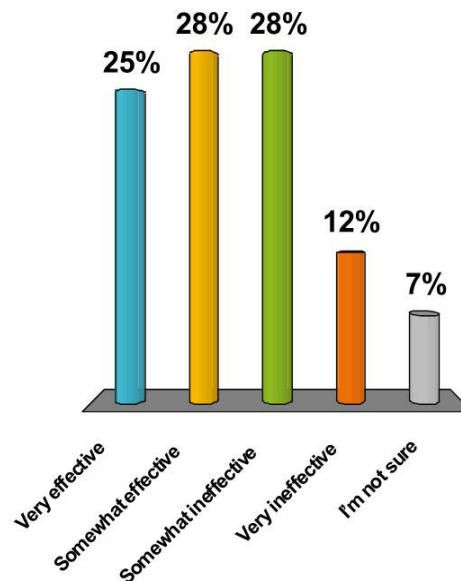
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Young adults beginning their careers

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



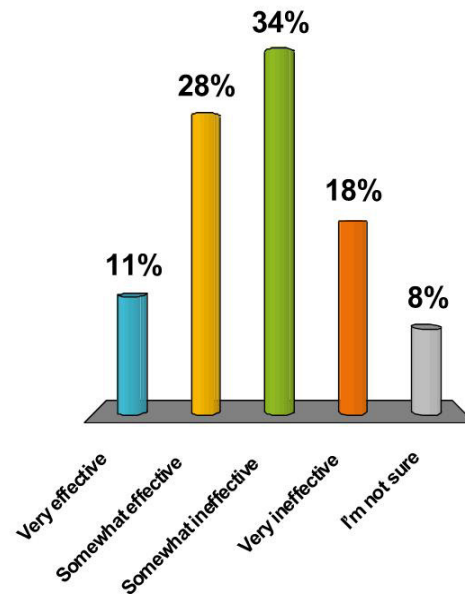
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People who work in Addison's offices and restaurants

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



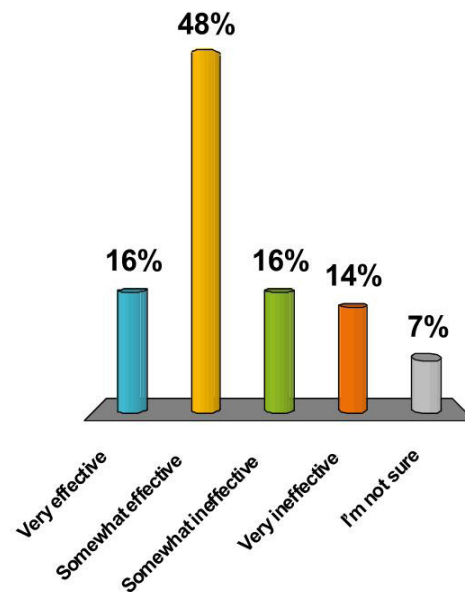
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Seniors who need some level of assistance

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



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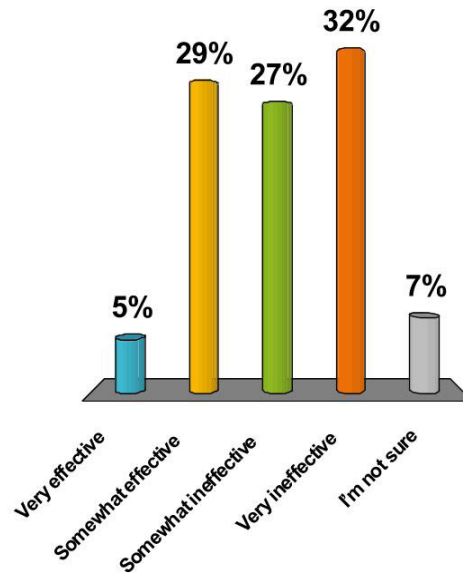
Young families

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



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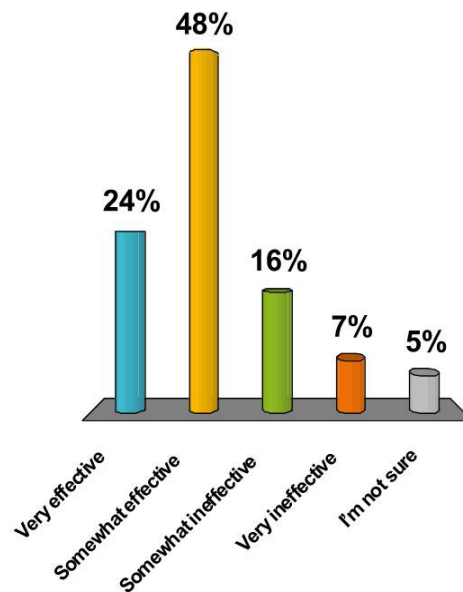
Single people of all ages

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



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Sam's Club Special Area Study



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Strategic
Direction

Policies



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Design, Form and Character Policies

Sam's Club Special Area Study

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Design, Form &
Character
Policies:

Connected Trails
and Open Spaces



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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.

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Design, Form & Character Policies:

Connected Trails and Open Spaces



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- 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.

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Design, Form & Character Policies:

Connected Trails and Open Spaces



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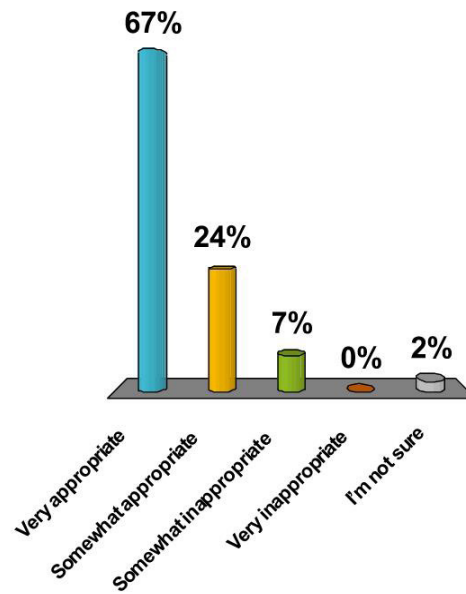
How appropriate are these proposed connected trails and open space policies as part of the **best possible future for this area and for Addison?**

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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



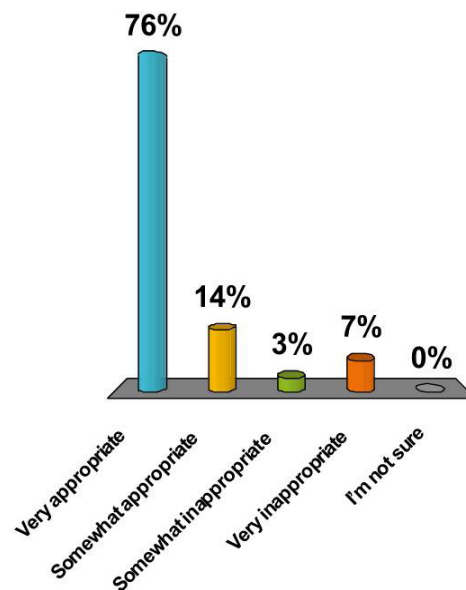
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Location of a primary open space with new trail along western side

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



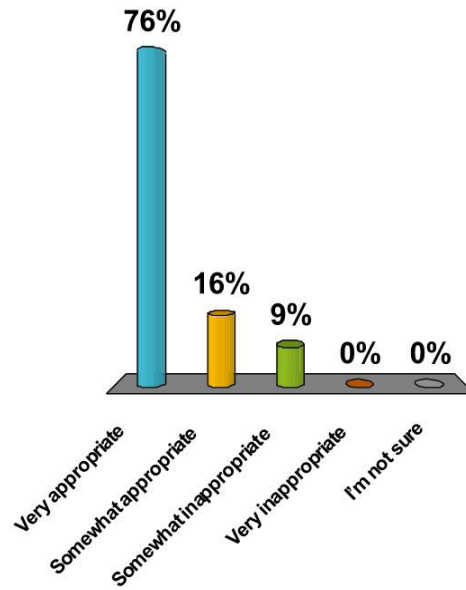
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Walkable, bikeable connections within the study area's developments

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



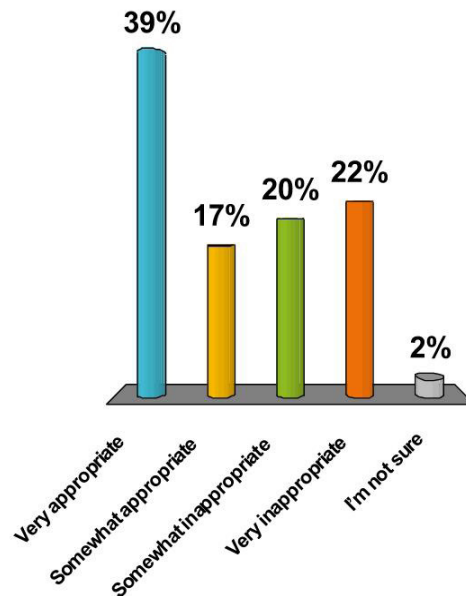
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Walkable, bikeable connections from existing neighborhoods on existing routes only

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



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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.



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Design, Form & Character Policies:

Building Height Transitions



Kimley»Horn

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Design, Form & Character Policies:

Building Height Transitions



Kimley»Horn

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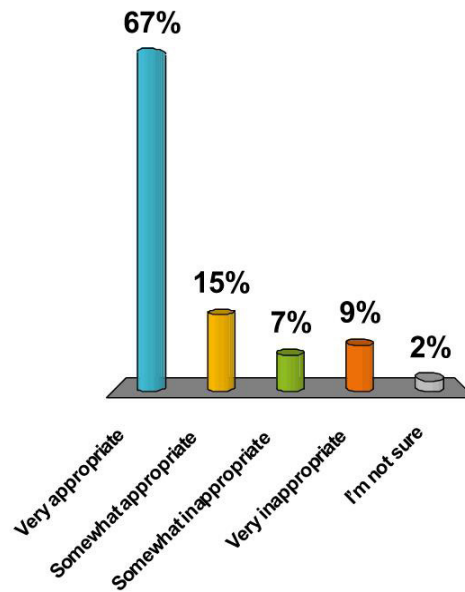
How appropriate are these building height and transition policies as part of the **best possible future for this area and for Addison?**

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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



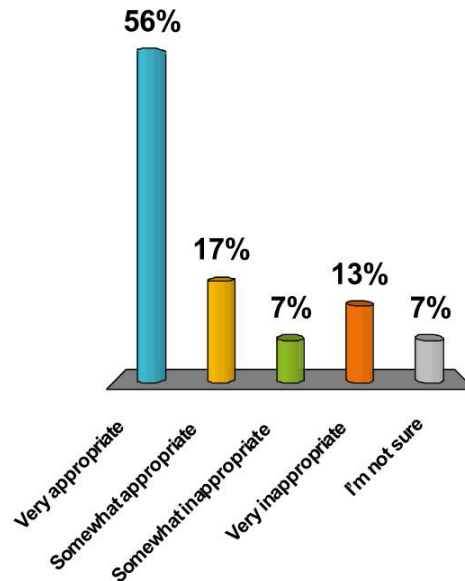
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Height transitions based on use and distance beyond the green buffer

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



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Design, Form and Character Policies

Design, Form &
Character
Policies:

Neighborhood
Compatibility



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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.

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Design, Form &
Character
Policies:

Neighborhood
Compatibility



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

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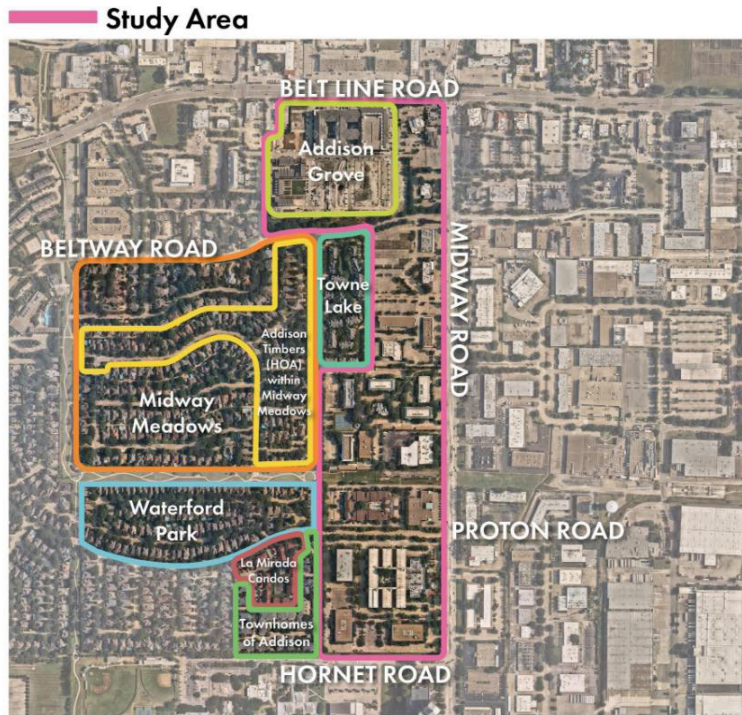
102

Design, Form & Character Policies:

Neighborhood Compatibility



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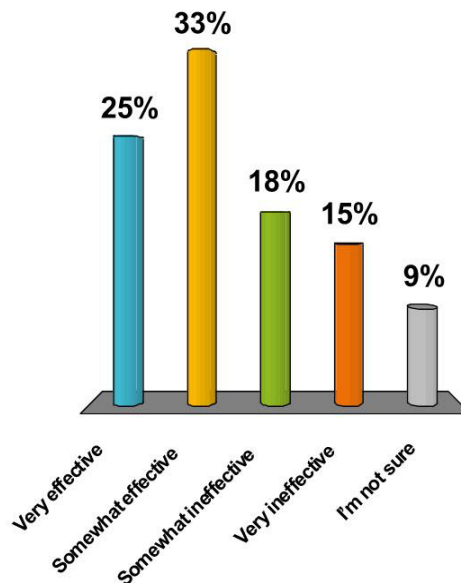
103

Compatibility for residents of Towne Lake

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



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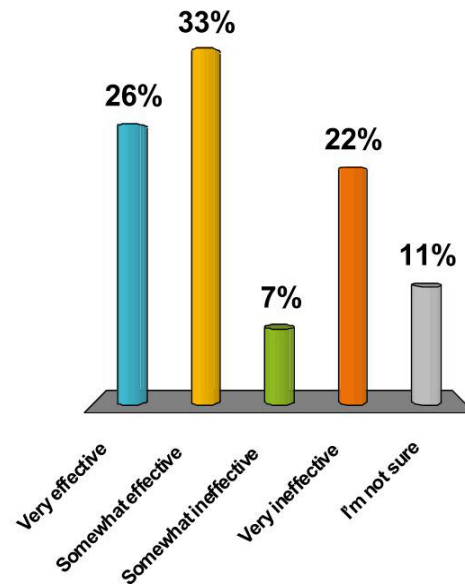


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Compatibility for residents of Addison Timbers / Midway Meadows

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



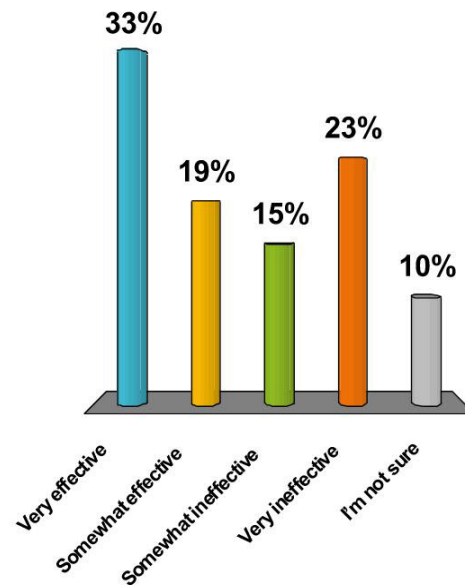
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Compatibility for residents of Townhomes of Addison

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



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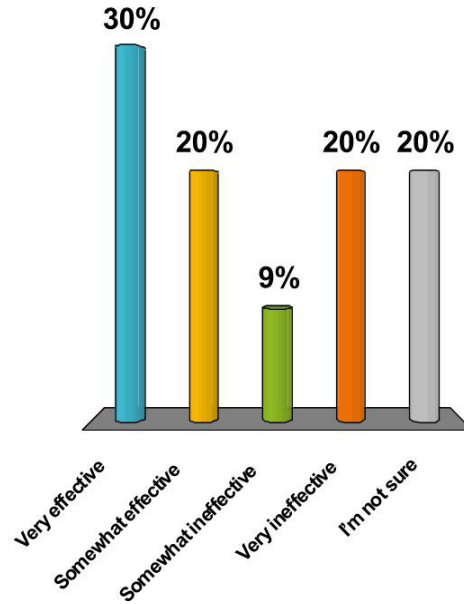
106

Compatibility for residents of Addison Grove

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



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Sam's Club Special Area Study

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Strategic
Direction

Policies



9/23/2021

Mobility and Connectivity

Sam's Club Special Area Study

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Mobility and Connectivity Policies

Mobility and Connectivity Policies



9/23/2021

- 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.

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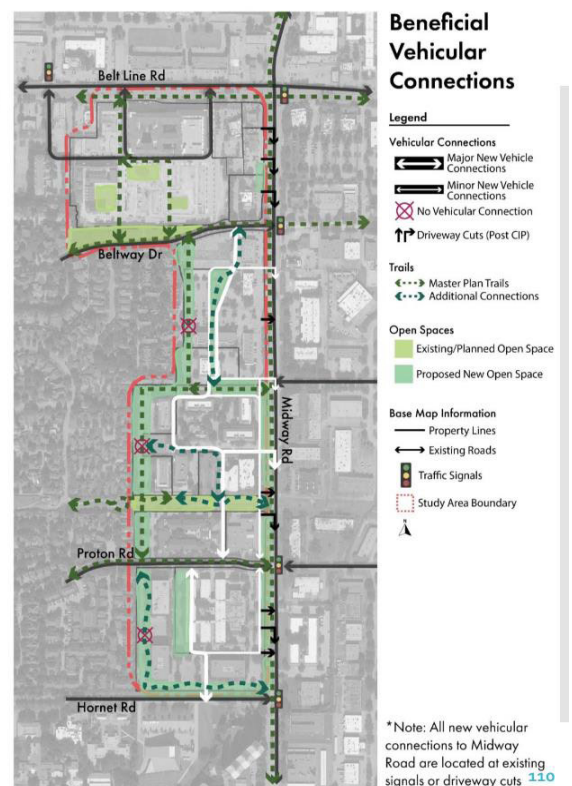
Mobility and Connectivity Policies



9/23/2021

- 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

Sam's Club Special Area Study



Mobility and Connectivity Policies



9/23/2021

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

Sam's Club Special Area Study

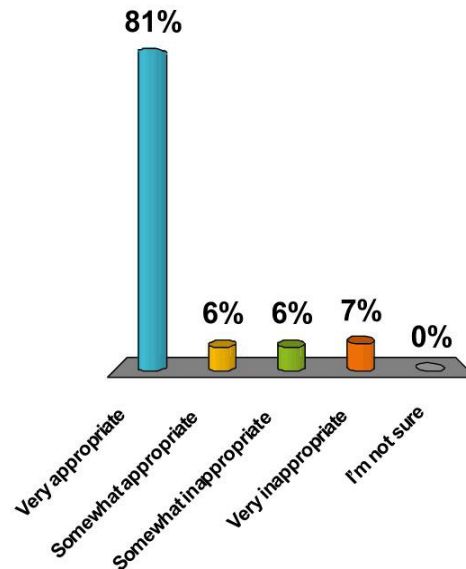
111

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



9/23/2021

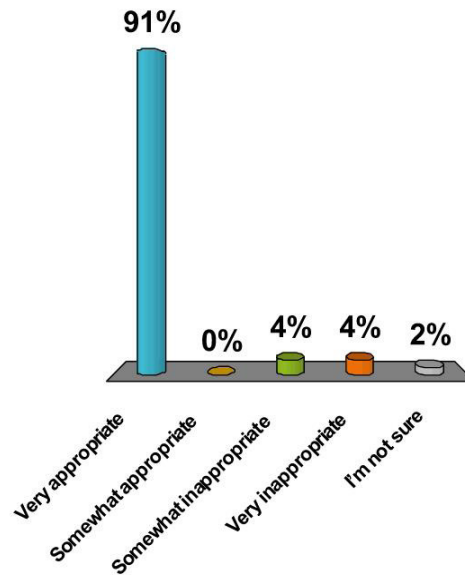


Sam's Club Special Area Study

112

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



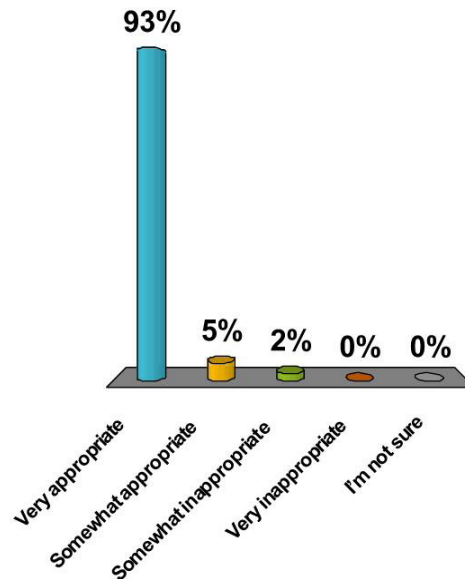
9/23/2021

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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



9/23/2021

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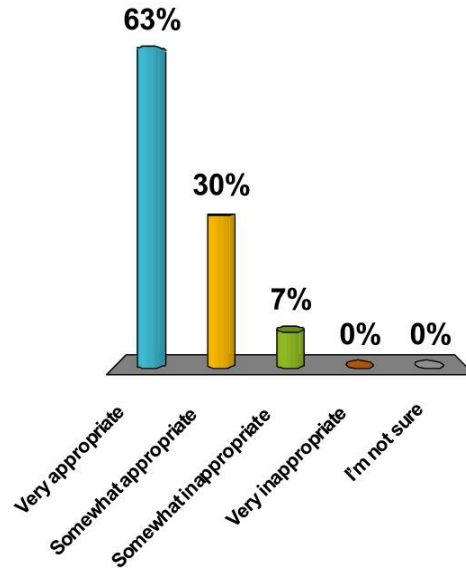
114

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



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Strategic
Direction

Putting It All
Together



9/23/2021

Preliminary Development Framework

Sam's Club Special Area Study

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Strategic Direction:

Strategic Design Principles



9/23/2021

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.

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Strategic Direction:

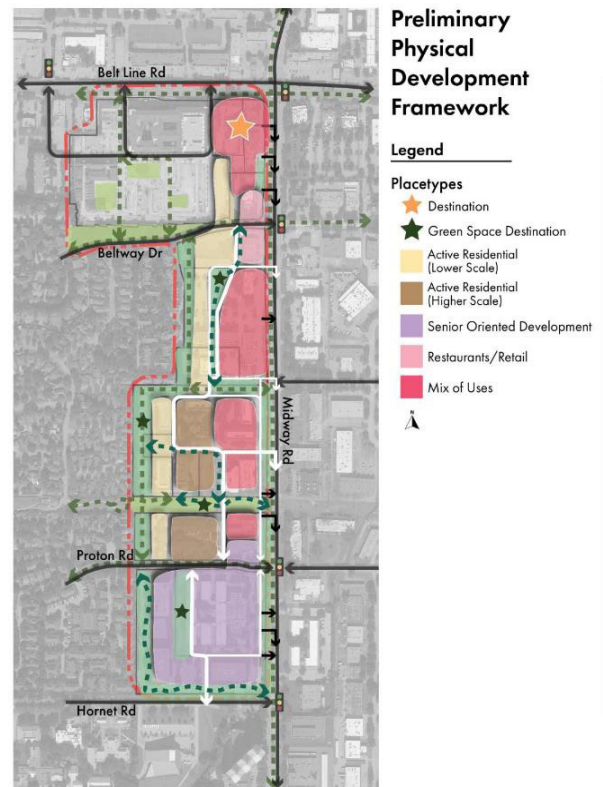
Preliminary Development Framework



9/23/2021

- 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

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Strategic Direction:

Preliminary Development Framework



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

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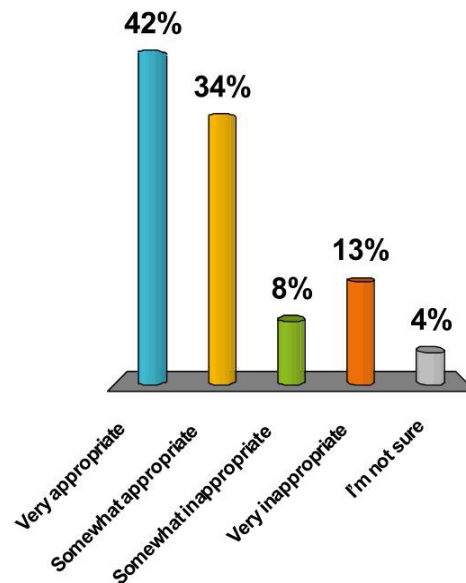
119

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



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Preliminary Illustrative Plan



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Preliminary Illustrative Plan:

Purpose



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- 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

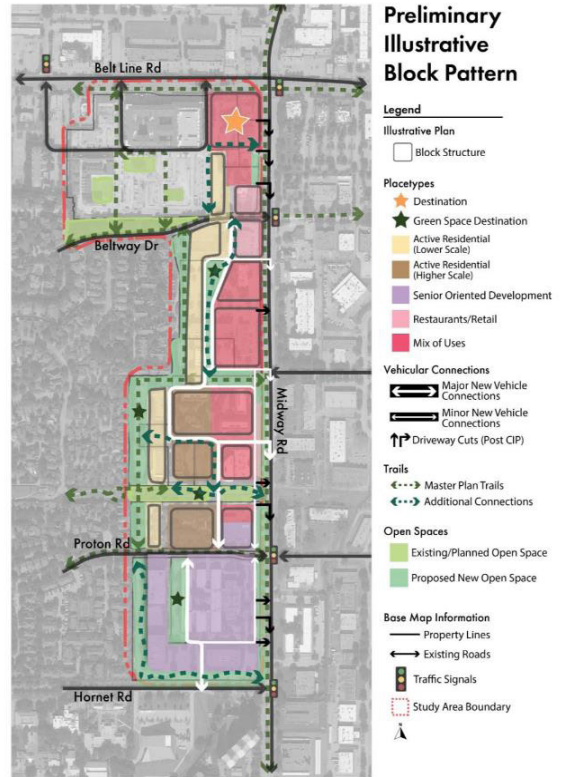
Preliminary Illustrative Plan: Block Structure



9/23/2021

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

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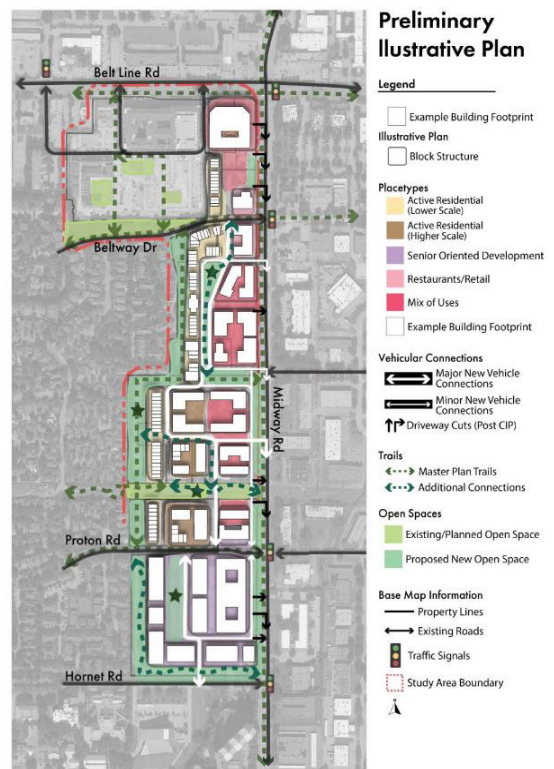
Preliminary Illustrative Plan: Example Development Layout



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

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5. Branding and Identity



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Branding and Identity



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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

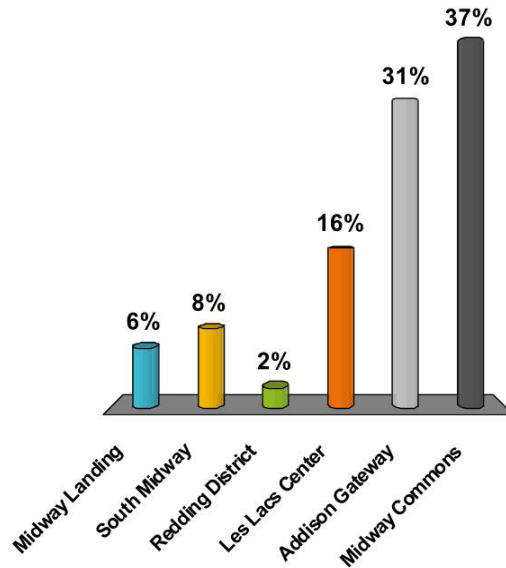
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Which brand is your top choice for this area?

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



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6. Discussions and Input at Stations



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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



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7. Adjourn



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TO: Ken Schmidt AICP, Director of Development Services
Town of Addison, Texas

FROM: Karen Walz FAICP, Principal
Strategic Community Solutions LLC

DATE: October 8, 2021

RE: Keypad Polling Results, Community Open House #2



STRATEGIC
COMMUNITY
SOLUTIONS

On September 23, 2021, the second Community Open House for the Sam's Club Special Area Study was held at the Addison Athletic Club. Based on the sign-in sheets, 82 people participated in the event. As part of this session, keypad polling was used to gauge the group's perspectives on the preliminary recommendations that have been developed through professional analysis, previous community input and discussion at the Advisory Committee meetings. This memo presents the results of this polling.

Keypad Polling

Keypad polling is a technique for obtaining input or feedback from a group of participants. It uses hand-held keypads and wireless technology to poll all participants at once. The polling is immediate and anonymous. The results are projected on the screen so participants can immediately see the results. As a result, all participants can quickly gain a sense of the group's degree of agreement and the extent to which an individual's own perspective is shared by other group members. This technique summarizes the responses from all group members to specific questions, so it complements the individual comments received through other participation techniques, such as open-ended question and answer sessions.

Participants can choose whether or not to respond to each individual keypad question. In some cases, participants do choose not to respond. The analysis below presents the results based on those who responded to each question.

Keypads were provided to Open House participants as they arrived at the registration area. Though 82 people signed in, the keypad results indicate that a maximum of 79 people participated in some part of the keypad polling. The number of responses to individual questions ranged from 51 to 67. Numbers declined over the course of the session as some people chose to leave early.

Participant Background

The first three polling questions (after two practice questions) asked participants about their relationship to the study area. Exhibit 1 shows the primary reason for participants' involvement in this project. Over half of the participants are residents living in or around the study area. Property or business owners were the third-largest group, with just under 12% of respondents.

Exhibit 2 shows the length of time participants have lived in Addison. The largest segment of participants – almost 38% -- have lived here longer than twenty years. There is a good distribution among the participants who've lived here for shorter periods. It is particularly notable that 9% of participants have lived here for less than one year. These participants likely reflect different experiences with the community and the study area than do those who have been here for over twenty years.

Results of the last question about participants' involvement with the study area are shown in Exhibit 3. Almost half of the participants have visited a business in the study area in the last week, with 16% indicating they had been at a business there today. A fairly small share of participants (13%) said they had not visited businesses in the study area since "before COVID" or that they couldn't remember when they visited last.

Exhibit 1: What is your primary involvement with the study area?

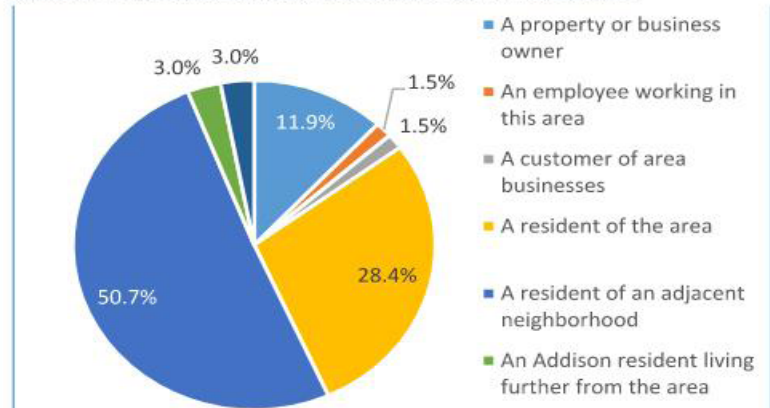


Exhibit 2: How long have you lived in Addison?

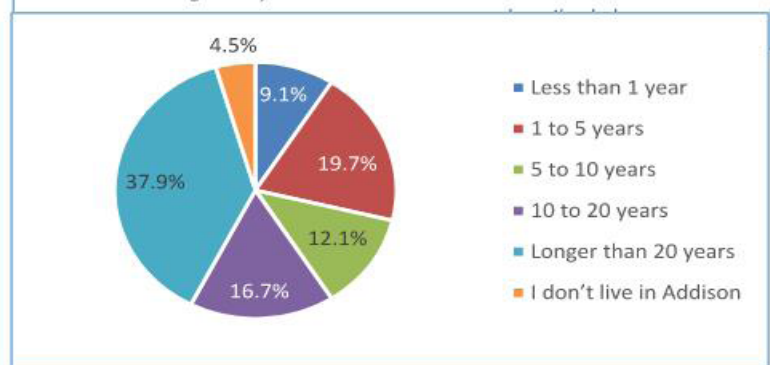
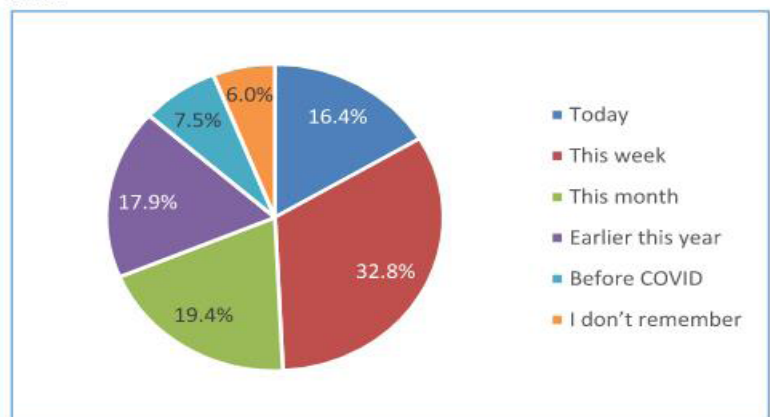


Exhibit 3: When did you last visit a store, restaurant or business in the study area?



Overall Objectives

The next set of questions gave people the opportunity to respond to the proposed Overall Objectives that the plan for the area’s future development should achieve. Exhibit 4 presents these responses. Most notable is that all objectives were seen as important (either ‘very important’ or ‘somewhat important’) by over 80% of participants. This shows that the objectives developed through the Advisory Committee discussion reflect the perspectives of the broader Addison community as well.

Exhibit 4: Importance of Overall Objectives

Objective	Very important	Somewhat important	Somewhat unimportant	Very unimportant	I’m not sure
Support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods.	91.8%	4.9%	0.0%	3.3%	0.0%
Include useable public green space throughout the area.	60.6%	31.8%	6.1%	1.5%	0.0%
Build in flexibility to adapt to changing market demands and circumstances.	56.9%	33.8%	4.6%	4.6%	0.0%
Include development options that are feasible under anticipated current and future market conditions.	53.1%	28.1%	9.4%	4.7%	4.7%
Strengthen the area as a distinctive place within the Addison community	48.4%	32.8%	10.9%	3.1%	4.7%
Provide opportunities for uses, development patterns and pedestrian connections that supplement the options available in Addison now.	35.9%	46.9%	14.1%	1.6%	1.6%
Enable development to occur in phases over time, with useable open space in each phase.	33.8%	52.3%	10.8%	3.1%	0.0%

Since so many participants live in adjacent neighborhoods, it makes sense that they believed the most important objective was to “support new development with uses, character and buffering that continues the desirability of surrounding neighborhoods”. This objective was important (either ‘very important’ or ‘somewhat important’) to 97% of participants, and ‘very important’ to 92%. Participants placed the least importance (either ‘very important’ or ‘somewhat important’) on objectives related to the development being feasible and the creation of a distinctive place in Addison. The objective related to phasing had the lowest ‘very important’ response.

None of the objectives were ‘very unimportant’ to more than 5% of the participants. The objective that received the highest level of unimportant responses (either ‘very unimportant’ or ‘somewhat unimportant’) was related to opportunities that supplement the options available in Addison now. At 16%, this is still a small share of participants.

PlaceTypes and Destinations

Five PlaceTypes have been proposed for locations within the Study Area. Exhibit 5 shows the responses to the appropriateness of these future places in this Study Area. Of those, the “Restaurants and Retail” PlaceType was felt to be most appropriate by participants, with 54% agreeing it was ‘very appropriate’ and 82% agreeing it was ‘very appropriate’ or ‘somewhat appropriate’. This PlaceType continues the land uses and activities that exist here today, or that have been here in the past. “Active Residential (Lower Scale)” was ‘very appropriate’ or ‘somewhat appropriate’ to 75% of participants. Two PlaceTypes – “Senior Oriented Development” and “Mix of Uses” were considered ‘very appropriate’ or ‘somewhat appropriate’ by more than 60% of participants. Participants were divided about the appropriateness of the PlaceType “Active Residential (Higher Scale)”. 50% of participants considered this to be ‘very appropriate’ or ‘somewhat appropriate’ and 50% considered it to be ‘very inappropriate’ or ‘somewhat inappropriate’.

Exhibit 5: Appropriateness of PlaceTypes

PlaceType	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I’m not sure
Restaurants and Retail	54.1%	27.9%	14.8%	3.3%	0.0%
Active Residential (Lower Scale)	45.6%	29.8%	14.0%	8.8%	1.8%
Senior Oriented Development	33.9%	30.4%	10.7%	17.9%	7.1%
Mix of Uses	25.8%	41.9%	12.9%	19.4%	0.0%
Active Residential (Higher Scale)	21.7%	28.3%	21.7%	28.3%	0.0%

The presentation noted the need to maintain flexibility so the future development along the Midway Road frontage could respond to changes in market conditions. Participants agreed that the proposed PlaceTypes provide this appropriate level of flexibility, with 77% of participants responding that it was ‘very appropriate’ or ‘somewhat appropriate’ and 18% responding that it was ‘very inappropriate’ or ‘somewhat inappropriate’ (the remaining 5% responded ‘I’m not sure’).

In addition to PlaceTypes, the preliminary concepts for the Study Area include the creation of a destination at the Midway Road and Belt Line Road intersection and green destinations within the future open space areas. Exhibit 6 shows that “public art” was considered ‘very appropriate’ as a destination to the largest percentage of participants, though “enhancing Nate’s Seafood and surrounding area as a major destination” and a “plaza or outdoor space” received only slightly smaller shares of ‘very appropriate’ ratings. Interestingly, the idea that received the most ‘very inappropriate’ ratings was “a small grocery or specialty food shop”. This idea was included because of the interest it received at the first Community Open House.

Exhibit 6: Potential Destinations at Midway and Belt Line



Destinations	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Public art	33.3%	20.6%	22.2%	17.5%	6.3%
Enhancing Nate's Seafood and surrounding area as a major destination	31.7%	38.1%	14.3%	11.1%	4.8%
Plaza or outdoor space	31.7%	30.2%	12.7%	23.8%	1.6%
Destination restaurant	29.0%	37.1%	19.4%	11.3%	3.2%
A new building with distinctive architecture	25.4%	31.7%	15.9%	17.5%	9.5%
A small grocery or specialty food shop	24.2%	33.9%	14.5%	25.8%	1.6%

Housing

The plan for this study area should support the Town of Addison's adopted Housing Policy, shown below in Exhibit 7. The PlaceTypes proposed in this preliminary development framework support these policies. They are intended to provide additional housing choices for Addison residents in communities that are consistent with Addison's distinctive character.

Exhibit 7: Housing Policy

Housing Diversity

Kimley » Horn

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.**

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Open House participants were asked to consider how effective these PlaceTypes are in providing housing options for several groups of people who may be potential residents of future development. Exhibit 8 shows that participants view these PlaceTypes as fairly effective in attracting young adults, singles, seniors needing assistance and current Addison residents who want to downsize. A majority of responses were effective (either 'very effective' or 'somewhat effective') for each of these groups.

Exhibit 8: Provision of New Housing Options

Housing Options	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	I'm not sure
Young adults beginning their careers	24.6%	28.1%	28.1%	12.3%	7.0%
Single people of all ages	24.1%	48.3%	15.5%	6.9%	5.2%
Current Addison residents who want to downsize	22.2%	46.0%	11.1%	17.5%	3.2%
Seniors who need some level of assistance	15.5%	48.3%	15.5%	13.8%	6.9%
People who work in Addison's offices and restaurants	11.5%	27.9%	34.4%	18.0%	8.2%
Young families	5.4%	28.6%	26.8%	32.1%	7.1%

Participants held mixed views about whether these PlaceTypes would create options for the “people who work in Addison’s offices and restaurants”, with slightly more responses of ‘somewhat ineffective’ than ‘somewhat effective’. The PlaceTypes were not seen as effective in providing housing options for “young families”, with 59% of participants seeing them as ‘somewhat ineffective’ or ‘very ineffective’ for this group. This perspective likely reflects the view that young families seek homes with larger yards, and thus lower development density than the costs of development in this area are likely to support.

Design, Form and Character Policies

In addition to the development framework, the plan for this study area will include policies that guide future development. These policies should communicate the Town’s expectations to future developers and should be used by decision-makers in evaluating the consistency of future development proposals. The first set of policies addresses design, form and character. The Open House included a brief presentation of these policies. Following the presentation, participants were asked to consider how appropriate they are for the “best possible future for this area and for Addison”. Exhibit 9 presents these results.

Exhibit 9: Design, Form and Character Policies

Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Open Space					
Walkable, bikeable connections within the study area’s developments	75.9%	15.5%	8.6%	0.0%	0.0%
Location of a primary open space with new trail along western side	75.9%	13.8%	3.4%	6.9%	0.0%
Development to provide new open spaces with active & passive activities	67.3%	23.6%	7.3%	0.0%	1.8%
Green buffer of at least 50’ in width from existing neighborhoods	67.3%	14.5%	7.3%	9.1%	1.8%
Walkable, bikeable connections from existing neighborhoods on existing routes only	39.0%	16.9%	20.3%	22.0%	1.7%

Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I'm not sure
Building Height Transitions					
Height transitions based on use and distance beyond the green buffer	55.6%	16.7%	7.4%	13.0%	7.4%

For most of the open space policies, strong majorities responded that these policies are ‘very appropriate’. The exception, “walkable, bikeable connections from existing neighborhoods on existing routes only” was considered appropriate (either ‘very appropriate’ or ‘somewhat appropriate’) by 56% of participants. 22% considered this policy ‘very inappropriate’. This could be a reflection of the views of people who live in the study area today who would prefer more connectivity. It could also reflect people who believe that even the existing routes offer too much connection.

The proposed transition of building heights was supported as ‘very appropriate’ by 56% of participants and as appropriate (either ‘very appropriate’ or ‘somewhat appropriate’) by 72% of participants.

These design, form and character policies are intended to ensure that future development in the study area will be compatible with the neighborhoods that exist today in and around the study area. The map in Exhibit 10 shows the existing neighborhoods that are closest to (or included in) the study area.

Exhibit 10: Existing Neighborhoods

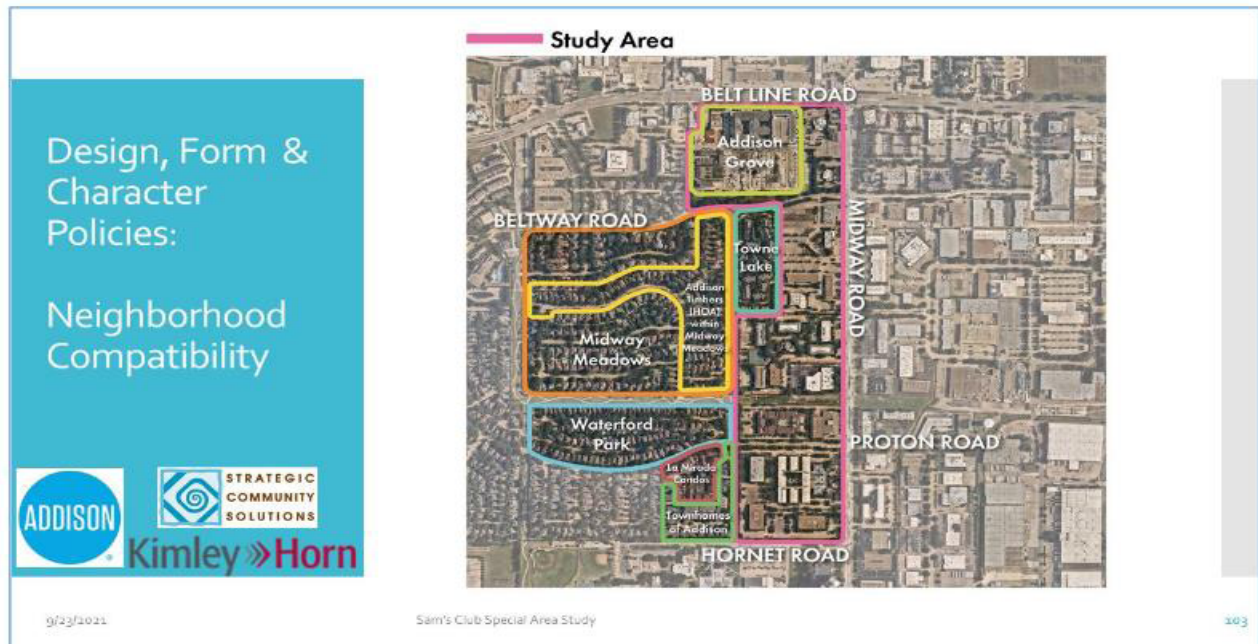


Exhibit 11 shows that participants had differing views about the effectiveness of the PlaceTypes and policies in providing compatibility with existing neighborhoods. Almost one-third of participants felt they would be ‘very effective’ in providing compatible development for the Townhomes of Addison neighborhood; this neighborhood also received the highest response of ‘very ineffective’. Overall, responses of effective (either ‘very effective’ or ‘somewhat effective’) for all neighborhoods were in the majority, ranging from 50% for Addison Grove to 59% for Addison Timbers/Midway Meadows. Responses of ineffective (either ‘very ineffective’ or ‘somewhat ineffective’) for all neighborhoods were lower, ranging from 38% for the Townhomes of Addison to 30% for both Addison Timbers/Midway Meadows and Addison Grove.

Exhibit 11: Compatibility with Existing Neighborhoods

Neighborhood Compatibility for Residents of:	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	I’m not sure
Townhomes of Addison	32.7%	19.2%	15.4%	23.1%	9.6%
Addison Grove	29.6%	20.4%	9.3%	20.4%	20.4%
Addison Timbers / Midway Meadows	25.9%	33.3%	7.4%	22.2%	11.1%
Towne Lake	25.5%	32.7%	18.2%	14.5%	9.1%

Mobility and Connectivity Policies

The second set of policies presented at the Open House address mobility and connectivity for people walking, biking or driving in and around the study area. Exhibit 12 shows that participants were very supportive of these policies. The highest support was for “vehicular connections south of Beltway to discourage cut-through traffic”, which 98% of participants found to be ‘very appropriate’ or ‘somewhat appropriate’.

Exhibit 12: Mobility and Connection Policies

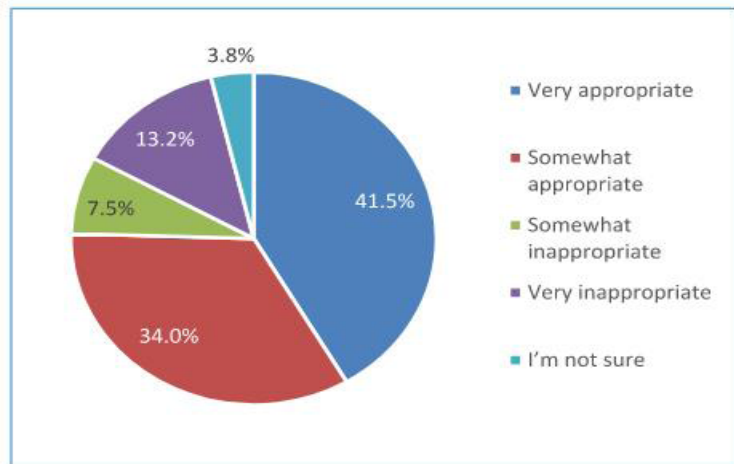
Policy	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	I’m not sure
Vehicular connections south of Beltway to discourage cut-through traffic	93.1%	5.2%	1.7%	0.0%	0.0%
No new vehicular connections between Addison Grove and Beltway	90.9%	0.0%	3.6%	3.6%	1.8%
No new vehicular connections between Addison Grove & parcels on Midway	81.5%	5.6%	5.6%	7.4%	0.0%
New vehicular routes should be pedestrian and bike-friendly	62.5%	30.4%	7.1%	0.0%	0.0%

The policy of “no new vehicular connections between Addison Grove & parcels on Midway” received the highest level of response that it was ‘very inappropriate’, with 7% responding in this way. On the other hand, 82% felt it was ‘very appropriate’.

Preliminary Development Framework

After discussion of the various components of the preliminary Development Framework, the complete framework was presented. Three-quarters of the participants found that it was appropriate ('very appropriate' or 'somewhat appropriate') for guiding the best possible future for the area and for Addison. Exhibit 13 shows that 42% of participants found it 'very appropriate', compared to only 13% who found it 'very inappropriate'.

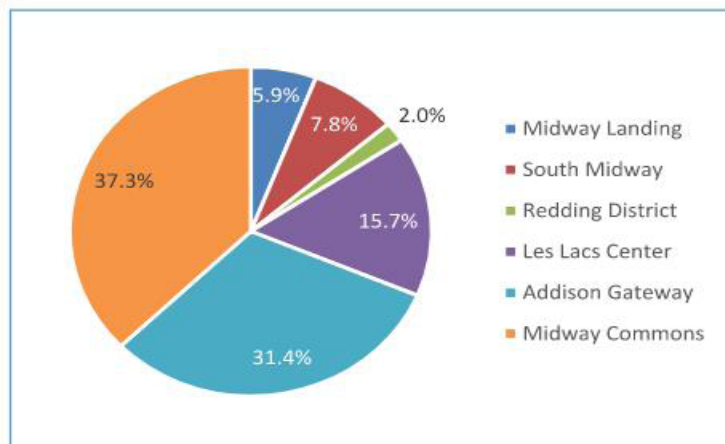
Exhibit 13: Preliminary Development Framework



Branding and Identity

The final segment of keypad polling at the Open House addressed the brand or identity of the area in the future. Six possible brands were presented to participants. As Exhibit 14 shows, the name "Midway Commons" received the highest level of support, with 37%, followed by "Addison Gateway" at 31%. "Midway Landing" was least popular, with only 6% selecting it as their preferred choice.

Exhibit 14: Best Brand for the Study Area?



Next Steps

The feedback received through keypad polling is just one of several aspects of community input that will be considered as the recommendations for this study area are finalized. Open House participants provided additional feedback at the stations set up to focus on various aspects of these proposals. In addition, an online survey will give other interested individuals the opportunity to weigh in on these ideas. All this community input will be considered by the Advisory Committee, consultant team and staff as the plan for the area is completed.



SAM'S CLUB SPECIAL AREA STUDY

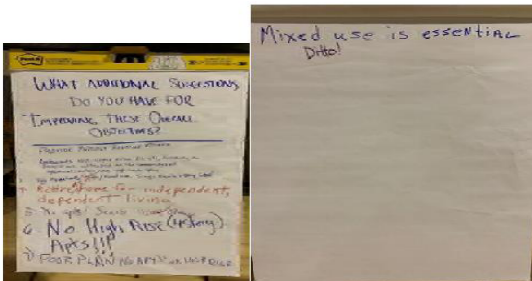
Open House Meeting #2

Meeting Summary Notes

September 23, 2021 (6:00 P.M.-8:00 P.M.)

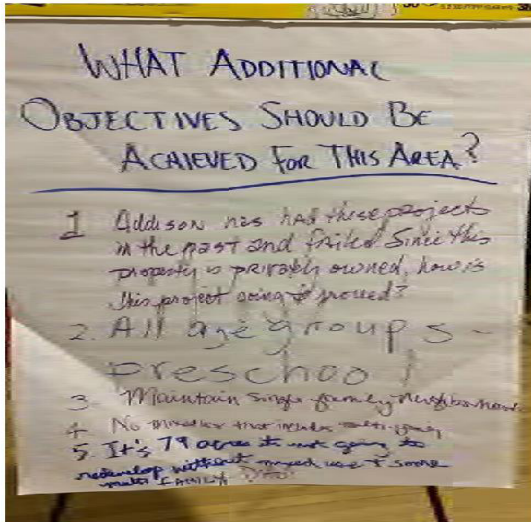
Addison Athletic Club – 3900 Beltway Drive

What additional suggestions do you have for improving these Overall Objectives?



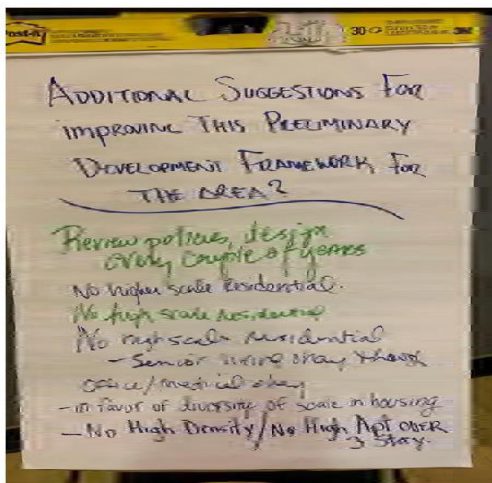
1. Provide multiple housing options
2. Restaurants mid-upper price fit all, housing so people are attached to the community - not apartments, unless some coop-condo space.
3. No Apartments/Condo/Mixed use, Single family 1 story gated!
4. Retirement home for independent, dependent living
5. No apts! Senior living okay.
6. NO HIGH RISE (4 Story) Apts!!!
7. Poor plan, no apts or high rise
8. Mixed use is essential; Ditto!

What Additional Objectives Should Be Achieved For This Area?



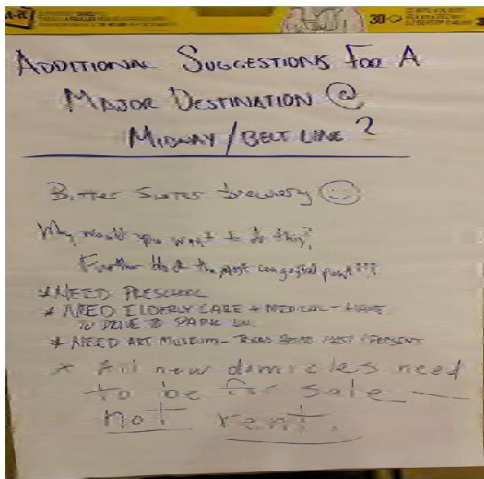
1. Addison has had these projects in the past and failed. Since this property is privately owned, how is this project going to proceed?
2. All age groups- preschool
3. Maintain single family neighborhoods
4. No mixed use that includes multi-family
5. It's 79 acres its not going to redevelop without mixed use and some multi family; DITTO

Additional Suggestions For Improving This Preliminary Development Framework For The Area



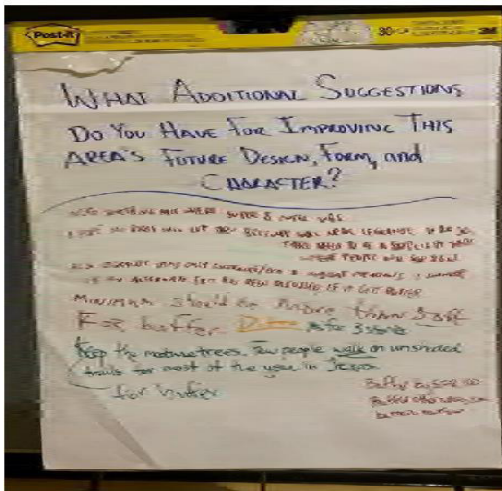
- Review policies design every couple of years
- No high scale residential.
- No high scale residential
- Senior living okay though
- Office/Medical Okay
- In favor of diversity of scale in housing
- No high density/No High Apt over 3 story

What additional suggestions For A Major Destination @ Midway/Belt Line?



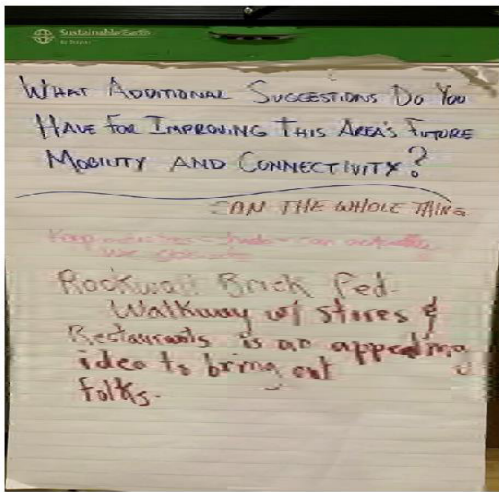
- Bitter Sister brewery ☺
- Why would you want to do this?
 - Further block the most congested point???
- NEED PRESCHOOL
- NEED ELDERLY CARE + MEDICAL- HAVE TO DRIVE TO PARK LN
- NEED ART MUSEUM- TEXAS ARTIST PAST & PRESENT
- All new domiciles need to be for sale- not rent

What Additional Suggestions Do You Have for Improving this Area's Future Design, Form, and Character?



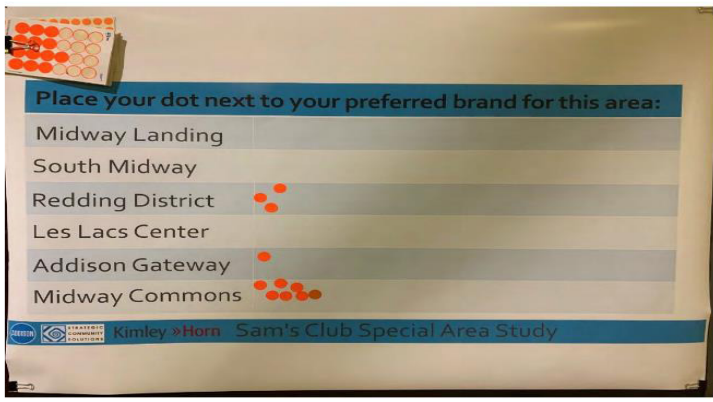
- Need something nice where super 8 motel was.
- I hope no roads will cut thru Beltway wall near Le Grande. If you do there needs to be a stoplight there where people run stop signs.
- Also, LeGrande seems (to be the) only entrance/exit to Midway Meadows. I wonder if an alternate exit has been discussed if it gets busier.
- Minimum should be more than 50 Ft for buffer. - DITTO- Yes for 3 stories
- For buffer, keep the mature trees. Few people walk in unshaded trails for most of the year in Texas.
- Buffer by SFR 100'
 - Buffer other areas can be more narrow

What additional Suggestions Do You Have For Improving This Area's Future Mobility and Connectivity?



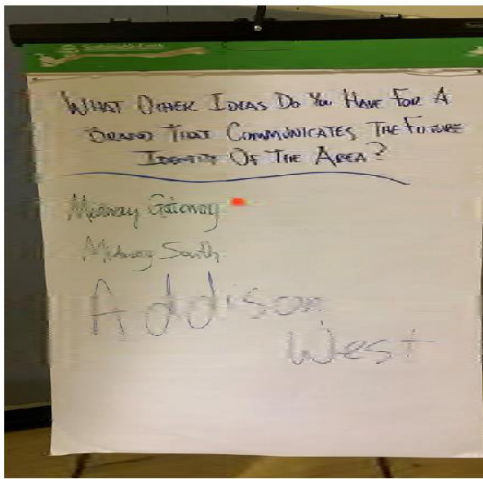
- CAN THE WHOLE THING
- Keep mature trees = Shade = can actually use sidewalks
- Rockwall Brick Ped. Walkway with stores & Restaurants is an appealing idea to bring out folks.

Place your dot next to your preferred brand for this area:



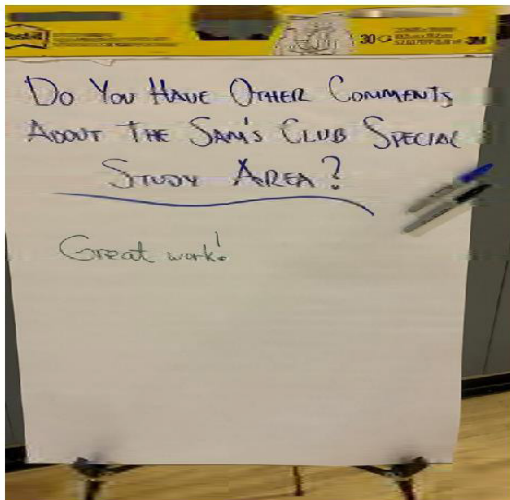
- Midway Landing: 0
- South Midway: 0
- Redding District: 3
- Les Lacs Center: 0
- Addison Gateway: 1
- Midway Commons: 7

What Other Ideas Do You Have For A Brand That Communicates The Future Identity Of The Area?



- Midway Gateway
- Midway South
- Addison West

Do You Have Other Comments About the Sam's Club Special Study Area?



- Great Work!