



# MIDWAY SOUTH SPECIAL AREA STUDY

Approved by a unanimous vote of the Addison City Council on August 11, 2022.

# ACKNOWLEDGEMENTS

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# STUDY BACKGROUND

## Past Planning Efforts

In 2014, the Town of Addison began a Special Area Study for the area near the Midway Road - Belt Line Road intersection that included the Sam's Club superstore. This area had been identified in the Town's 2013 Comprehensive Plan as one that should have a plan "in the event that the Sam's Club closed". This closure happened during that study. For this study, the Town appointed a nine-member Advisory Committee to provide community input and hired a consultant team for professional assistance.

This Committee met three times over the course of three months and prepared a recommendation regarding the future land use of this area. Additional input from residents and property owners was received at a community meeting. The findings of this study were presented to the Council in December 2014 and again in March 2015. At that time, the City Council only provided direction on the portion of the study area that was the former Sam's Club property. The vision for the other areas within the study was never finalized.

## Current Study

In 2021, the Town decided to start an effort to complete a plan for the previous study area as well as an additional area to its south. The catalyst for this planning effort was anticipated redevelopment interest in the Midway corridor. Having a policy in place to guide this investment is critical to the future of the corridor.

Consultant assistance was secured through a team led by Strategic Community Solutions LLC, with Kimley-Horn and Associates, Inc. providing urban design and economic/market assistance as a subconsultant. The planning process, including community engagement, began in April 2021. This process concluded with recommendations by the Advisory Committee in March 2022. The 2021 project is the subject of this report and the recommendations it contains.

The objectives for this study are:

1. Update the analysis of this study area to reflect current conditions, market opportunities, and the new development that has occurred since the original study.
2. Create a concept for the study area's future development that can be used to communicate with property owners, potential buyers, and neighbors.
3. Create a plan the Town can use to evaluate future requests for rezoning, infrastructure planning, and other development approvals.

## Study Area

The study area for the project is shown in Exhibit 1. It is bounded by Belt Line Road on the north, Midway Road on the east, Hornet Road on the south, and the easterly boundaries of existing residential developments on the west. It contains 79 acres of land.

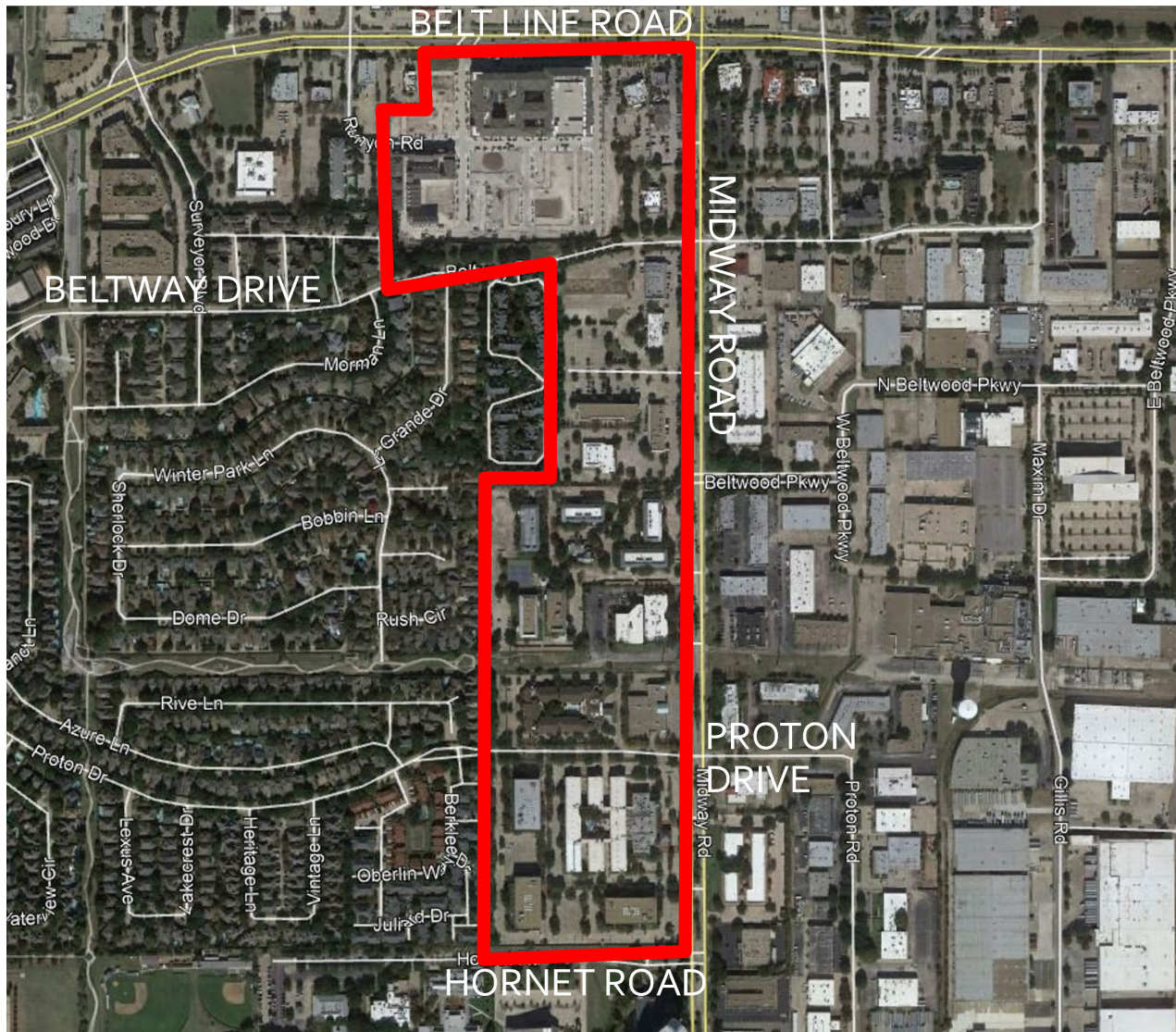
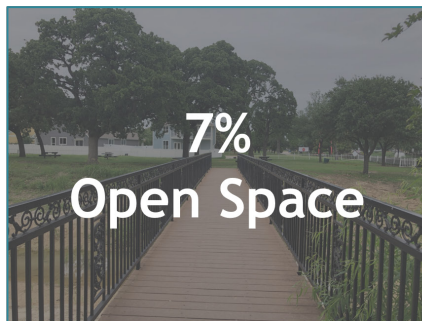
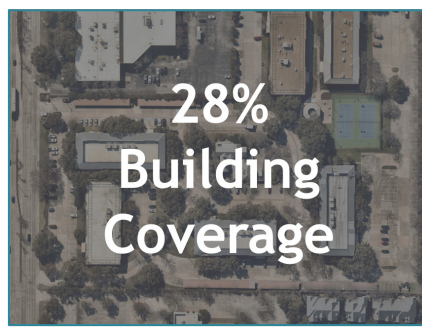


Exhibit 1: Study Area

## Study Area Snapshot

A background analysis was conducted for the study area, providing the planning team and area stakeholders with a general understanding of land use patterns, ownership composition, zoning, and other items of relevance to the plan. As Exhibit 2 shows, the Study Area consists generally of 12% residential, 74% commercial, and 7% mixed-use land uses. Buildings occupy about 28% of the area, and 7% of the area is dedicated to open space. The background analysis included a detailed mapping of several themes of importance to the study, described below.



## 79 Total Acres

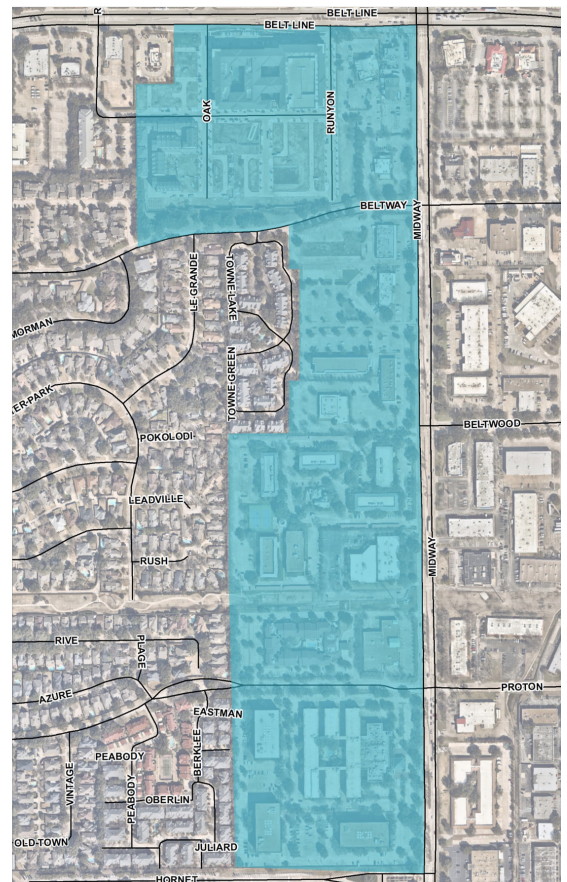


Exhibit 2: Study Area Snapshot

## Existing Development Character

With the exception of the Addison Grove neighborhood, most buildings in the study area were constructed in the 1980s. The Midway Road frontage is generally characterized by mature trees and low-rise buildings supporting restaurant, hospitality, and office uses, with parking situated between the buildings and this major arterial roadway. This development pattern continues as you traverse west through the study area, with larger surface parking lots supporting the commercial uses. Pedestrian connectivity in this area is fairly limited, as the Midway Road frontage is bifurcated by many site access drives.

With much of the development in this area approaching 40 years in age, many of the existing buildings, as well as public and private infrastructure are experiencing decline, and the economic conditions of the pandemic have accelerated that trend for office and hotel properties.



Exhibit 3: Existing Development Character

## Existing Land Use & Parcel Ownership

The Study Area consists of predominately commercial uses, with the breakdown of commercial consisting of office at 30.2%, hotel at 15.7%, restaurant at 20.6%, commercial vacant (refers to individual properties that are vacant, not building utilization) at 4.3%, and retail at 2.5%. Residential uses are located within mixed use at 7%, and single-family attached at 12.5% (both of which are in the Addison Grove development). Just over 7% of the Study Area is dedicated to open space.

Excluding the new homeowners in Addison Grove, the 17 large individual parcels within the Study Area are owned by 15 individuals or ownership groups. This creates a need for a high level of coordination on the part of the Town to ensure that future redevelopment of the area is not fragmented, but rather planned in a way that achieves the overall objectives for the area.

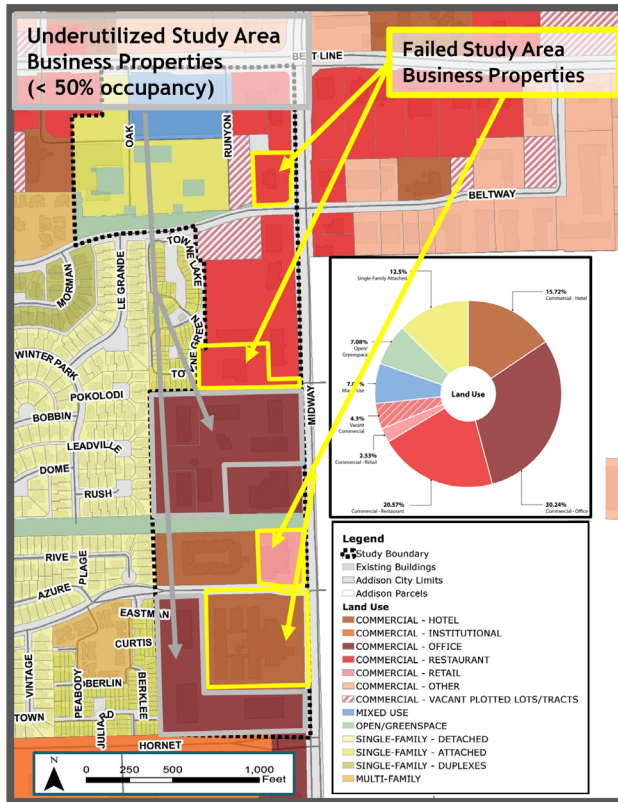


Exhibit 4: Existing Land Use

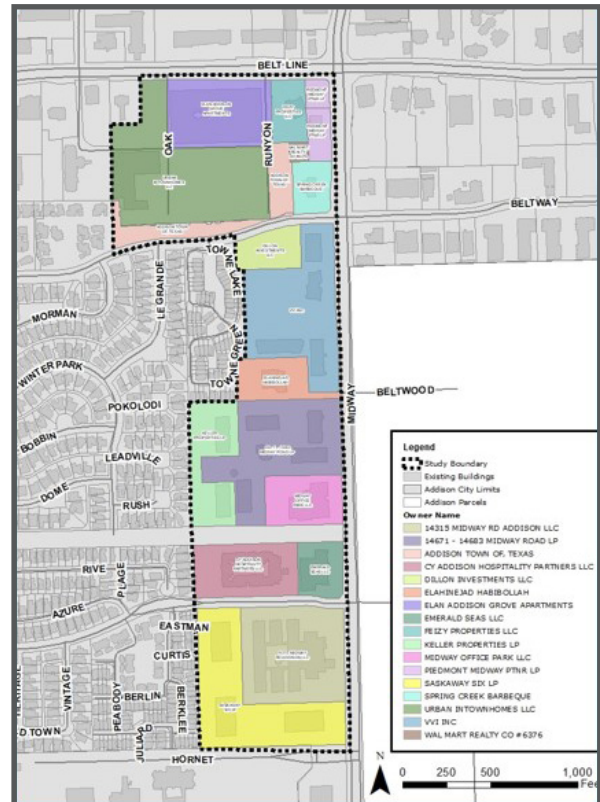


Exhibit 5: Parcel Ownership



## Master Transportation Plan and Trail Master Plan

The edge of the Study Area is bounded by Midway Road (a major arterial) which provides a high level of visibility to the Study Area, particularly toward the intersection with Belt Line Road at the northern end of the Study Area where the traffic counts are highest. Signalized intersections are located at Midway/Belt Line, Midway/Beltway, Midway/Proton and Midway/Hornet.

Proton and Beltway are both classified as Residential Collectors. As redevelopment occurs in the Study Area, it will be critical to carefully balance access to and from these roadways to minimize negative traffic impacts on the greater Addison community. Additionally, as Midway is currently being reconstructed, the Master Thoroughfare Plan exhibit has highlighted the future locations of median cuts along Midway Road to provide a better understanding of future access to and from the Study Area.

The Trail Master Plan calls for a trail at the western edge of Midway Road (the reconstruction of Midway Road is planned to accommodate this facility). Local shared-use trails are planned throughout the Study Area between Proton and Beltway. Opportunities exist to incorporate these trail connections as the properties in this area redevelop in the future.

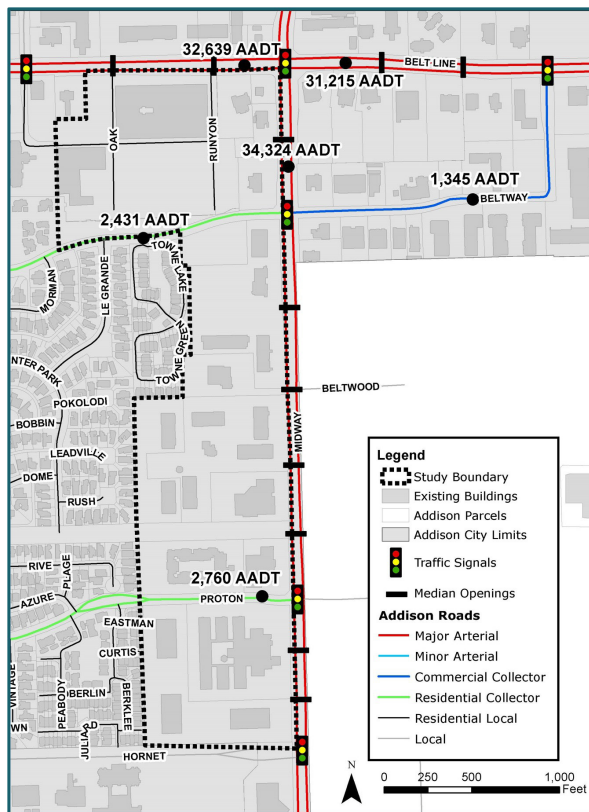


Exhibit 6: Master Transportation Plan

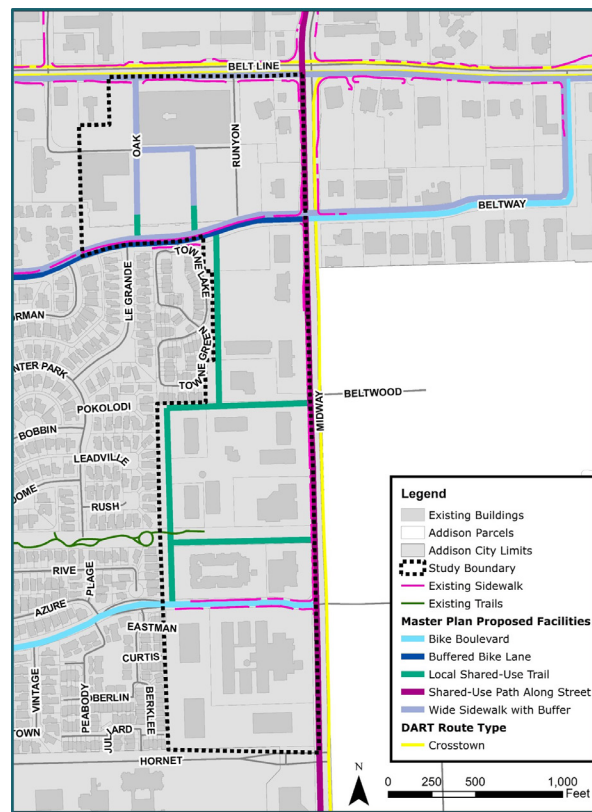


Exhibit 7: Trail Master Plan

## Demographic Snapshot - People

The Town of Addison had an estimated 17,895 residents in 2020, an increase of 37.1% from 2010. On average, residents of Addison are younger and more diverse when compared to the larger Dallas Metroplex. Additionally, households are smaller, with less than two persons per household, are less likely to own their home, and have fewer children.

Psychographics for the Town of Addison reflect a diverse group of residents with varying housing and shopping preferences. More than one-half of the households in Addison align with characteristics described as Metro Renters, followed by Urban Chic at 22.2% and Enterprising Professionals at 11.4%. The top three segments all represent young, up-and-coming professionals that desire a range of housing options close to employment, shopping, and entertainment. Detailed descriptions of the Town’s psychographic profile can be found in Appendix 5.

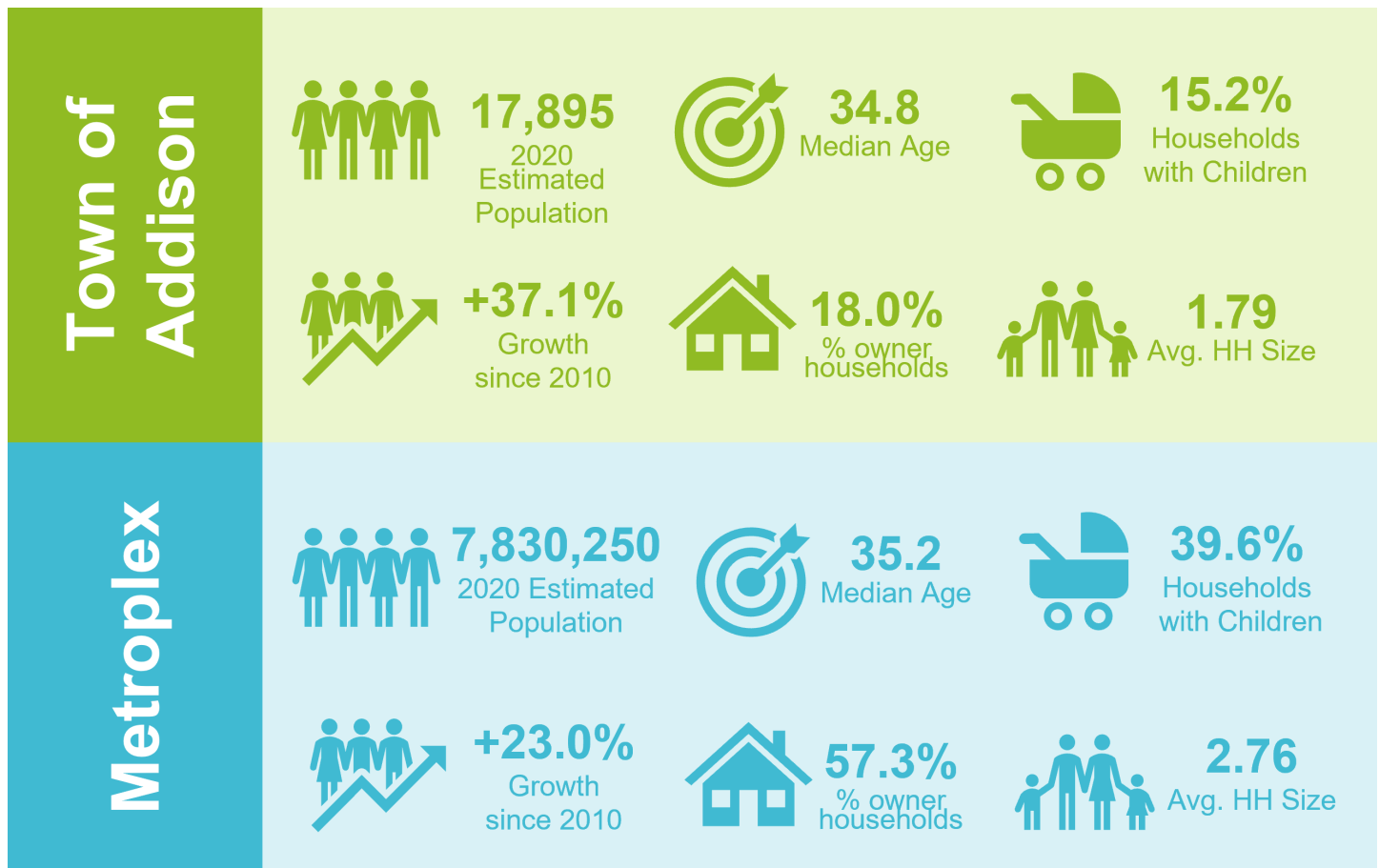


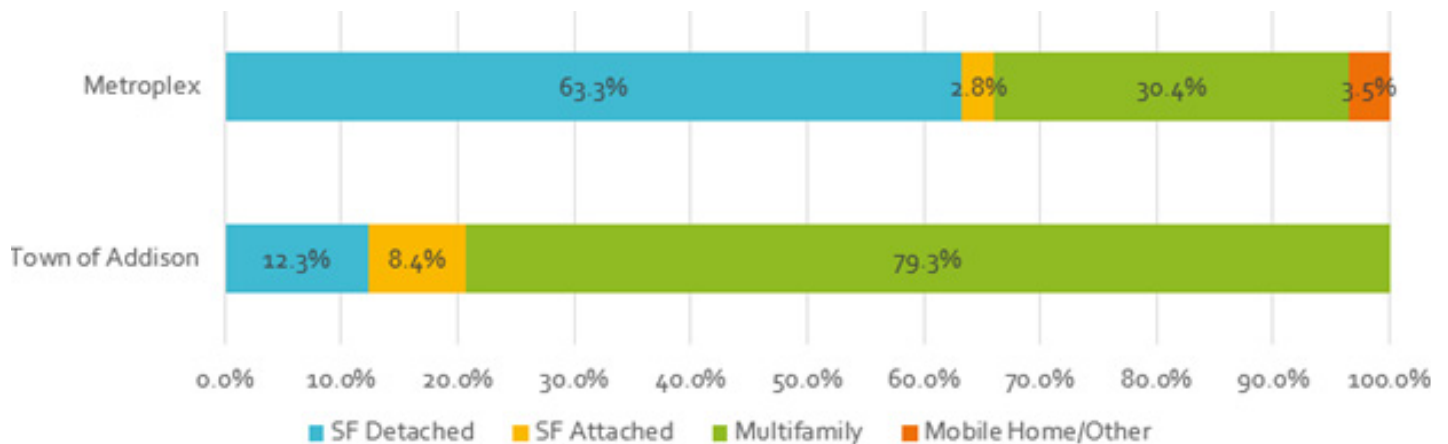
Exhibit 8: Demographic Snapshot - People

## Demographic Snapshot - Housing

The housing stock in Addison is comprised of over 11,000 dwelling units. Nearly 80% of all housing units are multifamily units, compared to approximately 30.4% across the Metroplex.

The comparatively higher average of multifamily units reflects an intentional difference in growth approaches chosen by the Town compared to other communities in the region. In fact, multifamily development has been a component of support for the Town's successful economic base, providing housing to the talent pool that has attracted Professional Services and Finance and Insurance jobs. However, it should be noted that owner-occupancy is forecasted to increase gradually in the coming years.

Median home values and multifamily rental rates have both increased significantly since the data for this analysis was collected. With recent inflation and interest rate increases, rental rates will likely continue to grow, while the home sales market may see some movement towards stabilization.



Source: US Census; ESRI BAO; Kimley-Horn

Exhibit 10: Demographic Snapshot - Housing

## Economic Snapshot - Employment

More than 110,000 jobs are located in Addison, equating to approximately 6.2 jobs per resident. This measure is notably higher than 0.44 jobs per resident across the larger Dallas Metroplex and speaks to the importance of Addison as an economic anchor for the larger region. Professional Services jobs comprise the highest share of the total in Addison at nearly 20% of the total. Other notable job concentrations in Addison include Finance and Real Estate, Leisure and Hospitality, and Retail Trade. The largest industry in the Dallas Metroplex is Retail Trade, comprising 14.7% of the total.

Residents of Addison are more likely to hold a Bachelor's Degree (51.7% of the population aged 25 or greater) and more commonly participate in a white-collar occupation when compared to the Dallas Metroplex. This translates to higher median household incomes at \$76,929, compared to \$73,903 for the Metroplex.

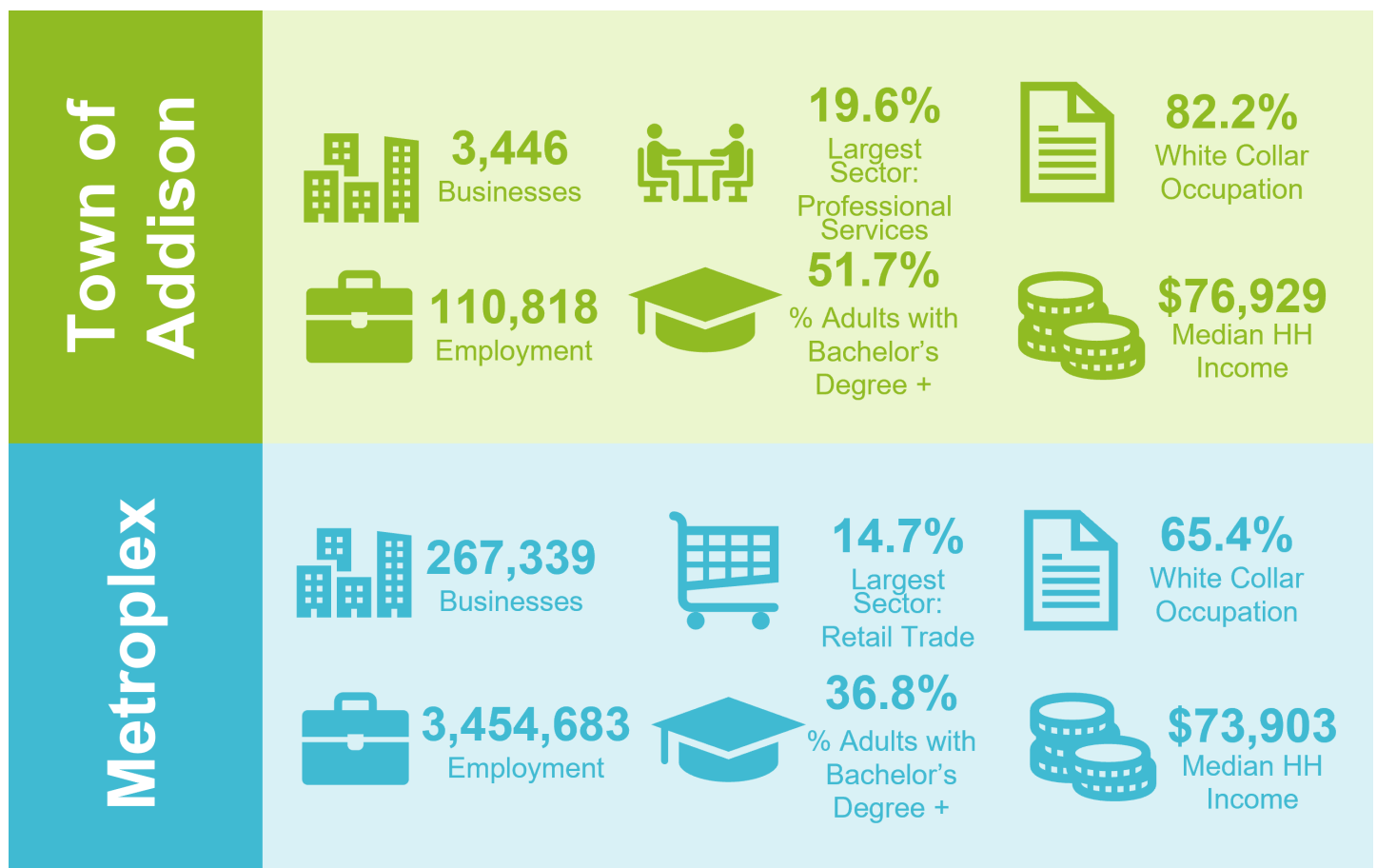


Exhibit 10: Economic Snapshot - Employment

## Economic Snapshot - Retail Sales

Nationally, the retail real estate sector was significantly impacted by the COVID-19 pandemic. Impacts of the pandemic were also present in Addison, where vacancy rates for retail space increased, and quoted lease rates stagnated. As of second-quarter 2021, the retail vacancy rate in Addison remained elevated at 10.4%. It should be noted that the Addison vacancy was lower than the regional average of 12.8%. Average rent per square foot was \$22.13, a slight decrease from the beginning of 2021. These trends have improved significantly as pandemic conditions improved, but are now being influenced by ongoing inflation challenges.

The graphics below total annual retail sales, consumer expenditures, and retail surplus in the Trade Area. The defined Trade Area had a \$1.78 billion retail surplus, which means people are attracted from outside the Trade Area for shopping, dining, and entertainment. Proximity to major transportation corridors and employment centers helps bolster sales within the Trade Area from non-residents.

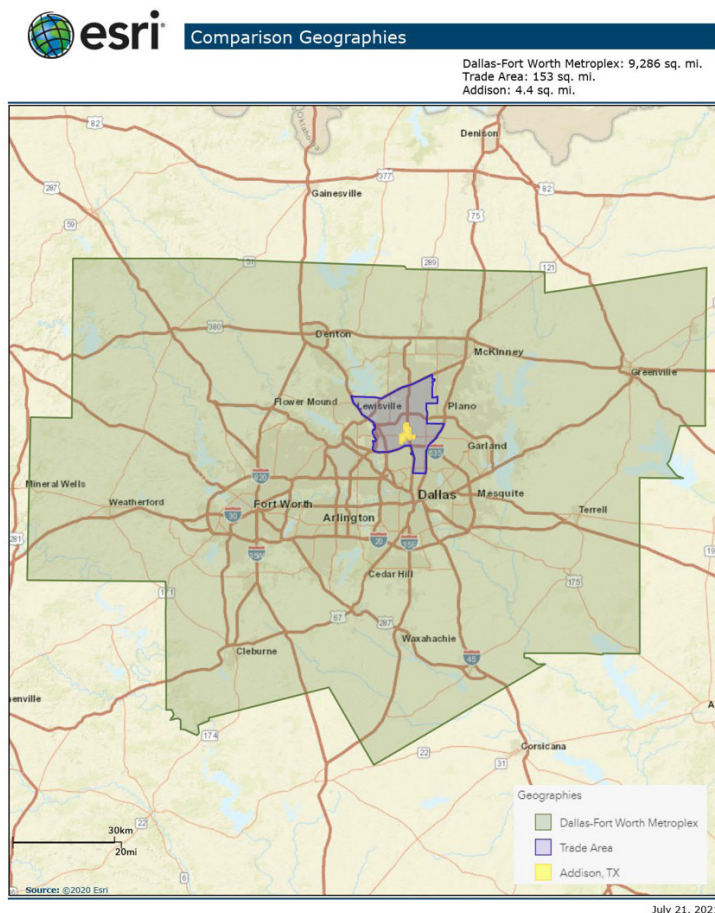


Exhibit 11: Trade Area Map



Source: ESRI; Kimley-Horn

Exhibit 12: Economic Snapshot - Retail Sales

# PLANNING PROCESS

## Planning Process

The planning process for this study included both professional analysis and community engagement. Exhibit 13 shows the timeline for the study, which began in April 2021 and is anticipated to conclude with City Council consideration of recommendations in August 2022.

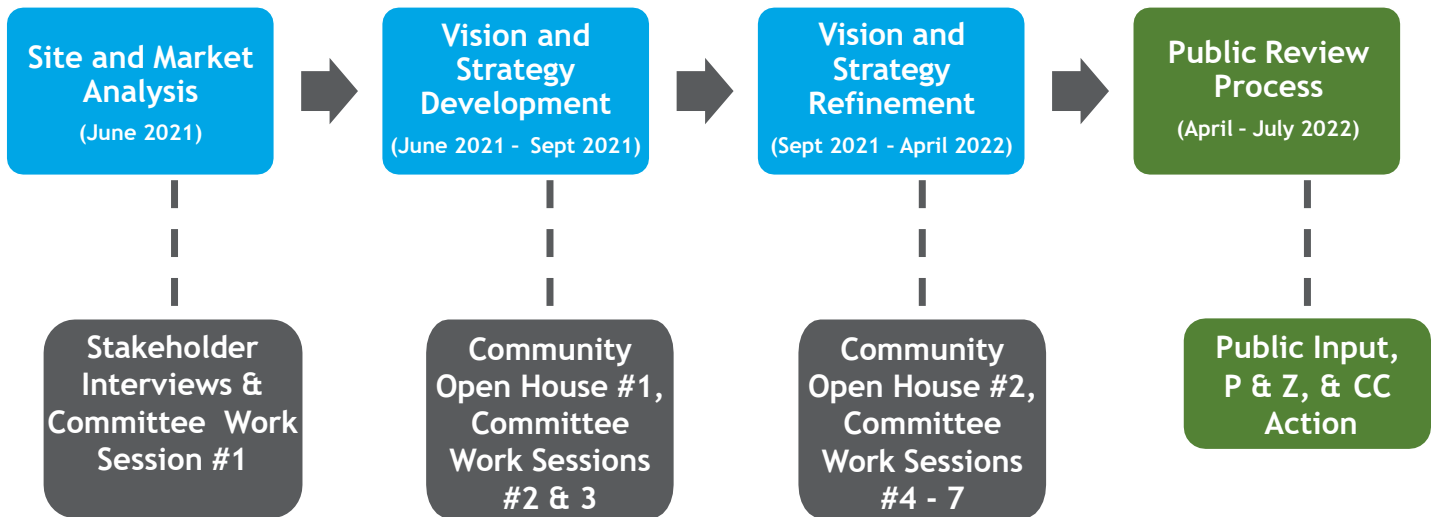


Exhibit 13: Planning Process

## Study Phases

The three phases of this study included:

### Phase I - Site and Market Analysis

This phase was designed to update the analysis and information from the previous study and to gain current information on the study area and community perspectives. Town staff provided current information and plans; the consultant team updated the background data, mapping, and analysis of demographic and market conditions. Community engagement during this phase included stakeholder interviews, the first online survey, and the Advisory Committee's initial meeting. An initial draft of potential Strategic Direction for the Study Area was developed based on this analysis and input.

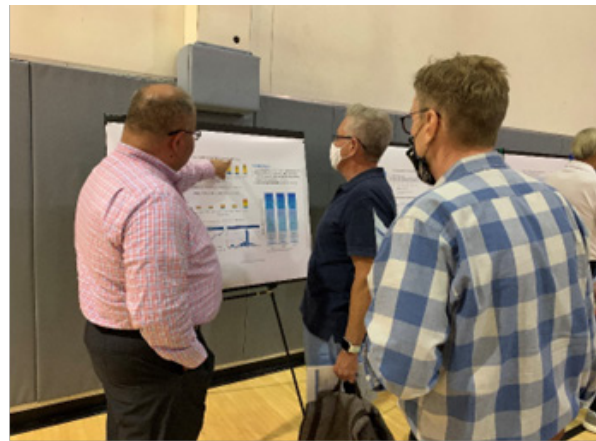
### Phase II - Vision and Strategy Development

The second phase focused on creating concepts for the area's future development that carry out this initial Strategic Direction and respond to the analysis and community input from Phase 1. A preliminary Development Concept was developed and refined through discussion at Advisory Committee meetings and the first Community Open House event.

### Phase III - Vision and Strategy Refinement

The third phase began with additional input received through the second Community Workshop and online survey. This feedback supported some aspects of the concept but opposed others; in particular, some community members were vocal in their opposition to apartments in the area. A revised Development Concept was discussed at the Advisory Committee's October meeting. The Committee determined that more discussion was needed to develop a Committee recommendation to City Council. In later meetings, the Committee chose to recommend a more generalized Development Concept. This general concept is presented in this report.

# COMMUNITY ENGAGEMENT





## Community Engagement Process

Community engagement to develop this plan included five primary efforts in order to obtain a broad range of feedback from community members, business property owners, and other community stakeholders.

### Stakeholder Focus Group Interviews - 2 Sessions

Two stakeholder interview sessions were held virtually on May 27, 2021. The first session included business property owners within the study area; the second session included residents of existing residential neighborhoods in or adjacent to the Study Area. Appendix 1 provides a summary of these focus group interviews.

### Advisory Committee - 7 Meetings

The Addison City Council appointed a seventeen-member Advisory Committee to review, discuss, and make recommendations for the area. Advisory Committee members and their affiliations are listed in Exhibit 14. The Advisory Committee met seven times. Materials presented to the advisory committee are provided in Appendix 2.

Committee Member	Neighborhood/Organization
Al Cioffi	Towne Lake
Nancy Craig	Addison Timbers HOA President/P & Z member
Susan Halpern	Addison Timbers
Peter Jessiman	Asbury Circle
Judy Lindloff	Towne Lake/HOA President
Steve Loras	Addison Timbers
Sue Milholland	Addison Timbers
Marvin Perez	Towne Lake
Eileen Resnik	Grand Park Place/P & Z Chair/Council Member
Lorrie Semler	Addison Timbers
Austen Spoons	Pecan Square
Ron Whitehead	Midway Meadows/Former City Manager of Addison
Nancy Williams	Midway Meadows
Kathie Wood	Les Lacs
Alex McCutchin	Midway Square
Bill Park	Starbucks / Nate's Seafood
Dan Stansbury	Office in the Park

Exhibit 14: Advisory Committee Membership

## Community Open House - 2 Events

The Town hosted several open house events to seek broad feedback from the community at key points during the vision and strategy development process.

**Community Open House #1** was held on June 10, 2021 at the Addison Athletic Club. The Open House was designed to:

- Explain the planning process for this study
- Share a synopsis of the information and analysis completed about the study area and its opportunities
- Obtain input from the community about the desired future for the study area

Approximately 70 people participated in the Open House.

The workshop began with a presentation about the study process and background information. Keypad polling provided input from all participants through a set of interactive questions on slides.

In addition, eight input stations were created, each focused on a particular aspect of the study area and its future. The stations covered: 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, and 8) Other Issues.

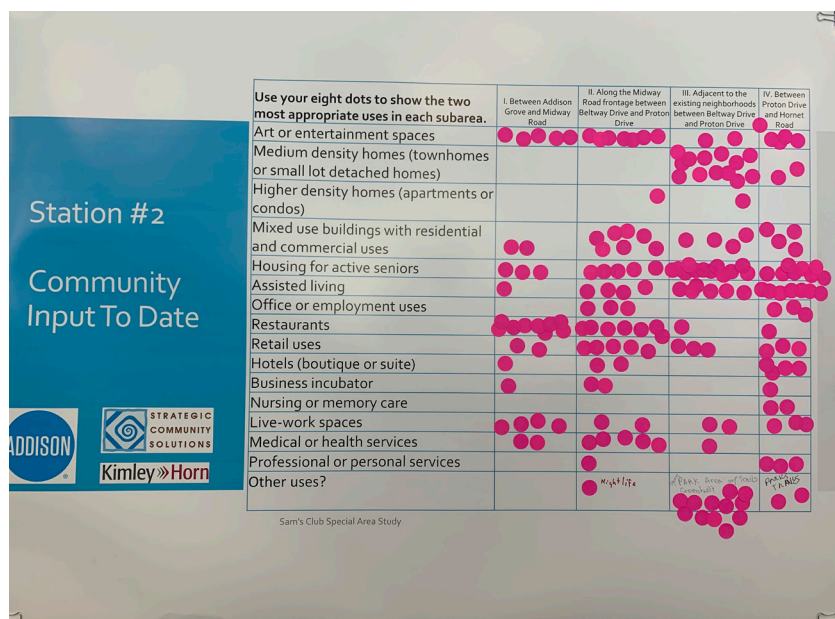


Exhibit 15: Station Exhibit

**Community Open House #2** was held on September 23, 2021 at the Addison Athletic Club. This Open House was designed to:

- Summarize the planning process, analysis, and input to date
- Present preliminary recommendations based on that analysis, input, and Advisory Committee discussion
- Obtain feedback from the community about these preliminary recommendations

Over 80 people participated in the Open House.

After a presentation of the study's preliminary recommendations, keypad polling was used to obtain feedback from participants.

Seven input stations were also used to give participants the opportunity to talk about specific aspects of the recommendations with staff or consultant team members, and to provide more specific feedback on these topics. The stations covered: 1) Introduction, 2) Strategic Direction Overview, 3) Physical Development Framework, 4) Design, Form, and Character Policies, 5) Mobility and Connectivity Policies, 6) Branding, and 7) Other Comments.

### **Online Community Surveys - 2 Surveys**

The first online survey was designed to obtain input on the respondents' perspectives about opportunities for future development of the area, as well as concerns about the current conditions. Multiple choice questions were used to obtain perspectives about appropriate future uses, mobility, open space, and other design options. Open-ended questions provided the opportunity for respondents to share broader visions, concerns, and comments on these and other aspects of the study area. This online survey was opened on May 7, 2021 and was closed at the end of the day on May 30, 2021. There were 177 respondents during that time.

An online survey was also part of the second round of input. Other than two additional questions about participants' backgrounds, the questions asked in the online survey were consistent with the questions used for keypad polling during the companion Community Open House held on September 23, 2021. This online survey was opened on September 24, 2021 and was closed at the end of the day on October 10, 2021. There were 68 respondents during that time.

### **City Council Meetings - 1 Work Session**

Town staff presented the project Advisory Committee's draft recommendations to the City Council during a work session held at the April 26, 2022 City Council meeting.

# ANALYSIS & ENGAGEMENT OUTCOMES

## Key Outcomes

The demographic and market analysis performed for this study addresses anticipated demand for housing, retail, and employment uses in Exhibit 16 below.

Through continued engagement with the community and the Project Advisory Committee, several key themes rose to the forefront. These include:

- The structure of the planning process and the form of process deliverables was a point of frustration early on in the process. The resulting strategic direction was simplified by the project Advisory Committee to maintain flexibility and to empower community leaders to act in the best interests of the Town.
- Neighborhood compatibility is critical to the success of this area, and it should be achieved through the establishment of a residential transition zone, and through careful consideration of adjacent land use and proposed street connections to low volume residential collector streets. Street connectivity should limit cut through traffic, and should instead push traffic to high volume thoroughfares.
- Housing remains a challenging policy issue. This study will help the Town evaluate requests for new housing, but it does not resolve the housing dynamics that our region faces. Proposals for additional housing will need to be carefully considered and should be shaped by a robust public input process.

	<p><b><u>For-Sale Housing</u></b>            Opportunity: Immediate            Products: Cottage            Townhouse            Missing Middle</p>	<p><b><u>Market Considerations</u></b>            -Increases ownership opportunities in Addison            -Buffers existing SFD neighborhoods            -Adds rooftops to support commercial            -Land cost will influence price points</p>
	<p><b><u>Rental Housing</u></b>            Opportunity: Immediate            Products: Market-Rate MF            Active Adult MF            Senior Care</p>	<p><b><u>Market Considerations</u></b>            -Recent MF developments prove viability            -Market-rate communities performing well            -Seniors are fastest growing age group            -Increases options for aging in place</p>
	<p><b><u>Neighborhood-Serving Retail</u></b>            Opportunity: Mid-Term            Product: In-line retailers            Destination            Service office</p>	<p><b><u>Market Considerations</u></b>            -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</p>
	<p><b><u>Office</u></b>            Opportunity: Mid- to Long-Term            Product: Service office            Flexible workspaces            Medical</p>	<p><b><u>Market Considerations</u></b>            -Continued recovery from pandemic            -Higher vacancy rates; excess space absorbed            -Smaller-scale neighborhood-services            -Medical office integrated in a master plan</p>

Exhibit 16: Market Forecast

# STRATEGIC DIRECTION

## Advisory Committee Intent

The Special Area Study Advisory Committee worked for many months to shape a recommended vision and development policy that Town leadership can use to evaluate future development proposals and to prioritize infrastructure and amenity investments for this area. It is the committee’s strong desire that Council set policy direction that preserves the integrity, privacy, and safety of the nearby residential neighborhoods and encourages compatible land uses in the area. Due to the long-term nature of the proposed vision and the unique conditions that each property within the study may present as it develops/redevelops, Town leadership may be required to balance competing goals. When competing goals/priorities are being considered, it is the intent of this committee that Town leadership’s priority be to preserve the integrity of the existing residential neighborhoods.

## Overview

The Strategic Direction for this Study communicates the Town’s vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles**, **policies**, and **illustrative graphics** tailored to achieve the **overall objectives** provided below. Town leadership will utilize this framework to promote the highest quality reinvestment that also respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

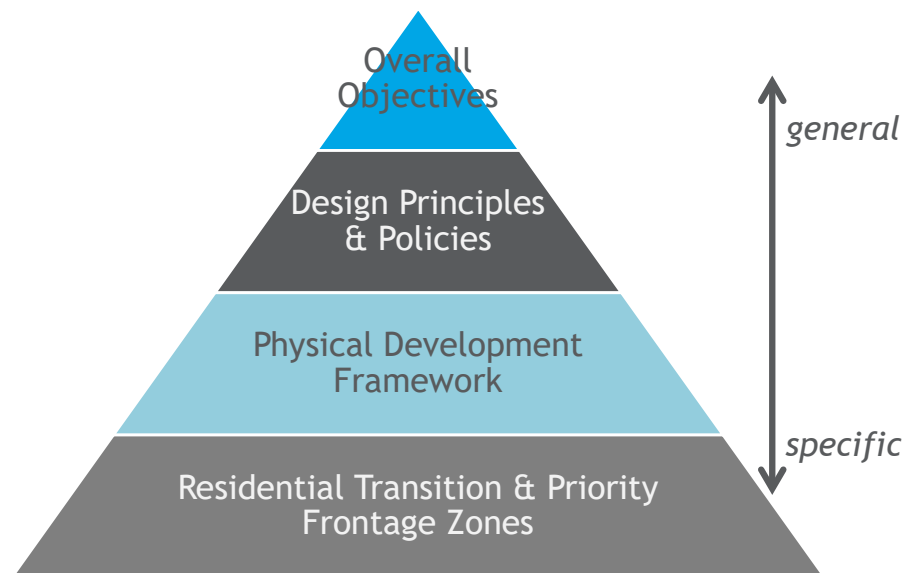


Exhibit 17: Strategy Hierarchy

## Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.



## Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment, or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area.

### Design Principles

These principles shape a design concept that achieves the overall objectives through future reinvestment in this area:

1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.
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. Maximize **flexibility** for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. Accommodate **lifecycle housing options** for a broad range of household types and leverage any investment in housing to serve as a catalyst for broader reinvestment in the Study Area.

## Form and Character Policies

### Development Form, Land Use, and Housing Mix

1. Redevelopment areas should be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces should serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use development pattern that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area should be carefully considered in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, Missing Middle Housing Types such as small lot detached homes, duplexes, townhomes, cottage courts, triplexes, fourplexes, and live/work units should be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility must be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.



## Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the intent of this study.
2. The western edge of the Study Area should serve as a residential transition zone to protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor should be established at this boundary as a buffer, in accordance with the [Residential Transition Zone Exhibit](#). As redevelopment occurs, a multi-use trail should be constructed in accordance with the recommendations of this Study and the Town's Trail Master Plan, and new development should positively engage and be located outside of the transition zone.
3. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer. Where tree health is degraded, replacement of existing canopy should be accommodated with new development, where feasible.



## Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas should be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails should be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Road should support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road Priority Frontage Zone.
4. To maintain compatible conditions with nearby residential neighborhoods in the Beltway Drive corridor, new vehicular connections shall not be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.

*Note: A consensus of the committee felt strongly, in keeping with a previous Council decision related to limiting the connection between the Addison Grove development and Beltway Drive for only Public Safety purposes, that the Council should memorialize a policy statement that limits the ability to connect the Addison Grove development to Beltway Drive. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy, and safety of the nearby residential neighborhoods.*

5. Vehicular connectivity between the parcels south of Beltway should be required where such connections are beneficial to the overall design of the area. When new street connections are introduced, the block patterns should be designed to limit cut-through traffic. Vehicle connections to Proton Drive, crossing the Redding Trail corridor, and new vehicle connections to Hornet Road should be avoided.

## Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding Trail.
4. “Trail-oriented” development should be facilitated by providing connectivity between and focusing building frontages towards the Residential Transition Zone and the Midway Road multiuse trails.



## Placemaking

1. Flexible treatment of development form and function at the Priority Frontage Zone (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.
2. Ground floor uses should be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
3. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the Priority Frontage Zone and at other frontages where the condition is market supported. “Retail Ready” treatments are not preferred.
4. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
5. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
6. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.

## **Physical Development Framework Map**

The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.

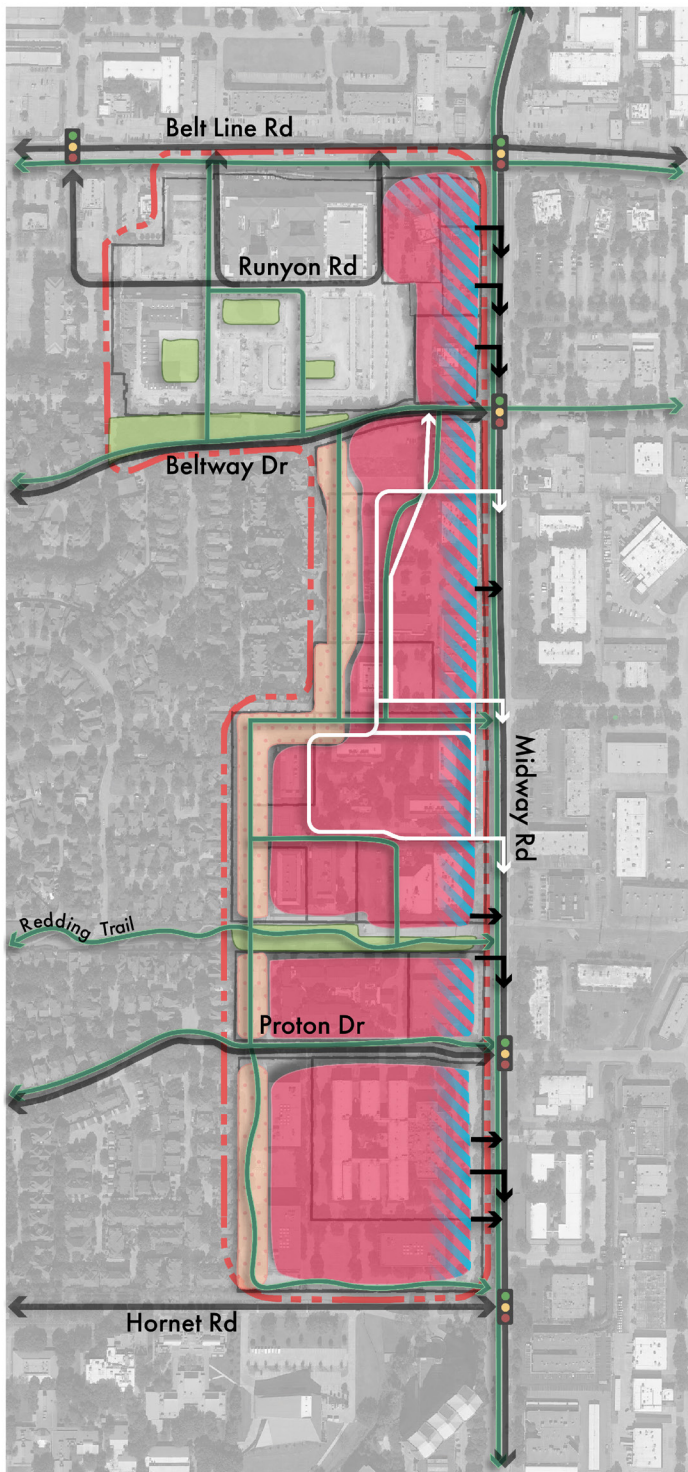
## **Framework Map Components – Mix of Uses**

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces.

The envisioned Mix of Uses includes:

- Employment and Service Uses
- Restaurant and Retail Uses
- Missing Middle Housing
- Multiunit Housing
- Social Amenities

## Framework Map



## Physical Development Framework

### Legend

#### Placetypes

- Mix of Uses
- Residential Transition Zone
- Priority Frontage Zone
- Existing/Planned Open Space

#### Trails

- Trail Connections

#### Base Map Information

- Existing Roads
- New Vehicle Connections
- Driveway Cuts (Post Midway Construction)
- Traffic Signals
- Study Area Boundary



*Note: Depicted “new vehicle connections” are illustrative in nature. Final street layout will depend on the nature of individual redevelopment plans. Limitations on through traffic must be accommodated in all development proposals.*

# Employment and Service Uses

## Building Form and Orientation



Employment and service uses can be accommodated in single- or multi-tenant buildings providing work-space for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.



### Streetscape

Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios.

### Parking

Parking structure, on-street parking, slip lanes, ride share, surface parking lots.

# Restaurant and Retail Uses

## *Building Form and Orientation*



Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.



### *Streetscape*

Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes.

### *Parking*

Surface lots, slip lanes, valet and ride share, shared parking structure.



# Missing Middle Housing

## *Building Form and Orientation*



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single-family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.



### *Streetscape*

Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees.

### *Parking*

Individual garages, on-street visitor parking, common surface parking.

# Multiunit Housing

## Building Form and Orientation



Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.



### Streetscape

Buildings with patios/ small courtyards at the street, wide sidewalks, street trees.

### Parking

Parking structure, on-street, slip lanes, Individual garages.

# Social Amenities

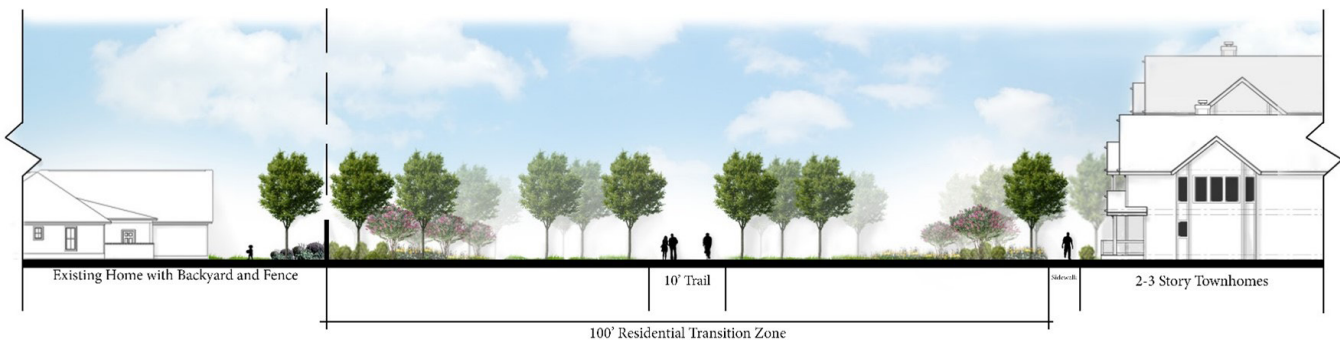
## *Form and Orientation*



## Framework Map Components – Residential Transition Zone

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements.

Where these rezoning requests are made, the Town should seek to establish a Residential Transition Zone at the western edge of the study area.



## Design Principles

These principles shape a design concept that achieves the overall objectives through future reinvestment in this area:

1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or acquired by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.
6. New development adjacent to the Residential Transition Zone should orient toward and activate that area, creating a sense of safety and comfort for pedestrians throughout the day and early evening. Building scale and design in this area should be compatible with neighborhoods adjacent to the Study Area.

## Framework Map Components – Priority Frontage Zone

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as those frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this Priority Frontage Zone, the following elements should be carefully considered in the design of these sites:

1. Buildings should front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings should be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head-in or angled parking should be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access should be provided for building services and deliveries, and buildings should be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections should be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.



# IMPLEMENTATION

## Overview

Creation of the places envisioned by this study will require investment and involvement over a 30-year or similar time frame. The study cannot specify all actions that will be taken during that time that affect the area's character. It can, however, identify the major partners in this implementation and the general role each will play.

## Implementation Partners

First and foremost, the individuals and companies who own the property in the Study Area will play the essential role in deciding whether or when to change the uses and structures that exist here today. Their decisions and investments will be shaped by the market opportunities they see and their own priorities and choices.

The Town of Addison plays two important roles in implementing this study - as an investor and as a regulator. It maintains the public infrastructure in the study area and the infrastructure that connects this area to the rest of Addison and the region. As the Town makes investments in parks, trails, streets, facilities, public art, or other capital projects, this study should guide decisions about the location, scale, and character of these investments. The study should also provide guidance for Town programs and operations that support the desired character of the area.

The Town's second role is that of a regulatory decision-maker. Most - if not all - future private development in the Study Area will require zoning or development approvals by the Town. This study should provide guidance to Town staff, Boards and Commissions, and City Council that they should use in evaluating individual rezoning proposals. The study should also guide action on other development approvals, such as subdivisions or site plans, and on any decisions related to special districts or financial incentives.

Other public entities may also help implement this plan. Investments by Dallas County, the State of Texas, or other public entities can help fund the improvements envisioned in this study.

Community and non-profit organizations may provide support for particular aspects of the study's implementation. The Addison Arbor Foundation may assist in carrying out recommendations about open space and public art. Neighborhood organizations in the neighborhoods that exist today and the new communities that will be created in the study area are important to implementation of this study because they can remain engaged in public decision-making processes over time. In addition, some programs and initiatives are best implemented through volunteer efforts, and neighborhood groups can create and manage these efforts.

## **Timeline and Next Steps**

This study's recommendations should be considered by the Addison Planning and Zoning Commission, which will make its own recommendations to the City Council after hearing public input and deliberating on the appropriate direction for the area. The Addison City Council will consider the Planning and Zoning Commission's recommendations as well as this report and public input during its deliberations. It may choose to adopt the report's recommendations as stated, adopt them with modifications or take some other action.

After the study's adoption, Town staff, Planning & Zoning Commission, and City Council will use these recommendations to make decisions on future private development and public investment in the area. Implementation of the study may take many years, so the Town should be prepared to evaluate progress periodically and to update the adopted study when changes in the market or the community make such an update warranted.

## **Maintaining the Study**

To ensure that this study is a living document that maintains its relevancy as time passes, the Town's Planning and Zoning Commission will review study implementation progress annually as a component of their annual report to the City Council. This process will account for any change that occurs in the study area as well as recommendations for any needed updates to the study to best address future opportunities and challenges.

## **Appendices**

Documents created throughout the planning process are provided for review in the report appendices. These documents are provided as they were presented during this process reflecting a snapshot in time that has not been modified to reflect current conditions.

The report appendices document includes the following components:

- Appendix 1 - Stakeholder Interviews
- Appendix 2 - Advisory Committee Meeting Materials
- Appendix 3 - Community Open House Materials
- Appendix 4 - Online Survey Results
- Appendix 5 - Site & Market Analysis

These documents can be viewed at the Midway South Special Area Study project webpage.



**MIDWAY SOUTH  
SPECIAL AREA STUDY**