



ADDISON®

**ADDISON CIRCLE
SPECIAL AREA
STUDY**

DECEMBER 17, 2018

Kimley»Horn



ACKNOWLEDGEMENTS

Addison City Council

Joe Chow, *Mayor*

Paul Walden, *Mayor Pro Tempore*

Tom Braun, *Deputy Mayor Pro Tempore*

Ivan Hughes, *Council Member*

Guillermo Quintanilla, *Council Member*

Lori Ward, *Council Member*

Marlin Willesen, *Council Member*

Special Project Committee

Alan Wood

Andrew Long

Chris DeFrancisco

Jeffrey Pearson

Jimmy Homan

Judy Lembke

Juli Branson

Liz Oliphant

Margie Gunther

Michael Hope

Phyllis Silver

Taylor Bowen

Jack Wierzenski, *Dallas Area Rapid Transit*

Key City Staff

Wesley Pierson

City Manager

Lisa Pyles

Director of Infrastructure and Development Services

Charles Goff

Assistant Director of Development Services and Planning

Consultant Team

Kimley-Horn

Drew Brawner, AICP

Mark Bowers, AICP

Farzine Hakimi

Danny Khalil

Strategic Community Solutions

Karen Walz, FAICP

Ricker Cunningham

Bill Cunningham

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EXECUTIVE SUMMARY

What is the Addison Circle Special Area Study?

A number of focus areas were identified through analysis as part of Addison’s 2013 Comprehensive Plan which warranted more in depth analysis and visioning. This included an area of undeveloped and underdeveloped properties near Addison Circle and the future Cotton Belt rail station. This special area study is a document that establishes a desired vision or goal for these areas. It responds to unique challenges and opportunities that exist in the study area, and allows for a greater level of focus than is possible at the Town-wide level. The resulting plan serves to guide Town programs, regulations, and other implementation strategies that will allow the community’s goals and vision to come to fruition.

Planning Process

The study began in December 2017 with a project kickoff and tour with Town staff. The planning team completed an up-front phase of data collection, existing conditions analysis, and interviews with key stakeholders to provide a background of the existing opportunities and issues related to the study area. Input from local residents, property owners, and other stakeholders was critical throughout the process, and the study utilized a Special Project Committee appointed by City Council to provide direction, guidance, and feedback during the area plan development process. This committee was tasked with reviewing and commenting on materials developed during the planning process to assist in aligning them with the community’s desired vision. Additionally, two community workshops offered all local residents and interested attendees the opportunity to weigh in on the direction of the study.

Preferred Development Plan Summary

The Addison Circle Special Area Study addresses two individual study areas: **Addison Central**, located along the future Cotton Belt Rail line, north of Arapaho Road, and **Addison Circle West**, located along the western edge of the existing developed Addison Circle district, east of Addison Road and south of Airport Parkway. The following Vision Statement summarizes the preferred direction for the both of these study area sites:

These special study sites contribute to Addison’s future by making Addison a major destination on the Cotton Belt, enhancing Addison Circle’s reputation as a desirable place to live, work and play, and strengthening the Town’s tax base.

This study and preferred development plan for each study area addresses strategic direction, development form, uses and character, economic impacts, open space, and circulation. The preferred development plan for each area is a guide for future development and describes the preferred mix of uses and development character. The following table summarizes the anticipated type and quantity of the land uses as an outcome of each area’s preferred development direction. This development plan summary is for planning purposes and does not indicate fixed development requirements.

		Addison Central	Addison Circle West
Land Use Character		<ul style="list-style-type: none"> Distinctive and appealing regional destination that activates the area around the future Cotton Belt Station Multi-story office, retail, and urban residential, with park and plaza space 	<ul style="list-style-type: none"> Extend the Addison Circle neighborhood character to Addison Road Urban residential, retail-ready space, and boutique hotel
Residential (units)	Townhomes/ Condominiums	134	50
	Apartments	224	330
Nonresidential	Retail (sq ft)	92,700	15,300
	Office (sq ft)	700,400	-
	Hotel (rooms)	-	208

District Strategic Direction Summary

Addison Central

- Maximize the benefits of the new DART Cotton Belt Station to Addison and create a destination with opportunities for appropriate and successful new development on some of the last remaining undeveloped land in Addison.
- The uses and activities at the Cotton Belt Station must make this a distinctive and appealing regional destination.
- Between the Cotton Belt Station and Addison Circle Park, new development should be designed so that these two appealing amenities contribute to residential or business locations unlike anything else in the region.
- The parks and plazas of Addison Circle should extend into the Central area as interconnected 'fingers of green'.
- Development intensity in these areas should respect the Airport noise and safety constraints while delivering the economic and fiscal returns needed for the Town's long term fiscal health.
- Multi-story development is appropriate east of Quorum, but the Town should provide market flexibility for property owners by considering either residential or non-residential uses in these areas.
- Development along the Dallas North Tollway should continue the existing pattern of high-rise office development.
- In residential developments, ownership units are preferred over rental units.
- Underground parking, is preferred where feasible between the rail station and Addison Circle Park, to maximize the pedestrian experience.
- Promote Addison as a place for innovation.
- Build upon the success of existing community events and district's reputation as a social gathering place.

Addison Circle West

- Extend the character of the Addison Circle neighborhood to Addison Road.
- Residential uses along Addison Road should be of a more urban scale and design (compared to the townhomes in Addison Circle itself) because of the traffic along Addison Road, noise from the road and the Airport, and proximity to the Airport.
- The high-quality design and amenities of Addison Circle's existing residences should be included in these new residential developments as well.
- Immediately adjacent to the Addison Conference Centre, new uses that support tourism, conferences and events are an appropriate extension of Addison Circle's character and activities.
- At the intersection of Addison Road and Airport Parkway, some neighborhood-serving non-residential uses may be appropriate, continuing Addison Circle's mixed-use character. The buildings at this intersection should be designed to be flexible so that the ground floor is 'retail ready' – that is, it should be able to accommodate retail uses when those are supported by the market in the area.

CHAPTER 1: INTRODUCTION

Study Background

The 2013 Town of Addison Comprehensive Plan identified several key areas that warranted further analysis as part of its review of the land use and existing conditions for redevelopment in the Town. The Addison Circle Special Area Study was commissioned in late 2017 in fulfillment of this directive, examining two key, developable groups of parcels around the Addison Circle district: 29 acres north of Arapaho Road, south of Festival Way and McEntire Place, east of Addison Road, and west of the North Dallas Tollway; and 8.2 acres north of Morris Avenue and south of Airport Parkway, bordering Addison Road to the east. In total, the study areas encompass 37 parcels with a mix of 17 different public and private property owners. The future Cotton Belt commuter rail alignment will run through, and include a station in, the Addison Circle area. This was a major consideration in the drafting of this study. Other considerations included meeting the needs of the existing and growing resident community near Addison Circle, increasing opportunities for homeownership, and capitalizing on the Town's unique assets, such as its airport, transit center, Conference and Theatre Centre, restaurants, and the hub of business activity along the Dallas North Tollway.

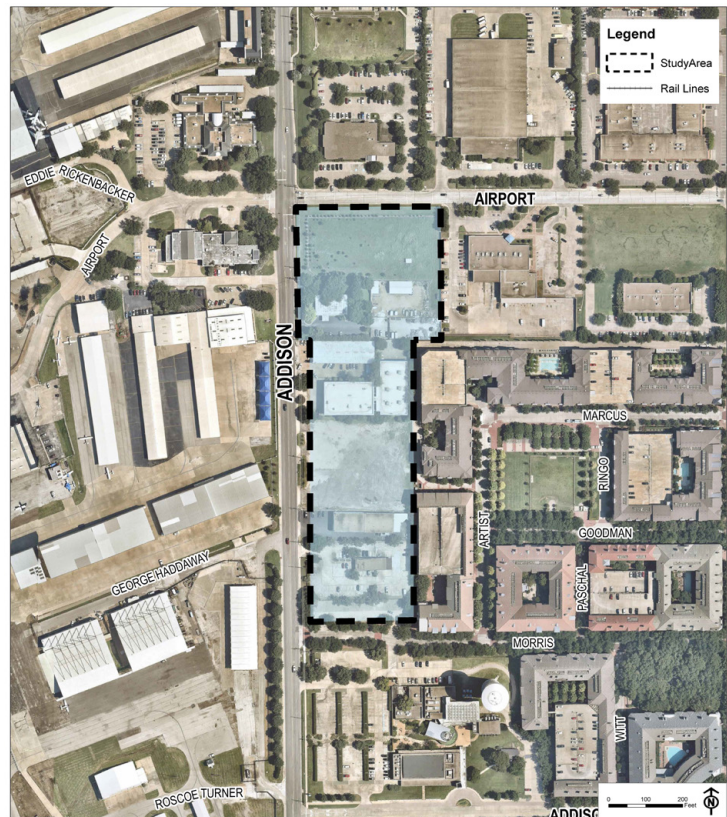
Study Area Description

The Town of Addison is located in northern Dallas County, about twelve miles north of Downtown Dallas. The two study areas are located in the greater Addison Circle area, a mixed-use area with a large urban residential component that stands in contrast to other traditional single-family neighborhoods, office, and retail districts that exist in other parts of town.

Addison Circle West

The first study area includes 9 parcels, with 6 different property owners, to the east of Addison Road, north of Morris Avenue, and south of Airport Parkway. Public and committee input was gathered on a potential name or brand for this study area site, and for the purpose of this report is referred to as **Addison Circle West**. This area is illustrated in the map to the right.

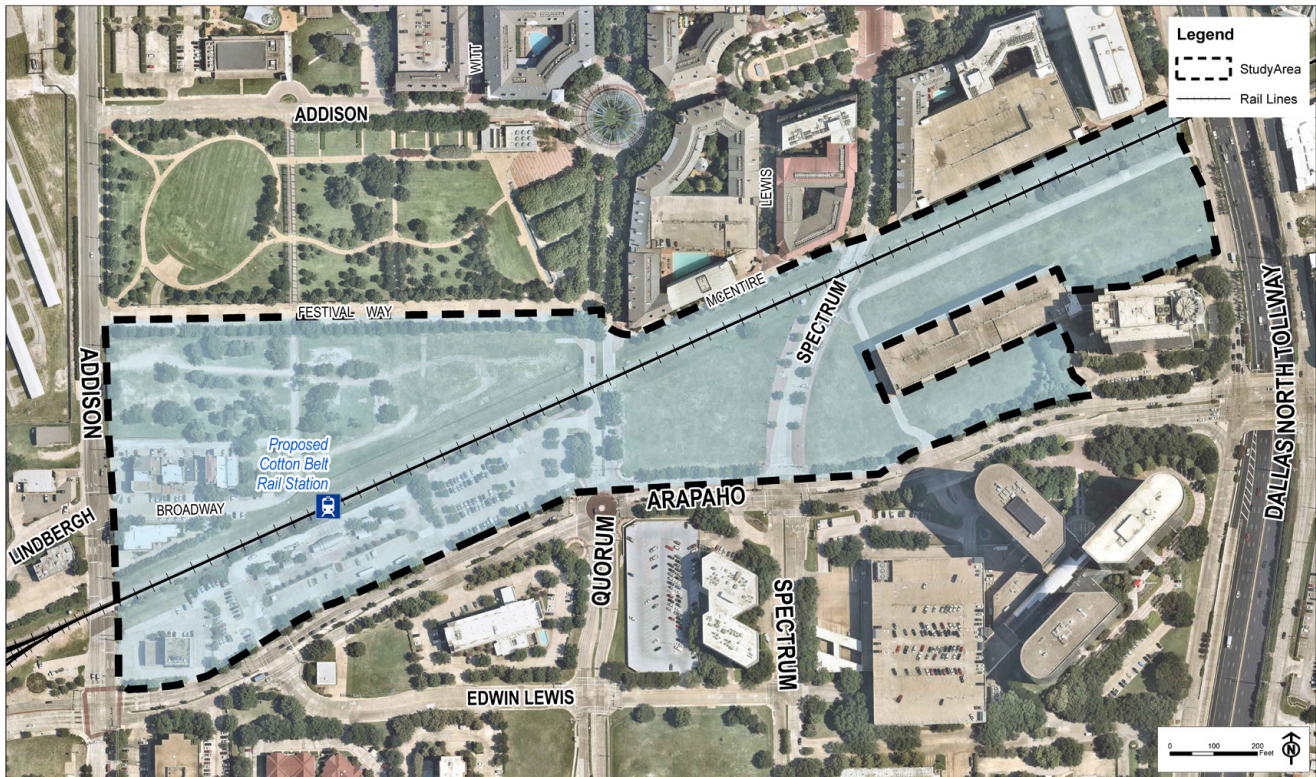
Addison Circle West is composed of a series of underutilized commercial spaces and vacant lots that border the western edge of Addison Circle's urban residential development and Addison Airport to its west. This portion of the study area lacks connectivity to the rest of Addison Circle, and therefore attracts less pedestrian traffic than areas nearer to the Circle. Still, as the Town of Addison looks to redevelop vacant and underutilized space, this area has emerged as an opportune location to capitalize on the economic potential of the area with increased commercial or residential activity.



Addison Circle West Study Area

Addison Central

The second study area consists of 29 parcels, with 12 different property owners, along the future Dallas Area Rapid Transit (DART) Cotton Belt rail alignment between Dallas Parkway and Addison Road. Approximately 71% of the property within this study area is publicly owned, either by the Town of Addison or DART. Public and committee input was gathered on a potential name or brand for this study area site, and for the purpose of this report is referred to as **Addison Central**. This area is adjacent to, but does not include, the Millennium Tower development on the corner of Arapaho Road and Dallas Parkway. The following map provides an illustration of the area:



Addison Central Study Area

Addison Central is bisected by the existing DART rail line, just north of two of the Town's major east-west corridors: Beltline Road and Arapaho Road. Quorum Drive serves as a central north-south corridor through Addison Circle for both vehicles and pedestrians, and is a major consideration factor in this area. The greater potential for increased transit ridership and pedestrian traffic in this area provides significant opportunities for economic development, such as the recruitment of unique retailers, restaurants, small entertainment venues, and office tenants, as well as satisfying increased demand for transit-adjacent residential options. The Cotton Belt rail alignment, and the future rail station located at the existing DART Addison Transit Center, will provide many opportunities for commercial development and redevelopment in this area.

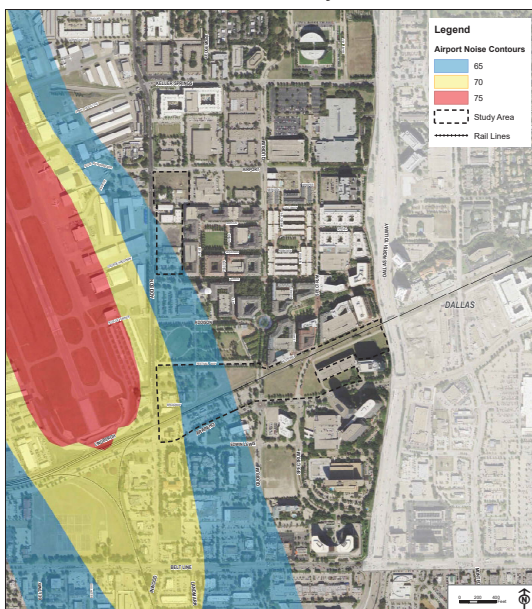
Opportunities and Constraints Overview

Many development opportunities exist within the study areas, bounded by the realities of physical and economic constraints. The following sections discuss both of these topics, with supplemental material available in Appendix I of this report.

Physical

Several development opportunities exist in these study areas, primarily with the land nearest to the rail corridor that the DART Cotton Belt service will eventually utilize. The future Cotton Belt alignment was one of the defining physical opportunities in the Addison Central site. In addition to this, parcel ownership in both study areas—but particularly Addison Central—lends itself to visionary transit-oriented development opportunities, due to publicly owned land that has been reserved for future development to capitalize on rail transit service. The two public entities that own land in these study areas are the Town of Addison and DART, the latter of which owns and operates the Addison Transit Center.

Physical constraints have also been considered that guide the allowed heights and uses in parts of each study area. Noise contours from nearby Addison Airport and the existing airport activity that accompany it were taken into consideration for the southern and western parts of Addison Circle West and Addison Central, respectively. Areas within the restrictive noise contours should be reserved for non-residential uses, as the noise produced by air traffic is considered a nuisance to residents, or appropriate noise mitigation design techniques should be utilized during construction to reduce the adverse impacts of aircraft noise. Similarly, height restrictions for approaching air traffic requires transitional building heights for development nearest to Addison Road. Existing community assets near the study areas were also considered, including the parks and civic uses. These spaces provide significant opportunities to create unique connections to future development, but land use and site layout recommendations should be sensitive to the community's desire to maintain views, character, and walkability.



Addison Circle Area Physical Opportunities and Constraints (Airport Noise Contours, Parks, and Public Features)

Market

An analysis of current and future market trends for various land uses was completed to provide both a baseline for the planning process and a roadmap for identifying future opportunities. The purpose of the market context analysis was to:

- Assess current and future market conditions in the DFW Metroplex in general, and the trade surrounding the Study Area, in particular;
- Evaluate the Study Area's current and future attractiveness for various land use types within the DFW Metroplex;
- Ensure planning and investment decisions for the Town are grounded in market and economic reality; and
- Provide an independent, third-party story to tell potential developer and investor audiences.

The market analysis summarized herein focused on identifying market opportunities within project trade areas representative of various land uses. A trade area is the area from which a project(s) or area will draw the majority of its residents (housing), patrons (retail) and employees (office)—the area that will likely be a source of competition and demand. The boundaries of the trade area are often irregular as they are influenced by the following conditions:

- Physical Barriers
- Location of Possible Competition
- Proximity to Population and/or Employment Concentrations
- Zoning
- Market Factors
- Drive Times, Spending and Commuting Patterns

The trade area estimated for the Study Area was based on a 10- to 15-minute drive from Addison Circle. The demographics and psychographics (i.e., lifestyle attributes) of residents and employees of this Trade Area are characterized by the following:

- High percentage of nonfamily, one- and two-person and renter households
- High median household incomes, especially considering the smaller household size
- Younger, highly educated age cohorts
- Moderate, but growing level of ethnic diversity
- Psychographics dominated by young, well-educated, mobile residents and employees who are entering their wealth-building years

These characteristics represent a sizable “pool” of potential urban housing residents, with nearly one half in ESRI's Principal Urban Center and Urban Periphery Urbanization Groups. A more typical suburban community would have closer to 25% of households in these two groups. These households would support both higher-density rental and ownership housing products at market price points and above.

In addition to these younger age cohorts, the trade area contains a higher than average population aged 65 and over – potential empty nesters looking to downsize from larger single-family homes. This demographic segment is providing additional market support for lower maintenance, higher density urban housing products, both rental and ownership.

Based on anticipated Trade Area household growth over the next 10 years, there will be significant support for new residential units, particularly those which are alternative products to single family detached homes. These higher-

density products include both ownership and rental housing. Townhomes, rowhouses, paired homes (duplexes), and condominiums are examples of ownership products, while rental products can include apartments, flats or lofts. Live-work units are a unique blend of housing and employment and are often accommodated in a townhouse-like building. Residential use flexibility can also be provided to offer senior living options, while also maintaining the urban building form appropriate in a transit-oriented area. Urban senior living developments are a growing residential trend, as more seniors are looking to live in mixed-use communities with access to a variety of amenities and services, and integrated with residents of all ages.

The retail market in Addison and the surrounding Trade Area is more challenging. While the retail submarket within which Addison competes (Near North Dallas) continues to show low overall vacancy rates (5%), there is still surplus space in some categories, particularly the foodservice and drinking places sector. There are existing gaps in spending for some retail categories (grocery, health and personal care, and sporting goods, books and hobbies) and steady future household and employment growth and Addison's sizable daytime population should generate opportunities for new retail/service space. The Cotton Belt gives the Study Area the opportunity to "create" a retail and entertainment market opportunity, rather than "react" to the existing market. It provides the Study Area with regional access and a level of potential tourist/visitor traffic that couldn't otherwise be generated. This site has the potential to differentiate itself from current retail development in the area and attract unique, destination-oriented retailers and services – and in addition to retail, entertainment-oriented uses and major office tenants – that would attract not only those within the local area, but also draw from a more regional level trade area.

While office vacancy rates in the Addison trade area and the surrounding DFW Metroplex hover around 20%, there is still a robust level of new construction (5.5 million square feet currently under construction). Addison's employment base, and a majority of the Trade Area's, is dominated by service industries such as finance, insurance, real estate and professional and business support. Educational and healthcare services also represent a significant share of Trade Area employment. Over the next 10 years, these industries are anticipated to be among the fastest growing in Dallas County, generating demand for new office space in the DNT Corridor.

In summary, the Addison Circle Study Area provides a unique infill development opportunity supported by attractive demographics, strong job growth, and a potential regional tourist/visitor market. As an infill opportunity, it will require both a unique draw to differentiate it from an established market and a higher level of development density to offset higher land and site development costs.

More detailed estimates of market supply and demand are provided in Appendix IV.

Planning Process and Community Input Overview

From the inception of this study, a major focus was providing sufficient opportunities for public input from those who were interested in providing their thoughts, comments, and feedback to the planning team and Town staff.

Stakeholder Interviews

In February of 2018, at the beginning of the study process, the planning team conducted a series of stakeholder interviews with a variety of homeowner's association representatives, property owners and members of the local business community. These interviews were designed to understand the stakeholders' objectives and expectations in terms of future use of the property. Questions covered a range of topics including investment interests, preferred future uses and activities, ways to take advantage of the future rail station, and improving connections between the existing Addison Circle area and future development.

Special Project Committee Meetings

The Special Project Committee was appointed by the Addison City Council. It served as the main, community-based

advisory group during the planning process. Four meetings were held in the winter, spring, and summer of 2018 to gain insight into the visions of stakeholders for the area, discuss information and gather feedback on the plan's direction as the plan unfolded. These meetings offered the committee opportunities to discuss their ideas and concerns about future development of the study area, weigh in on existing site conditions, development opportunities, proposed site development alternatives, and the final preferred development scenario for each study area site.

Community Workshops

Two community workshops, one held in March and another in May of 2018, encouraged residents, property owners, area employees, residents, and other interested individuals to get involved in the planning process.

At the first workshop, the consultant team shared background on the study, the results of research on existing conditions and key findings for each site, and potential development concepts. Community members and stakeholders were able to review materials at stations organized by topic and provide written input. Based on public input from the first workshop and direction from the Special Project Committee, two development plan alternatives were developed for each site. The second workshop presented attendees with these alternatives, as well as a draft vision and set of guiding principles for the study area. Individual stations presented additional analysis information including implications related to adjacent land uses, parks and environmental character, mobility (trip generation and walkability), and market-related factors. Both workshops included the opportunity for participants to review information at topical stations and provide feedback and further ideas on these topics. Electronic polling was also used in both workshops to gain a sense of the perspectives of the participant group as a whole. Both events exhibited strong attendance, and provided valuable commentary on the direction of the plan. Feedback received at this workshop guided the development of the final preferred development plans.



Community Workshop #1

A summary of the community input received at each of the workshops is provided in the report Appendix III.

Transit-Oriented Development (TOD) Tour

In July of 2018 the planning team, members of the Special Project Committee, and members of the City Council and Planning & Zoning Commission toured the Cityline/Bush, Galatyn, Mockingbird, and Downtown Garland DART stations. Invited speakers, including former DART Executive Vice-President and CFO David Leininger and representatives from the Cities of Richardson and Garland gave presentations about each station-oriented development and offered attendees time to walk around and explore.



CityLine Station Area Development

CHAPTER 2: STRATEGIC DIRECTION FOR THE STUDY AREA

The strategic direction explains what the desired outcome of this project is and how individual decisions and specific investments should be made to achieve this result. The Vision Statement and Guiding Principles establish the plan's strategic direction at two different levels of detail, providing clarity and articulating the intent of this project and its aims.

Vision Statement

The **Vision Statement** describes the area's future desired by the Addison community. It is an aspirational statement. It is not intended to describe the current situation; instead, it is designed to create an inspiring image of the future that participants seek to achieve. A Vision Statement should:

- Describe where the community wants to go (i.e., the result, not the process to get there)
- Be succinct and memorable
- Not contain a laundry list of ideas about individual topics

The Vision Statement for the Addison Circle Special Study Area is:

These special study sites contribute to Addison's future by making Addison a major destination on the Cotton Belt, enhancing Addison Circle's reputation as a desirable place to live, work and play, and strengthening the Town's tax base.

Guiding Principles

Guiding Principles provide overall guidance for future development of the area. They explain the most important general principles that should be followed to achieve the Vision. These Guiding Principles shape the more detailed concepts and recommendations on matters of policy, design, land use, infrastructure, development, and other topics of importance to the community. The guiding principles for the Addison Circle Special Area Study are as follows:

- 1. Desired Character.** The places to be created by development in Addison Circle West and Addison Central should continue the look and feel that exist in Addison Circle today, including similarly scaled development, mix of uses, high quality of design and attractive open spaces and sidewalks.
- 2. Relationship to Addison Circle.** New development, along with its roads, paths, public spaces and other infrastructure, should connect seamlessly to the existing Addison Circle neighborhood.
- 3. Relationship to Addison Airport.** The Addison Airport is a vital economic asset for the Town of Addison. New development should generally be consistent with the restrictions resulting from the airport's safety and noise contours. Future uses should support the success of aviation and aviation-related activities at the Airport. Development uses and intensities near the Airport must be compatible with Airport operations.
- 4. Relationship to the Addison Cotton Belt Station.** The future land uses, development pattern and intensity in the Addison Central area should create a successful Transit-Oriented Development (TOD) area. A successful TOD area includes market-supported uses that benefit from a location near transit, property values that increase tax revenues to the Town and activities that generate strong levels of ridership for the DART system.
- 5. Economic Development.** Development in the Special Study Area should diversify Addison's residential and non-residential products and its employment base. Development should generate sufficient tax revenues to

contribute resources to the Town's General Fund.

6. **Tourism.** Addison Circle has become known for its entertainment events, and the Town should continue to support events within existing public areas and as part of future development that make both Addison Circle and the Town of Addison a regional entertainment destination for locals and visitors.
7. **Open Space Design.** Public and private open spaces within the Special Study Area should continue the Town of Addison's tradition of designing unique parks, plazas and open spaces that create destinations for individuals, small groups and large events or festivals.
8. **Public Art.** As in Addison Circle, public art should be incorporated in the Special Study Area's development to create distinctive landmarks, gateways and destinations. Special public art installations at the Cotton Belt Station should convey the character of the Town of Addison to rail system users.
9. **Gateways and Connectivity.** Development at the Cotton Belt Station should create an inviting gateway to this Special Study Area, Addison Circle, Belt Line Road and the larger Addison community. This gateway should connect to these destinations in ways that are appealing and understandable to people who are walking, biking, driving or using other transportation modes.
10. **Mobility for People.** Addison Central and Addison Circle West are intended to be places that focus on people before cars. Mobility plans for the area should emphasize walking and biking. Trolleys, shared use vehicles and other travel modes should be readily available and should reduce the need for automobile travel between locations in the Special Study Area. These networks should support the use of DART by area residents and visitors for travel to destinations outside this area.
11. **Automobile Use.** The roadway network should facilitate trips by auto into and out of the Special Study Area. Within the Special Study Area, other transportation modes should take priority. Sufficient parking for vehicles should be included, but it should be located and designed so it does not dominate the character of the area.
12. **Environment & Sustainability.** The design of public and private developments and infrastructure in the Special Study Area should reduce the use of energy, water and other non-renewable resources. It should increase the long-term sustainability of these developments and of the Addison community.
13. **Town Involvement & Investment.** The Town of Addison should continue its involvement in the design and development of the Special Study Area to ensure that future development creates the greatest benefit for the Addison community. The Town's past and future investments in the Special Study Area should generate tax revenues and create places that achieve the Town's vision for this area.

Transit-Oriented Development (TOD) Best Practices

Due to its central location in the Dallas-Fort Worth Metroplex and adjacency to the Addison Transit Center, the Addison Circle development pattern is inherently linked to transit and the transportation infrastructure of this part of the region. Transit-Oriented Development (TOD) practices are those that orient real estate development around the transit system, rather than the other way around. TOD focuses on the creation of mixed-use activity centers along transit corridors, such as rail stations or other major transit facilities. The following TOD-based best practices have been identified as relevant guiding considerations for the Addison Circle special study area and its districts. These practices are general principles for successful transit areas, but should not be considered requirements that limit the creativity of new development around the Addison Circle station area.

Transit-oriented development should:

1. Be a regional node with a mixture of uses in close proximity (office, residential, retail, or civic)

2. Encourage a high density of uses within a 10-minute (or 1/2 mile) pedestrian travel distance surrounding train station to create a walkable district accessible to both local residents and transit users
3. Promote walkable design of development sites and adjacent streets with pedestrians as the highest priority, and with routes that are short, continuous, and direct
4. Ensure good urban design that creates an interesting public realm through architecture and streetscape enhancements, creates a relationship between ground level uses and the sidewalk, and creates a high-quality pedestrian realm with adequate lighting, shade, and signage
5. Create a gateway to the community and surrounding uses with memorable landmarks, sightlines and views to guide pedestrians to destinations, and public plazas or open spaces near the transit station to emphasize the station area as a public gathering space
6. Have a supporting transit system to increase access beyond the TOD area, including bus, circulator, or streetcar service
7. Accommodate vehicle access with convenient parking and drop-off zones, but parking areas should be reduced and managed within pedestrian-oriented areas
8. Discourage non-transit supportive uses – those that consume large areas of land, generate little or no ridership, and are dependent on vehicles for goods and services



Transit-Oriented Development Examples (Downtown Plano, TX and Fruitvale Village, Oakland, CA)

Addison Circle West

District Strategic Direction

The Strategic Direction for Addison Circle West focuses on a simple but important primary concept: **extend the character of the Addison Circle neighborhood to Addison Road**. This strategic direction includes four additional concepts that add detail to this direction:

- Residential uses along Addison Road should be of a more urban scale and design (compared to the townhomes in Addison Circle itself) because of the traffic along Addison Road, noise from the road and the Airport, and proximity to the Airport.
- The high-quality design and amenities of Addison Circle's existing residences should be included in these

new residential developments as well.

- Immediately adjacent to the Addison Conference Centre, new uses that support tourism, conferences and events are an appropriate extension of Addison Circle’s character and activities.
- At the intersection of Addison Road and Airport Parkway, some neighborhood-serving non-residential uses may be appropriate, continuing Addison Circle’s mixed-use character. The buildings at this intersection should be designed to be flexible so that the ground floor is ‘retail ready’ – that is, it should be able to accommodate retail uses when those are supported by the market in the area.

Development Plan

The development plan for Addison Circle West identifies the types and character of the buildings that will support the vision for the built environment of Addison Circle’s northwest corner. The development plan layout is intended to suggest appropriate building form, the types of activities that could occur in each development site, and the buildings’ relationship to surrounding streets and the public realm.

Uses and Character

Multiple potential uses and building types were considered by the public and Special Project Committee to support the future vision established for the Addison Circle West area. Given the site’s close proximity to the Addison Conference Centre and residential development, the site’s location further from the future Cotton Belt rail station, and the configuration of the smaller site, it was determined that the overall character of the area should be an extension of the Addison Circle neighborhood and supportive of existing prominent adjacent uses.

Urban residential development is intended to be the primary use in the northern parts of the districts outside of the Addison Airport noise contours, or with minimal encroachment into the contour area if appropriate noise mitigation strategies are taken during design and construction. Residential types may include multi-story condos, apartments, live-work units, or senior living, with community preference toward additional options for owner-occupied living. The northern site, at the corner of Addison Road and Airport Parkway may be a suitable site for ground floor retail and services to support the needs of area residents and other adjacent businesses. One strategy to provide market flexibility for retail uses, but still accommodate residential if needed, is to construct ground floor space with ceiling height, facades, and entries that can be occupied as a residential unit or be marketed for commercial uses. The intent of this “retail-ready” space is to provide the flexibility of



Urban Residential with Ground-Floor Retail

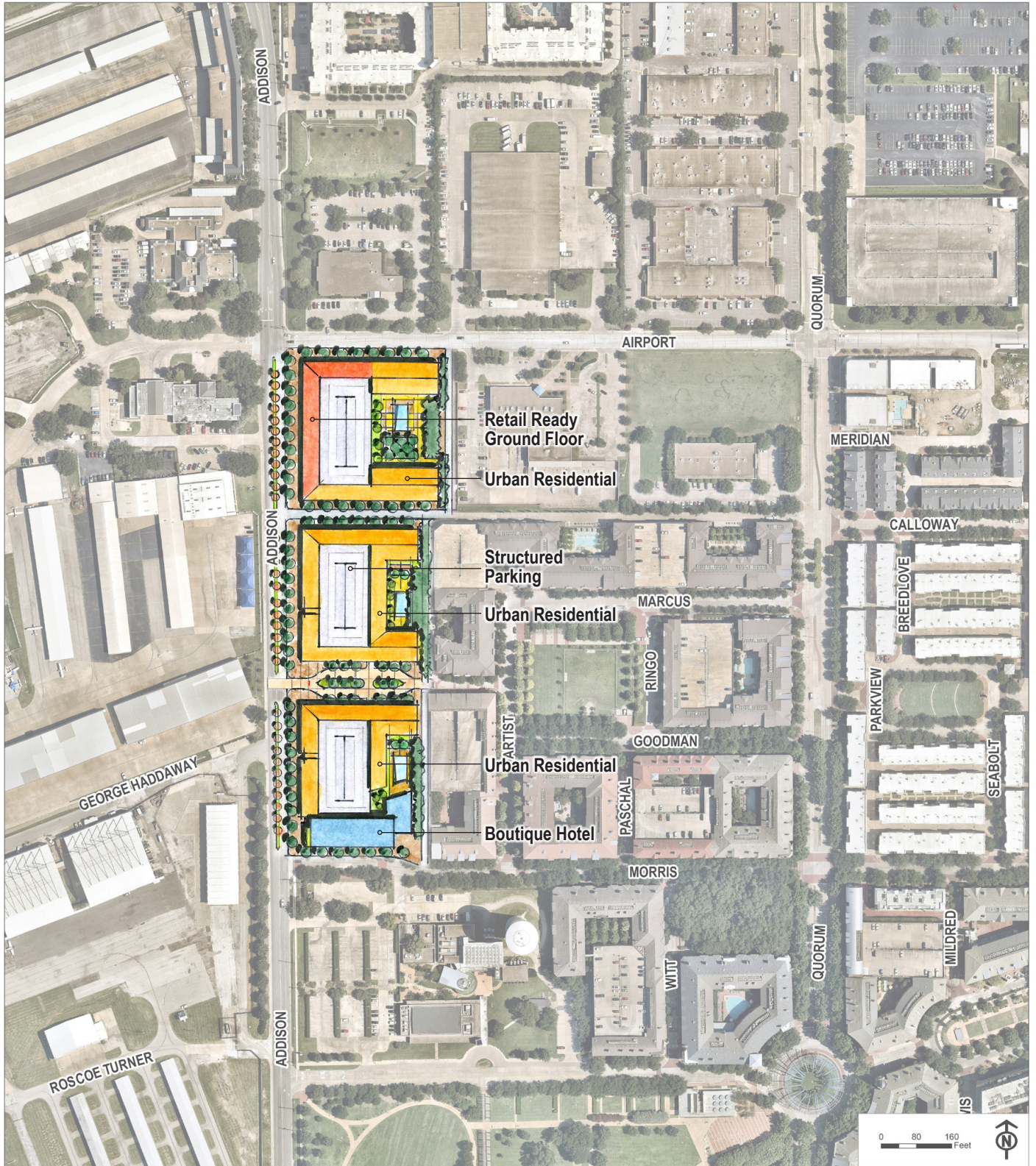


Boutique Hotel

ADDISON CIRCLE WEST

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Addison Circle Special Area Study



Addison Circle West Preferred Development Plan

occupying a space in accordance with market demand and allowing the use in such space to change to retail/commercial uses accordingly. Uses in this space should be community-supporting, and could include not only retail, but also office or live/work uses.

Sites within the southern portions of the district, particularly at the corner of Addison Road and Morris Avenue, would be an appropriate site for a boutique hotel as a vehicle to promote the nearby Addison Conference Centre, with supportive services and meeting spaces. While it is not recommended that the Town directly invest in the development of a hotel site, the Town may consider exploring other investments that would mutually benefit the Conference Centre and the private development of a boutique hotel. Other non-residential uses that support the immediate area may also be appropriate here and within the noise contours if residential uses are not preferred. Appropriate uses may include office, municipal facilities, or a parking garage to support the adjacent development. Assisted living or similar senior living communities can also be a suitable use within the airport noise contours given that effective noise mitigation measures are incorporated into the project design. Land uses, such as a self-storage facility, that do not support the goal of extending the character of the Addison Circle, are not appropriate. Uses should maintain a walkable urban form that addresses the street and complements the residential uses to the north and east.

Addison Circle West Development Plan Summary

The following table summarizes the anticipated type and quantity of the land uses as an outcome of this area’s preferred development direction. This development plan summary is for planning purposes and does not indicate fixed development requirements.

Addison Circle West Development Plan Summary			
Land Use Type		Net Square Feet	Units/Rooms
Residential	<i>Condominiums/ Live-Work Units</i>	120,000	50
	<i>Apartments</i>	264,000	330
Nonresidential	<i>Retail-Ready Space</i>	15,300	-
	<i>Office</i>	-	-
	<i>Hotel</i>	83,200	208

Addison Central

District Strategic Direction

The Strategic Direction for Addison Central **maximizes the benefits of the new DART Cotton Belt Station to Addison and creates a destination with opportunities for appropriate and successful new development on some of the last remaining undeveloped land in Addison.** This strategic direction includes seven additional concepts that add detail to this direction:

- The uses and activities at the Cotton Belt Station must make this a distinctive and appealing regional destination.
- Between the Cotton Belt Station and Addison Circle Park, new development should be designed so that these two appealing amenities contribute to residential or business locations unlike anything else in the region.
- The parks and plazas of Addison Circle should extend into the Central area as interconnected 'fingers of green'.
- Development intensity in these areas should respect the Airport noise and safety constraints while delivering the economic and fiscal returns needed for the Town's long term fiscal health.
- Multi-story development is appropriate east of Quorum, but the Town should provide market flexibility for property owners by considering either residential or non-residential uses in these areas.
- Development along the Dallas North Tollway should continue the existing pattern of high-rise office development.
- In residential developments, ownership units are preferred over rental units.
- Underground parking, is preferred where feasible between the rail station and Addison Circle Park, to maximize the pedestrian experience.

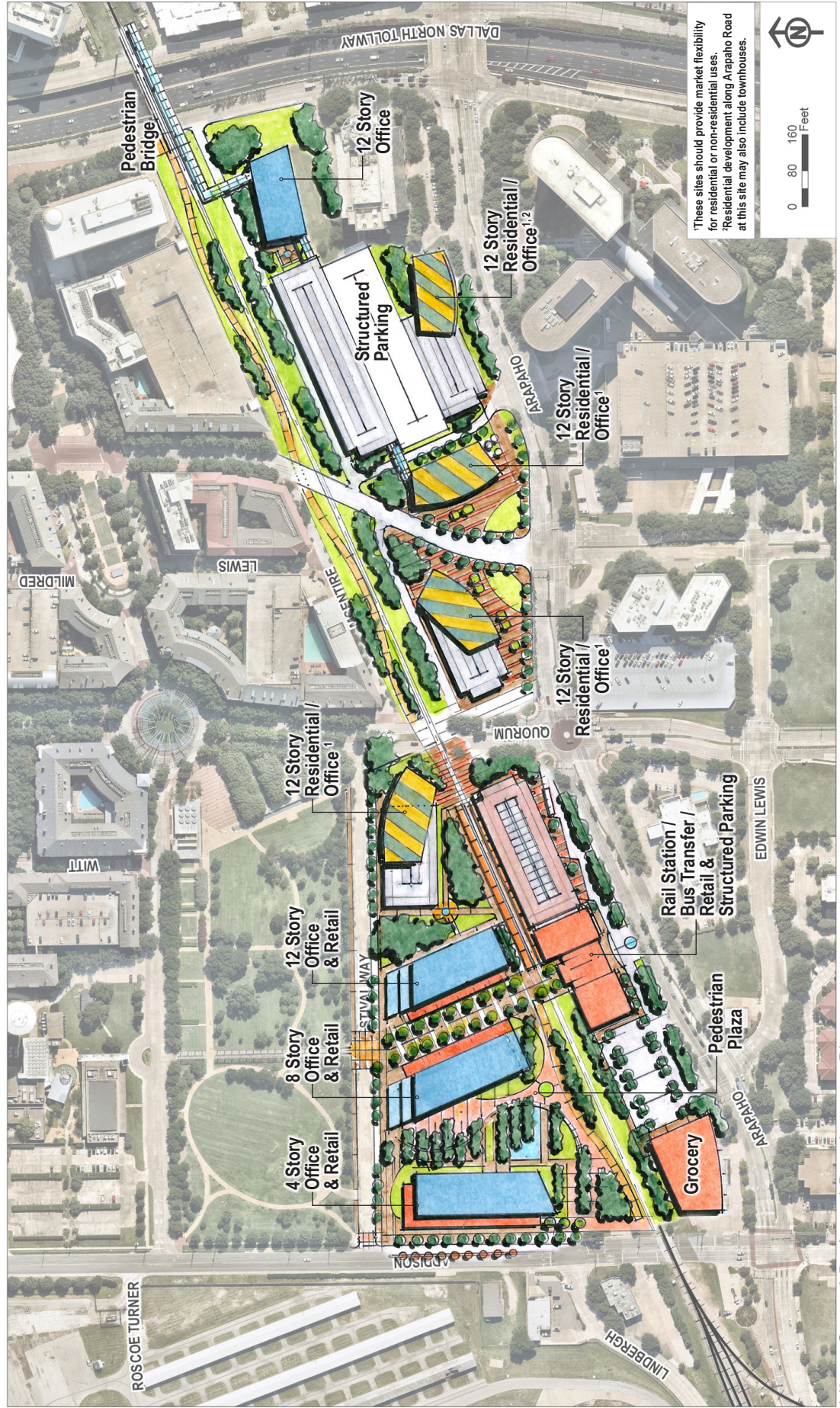
Development Plan

The development plan for Addison Central identifies the types and character of the buildings that will support the vision for the built environment to create a transit-supportive district along the Cotton Belt rail line. The development plan layout is intended to suggest appropriate building form, the types of activities that could occur in each development site, and the buildings' relationship to surrounding streets and the public realm.

- Uses and character of development should create a unique, mixed use, integrated regional destination
- Buildings should be angled to offer new views of Addison Circle Park and preserve the authenticity and appeal of the park itself.
- There should be flexibility with regards to zoning and land use regulations to allow for the market to fill the area between Quorum and the Dallas North Tollway with either residential or office space.
- Trail connectivity will be emphasized as the premier east-west pedestrian connection along the rail route.

ADDISON CENTRAL

Addison Circle Special Area Study



Addison Central Preferred Development Plan

Uses and Character

A variety of land uses, activity centers, and public space options were considered for the properties within the Addison Central area. Given that an increased variety of uses in close walking distance to the future rail station is a preferred best practice of transit-oriented design, the development plan recommends a flexible mix of residential and commercial uses, with a strong activity anchor near the transit center. Based on public and Special Project Committee input, the immediate rail station area should be redeveloped to create a hub of activity focused around food-oriented retail that both creates a unique destination for visitors and also supports everyday shopping needs of nearby residents, office workers, and restaurants. This type of food-focused markets and food halls have become popular



Food-Oriented Retail Concept (Granville Island, Vancouver, BC)

in other major cities around the country, with examples including San Francisco's Ferry Building. These types of markets tend to involve low commitment and start-up costs for vendors, and can be a great way to grow a local business. The site can include shared seating areas and offer a mix of entertainment and social events to draw additional foot traffic.

The food-oriented retail concept is one example of creating an experience-based, compelling retail destination with a regional draw. The Town is encouraged to explore attracting this concept, however, the Town should also be open to other concepts that meet the overall criteria and intent of the Addison Central area. In order to stand out from traditional retail development, the site should create an inspiring, interactive, and immersive environment, not only in the core of the district, but also expanding into the



San Francisco Ferry Building Marketplace: Historic ferry port and transit hub restored with shops oriented toward local farmers and artisan food producers

adjacent retail-oriented areas along Quorum to create a cohesive destination. Other retail mixes that have proven successful include experiential social destinations, with a mix of entertainment and interactive shopping venues. These entertainment destinations might include live music venues or specialty movie theaters. Other concepts might include wellness destinations such as yoga studios, specialty fitness workshops, health-oriented food stores, or an indoor social/activity space to complement the activities in Addison Circle Park. Future development should build upon the success of existing events, such as Taste Addison, Addison Kaboom Town, and Oktoberfest, by expanding on the successful reputation of Addison Circle as a gathering area for community-led events with a regional appeal. This area should also be designed to support DART's existing bus transfer center activity and future rail service with bus loading bays and structured parking for both visitors and transit users. The destination-oriented development should be developed in a cohesive manner, where uses are integrated and designed to promote year-round activity. The contiguous property owned by the Town and DART provide an opportunity to create a district core that supports the desired mix of uses and activities with a development character consistent with the Addison Central vision.



Transit-Oriented Land Uses: Mixed-Use Multi-story Office/Residential, Urban Residential/Townhomes, Public Plaza Space

Beyond the immediate station area, office and urban residential uses with ground-floor retail activity are desired uses that would capitalize on existing market demand and increase the mixed-use environment of the district. Western portions of the district should include only non-residential uses within the Addison Airport noise contours, with flexibility to develop residential or office in areas east of Quorum Drive. However, sites that immediately front the Dallas North Tollway should be reserved for office only to maintain the commercial visibility and access to this major transportation corridor. The mixed-use components of the district should promote Addison as a place for innovation

– with spaces that could support creative companies, startups, and business incubators in a collaborative, social setting. Additionally, an urban-form grocer is also recommended as a desired use for this area, with the corner of Arapaho Road and Addison Road as a suitable site with good access and visibility for both district area residents and the surrounding community.

Development character in this district should find a balance between providing the appropriate densities to support transit-oriented activity, while also creating a building form that respects the adjacent Addison Airport and Addison Circle Park. Buildings along Addison Road and Festival Way should be oriented to maintain sight lines between the station area, Addison Circle Park, and existing Addison Circle. Building heights will need to develop in accordance with airport height requirements, which allow for buildings to step up in height as the site moves east from Addison Road. Suggested maximum building heights are identified on the plan in accordance with height constraints. While lower height buildings are currently present in the Addison Circle area, the focus should be on creating density to support an effective transit-oriented environment, especially around the station area. To balance increased density with existing district character, buildings should also be stepped in height moving away from the park edge so not to create a closed-in feeling along Festival Way. Alternatively, an “urban room” feel could be created closer to the rail station with building edges encompassing public spaces, plazas, or water features. Throughout the district, structured parking is preferred for all parking areas, with underground or development-wrapped parking encouraged near the station to minimize the view of blank parking structure facades. Parking structures with exposed walls should incorporate design principles and façade treatments to complement the architecture of nearby structures and blend into their surrounding environment. These design approaches include using high-quality exterior materials, architectural variation, landscaped setbacks, enhanced pedestrian access points, and activated ground floor space, when feasible.

Addison Central Development Plan Summary

The following table summarizes the anticipated type and quantity of the land uses as an outcome of this area’s preferred development direction. This development plan summary is for planning purposes and does not indicate fixed development requirements.

Addison Central Development Plan Summary			
Land Use Type		Total Square Feet	Units/Rooms
Residential	<i>Condominiums/ Townhomes</i>	201,600	134
	<i>Apartments</i>	179,200	224
Nonresidential	<i>Retail</i>	92,700	-
	<i>Office</i>	700,400	-

Economic and Fiscal Impacts

Over the past decade, community planning efforts have increasingly considered the impacts of land use mix on public sector operating revenues and expenditures. Consideration of these “fiscal” implications ensures that the community “vision” is grounded in market and economic reality, and the Town’s future fiscal health or “balance” is maintained. However, because large-scale community planning efforts require a long-term perspective, oftentimes 20 years or more, it is difficult to achieve precision in estimating municipal revenues and expenditures over the community’s expected buildout.

For the purposes of the Addison Circle Special Area Study, an analysis of potential long-term fiscal operating impacts was completed at a macro level to determine the development plan's ability to generate a balance between revenues and expenditures. General assumptions used in the fiscal analysis included:

- The City's current budget (2017-18) reflects a reasonable balance between revenues and expenditures.
- Future revenues (taxes and fees) are based on current (2018) market values for various development types (housing, retail, office, hotel, other).
- Future expenditures are based on current (2018) service costs per capita, including residents and employees.

The analysis considered the expected buildout of each of the Addison Circle Study Areas separately.

Considering new development growth only, the land use mix envisioned in each study area appears to generate a fiscal surplus for the Town in terms of operating revenues and expenditures. This is due to the following:

- Addison is expected to continue to attract its fair share of new development in the surrounding Trade Area and can be somewhat selective in pursuing new market opportunities. Including the additional office space development capacity south of Arapaho Road, Addison would have the total available capacity to support a major office tenant.
- The high-value development environment that Addison Circle has established will be further enhanced by strategic investments in community amenities.
- Addison Circle's future development pattern will take advantage of existing infrastructure and "leverage" public/private investments in new infrastructure (e.g., the Cotton Belt Line).
- A more compact future development pattern should provide cost efficiencies in providing services to residents and employees.

In summary, the more compact development pattern, with higher density uses in targeted areas, should result in a more attractive value-to-cost relationship for the Town. It represents a balanced mix of revenue-generating and cost-producing land uses designed to maintain the Town's long-term fiscal health.

Open Space / Environmental Character

Addison Circle Park and the existing pocket parks and tree-lined streets of the Addison Circle district set a precedent for the desired relationship between the environment and development in this area. The development plans of both Addison Circle West and Addison Central recommend maintaining inviting green spaces and landscaped pathways to provide both shade and visual interest for pedestrians. The environmental character of Addison Circle West is intended to be an extension of the existing pattern within Addison Circle with the majority of landscaping improvements along street rights-of-way and in small enhanced areas. Addison Central provides the greatest opportunities to create unique public spaces that blend natural areas of shade trees, landscaping and water features with hardscaped urban plazas and pathways. In both areas, future development should be conscious of creating visual connections between existing and new open spaces. The landscaped pattern should create logical pedestrian pathways and sightlines to maintain a cohesive district between the existing Addison Circle and future development. This environmental character can also be emphasized at intersection corners as part of character-defining gateways. Open space and public art improvements in this district can also be developed in association with improvements along Quorum Drive, as identified in the Quorum Art Walk concept, which would create an attractive streetscape and pedestrian connection between Addison Circle and Belt Line Road.

Circulation and Infrastructure

One of the primary challenges of transit-oriented design is the emphasis on providing a safe and inviting environment for pedestrians, while also accommodating access and circulation for vehicles. Pedestrian-friendly streets are places that balance street uses and design so that walking and transit use are more efficient and convenient, and vehicles are no longer the dominant transportation mode. Buildings oriented to the street, adequate space for pedestrian circulation, comfortable street crossings, and inviting streetscape amenities all contribute to the ease and convenience of walking. A clear, understandable and organized sidewalk and street pattern should intuitively link points of interest and allow people to find their destinations easily.

Vehicle circulation will be maintained on all existing streets, but both site development plans recommend adapting existing street design to make pedestrian routes comfortable and connected and encourage slowed vehicle speeds throughout the Addison Circle district through basic speed management design principles. These may include corner curb extensions, presence of on-street parking, and a dense built environment that visually narrows the roadway. Wayfinding signage in this area for both vehicles and pedestrians is also recommended to make circulation to parking areas and key destinations easier. Public input indicated that while parking is currently available for Addison Circle visitors, it is not often obvious where one should park. As additional public parking areas are introduced to support new development, an effective wayfinding signage plan should consider district-wide sign standards that include parking locations and major district destinations, with clear and consistent visual communication.



Pedestrian-Oriented Connectivity



Along the Addison Circle West district, Addison Road is currently designed as a 4-lane undivided roadway. This corridor has been identified in the Town's Master Transportation Plan (MTP) for future improvements to a 4-lane divided roadway with a median or center turn lane. This design would improve traffic flow by providing a separate lane for turning vehicles accessing cross streets and adjacent development. A continuous pedestrian pathway along Addison Road should also be included with future street improvements to better connect this area to the surrounding district. An extension of Artist Way has also been identified in the MTP to create an additional western entrance into Addison Circle. This connection is intended primarily for local traffic, and street entrance design could include an attractive entry gateway feature that reduces direct views between Addison Road and the internal residential areas. Aside from the Artist Way extension, no additional through street connections are proposed as part of this plan. However, should properties outside of these study areas redevelop, additional minor connections could be made.

These new connections should not create new vehicular throughways, but could be designed as mews streets, oriented for pedestrian use or local garage/alley access.

Throughout the Addison Central district, pedestrian connections should be strengthened, with the addition of an east-west trail along the Cotton Belt rail providing a signature pathway across the entire district. This connection has also been recommended as part of the North Central Texas Council of Government's (NCTCOG) regional network of trails known as the Veloweb. Beyond Addison Circle, this trail connection could continue across the Dallas North Tollway with a pedestrian bridge that would connect Addison to development to the east. Additionally, clear visual corridors should be maintained between Addison Circle Park and the transit station to create pedestrian sight lines between the two areas.

Where pedestrian pathways and trails intersect with vehicular streets, intersection design techniques should be utilized to reinforce slow travel speeds and increase pedestrian comfort. These may include pedestrian refuge islands, raised crosswalks, or bollards along intersection corners. In addition to pedestrian improvements, local transit connectivity should be further enhanced with targeted service between the Addison Circle rail station and other major Town destinations. Circulator buses or shuttle service that operate within a fixed area are recommended as a way to provide "first-mile, last-mile" connections between area hotels, employment centers, or other dining and entertainment locations, and would increase multimodal trip options beyond the immediate Addison Circle area.

CHAPTER 3: IMPLEMENTATION STRATEGY

Introduction

A crucial part of any study or plan is its implementation. Without a clear and realistic approach to action, the vision expressed by a community through its plan may never be realized. This Implementation Strategy should give Addison's leaders and stakeholders a clear game plan of steps to take and the timing for completion.

This chapter describes the role of various partners in plan implementation. Next, it provides a framework for organizing the many potential action items that help Town of Addison achieve its vision. Finally, the Implementation Matrix lists the action items that are most important to make this vision a reality.

Communities that are most successful at achieving their long-term vision have a tradition and reputation for collaboration, partnership and accountability. The Town of Addison has this tradition, so continuing action in this special study area should benefit from this long-standing reputation.

Implementation Partners

A desirable and long-lasting community is the result of many individual choices made over time by many people and organizations. The local government's actions play an important part, of course. But many other choices also contribute to long-term success. Each time an individual or a family decides between renovating a home in an existing neighborhood and moving to a new neighborhood (or another community), the vitality of that existing neighborhood is strengthened or challenged. When a business or industry decides to locate in a particular area, that business decision affects the community's ability to attract related businesses and employees. A community group's annual celebrations may be the foundation for a distinctive community identity as well as economic benefits from tourism.

This study's recommendations will involve action by the Town of Addison; other partners will also need to be involved. The support and commitment of the partners listed below play an important role in the implementation process.

Town of Addison

The Town of Addison is the key implementer of this plan and will be involved at some level in all the action items. In many cases, the Town of Addison has the primary role. In other cases, a different partner has the primary role. Within the Town of Addison organization, these leaders and agencies are expected to have significant involvement in the plan implementation.

- Mayor and City Council
- City Manager's Office
- Addison Airport
- Economic Development & Tourism
- Infrastructure and Development Services
- Marketing and Communications
- Parks, Recreation and Landscape Development
- Special Events
- General Services

Other Local and Regional Government Entities

This study's implementation relies on major investment by Dallas Area Rapid Transit (DART). Continued coordination between the Town and DART during design and construction of the Cotton Belt will ensure the best outcome for this study area. The North Central Texas Council of Governments (NCTCOG) also plays a significant role because it funds regional transportation investments, including transit and bike/pedestrian networks. The North Texas Tollway Authority (NTTA) will be involved in aspects of the project that affect the Dallas North Tollway, such as the pedestrian bridge crossing the tollway adjacent to the Cotton Belt line.

State and Federal Agencies

State and Federal agencies can provide funding for plan implementation, particularly for capital improvements such as roads or parks. Their programs may also help achieve the community's vision.

Businesses and Private Sector Partners

Realizing the vision for this study area requires investment by businesses and non-residential property owners and developers. These individual decision-makers and their investments create job opportunities, grow the tax base and provide the goods and services needed by local residents. Property owners, business owners, real estate agents, brokers and bankers will all affect the community's ability to achieve this vision.

Community and Non-profit Organizations

Community and non-profit organizations have a particular issue or area of focus that make them valuable partners for plan implementation. Their leadership and members may contribute time, energy, expertise and other resources to programs and initiatives that make a community special. Arts and cultural organizations will play a role in achieving this vision since future development will change some of Addison's current events and will create opportunities for new events and programming. Foundations including the Addison Arbor Foundation and Addison Legacy Foundation have long played an important role in funding important Addison projects and initiatives. They should become partners for this plan's implementation. The Addison Circle Community Association can mobilize members to take action in support of the plan's implementation.

Individuals, Households and Families

Individuals, households and families can play a role through their own investments and buying decisions. They can participate on committees and volunteer for events that complete plan projects. In addition, they should remain involved, providing feedback on progress through regular communications (in person, in print and online) with the Town of Addison.

Implementation Measure Framework

The individual Action Items are grouped into five categories, so similar actions can be coordinated. These categories are explained below. For each action item, information is provided about when and how the item will be completed. These parts of the implementation matrix are also explained below.

Implementation Category

Capital Investments (C)

The public sector itself makes significant investments that implement this plan. The Cotton Belt line and its station in Addison are major investments of public resources. These investments shape the vision reflected in this plan. Additional capital improvements will be needed to create the places described here. These include parks and plazas, bike and pedestrian trails, public art and other investments.

Education and Engagement (E)

Education is an important part of plan implementation. The developments envisioned here will attract particular types of private developers and investors who may not know about these new opportunities in Addison. Other investors and stakeholders need to be informed and educated about these opportunities, and engaged in the implementation process. Their investments are needed to achieve this vision.

Engagement of the Addison community will also be important. Addison residents will need information and communication about future Town investments and private development. There should be a regular process for updates about progress on plan implementation.

Financial Incentives (F)

The public sector can use incentives so private property owners and developers can more economically build projects that achieve the community's desired character. These incentives range from reductions in development fees or processing times, to tax abatements, to investment in a project's infrastructure or other features. Economic development incentive programs should be evaluated and refined so they support and encourage the development envisioned by this plan, and so they discourage development that is contrary to this vision.

Guidelines and Regulations (G)

Guidelines provide decision-makers and investors with direction and information about the community's desired development pattern and design, community character or priorities. They are recommendations, not requirements. For this reason, City Council, Planning and Zoning Commission and Town staff will consider them but must use judgment to determine whether a particular proposal is consistent with the community's desires reflected in the guidelines.

Unlike guidelines, regulations are adopted by Town ordinance and do establish requirements to be followed in the design and construction of public or private developments. The Town's zoning and subdivision ordinances are important tools for implementing this plan, so refinements or amendments to these or other regulations may be needed to encourage the development envisioned by the plan.

Programs & Partnerships (P)

The programs and operations provided by local government or the private sector also play a role in implementing the community's plan. Activities and programs create the attractions and excitement that will bring people to events in these new gathering places. Annual budgets are usually the means to fund these programs, so decisions must

be made each year about the appropriate level of investment in this aspect of plan implementation.

Many plan implementation programs require a partnership with organizations in addition to the Town of Addison. These partnerships are included here.

Studies (S)

For some of the capital investments, new incentives or programs, the first step is to conduct a more detailed study of the issues to determine the most effective actions to take. These studies are included as individual implementation measures. Until they are completed, the specific actions that will have the greatest benefit cannot be determined.

Tracking (T)

No matter how thoroughly considered a plan has been, its implementation will be affected by changes that occur after its adoption. These may be national or global events, such as an economic boom or bust; they may be changes in the funding sources for specific action items. As implementation occurs, the actual experience may demonstrate that projects can move more quickly or need to take more time. For all these reasons, the plan should have a mechanism to track progress and to review and revise its implementation approach over time.

Timing

Information on timing explains when to initiate action on a particular item. The abbreviations used are:

1. Short-Term (S) items should begin in the adoption year – 2018.
2. Mid-Term (M) items should begin in years 2 through 5, up to the opening of the Cotton Belt – 2019 through 2022.
3. Long-Term (L) is after the Cotton Belt is open -- 2023 and beyond.
4. On-going (O) is an activity that must become a continuing part of Town practices & operations.

Responsibility

Lead Entity

This is the entity that has primary responsibility will lead completion of the action item – a Town of Addison department, another public entity, property owners, or others.

Support Entities

These are entities that will support the lead organization.

Intervention Level

Intervention level indicates the extent to which the Town should proactively invest resources (dollars, staff time, political will, policy or regulatory change, etc.) to accomplish the Action Item. The range is from 1 to 5, with 5 being most aggressive.

Public Sector Cost

The estimated cost for each Action Item is presented symbolically to represent an order of magnitude.

- \$ reflects a Town action, but a minor cost up to approximately \$50,000.
- \$\$ represents projects like planning or urban design studies with a cost up to approximately \$250,000.
- \$\$\$ represents projects like land acquisition or construction with approximate costs between \$250,000 and \$1 million.
- \$\$\$\$ represents major projects with approximate costs over \$1 million.

Implementation Matrix

The implementation matrix lists each of the identified Action Items for implementation of this plan. These action items are organized according to the Implementation Framework described above.

Action Item #	Action Item	Timing	Responsibility		Intervention Level	Public Sector Cost
			Lead Entity	Support Entities		
C: Capital Investments						
C1	Construct Cotton Belt Station.	M	DART		1	\$\$\$\$
C2	Design and construct parks and other open spaces in the study area.	M	Parks Dept.	Developer	3	\$\$\$\$
C3	Design and construct bike/pedestrian paths along Cotton Belt right-of-way.	M	DART	NCTCOG, IDS Dept.	1	\$\$\$\$
C4	Design and construct features on Artist Way to screen views of the dog park from Addison Road.	M	Town		4	\$\$\$
C5	Design and construct the pedestrian bridge over the Dallas North Tollway.	M	NCTCOG	NTTA, IDS Dept.	2	\$\$\$\$
E: Education and Engagement						
E1	Meet with leaders in the North Texas development and brokerage communities, particularly those with expertise in TOD and urban residential ownership projects, to share the plans for these areas.	S	EDT Dept.	IDS Dept.	5	\$
E2	Meet with restaurateurs and the leaders of 'local food' initiatives in North Texas to further explore a food focus for the destination at the Cotton Belt Station.	S	EDT Dept.	IDS Dept.	4	\$
E3	Involve the Addison community in planning and design of parks and public art.	M	Parks Dept.	IDS Dept., Addison Arbor Foundation	4	\$
F: Financial Incentives						
F1	Consider creation of a TIF or similar district to generate funds for area infrastructure.	S	IDS Dept.	Finance Dept.	4	\$
F2	Conduct a developer RFP process for mixed-use, TOD development proposals on the land adjacent to the Cotton Belt Station.	S	IDS Dept. & DART		5	\$
G: Guidelines and Regulations						
G1	Develop design guidelines for Addison Circle West.*	S	IDS Dept.		4	\$
G2	Develop design guidelines for Addison Central.*	S	IDS Dept.		4	\$
*The intent is to provide more details about the design expectations for future projects to ensure that the high quality and character of Addison Circle continues here.						

Action Item #	Action Item	Timing	Responsibility		Intervention Level	Public Sector Cost
			Lead Entity	Support Entities		
P: Programs and Partnerships						
P1	Work with DART to establish an appropriate name for this Cotton Belt Station.	S	IDS Dept. & DART		3	\$
P2	Evaluate changes to Addison Special Events to respond to future development pattern and opportunities.	M	Special Events Dept.		5	\$\$
P3	Meet with Addison Airport stakeholders to ensure coordination between these projects and investments at the Airport.	S	IDS Dept.		3	\$
P4	Meet with Addison Arbor, Legacy and other foundations to establish specific partnerships for funding and implementation of this plan.	M	Parks Dept.	Foundations	3	\$
P5	Create recommendations for office owners and tenants (in and near the study area) to maximize project's appeal to office employees, and the customer benefits to DART and project retail and restaurants from office employees.	M	EDT Dept.	Business Community	3	\$
S: Studies						
S1	Conduct an area parking study to examine issues such as parking requirements, parking structures shared by multiple uses and owners, use of private parking for Town special events, role for 'teaser' parking, way-finding to encourage use of parking structures, potential changes to Town parking procedures or regulatory changes, and any related funding issues.	M	IDS Dept.		4	\$\$
S2	Conduct a feasibility study to determine market demand for meeting space and hotel adjacent to the Conference Centre.	M	GS Dept.		3	\$
S3	Design public art for installation in study area.	M	Parks Dept.		4	\$
S4	Collaborate with DART's public art program to ensure the station art coordinates with art in the surrounding area.	M	DART	Parks Dept.	3	\$
S5	Determine appropriate design for a shuttle or circulator route, as well as other shared use systems, within the study area and nearby areas.	M	IDS Dept.		3	\$
S6	Design and implement a way-finding system for the area, including signage to guide DART riders from trains to other Addison destinations, including the Restaurant Row on Beltline and Addison Circle retail.	M	IDS Dept.		3	\$\$
S7	Evaluate existing water, sewer and stormwater to evaluate capacity and identify any needed improvements to support future development.	S	IDS Dept.		3	\$

Action Item #	Action Item	Timing	Responsibility		Intervention Level	Public Sector Cost
			Lead Entity	Support Entities		
T: Tracking						
T1	Establish a detailed schedule for action items to be completed by the time the Cotton Belt Station opens.	S	IDS Dept.		4	\$
T2	Provide annual report to the City Council and community on progress for the study area.	S	IDS Dept.		4	\$

APPENDIX I: STUDY AREA EXISTING CONDITIONS

Study Area Existing Conditions

As part of the scope of this project, an existing conditions analysis was conducted for both study area sites, providing the planning team and public at large with a thorough understanding of land use patterns, ownership composition, zoning, and other items of relevance to the plan. The existing conditions analysis is a detailed mapping of infrastructure, community assets, and other considerations and constraints.

The following datasets were mapped as part of the existing conditions analysis of the study area, and are included in this Appendix:

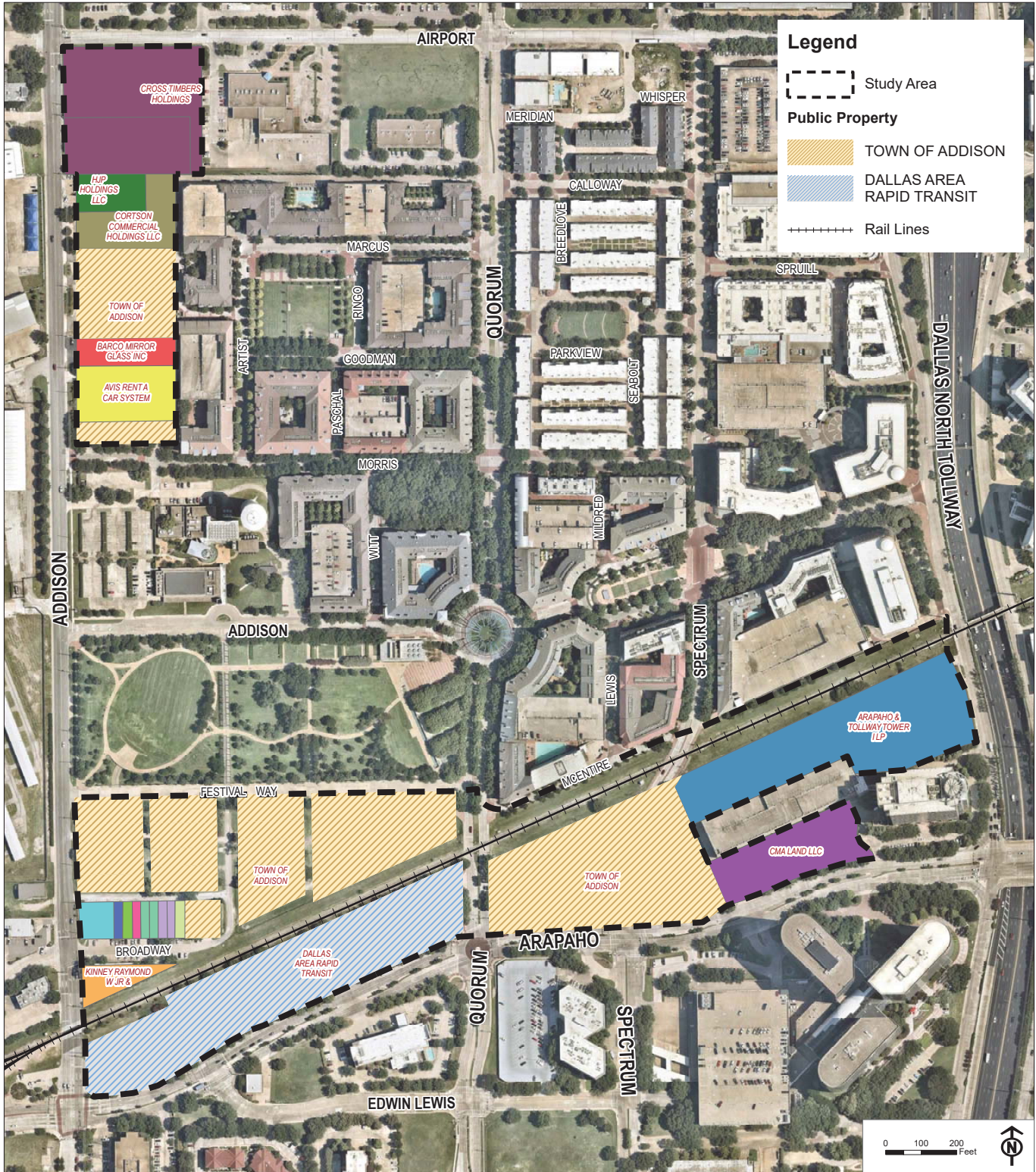
- **Parcel Ownership.** This data will prove useful for Town officials and administrators as they seek to convene stakeholders in the area to implement the objectives of this plan. Addison Circle West encompasses less parcels and, therefore, less parcel owners than Addison Central. While Addison Central has 10 non-governmental owners, the public sector—the Town of Addison and DART—owns most of the land.
- **Existing Land Use.** The creation of a Future Land Use Plan is grounded in realities of the existing conditions and character of the study area. The greater Addison Circle area is largely mixed-use in character, with a series of different uses of land situated on smaller lots and parcels scattered throughout the area. Residential uses, such as multifamily complexes, townhomes, and condominiums, are generally located north of the circle. Hotels, motels, and transit-oriented uses are more common south of Addison Circle, while civic and institutional space clusters in the west. Parks and mixed-use space gravitate around the circle. Commercial space is present throughout the greater area.
- **Existing Zoning.** Existing zoning patterns, like land use, helps form a baseline from which a newly envisioned Future Land Use Plan can be developed. “Urban Center” zoning covers much of the area east, north, and northeast of the circle. “Planned Development” is concentrated south of the DART line, bordering an area of “Commercial”-zoned land along the Quorum and Spectrum Drive corridors. “Commercial” is also common west of Quorum Drive and north of Morris Avenue. Also west of Quorum Drive but south of Morris Avenue lies a sizable concentration of “Public Property” zoning.
- **Existing Parks and Public Features.** Public amenities are of great value to the community, providing space for socialization and recreation within the confines of the corporate limits of the Town. Addison Circle Park, the largest of all parks in the greater area, is just southwest of Addison Blueprints. Smaller parks exist east and north of Addison Circle, but green space is generally limited in the south.
- **Existing Street Network.** The Addison Circle road network is largely focused on funneling traffic north and south, with a couple of connectors and one major arterial—Arapaho Road—directing traffic east and west. Major north-south thoroughfares include Addison Road, Quorum Drive, Spectrum Drive, and Dallas Parkway. Local roads service the multifamily, mixed-use, and urban residential developments north of Addison Circle Drive.
- **Existing Transit Network.** As the DART Cotton Belt Rail project has provided an impetus for this special area study, a review of the existing transit network helps to inform the planning team of the needs of the larger community. As with the existing street network, the focus here is also largely north-south, with Addison Road, Quorum Drive, and the Dallas North Tollway carrying the bulk of transit through the area. Arapaho Road funnels bus traffic east and west next to its sister corridor to the north: the future Cotton Belt rail alignment.
- **Addison Airport Noise Contours.** Noise from the adjacent Addison Airport is a serious consideration for real estate development, particularly as it relates to residential uses. Developers in the western and

southern portions of Addison Central and Addison Circle West, respectively, should be aware of excessive noise from the airport. Development in these segments of the study area may be more favorable to commercial, retail, or transit-oriented uses.

- **Addison Airport Height Restriction Overlay.** Height restrictions in place due to adjacent air traffic define the maximum building heights in which development may take place. About half of Addison Circle West and Addison Central are classified as transitional surfaces, which becomes more restrictive for development heights closer to the airport.

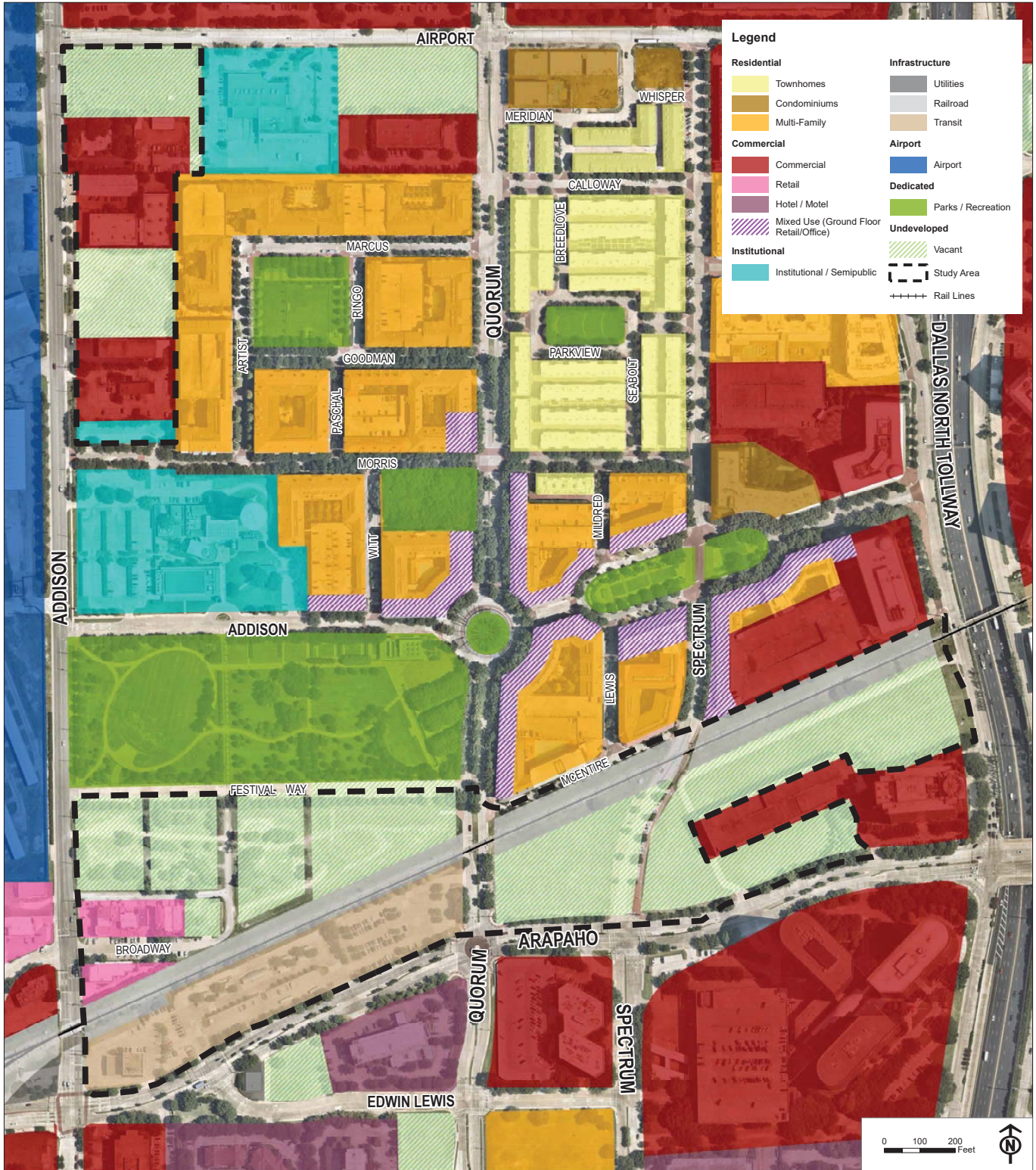
Parcel Ownership

Addison Circle Special Area Study



Existing Land Use

Addison Circle Special Area Study



Existing Zoning

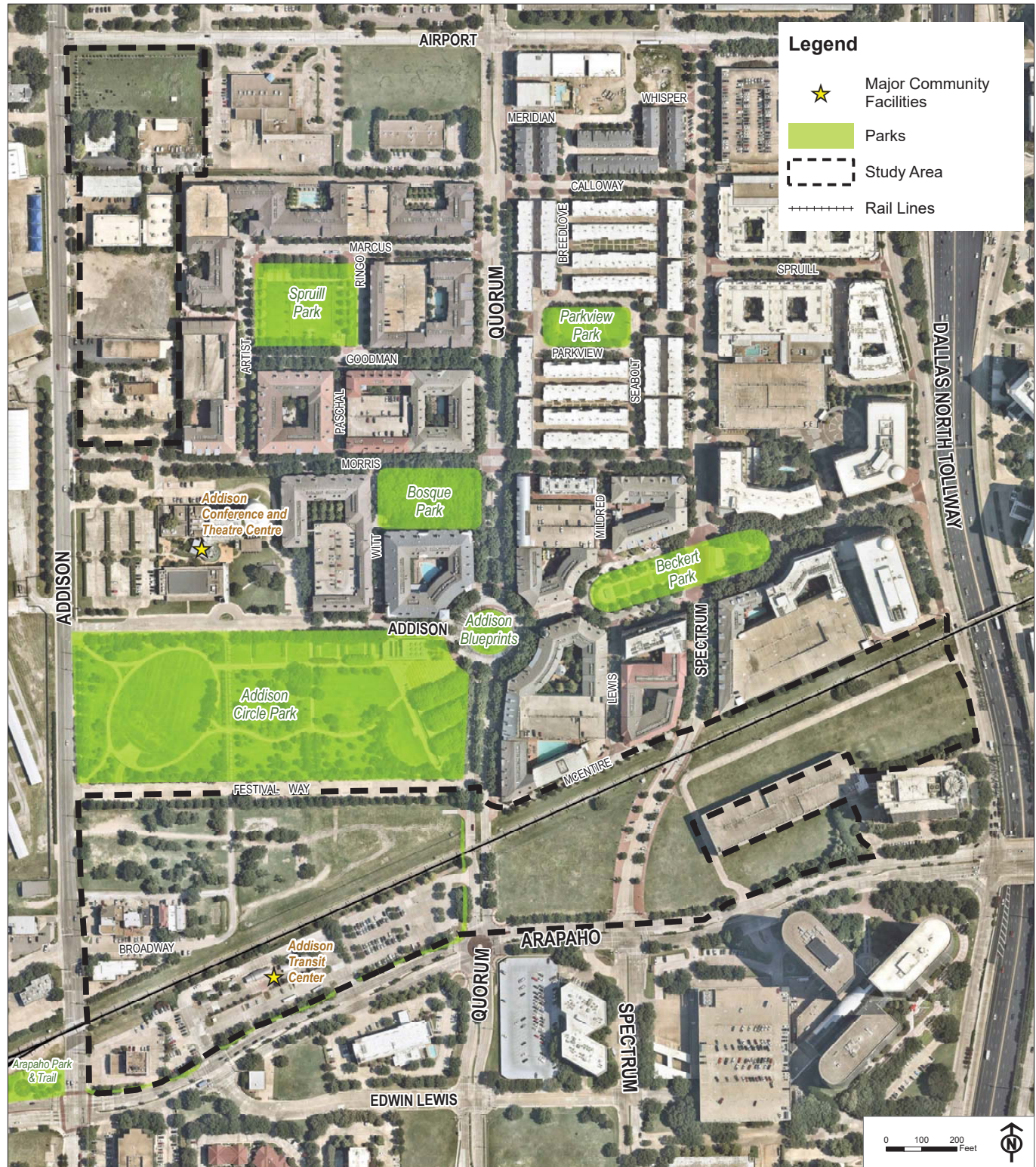
Addison Circle Special Area Study



Existing Parks & Public Features

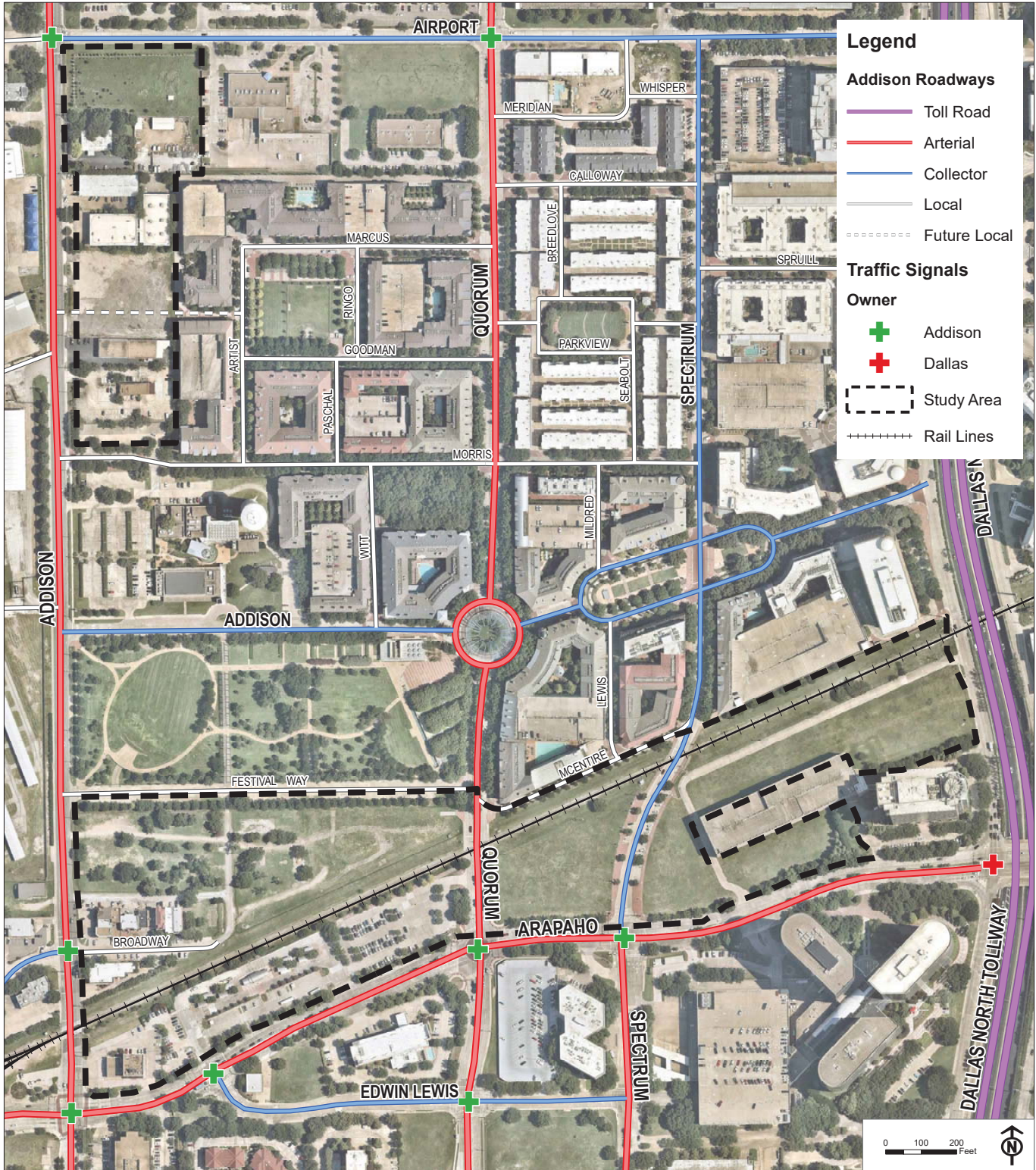
ADDISON

Addison Circle Special Area Study



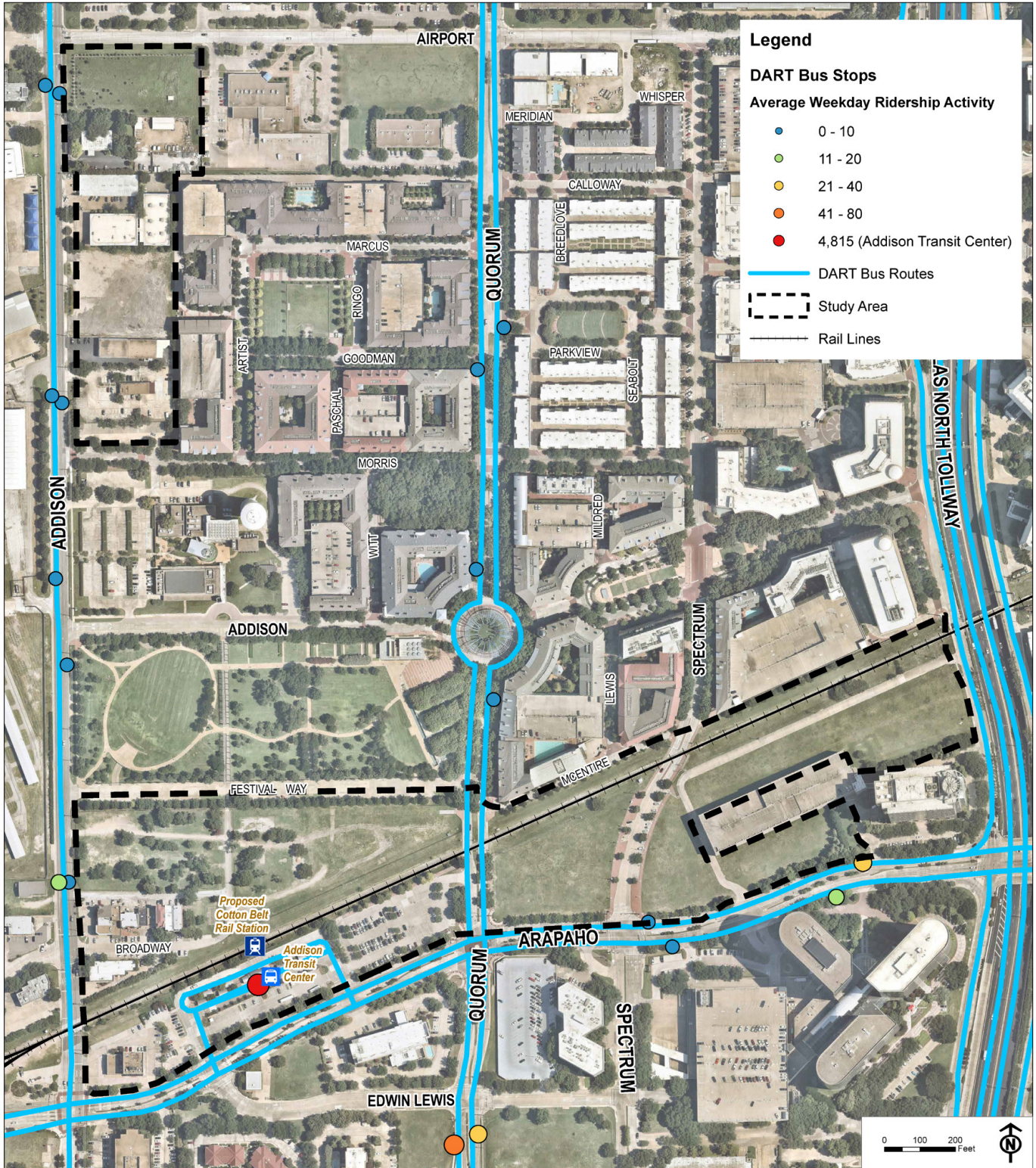
Existing Street Network

Addison Circle Special Area Study



Existing Transit Network

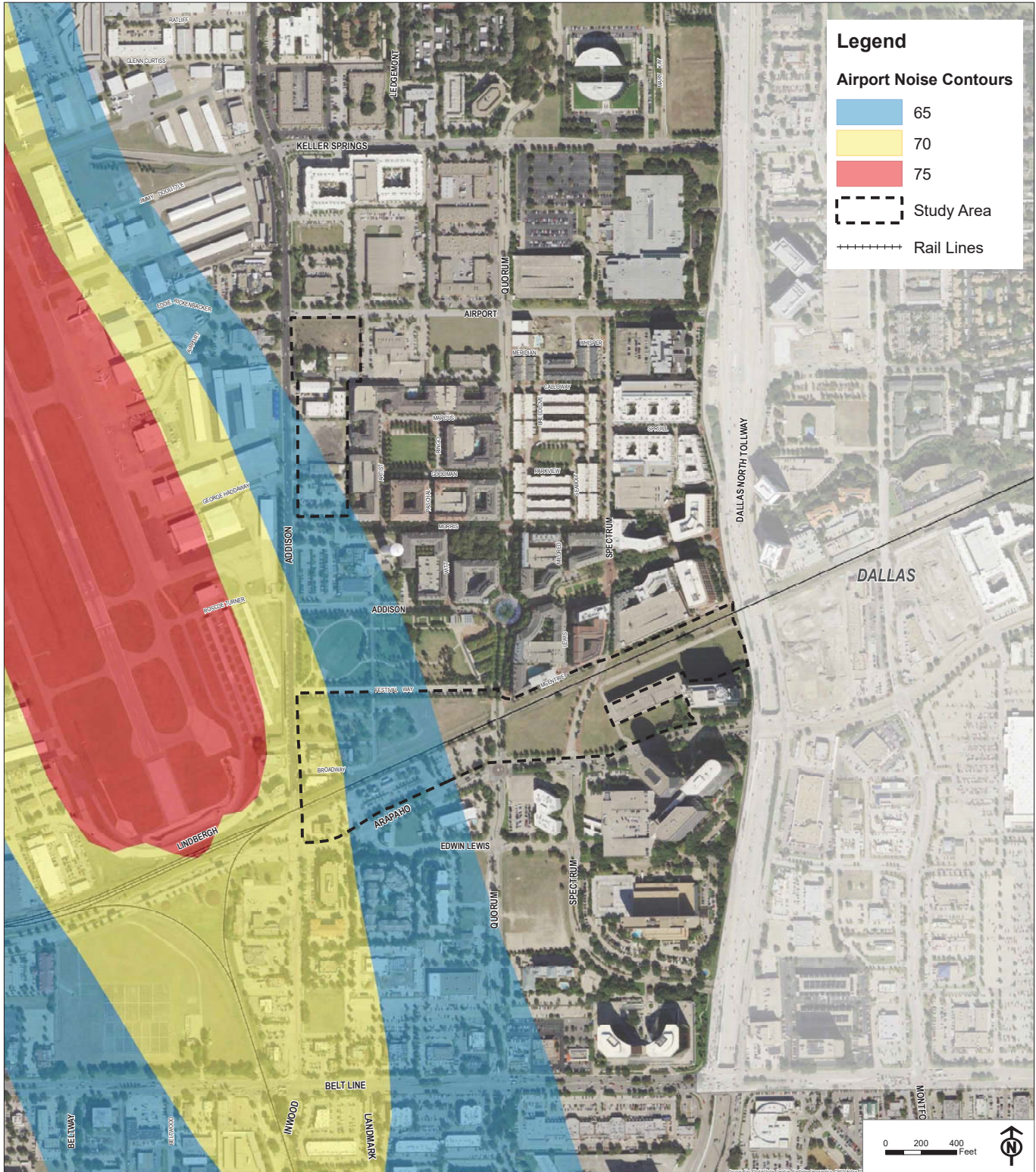
Addison Circle Special Area Study



Addison Airport Noise Contours



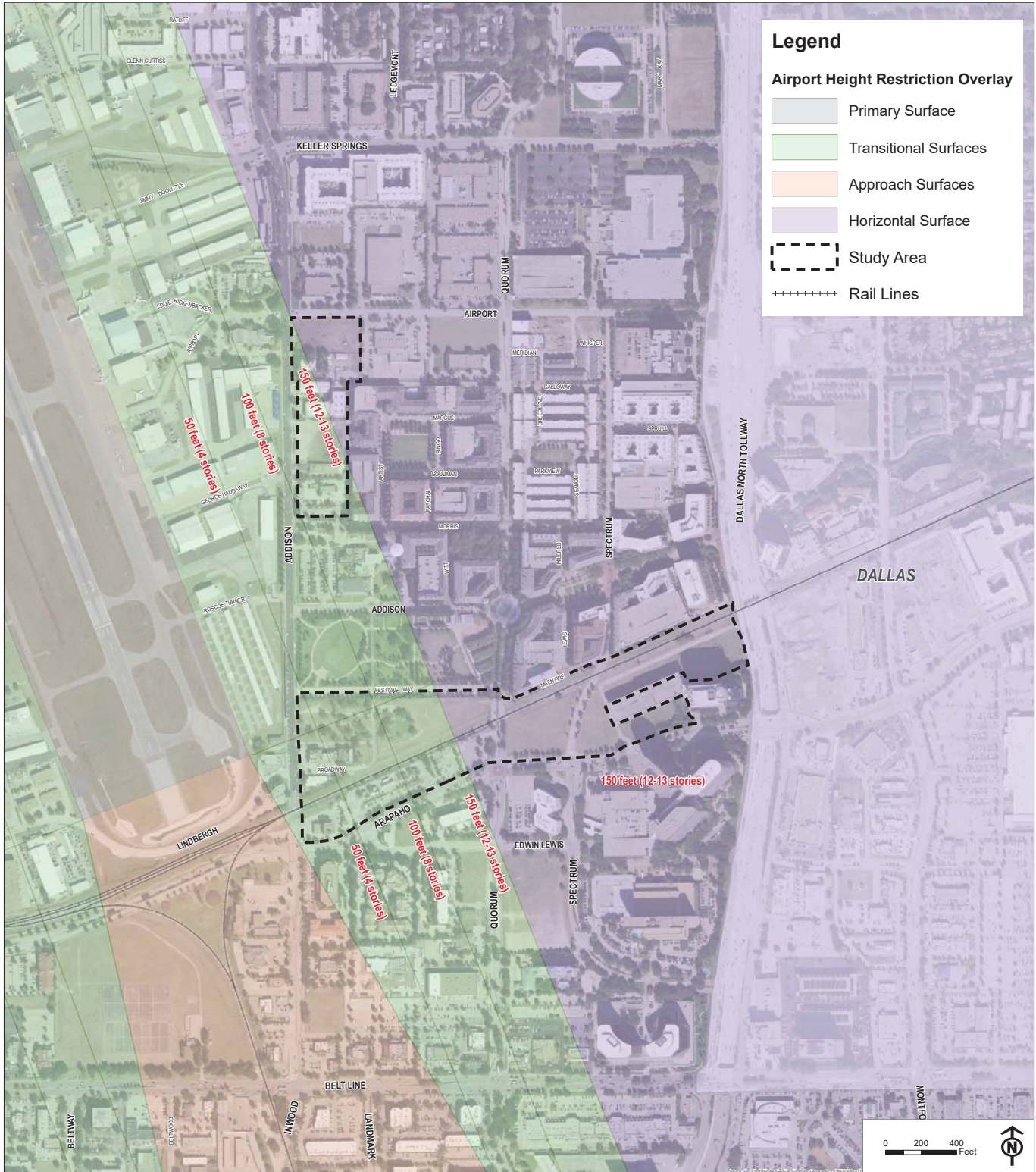
Addison Circle Special Area Study



Addison Airport Height Restriction Overlay



Addison Circle Special Area Study

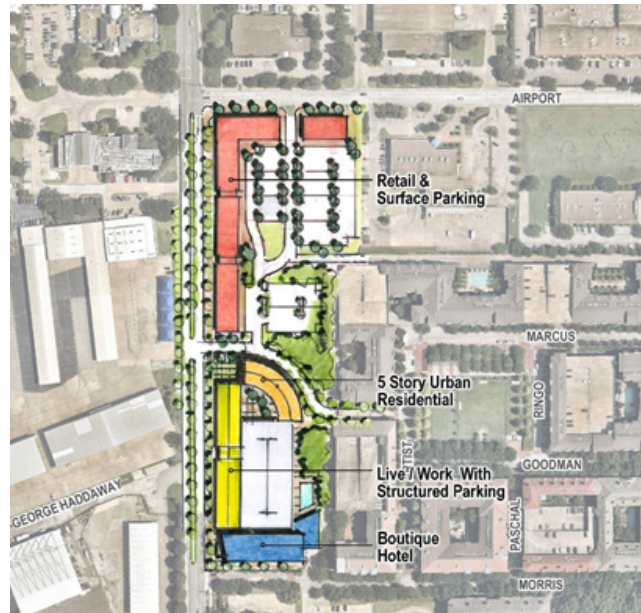


APPENDIX II: DEVELOPMENT ALTERNATIVES

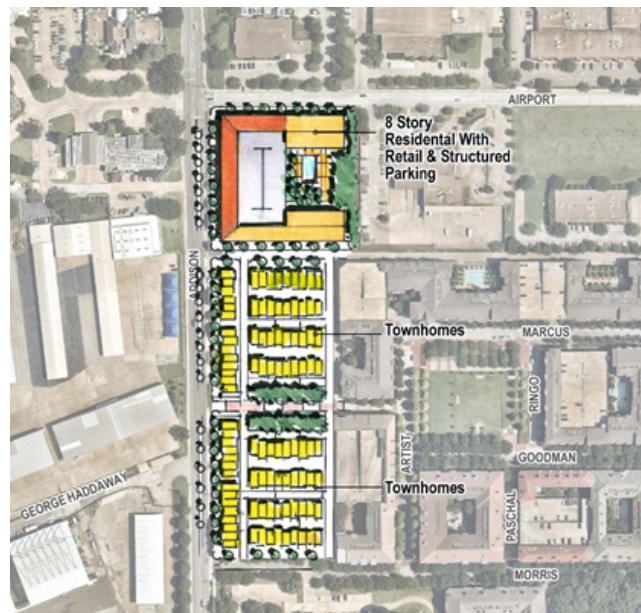
Based on guiding preferences from the public and the Special Project Committee, two development alternatives were developed for both Addison Circle West and Addison Central. At Community Meeting #2 (May 24, 2018), these alternatives were presented along with implications related to land uses, open space, mobility, and market analysis. The following summarizes the development alternatives:

Addison Circle West Alternatives

Option A – Tourism



Option B – Expanded Neighborhood

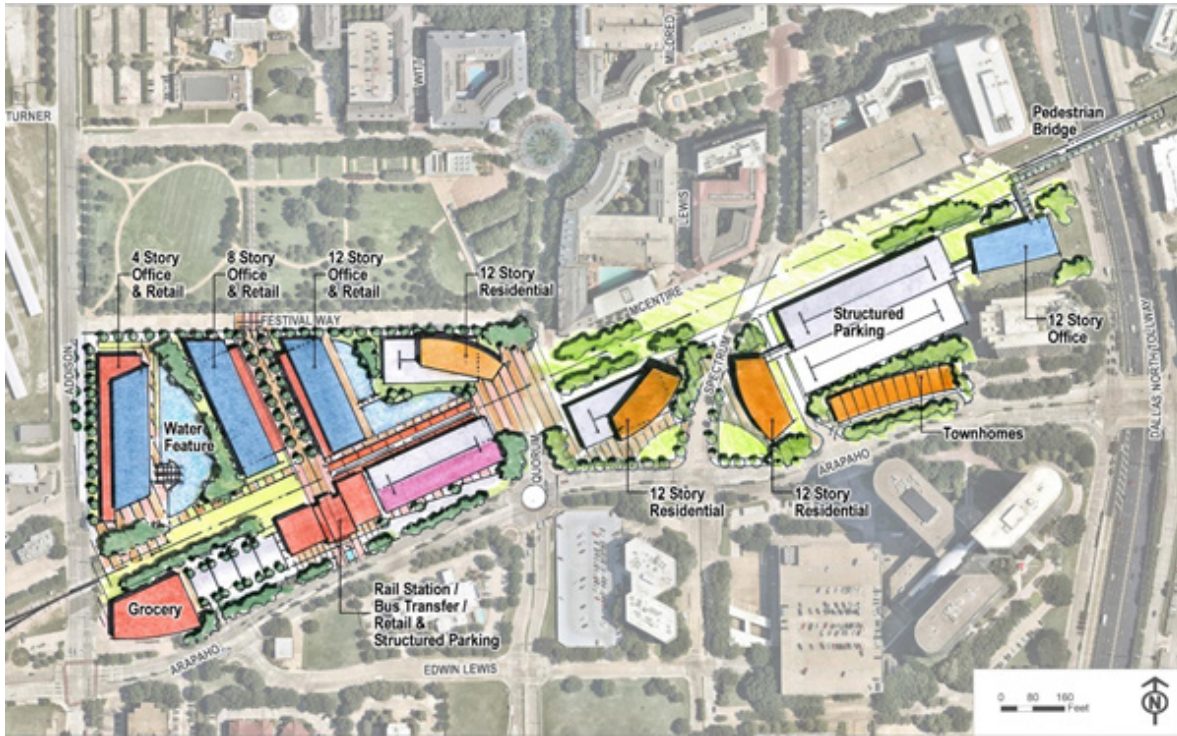


Addison Circle West Alternatives Comparison

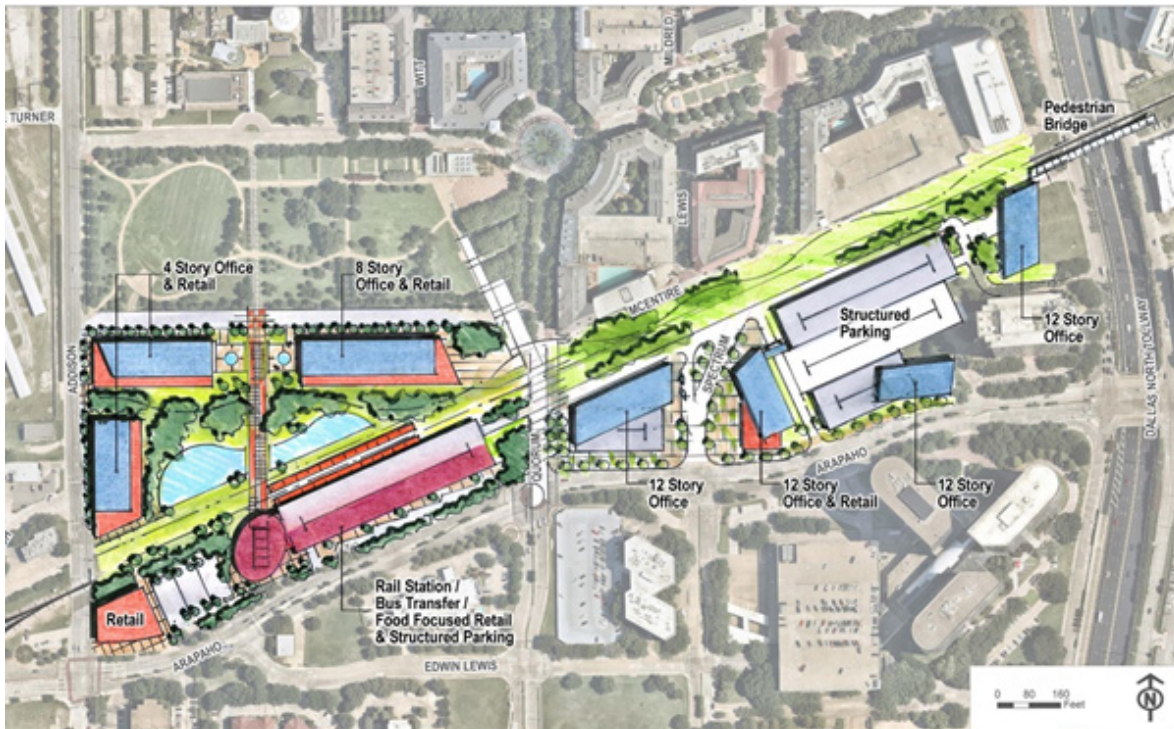
	Option A - Tourism	Option B - Expanded Neighborhood
Strategic Direction (Desired Future Character)	<ul style="list-style-type: none"> Build on Addison's reputation for events and festivals Strengthen Conference Centre by building a boutique hotel next door Provide retail, office and services adjacent to Addison Airport 	<ul style="list-style-type: none"> Extend the Addison Circle neighborhood character to Addison Road Use corner of Addison Road and Airport for urban residential with ground floor retail Extends the Addison Circle neighborhood with Urban Residential and Townhome Uses
Other Defining Features	<ul style="list-style-type: none"> Direct roadway connection from Artist Way in Addison Circle to Addison Road Live/Work units along Addison Road to support small businesses Surface parking to support the retail uses on the site, and structured parking to support the Hotel, Live/Work and Urban Residential Uses 	<ul style="list-style-type: none"> Direct roadway connection from Artist Way in Addison Circle to Addison Road Structured parking to support the Urban Residential use on the corner, and on street and on-site parking for Townhome uses
Estimated Daily Trip Generation (Total New Trips)	5,300	1,700
Estimated External Trips (Vehicle or Transit)	95%	88%
Estimated Internal Trips (Short-Distance Walk/Bike Trips)	5%	12%
Market Implications	<ul style="list-style-type: none"> This area supports additional higher-density housing and neighborhood retail uses. Both rental and for-sale housing products are appropriate for this area. While this location lacks the cross traffic and through traffic to support community retail uses (like a grocery store), the concentration of housing, Airport employment, and future employment and lodging uses could support more convenience and neighborhood-oriented uses. 	

Addison Central Alternatives

Option A – Residential Focus



Option B - Food Central



Addison Central Alternatives Comparison

	Option A - Residential Focus	Option B - Food Central
Strategic Direction (Desired Future Character)	<ul style="list-style-type: none"> Add new housing options to the Addison Circle neighborhood Create unique office opportunities facing Addison Circle Park Include new community serving retail Continue office focus along the Tollway 	<ul style="list-style-type: none"> Create a cluster of food-oriented attractions at the Cotton Belt Station Include restaurant incubator (Trinity Groves), local food shops (San Francisco Ferry Building), chef-driven and local restaurants, culinary training programs, etc. Other areas continue office development along Tollway and extend office to Addison Circle Park
Other Defining Features	<ul style="list-style-type: none"> Combined structured parking supporting residential and office buildings Urban style park with a water feature north of future rail station Potential location for grocer Pedestrian / Bicycle connectivity between the Dallas North Tollway and future rail station provided along Arapaho Road 	<ul style="list-style-type: none"> Passive green space north of future rail station Pedestrian / Bicycle connectivity between the Dallas North Tollway and future rail station provided along rail line
Estimated Daily Trip Generation (Total New Trips)	13,300	18,800
Estimated External Trips (Vehicle or Transit)	83%	86%
Estimated Internal Trips (Short-Distance Walk/Bike Trips)	17%	14%
Market Implications	<ul style="list-style-type: none"> This area supports both higher-density office/employment and residential uses. Addison continues to be an attractive location for office space along the DNT corridor. This location is enhanced by transit and public amenities (e.g., Addison Circle Park). Depending on the level of activity created at this location, a grocery store and/or several specialty food stores could be supported. A “Food Central” concept is a market-supported opportunity that could take a few years to develop, depending on its ability to secure an experienced operator, foster a healthy tenant mix, and acquire financial backing. 	

APPENDIX III: COMMUNITY INPUT

Input, feedback, and guidance from the community was an important component of the study process. Public outreach through events, work sessions, and meetings provided the Town and planning team with a well-rounded perspective of both the study sites and the Addison community as a whole.

Stakeholder Interviews

Several interviews with community leaders, neighborhood associations, and other key stakeholders and stakeholder groups articulated local expectations for the development of the two sites. These interviews took place in February of 2018, during the initial stages of the study.

Stakeholder Group 1 – 8:15 – 9:15 am: HOAs/Neighborhood Associations in the Circle – 2 representatives from each of the 4 associations. (8 Total – 7 Attended the Session)

1. Where are the neighborhoods you represent?

- Meridian –On Airport- Condos – Townhomes and Condos
- Aventura at Addison Circle and Spectrum
- District A – 83 Townhomes

Please tell us something about the types of units and the people who live there

- There are not a lot of children living in the developments
- Many of the developments are 3 stories, and those have people below 50
- There are currently more empty nesters moving into the neighborhoods, and young people moving out

2. What aspects of today's Addison Circle are most important to your neighborhood's residents?

- Like proximity to Legacy and Downtown
- Ability to walk
- Like the proximity to variety of restaurants
- Looking forward to connection to DFW with Cotton Belt
- There is a strong sense of safety in the area – even at night – well lit
- Like the smaller events focused for the community – well programmed – summer series, the issue is when there are regional events
- Cotton Belt will assist with people from region getting into events – and especially leaving the events (people arrive over an extended period of time, but all leave at the same time when the event is over)

3. What aspects of today's Addison Circle cause concern to your neighborhood's residents?

- Traffic during events is a nightmare
- People tend to speed on Spectrum and Quorum
- Visitors do not know where to find parking – it exists, but maybe needs better signage
- If people that live in the Circle would park in the garages, there would be more on the street for businesses and visitors
- Existing residents need to support the Circle businesses more

- Young people in Addison Circle are not eating in the Circle
- Post is in the business of keeping retail space

leased, so sometimes the establishments are not well run – MAA (the company that took over from Post) has not leased retail previously

4. What new uses or activities would you most like to see within this study area?

- Restaurants like exist in Trinity Groves – this could attract the young people in Addison Circle to stay in the Circle
- A real grocery store like Trader Joe's – only have a convenience store today
- Starbucks
- Could possible see more townhomes or condos, but that would also increase the traffic and parking problems
- If you create a restaurant destination here on the rail, people could use the Cotton Belt to get to the facility
- Want to see the necessary retail establishments so that one would never need to get in a car and leave the Circle
- Would like to see inexpensive office space for co working – rents on existing spaces are outrageous – not exciting to some – would prefer to see the sites maintained as green space, but know that is not practical
- Assisted living may be a potential use, but Traditions is close by – home health may be preferred if elevators could be added to units
- Addison Circle is a more mature Uptown

5. What changes would improve the connections between this study area and the main Addison Circle area?

- The triangle along the north side of the rail should be considered as an entrance rather than an edge
- The triangle should be a grocery store and supporting shopping – or maybe another Mockingbird Station type development
- Like the idea of trails throughout the area connected to the surrounding communities
- Could be a great entry feature at the mid-point
- to Festival Way that connects to the new development to the south
- There is also an opportunity to keep office workers in the Circle for lunch with this type of development – restaurants are currently empty in the daytime
- The parcels to the north are better suited for grocery store or additional residential – prefer condos over apartments – Multi Story

6. If the Town could invest in just one or two capital investments next year, which ones would provide the greatest catalytic benefit for desirable development?

- Want to see a series of trail loops that provide options for distance / time
- Bike trail along Cotton Belt is a positive aspect in the future – will be 52 miles long as envisioned
- – this could lead to specialty bike shops / repairs
- Should consider shuttle service during events to alleviate parking and traffic issues

7. What other short-term actions would bring the greatest benefit to this study area?

- A restaurant incubator could be a good area of focus

Stakeholder Group 2: Property owners along Broadway (Triangle Property North of DART Rail (8 Owners – 2 Attended the Session)

1. Which properties do you own, how long have you owned them, and what uses do you currently have?

- Have owned two of the buildings since the 1990's – they were RTC buildings – were leasing from the owner and then bought them – they are offices for their Advertising Agency
- Buildings are live/work with apartments on top floors
- Have about 7500 square feet
- For now, would like to see the company stay there (it is doing well), considered living in the building, also considered vacating and consolidating to their building on Wiley Post

2. Do you use Addison Circle in your marketing for the property and its tenants? If so, how has it been helpful? If not, why not?

- Are not really connected to Addison Circle today – it hurt them when their road was closed for Addison Circle development
- with communication from the Town about closures
- The events are not a huge problem for them now, although there were problems in the past
- There will be issues with properties along Addison Road due to 2 story height restriction

3. What new uses or activities would you most like to see within this study area?

- Would like to see an extension of the park in the future
- In the area to the north at Airport, there could be something more retail oriented – this could be a great location for the Grocery Store concept
- Believe there is enough residential in the area – see this area as more retail and office, although the restaurants in the Circle are not successful
- Would like to see more of the Circle types of activities, or restaurant development like in the Woodlands to the east of their property
- There would need to be better access – the one way in and out does not work
- Could envision restaurants in the park
- Miss the 7/11 that used to be close by
- Need to accommodate dogs
- Everybody delivers now, so it is not as important to have things close to you
- A hotel would be very good to support the existing conference center

4. What changes would improve the connections between this study area and the main Addison Circle area?

- It is important to see walking and bicycle trails connecting all of these sites to the existing Circle development
- Need water features in the area

5. How can this area take advantage of a future Cotton Belt DART line and station?

- Legacy West type development with restaurants and office could occur to the east along the rail line – that would appeal to the apartment people
- High end grocery store / restaurant would be of value to the area (Central Market, Whole Foods, etc.) – Even a walk-through market like

Baltimore or San Francisco

- Indoor concert venue
- Parking Garages supporting the multiple venues will be needed
- Native plantings could add identity to the area
- Special events every weekend would be supportive of the Rail / Bus aspects

6. Do you have any other recommendations for this area's future?

- Basically need to enhance what is already going on in the area

Stakeholder Group 3: Property owners from the northwestern portion of the study area combined with the two privately held undeveloped parcels at Arapaho and the Tollway (7 Owners – 4 Attended the Session representing 3 properties)

1. Which properties do you own, how long have you owned them, and what uses do you currently have?

- Van Trust has property on DNT – Purchased in 2015 – zoned for sister office tower planned to be identical to building to the south – part of Quorum Business Association – bought the property intending to build to suit, but tenant went away – now want to consider live work with a residential component to their project – may also look at retail
- Avis/Budget has the property on Addison Road - \$26 Million Operation – Works well as it is today – supports the FBO at the Airport – In the future, will have more automated rental system
- 3.2 acres on corner of Airport and Addison – have owned property since 1957 – Airport was a dirt strip at that time – office there – underutilized interim use – property is for sale currently – there has been a lot of interest from multi-family developers – several don't currently have a presence in Addison Circle but would like to have one

2. What new uses or activities would you most like to see within this study area?

- Would like to see the properties along Addison Road at Airport up to the same level of quality and development type as Addison Circle
- Would like to see live work concept for the properties in this area to support the car rental activity
- Would like to see the area along the Tollway more activated with retail, walkability, residential and office –there is already open space, but it is hidden – this site has the ability to connect to Addison Circle with pedestrian connectivity
- It is hard to pull restaurants away from Belt Line and into Addison Circle – the success of Belt line is hard to overcome (statement was made that this is true if you are focused on your car – Addison Circle has walkability)
- Would like to see the level of food and beverage in Addison Circle increased
- The existing office building site on the tollway is perceived to be on an island
- Addison Circle has lost some of its energy and needs to be re-energized
- The height required by the zoning on the DNT will drive this to be Class AA space due to construction costs. Class AA tenant expects a lot of amenities – Frisco Station is Class AA and there are a lot of amenities with restaurants, entertainment, walkability, etc. People are saying for the rates that are being expected, they can go to the new areas further north. Years ago met with the CEO and COO, now are meeting with CEO and HR Director. Everything is focused on employee retention. Need to brand the office development as being part of Addison Circle, not the Tollway.
- Need to get a name brand restaurant, but may need and supplement the rent to get a

recognizable anchor to catalyze the area

restaurants

- Need to turn Addison Circle into a District that becomes a destination that gives people a reason to get off of the train. Need to tie into Addison Circle Architecture, but make it more fresh and new
- Southlake has done a lot with outdoor spaces and locating brand restaurants (chains) into the area – need to avoid constant turnover of
- Need to become a destination like Trinity Groves
- Restaurants should be focused on millennials and empty nesters
- Independent senior living would be a great addition to the area with the walking trails, theatre, events, etc, it could be very successful

3. What changes would improve the connections between this study area and the main Addison Circle area?

- Offices are currently oriented to the tollway – need to have stronger connection between office buildings and Addison Circle – a circulator and additional office space to support daytime use of restaurants may be needed – circulator would need to have minimal wait time

4. If the Town could invest in just one or two capital investments next year, which ones would provide the greatest catalytic benefit for desirable development?

- Make it as easy and safe as possible to get across the railroad tracks
- Consider a grade separated station
- If we cannot put the station above, consider elevating the pedestrians

5. Do you have any other recommendations for this area's future?

- Accommodating small children could help attract more families to the area
- The Town may need to make some sort of financial commitment to make the development envisioned a reality

Stakeholder Group 4: Town of Addison and DART representatives (3 – 2 City and 1 DART)

1. What are the current plans and concepts for the Cotton Belt station here?

- There are a lot of things that DART can do with the surrounding properties
- Cotton Belt Construction timeline is currently 2022
- The platform is essentially set at this point
- Submitted EIS and looking for ROD by June or July
- Each station may have its own architectural identity
- Bus bays and parking could be separated from development as long as it is clear visibility to the platform
- There will be a certain number of spaces that DART needs – they will look at shared parking
- There can be at grade pedestrian access at both ends of the platform
- DART maintains ownership – 99 year leases

2. What development would be most supportive of the success of transit?

- This should be the ultimate destination – Addison Circle was designed for Rail
- DART will send ridership projections

- The difference between 20 minute headways (light rail) and 30 minute (commuter rail) should not be an issue
- DART has commissioned a study on how much parking has been provided and what is being utilized (this is to address the overparking requirements of lenders) – will be complete by this time next year
- Have an issue with parking garages being built where it would be better as active space
- Dense environment in this area is needed with strong pedestrian connections
- Bus shuttles may be an option if there is a PID

or TMA – 50/50 cost split

- Need to build an identity of “Downtown Addison”
- All of the stations are doing well from a housing standpoint – focus on millennials and knowledge workers – there has not been much demand for condos around stations – mainly market rate apartments
- Galatyn Station is a great example of having festivals next to a station
- It is possible to develop above the tracks, but the price of land is not there to support that type of development.

3. What new uses or activities would you most like to see within this study area?

- The area to the north should be looked at in relation to “last mile” – it has a bus line on Addison Road and could support the station.
- It should be envisioned for residential, but because of proximity to the airport, should probably not be owner occupied

Special Project Committee Meetings

The Addison City Council appointed members of the Special Projects Committee to serve as citizen guides during the study process. Four meetings between February and July of 2018 facilitated discussion and the review of the project's status as it progressed towards completion. The following notes detail comments submitted to the planning team by members of the committee over the span of these four meetings:

Meeting 1: February 28, 2018

Strengths and Opportunities – Area 1 (Addison Central)

- Only 3 Property Owners
- Increase Tax Base
- Sense of Community – Knit the whole together
- Convenience
- Special Recreation
- Something different that nobody has
- Dovetail with Parks Plan Update
- Support traffic to Taste of Addison
- Support traffic for labor force to restaurant business
- Addison Transit Center is already there – these facilities transfer to and from the train
- Rail becoming the primary transportation to DFW Airport
- Blend into Addison Circle Park and the new Addison Airport development
- Need for public multi-level parking to support
- stop in Addison as well as support for events & retail on Beltline
- Walking distance for Circle residents
- Expand urban lifestyle that's here now
- Recruiting top talent from other suburbs for businesses in Addison
- Special Rec
 - something more than regular park activities
 - Opportunity to dovetail with Parks plan
- Recruiting
 - Corporate concern about attracting top talent – they want transit
- CRITICAL
 - attracting talent
 - need for multi-purpose parking
 - address concerns
 - Building on existing assets
 - transit center
 - expand the urban life style
 - Sense of community
 - knitting the pieces together
 - add value to increase tax base

Weaknesses and Threats – Area 1 (Addison Central)

- Keeping pedestrian walkways safe along Quorum & Addison Road along the Cotton Belt
- Even when there is not a festival, there is heavy foot traffic
- Walking to the Belt Line Safety with Train
- Odd Shaped Properties
- MAA Management not being responsive to the apartment residents and retail tenants' needs. Gate malfunctions. Closed shops. Unhappy residents who leave Addison.
- Making sure management works
- This would be different CO

- Lose carnival area for special events
- Need much more parking
- Increased traffic
- Less green environment
- Safety (community)
- Do we want more residents?
- Too dense?
- Challenge creativity – what do we have no one

else does?

- Reduce parking spaces for Taste Addison, Kaboom Town Vendors
- Uber, Lyft instead of transit?
- Cost of transit?
- CRITICAL
 - Management issues f/ development
 - pedestrian safety
 - questions with Uber/Lyft vs. DART
 - questions on cost to use DART

Strengths and Opportunities – Area 2 (Addison Circle West)

- Use of town land for developing
- town building alternatives – ie. new town hall area
- retail opportunities for airport businesses and customers and residential areas
- tie rest of community to airport
- opportunity to develop land that has not been in line with other Addison development
- Rectangular land parcels allow for efficient

development

- opportunity to embrace Addison airport
- Opportunity to set tone for Addison Circle 2.0 on heavily traveled Addison Road
- Mix use/park development
- CRITICAL
 - Park/open space
 - airport businesses and customers services (retail)
 - Tie community to the airport

Weaknesses and Threats – Area 2 (Addison Circle West)

- multiple property owners
- no residential – airport noise contours
- disrupt residents in the townhomes/apartments, if incompatible here
- reduce potential parking space for Taste Addison for vendors
- Isolated from Addison Circle
- No synergies to north or west
- we need overflow parking for major events
- leave the cow pasture alone, it's a nice touch the way it is

- size of area/layout – narrow
- increased traffic/ need more stop lights
- CRITICAL
 - Better access for vendors for Taste of Addison
 - Bridge the airport and Circle
 - isolated
- INVESTIGATION
 - parking (current) and changes anticipated with DART

Site 1 (Addison Central) Brainstorming

- Parking
- “Legacy food hall” /restaurant cluster
- Stronger connectivity East/west and North/South
- Ride Share pick up/drop off
- Multiple options (tunnel/bridge)
- permanent carnival/entertainment area
- more office/mixed-use
- R/R Training Center/incubator/exhibitions
- Art Incubator
- All-year round destination (not just festivals)

Site 2 (Addison Circle West) Brainstorming

- Retail/commercial
- connect the street grid
- multifamily (senior?)
- town hall development (synergy with fire and police)
- expand the convention center?
- what are current needs?
- food options (takeout or casual)
- Grocery options?
- Art district (tied to conference?)
- Car rental
- Convenience store – 24-hour option
- Entertainment facilities
- Wider sidewalk/trail, tie west side to east

Further Investigation

- Conference center needs
- specifics on height restrictions
- exhibit/stations on DART (get DART presentation)
- Ridership on line (by station)
- Need for senior living

Meeting 2: April 25, 2018

Vision Statement

- Making Addison a major destination, not just Addison Circle
- Nod to architecture – quality, high density, mixed-use
- “TOD” sometimes overused
- Hesitant to use “high density”; use urban character/lifestyle instead
- Multimodal; hub for mobility
- Welcoming for live/work/play for all Addison
- New gateway into Addison

Guiding Principles

- Public art
- Environmental/sustainable features

- Gateway
- Support for community events and performances
- Relationship to Airport and Conference Centre
- “vehicular” seems emphasized over other modes

Site 1 (Addison Central)

- Concern for competition with Belt Line restaurants
- Support existing residential vs. building up additional residential
- Concern for development activity fronting Arapaho; used primarily for through routes
- Support for more services along Addison Road
- Question about the demand for additional tollway office
- Option B office building may act as barrier
- between station and the park; open up the views, permeable
- Support for developing the full site (including Addison Rd/Arapaho corner)
- Food market concept; food-focused retail
- Add support for existing restaurants in principles; more emphasis on shops and culinary school
- Arts destination more than just the theater
- Work the green space into area south of the rail

Site 2 (Addison Circle West)

- Is there a way to better connect the airport to Addison Circle?
- No sidewalk along some of the east side of Addison Road or a way to cross Addison Road
- A direct street connection may invite parking for community dog park
- Hard to imagine successful retail at the corner of Addison Rd & Airport Pkwy
- - Lack of traffic
- Townhome development may work well here; ownership product +1
- - Change layout on Option B to extend residential to Airport Pkwy
- Community rec center
- Small business services, co-working space (Option A) at Airport Pkwy corner

Indicators

- Safety

Meeting 3: May 31, 2018

Vision Statement

- No additional comments

Addison Circle West

- Curvilinear Artist Way connection preferred or some other measure to mitigate traffic
- Not sure about the need for another hotel
- - Non-res uses, parking structure
- Support for urban res + retail at northern site
- - Concern for success of retail along Addison

Road

Addison Central

- Potential concern for building heights adjacent to park
- Support the extension of park activities into the site before and after development
- Market flexibility for res vs office between Quorum and Tollway
- Senior living could be a viable component
- High design standard for buildings and public realm
- Strong Quorum to station ped connection toward Belt Line
- Support for bike/ped line along rail
- Support for an urban grocer

Meeting 4: July 26, 2018

DART TOD Tour

- Mockingbird trail seemed disconnected and barren (no trees)
 - Addison trail should be more pleasant for peds
 - Bring in Arbor and Legacy Foundations as partners
 - Plan should address ped amenities
- Liked the look of the newer Richardson stations
- Shade, fountains
- Signage should be intuitive at the platform
- Liked the master developer approach to Cityline
 - Created a corporate campus with third party vendors
- Importance of Angelika Theater stood out as regional draw
 - You have to be destination-oriented (day or night)

Chapter 2 – Strategic Direction – Addison Circle West

- Zoning tool for market flexibility with uses but maintain form
 - ex. senior living
- Parking needs to be intuitive for the retail
 - More discussion in text, teaser parking? Signage?
 - Clarify intended vehicle connections (fire lanes)
 - Retail ready seems too limiting; “Flex space”

Chapter 2 – Addison Central

- Screening of parking structures is important
- Worry that grocery is a viable use
 - Keep it flexible
- Building height: “up to” language; Should it be more similar to existing Addison Circle?
- Don’t pigeon-hole just food; Should also be entertainment-oriented

Chapter 2 – Economic

- Alternatives that include senior housing
- This section will include capacity of development
- What is meant by being somewhat “selective” in the market?

Chapter 2 – Open Space

- Design standards that continue the high quality in the area

Chapter 2 – Circulation

- Supporting transit and circular trolley

Chapter 3 – Implementation

- Town should stay aware of DART's action and schedule for service implementation

Additional Questions

- How realistic is the market for retail? space?
- How do we create enough of a destination? • Special event usage?
- Why the drive time for the extended trade area? • Demographics to support the proposed uses? DART demographics that are using transfer center?
- Can economic analysis address retail ready

Community Workshop 1

The first community workshop was held on March 8, 2018. This event provided the public input necessary for the development of two alternative scenarios for each site. These alternatives were based on direction received from both committee members and the public at large.

Results from the keypad polling exercise conducted at this event are provided in this appendix, as well as feedback from the following stations:

- Where Am I? (Registration)
- Station 2 – Mobility
- Station 3 – Site 1
- Station 4 – Site 2

Station 1 – Existing Conditions

What do you like best about the existing character of Addison Circle and the study area sites?

- Parks/walking trails
- Open space – variety of possible uses
- Trees, nature, walkable, open space for activities, sports, fitness
- Wide open spaces
- Walk to bars/restaurants
- Free Wi-Fi to work in park
- Open space – small town atmosphere
- Major connectivity hub of the future
- Green space – not just concrete

What features, activities, or services are currently missing?

- Bike paths
- Playgrounds
- Farmers market/culinary education +1
- Boutique hotel
- High rise condo
- Bars and restaurants
- Medical
- Pedestrian mall
- Grocery store (Sprouts/Trader Joes)
- Condo complex with mixed-use included
- Lighting
- Soccer/futsal court open to public, bocce ball
- Sidewalk cafes
- Better connectivity/crosswalks
- Restaurants that last more than a few months +1
- Restaurant incubator/market +1
- Senior living

Station 2 – Mobility

What connections should be created or strengthened?

- Elevate track over Addison Road +1
- Smart street technology
- Plan for little/no need for parking garages
- Rail crossing timing for traffic
- Need for ped crossing across tollway
- Potential circulation issues for cars with train crossings
- Lighting/safety for evening ped activity
- Trail along the rail (for bike, running/walking) +3
- Cotton Belt + TexRail integration
- Ensure safety at pedestrian crossings on Quorum and Addison Road
- Elevated pedestrian crossing at Arapaho & Dallas North Tollway
- Wide sidewalks
- Bike trail/walk trail, bike racks
- Bike trail to Welch Road from Addison Circle area
- Some of Addison Road does not have sidewalks – area south of the conference center to Addison Transit Center. For mobility of pedestrians, bicycles, and wheelchairs, please create sidewalks where they do not exist. Also look at additional areas of Addison Road for lack of sidewalks
- First mile/last mile connectivity to DART station

Station 3 – Site 1

What should the area be called?

- Rail Mctrackface
- Addison Central +1
- Addison Train Way
- Quorum Centre
- Addison Centre
- Addison Way Station
- Addison Circle Station
- Cotton Belt Commons
- Addison Cotton Belt Vicinity
- Addison Crossing +1

Other Comments

- Higher-end hotel with direct airport access via rail +2
- Free trolley around Addison (and Addison in particular) +3
- Need more trees, trails
- Improved infrastructure to alleviate crowds and traffic for big Addison events
- Sidewalks and open spaces +1
- Better parking signage

Station 4 – Site 2

What should the area be called?

- Addison Circle West +1
- Addison Circle (just market it as part of Addison Circle) +5
- Addison Uptown
- Airport Row
- West Addison Park

Other Comments

- Creative pockets
- Water (interactive fountains) in a park is okay, but care should be taken to prevent children from being hurt
- Open sports area within and public green space
- Please note votes for streetscapes – landscaping and wide sidewalks softens image, shade=walkability
- Wide sidewalks, brick preferred +1
- Community garden +1
- Senior living +4
- Amazon GO!
- Theater academy
- Creative outlet – all ages such as painting with a twist, Quiqleys clayhouse, sip and board

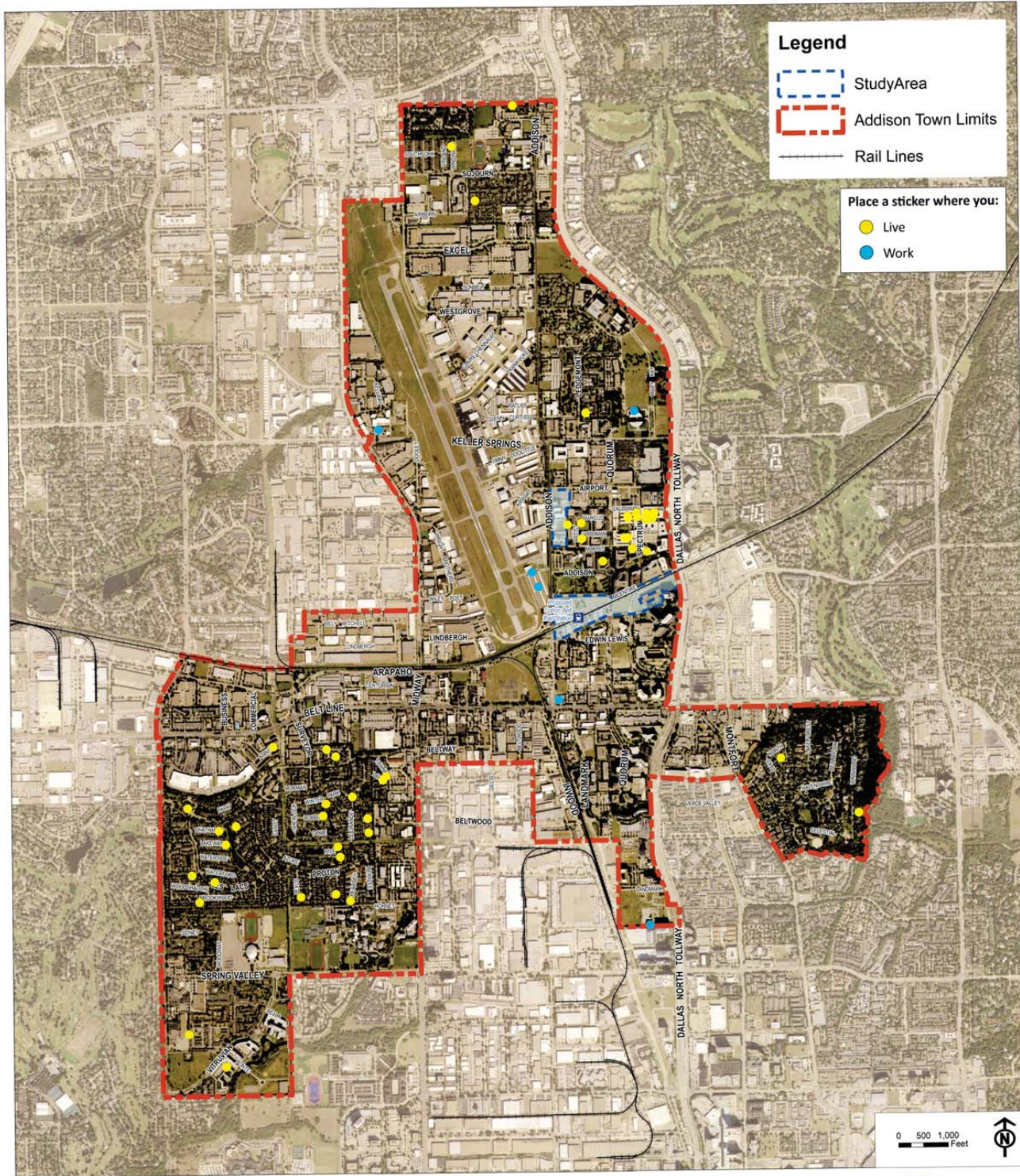
Other Comments

- Increased collaboration between Addison, Farmers Branch, and Carrollton +1
- Addison needs more public sports fields/courts
- Community garden
- We need connections between areas, trails, etc.
- Circulator all along Belt Line and Arapaho loop
- Parking garage
- Taxi, Uber, Lyft pickup/dropoff lane and separate area for cell phone waiting like at airport
- Safety – lights, security personnel, emergency phone
- Impact on Keller Springs if Arapaho/Belt Line blocked by train traffic

Where Am I?



Addison Circle Special Area Study

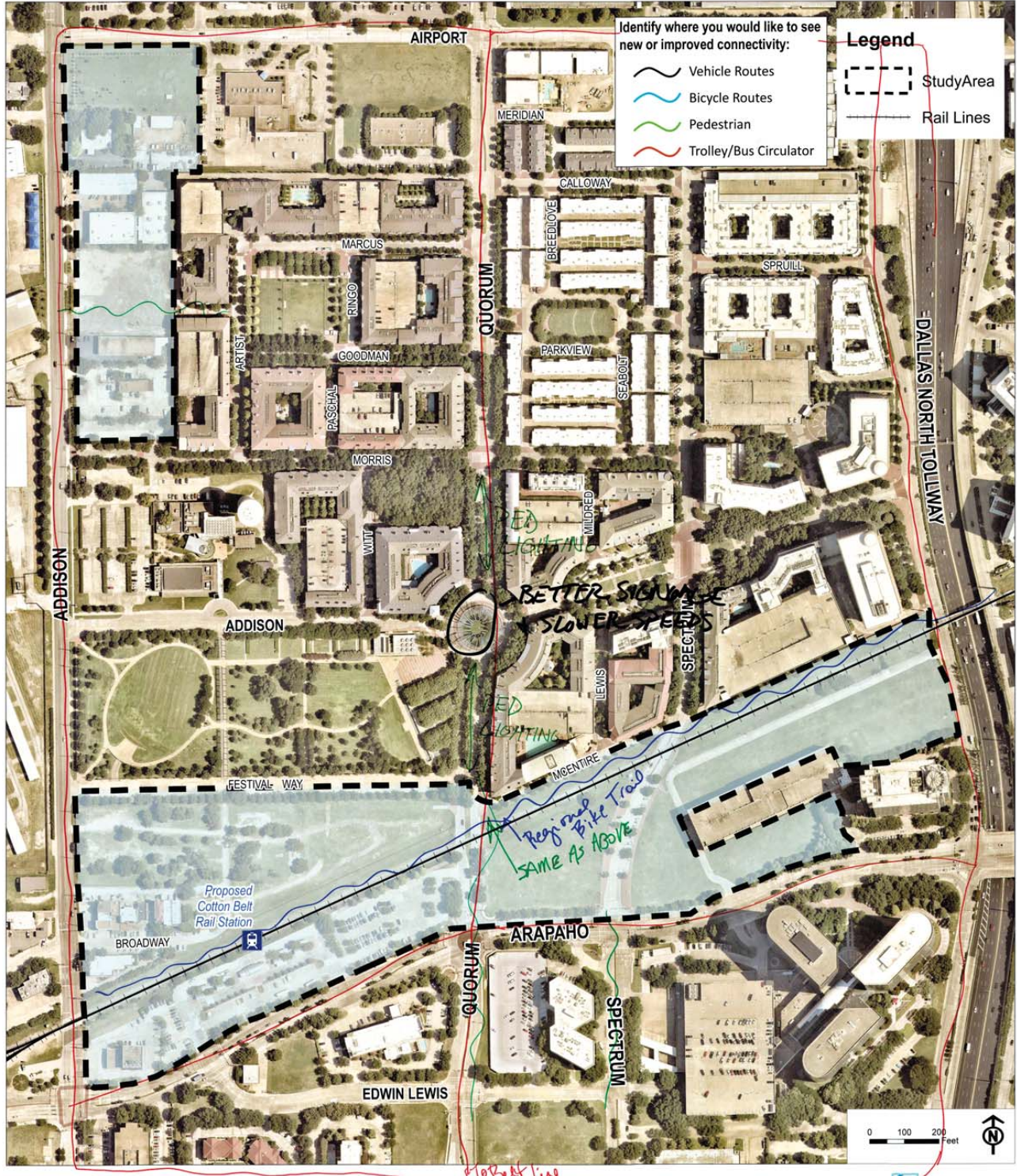


Kimley & Horn



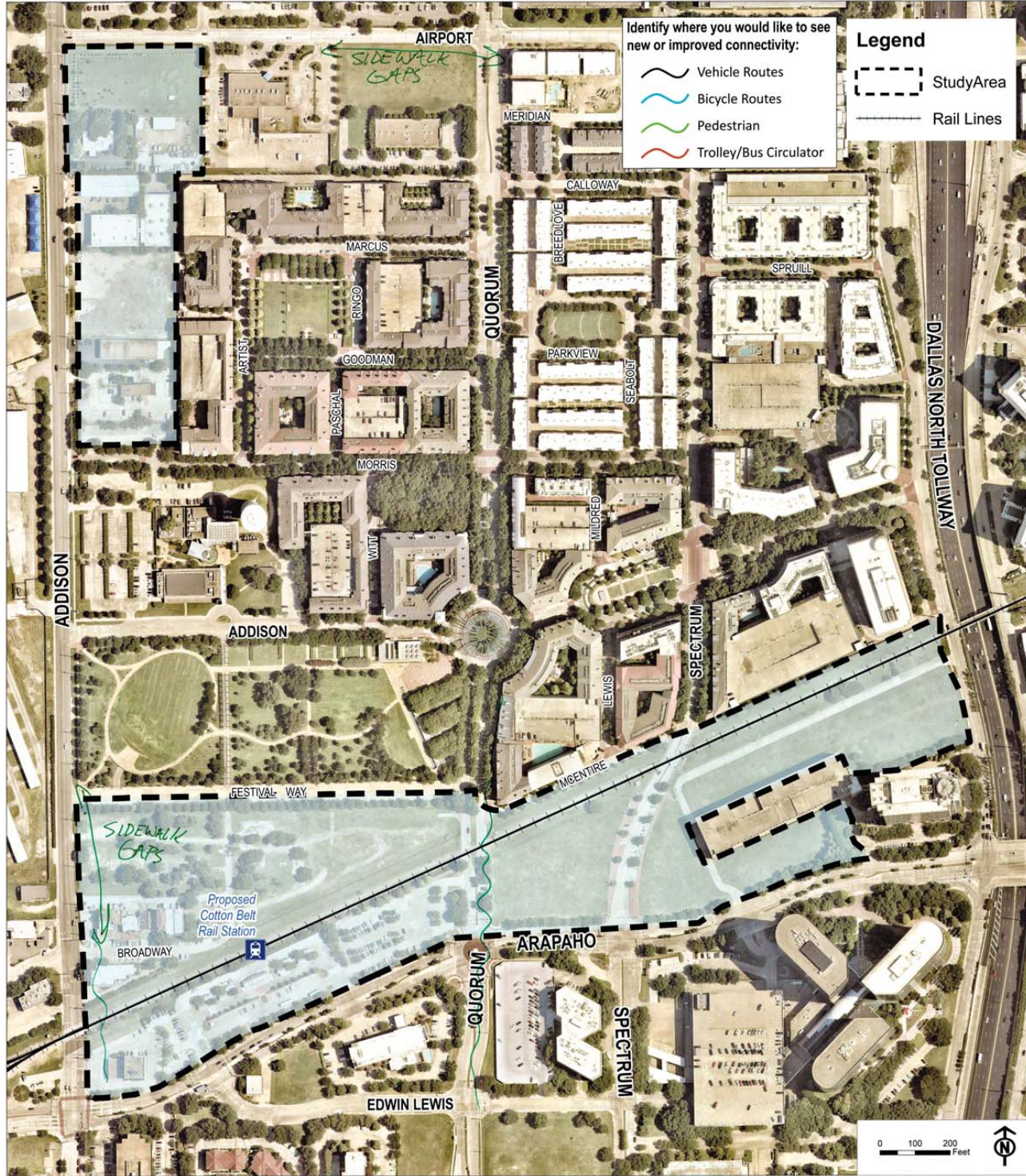
Study Area Mobility

Addison Circle Special Area Study



Study Area Mobility

Addison Circle Special Area Study



Kimley > Horn



Robert Cunningham

Development Type Image Board - Site 1

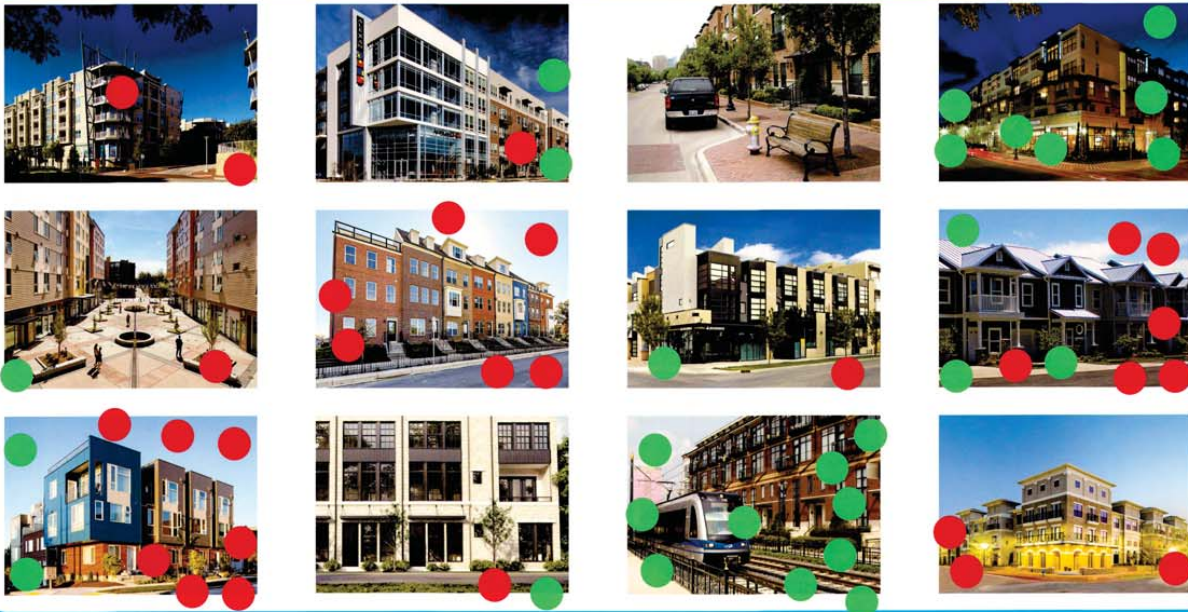


Addison Circle Special Area Study

Which of these images show the character or activities you'd like this area to have in the future?

Urban Residential

Green = Like / Red = Dislike



Mixed Use



Development Type Image Board - Site 1



Addison Circle Special Area Study

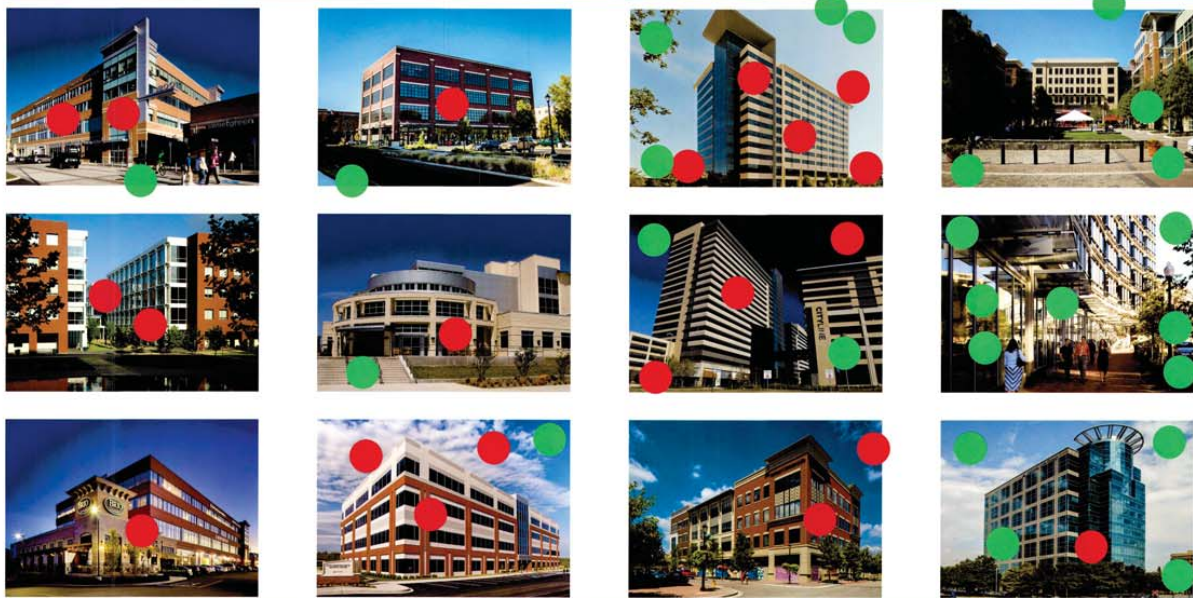
Which of these images show the character or activities you'd like this area to have in the future?

Businesses & Restaurants

Green = Like / Red = Dislike



Office



Development Type Image Board - Site 1

ADDISON

Addison Circle Special Area Study

Which of these images show the character or activities you'd like this area to have in the future?

Public Amenities

Green = Like / Red = Dislike



Development Type Image Board - Site 2



Addison Circle Special Area Study

Which of these images show the character or activities you'd like this area to have in the future?

Urban Residential

Green = Like / Red = Dislike



Mixed Use



Development Type Image Board - Site 2



Addison Circle Special Area Study

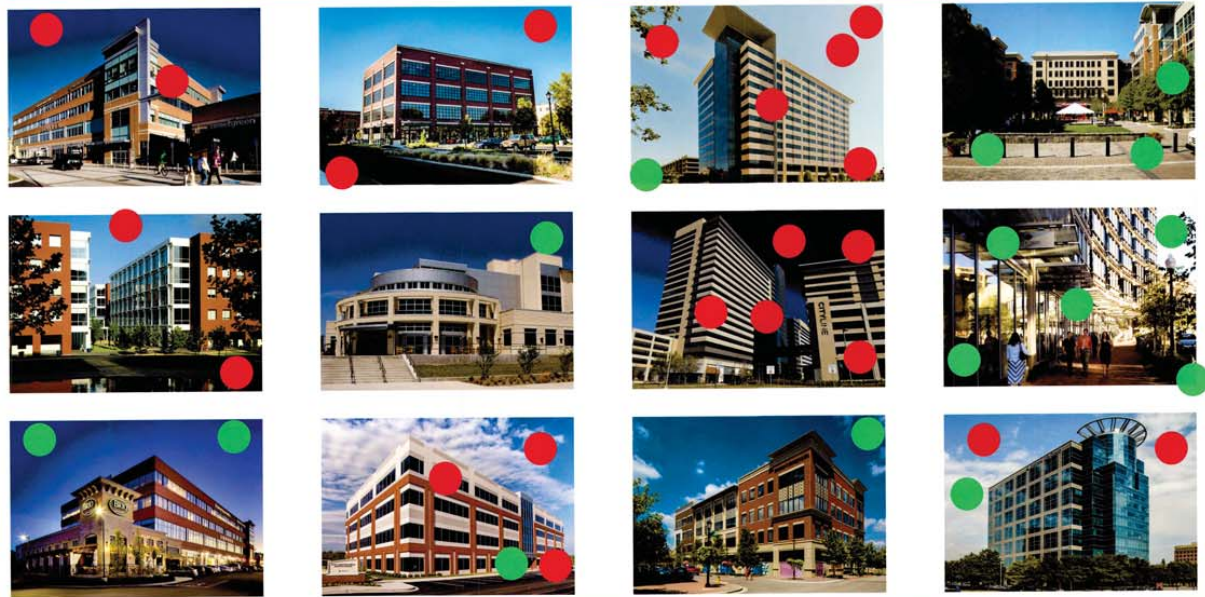
Which of these images show the character or activities you'd like this area to have in the future?

Businesses & Restaurants

Green = Like / Red = Dislike



Office



Kimley & Horn



Ricker Cunningham

Development Type Image Board - Site 2



Addison Circle Special Area Study

Which of these images show the character or activities you'd like this area to have in the future?

Public Amenities

Green = Like / Red = Dislike



Keypad Polling Preferences - Community Workshop #1

What activities and uses should be part of the study area's future?	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	I'm not sure (5)	Agree (1+2)	Disagree (3+4)
A restaurant cluster or incubator like Trinity Groves	61.5%	17.9%	15.4%	5.1%	0.0%	79.5%	20.5%
Performance spaces and entertainment attracting people who live or work in Addison	52.6%	18.4%	7.9%	13.2%	7.9%	71.1%	21.1%
A trolley/bus circulator running throughout the Addison Circle area	48.7%	28.2%	5.1%	15.4%	2.6%	76.9%	20.5%
A 'food hall' like the one at Legacy West	46.2%	30.8%	10.3%	7.7%	5.1%	76.9%	17.9%
Performance spaces and entertainment attracting people traveling on the Cotton Belt line	46.2%	28.2%	10.3%	12.8%	2.6%	74.4%	23.1%
Parking for the homes and businesses in this area	46.2%	23.1%	20.5%	10.3%	0.0%	69.2%	30.8%
Fast-casual restaurants	44.7%	34.2%	15.8%	5.3%	0.0%	78.9%	21.1%
Enough parking for visitors to Addison's special events	44.7%	18.4%	21.1%	15.8%	0.0%	63.2%	36.8%
Housing for active seniors	43.6%	41.0%	7.7%	5.1%	2.6%	84.6%	12.8%
A grocery store	41.0%	33.3%	12.8%	12.8%	0.0%	74.4%	25.6%
Retail shops and services to serve visitors to Addison Circle	41.0%	25.6%	12.8%	12.8%	7.7%	66.7%	25.6%
Retail shops and services to serve people traveling on the Cotton Belt line	40.0%	37.5%	10.0%	10.0%	2.5%	77.5%	20.0%
Shared office space for small businesses	38.5%	43.6%	5.1%	10.3%	2.6%	82.1%	15.4%
Retail shops and services to serve area employees	37.8%	32.4%	21.6%	5.4%	2.7%	70.3%	27.0%
Housing for young professionals	36.8%	44.7%	7.9%	5.3%	5.3%	81.6%	13.2%
Parking and loading areas for the vendors at Addison's special events	32.5%	27.5%	15.0%	15.0%	10.0%	60.0%	30.0%
Retail shops and services to serve Addison Circle residents	30.8%	46.2%	12.8%	7.7%	2.6%	76.9%	20.5%
A hotel to support the Convention Center	30.8%	25.6%	23.1%	15.4%	5.1%	56.4%	38.5%
Businesses that benefit from location near Addison Airport	26.3%	26.3%	18.4%	21.1%	7.9%	52.6%	39.5%
Art galleries and studios	25.6%	41.0%	7.7%	17.9%	7.7%	66.7%	25.6%
Education or training programs to support Addison companies	25.6%	25.6%	20.5%	23.1%	5.1%	51.3%	43.6%
Locations for corporate offices of major companies	21.6%	35.1%	10.8%	27.0%	5.4%	56.8%	37.8%
High-end, famous restaurants	21.1%	42.1%	21.1%	13.2%	2.6%	63.2%	34.2%
Housing for families with children	15.8%	21.1%	28.9%	28.9%	5.3%	36.8%	57.9%
Businesses used by people traveling in and out of Addison Airport	15.4%	20.5%	35.9%	10.3%	17.9%	35.9%	46.2%
Housing for seniors needing assistance	12.8%	30.8%	17.9%	28.2%	10.3%	43.6%	46.2%

What activities and uses should be part of the study area's future?	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	I'm not sure (5)	Agree (1+2)	Disagree (3+4)
A new Town Hall	12.8%	20.5%	17.9%	43.6%	5.1%	33.3%	61.5%
Restaurants focused on fast food or take-out	2.5%	15.0%	20.0%	62.5%	0.0%	17.5%	82.5%
What activities and uses should be part of Site 1's future?	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	I'm not sure (5)	Agree (1+2)	Disagree (3+4)
There should be inviting pedestrian connections between the future Site 1 and the office towers along the Tollway.	92.5%	5.0%	2.5%	0.0%	0.0%	97.5%	2.5%
There should be inviting pedestrian connections between Addison Circle and the office towers along the Tollway.	86.8%	13.2%	0.0%	0.0%	0.0%	100.0%	0.0%
The urban character of Addison Circle should be continued in this area.	86.5%	8.1%	2.7%	0.0%	2.7%	94.6%	2.7%
Addison Circle Park should have a major entrance from the future Site 1.	68.4%	18.4%	0.0%	2.6%	10.5%	86.8%	2.6%
There should be events here that bring people to Addison every week or month, in addition to the Town's big events.	44.7%	39.5%	13.2%	2.6%	0.0%	84.2%	15.8%
What activities and uses should be part of Site 2's future?	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	I'm not sure (5)	Agree (1+2)	Disagree (3+4)
People living or working here should be able to walk or bike to Addison Circle and the Site 1.	97.4%	0.0%	0.0%	2.6%	0.0%	97.4%	2.6%
Development here should extend the character of Addison Circle to Addison Road.	69.4%	22.2%	8.3%	0.0%	0.0%	91.7%	8.3%
People flying in and out of Addison Airport should be able to walk or bike to restaurants, shops and services here.	56.4%	20.5%	15.4%	5.1%	2.6%	76.9%	20.5%

Community Workshop 2

The second community workshop took place on May 24, 2018. The major objective for this event was to weigh the advantages, disadvantages, opportunities, and challenges of either option for both sites.

Results from the keypad polling exercise conducted at this event are provided in this appendix. The following notes were recorded by attendees over the course of the event:

Addison Central/Commons Character Feedback

- Addison has an involved senior population. They want to stay in Addison – own in Addison. A three-story townhome is not an option for seniors. One story condominiums?! Plus senior living like Traditions (in Dallas) on Arapaho – please!
- Addison Central
- I suggest senior housing (rental). This would be a great location for active seniors, since it's so close to public transportation.
- Water features are good.
- Retain friendly, neighborhood character of Addison.
- Will there still be enough space for carnival?
- Need + avenue to Belt Line.

Addison Circle West Character Feedback

- Consider senior (rental) housing – since it's close to public transportation, it would be a natural for active seniors.
- Option A
 - No surface parking/add another wrap residential project with retail at lower level.
- Option B
 - Add small pocket park
 - Add live/work facing Morris; Suggest high density apts. vs townhomes as it is by airport and busy Addison Rd.
- Townhomes would sell quickly to Aviation buffs.

Mobility Comments

- More sidewalks
- Walk/bike trails
- Study of actual resident “ped shed”
 - We walk/ride bikes greater distances.
 - We live in a higher density area with green walk paths because we like to walk/ride bikes.
- Does study include the types of streets around the area?
 - Sidewalks near parks vs along busier streets
 - Amount of trees

Market Comments

- What is the current occupancy of retail and office spaces in this area vs proposed retail and office space in options A and B?
- Show us retail that isn't another “salon”/“spa” in current/existing comm. space. More comm. space does not equate to useful retail.

Strategic Direction Feedback

- Consider senior rental housing. It's near public transportation – currently bus and with the addition of the train, the location would be perfect for active seniors.
- Will there be enough food and entertainment and lodging for visitors?
- Pedestrian bridge over the tollway makes sense. +1
- Suggest high sound barrier wall along Addison Road if residential to be direct opposite airport.
- Boutique Hotel at Addison Central/Commons – Option A.
- B. This option is better draw than office. Suggest cafes, food, activities, rest, retail that face the park and connect to DART.
- B. This option is better with the current surrounding of the area. It's a better attraction area for business than living. Adds entertainment options.
- B. Entertainment, comedy, clubs, bars, activities for various ages.

Keypad Polling Preferences - Community Workshop #2

Feedback on Addison Circle West

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Circle West, Option A (Tourism)								
The development character of the Option will create desirable places to live, work and visit.	31.3%	31.3%	18.8%	12.5%	6.3%	62.5%	31.3%	4
The uses in the Option will add to the choices found in Addison today.	21.4%	50.0%	7.1%	7.1%	14.3%	71.4%	14.3%	1
The development character of the Option is appropriate along these major roadways.	25.0%	37.5%	31.3%	6.3%	0.0%	62.5%	37.5%	5
The development character of the Option supports the success of Addison Airport.	18.8%	50.0%	6.3%	12.5%	12.5%	68.8%	18.8%	2
The development character of the Option will enhance today's Addison Circle neighborhood.	37.5%	18.8%	31.3%	12.5%	0.0%	56.3%	43.8%	7
The Option includes uses that the market will support in this part of the Metroplex.	13.3%	20.0%	26.7%	6.7%	33.3%	33.3%	33.3%	11
The Option's uses allow Addison to compete more successfully in attracting businesses.	12.5%	37.5%	25.0%	12.5%	12.5%	50.0%	37.5%	10
The Option's uses allow Addison to compete more successfully in attracting residents.	18.8%	37.5%	18.8%	12.5%	12.5%	56.3%	31.3%	8
The Option's uses should make Addison's tax base stronger and more diverse.	18.8%	43.8%	12.5%	18.8%	6.3%	62.5%	31.3%	6
The Option encourages trips on foot or by bike.	25.0%	31.3%	6.3%	18.8%	18.8%	56.3%	25.0%	9
The Option supports travel by transit (DART bus or Cotton Belt rail).	31.3%	37.5%	12.5%	12.5%	6.3%	68.8%	25.0%	3

Feedback on Addison Circle West

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Circle West, Option B (Expanded Neighborhood)								
The development character of the Option will create desirable places to live, work and visit.	20.0%	60.0%	13.3%	6.7%	0.0%	80.0%	20.0%	1
The uses in the Option will add to the choices found in Addison today.	37.5%	18.8%	37.5%	6.3%	0.0%	56.3%	43.8%	8
The development character of the Option is appropriate along these major roadways.	18.8%	18.8%	31.3%	25.0%	6.3%	37.5%	56.3%	9
The development character of the Option supports the success of Addison Airport.	6.3%	12.5%	37.5%	18.8%	25.0%	18.8%	56.3%	11
The development character of the Option will enhance today's Addison Circle neighborhood.	31.3%	37.5%	12.5%	18.8%	0.0%	68.8%	31.3%	2
The Option includes uses that the market will support in this part of the Metroplex.	12.5%	50.0%	12.5%	18.8%	6.3%	62.5%	31.3%	6
The Option's uses allow Addison to compete more successfully in attracting businesses.	12.5%	25.0%	43.8%	6.3%	12.5%	37.5%	50.0%	10
The Option's uses allow Addison to compete more successfully in attracting residents.	26.7%	40.0%	20.0%	6.7%	6.7%	66.7%	26.7%	5
The Option's uses should make Addison's tax base stronger and more diverse.	12.5%	56.3%	12.5%	6.3%	12.5%	68.8%	18.8%	3
The Option encourages trips on foot or by bike.	25.0%	37.5%	18.8%	6.3%	12.5%	62.5%	25.0%	7
The Option supports travel by transit (DART bus or Cotton Belt rail).	31.3%	37.5%	18.8%	12.5%	0.0%	68.8%	31.3%	4

Feedback on Addison Central - Commons

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Central - Commons, Option A (Residential Focus)								
The development character of the Option will create desirable places to live, work and visit.	68.8%	25.0%	0.0%	6.3%	0.0%	93.8%	6.3%	1
The uses in the Option will add to the choices found in Addison today.	62.5%	25.0%	0.0%	12.5%	0.0%	87.5%	12.5%	5
The development character of the Option is appropriate adjacent to the new Cotton Belt Station.	56.3%	37.5%	0.0%	6.3%	0.0%	93.8%	6.3%	2
The development character of the Option is appropriate adjacent to the North Texas Tollway.	66.7%	26.7%	0.0%	6.7%	0.0%	93.3%	6.7%	4
The development character of the Option is appropriate adjacent to Addison Circle Park.	60.0%	13.3%	13.3%	13.3%	0.0%	73.3%	26.7%	12
The development character of the Option will enhance today's Addison Circle neighborhood.	73.3%	13.3%	0.0%	13.3%	0.0%	86.7%	13.3%	7
The Option includes uses that the market will support in this part of the Metroplex.	56.3%	18.8%	0.0%	18.8%	6.3%	75.0%	18.8%	11
The Option's uses allow Addison to compete more successfully in attracting businesses.	53.3%	26.7%	13.3%	6.7%	0.0%	80.0%	20.0%	9
The Option's uses allow Addison to compete more successfully in attracting residents.	73.3%	13.3%	0.0%	6.7%	6.7%	86.7%	6.7%	8

Feedback on Addison Central - Commons

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Central - Commons, Option A (Residential Focus)								
The Option's uses should make Addison's tax base stronger and more diverse.	53.3%	33.3%	6.7%	6.7%	0.0%	86.7%	13.3%	6
The Option encourages trips on foot or by bike.	40.0%	40.0%	0.0%	13.3%	6.7%	80.0%	13.3%	10
The Option supports travel by transit (DART bus or Cotton Belt rail).	81.3%	12.5%	0.0%	6.3%	0.0%	93.8%	6.3%	3

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Central - Commons, Option B (Food Central)								
The development character of the Option will create desirable places to live, work and visit.	31.3%	18.8%	18.8%	31.3%	0.0%	50.0%	50.0%	5
The uses in the Option will add to the choices found in Addison today.	25.0%	25.0%	12.5%	37.5%	0.0%	50.0%	50.0%	6
The development character of the Option is appropriate adjacent to the new Cotton Belt Station.	12.5%	43.8%	12.5%	31.3%	0.0%	56.3%	43.8%	3
The development character of the Option is appropriate adjacent to the North Texas Tollway.	13.3%	46.7%	20.0%	13.3%	6.7%	60.0%	33.3%	2
The development character of the Option is appropriate adjacent to Addison Circle Park.	18.8%	25.0%	25.0%	31.3%	0.0%	43.8%	56.3%	8
The development character of the Option will enhance today's Addison Circle neighborhood.	6.3%	25.0%	12.5%	43.8%	12.5%	31.3%	56.3%	10
The Option includes uses that the market will support in this part of the Metroplex.	12.5%	25.0%	25.0%	18.8%	18.8%	37.5%	43.8%	9
The Option's uses allow Addison to compete more successfully in attracting businesses.	25.0%	25.0%	37.5%	12.5%	0.0%	50.0%	50.0%	7
The Option's uses allow Addison to compete more successfully in attracting residents.	6.3%	18.8%	37.5%	31.3%	6.3%	25.0%	68.8%	12

	Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	I'm not sure	Agree	Disagree	Rank for Agree
Addison Central - Commons, Option B (Food Central)								
The Option's uses should make Addison's tax base stronger and more diverse.	6.3%	18.8%	43.8%	25.0%	6.3%	25.0%	68.8%	11
The Option encourages trips on foot or by bike.	12.5%	43.8%	0.0%	37.5%	6.3%	56.3%	37.5%	4
The Option supports travel by transit (DART bus or Cotton Belt rail).	18.8%	56.3%	18.8%	6.3%	0.0%	75.0%	25.0%	1

APPENDIX IV: FISCAL IMPACT ANALYSIS

Development Program

Total Development Plan Summary		
Residential (units)	Condominiums/ Townhomes	184
	Apartments	554
Nonresidential	Retail (sq ft)	108,000
	Office (sq ft)	700,400
	Hotel (rooms)	208

Development Value

Total Development Plan Summary		
Product Type	Total Development	Development Value
Townhomes/ Condominiums	184	\$64,540,000
Apartments	554	\$69,250,000
Retail	108,000	\$21,600,000
Office/ Employment	700,400	\$140,080,000
Hotel (rooms)	208	\$31,200,000
Total		\$326,670,000

Values based on:		
Townhomes/Condominiums	\$350,000	per Unit
Apartments	\$125,000	per Unit
Retail	\$200	per Sq Ft
Office/Employment	\$200	per Sq Ft
Hotel	\$150,000	per Room

Tax Revenue Estimates

Total Development Plan Summary		
Product Type	Taxable Value at Buildout	Property Tax Revenue
Townhomes/ Condominiums	\$64,540,000	\$354,970
Apartments	\$69,250,000	\$380,875
Retail	\$21,600,000	\$118,800
Office/ Employment	\$140,080,000	\$770,440
Hotel	\$31,200,000	\$171,600
Property Tax*		\$1,796,685
Sales/Lodging Tax**		\$828,012
Total Tax Revenues		\$2,624,697
Other Revenues ***		\$92,892
Total Revenues		\$2,717,589

- * based on City .55000 property tax rate
- ** sales tax based on retail sales of \$250 per square foot and 1% retail sales tax rate; lodging based on \$150 per night room rate, 70% annual occupancy rate and 7% hotel tax rate
- *** based on 2018 general fund revenues from permits, fees, licenses, fines, etc.

Resident Population/Service Employment

Total Development Plan Summary			
Resident/Job Type	Estimated Total		
Residents	978		
Retail Employees	270	Resident estimates based on:	
Office Employees	3,502	Townhomes/Condominiums	1.7 Household Size
Hotel Employees	208	Apartments	1.2 Household Size
Total	4,958	Employment estimates based on:	
		Retail	400 Sq Ft per Employee
		Office/Employment	200 Sq Ft per Employee
		Hotel	1 per Room

Net Operating Surplus/Deficit

Total Development Plan Summary		
Product Type	Residents / Employees	Annual Service Costs*
Residents	978	\$308,970
Retail Employees	270	\$85,274
Office Employees	3,502	\$1,106,036
Hotel Employees	208	\$65,693
Total Service Costs		\$1,565,973
Total Revenues		\$2,717,589
Total Surplus/Deficit		\$1,151,616
% Surplus/Deficit		74%

* based on % growth in population

Note: Service cost impacts of employees estimated at 1/3 of residents.

Analysis Objectives

- Quantify Build-out of Preferred Development from the Town's Fiscal Perspective (Revenues vs. Service Costs)
- Raise Awareness as to Fiscal Implications of Land Use Decisions

General Assumptions

- The Town's current budget (2017-18) reflects a reasonable balance between revenues and expenditures.
- Future revenues (taxes and fees) are based on current (2018) market values for various development types (housing, retail, office, hotel, other).
- Future expenditures are based on current (2017-18) service costs, considering both residents and employees.

Analysis Components

Development Program

- Buildout Analysis (market-supportive)
- Mix of Land Uses
- Value of Product Offerings
- Considers Fiscal Operating Revenues/Expenses Only (General Fund impacts)

Fiscal Revenue Estimates

- Tax Revenues (Property, Sales)
- Franchise Fees
- Licenses and Permits
- Fees and Charges
- Fines and Forfeitures
- Other Revenues

Service Cost Estimates

- General Fund Operating Expenditures from 2017-18 Budget
- Based on growth in population and impacts on affected departments (Police, Emergency Communications, Fire, Development Services, Streets and Parks)

Net Fiscal Impact

- Revenues vs. Expenses (Net Operating Surplus/Deficit)

Model Assumptions

Land Use Values

- Townhomes/Condominiums = \$350,000/unit
- Apartments = \$125,000/unit
- Retail = \$200/square foot
- Office/Employment = \$200/square foot
- Hotel = \$150,000/room

Tax Revenue Estimates

- Property tax rate = .55
- Retail sales = \$250 per square foot
- Sales tax rate = 1.0%
- Hotel average room rate = \$150 per night
- Hotel average occupancy rate = 70%
- Hotel tax rate = 7.0%
- Other revenues = includes franchise fees, licenses and permits, service fees and fines and penalties

Summary

In summary, the Preferred Plan's more compact development pattern, with higher density uses in targeted investment areas, should result in a more attractive value-to-cost relationship for the Town. It represents a balanced mix of revenue-generating and cost-producing land uses designed to maintain the Town's long-term fiscal health. Lastly, this analysis can be utilized as a tool to measure impacts from development/redevelopment projects as they come forward. In this way, the Town will be able to "benchmark" revenue and expenditure impacts on a periodic basis. The following tables summarize the fiscal impact calculations described above.

