



STRATEGIC
COMMUNITY
SOLUTIONS

memo

TO:	Mayor and City Council Town of Addison, Texas
FROM:	Karen Walz, FAICP, Principal, Strategic Community Solutions LLC Mark Bowers, AICP, Kimley-Horn, Inc. Bill Cunningham, Ricker-Cunningham, Inc.
DATE:	March 5, 2015
RE:	Sam's Club Site Special Study

Background

The Sam's Club Site Special Study was initiated by the City Council last year in accordance with the 2013 Comprehensive Plan, which identifies this study area as an important redevelopment location for the Town. While the Comprehensive Plan recommended a study so Addison could be prepared if or when Sam's Club decided to relocate, this study has actually occurred during the time Sam's Club has been in the process of selling this site. The Council-appointed Committee for the study met three times in late 2014 and worked with the staff and consultant team to develop a preferred concept plan, which was presented to City Council on December 8, 2014.

Since that briefing on the Sam's Club Site Special Study, the Council has had two discussions about housing policy for the entire Addison community. Those discussions have clarified some of this Council's objectives and concerns about new housing in Addison. In addition, a Community Workshop on the Sam's Club Site Special Study was held on Monday, March 2, 2015. The workshop gave Addison residents and other interested individuals an opportunity to learn about the Committee's recommendations and to provide additional feedback.

At the City Council meeting on March 10, 2015, the Addison City Council will have the opportunity to consider several options related to the recommendations received from the Sam's Club Site Study Committee:

- The Council may choose to take no action on these recommendations.
- The Council may choose to approve the Concept Plan as recommended by the Committee. In this case, the action to be taken is to direct Addison staff to prepare a Comprehensive Plan amendment reflecting this Concept Plan and take it through the process for considering such amendments.
- The Council may choose to approve the recommended Concept Plan, but with modifications. Again, Council's decisions on March 10th should provide the necessary direction so staff can process a Comprehensive Plan amendment.

This memo summarizes the Committee's work, staff and consultant research and input from the Community Workshop. It provides background information for Council's review prior to discussion of this recommended Concept Plan.

It's important to recognize that this is intended as a conceptual plan only. The detailed decisions on site and building design will be made when an owner is ready to seek a zoning or other development approval. So details such as the curvature of streets or the particular features of a public open space will be addressed at that later stage of development. Also, this Concept Plan does not represent a single development that could be completed in the next year or two. This study area has many owners, existing uses at varying levels of success and with different commitments to existing tenants. We expect that any development will occur over a longer period of time, and in phases. The purpose of the Concept Plan is to provide guidance to the individual property owners and developers, and to the Addison community, about the pattern of development that the Town seeks to support if and when this key area redevelops.

Community Workshop

Approximately 100 people attended the Community Workshop, held on Monday, March 2, 2015 at the Addison Conference Center. Participants included residents from all parts of Addison, with most representation from the neighborhoods closest to the study area. Exhibits 1 and 2 show where workshop participants live. Exhibit 1 shows representation from all parts of the Town, while Exhibit 2 shows the area closest to this Study Area.

A presentation about the study area and Concept Plan provided background information to workshop participants. After the presentation, participants provided input at 5 stations, each focused on a particular aspect of the Concept Plan's recommendations. Comment forms were also used to provide input about the study area.

Attachment 1 contains the input received at each of the stations. It also include the comments received on comment forms. Finally, it provides the workshop sign-in sheets.

All comments received at the Community Workshop were reviewed by the consultant team. There is agreement on many aspects of the Concept Plan that are desirable additions to the Addison community. Other aspects of the Concept Plan received comments expressing concern as well as comments voicing support. Also, a number of comments asked for additional information about the project, past performance of various development types, the anticipated market in the future, and the impact the Town can have on the Sam's Club's decision-making process. The next several sections of this memo address these comments and questions.



Exhibit 1: Home Locations of Participants

Key Features of the Concept Plan

Committee Objectives

The Sam's Club Site Special Study Committee determined that future development of this site should achieve the following ten objectives:

- This is a prime location within Addison; its development should provide a good return on investment for the owner and the Town.
- We need to recognize that Addison is an urban community. We need to insist on mixed use development with an appropriate scale, density and diversity.
- High quality design is an Addison characteristic that needs to continue here.
- The Concept Plan should be able to succeed in phases.
- There should be an organic expansion of existing neighborhoods into study area.
- Redevelopment of the Study Area should add housing choices that aren't easily found in Addison today, particularly for 'aging in place'.
- Redevelopment of the Study Area should create new employment locations.
- The area's redevelopment should provide retail, service, and health/wellness businesses that serve nearby residents.
- The designs for future development must include people places and sidewalk / trail connections to the rest of Addison.
- The Committee's desired connections from these new neighborhoods to the existing Addison community allow for removal of the wall that currently exists on the south side of the Sam's Club property.

The Concept Plan created by the Committee is intended to be a general description of the land uses and intensities that are envisioned for this area over the long term. It recognizes that the property owners may choose to continue their existing uses or pursue other development that is consistent with existing zoning and development agreements, none of which are changed by an amendment to the Town's Comprehensive Plan. But this Concept Plan, if incorporated in the Comprehensive Plan, provides clearer policy guidance about the development the Town would like to see over time. As current or future property owners contemplate changes in the buildings and uses that exist today, the Comprehensive Plan is the primary statement of the Town's preferred direction for redevelopment. For this reason, it can play an important role in changing the future character of this part of Addison.

Development Program

Exhibit 3 presents the development mix and character proposed in the Concept Plan. The ultimate Concept Plan is shown in Exhibit 4.

Land Area	50.37 acres
Total Development, Based on Concept Plan	
• Retail/Restaurant	123,500 SF ¹
• Office/Flex Employment (includes Medical and Wellness)	312,000 SF new 58,000 SF existing
• Townhome/Rowhouse	138 units (10.3% of total)
• Urban Flats	371 units (27.8% of total)
• Urban Apartments	825 units (61.8% of total)
• Parking Spaces Provided	3,617 (per Town codes)
Total Project Cost	\$311,112,061
Total Development Value at Build-Out	\$313,976,250
Funding Margin/Gap	\$2,864,189 (0.9%)
Approximate Population, Ultimate	1,800 new residents
Approximate Employment, Ultimate	1,300 new employees

Exhibit 3: Development Program, Ultimate Concept Plan

Addison Goals

This Concept Plan achieves the Committee's objectives stated above. It also supports several other goals of the Addison City Council. Currently, much of the retail and restaurant activity along Belt Line occurs to the east of the Dallas North Tollway. The Town has sought ways to draw this vibrant scene to the west side of the Tollway. This concept plan, particularly the mixed use development along Belt Line itself, helps to achieve this goal because it provides locations for new retail and restaurant sites, it adds new customers because of the residential density and new population generated by the study area's redevelopment, and it proposes a human-scale development pattern that will create a much more pedestrian-friendly experience along Belt Line than a person experiences today.

Addison has made significant investments in the infrastructure along Belt Line as well. Those investments will enhance the environment for new private development on these properties and will contribute to a desirable, walkable character for the area. This concept plan takes advantage of these public improvements and creates supportive development on the private properties.

¹ SF = square feet



Preferred Development Concept, Ultimate

Sam's Club Special Study



Kimley-Horn
 a harsco company



Exhibit 4: Ultimate Concept Plan

Community Workshop Input

Many comments from participants at the Community Workshop supported important aspects of Concept Plan. These features of the Concept Plan were supported by comments from the workshop participants:

- It's good to have a plan to refresh an aging area.
- The open spaces and parks were a positive aspect of the plan.
- Participants liked the walkability and connectivity within the study area.
- They also liked the connections to the rest of the Town and to the Town's overall trail systems.
- Comments supported efforts to add more ownership residential units in Addison.
- Most comments favored the mixed use character of the proposal overall.

Other features of the Concept Plan received mixed comments. The features described below received comments expressing disagreement or concern from some participants, but agreement and support from other participants.

- Most comments supported the overall density but some felt it was not appropriate.
- Some comments advocated keeping the wall that currently exists on the south side of the Sam's Club property while other comments supported the wall's removal as shown in the Concept Plan.
- The inclusion of rental residential units received comments on both sides, from people who felt that was appropriate and necessary for the project's economics and from people who do not want any more rental units in Addison.

Participants also asked questions about various aspects of the Concept Plan, such as its economic viability. Other comments related to specific design details – for example, a desire to retain all of the Office in the Park or a concern about the width of the landscape buffer adjacent to existing homes. The most frequent questions are addressed in this memo; the other questions can be addressed if the City Council chooses to amend the Comprehensive Plan to reflect this Concept Plan (or a modification of it).

Market & Economic Issues

This study process included an analysis of the real estate market because it sought to create a plan that could be economically feasible for property owners and future developers. Ricker-Cunningham, Inc. defined a trade area and evaluated the market potential for all uses based on 10-year projections for that market area. They found that the trade area for this study is expected to enjoy "significant growth over the next 10 years among all of the primary land uses and many of the product types within them". An analysis of Addison's demographics shows that, compared to the trade area, Addison's typical household is smaller and Addison's population is younger, yet median household income is comparable. These characteristics "indicate a high concentration of higher-income singles and/or young married couples". The area's psychographics further suggest that people who are likely to be attracted to Addison

(and thus to new housing in this study area) tend to be higher income, with higher disposable income and a preference for urban housing types.

The Concept Plan recommended by the Committee provides the mixed use, urban setting desired by these markets and the urban housing products that appeal to them. It recognizes, though, that this development will not happen overnight or all at once. The Concept Plan assumes that development will occur over 10 years or longer, and so should be supported by the market over that long period of time.

At the Community Workshop, some participants questioned whether there was sufficient market support for the land uses proposed in this plan. Their concerns were based on perceptions of the current market and the sense that Addison has high vacancy rates for retail, office, and multi-family uses even without adding new development here. To address these concerns, Addison's Economic Development Department researched the 2014 vacancy rates for these uses. Attachment 2 contains the report of this analysis. It concludes that Addison's vacancy rates have dropped substantially since the peak of the recession and are now comparable to, or lower than, the vacancy rates throughout the region. Even with a significant number of new apartment units coming on line in 2013, the level of demand is high enough that they were absorbed quickly and the multi-family vacancy rate at the end of 2014 is only 3.8%. This current information supports the Concept Plan's expectation that its future development can be supported by market trends over time.

Residential Component of the Concept Plan

As shown in Exhibit 3, the ultimate development envisioned by this Concept Plan includes a mix of housing choices. Exhibit 5 uses the same set of housing choices defined through Addison's recent discussion of housing issues. It shows the number of units, by housing choice, which exist in all of Addison today. Then it adds the housing units envisioned in the ultimate Concept Plan for this study area. Development according to this Concept Plan would add less than 13% to Addison's current housing supply. Since the Concept Plan has a higher share of ownership units (detached homes, townhomes and flats) than Addison's current average, the addition of the Concept Plan reduces the share of rental units in Addison.

Housing Choice	Current Addison Units	% of Units	Ultimate Concept Plan Units	% of Units	Total Units	% of Total Units
Detached Home	1,467	13.9%	0	0.0%	1,467	12.4%
Townhome/ Rowhouse	555	5.3%	138	10.3%	693	5.8%
Flat	345	3.3%	371	27.8%	716	6.0%
Garden Apartment	3,600	34.2%	0	0.0%	3,600	30.3%
Urban Apartment	3,624	34.4%	825	61.8%	4,449	37.5%
Extended Stay Hotel Room	945	9.0%	0	0.0%	945	8.0%
Independent/ Assisted Living	0	0.0%	0	0.0%	0	0.0%
Total Units	10,536	100.0%	1,334	100.0%	11,870	100.0%
Individual Ownership Units		22.5%		38.2%		24.2%

Exhibit 5: Addison and Concept Plan Housing

The mix of housing units assumed here is shaped by the current strong market for urban rental product. If development occurred today under this concept plan, we expect that the housing in the mixed use buildings along Belt Line would be largely rental urban apartments. However, the form and character of the urban residential buildings envisioned in this Concept Plan do not dictate whether the units are owned individually or are rented. Strong standards for design – of the buildings and sites – should enable these units to retain their value. If the market for flats increases over time, as is expected, the units in those urban residential buildings could be converted to ownership.

Conclusion/Recommendation

As noted earlier, the Addison City Council may consider several options related to the recommendations received from the Sam's Club Site Study Committee:

- The Council may choose to take no action on these recommendations.
- The Council may choose to approve the Concept Plan as recommended by the Committee.
- The Council may choose to approve the recommended Concept Plan, but with modifications.

The consultant team believes that the Concept Plan developed by the Committee represents an approach to redevelopment of this key location that achieves the Town's goals and provides an economically-feasible pattern for changes in property use over time. The team supports the recommended Concept Plan. Given the discussions that have occurred since the last Committee meeting, however, the consultant team is also prepared to work with the City

Council and staff to refine the Concept Plan prior to its consideration as an amendment to the Addison Comprehensive Plan.

Attachments

The following attachments provide additional background information about the Concept Plan and its relationship to current and expected future markets.

1. Input from the March 2nd Community Workshop
2. Report on Current Vacancy Rates in Addison

Attachment 1:
Input from the March 2nd Community Workshop

- Special Study Areas
- Town Boundary
- Airport Boundary

- KEY TO FEATURES**
- Addison Airport
Decibel Contours**
- 65 dB
 - 70 dB
 - 75 dB

- Roads**
- Highways
 - Secondary Roads

- Access Roads
- Local Roads
- Incomplete Roads



0 5
1 inch



ROLE IN ADDISON'S FUTURE

Growth in residents - upper-middle
income

access to a variety of services
↳ Self sustaining

Need more owners - not more renters -
we are way out of balance

Need parking available for
both townhomes & retail

Parking availability and efficiency should be top priority - this is where
the shops at Legacy failed. If there is to be a parking garage, place it as
centrally as possible.

FLEX OFFICE

GOOD FIT?

self at Regus type
set up great for
entrepreneurs.

Mix use ~~thing~~
Flats & Terraces
Let the CORNER
on Bettine be
Retail

sees greater value
in office over
mixed-use w/renters

ext
ten

Da
egg

How's

Hard

Com
vac
in su
level
area



EX OFFICE

GOOD FIT?

if it Regus type set up great for entrepreneurs.

Mix use ~~Flats~~ Flats & Townhomes
Let the ^{CORNER} ON Bell Line be Retail

sees greater value in office over mixed-use w/renters

CONCERNS?

These tend to remain empty for extended periods of time between tenants.

I agree too many empty offices now

How's the office doing now? Not good.

Hard to keep filled - not good

Concerned about vacancy rates in current single level retail in area



Easel Pad
Tableau à feuilles mobiles
Block de Hojas Reponibles

Super Sticky
Super Collant
Super Adhesivos

5.2 in (2.5 ft x 2.08 ft)
5.2 in (2.5 ft x 2.08 ft)
Cont. 1 block de 30 hojas

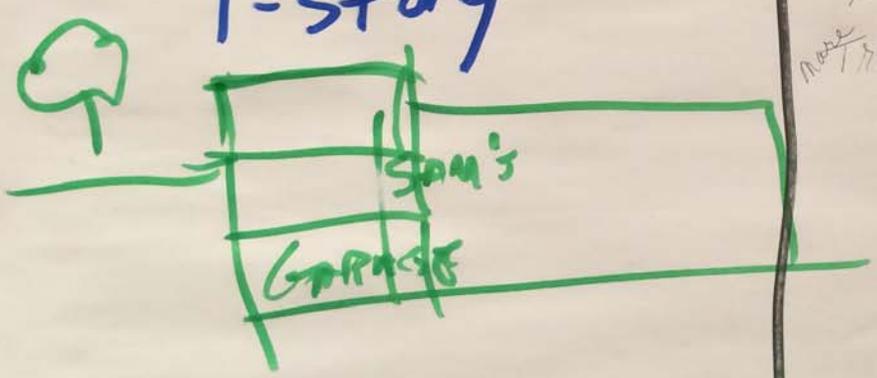
TOWN HOME

GOOD FIT?

GOOD -

Like the idea. Esp with connectivity to trails parks etc

yes if they're
1-story



CONCERNS?

FOR SALE

NO CONDOS

Not interested in apartments for rent.

Town home concept a good one.

Worried about traffic congestion on Beltway

No more - need mixed use environment
more traffic on Beltway.



MIXED USE

GOOD FIT?

MKT ST. Super MKT
CENTRAL MKT

Outdoor artisan's market in the park area - 1 or two weekends per month, first come first serve table rentals (preference to Addison residents) 3 to 5% of sales go back to town in lieu of rental fee

Yes. if done well.

Brand New Starbucks

No rental residences

CONCERNS?

NONE

Depends on type Whom - Brands vs Startups - if establish Biz great!

EMPTY RETAIL
MUST BE VISIBLE/
VIABLE

Concern about housing over retail
→ no apartments

GARAGES FOR SENIOR APTS, SINGLE STORY OR FLATS W/E LEVATORS

URBAN RESIDENTIAL

GOOD FIT?

LOOKS GREAT -

Yes only if economic work,

Yes. Limited # of units

CONCERNS?

As a homeowner in Towne Lake, ~~we~~ I'm concerned about the 50 of units for renters. Most surrounding neighborhoods are single family homeowners and I'm concerned about traffic, noise and people circulation.

Who is this? Type clients/customers income

The types of residents this would attract are transients and would have no vested interest in the long-term of the AEA.

URBAN RES

GOOD FIT?

LOOKS GREAT -

yes only if economic work,

yes. limited # of units

CONCERNS?

As a homeowner in Towne Lake, ~~for~~ I'm concerned about the % of units for renters. Most surrounding neighborhoods are single family homeowners and I'm concerned about traffic, noise and people congestion.

Who is this? Type Clients/Customers income?

The types of residents this would attract are transitional and would have no vested interest in the longevity of the AREA.

CONCEPT PLAN - COMMENTS

LIBRARY - 'yes'.

GOOD PLAN - NO CONDOS

NO CONDOS/NO APARTMENTS

ALSO PLEASE KEEP OFFICE IN THE PARK
AS OFFICE BLDG. I LIVE IN TOWNE LAKE
AND OFFICE IN OFFICE IN THE PARK
AND HATE IDEA OF LOSING OUR OFFICE
AND THE OPEN SPACE IN THE BACK OF
OFFICE IN THE PARK. DONT WANT TO BACK
UP TO MORE NEIGHBORS!

Addison has too much retail vacancy now. Building
more wont fix it. ECONOMICS DONT WORK

No more apartments. We need owner-
occupied housing choices. Zero lot, condo flats,
townhomes - BUT single story only.
Consider duplex, 4-plex also.

CAPTURE THE RIGHT MARKET?

- Skeptical about too many small bus. residences
- More flex office?
- Like medical
- Like to see age curve flatten - attract young + aging in place
- Ingenious plan
- Low med. age, high med. income
- Like idea of anyone able to walk
- Want Addison to be self-contained
- P. 9 - check #'s
- Drive people from Plano + Carrollton

- Will seniors ~~imp~~ ownership affect tax base?
- Move toward even more ownership
- How can retail work when extg. retail is vacant? 23.6% vacant
- Need decent grocery store - Market St. / Central Market / HEB
- Sr. demographic has fixed income - not good to support the retail, etc.
- But... this is disposable income
- Cost-effective artists' mkt. for Addison artists - goes for young & senior markets
- Duplex/row/4plex can be more dense - less yard but affordable

- Ownership 'flat' market here is much stronger than this
- HEB would be awesome
- Have a Trader Joe's Market.



Easel Pad
Tableau à feuilles mobiles
Block de Hojas Reposicionables

Super Sticky
Super Collant
Super Adhesivas

12 1/2" x 18" x 200 sheets
5.2 g/100 (2.5 g/100 x 2.08 g/100)
Color: 1 block in 10 days

3M

ANY OTHER COMMENTS

Colorado MT (SO?)
(first to go wet...)
Senior Residential

- Sports therapy / senior therapy
if senior residential

I LIKE IT - MUST BE
ECONOMICAL - NOT
VACANT - DON'T PUSH
IT.

Don't miss another opportunity
like we did on intercontinental property

Another Vitruvian development

Get good directional signage
all over addison



COMMENT SHEET

Sam's Club Site Special Study Community Workshop

March 2, 2015

Please use this form to provide comments, suggestions and concerns about the future of this important part of the Town of Addison.

What future development here will do the most to enhance Addison's appeal, as a place to live, work & play?

Removal of Motel 8 + "strip look" retail

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

Mixed use, open spaces, more single family units

What changes to the Committee's concept plan would improve it, from your perspective?

Less straight line design

What other recommendations do you have about the Sam's Club Study Area?

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name:

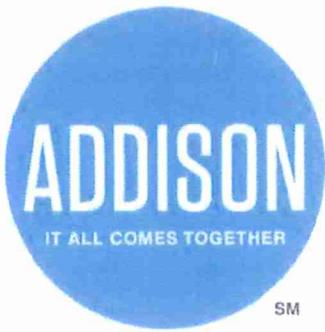
Email Address:

Company/Organization (if any):

Mailing Address:

City, State Zip:

Please return your comments at the registration table this evening. Also, comments can be submitted through email to Charles Goff at cgooff@addisontx.gov.



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What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

Ownership - townhomes
get rid of the wall
More trails & connectivity
Current land owners will not sell at reasonable price. #s won't work.
We don't want city to fill the gap

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

Good concepts but economies don't work. More retail doesn't work (Addison already has high vacancy)

What changes to the Committee's concept plan would improve it, from your perspective?

make the #s work
OK, but not fixed income seniors.
How about Kohls?
Focus on ownership. SR housing
Limit the grand floor retail

What other recommendations do you have about the Sam's Club Study Area?

Do something quickly to immediate area so not a dead corner for long

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: Diane Chavez
Email Address: dmc5302@yahoo.com
Company/Organization (if any): JPMorgan
Mailing Address:
City, State Zip:

Please return your comments at the registration table this evening. Also, comments can be submitted through email to Charles Goff at cgoff@addisontx.gov.



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What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

I think a mix of condos and businesses (retail) would provide the highest ROI as well as furthering government objectives.

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

Condos/flats, Addison has a legitimate public interest in promoting home ownership.

What changes to the Committee's concept plan would improve it, from your perspective?

I don't think the variable of Sam's Club is well enough understood. Should the new owners be within city guidelines, it could negate the entire development plan.

What other recommendations do you have about the Sam's Club Study Area?

I think the health spa/day surgery has no place so close to a residential area.

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: Ryan Scanlan

Email Address:

Company/Organization (if any):

Mailing Address:

City, State Zip:

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Please use this form to provide comments, suggestions and concerns about the future of this important part of the Town of Addison.

I LIKE THE IDEA OF MOVING THE WALL & INTEGRATING WITH THE SURROUNDING NEIGHBORHOOD

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

PLANNED COMMUNITY THAT PROVIDES DIVERSITY OF SERVICES & PRODUCTS
APPEAL TO YOUNGER PEOPLE ^{TO} MOVE IN BUT ALSO WANT TO STAY

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

BRILLIANT BALANCE OF MIXED USE
~~RES~~ RESIDENTIAL OPTIONS TO OWN OR RENT
OPTIONS FOR PEOPLE TO "AGE IN PLACE"

What changes to the Committee's concept plan would improve it, from your perspective?

NONE - STAY ON TRACK !!

I HOPE WE WILL SEE NO MORE GLASS & STEEL - BETTER = BRICKS
PROVIDE AMPLE DRIVE THRU AND DRIVE AROUND LANES & PARKING
TO RELIEVE TRAFFIC ON MIDWAY & BECKLINE

"BRAND" THE AREA - MAKE IT A DESTINATION

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: AL ANGELL

Email Address: al-angello@sbccglobal.net

Company/Organization (if any):

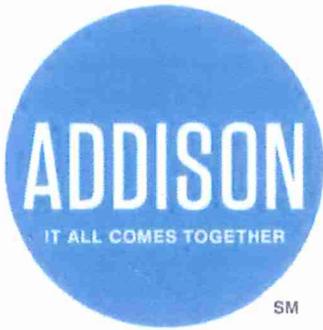
Mailing Address: 14540 WINNWOOD ROAD

City, State Zip: DALLAS (ADDISON) TX 75254

Please return your comments at the registration table this evening. Also, comments can be submitted through

email to Charles Goff at cgoff@addisontx.gov.

FURTHER THOUGHT: LEARN FROM BOTH SUCCESSSES
MISTAKES AT THE CIRCLE & VITRUVIAN.



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Please use this form to provide comments, suggestions and concerns about the future of this important part of the Town of Addison.

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

Mixed Use - Flats / European Style / Ground - 2-3 Story ^{Flats} / Parking either under or garage parking, brand hotel -

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

Mixed Use - I like "most" of the Proposal. More Ownership

What changes to the Committee's concept plan would improve it, from your perspective?

What other recommendations do you have about the Sam's Club Study Area?

~~Not mandatory to follow the plan /~~ Convert as much commercial to Mixed Use -

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: RW [Signature]

Email Address: on file

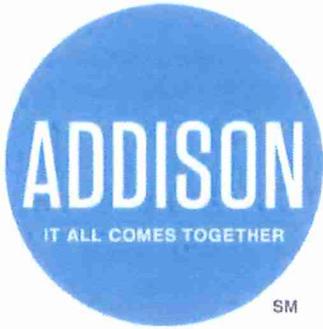
Company/Organization (if any):

Mailing Address:

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Please use this form to provide comments, suggestions and concerns about the future of this important part of the Town of Addison.

Retail ^{vacancies} is already one of the highest in the city 28%+, Dallas average is 9.8%, how can you add more when you can't support what is here.

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

Mixed use is hard to pull off. Good location for it but others have been difficult & take a while to pull off

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

trying to improve a ~~trans~~ tired aged area.

What changes to the Committee's concept plan would improve it, from your perspective?

no plan that doesn't have a gap this town cannot continue to give hand outs

What other recommendations do you have about the Sam's Club Study Area?

good retailer we don't have near us ... Kohl's, Lowe's, Home Depot (might be too close)

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: Denise L. Fansler

Email Address: dfansler@mail.com

Company/Organization (if any):

Mailing Address: 3725 Chatham Court Drive

City, State Zip: Addison, TX 75001

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What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

Plan an emphasis on transportation within the study area
+ also to go to + from the area.

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

Keeping the area urban

What changes to the Committee's concept plan would improve it, from your perspective?

I think more emphasis should be on the retail
not so much the residential

What other recommendations do you have about the Sam's Club Study Area?

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name:

Email Address:

Company/Organization (if any):

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March 2, 2015

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do not want high density rental units!

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

owner occupied townhomes/condos/villas

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

more residential (owned) + parks + trails

What changes to the Committee's concept plan would improve it, from your perspective?

*No rental units
concept of medical office space not realistic for this area.*

What other recommendations do you have about the Sam's Club Study Area?

this area.

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name:

Email Address:

Company/Organization (if any):

Mailing Address:

City, State Zip:

Please return your comments at the registration table this evening. Also, comments can be submitted through email to Charles Goff at cgoff@addisontx.gov.



COMMENT SHEET

Sam's Club Site Special Study Community Workshop

March 2, 2015

Please use this form to provide comments, suggestions and concerns about the future of this important part of the Town of Addison.

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

INDEPENDENT LIVING / ASSISTED LIVING FACILITIES.

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

IMFILL LOOKS GOOD. ALSO AGING FACILITIES
A GOOD FIT.

What changes to the Committee's concept plan would improve it, from your perspective?

LESS OFFICE SPACES - HOUSING NEEDS TO BE
MUCH MORE UPSCALE.

What other recommendations do you have about the Sam's Club Study Area?

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concept plan - or prototype
Keep the wall - ability to walk thru.

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

concept plan
residential -> no outlet on Midway other than
Full Way - too much danger for accidents

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

What changes to the Committee's concept plan would improve it, from your perspective?

What other recommendations do you have about the Sam's Club Study Area?

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KEEP the wall up

because of pedestrians

What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

~~MORE STORES - better studio~~

more retail stores or better studio

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

No ~~more~~ rental apt

most be buyers

What changes to the Committee's concept plan would improve it, from your perspective?

What other recommendations do you have about the Sam's Club Study Area?

yard sale sight on the inside you pay
for your slot or indoor dog park

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: Daniel Simmons

Email Address: dts945@gmail.com

Company/Organization (if any):

Mailing Address: 4202 Rush Circle

City, State Zip: Addison, TX 75002

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What future development here will do the most to enhance Addison's appeal as a place to live, work & play?

NOT APTS - Townhomes / OWNER OCCUPIED RESIDENCES

What features of the Committee's concept plan are most desirable for the Town of Addison, in your view?

*DIRECTION but CONCERN that too MANY VARIOUS OWNERS
would delay plans too far out*

What changes to the Committee's concept plan would improve it, from your perspective?

What other recommendations do you have about the Sam's Club Study Area?

(Optional) Please provide your contact information if you'd like to receive updates about this Special Study.

Name: *Shelby Barkofsky*

Email Address:

Company/Organization (if any):

Mailing Address:

City, State Zip:

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February 28, 2015

My name is Tarea Doty. As a 12 year Addison business owner, a 10 year Addison resident, and a 3 year Addison homeowner I **love** Addison and plan on being here with my husband and first child due in August for years to come. I am, however, deeply concerned with the draft preferred plan for the Sam's Club Study Area.

I have a unique concern in that I'm a homeowner on the southwest perimeter of Towne Lake that backs up to the Office in the Park parking lot, and I also own a business and rent office space in Office in the Park (14679 Midway Rd) which is the building closest to our home. This means that from the back gate of our house on 4144 Towne Green Cir, we have a 18 second walking commute across the parking lot to our office building - a building which is proposed to be torn down and replaced with multi-family residential units in the draft preferred plan. I understand my needs are unique and economic development cannot cater around one individual, but I do believe there are some strong reasons to consider why Office in the Park should remain an employment district, why multi-family residential should be avoided or greatly reduced in all three phases, and lastly why the Beltway privacy wall should be maintained.

Why the entire Office in the Park should remain an employment district:

- As the name suggests – with lush landscaping, mature trees, plentiful green space, tennis courts and a gazebo - **Office in the Park really is a unique commercial property with broad appeal** especially to a younger generation who are avoiding “cookie cutter” spaces. It truly feels like you're working in a park setting.
- As you drive into this office community, you really don't get a sense you're in an office building complex. **It feels very historic and very in line with Addison's traditional red brick look.**
- Even though Dovie's restaurant is closed, **preserving and maintaining a historic property – the former home of Audie Murphy - should be considered.** It would be a great loss if this house was destroyed.
- From the March 5, 2014 Addison Magazine article discussing Office in the Park , **“you'll come across a building with a collegiate look about it. In fact, according to Orlando Campos, Director of Addison's Economic**

Why multi-family residential should be avoided or greatly reduced in all three phases:

- By rezoning and transitioning this space into multi-family residential the **congestion from more cars and people would greatly diminish the quality of quiet residential homeowner living** which I believe is a major contributing factor why so many homeowners choose to buy in our neighborhoods and why our property values keep increasing.
- **Midway Meadows and Towne Lake as well as all the Addison neighborhoods sandwiched between Proton and Marsh are older, established, SINGLE FAMILY, upscale neighborhoods.** I do not feel like the majority of the homeowners in these communities would welcome 2000+ people (potentially more with 1115 proposed units – the majority of which proposed are condos and apartments which means renters) sharing their walking trails, dog parks, children's parks and other amenities.
- **The draw to all of these great amenities, which I might add as homeowners we pay a good deal in taxes for, is that they are not crowded and are a little off the beaten path.** For example, before we bought in Towne Lake I lived in Post Addison Circle as a renter for 7 years. I frequently went to the Addison Athletic Club. However, it was not until I bought my home in Towne Lake and was exploring my "backyard" (the parking lot of Office in the Park), that I discovered the dog park and the whole system of walking trails west of the dog park. I was so excited I discovered this hidden gem and would like to keep it that way for all the homeowners.
- **With an additional 2000+ people, mostly renters, having close access to all these amenities – especially the parks and walking trails, safety becomes a huge concern.**
- **Noise congestion is huge concern. Renters live different lifestyles than homeowners.** As much as I like visiting, for example, The Shops of Legacy in Plano, I would not want to live there as a homeowner. It is still very noisy on a weekend night at 10pm. Renters attract young people and people that like to party and stay up late. I've been there. But again, we're talking about older established single family neighborhoods with an average home price over \$300,000. This is a totally different demographic with different needs and desires versus renters.

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COMMENTS ON SAM'S CLUB SITE SPECIAL STUDY DRAFT REPORT

Judye and Lance Murray (3884 Weller Run Ct)

March 4, 2015

- Initial impression of the expanded site redevelopment concept is favorable. What's not to like about a low-rise European style integrated flex office/specialty shop/restaurant/pub/townhome/park neighborhood artfully landscaped with off-street parking and a high degree of walking connectivity within itself and with adjacent Addison areas.
- Prefer that residences be owner homesteads not rental. The ratio of rental to owner occupied residences in Addison is becoming alarmingly high.
- The draft plan will significantly increase residence density. It does not appear that gap expenditures required to support the added population have been adequately considered. These would include costs for expansion of utilities, sewers, streets, parks, Athletic Club, police, fire/Ems, etc.
- Impacts on adjacent neighborhoods in terms of additional traffic, noise, skyline intrusions, etc. need to be further studied.
- It has been proposed that a senior living facility be included. This needs to be further studied before inclusion. This is a specialty business with all sorts of issues and gap costs unfamiliar to Addison planning. Note that UDR at Vitruvian has expressed zero interest in such a facility for their development.
- We are concerned about how the study might be used in redevelopment decisions for the Sam's site area. Too aggressive and inflexible approach by Addison P&Z, Council, Staff could result in legal reaction by land owners and developers that would be costly to the city. Suggest that the study should encourage more options and flexibility. For example, a higher proportion of flex office development might be preferable. Although it might shift the study concept, it might be preferable to developers and reduce residential density.

Attachment 2:
Report on Current Vacancy Rates in Addison

2014 Results:

Office Market:

- Office vacancy rates continued to decline in 2014 by another full percentage point compared to the start of 2013.
- The Town ended the year with a 15.8% vacancy rate which is slightly lower as compared to the entire North Texas Region.
- Not since the fourth quarter of 2007 had vacancy rates declined below the 16% mark.
- The major accomplishment in 2014 was turning the vacant Aberdeen Building around. With support from Addison, building owners helped close three deals including National Bankruptcy Services, Bottle Rocket Apps, and the Republic Group. Collectively, these companies absorbed approximately 206,479 SF of space, created 1,400 jobs with weighted average wages of \$67,744 per year.
- Large contiguous office spaces have become scarce in Addison, but the construction of a new 200,000 SF office tower in 2015 by Cawley Partners will help.
- Office buildings account for a little over 9.3 Million square feet of space in Addison.

Vacancy Rate



Source: COSTAR, January 2015

Retail Market:

- Retail vacancy rates continued to decline in 2014 by another 1.4% compared to the start of 2013.
- The Town ended the year with a 7.1% vacancy rate which is slightly lower than the entire North Texas Region's 7.4%.
- Not since the third quarter of 2006 had vacancy rates declined below the 8% mark.
- Fueling the retail growth has been Village on the Parkway redevelopment which saw major anchor tenants open in 2014 and a strong cluster of new restaurants. Addison Town Center also saw a major tenant—Crunch Fitness (20,000 SF)—open at the center and Kroger extend its lease.
- Retail space accounts for over 2.2 Million square feet of industrial space in Addison.

Vacancy Rate

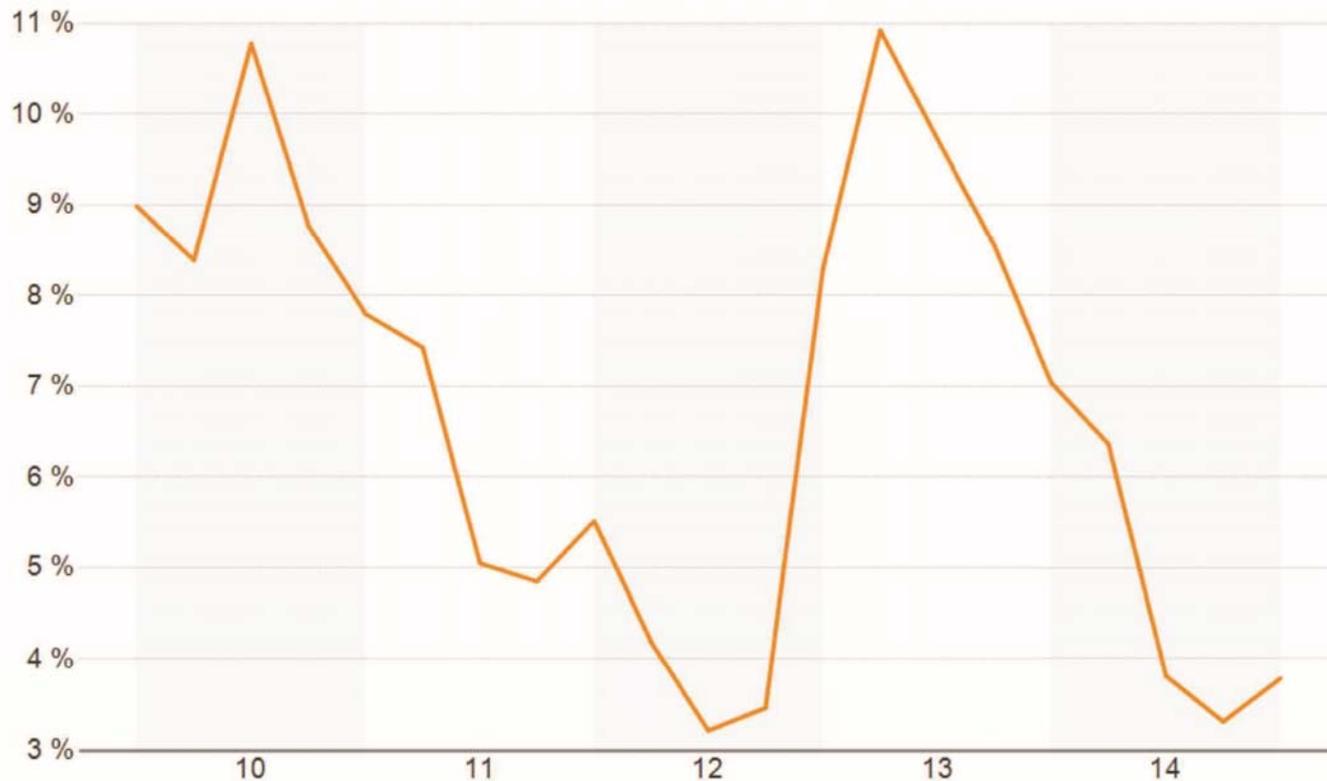


Source: Costar, January 2015

Multifamily Market:

- With nearly 80% of residents living in multifamily developments, the multifamily market remains a strong commercial sector in our local economy fueled by the young, creative labor force of our corporate companies.
- In 2013 the market saw a large increase in apartment vacancies to 10.9% with the almost simultaneous opening of Fiori, Addison Keller Springs, and last phase of Allegro which collectively added about 1,000 units to the market.
- Despite the increase in units in 2013, absorption continued a strong trajectory for the remainder of 2013 and 2014.
- The multifamily market ended 2014 with a vacancy of only 3.8% which is consistent with the entire North Texas market.
- Addison has about 7,200 units in the market today.

Vacancy Rate



Source: COSTAR, January 2015