

QUORUM DRIVE PLACEMAKING AND BIKE FACILITY PLANNING PROJECTS

ADDISON

Addison City Council May 28, 2024

Background

This presentation will focus on two connected projects that were developed around the following guidance:

Strategic Plan - Key Focus Areas

Economic Development & Revitalization

- Pursue new economic development and zoning tools to revitalize declining areas.

Mobility & Connectivity

- Facilitate build out of Addison as a major North Dallas Transportation HUB.
- Address first mile / last mile TOD connectivity.
- Connect major destinations in town.
- Improve pedestrian safety.

Vibrant Active Community

- Extend the resident and visitor experience by activating our community parks and Town Assets.
- Enhance Addison gateways and visual appeal of streetscapes to Optimize the Addison Brand.
- Vision and create special moments that make people want to be in Addison.

Parks, Recreation & Open Space Plan Identifies South Quorum Drive as a Transformative Project

Economic Development Plan Identifies Placemaking as an Important Tool for Attracting Redevelopment

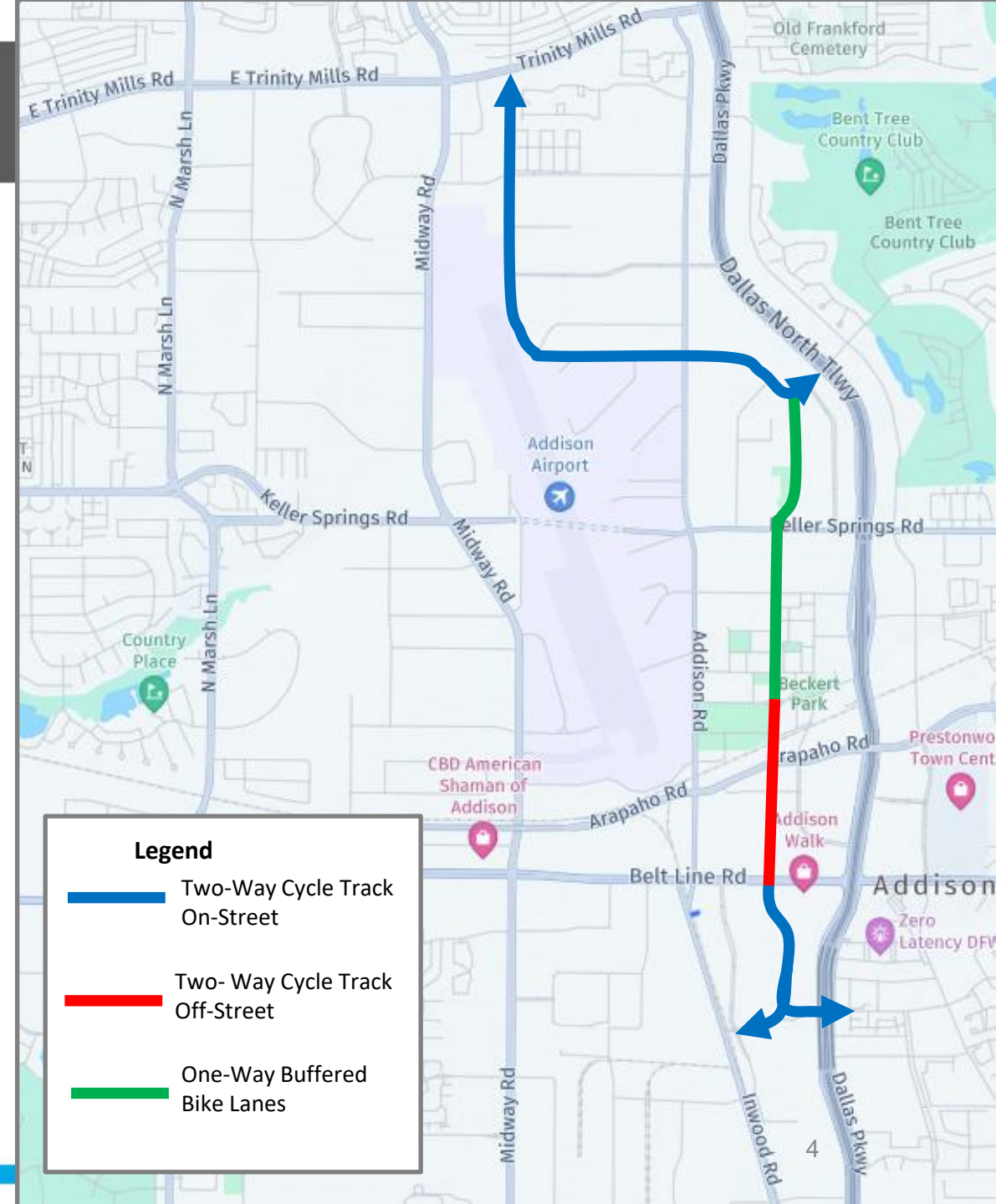
City-Wide Trails Master Plan Established the need for Pedestrian Connectivity and Bike Facilities on Quorum Drive

The projects include:

- **North Central Texas Council of Governments (NCTCOG) Connectivity to Dallas Area Rapid Transit (DART) Stations Study** – Which includes schematic design for pedestrian and bike facilities connecting to the DART Station in Addison. The project also includes implementation of a temporary Pop-Up and development of an Opinion of Probable Cost (OPC) for the project. A portion of this project can be included in the Quorum Drive Reconstruction Project. Funds for subsequent design phases and construction will need to be identified. There is a Transportation Alternatives (TA) Set-Aside funding program that will be announced in September. Staff will submit a portion of this project for consideration. The Consultant for this project is Kimley - Horn
- **Quorum Drive Placemaking** – Included in the Quorum Drive Reconstruction Construction Project. Design and construction of this project is funded with \$23.4 Million dedicated for civil work (streets, walks drainage, lighting, etc. from the DART Rail south to NTTA) and \$2.9 Million for Placemaking (South of Belt Line Road) from bond funds. The Consultant for this project is Teague Nall & Perkins

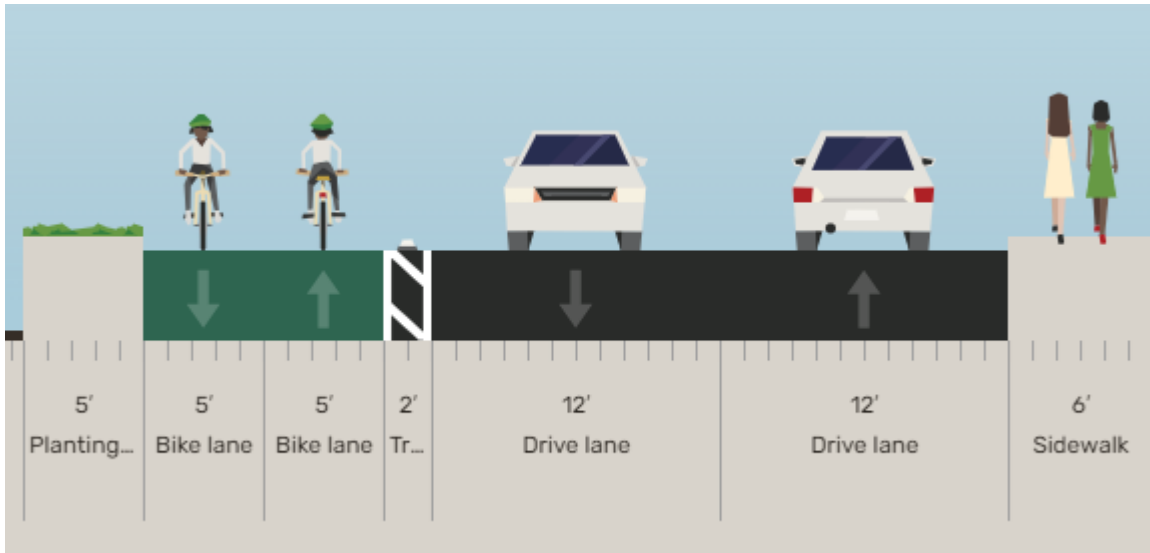
NCTCOG Connectivity Study

- Staff and NCTCOG reviewed various recommendations.
- Scenarios addressed safety, constructability, cost, ROW acquisition, tree preservation and user comfort.
- The recommended solution is the creation of bike & pedestrian facilities on Westgrove and Quorum.
- Narrowing existing lanes or eliminating a lane will be the most used tool to create space for the bike lanes, an additional benefit will be traffic calming.
- There will be ROW acquisition needs on Quorum Drive between Edwin Lewis and Belt Line.
- Crossing at the Silver Line poses some challenges that are currently being coordinated with DART.
- A 3-Week Pop-Up Demonstration will be installed north of Addison Circle Drive after Oktoberfest to test, educate and gather feedback.

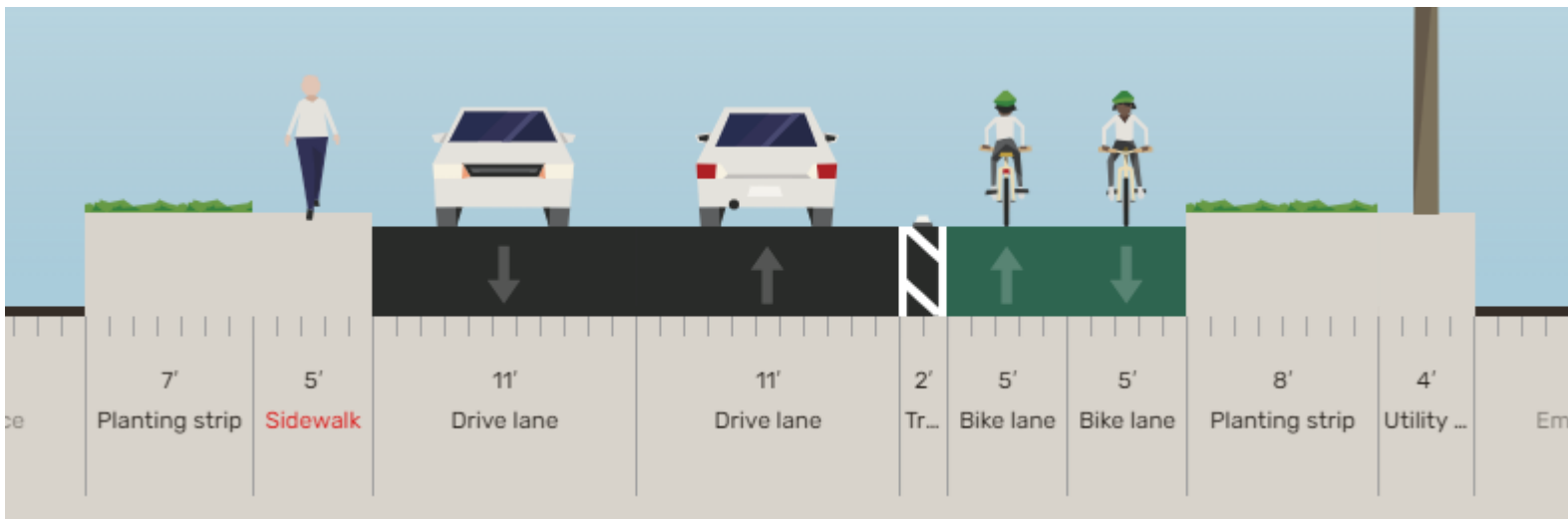


NCTCOG Connectivity Study

Two-Way Cycle Track – Westgrove Road



Trinity Mills to Addison Road



Addison Road to NTTA

NCTCOG Connectivity Study

ADDISON

One-Way Separated Bike Lanes– Quorum Drive from Westgrove south to Addison Circle
(Short-Term Implementation)



NCTCOG Connectivity Study

ADDISON

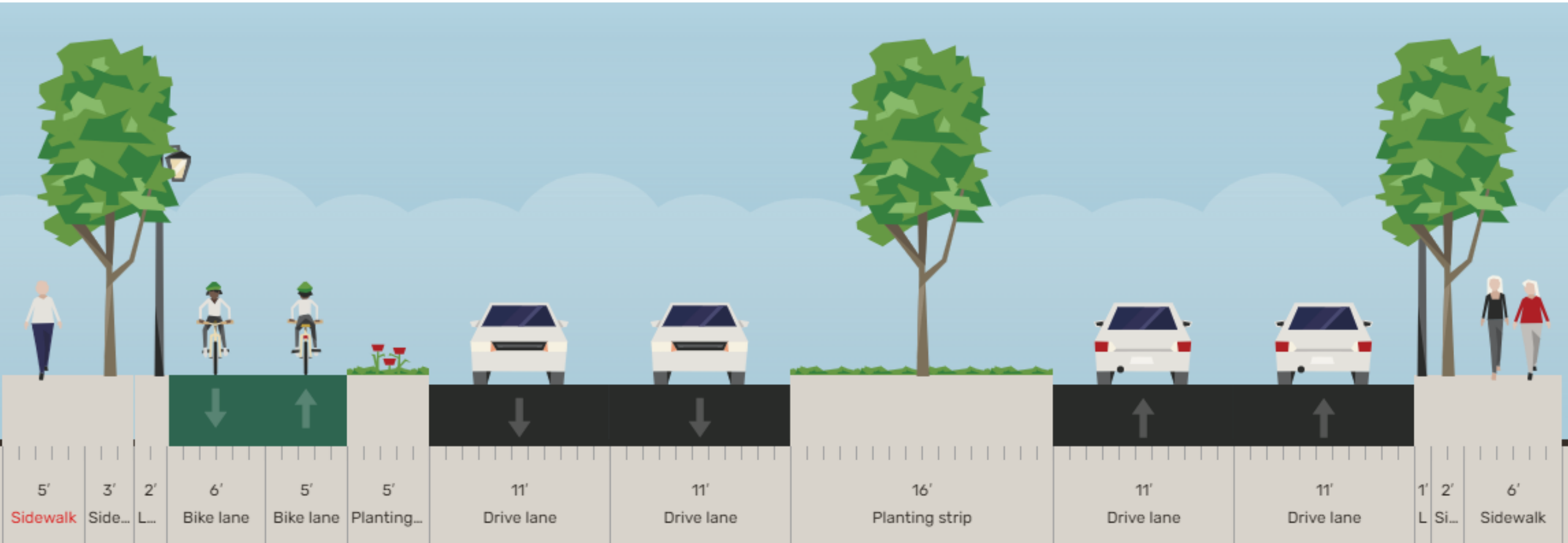
One-Way Separated Bike Lanes– Quorum Drive from Westgrove south to Addison Circle
(Preferred Long-Term Implementation)



NCTCOG Connectivity Study

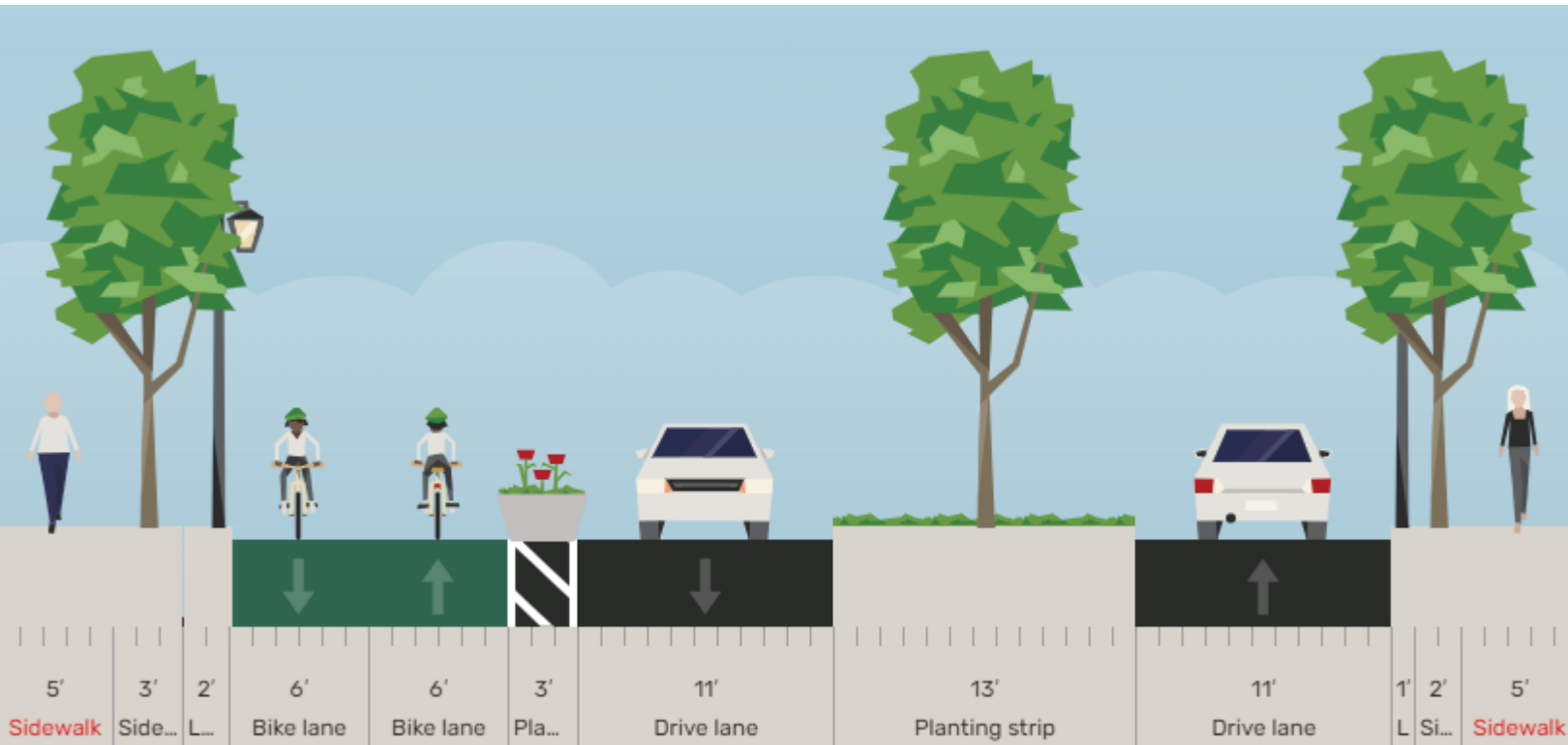
ADDISON

Two-Way Off Street Bike Lanes– Quorum Drive from Addison Circle to Belt Line Road



NCTCOG Connectivity Study

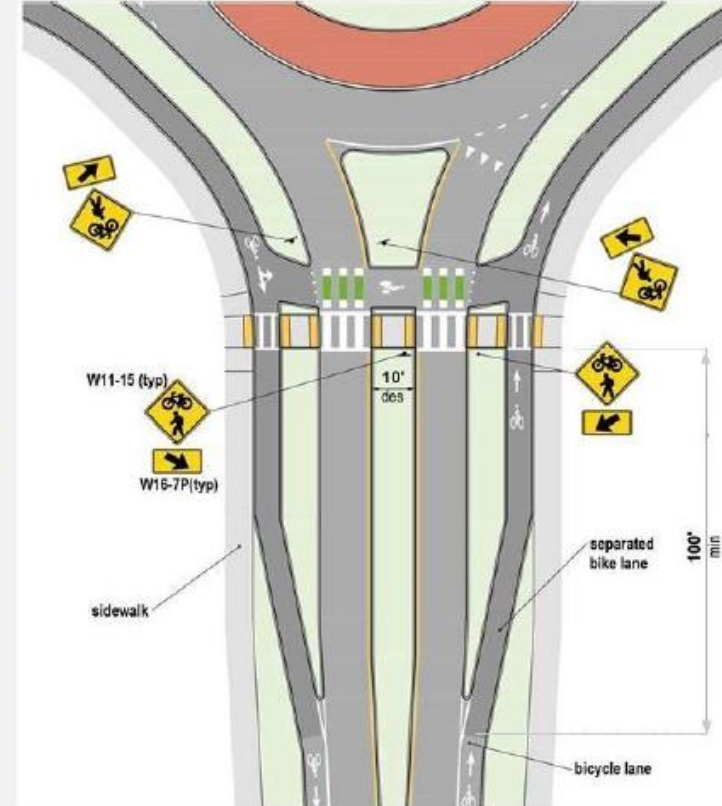
Two-Way Separated Bike Lanes– Quorum Drive from Belt Line Road to Landmark



NCTCOG Connectivity Study



One-Way Separated Bike Lanes– Quorum at Addison Circle Roundabout Possible Solutions



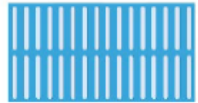
Floating Bus Stop Adjacent to Bike Lanes – Possible Solutions at DART Bus Stops

DWS



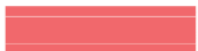
- Both sides of bicycle lane crossing
- Along edge of platform if more than standard curb height

TDI

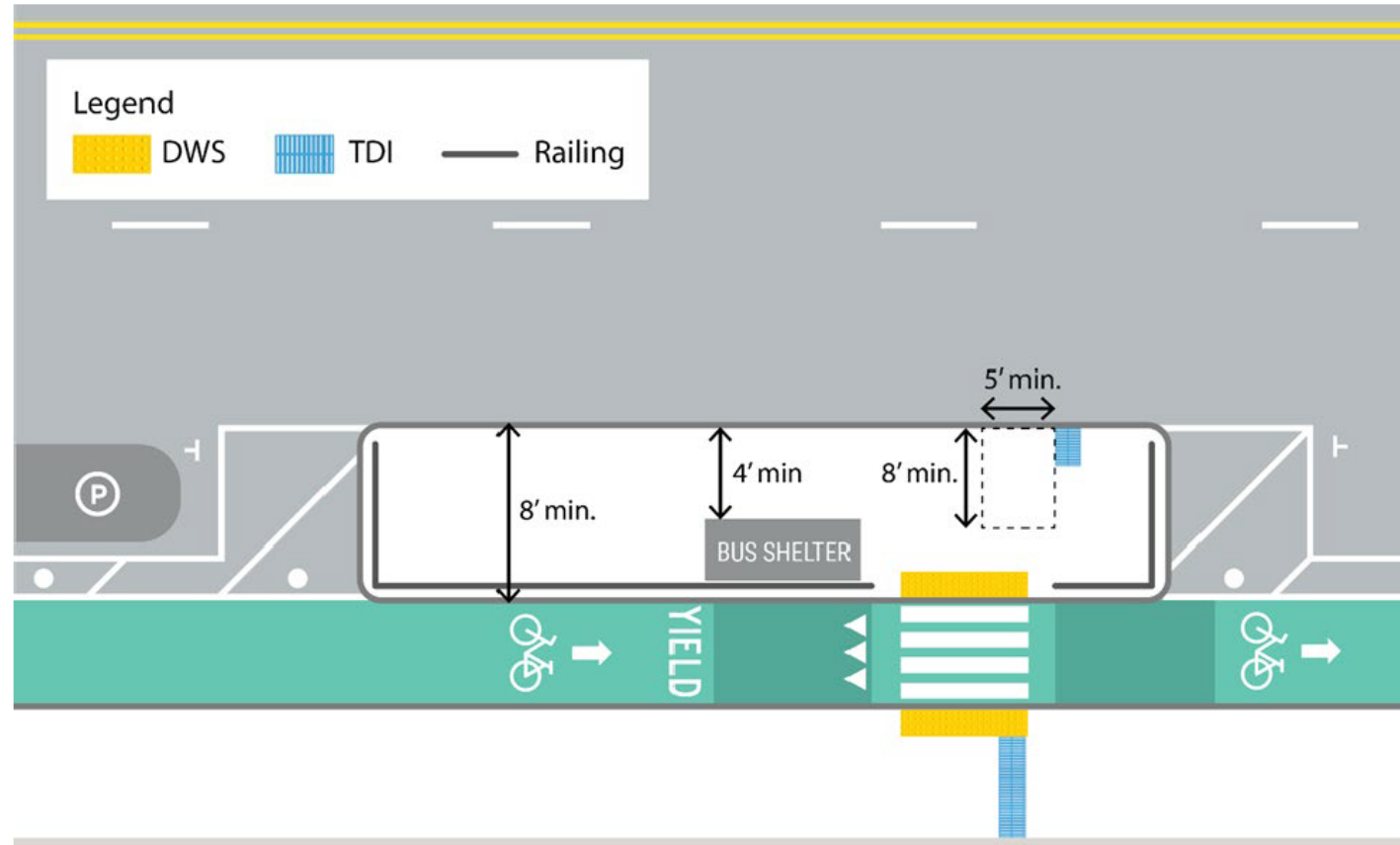


- Across full sidewalk width extending to DWS (perpendicular to crossing direction)
- At boarding location

TWD



- If bicycle lane is flush with sidewalk and if no other detectable edge



NCTCOG Connectivity Study

ADDISON

Benchmark Project – Indianapolis Cultural Trail

<https://youtu.be/5tcnoGOqlf0?si=zTgRPQH2xTWIYij1>



8-Mile Bicycle and Pedestrian Trail that connects the Indianapolis cultural district.

Quorum Drive Placemaking

ADDISON



Image: Legacy West



Image: Energy Square



Image: Granite Park Boardwalk

- A Vision for the Quorum Art Walk, a walkable corridor that showcased public art was created for Quorum Drive in 2014.
- The PROS plan identified the need to create outdoor spaces for people working in and visiting the South Quorum Business District. This has become even more important since 2020.
- The Economic Development plan identified Placemaking as a key tool to attract development and redevelopment to Addison.
- Voters approved funds for the project in the 2019 Bond Election.

Quorum Drive Placemaking

EXISTING CONDITIONS SUMMARY

STREETSCAPE THEMES



PEDESTRIAN SAFETY

a secure pedestrian experience to enjoy all day and year round



COMPLETE STREET DESIGN

a streetscape that accommodates all users equally



CONNECTIVITY

improved pedestrian and vehicular circulation and access to nearby businesses and bus stops



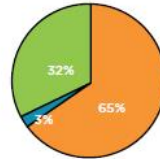
CONSERVATION

preserve & celebrate the healthy existing trees along the streetscape



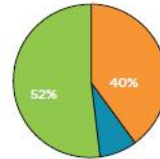
RETAIL ZONE

Legend



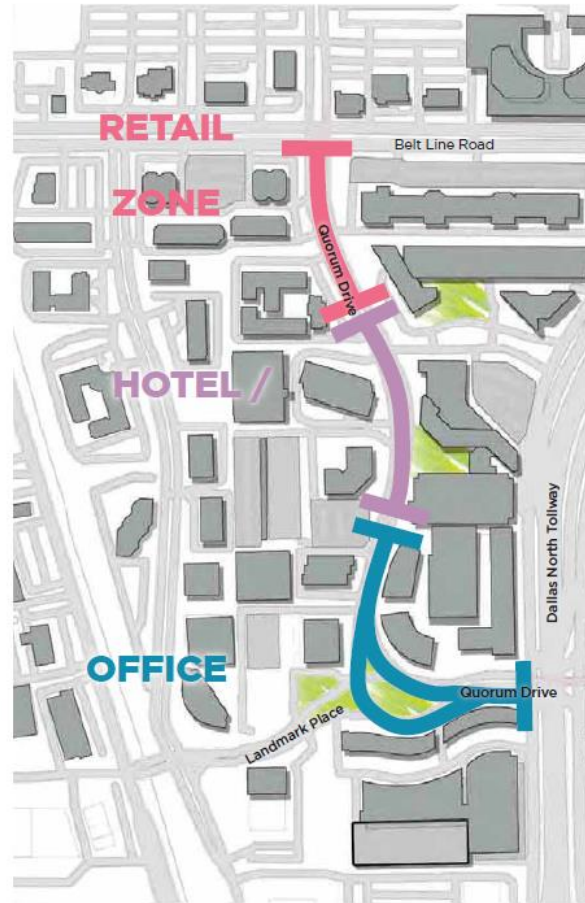
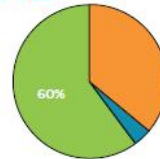
HOTEL / OFFICE

Legend



OFFICE ZONE

Legend



- Council awarded a contract to Teague Nall and Perkins to develop plans for the Quorum Drive Project.

Quorum Drive Placemaking

QUORUM DRIVE RESPONSE ANALYSIS SURVEY RESULTS - MEETING 1

citizen

respondent profile



9
volunteers surveyed



66%
spend 1-2 hours in Quorum Dr. corridor



55%
visit Quorum Drive 2 times a week

45%
visit Quorum Drive 3+ times a week



77%
live less than 5 miles from Quorum Drive

23%
live 5+ miles from Quorum Drive

55%
interact in Quorum drive from 9 am-12 pm

33%
interact in Quorum drive from 12 pm-3 pm

44%
interact in Quorum drive from 3 pm-6 pm

town staff

respondent profile



11
members surveyed



18%
regularly walk Quorum Drive

82%
interact in Quorum drive regularly



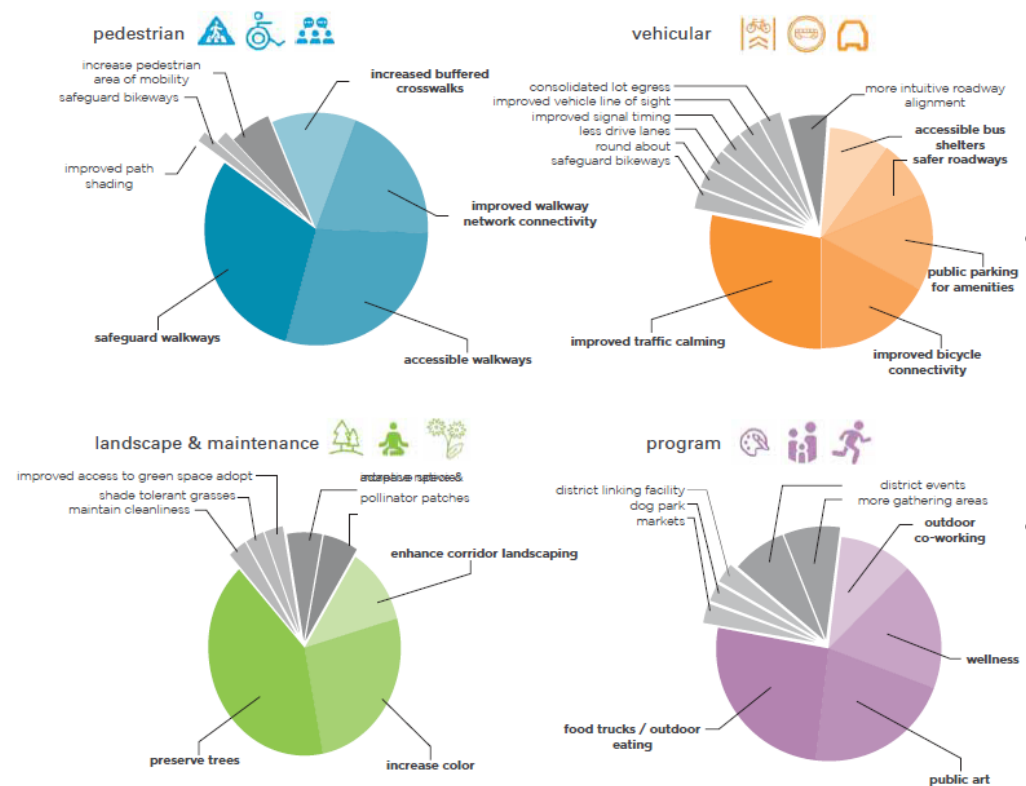
7
have worked in Quorum Drive for 5+ years



55%
live less than 15 miles from Quorum Drive

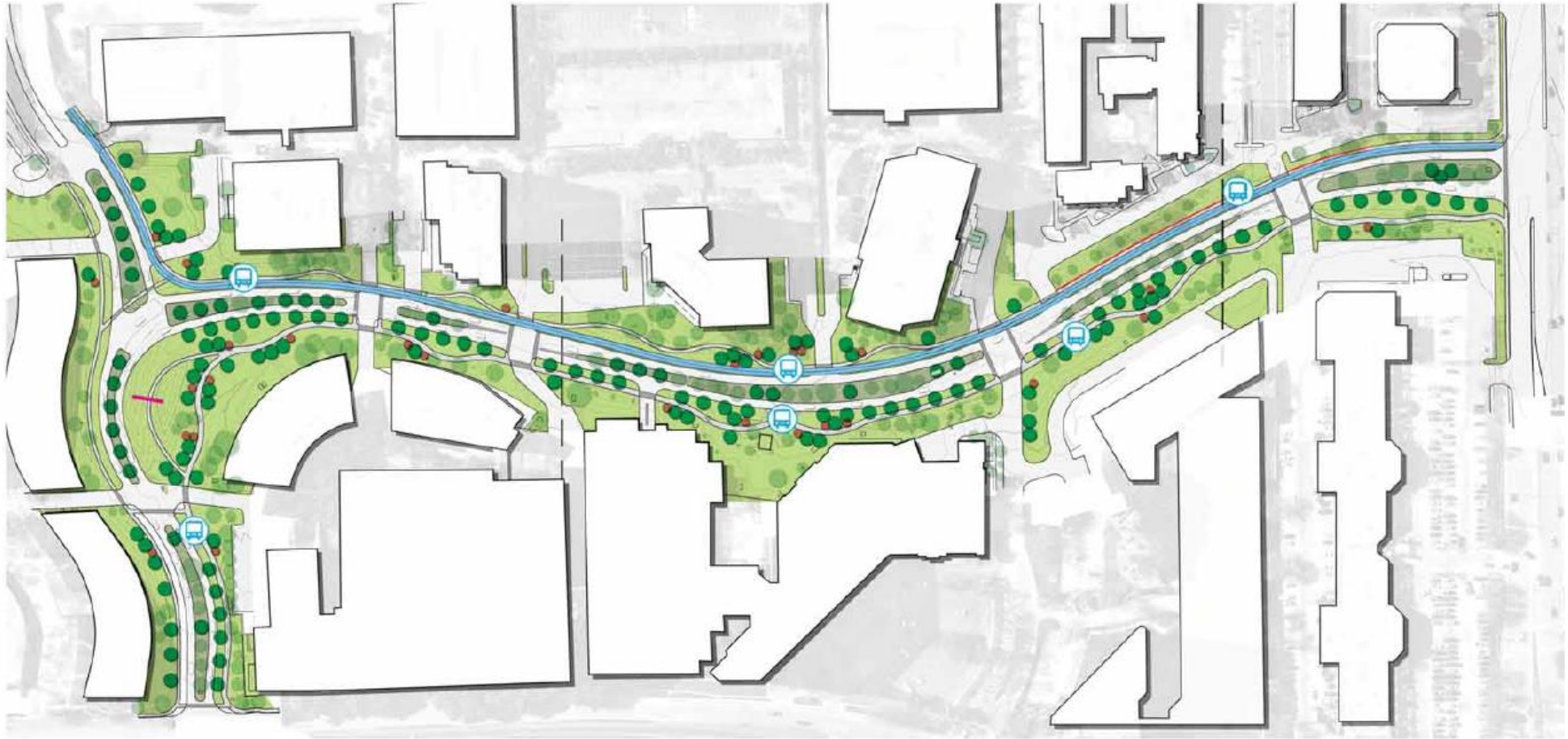
45%
live 15+ miles from Quorum Drive

placemat priority responses (both groups)



- Council appointed a Public Advisory Committee to offer input and feedback during the development of the project.
- The committee identified the “Arboretum-like” quality of the corridor as its most important characteristic.
- The need for improved connectivity was identified as an important objective for the project.

South Quorum Drive Placemaking – Draft Conceptual Design Progress



Plan Framework

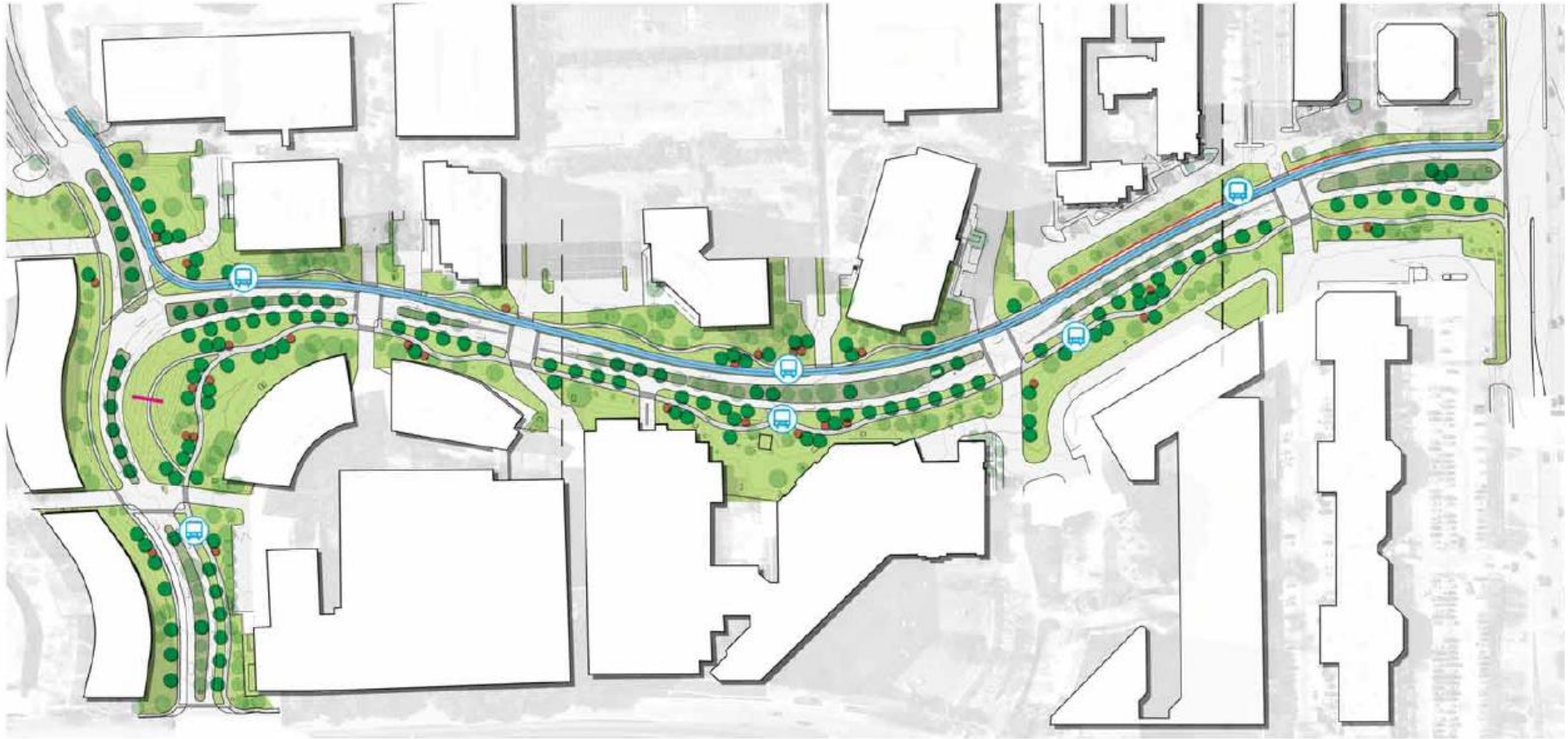
- Elimination of 1-lane of traffic in each direction. (Supported by Traffic Engineer)
- Addition of a Two-Way Cycle Track on the West Side of Quorum Dr.
- Improvement of traffic flow at the intersection of Quorum Dr. & Landmark.
- Creation of Park space and green space along the corridor.



Quorum Drive Vision Plan



South Quorum Drive Placemaking – Draft Conceptual Design Progress



Plan Modifications Considered for Schematic Design

- Potential consolidation of bus stops.
- Continuation of Bike Lane to Verde Valley
- Possible incorporation of parallel parking, near park.
- Defined Gateway and pedestrian / bike crossing at Belt Line.



Quorum Drive Vision Plan



South Quorum Drive Placemaking – Existing Right-Of-Way Exhibit



--- EXISTING TOWN ROW
--- EXISTING TOWN SIDEWALK EASEMENT

Quorum Drive Vision Plan



quorum
drive

Placemaking Vision
Package

Addison, Texas
April 2024

TBG
2001 Bryan Street
Ste 1450
Dallas, TX 75201
(512) 327-1111
tbgpartners.com

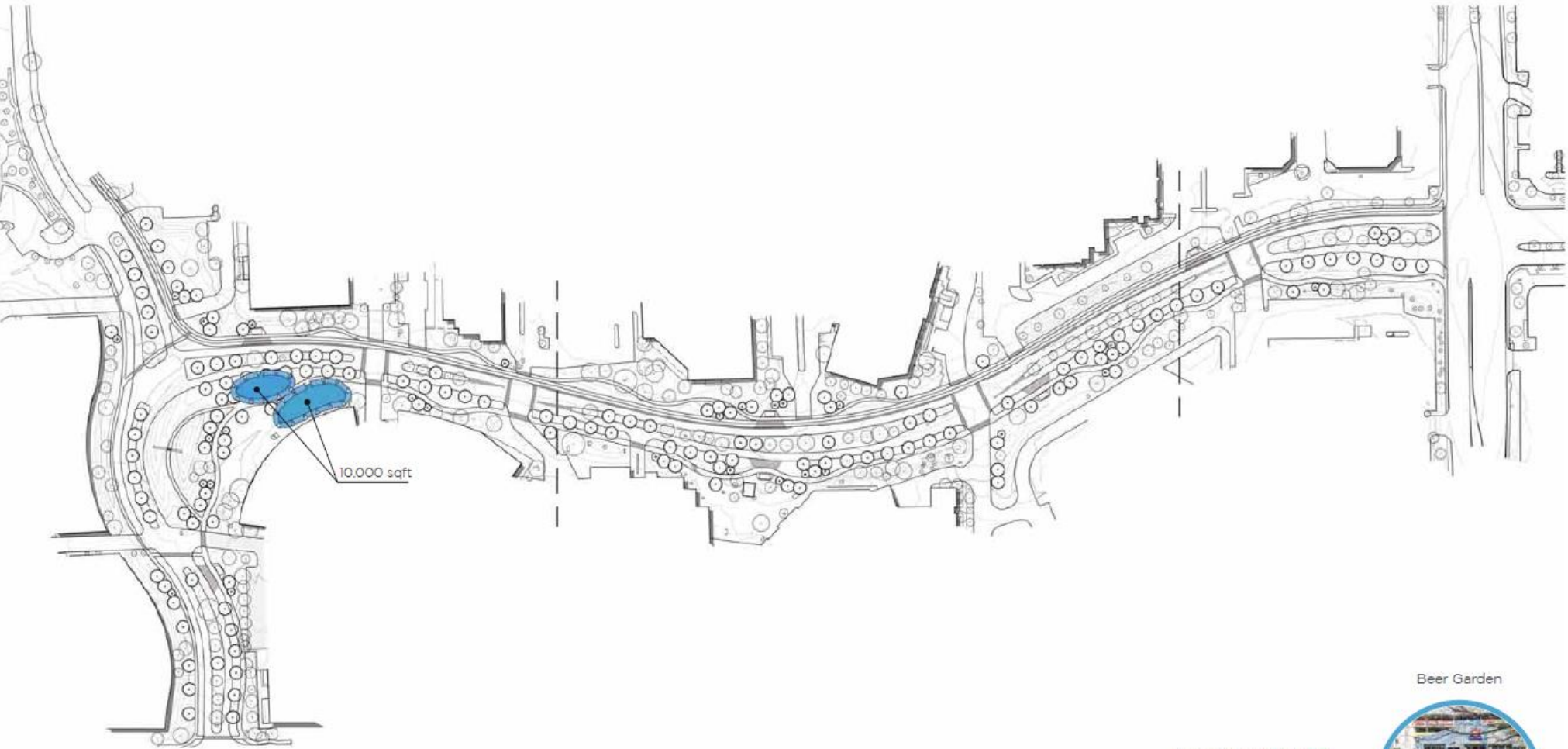
The information shown is based on the best information available and is subject to change without notice.



South Quorum Drive Placemaking Elements – Coffee / Beer Garden



- Could be a permanent facility or a space that flexes into this service.
- Potential to be dog friendly supporting hotel guests and employees that bring pets to work.



Beer Garden



- Frisco Rail Yard: 14,000 sqft*
- Truck Yard Courtyard: 6,000 sqft*
- Mutt's: 8,000 sqft*

South Quorum Drive Placemaking Elements – Coffee / Beer Garden



Frisco Rail Yard

Outdoor Space
Total: 14,000 sqft

- Program Included:
- *Informal Seating
 - *Patio Seating and Bar
 - *Restrooms

Truck Yard Courtyard

Outdoor Space
Total: 6,000 sqft

- Program Included:
- *Several Resident Food Trucks
 - *Outdoor Stage
 - *Tree house / Patio Space
 - *Dog Friendly

Mutt's

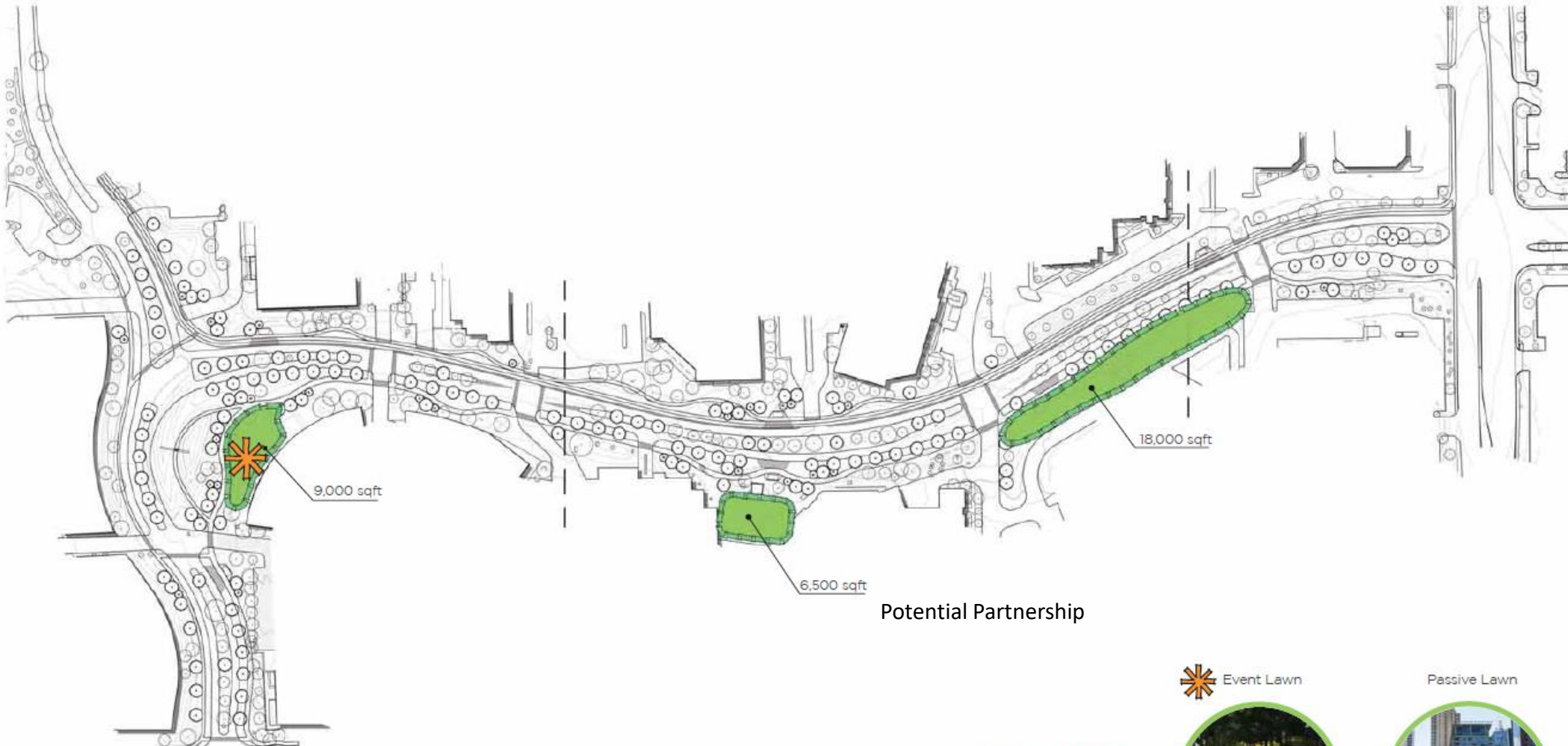
Outdoor Space
Small Dog: 8,000 sqft Large Dog: 28,000 sqft

- Program Included:
- *Beverages (Alcoholic / Non Alcoholic)
 - *Entry Fee/Membership \$\$
 - *Water Bowls for Dogs
 - *Permanent Staff and Dog Washing Truck \$\$
 - *Small / Large Dog Areas

South Quorum Drive Placemaking Elements – Event & Passive Lawn



- Large Gathering Space for corporate functions, events, fitness classes and daily gathering.
- Passive lawn space to preserve the Arboretum quality of the corridor.



Potential Partnership

- Harwood Park: 18,000 sqft
- Main Street Garden: 23,000 sqft
- Energy Square: 5,000 sqft



South Quorum Drive Placemaking Elements – Event & Passive Lawn



Harwood Park

(Active Space)
Total: 18,000 sqft

Main Street Garden

(Active Space)
Total: 23,000 sqft

Energy Square

(Passive Space)
Total: 5,000 sqft



quorum drive

Placemaking Vision Package

Addison, Texas
April 2024

TBG
2001 Bryan Street
Ste 1400
Dallas, TX 75201
(214) 737-1010
tbg@tbgmri.com

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South Quorum Drive Placemaking Elements – Coworking & Private Gathering Spaces



- Space for area employees and business travelers to work outdoors.
- Space for business groups to meet and work.



Main Street Garden: 300 - 400 sqft

West End Square: 250 - 800 sqft

Energy Square: 500 - 700 sqft

Coworking Garden



Private Gathering Space



South Quorum Drive Placemaking Elements – Coworking & Private Gathering Spaces



Main Street Garden

Outdoor Space

Total: 6,000 sqft

Smaller Coworking Zones: 300 sqft - 400 sqft

Program Included:
(Public Park)

- *Formal work stations
- *Overhead canopy
- *Wifi & Electric Plug Ins

West End Square

Outdoor Space

Overall Space: 20,000 sqft

Smaller Coworking Zones: 250 sqft - 800 sqft

Program Included:
(Public Park)

- *Informal Work Stations
- *Small & Large Gathering
- *Wifi & Electric Plug Ins

Energy Square

Outdoor Space

Overall Space: 10,000 sqft

Smaller Coworking Zones: 500 sqft - 700 sqft

Program Included:
(Private Office Courtyard)

- *Formal Work Stations
- *Wifi & Electric Plug Ins
- *Intimate Working Pods



quorum drive

Placemaking Vision Package

Addison, Texas
April 2024

TBG
2001 Bryan Street
Ste 1450
Dallas, TX 75201

[512] 527-1011
tbgpartners.com

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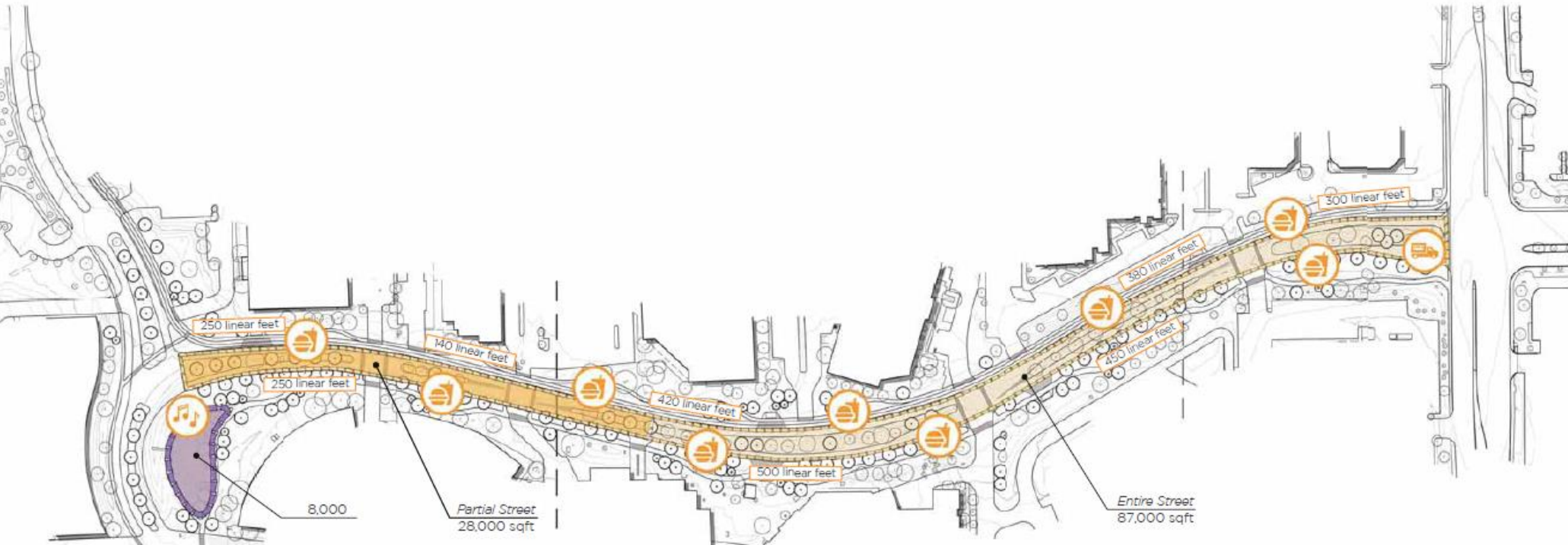
South Quorum Drive Placemaking Elements – Coworking & Private Gathering Spaces



South Quorum Drive Placemaking Elements – Event Plaza and Open Street



- Gathering space for corporate functions and visitors.
- Opportunity to facilitate Open Street concept events on weekends.



- Klyde Warren Park: 9,000 sqft
- Addison Circle Park: 6,500 sqft
- San Antonio Botanical Garden: 3,000 sqft



- Deep Ellum Community Arts Fair: 35,000 sqft
- Uptown Block Party: 132,300 sqft
- Lower Greenville Block Party: 50,000 sqft



LEGEND

- Food Trucks
- Food/ Beverage Vendors
- Event Stage
- Event Plaza

South Quorum Drive Placemaking Elements – Event Plaza and Open Street



Klyde Warren Park Pavilion Lawn

Outdoor Event Space
Total: **9,000 sqft**

Program Included:

- *Seasonal Events
- *Food Trucks
- *Stage
- *Full Time Events Coordinator
- *Water Feature

Addison Circle Park Pavilion

Event Space
Total: **6,500 sqft**

Program Included:

- *Seasonal Events (City Park)
- *Water Feature
- *Full Time Cafe

San Antonio Botanical Garden Pavilion

Event Space
Total: **3,000 sqft**

Program Included:

- *Private and Public Events
- *Classes and Educational Events
- *Formal/ Informal Seating



quorum drive

Placemaking Vision Package

Addison, Texas
April 2024

TBG
2007 Bryan Street
Ste 1400
Dallas, TX 75201
[214] 327-1011
tbgpartners.com

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South Quorum Drive Placemaking Elements – Event Plaza and Open Street



Deep Ellum Community Arts Fair

Outdoor Space

Total: **35,000 sqft** (3 blocks closed down / single road)

Program Included:

- * 3 Day Event in April (Free)
- * Art Vendors (10x10 tent layout)
- * Live Performances
- * Food & Beverage

Uptown Block Party

Outdoor Space

Total: **132,300 sqft** (3 blocks closed down / divided road)

Program Included:

- * 1 Day Event in Fall (Free)
- * Vendors (10x10 tent layout)
- * Live Performances
- * Food & Beverage
- * Restrooms (for event)

Lower Greenville Block Party

Outdoor Space

Total: **50,000 sqft** (3 blocks closed down / single road)

Program Included:

- * 1 Day Event in Spring (Ticketed \$)
- * Adjacent to Bars & Restaurants
- * Live Performances (3 Music Stages)
- * Food & Beverage



TBG

quorum drive

Placemaking Vision Package

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April 2024

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2001 Bryan Street
Ste 1450
Dallas, TX 75201
[214] 327-1011
tbgsa@tbg.com

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South Quorum Drive Placemaking Elements



Beer Garden with Pet Space
10,000 sqft

Event Lawn
9,000 sqft

Event Plaza
8,000 sqft

Private Gathering Spaces
1,000 - 1,200 sqft

Coworking Garden
300 - 500 sqft

Passive Lawn
6,500 - 18,000 sqft

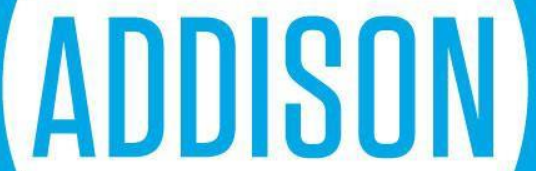
Open Street/ Events
28,000 - 87,000 sqft



Next Steps

- Finalize Schematic Design for Quorum Drive Placemaking project.
- Finalize Schematic Design for Quorum Drive connectivity project.
- Incorporate Quorum Drive connectivity elements into the Quorum Drive Reconstruction and Placemaking Project. (Limits DART Rail Line south to Landmark / NTTA)
- Identify additional ROW and possible funding needs for implementation of Connectivity Project within the limits of the Quorum Drive.
- Identify Phase I construction for Quorum Drive Placemaking project.
- Apply for Grant funding for Quorum Drive connectivity Project, from DART Rail Line North to Westgrove Road.
- Develop Construction Documents for each respective project.

Questions

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