

INWOOD ENHANCEMENT ZONE:

Phase 1 Summary Report

24 August 2016



Gensler

TOWN OF ADDISON

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Phase 1 **DISCOVERY**

24 August 2016



EXECUTIVE SUMMARY – PHASE 1

In June 2016, the Town of Addison (Town) hired planning and design consultant Gensler to study an area generally south of Belt Line Road and west of Inwood Road, and to make recommendations as to how to enhance and improve the area.

The issue generally surrounded the Town’s concerns about the Inwood Road retail corridor, which has been challenged by many vacant and under-utilized parcels. As this is the southern gateway into Addison, the Town was naturally interested in improving this area.

The development of Inwood Road as a retail corridor can be traced to 1975 when Town leaders realized Addison had the potential to develop a district for alcohol sales (wine, beer, and distilled spirits), due to the fact that this part of the Town was surrounded by “dry” areas (portions of cities and precincts that prohibit alcohol and liquor sales). Inwood Road was selected for creation of the “Addison Beverage Center”, resulting in the development of numerous liquor and package goods stores. A local option election was held and Addison voters approved the initiative. While the Addison Beverage Center thrived for a time, surrounding cities eventually passed local options to also allow liquor sales. One by one, liquor stores left the Addison Beverage Center, leaving only a few retailers in the district.

In 2016, the Inwood Road corridor is a combination of light industrial uses (Tuesday Morning distribution center), self-storage mini-warehouses, an indoor soccer center, a small collection of retailers, and many vacant properties. The Town asked Gensler to not only look at the Inwood Road corridor, but also to consider how to enhance and revitalize areas to the west – along Beltwood Parkway and Beltway Drive, generally as far as the Town southern limit.

In Phase 1, an analysis of the existing conditions was conducted to determine what – if any – physical challenges existed in the Study Area. Generally, the Study Area is well-served by existing municipal utilities (water, sanitary sewer, storm drainage) and there are no physical constraints to development (such as topography, bodies of water, etc.).

While the area is well-served by north-south roadways, there is a lack of east-west access (other than Belt Line Road).

One restriction in the Study Area is the prohibition of any residential uses due to the noise contours associated with Addison Airport. Most of the area is within the 65 Ldn noise contour, with a small portion (near the Inwood and Belt Line intersection) in the 70 Ldn contour. Since the Federal Aviation Administration considers these noise contours to be incompatible with residential uses, the Town’s zoning does not permit residential uses in the Study Area.

A market analysis was also prepared for the area within a 5-mile radius of the Study Area. It revealed that average household incomes are slightly higher-than-average and average household size is slightly smaller-than-average. The Study Area has about double the national average of office workers, who collectively spend about \$1 Billion per year within the 5-mile radius.

In Community Meeting #1, preferences were made for the following:

- A development pattern with a more urban feel, including a more walkable and pedestrian-oriented environment;
- More food-oriented uses, including a destination-type grocery store;
- The potential for a new civic-oriented use (perhaps a location for a future new Town Hall);
- Improved east/west access;
- Building upon the success of “Restaurant Row” by extending it further south of Belt Line Road; and,
- Creation of an environment unique to Addison, which also generates revenue for the Town.

The specific findings of Phase 1 are presented in this Summary Report.

TASK 1.1 – PROJECT KICK-OFF

The project officially began with a meeting on 06 July 2016 with Town staff and Gensler. This meeting fostered a discussion on the mechanics of the project, including the Project Calendar, dates of key meetings, and technical information to be provided by the Town. The following information was received after the meeting:

- Various GIS (geographic information system) files relating to different aspect of Town services, including aerial photography, roadways, zoning districts, water lines, sanitary sewer lines, storm drainage facilities, and airport noise contours. This information was utilized to develop the Study Area base map and a series of analysis maps; and,
- Copies of previous studies and planning reports including a 2006 study to redevelop Belt Line Road, a

2013 study that reviewed several areas of the Town, and the 2013 Addison Comprehensive Plan. Since the Town was concurrently in the process of updating its Master Transportation Plan (MTP), Gensler also received copies of the MTP presentations and agreed to attend MTP public workshops for informational purposes.

An important item that arose from this meeting was what the Town would consider a metric of success for the Study. Town staff told Gensler that the final plan would be based on its revenue-generating potential and that it be an achievable plan (not “pie-in-the-sky”). The Town considers the Inwood Road development to be “not working” and wants a new strategy.

TASK 1.2 – REVIEW PREVIOUS PLANNING DOCUMENTS

The Town gave Gensler three key reports/studies to review that relate to the Inwood Road Enhancement Zone effort.

“The Blueprint – Belt Line Redevelopment Vision” (RTKL, 2006)

This study looked specifically at the Belt Line Road corridor, a portion of which is within this Study Area. A pertinent recommendation of the 2006 study was the creation of a series of connected districts. The Study Area was generally designated as the *Addison Epicurean District*, using alcohol sales as the springboard for fire foods and compatible developments. Specifically, the 2006 study recommended:

A center for sales, education and distribution of wine and other beverages, but also a center for fine meats, seafood, fruits, vegetables, fresh breads, cheeses, and flowers. Developed with the feel of a European market or shopping district, where bakers, gourmet shops, and fine food purveyors are located adjacent to the existing liquor stores.

Such a District is consistent with Gensler’s initial thoughts about the Study Area. Incorporation and evolution of this idea will be a part of the concept development phase.

“Site Review Design Report for Addison, Texas” (Dialog, 2013)

This was a brief study that looked at three areas within the Town (including the Inwood Road Corridor) and made the following observations:

- The Inwood Road Corridor has “*good access and exposure*”. This continues to be true, although the observed traffic counts have not greatly increased. In all, 15,138 vehicles travel this portion of Inwood Road every day – up 5% from 2013. But it is still less than one-third of the daily traffic on Belt Line Road (47,983 vehicles per day) – the area’s major roadway;
- A challenge is the presence of the railroad tracks on the east side of Inwood Road – “*Inwood Road is single-loaded and struggles for vitality*”;
- It noted that “*there is an overall theme of wedding, entertainment, and liquor sales to the tenancies*”. In 2016, many of those businesses have left or are underperforming and there is little of the entertainment aspect left in the Corridor, and wedding-oriented businesses are small in number;
- It noted that “*the site backs onto another jurisdiction, so there are constraints both to the west and east*”. This would require inter-agency cooperation for any cross-municipal project; and,
- Dialog noted that “*the site requires attention, as its continued erosion of vitality will begin to attract crime*”. Gensler reviewed no crime statistics that validate Dialog’s observation. But from an intrinsic level, there appears to be a reasonable correlation between the number of vacant buildings, accessibility, and the potential for criminal activity.

Dialog offered the following six recommendations for development along the Inwood Road Corridor:

- **Incubator** – There appears to be sufficient land and access to accommodate incubator businesses, under the appropriate guidance;
- **Micro-Retail/Office** – Use existing vacant spaces for micro-retail/office (150 to 350 sf) for start-up stores and small businesses in order to create sufficient traffic to sustain the retail and eventually expand upon it;
- **Magnet** – Attract an “anchor” tenant and compatible businesses to attract similar clientele. Change the existing zoning to allow for unique mixes of use (street-level uses retail incubators with upper-level offices);
- **Office** – Long-term, the site is best suited to office development when the market reaches a threshold for development;
- **Food** – This can be a catalyst for redevelopment, such as a street-level property for food vendors and/or restaurants, then build on success for other uses; and,
- **Creatives** – There is the potential for an artist/creative enclave with unique historic signage that fosters vibrancy and activity. This may be accommodated with a simple building artist work-spaces and even retail spaces and galleries.

At 14 pages, the 2013 Dialog report reviewed by Gensler lacks the expected depth and supporting information. However, from an intrinsic and observational perspective, many of Dialog’s observations and recommendations may remain valid and be worthy of consideration.

“Town of Addison Comprehensive Plan” (Town of Addison, 2013)

Like most Texas communities, the Town prepares a Comprehensive Plan as a means of guiding its future development – as the Plan itself said “*what it wants to be as it grows up*”. And since no plan can accurately predict the future, comprehensive plans are updated on a regular basis as a means of reassessing the previous goals and objectives and, if necessary, setting new ones as a mid-course correction.

There is no prescribed timeline for developing a comprehensive plan. For many cities, they elect to update their Plans every 10 years or so (or as little as every 5 years if there is a lot of development activity). At 3 years old, the *2013 Addison Comprehensive Plan* would be considered a valid and applicable part of the Town’s development tools.

The *2013 Addison Comprehensive Plan* reiterated the importance of “*The Addison Way*” – pursuing excellence

that permeates all facets of life in Addison. It is a common commitment to doing everything as well as possible. In accordance with “*The Addison Way*”, the Plan proposed seven attributes of success:

- Competitive;
- Safe;
- Functional;
- Visually appealing;
- Supported with amenities;
- Environmentally responsible; and,
- Walkable.

By those seven metrics alone, it would be difficult to describe the Inwood Road Corridor as being completely in accordance with “*The Addison Way*”. That is not a wholly unexpected characterization, since this study was commissioned to address perceived challenges in this general area.

While the 2013 Plan is quite lengthy and detailed, there were seven specific goals that could also be applied to the Study Area. All of the following goals are in line with the goal of improving and enhancing the Study Area and all were quoted directly from the 2013 Plan:

- **Retail** – Explore methods to revitalize Addison’s retail offerings in spots that may be tired, dated, or past their useful life;
- **Office** – Office buildings are a valuable asset for the Town;
- **Commercial/Industrial** – Maintain the Town’s existing commercial and industrial neighborhoods through Code Enforcement;
- **Mixed-Use** – Support Addison’s mixed-use developments through maintenance of public spaces and programming to keep the spaces vibrant, and consider additional mixed use developments as older areas of the Town become ripe for redevelopment;
- **Public Realm** – Maintain the Town’s standard of excellence in all its parks, trails, and public open spaces, and where possible, improve the quality, quantity, and connectivity of parks and trails while maintaining effective stewardship of land and water resources;
- **Public Art** – Incorporate public art into the community in a way that is strategic, selective, and impactful; and,
- **Utilities** – Addison should continue to make the necessary investments to keep its utilities in their current excellent condition.

The 2013 Addison Comprehensive Plan sets the appropriate tone and direction for the future development of the Study Area.

TASK 1.3 – BASE MAPPING & DATA; AND, TASK 1.4 – EXISTING DATA COLLECTION

These two Tasks are group together, since they overlap greatly and were essentially performed concurrently.

BASE MAP

The first effort was to develop the base map for the Study Area, along with showing the limits of the project. Using the information provided by the Town in Task 1.1, the Base Map was prepared (see Figure 1-1, page 1-6).

The Study Area is defined, generally, by Belt Line Road (to the north), Inwood Road (to the east), Beltway Drive (to the west), and the Town’s southern corporate limit.

For all practical purposes, the Study Area is 100% developed, even though some of these areas are currently unoccupied or may be under-utilized.

LAND USE

At 59.4 acres (approximately), the Study Area is essentially 100% developed and divided into two land-uses – Retail located along the Belt Line Road and Inwood Road corridors; and Office/Light Industrial (warehousing, distribution, and light assembly) in the remaining portions of the Study Area interior (south of Belt Line Road and west of Inwood Road). The Land Use Map is shown in Figure 1-2 (page 1-7).

Most of the existing developments are low-scale – 1 to 2 stories – with the exception of an office building at Belt Line Road. A unique structure is an air-supported dome that is part of the Inwood Soccer Center (along Inwood Road).

ZONING

The Study Area is currently zoned with four zoning districts:

- **Local Retail (LR District)** – The LR District allows retail and dining uses, primarily along the Belt Line Road and Inwood Road corridors. These uses span the generally expected collection of various retail outlets – from antique shops to dance studios to restaurants and more;
- **Commercial-1 (C-1 District)** – The C-1 District is considered to be “light commercial” and is located primarily south of Belt Line Road. It includes current uses such as The Attic (mini-warehouse storage), and multi-tenant office buildings along Beltway Drive. Allowed uses are similar to the LR District, with the addition of more service-oriented business and offices;

- **Commercial-2 (C-2 District)** – The C-2 District is slightly more intense than C-1, allowing for more intense uses such as paint shops, dyeing plants, and other “heavy commercial”. C-2 Districts are located south of Belt Line Road, on either side of East Beltwood Parkway. A current legal non-conforming use in the C-2 District is Empire Exotic Motors – a seller of high-end used cars and trucks. The C-2 District also allows for adult-oriented businesses, although none are known to be within the Study Area; and,
- **Industrial-1 (I-1 District)** – The I-1 District is predominantly for manufacturing and industrial operations (including warehousing and distribution). The only application of the I-1 District in the Study Area is the existing Tuesday Morning warehouse complex along Inwood Road.

The Zoning Map is shown in Figure 1-3 (page 1-8). Full descriptions of the four zoning districts are shown in Figure 1-4 (pages 1-9 and 1-10).

WATER SERVICE

Since the Study Area is essentially 100% developed, it is not surprising to see that the area is also served almost completely by water transmission lines. Water service is provided to every parcel within the Study Area. The Water Map is shown in Figure 1-5 (page 1-11).

SANITARY SEWER SERVICE

As with municipal water, the Study Area is served completely by sanitary sewer collection lines. Sanitary sewer service is provided to every parcel within the Study Area. The Sanitary Sewer Map is shown in Figure 1-6 (page 1-12).

STORM DRAINAGE SERVICE

As with water and sanitary sewer (above), the Study Area is served by existing storm drainage facilities. The Storm Drainage Facilities Map is shown in Figure 1-7 (page 1-13).

NOISE CONTOURS

The Study Area is within the approach/departure path of Addison Airport. As such, it is subjected to a certain degree of aviation-related noise. As part of the agreement with the Federal Aviation Administration (FAA), a special study was prepared (a Part 150 Study) to determine projected aviation-related noise. These noise contours (see Figure 8, page xx) are actually a projection of average noise per day – referred

to as Ldn (or DNL) contours – short for average day/night noise levels. A computer model averages the noise associated with all aircraft activity (based on aircraft type, number of flights per day, etc.), rather than show actual individual noise events (called “single-event levels”, or SEL’s).

The Part 150 Study identifies areas within certain thresholds, such as 70 Ldn and higher, 65-70 Ldn, etc. In conformance with FAA standards, residential uses are considered incompatible with Ldn contours at 65 and above. Noise contours of 65 and above cover practically the entire Study Area – therefore, no residential uses would be permitted under any current FAA requirements and the Town’s zoning ordinances for the Study Area reflect this requirement.

Other than residential, a wide range of land uses are permitted within the Addison Airport noise contours and there are relatively few restrictions other than that land uses may not interfere with aviation operations (such as building height, glare, etc.). The most current noise contours for Addison Airport within the Study Area are shown on Figure 1-8 (page 1-14).

PARCEL OWNERSHIP

Information relating to property ownership was gathered from the Dallas Central Appraisal District (DCAD) website. This is publicly-available information and was gathered in July 2016. It is possible that as a result of recent transactions or sales, that some new ownership data had not yet been recorded on the DCAD site. The DCAD data is presumed to be accurate as of July 2016 unless other information is made available.

Based on existing DCAD data, the Study Area is comprised of 29 individual parcels owned by 24 different owners. (Without researching specific ownership, it is possible that the same person/company may own several parcels under separate names.) Suffice to say, ownership is appears to be equally divided throughout the Study Area.

Most owners (20 of 24) show a business addresses outside of Addison, with a few outside the State of Texas. Only 4 owners showed their business address in Addison. Of course, it is possible that some of the “non-Addison” parcels may be owned by persons/businesses whose residence is within

Addison. Regardless, property owners of these parcels enjoy the same property rights as any Addison property owner irrespective of home residency.

The parcel map and list of parcel owners is presented in Figure 1-9 (page 1-15).

TRAFFIC COUNTS

As a part of the Master Transportation Plan, the Town’s transportation consultants have prepared current traffic counts for all of Addison. Within the Study Area, four locations are shown with updated 2016 traffic counts (expressed as “vehicles per day” or VPD):

Belt Line Road (Beltway Drive to Addison Road):
24,258 VPDEastbound
23,725 VPDWestbound

47,983 VPD..... Total (3% increase from 2013)

Inwood Road (south of Belt Line Road):
7,644 VPDNorthbound
7,494 VPDSouthbound

15,138 VPD..... Total (5% increase from 2013)

Beltwood Parkway (south of Belt Line Road):
1,125 VPDNorthbound
1,269 VPDSouthbound

2,394 VPD..... Total (5% decrease from 2013)

Beltway Drive (south of Belt Line Road):
1,293 VPDNorthbound
1,101 VPDSouthbound

2,394 VPD..... Total (6% decrease from 2013)

TRANSIT SERVICE

Addison is a member-city of the Dallas Area Rapid Transit (DART) system but is currently served by only bus transit service. In the Study Area, DART Route 400 provides access, with stops along Belt Line Road but not technically within the Study Area – the nearest stops are immediately west of Beltway Drive and east of Inwood Road.

A second DART route – Route 488 – also travels along Belt Line Road but provides no stops within the Study Area.

Figure 1-1 – Study Area Base Map

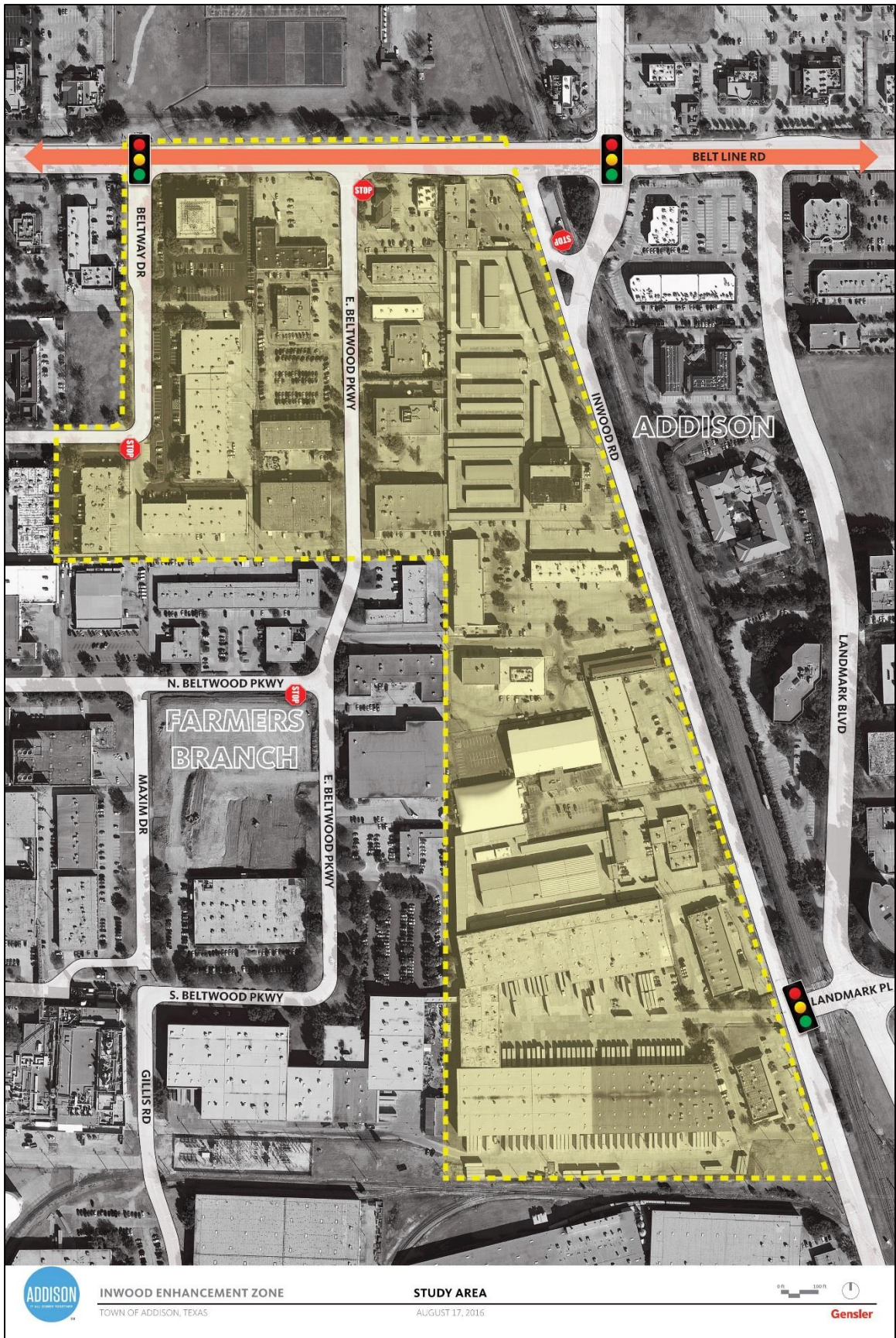
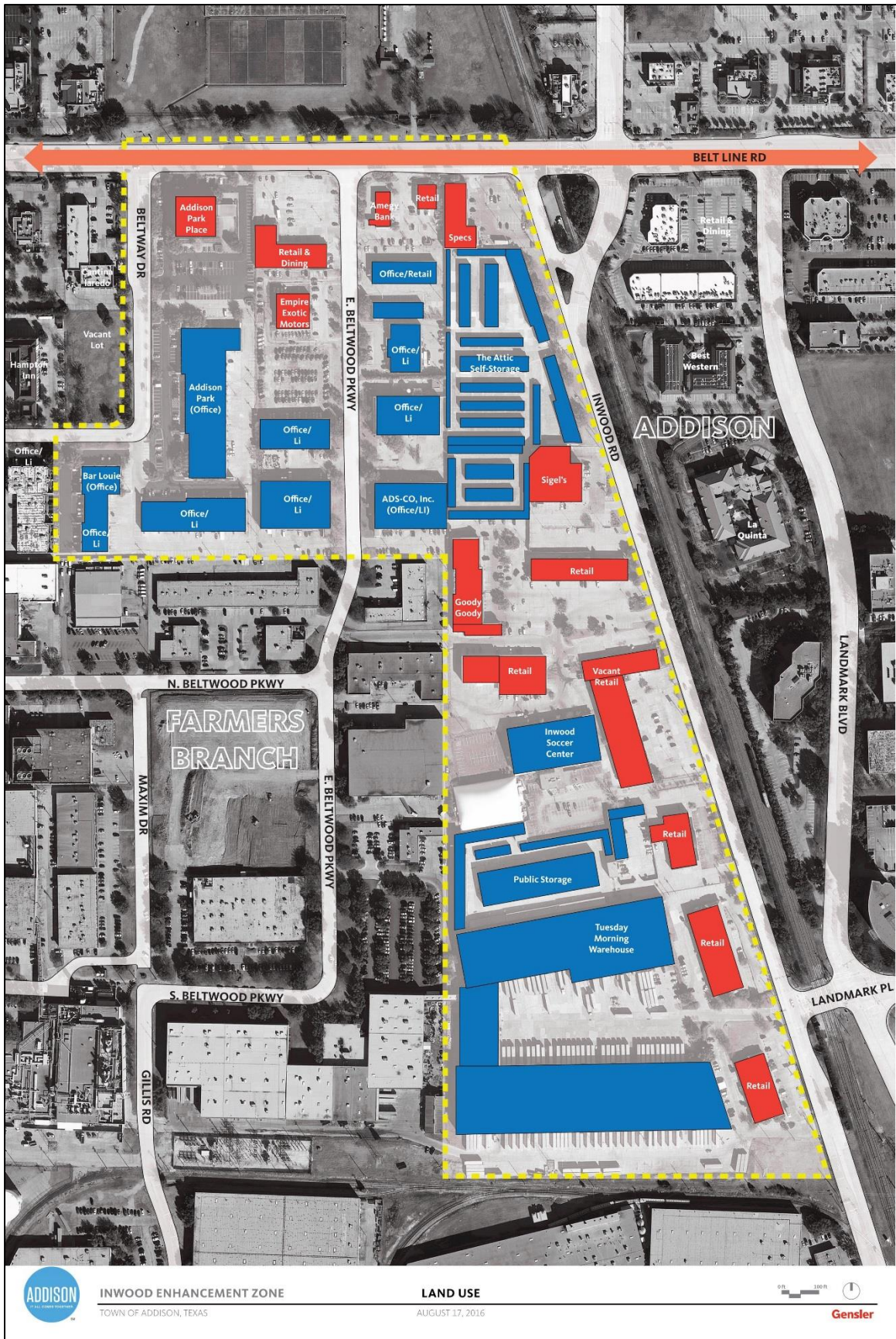


Figure 1-2 – Study Area Land Use



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

LAND USE
AUGUST 17, 2016



Gensler

Figure 1-3 – Study Area Zoning

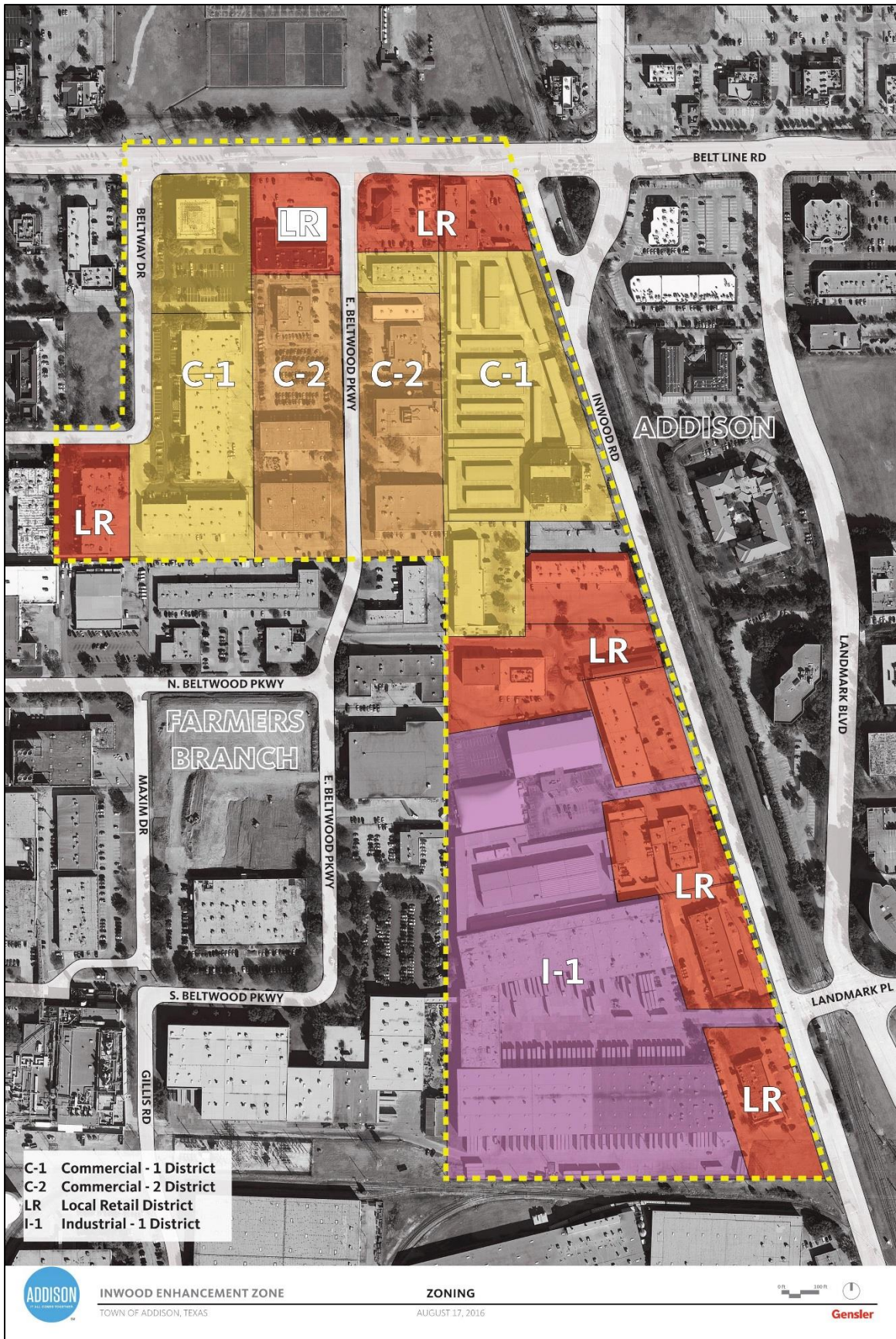


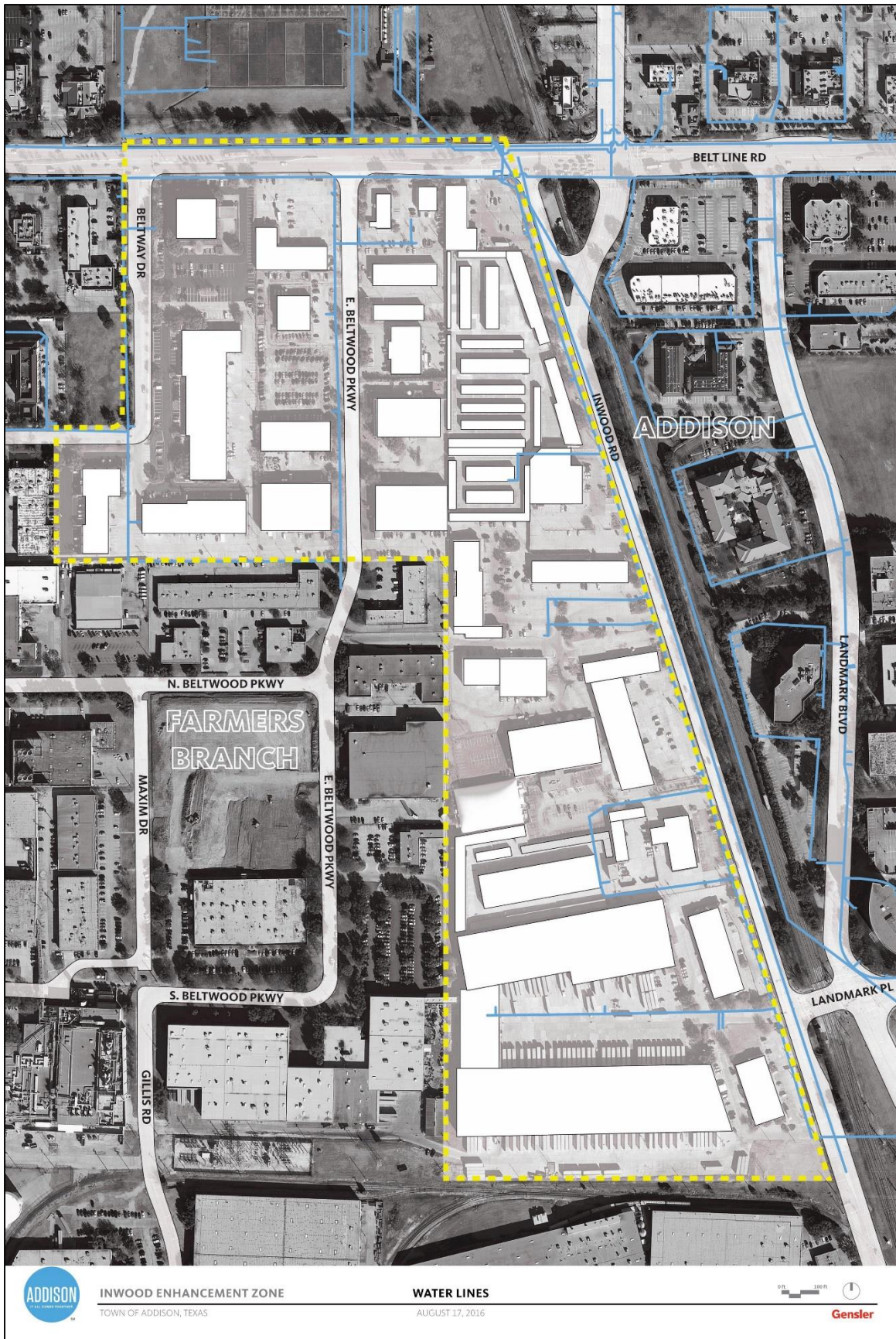
Figure 1-4 – Zoning District Permitted Uses

Local Retail (LR)	
<ul style="list-style-type: none"> ▪ Antique shop ▪ Aquarium ▪ Art gallery ▪ Auto seat covers, covering ▪ Baker, retail sales only ▪ Bank, office, wholesale sales office or sample room ▪ Barber and beauty shop ▪ Bird and pet shops, retail ▪ Book or stationery store ▪ Camera shop ▪ Candy, cigars and tobaccos, retail sales only ▪ Caterer and wedding service, offices only ▪ Cleaning, dyeing and laundry pick-up station for receiving and delivery of articles to be cleaned, dyed and laundered, but no actual work to be done on premises ▪ Cleaning and pressing shops, having an area of not more than 6,000 square feet ▪ Department store, novelty or variety shop, retail sales ▪ Drug store, retail sales ▪ Electrical goods, retail sales ▪ Electrical repairing; domestic equipment and retail sales ▪ Exterminating company, retail ▪ Film developing and printing ▪ Fix-it shops, bicycle repairs, saw filing, lawn mower sharpening, retail only, but without outside storage ▪ Florist, retail sales only ▪ Furniture repairs and upholstering, retail sales only, and where all storage and display is within the building ▪ Frozen food lockers, retail ▪ Grocery store, retail sales only ▪ Hardware, sporting goods, toys, paints, wallpaper, clothing, retail sales only 	<ul style="list-style-type: none"> ▪ Household & office furniture, furnishings and appliances, retail ▪ Ice delivery station ▪ Job printing ▪ Jewelry, optical goods, photographic supplies, retail sales only ▪ Library, rental ▪ Meat market, retail sales only ▪ Mortuary ▪ Office building ▪ Parking lot without public garage or automobile facilities for the parking of passenger cars and trucks of less than one ton capacity only ▪ Photographers or artist's studio ▪ Professional offices for architect, attorney, engineer or real estate ▪ Public garage, parking, no repairs ▪ Piano and musical instruments, retail sales only ▪ Plumbing shop, retail sales only, without warehouse facilities (to include storage for ordinary repairs, but not storage for materials for contracting work) ▪ Retail store or shop for custom work or the making of articles to be sold for retail on the premises ▪ Seamstress, dressmaker, or tailor ▪ Seed store ▪ Shoe repair shop, retail sales only ▪ Studio for the display and sale of glass, china, art objects, cloth and draperies ▪ Studios, dance, music, drama, health, and reducing ▪ Taxi stand ▪ Washateria, equipped with automatic washing machines of the type customarily found in a home and where the customers may personally supervise the washing and handling of their laundry ▪ Wearing apparel, including clothing, shoes, hats, millinery and accessories
Commercial-1 (C-1)	
<ul style="list-style-type: none"> ▪ Antique shop ▪ Aquarium ▪ Art gallery ▪ Bakery ▪ Bank, office, wholesale sales office or sample room ▪ Barber and beauty shop ▪ Bird and pet shops ▪ Book or stationery store ▪ Camera shop ▪ Candy, cigars and tobaccos ▪ Caterer and wedding service ▪ Cleaning and pressing shops having an area of not more than 6,000 square feet ▪ Drug store ▪ Electrical lighting fixtures and supplies for consumer use ▪ Exterminating company ▪ Film developing and printing ▪ Fix-it shops, bicycle repairs, saw filing, lawn mower sharpening ▪ Florist ▪ Furniture repairs and upholstering ▪ Frozen food lockers ▪ Gallery, for the display and sale of artworks ▪ General services shops for maids, tax preparers, bookkeeping ▪ Grocery store ▪ Hardware, sporting goods, toys, paints, wallpaper, clothing ▪ Health club, public or private ▪ Household and office furniture, furnishings and appliances ▪ Jewelry, optical goods, photographic supplies 	<ul style="list-style-type: none"> ▪ Laundromat, equipped with automatic washing machines of the type customarily found in a home and where the customers may personally supervise the washing and handling of their laundry ▪ Meat market ▪ Medical and dental offices ▪ Mortuary ▪ Novelty or variety store ▪ Office building ▪ Office/service/showroom, the office/showroom component is limited to a facility for the regular transaction of business and for the display of uncontainerized merchandise in a finished building setting, and the service component of this use is limited to not more than 75 percent of the floor area of the use ▪ Photographers or artist's studio ▪ Piano and musical instrument ▪ Plumbing shop, without warehouse facilities (to include storage for ordinary repairs, but not storage for materials for contracting work) ▪ Public garage, parking no repairs ▪ Retail shop for custom work or the making of articles to be sold for retail on the premises ▪ Seamstress, dressmaker or tailor ▪ Shoe repair shop ▪ Studio for the display and sale of glass, china, sculpture, art objects, cloth and draperies ▪ Studios, dance, music, drama, health, and reducing ▪ Video equipment and cassettes, sales and rental ▪ Wearing apparel, including clothing, shoes, hats, millinery, and accessories

Figure 1-4 – Zoning District Permitted Uses (continued)

Commercial-2 (C-2)	
<ul style="list-style-type: none"> ▪ Ambulance service ▪ Antique shop ▪ Aquarium ▪ Art gallery ▪ Auto laundry ▪ Bakery ▪ Bank, office, wholesale sales office or sample room ▪ Barber and beauty shop ▪ Bird and pet shops ▪ Book or stationery store ▪ Bus or truck terminal ▪ Camera shop ▪ Candy, cigars and tobaccos ▪ Caterer and wedding service ▪ Cleaning and pressing shops having an area of not more than 6,000 square feet ▪ Commercial laundry and cleaning plants ▪ Drug store ▪ Dyeing plant ▪ Electrical lighting fixtures and supplies for consumer use ▪ Exterminating company ▪ Film developing and printing ▪ Fix-it shops, bicycle repairs, saw filing, lawn mower sharpening ▪ Florist ▪ Frozen food lockers ▪ Furniture repairs and upholstery ▪ Gallery, for the display and sale of artworks ▪ General services shops for maids, tax preparers, bookkeeping ▪ Grocery store ▪ Hardware, sporting goods, toys, paints, wallpaper, clothing ▪ Health club, public or private ▪ Household and office furniture, furnishings & appliances ▪ Jewelry, optical goods, photographic supplies ▪ Laundromat, equipped with automatic washing machines of the type customarily found in a home and where the customers may personally supervise the washing and handling of their laundry 	<ul style="list-style-type: none"> ▪ Machine shop ▪ Meat market ▪ Medical and dental offices ▪ Mortuary ▪ News printing and publishing ▪ Novelty or variety store ▪ Office building ▪ Office/service/showroom, the office/showroom component is limited to a facility for the regular transaction of business and for the display of uncontainerized merchandise in a finished building setting, and the service component of this use is limited to not more than 75 percent of the floor area of the use. ▪ Paint shop ▪ Pawn shop ▪ Photographers or artist's studio ▪ Piano and musical instruments ▪ Plumbing shop, without warehouse facilities (to include storage for ordinary repairs, but not storage for materials for contracting work) ▪ Public garage, parking no repairs ▪ Retail shop for custom work or the making of articles to be sold for retail on the premises ▪ Sales and installation of automotive tires ▪ Sales and installation of automotive batteries ▪ Seamstress, dressmaker or tailor ▪ Shoe repair shop ▪ Studio for the display and sale of glass, china, sculpture, art objects, cloth and draperies ▪ Studios, dance, music, drama, health, and reducing ▪ Sexually oriented business ▪ Upholstery shops ▪ Video equipment and cassettes, sales and rental ▪ Wearing apparel, including clothing, shoes, hats, millinery, and accessories
Industrial-1 (I-1)	
<p>No land shall be used and no building shall be erected for or converted to any use other than legal Manufacturing and Industrial Plant Operations including all uses permitted in the Commercial Districts. The following uses are NOT permitted:</p> <ul style="list-style-type: none"> ▪ Acetylene gas manufacture or gas storage ▪ Airplane motor shops or motor test blocks ▪ Airports ▪ Animal fertilizer factories ▪ Batching plant ▪ Manufacture or storage of gun powder, fireworks, or other explosives ▪ Foundry ▪ Junkyard ▪ Pawn shops ▪ Production or storage of garbage, dead animals or refuse ▪ Sexually-oriented businesses ▪ Slaughterhouses ▪ Smelter ▪ Stockyards ▪ Used auto parts ▪ Or any other use which is obnoxious or offensive by reason of odor, dust, smoke, gas or noise. <p>No building shall be erected or converted for dwelling purposes; provided, however, that dwelling quarters may be established in connection with any industrial plant for watchmen and caretakers employed on the premises and provided further any existing dwelling within any "I" district</p>	

Figure 1-5 – Study Area Water Service



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

WATER LINES
AUGUST 17, 2016



Genster

Figure 1-6 – Study Area Sanitary Sewer Service

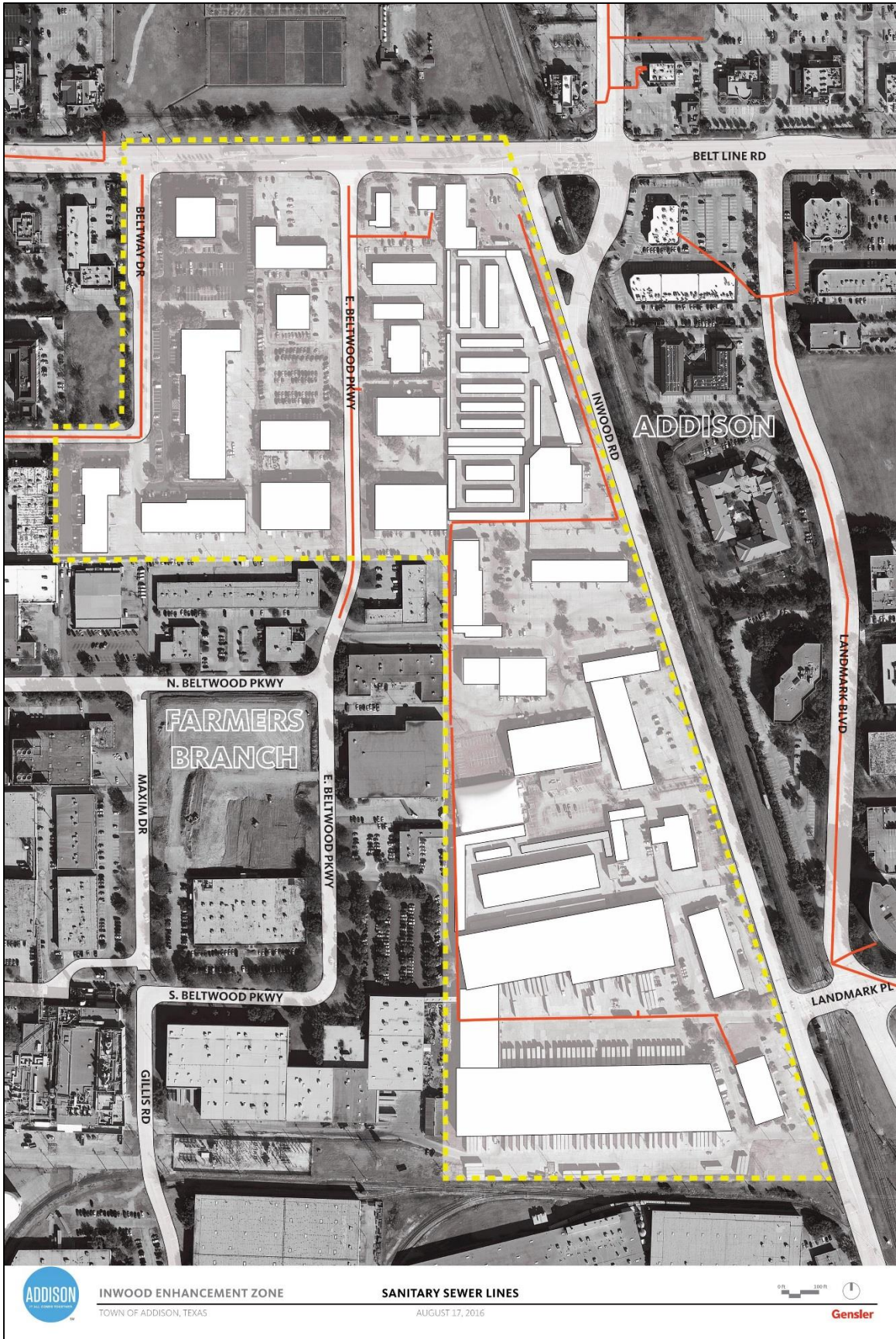


Figure 1-7 – Study Area Storm Drainage Service

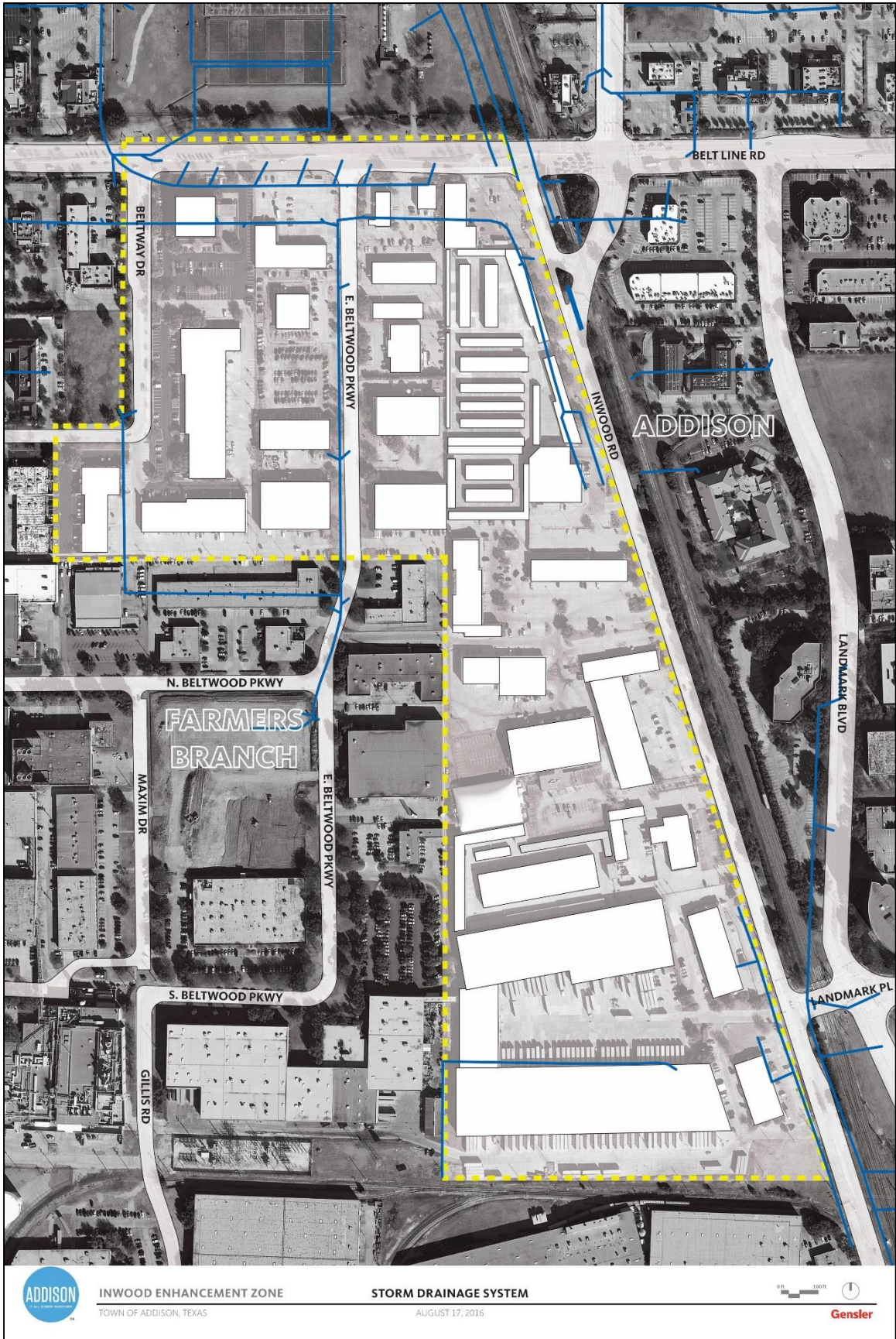


Figure 1-8 – Study Area Noise Contours

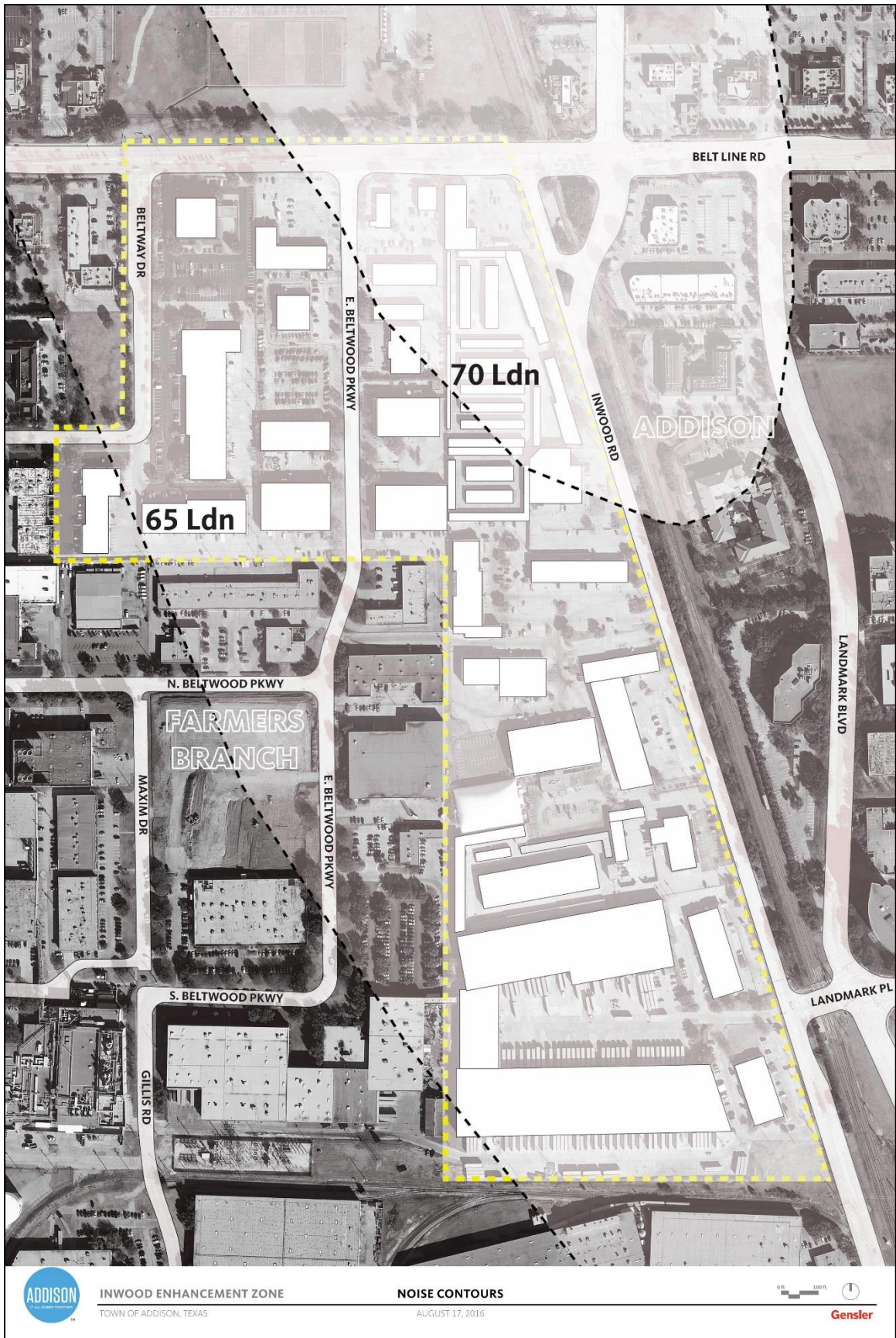
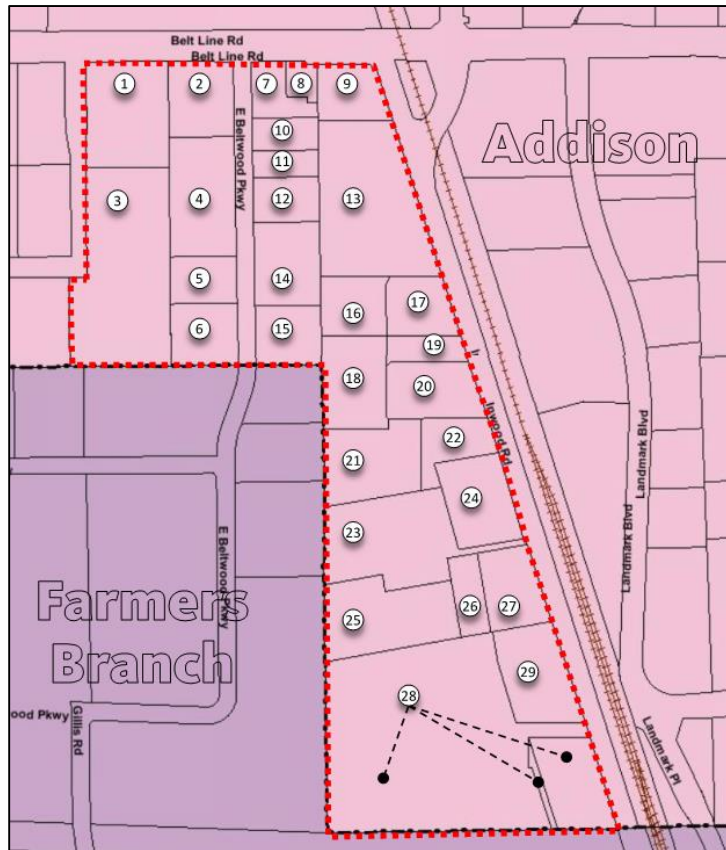


Figure 1-9 – Study Area Parcels



Key #	Parcel Address	Owner
1	4560 Belt Line	Addison Park Ltd
2	4570 Belt Line	AFS Beltline LP
3	15000 Beltway Dr	Addison Park Ltd
4	15051 E. Beltwood Pkwy	Beltwood Partners
5	15015 E. Beltwood Pkwy	Nellie Gerken O'Connell
6	15000 Beltwood Pkwy	Simi Partners LLC
7	4650 Belt Line Road	Amegy Bank
8	4680 Belt Line Road	Granoff Addison Ltd
9	15055 Inwood Road	Big Tex Addison Ltd
10	15080 E. Beltwood Pkwy	15080 E Beltwood Dr LLC
11	15070 E Beltwood Pkwy	Manroorti Hossein Sterling
12	15060 E. Beltwood Pkwy	Billy L. Prewitt Sr.
13	15025 Inwood Rd	Crossman Corp (dba The Attic)
14	15050 E. Beltwood Pkwy	D3 Realty LLC
15	15000 E. Beltwood Pkwy	KNC Capital I LLC
16	15025 Inwood Rd	Crossman Corp (dba The Attic)
17	15003 Inwood Rd	Joe C. Thompson, Jr.
18	14851 Inwood Rd	14851 Inwood Road Partners Ltd.
19	15003 Inwood Rd	Joe C. Thompson, Jr.
20	14885 Inwood Rd	14851 Inwood Road Partners Ltd.
21	14833 Inwood Rd	14851 Inwood Road Partners Ltd.
22	14825 Inwood Rd	Inwood Brothers Ltd
23	14801 Inwood Rd	D Bohrnstedt Inc
24	14803 Inwood Rd	AJ Worldwide Inc.
25	14729 Inwood Rd	Storage Trust Properties LP
26	14735 Inwood Rd	Jo Ann Owen Trust
27	14733 Inwood Rd	Inwood Plaza Addison, LLC
28	14621 Inwood Rd	Tuesday Morning Partners Ltd
29	14639 Inwood Rd	Friday Morning Inc.

TOTAL VALUE \$35,875,888 (DCAD)

TASK 1.5 – EXISTING CONDITION ANALYSIS

In consideration of the Study Area’s existing condition, the following areas were considered:

- Built environment;
- Access;
- Utilities; and,
- Natural environment.

While there are no known challenges to development, the condition of the Study Area varies depending on location.

BUILT ENVIRONMENT

The Study Area is essentially 100% built. However, the development type, intensity, and quality vary within the Study Area. For the purposes of this report, the Study Area is divided into four corridors, based on the four streets defining the zone:

- **Inwood Road Corridor** – This area represents the largest portion of the Study Area (2,565 LF approximately) and, perhaps, the most challenging. Initially established as the Town’s “beverage center” as an economic development initiative in the 1970s, it has fallen into a state of under-utilization. Many former retail buildings site vacant as a result of losing the competitive advantage is alcohol sales (as surrounding communities voted to go “wet”). The Inwood Corridor is also separated from other developed areas to the east by an existing railroad track and heavy/mature landscaping that prevent any type of pedestrian access. Several buildings in this area have become visually unappealing, due to a combination of vacancy and lack of maintenance. Figure 1-10 (page 17) shows current photos of the Inwood Road Corridor.
- **Belt Line Road Corridor** – This is, arguably, the most visible portion of the Study Area (at approximately 1,067 LF), and perhaps the most recognized. It is an extension of Addison’s “Restaurant Row” – one of the Town’s main economic generating segments. Within the Study Area, the uses are a combination of dining, service-oriented retail, and office. Buildings are generally in good condition, with few vacancies, although parking lots tend to be one of the first characteristics seen by drivers. Figure 1-11 (pages 1-18 and 1-19) shows current photos of the Belt Line Road Corridor.
- **East Beltwood Parkway Corridor** – This is a short roadway (approximately 1,002 LF), perpendicular to

Belt Line Road, which serves numerous smaller offices and light industrial businesses. (It is also curious that although it is called a “parkway”, there is no landscape median, which is normally a design feature of a parkway.) A legal non-conforming use (Empire Exotic Motors) is located along East Beltwood Parkway and is one of the larger single-use parcels in the Corridor. Buildings are generally low-scale and in good condition. Figure 1-12 (page 1-20) shows current photos of the East Beltwood Parkway Corridor.

- **Beltway Drive Corridor** – This is the shortest portion of the Study Area (approximately 891 LF) and does not directly connect to any other Study Area roadway (except Belt Line). Uses are predominantly office and light industrial, with retail/dining and office along Belt Line. Like the neighboring East Beltwood Parkway Corridor, buildings are generally low-scale and in good condition. Figure 1-13 (page 1-21) shows current photos of the Beltway Drive Corridor.

ACCESS

Vehicular access is primarily along Belt Line Road and Inwood Road. Other than Belt Line Road, there is no east/west access in the Study Area – a problem also noted by the Town’s Master Transportation Plan consultant.

Pedestrian access is extremely limited – the only sidewalk in the Study Area is on Belt Line Road. That sidewalk is narrow, with no separation from the back of the curb, making it very close to the outside eastbound travel lane. The absence of sidewalks (and minimal or no street lighting) along Inwood, Beltwood, and Beltway negatively impact the potential for any pedestrian access within the Study Area.

UTILITIES

As stated previously, existing utility services appear adequate to serve the current level of development in the Study Area. There are no known issues regarding utility service at this time.

NATURAL ENVIRONMENT

There are no parks or open spaces areas in the Study Area. However, street trees have become mature, with full canopies, providing some shade and visual appeal.

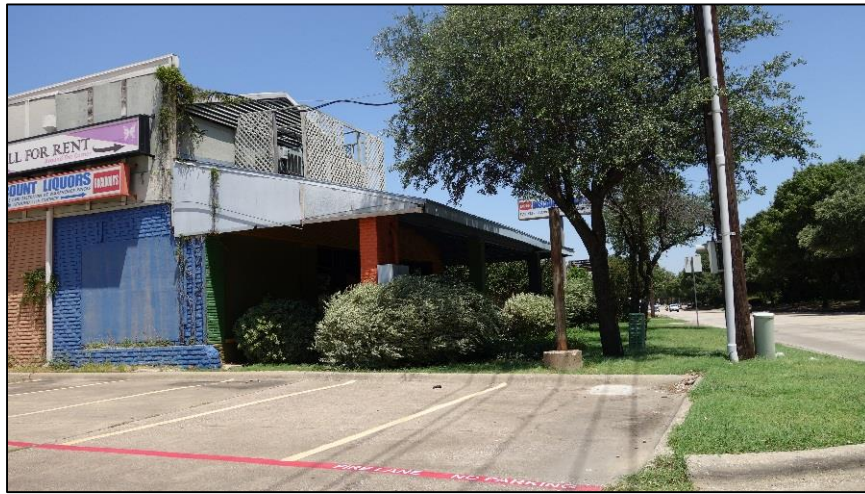
Figure 1-10 – Inwood Road Corridor



Inwood looking south



Inwood looking north



Vacant retail



Tuesday Morning warehouse complex

Figure 1-11 – Belt Line Road Corridor



Belt Line looking west (south side of street)



Belt Line looking east (north side of street)



Retail along Belt Line



Retail signage at Belt Line and Inwood

Figure 1-11 – Belt Line Road Corridor (continued)



Belt Line looking west (north side of street)



Retail along Belt Line



Retail parking and office building

Figure 1-12 – East Beltwood Parkway Corridor



Beltwood looking north



Beltwood looking south



Multi-tenant retail/office building on Beltwood



Office/light industrial building on Beltwood

Figure 1-13 – Beltway Drive Corridor



Beltway looking north



Beltway looking south



Bank and office building on Beltway at Belt Line



Office building on Beltway

TASK 1.6 – PROJECT AREA TOUR

On 03 August 2016 (Wednesday), representatives from the Town of Addison and Gensler jointly toured the Study Area to view areas of interest and concern. Participating in the tour were representatives from the Town and Gensler.

Many of the same concerns noted previously in this report were discussed during the tour, including:

- Lack of east/west access and the challenge in providing new access without impacting existing buildings;
- Condition of vacant retail buildings along Inwood Road;
- Waning retail presence along Inwood Road, with some existing tenants planning to relocate elsewhere;

- Lack of sidewalks, street furniture, and green space;
- Lack of street lighting on Beltway and Beltwood;
- Presence of mature trees and attractive tree canopies;
- Use of the railroad track (east of Inwood Road) for temporary freight train storage (up to approximately one month); and,
- Lack of connectivity between Study Area and offices to the east (Quorum area).

The tour assisted the consultant team in seeing areas of interest and concerns to the Town. There were few significant problems other than what was discussed above.

TASK 1.7 – OPPORTUNITIES & CONSTRAINTS ANALYSIS

Based on the Study Area’s existing conditions, the following list is offered of opportunities for, and challenges facing, redevelopment of the Study Area.

OPPORTUNITIES

As evidenced by the near 100% development of the Study Area, the following opportunities are noted:

- There is available infrastructure in place for existing development;
- The Study Area has no topographic issues – it is generally a smooth and level site;
- Although asymmetrically shaped, the entire Study Area is contained within a 5-minute walking radius;
- Belt Line and Inwood Roads provide good regional traffic accessibility and visibility;
- Addison’s existing “Restaurant Row”, coupled with the potential to create other compatible dining and retail destinations, provides a unique opportunity for the Town;
- The strong weekday lunch market from existing businesses within walking distance provides a potential market beyond the Study Area;
- There is also a strong evening dining market draw; and,
- The soccer center has the potential to expand market draw and diversify the Study Area’s economic base.

CHALLENGES

“Constraints” are also considered as challenges that can be overcome by the future vision for the Study Area:

- There is a very long uninterrupted block between Inwood Road and Landmark Place (2,355 LF);
- The existing noise contours associated with Addison Airport prohibit residential use in the Study Area;
- The single-loaded retail corridors along both Inwood Road and Belt Line Road (in the Study Area) make creation of a viable retail area more difficult;
- The rail line parallel to Inwood Road limits connectivity east to other offices and hotels;
- Other than Belt Line Road, there is limited east/west access between Midway Road and Inwood Road;
- The narrow sidewalks along Belt Line Road (and absence of sidewalks elsewhere in the Study Area) inhibit pedestrian use;
- Limited street lighting in interior blocks create a dark and potentially unsafe nighttime environment; and,
- The number of existing vacant retail spaces (predominantly along Inwood Road) inhibit the attraction of new retail tenants.

TASK 1.8 – GENERAL MARKET ANALYSIS

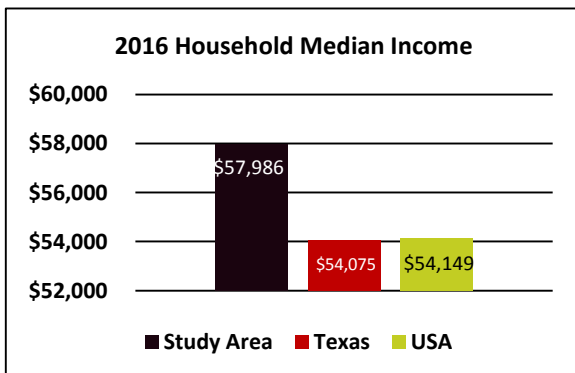
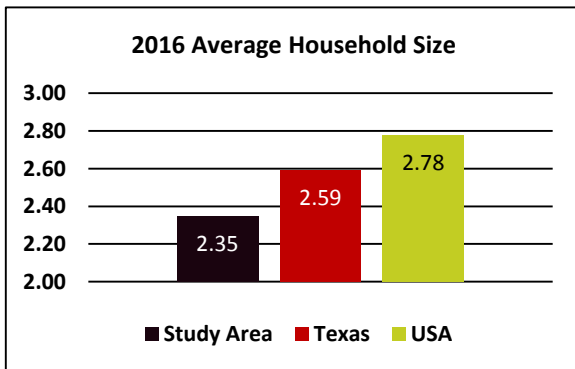
To support the planning and design analysis, Gensler’s Real Estate/Market Analytics Group prepared a market analysis of the submarket which includes the Study Area. The analysis profiled both the community and the businesses, using data from the following sources: ESRI Business Analyst, the US Census Bureau, OnTheMap, CoStar, Hoover’s, Pitchbook, the US Bureau of Labor Statistics, M/R Whitestone Facility Guide, and the International Council of Shopping Centers (ICSC).

COMMUNITY PROFILE

The submarket for this analysis includes the 5-mile radius around Inwood Road (also called “Study Area” in this application, although it represents a larger area than within Addison). Within that zone (also see Figure 1-14 below):

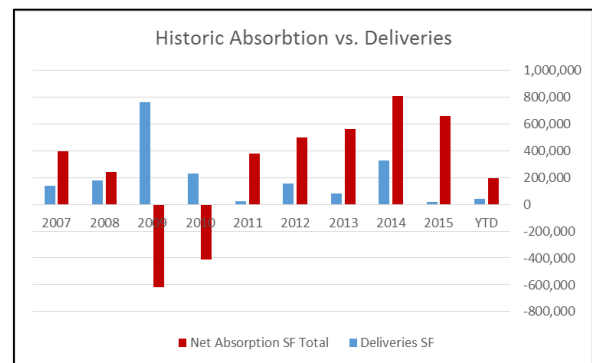
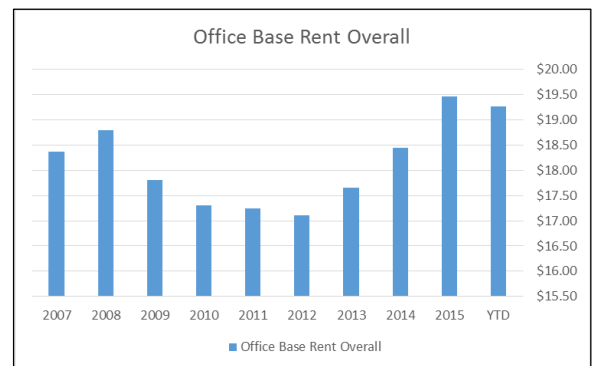
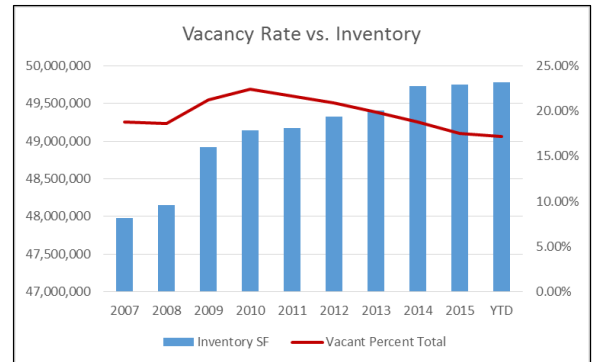
- 368,894 people reside in 156,362 households, yielding an average density of 2.35 people per household (slightly lower than the State of Texas and US medians);
- The median household income is \$57,986 (slightly higher than the State of Texas and US medians);
- The average age is 35.6 years old; and,
- A high percentage of people (45%) have at least a Bachelor’s Degree.

Figure 1-14 – Community Profile



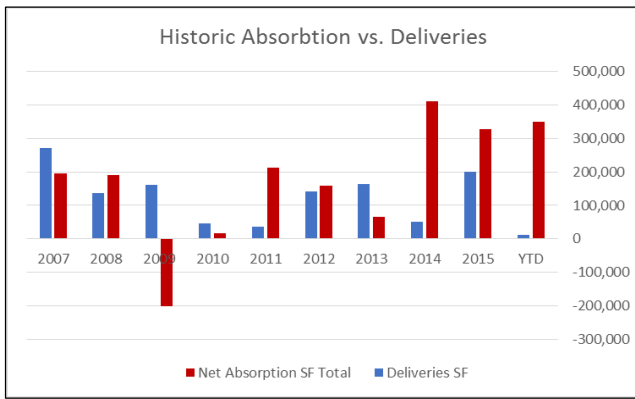
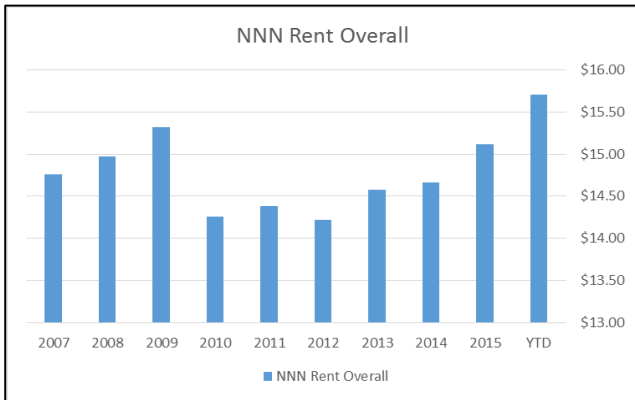
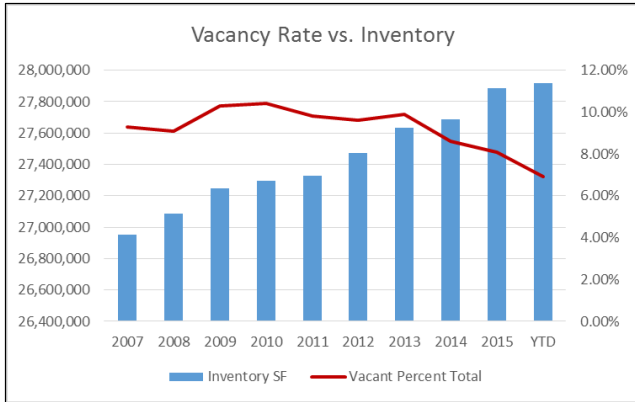
The Office market in the study zone has generally experienced slow growth in inventory – partially attributable to the 2009 recession and to the office market growth in the Frisco/Plano submarket. There has, however, been positive absorption, with declining vacancy rates (17.5% currently), and an increasing base rent (see Figure 1-15 below).

Figure 1-15 – Office Market Data



The Retail market has enjoyed steady growth in inventory and a very positive absorption rates. Retail vacancy rates are at 8.1% and dropping, leading to a higher overall net retail rent rates. Figure 1-16 (page 1-24) details this data.

Figure 1-16 – Retail Market Data



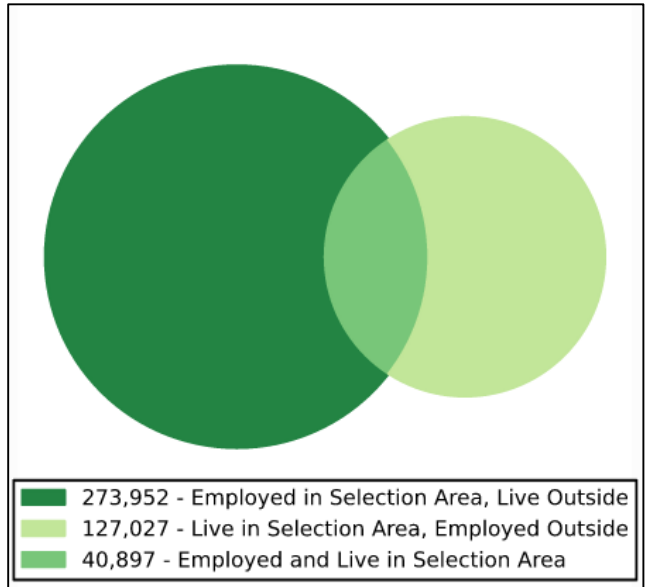
BUSINESS PROFILE

Within the study zone, Office Workers comprise the single largest percentage (33%) of the workforce – more than double the national average of 16%. Other workers include:

- 24% (retail, entertainment, accommodation, & food service workers);
- 4% (educational services);
- 7% (healthcare and social assistance); and,
- 32% (other businesses).

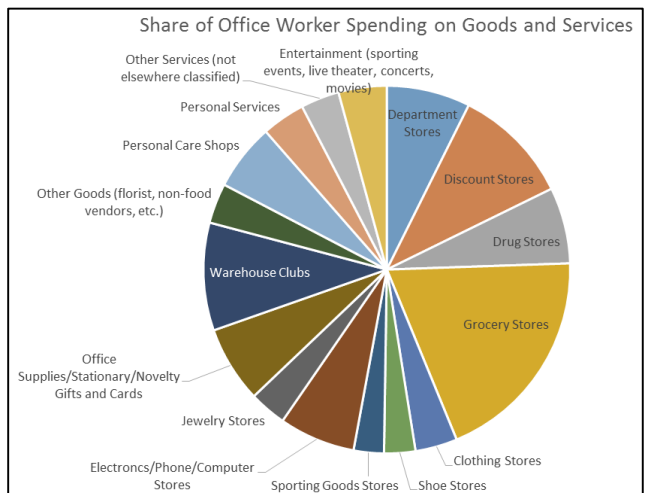
Figure 1-17 profiles where people in the study zone live and work. The large green circle represents persons that work within the study zone but do not live there (276,952 people). The smaller light green circle represents those who live in the study zone but do not work there (127,027 people). Where they overlap represents those that live and work in the 5-mile study zone (40,897 people). That equals a total of 314,894 people working in the study zone.

Figure 1-17 – Workforce Residency



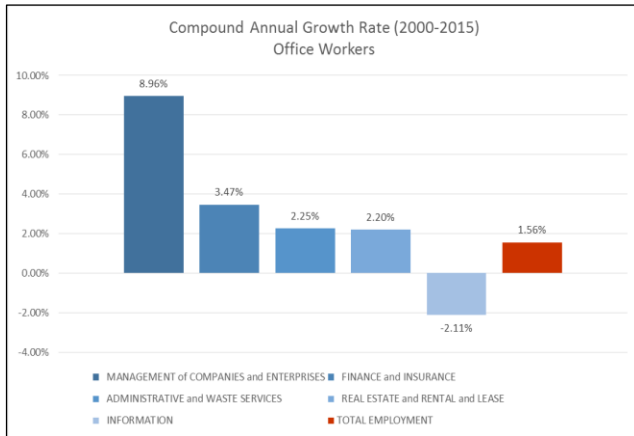
Office workers spend roughly \$9,750 annually near where they work – this equals approximately 104,500 people spending over \$1 Billion annually within the study zone. Spending habits vary, with most spending money at grocery stores, discount stores, and warehouse clubs. Figure 1-18 (page xx) shows that general diversity of spending habits within the study zone.

Figure 1-18 – Office Worker Spending



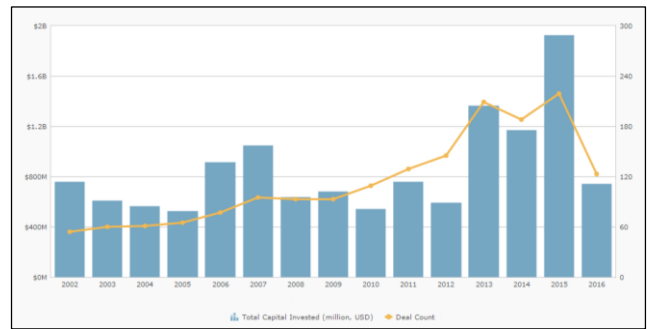
Between 2000 and 2015, all office worker types grew (with the exception of those in Real Estate), the strongest annual growth rate exhibited in Management positions (8.96% annual growth). Total Office employment grew 1.56% annually during this period. It is expected that this segment will continue to grow (see Figure 1-19 below).

Figure 1-19 – Office Worker Growth Rates



The North Texas market is also favorable to new business startups. Figure 1-20 (below) shows a generally increasing trend since 2002 (with the exception of 2014). Even during the recession, investments in new business start-ups increased. And while the bar for 2016 looks like there has been a decrease, it actually is only for the first 6 months of the year. Should the 2016 trend continue, startup investment should equal or exceed those in 2015.

Figure 1-20 – Dallas Startup Investments (2002-Present)



TASK 1.9 – COMMUNITY MEETING #1

On 17 August 2016 (Wednesday), the first Community Meeting was conducted. Held at the Addison Conference Centre, it attracted 44 attendees representing Town residents, land owners, and Study Area parcel owners.

Before the meeting, informal presentations were made at several “stations” in the room where data and maps were displayed. After introductory comments by Mayor Todd Meier, the consultant team presented the following information for review and discussion.

Figure 1-21 – Community Meeting #1



DISCOVERY FINDINGS

The results of the Discovery process were presented. There were few questions overall – but some were interested in the noise contours from Addison Airport and how those were determined. Once explained, there were no further concerns about why residential uses were not possible for the redevelopment of the Study Area.

GOALS

In addition to the goals included in recent previous studies, the following study goals were proposed:

- Improve east/west access connectivity;
- Improve pedestrian linkages;
- Improve financial revenue to Town;
- Make the Study Area safe and attractive;
- Retain existing businesses and attract new ones; and,
- Promote redevelopment of vacant/underused parcels.

There was general agreement that these goals were in line with “The Addison Way” and the best interests of the Town.

VISUAL PREFERENCE SURVEY

During the meeting, seven displays were hung on the meeting room wall for public comment. These showed aspirational imagery for retail, dining, office, public buildings, and open space.

Attendees were asked to place a dot (any color) on any image that they preferred. The results – presented in Figures 1-22 through 1-27 (pages 1-26 through 1-32) demonstrated a preference for denser, more diverse, more urban, and more walkable development.

Figure 1-22 – Visual Preference: Dining Options



Figure 1-22 – Visual Preference: Dining Options (continued)

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

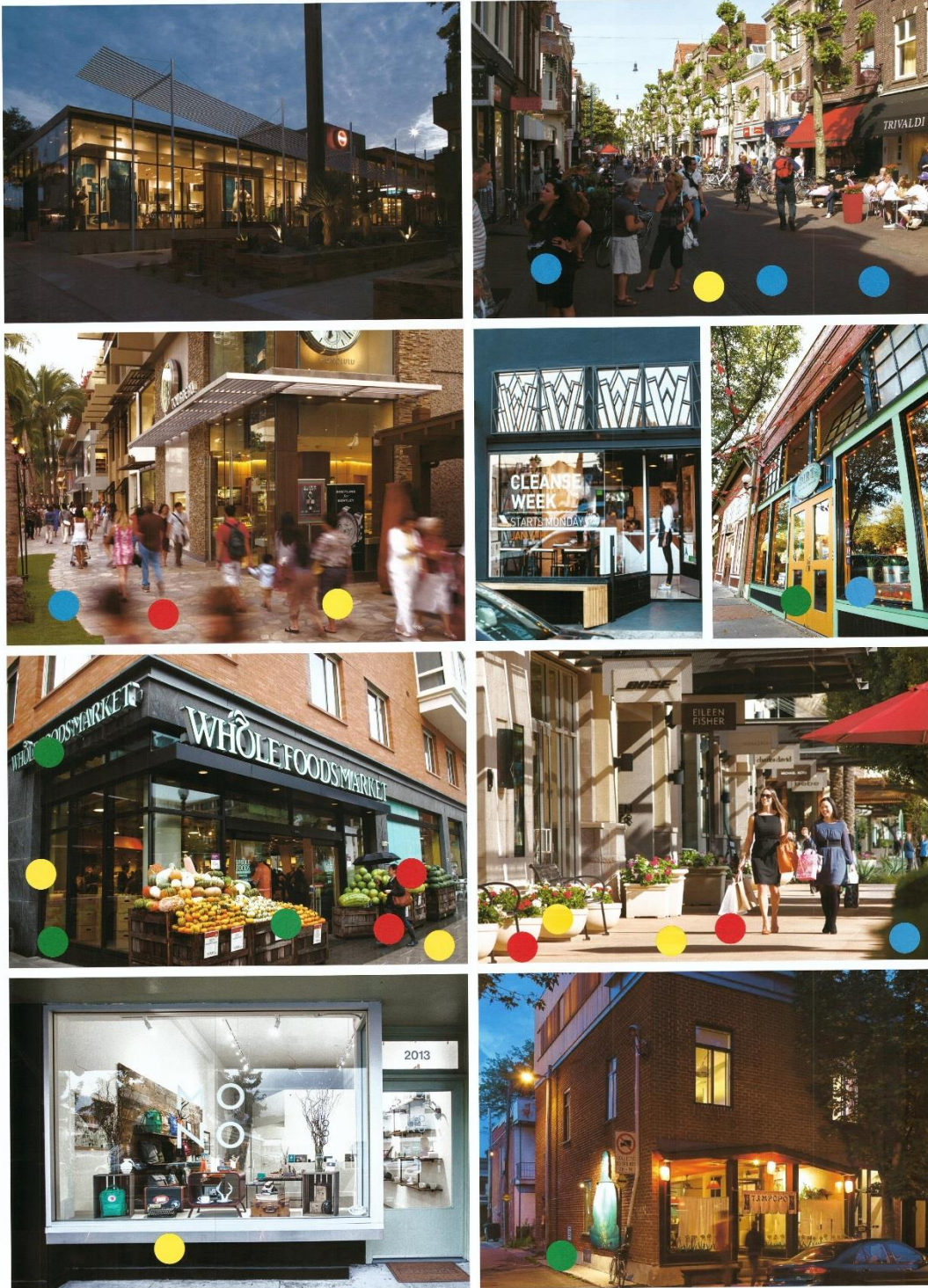
VISUAL PREFERENCE - DINING

AUGUST 17, 2016

Gensler

Figure 1-23 – Visual Preference: Retail Options

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

VISUAL PREFERENCE - RETAIL

AUGUST 17, 2016

Gensler

Figure 1-24 – Visual Preference: Office Options

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

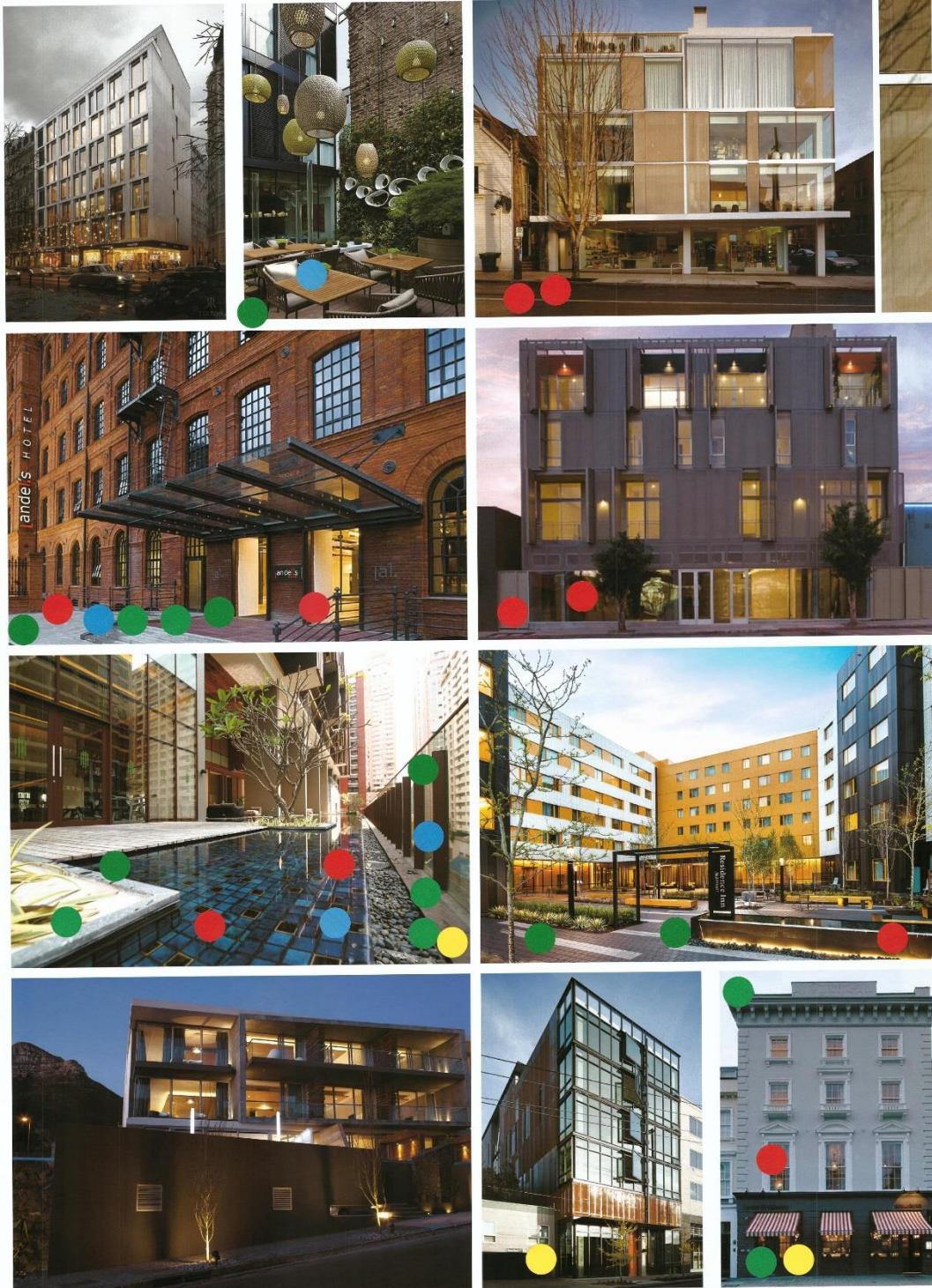
VISUAL PREFERENCE - OFFICE

AUGUST 17, 2016

Gensler

Figure 1-25 – Visual Preference: Hotel Options

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

VISUAL PREFERENCE - HOTEL

AUGUST 17, 2016

Gensler

Figure 1-26 – Visual Preference: Public Building Options

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



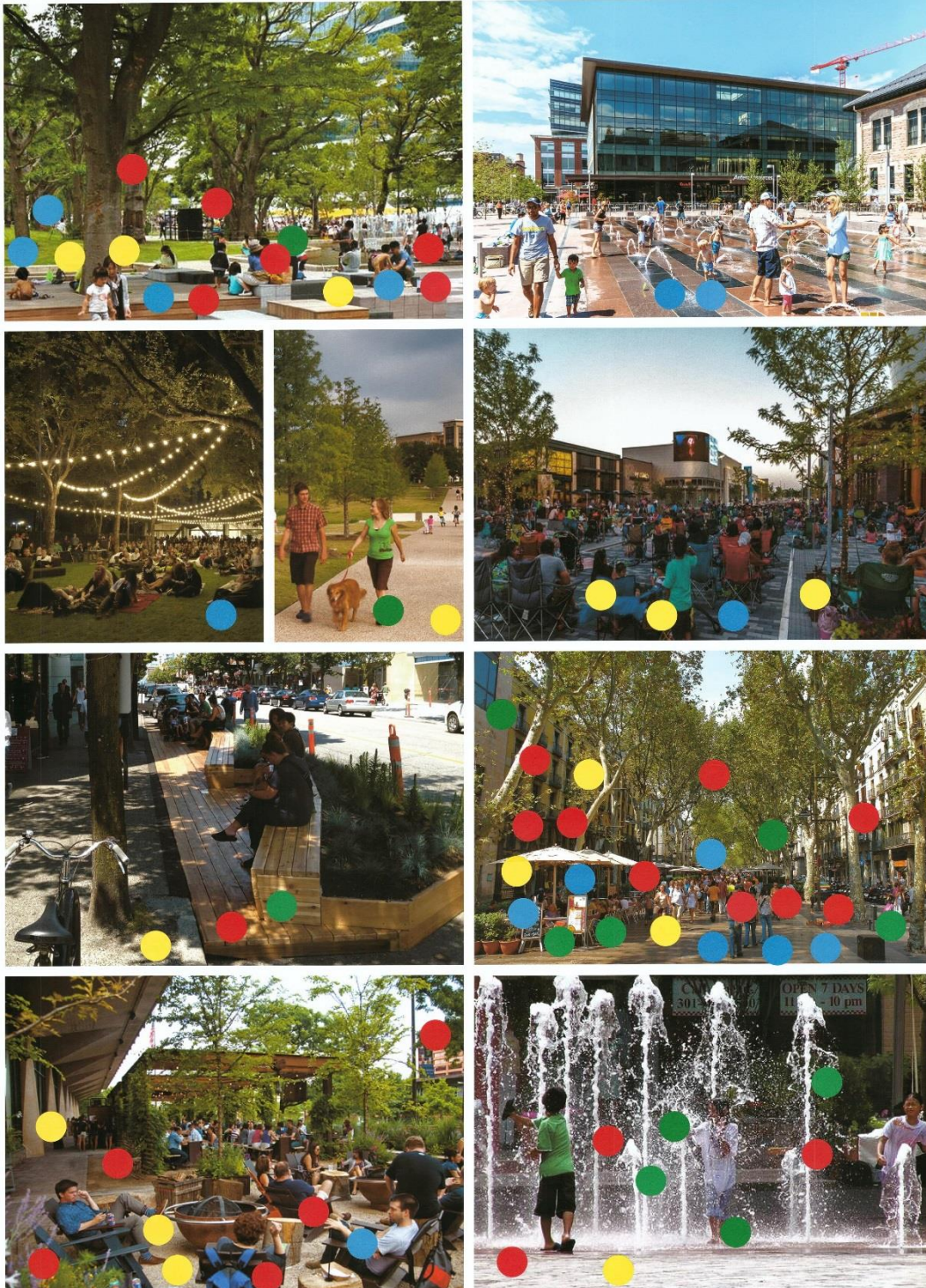
INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

VISUAL PREFERENCE - PUBLIC BUILDINGS
AUGUST 17, 2016

Gensler

Figure 1-27 – Visual Preference: Open Space Options

PUT A DOT ON THE IMAGES YOU LIKE THE MOST!



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

VISUAL PREFERENCE - OPEN SPACE

AUGUST 17, 2016

Gensler

POTENTIAL DEVELOPMENT APPROACHES

Four general approaches to developing the Study Area were presented. These are called “approaches” because they are general directions the Town might consider. They are not as specific as concept plans, but will help inform the consultant team as the process moves forward. It also helps show the public preference for one general direction over another.

#1 – BASELINE APPROACH

Effectively, this would be a no-investment” approach by the Town. Redevelopment would rely solely on market forces to guide new development and growth. The Town would enforce existing zoning and building codes, but would refrain from making any “incentivizing” investments, such as new roadways or infrastructure. No display was developed for Approach #1, since it would effectively be the same as what is current in the Study Area.

The Baseline Approach does not effectively address the concerns of the Study Area, and may take a very long time to show any results. It also leaves the Town in a reactive position, much like where it has been since the loss of the competitive advantage of the Addison Beverage Center.

General comments trended to not relying on just natural economic cycles to resolve concerns in the Study Area.

#2 – ADAPTIVE REUSE APPROACH

Approach #2 respects existing parcel and ownership lines as much as possible, while addressing how to redevelop portions of the Study Area:

- Expand the Retail corridor along Inwood Road;
- Extend the “Restaurant Row” south along Beltwood with new Retail/Mixed-Use development;
- Add new east/west access for people and cars, including potential pedestrian crossings across Inwood/railroad track;
- Divide Inwood Road into two shorter and more walkable blocks;
- Expand Office development from Beltway to Beltwood;
- Potential for Sports-related development around existing soccer center;
- Keep the existing mini-warehouse sites (which may redevelop in the future as Retail if desired); and,
- Keep the existing Tuesday Morning warehouse complex.

Figure 1-28 (page 1-34) shows Approach #2. Generally, public comments were positive to this Approach. There were desires to include more diverse retail that could expand upon the Epicurean District concept previously recommended (2006 study). Should the existing mini-warehouse developments desire to transition to retail, some of their buildings are appropriately-sized for micro-retail and micro-dining options, also as previously recommended. However, in this approach, it would be up to the owners of those parcels to decide if they were ready to change their land uses.

#3 – DISTRICT APPROACH

Approach #3 is a further evolution of Approach #2 and develops more identifiable and specific districts within the Study Area. It also introduces the potential for a new Public Building location, along with a farmer’s market and compatible retail:

- Expand the Retail corridor along Inwood Road;
- Extend the “Restaurant Row” south along Beltwood with new Retail/Mixed-Use development;
- Add new east/west access for people and cars, including potential pedestrian crossings across Inwood/railroad track;
- Divide Inwood Road into three shorter and more walkable blocks;
- Expand Office development from Beltway to Beltwood and Inwood;
- Potential for a new Civic/Public Building and Farmers Market;
- Potential for Sports-related development around the existing soccer center; and,
- Keep the existing Tuesday Morning warehouse complex.

There was some interest in Approach #3, especially in how it extended the dining and retail potential into the Study Area’s interior and how it treated the Inwood Road corridor. There was also positive reaction to the concept of providing a new east/west access point along Inwood Road, thus dividing this very long block.

Figure 1-29 (page 1-35) shows Approach #3.

Figure 1-28 – Approach #2 (Adaptive Reuse)

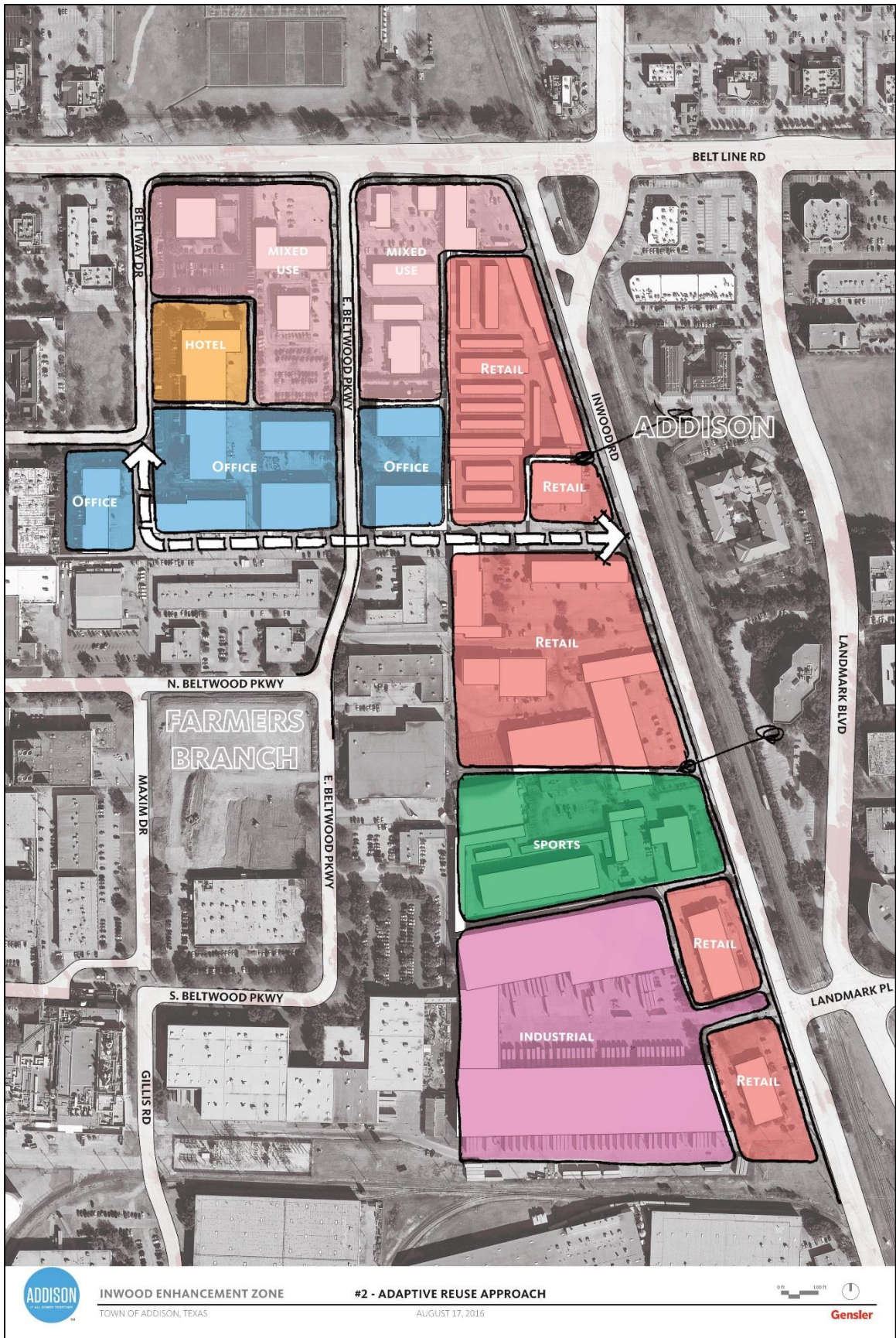
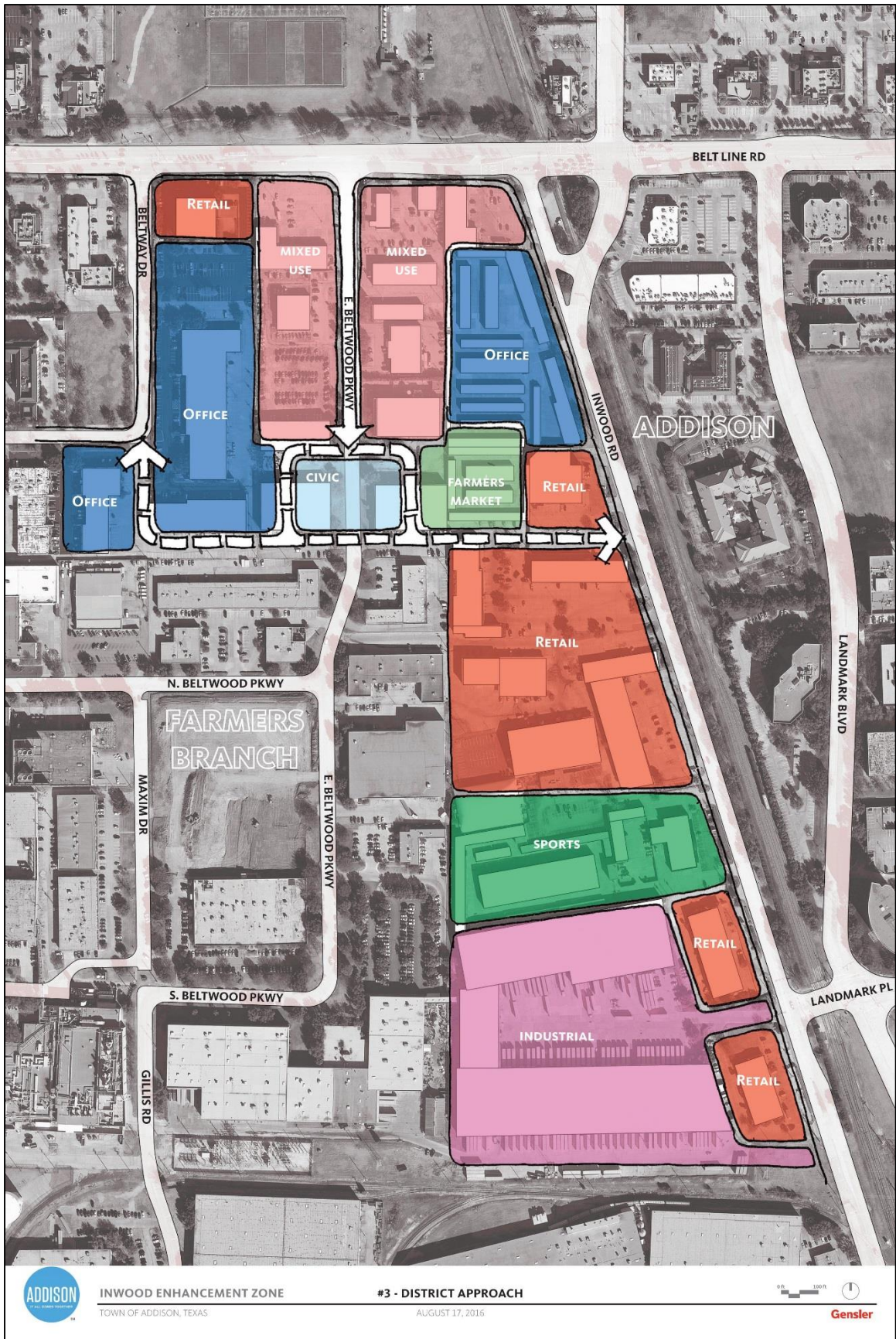


Figure 1-29 – Approach #3 (Districts)



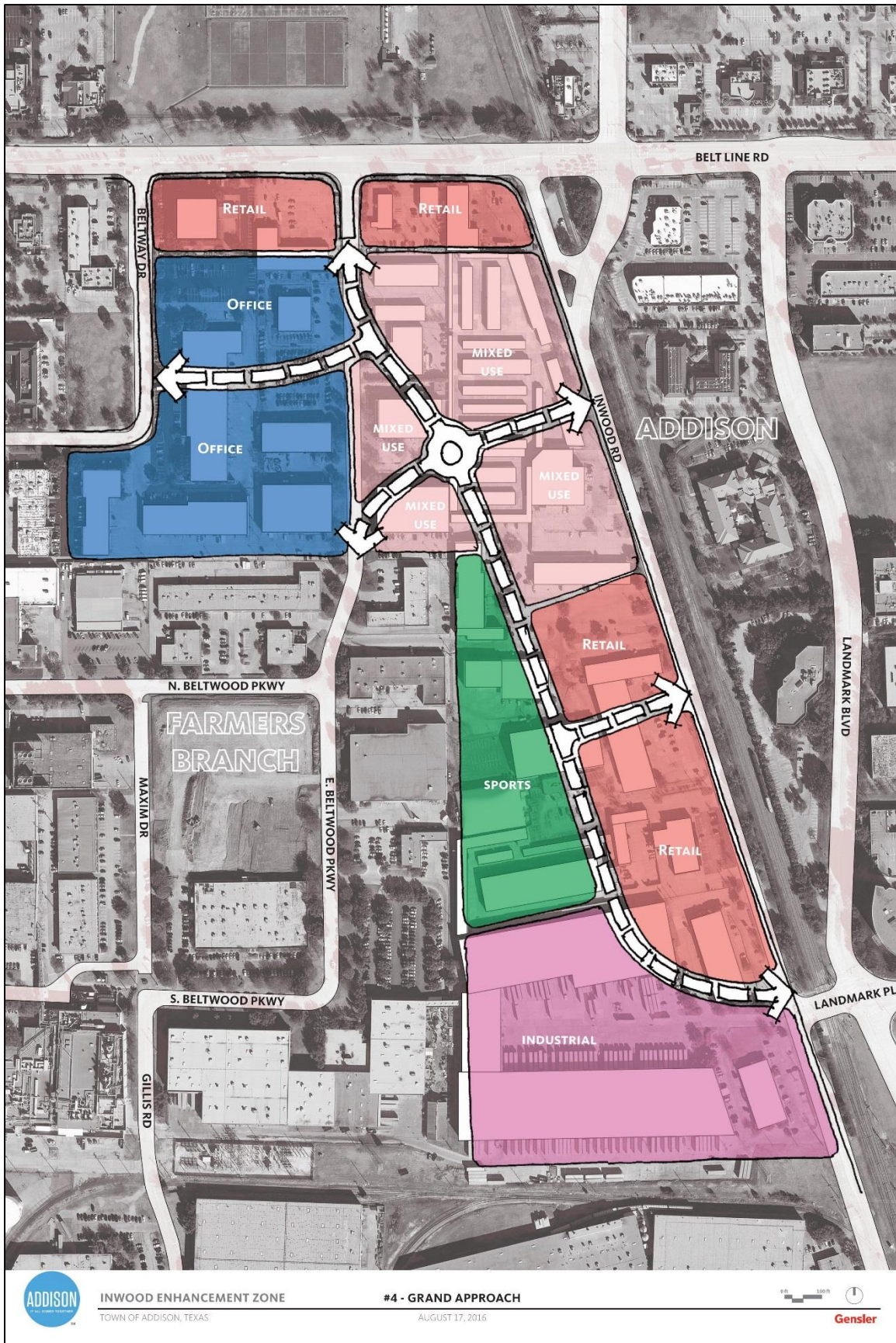
INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

#3 - DISTRICT APPROACH
AUGUST 17, 2016



Genster

Figure 1-30 – Approach #4 (Grand Approach)



#4 – GRAND APPROACH

Approach #4 is the most ambitious of the four approaches. It puts forth the potential for comprehensively altering the blocks and development diversity of the Study Area.

It introduces the concept a new roadway parallel to Inwood Road – informally referred to as “InLine Road” – to create logically-developable blocks, accommodate new east/west access opportunities, and create shorter, more walkable block lengths along Inwood Road. Specifically, Approach #4 includes:

- Creation of a new roadway to develop a double-loaded corridor parallel to Inwood Road;
- Expansion of the Retail corridor along Inwood Road;
- Expansion of the Belt Line Road “Restaurant Row”;
- Development of new Mixed-Use Districts as a complement to Retail uses;
- New east/west access for people and cars at multiple points, including pedestrian crossing across Inwood/railroad track;
- Division of the Inwood Road corridor into multiple shorter and more walkable blocks;
- Expansion of an Office district between Beltway Drive and East Beltwood Parkway;
- An expanded Sports-related development around the existing soccer center; and,
- Keep the existing Tuesday Morning warehouse complex.

Figure 1-30 (page 1-36) shows Approach #4.

Public comment was enthusiastic for Approach #4 as it was the most bold and created an environment unique to Addison. The potential for the new “InLine Road” was also viewed positively, as it created a reliever for traffic on Inwood Road and allowed for the development of a double-loaded corridor. While Approach #4 did not show a Civic Building or a farmer’s market function, these uses could easily be incorporated if desired.

It should be noted that In Approaches #2, #3, and #4, the presence of the Tuesday Morning warehouse complex is maintained. However, should the corporation decide in the future to relocate this function closer to regional highways (or in the event someone purchases the corporation and relocates this function), this parcel could be developed in a compatible fashion with any of the Approaches. Light industrial uses would still be compatible with existing zoning and uses from surrounding municipalities.

GENERAL DISCUSSION

Comments were received before, during, and after the first Community Meeting, including those received on comment cards and via email. Most comments received were positive and constructive. The comments are shown in the Appendix to this Phase 1 Report.

Of the 44 attendees, 28 submitted comment cards (comments are summarized in Appendix 1 with copies of all submitted comment cards included). The demographic breakdown of the 28 commenters at the first Community Meeting was:

Gender:

Male	46.4%
Female	53.6%

Age-group:

0-17 years	0%
18-30 years	3.6%
31-50 years	10.7%
51-64 years	32.1%
65-80 years	42.9%
Over 80 years	10.7%

Involvement:

Commercial property owner	10.7%
Business owner	7.1%
Commercial property & business owner	0%
Resident (renter)	21.4%
Resident (owner)	60.7%
None of the above	0%

Length of Addison residency:

Less than 1 year	3.6%
1-5 years	17.9%
6-10 years	17.9%
10-19 years	28.6%
20+ years	21.4%
Not a resident	10.7%

Of those who submitted comment cards:

- Most were women (53.6%);
- A majority (75.4%) were between 51 and 80 years old;
- A majority (82.1%) were residents (both tenants and owners); and,
- Exactly half (50%) have lived in Addison between 10 and 20 years.

Many comments were more transportation-oriented and may be forwarded to the Master Transportation Plan project. Some comments are actually outside of the Study Area but should be kept in mind for future consideration.

NEXT STEPS

The successful completion of Community Meeting #1 and the documentation of Phase 1 (this report) signaled the completion of Phase 1 Discovery. The next step will be to

conduct the Phase 2 Visioning process which principally involves charrettes with the advisory group.

A second Community Meeting will be held during Phase 3 (tentatively scheduled for 26 September 2016).