1720-Z

PUBLIC HEARING Case 1720-Z/Addison Town Center. Public hearing, discussion, and take action on a recommendation for an ordinance amending Planned Development O93-018, on 8 tracts of land totaling approximately 40.7 acres addressed from 3712 Belt Line Road to 3910 Belt Line Road, in order to grant additional allowed uses and amend requirements relating to parking and building elevations, on application from Cencor Realty Services, represented by Mr. Bernard Shaw.

LOCATION MAP

October 16, 2015

STAFF REPORT

RE:	Case 1720-Z/Addison Town Center
LOCATION:	3712-3910 Belt Line Road
REQUEST:	Approval of an ordinance amending various requirements of Planned Development O93-018.
APPLICANT:	Cencor Realty Services, represented by Mr. Bernard Shaw.

DISCUSSION:

Background: Addison Town Center is generally located on the south east corner of Belt Line Road and Marsh Lane. The zoning for the center was established in 1993 through Planned Development District O93-018. At the time of construction, the center was anchored by K-Mart, Winn Dixie, and Comp USA. In the subsequent years, the K-Mart space became Target, Winn Dixie became Kroger, and the Comp USA space is now partially occupied by Crunch Fitness.

Proposed Plan: The property owner has been working with Kroger to both renovate the interior and exterior of their store. As part of this project, Kroger has expressed a desire to construct a fuel center in front of their location. To accommodate this, several requirements in the current PD need to be amended.

Uses: The existing PD includes a large list of permissible uses typical to retail centers. The applicant is requesting the addition of four use categories:

- Medical and Dental Office
- Massage and Chiropractor Office
- Health Club
- Gasoline Service Station (subject to Special Use Permit approval)

The medical and dental office category and the health club category are being added to correct a situation that has arisen because these uses incorrectly received permits and are now existing uses in the center. That being said, staff believes that these uses are commonly found in retail centers like this and do not pose any detrimental impact. Massage and Chiropractor Offices are also routinely located in retail spaces. An argument could be made that they could fall under medical offices, but staff believes that there is enough of a distinction to warrant calling them out separately.

The Gasoline Service Station category is being added in response to Kroger's request. Staff would recommend that this use be allowed with a special use permit. Typically, gasoline service stations are not permitted by right, but require a special use permit. This allows the Town the ability to review the specific details of the proposed station before approving it.

Exterior Facades: The current PD includes building elevations that dictate the details of the building facades. As part of the remodel project, the applicant and Kroger have agreed to upgrade and enhance the face of the Kroger store. To accomplish this, the applicant is proposing to raise the height of the central portion of Kroger's frontage with a new parapet wall topped with a stepped E.I.F.S. cornice. This will create more of a focal point on the building. New colors will also applied to add to the visual appeal of the building. In earlier discussions with staff, the applicant indicated that a metal awning would be installed over the main entryway to the store. This is not shown in the current elevation, but staff would recommend requiring it as a condition of approval.

Parking: The current PD requires that the site provide 2,025 spaces to accommodate 430,809 square feet of building area. The addition of a fuel center will result in the loss of 67 spaces. The applicant is requesting to reduce the required parking to 1,950. Based on staff's observations of the site, the center is over parked and could absorb the loss of parking spaces without a negative impact on the center itself or adjacent uses.

RECOMMENDATION: **APPROVAL WITH A CONDITION**

Addison Town Center is a prominent retail location in Addison. Kroger's new investment in the center will be a positive step for the center in reaching its full potential. Staff believes that the proposed changes will benefit the center with no negative effects on the adjacent properties. Staff recommends amending the exiting planned development regulations to include the new uses, the new façade elevation for Kroger, and the lower parking requirement, subject to the following condition:

- The applicant shall install a metal awning over Kroger's main entryway as shown in previous elevation drawings presented to staff.

Land Use Analysis

Attributes of Success Matrix

Addison Town Center, 3712-3910 Belt Line Road **1720-Z**

Attribute	Comment	Score
Competitive	The center overall has struggled to acquire tenants and attract customers. This is especially true of the eastern half of the center.	
Safe	The site has good visual accessibility and is occupied most hours of the day. The site is safe.	
Functional	The design of the center has hampered its ability to compete. The stores are very far from the street and do not have visibility from Belt Line Road.	
Visually Appealing	The facades of the center, though brick, are nondescript and do note give the center much visual appeal. The improvements proposed for the Kroger façade will help improve this.	
Supported with Amenities	The site has a good location for restaurants, retail and other support services.	
Environmentally Responsible	The site meets the Town's landscape requirements.	
Walkable	The sidewalks along Belt Line and Marsh are immediately back of curb and not pleasant to walk on. The site's large parking area is not pedestrian friendly.	
Overall Assessment	**This site has various challenges due to its dated design and layout. Additionally, there may not be enough of a residential population to support a big box center of this size. These are macro-level issues with the site, but the minor changes being proposed at this time should drive additional traffic to the site.**	