

INWOOD ENHANCEMENT ZONE:

Phase 2 Summary Report

07 November 2016



Gensler

TOWN OF ADDISON

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Bruce Arfsten	Mayor Pro Tempore
Ivan Hughes	Deputy Mayor Pro Tempore
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Phase 2 VISIONING & REDEVELOPMENT OPPORTUNITIES

07 November 2016



EXECUTIVE SUMMARY – PHASE 2

Upon completion of Phase 1, the Consultant began the second Phase, which is focused on developing draft development concepts which will subsequently be considered further in Phase 3.

Phase 2 involved the collaboration of the Consultant and Town staff with representatives of the public who were appointed to an Advisory Group. The Advisory Group expands citizen involvement in the planning process, allowing for multiple “touchpoints” during the study. In total, the project includes five such opportunities – two community meetings, two Advisory Group charrettes, and a public presentation to the City Council.

The Advisory Group is comprised of 14 members – seven at-large residents (individually appointed by Addison Council members); and seven parcel/business owners (or their designated representatives) some of whom are in the Study Area. Business/parcel owners and representatives were appointed as a group by the Council. The Advisory Group was asked to meet twice during Phase 2.

The Advisory Group was in agreement that the Baseline approach would do little to positively impact the Study Area. The overall feeling was “the market has spoken” and that the Study Area could no longer rely solely on market forces to improve it.

The Advisory Group favored combining Approaches #2 (Adaptive Reuse) and #3 (Districts) into a single concept. They also wanted to see if it was possible for concept plans to follow ownership parcel lines.

Given the public’s enthusiasm at the Community Workshop, Town staff also advised the Consultant to further refine Approach #4 (Grand), as it represented a unique vision for the Study Area and a departure from the existing block pattern.

The Advisory Group also discussed development along southern edge of the Study Area (abutting Farmers Branch), specifically that there was little assurance future development in Farmers Branch would be compatible with the concept(s). This would require inter-city collaboration, which ultimately could be one of the outcomes of this project.

After the charrette, the Consultant refined the approaches into two Development Scenarios – “Civic Square” (with 2 options) and “Village”. These Scenarios were presented to the Advisory Group at their second charrette on 08 September 2018.

The Advisory Group’s input tended to be conservative, desiring to maintain many existing buildings and businesses, and not consider a more ambitious vision for the Study Area. This input is partially understandable, given that the Advisory Group is comprised of individuals with a fiduciary interest in various parcels. It was good for the Consultant to receive this input and to understand the perspective of the property owners. At the same time, the Consultant has been tasked with developing a vision that will change the trajectory of the Study Area. Nonetheless, this will help focus the Consultant’s efforts in Phase 3 to balance the practical realities of existing property owners with the potentials for new

revenue-generating development opportunities. Such input may also influenced the Town’s implementation strategy for any redevelopment project in the Study Area.

The overall feeling was “the market has spoken” and that the Study Area could no longer rely solely on market forces to improve it.

TASK 2.1 – CHARRETTE #1: VISIONING

To help guide the process of visioning and refining the potential redevelopment concepts for the Study Area, the Town appointed an Advisory Group composed of both Residents and Parcel/Business Owners (7 each). The Advisory Group was comprised of the following individuals:

Residents

Tom Braun
Matt Horine
Liz Oliphant
Pam Prewitt
Luis Santeliz
D.H. Watson
Bob Weeks

Parcel/Business Owners

Mark Albert
Ben Cunningham
Samantha Harkinson Dewan
Michael Hope
Larry Lacerte
Paul Richter
Cole Snadon

The Advisory Group was tasked with meeting with the Consultant and Town staff twice in order to shape the redevelopment recommendations which will be presented to the public at Community Meeting #2.

Charrette #1 was conducted at Gensler’s Dallas office on 25 August 2016 for the purpose of developing a vision for the Study Area. The main agenda points of Charrette #1 were:

- Goal setting;
- Site programming (what land-uses are developed);
- Discussion of the four approaches presented at Community Meeting #1; and,
- Potential Concepts for Overall Development.

Since some members of the Advisory Group had not attended the first Community Meeting, the Consultant presented a brief summary of the highlights of the Discovery Phase (Phase 1).

Figure 2-1 – Charrette #1 with Advisory Group



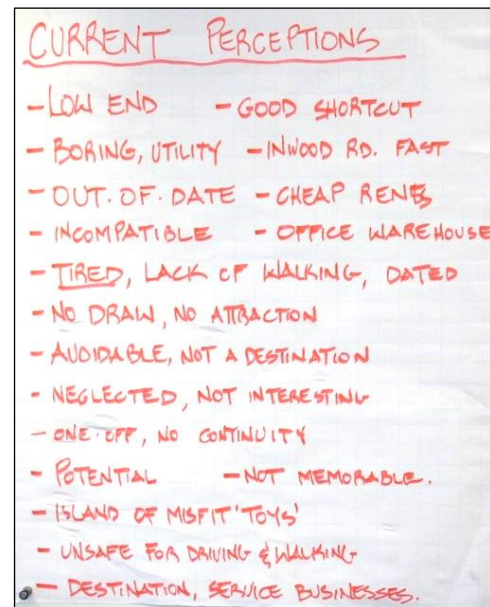
As the Phase 1 report determined, there are few physical conditions that are impediments to development in the Study Area. This is evidenced by the near 100% build-out of the area, plus the absence of physical constraints to development (steep slopes, floodplains, etc.).

The only known constraint to growth and development in the Study Area is the noise contours associated with Addison Airport. Since the Study Area is within the 65 and greater Ldn (or DNL – average day/night noise level) contours, development of residential uses in the Study Area is not permitted – the only such use with this restriction. Development close to Addison Airport (especially near Belt Line Road), also has height restrictions).

GOAL SETTING

As a means of establishing goals for development of the Study Area, the Advisory Group was asked to list their current **perceptions** of the Study Area.

Figure 2-2 – Charrette #1 Perceptions



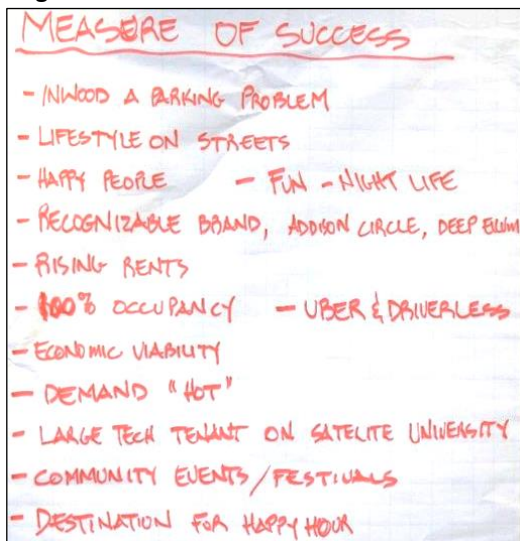
Various stated perceptions included:

- Low end (as in low quality);
- Lack of access to restaurants;
- Good shortcut – Inwood Road is a fast route
- Rents are cheap;
- Has potential;
- Boring, utility, industrial;
- Not memorable;
- Tired, lack of walkability, dated;
- No draw or reason to go there;
- Avoidable, not a destination;
- Neglected, poor landscaping, power lines;
- Offices and warehouses;

- Inwood Road is not interesting;
- Unsafe for driving into and out of businesses along Inwood Road;
- Density is a good thing;
- Out-of-date/incompatible uses;
- Incompatible;
- Buildings are “one-off”, no continuity;
- “Island of misfit toys”;
- Retaining existing businesses might not be realistic;
- Unsafe for driving and walking; and,
- Destination for service-oriented businesses.

The Advisory Group’s perceptions trended towards undesirable characterizations of the Study Area – that it was not a destination for Addison, that aspects were undesirable (even dangerous), and that it was not an asset to the Town. One positive comment was that the Study Area did provide a home for service-oriented businesses in Addison.

Figure 2-3 – Charrette #1 Measures of Success



The Advisory Group was then asked to give their opinions on what **measures of success** for the Study Area would be:

- Having enough new commercial demand along Inwood that parking would become a problem;
- There needs to be more lifestyle on the streets;
- “Happy people” walking along the streets;
- Need more fun, night life;
- Need a recognizable brand (Addison Circle, Deep Ellum);
- Rising rents would indicate success;
- 100% occupancy would indicate success;
- Area should be economically viable;
- Area should be in demand, be “hot”;

- Host community events and festivals;
- Be a destination for happy hour; and,
- Attract a tech/corporate tenant or satellite university campus.

Example projects cited by the Advisory Group included Magnolia (Waco) and The Hub (Walton County, Florida). Future potentials the Study Area should take into account include possible impacts associated with autonomous cars, more shared car services (such as Uber), and other innovations that may reduce the need for conventional parking.

Figure 2-4 – Charrette #1 Draft Goals



Taking the perceptions and measures of success into consideration, the Advisory Group was asked to help generate a set of goals for the Study Area. Goals shown in bold blue were proposed at Community Meeting #1:

- East/west connectivity;
- Pedestrian linkages and walkability;
- Improve revenue;
- Attract tech companies;
- Attract new businesses;
- Make the area safe;
- Make the area more attractive;
- Make the area interesting and funky;
- Salvage existing buildings and maybe retain some office flex buildings;
- Focus on integrating existing businesses;
- Have unique retail offerings;
- Promote redevelopment;
- Salvage mature trees;
- Have human-scale development;
- Diversify the types of tenants;

- Have a cohesive theme/vision/brand;
- Create a neighborhood/community;
- **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,**
- **Redevelop vacant and underused parcels.**

The above proposed goals generally point to a need to redevelop the Study Area – from tenant mix to diversity to urban design to density to access and safety, and beyond. Maintaining the current development mix, pattern, and building quality would be insufficient to achieve these goals.

SITE PROGRAMMING

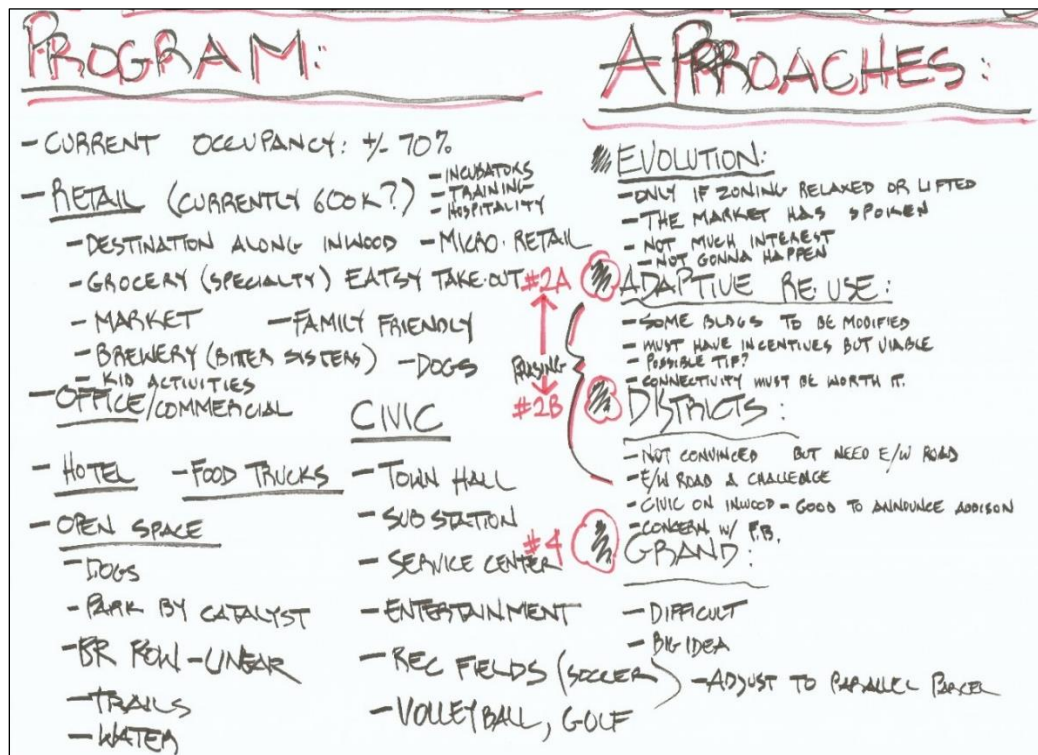
In order to comprehensively create conceptual approaches to developing the Study Area, a program of land uses is required. In Charrette #1, the Advisory Group was asked to weigh in on what uses they thought would be appropriate in the Study Area. This exercise was performed with the understanding that residential uses would not be considered, since the noise contours associated with Addison Airport prohibit such uses in the vast majority of the Study Area. The following five uses were discussed as potentials for the Study Area (see Figure 2-5 below).

1) Retail

The Study Area is currently defined by Retail uses, principally along Inwood and Belt Line Roads. However, there are uses within the interior of the Study Area, while Office or Commercial in appearance, may also have a retail or office function. This includes medical and physical therapy clinics, exercise studios (yoga, Pilates, etc.), coffee roasters, print shops, and other service-oriented Commercial uses. The Advisory Group also recommended other Retail types including:

- Incubators for small or startup Retail;
- Training included with Retail (such as a restaurant that trains those wishing to work in the industry);
- Micro-Retail (small spaces, 150 to 350 square feet) for small and startup retail operations;
- Other dining options including micro-brewery;
- Specialty grocer that also incorporates a “grab-and-go” component (such as Eatzi’s);
- Food trucks; and,
- Retail uses that are family-friendly, dog-friendly, and that also encourage children’s activities. This could also include a specialty retail use (like a gourmet dog biscuit bakery) which is specifically focused on the pet market.

Figure 2-5 – Programming and Approaches



To create a vibrant mixed-use environment, it is natural and desirable to blur the line between retail, dining, commercial and office uses. This also supports a degree of shared parking, which also encourages walkability between uses.

2) Office/Commercial

Developing more Office uses is compatible with the Study Area – areas along Belt Line Road, Beltway Drive and Beltwood Parkway already have existing Office uses – and the submarket analysis revealed a favorable potential for Office uses in the Study Area. Most existing Office uses in the Study Area are built below what the Town’s zoning ordinance allows – up to 6 stories in C-1 and C-2 (both commercial) and I-1 (industrial) districts; and a maximum of 2½ stories (or 29 feet) in the LR (local retail) district. Currently, the tallest Office buildings in the Study Area are along Belt Line Road and do not exceed 4 stories.

In addition to tech companies, the Advisory Group recommended keeping some office-flex uses, but did not identify any other specific Office uses.

3) Hotel

There are currently several limited-service business class hotels in the immediate vicinity of (but not in) the Study Area, including Hampton Inn and Holiday Inn Express (both immediately west of the Study Area); and La Quinta Inn & Suites and Best Western Plus immediately east of Inwood Road. Other full-service hotel brands are located closer to the Tollway corridor.

One or more unique small hotel flags could potentially be a replacement for residential uses (which are not allowed in the Study Area). Hotels could also be more vertical – up to 6 stories in most districts – as long as adequate parking is provided.

4) Civic Uses

In Phase 1, Approach #2 (Adaptive Reuse Approach) identified an area for a “civic use”, but did not specify a particular function beyond that. The Advisory Group made some suggestions including:

- A new Addison town hall;
- A municipal “substation” (offices that could be unique to the Study Area);
- A new municipal service center;
- An entertainment venue (such as a bandshell, or amphitheater); or,
- A sports complex (soccer, golf/driving range, volleyball, etc.).

The issue of a new Town Hall raised discussion, particularly with regard to location. At the southern edge of Addison, there is no guarantee that uses in

neighboring Farmers Branch would be compatible with such an important public use.

While the existing Addison Town Hall on Belt Line Road has size and parking issues, the Town has not asked the Consultant to look for any new sites for Town Hall. For this project, a “Civic” land use may be interpreted as any public use, which may include a public gathering place, a community center, an arts center, or other similar public use. And it bears repeating that since Civic uses usually generate little or no tax revenue (such as sales or property taxes), their designation should be used strategically but sparingly.

5) Open Space

One of the challenges/constraints noted in the Study Area is the lack of open/green space. The Advisory Group suggested several approaches to injecting more green space in to the Study Area:

- A dog park;
- More pedestrian trails;
- A park as part of a catalyst project;
- Developing a type of water feature;
- Integrating more field sports such as soccer (see #4 Civic Uses); and,
- Using the existing railroad right-of-way for pedestrian use, including cross-overs to connect the Study Area with office and hotels to the east.

As noted with Civic uses, Open Space uses take some acreage out of revenue-generating status. However, previous studies have noted that Retail and Office tenants are willing to pay a higher rents for spaces with access to open spaces (both visually and physically), as well as increase adjacent land values.

Open Space, like Civic uses, may be used as catalysts for adjacent private development. Dallas’ Klyde Warren Park is one local example of a new open space area that has increased the value of adjacent parcels and created a new “destination” district, even though the park itself generates little tax revenue.

DISCUSSION OF DEVELOPMENT APPROACHES

The Advisory Group discussed the four planning approaches that were presented in Community Meeting #1 (see Phase 1 report). Figure 2-5 (see page 2-4) shows the general comments of each approach as discussed. The following is a summary of the discussion with the Advisory Group:

- **Approach #1 (“Baseline” or “Evolution”)** – This approach would be the result of current development regulations and market forces. But, as the Advisory Group noted, even if zoning were relaxed or changed, “the market has spoken”. There has been little positive

change in the Study Area and the Advisory Group demonstrated little interest in maintaining the status quo. Doing little or nothing would result in virtually no change from current development.

- **Approach #2 (“Adaptive Reuse”)** – This approach could result in some existing buildings being modified in order to accommodate new roadways and development. The Advisory Group expressed concern with this aspect, saying that “viable incentives” would be required to make these changes happen. While connectivity was deemed important (both pedestrian and vehicular), it must “be worth it” in order to justify the expense.
- **Approach #3 (Districts)** – Approach #3 is basically a variation on Approach #2 and could be also considered a future phase of #2. The Advisory Group still had concerns regarding east/west connectivity but split on exactly how this could be achieved. As stated previously, the Advisory Group did not uniformly support the concept of a Civic Use at the border with Farmers Branch, as there would be no guarantees that there would be compatible uses in the neighboring city. They suggested that a Civic Use might be more appropriate on Inwood Road, further away from Addison’s southern city limit.
- **Approach #4 (Grand)** – This is the boldest of the four approaches as it departs from the existing “interrupted grid” street pattern and introduces a significant new roadway generally parallel to Inwood Road (a roadway informally referred to as “InLine Road”). The Advisory Group saw this as the “big idea” but also believed it would be difficult and lengthy to realize. It was suggested that this approach might be modified to more closely align with existing parcel boundaries.

Development approaches which differ from the current Study Area development pattern are intended to show potentials, given existing parameters of access, infrastructure service, and policy requirements (such as restrictions associated with proximity to Addison Airport). As these approaches and concepts are further refined (Phases 2 and

3), the Town will have the ability to make more informed decisions regarding future private-sector development proposals, as well as the option to adopt associated policies which may encourage such development.

While implementation and financing strategy were not part of this first charrette, some items were discussed that could be applicable to all approaches:

- New zoning approaches (such as a flexible “planned development” zone) might incentive property owners to take advantage of greater density options;
- Public improvement of infrastructure (roadways and sidewalks) could be a way to attract new development;
- Flexible financing (TIF, PID, etc.) could pay for specific public improvements including parking structures, thus lowering private development costs; and,
- Looking beyond the Study Area’s prescribed boundary to encourage new pathways and development patterns.

Implementation strategies will be discussed in-depth once an approved approach/concept is further developed.

POTENTIAL CONCEPTS

After a productive discussion, the Advisory Group suggested the following:

- Regarding Approach #1, it was felt that this was not worth pursuing further since it has little potential to positively change the Study Area;
- Since Approaches #2 and #3 are similar, the Advisory Group recommended combining these together which also includes a slight relocation of the Civic Use component; and,
- Revisit Approach #4 to see if existing parcel lines can be followed while still incorporating the bold approach.

Based on guidance from the Advisory Group and Town staff, two Approaches will be refined from this point forward – a hybrid of Approaches #2 and #3, and a refinement of Approach #4.

TASK 2.2 – ALTERNATE DEVELOPMENT SCENARIOS

After Charrette #1, the Consultant digested the information from the Advisory Group and Town staff. One area that required further focus were the suggested goals for the Study Area.

The goals from the Advisory Group and those presented at Community Meeting #1 had several areas of overlap. Therefore, it is proposed that the following goals be used for the Study Area which incorporate input from the Advisory Group, the community, and applicable goals from previous studies. All proposed goals are to be considered equally important:

Transportation Goals:

- T-1**..... Make Inwood Road safer, especially for northbound left-turn movements.
- T-2**..... Improve east/west access connectivity.
- T-3**..... Improve pedestrian linkages, sidewalks, and walkability.
- T-4**..... Allow on-street parking along Beltwood Parkway and Beltway Drive.
- T-5**..... Allow shared parking as appropriate.
- T-6**..... Incentive denser development through the provision of public-funded parking facilities (surface lots and/or structures).

Economic Development Goals:

- ED-1**..... Improve financial revenue to Town through encouragement of new and diverse development.
- ED-2**..... Promote redevelopment of vacant and underused parcels.
- ED-3**..... Consider new forms of zoning to encourage economic investment and greater density.
- ED-4**..... Consider publicly-funded catalyst projects as a means to encourage new development.
- ED-5**..... Encourage the adaptive reuse of existing buildings as appropriate.

Urban Design Goals:

- UD-1** Make the Study Area safe and attractive.
- UD-2** Provide a unique and diverse collection of uses.
- UD-3** Promote human-scale development.
- UD-4** Create a memorable and brandable neighborhood/district.

Open Space Goals:

- OS-1**..... Salvage mature trees.

- OS-2**..... Create green spaces.

- OS-3**..... Create a system of pathways that connect to public spaces and private developments.

- OS-4**..... Provide sidewalks and associated amenities (landscaping, street lighting, etc.) throughout the Study Area.

With these goals in mind, the Consultant developed two draft Development Scenarios, in accordance with the input from Charrette #1 and Town staff.

DEVELOPMENT SCENARIO #1: CIVIC SQUARE

The Civic Square Development Scenario was developed as a refinement of the Approach #3 (Districts) shown in Phase 1. It was further divided into two Options, which differed principally as to how Retail and Office were proposed along the central portion of Inwood Road:

- The Civic Square scenario builds upon the Retail corridors along Belt Line Road and Inwood Road.
- It also proposes new denser Office along the Beltwood corridor, supported by new parking garages which could be shared by multiple users (Office and Retail).
- A Mixed-Use street would be defined by these garages, terminating on a new public square which could be the home to some major destination use.
- The anchor opens onto a public open space which be a passive recreation area, a farmers market, or other similar use.
- A small Retail building along the Inwood Road side could house a restaurant, food hall, or some other compatible use.
- Option A shows the potential for a new Office building south of the public open space, while Option B shows the potential for an incubator/micro-Retail development.
- Athletic fields sized for youth soccer could act as a buffer between the new development and the existing industrial/office areas of neighboring Farmers Branch.
- The existing Tuesday Morning warehouse site – if redeveloped – might be an opportunity for creative/flex-space areas for new and existing area businesses.

The square footage details of Options A and B are shown in Figure 2-10 (page 2-12).

Figure 2-6 – Development Scenario #1: Civic Square (Option A)

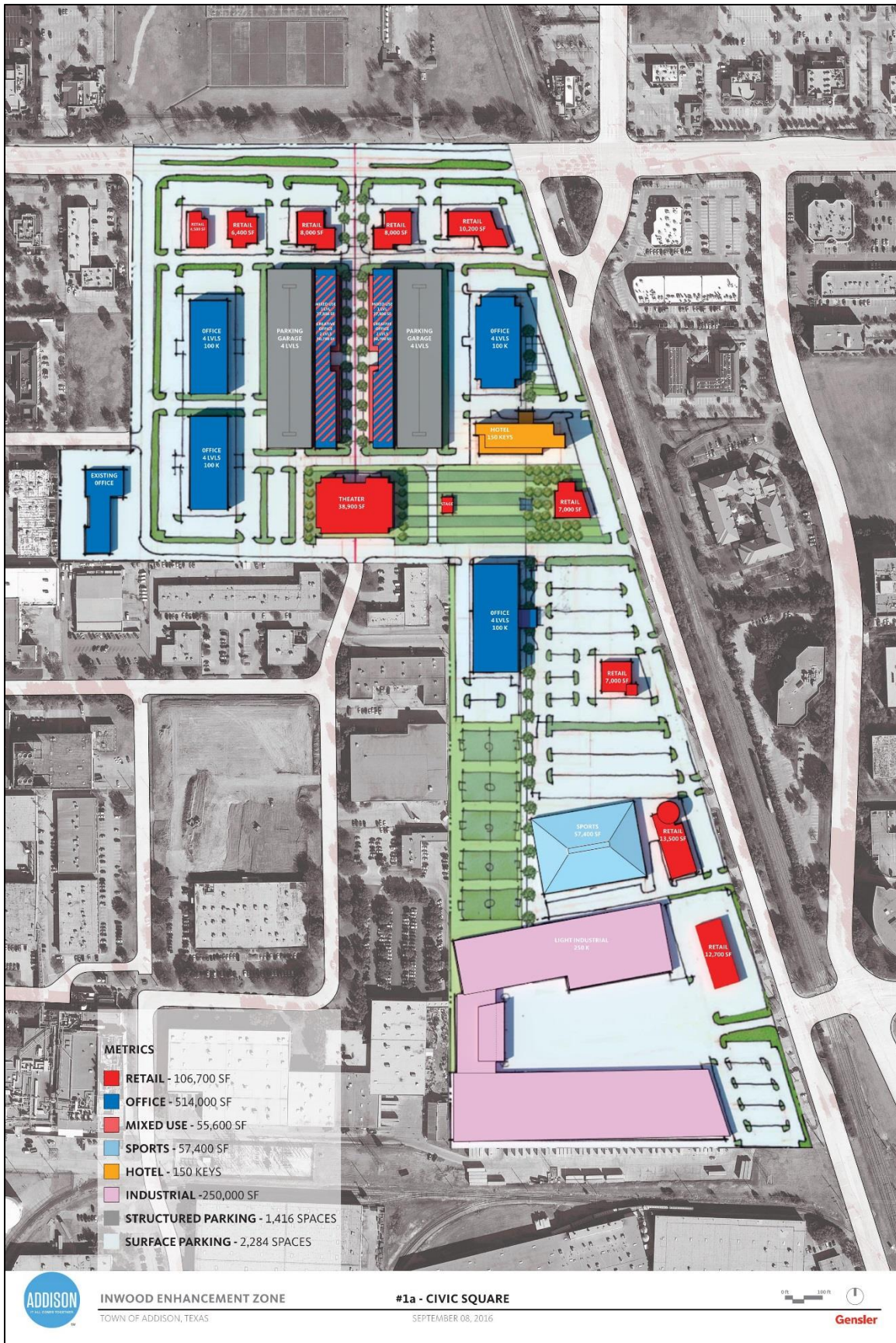


Figure 2-7 – Civic Square (Option A) Massing Model



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

#1a - CIVIC SQUARE PERSPECTIVE VIEW

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Figure 2-8 – Development Scenario # 1: Civic Square (Option B)

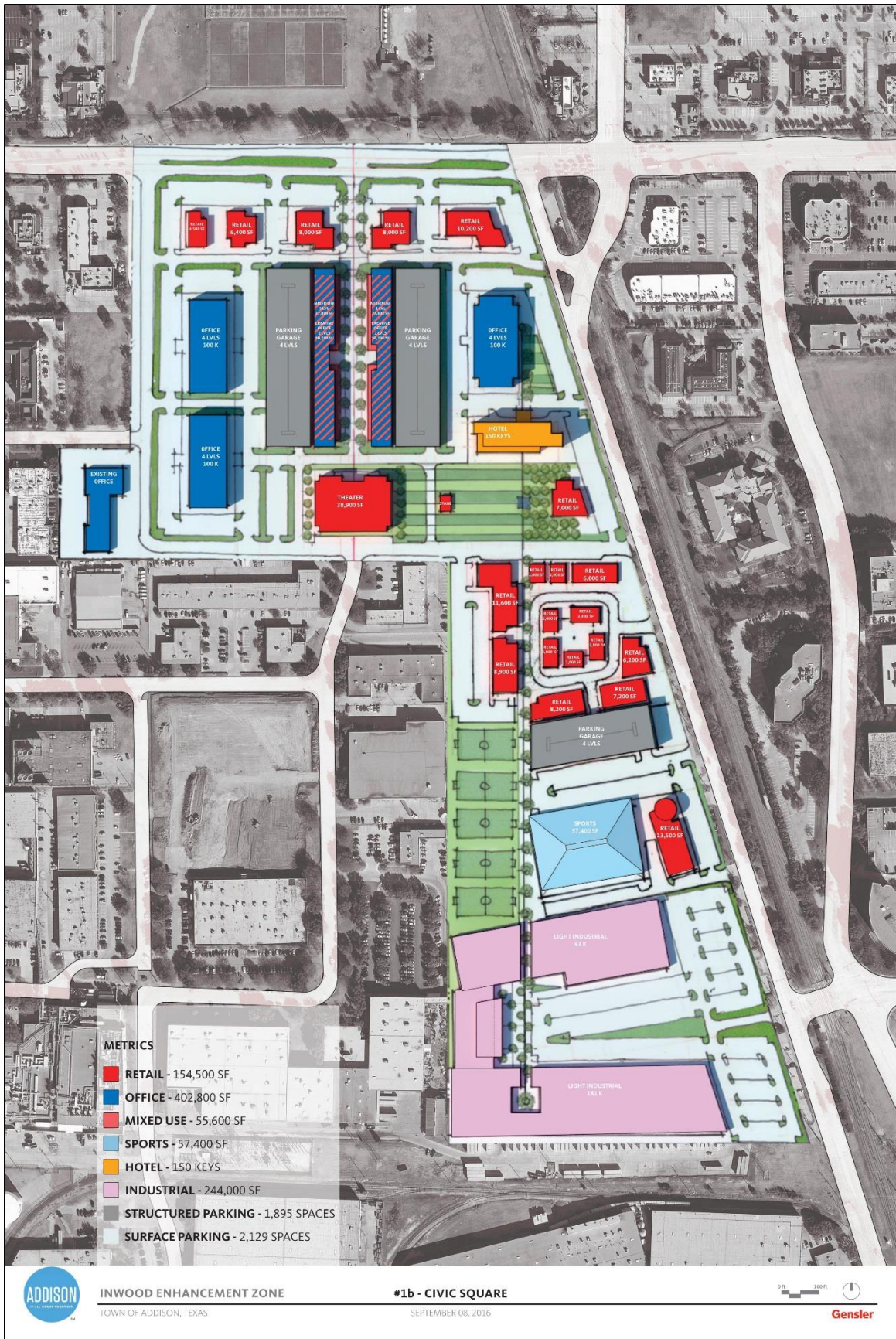


Figure 2-9 – Civic Square (Option B) Massing Model



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

#1b - CIVIC SQUARE PERSPECTIVE VIEW

SEPTEMBER 08, 2016

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Figure 2-10 – Civic Square Land Use Metrics

Land-Use	OPTION A		OPTION B	
	Square Feet	Pct.	Square Feet	Pct.
Retail/Dining	106,700 sf	9.2%	154,500 sf	14.1%
Office/Commercial	514,000 sf	44.2%	402,800 sf	36.8%
Mixed-Use	55,600 sf	4.8%	55,600 sf	5.1%
Hotel (150 keys)	120,000 sf	10.3%	120,000 sf	11.0%
Industrial	250,000 sf	21.5%	244,000 sf	22.3%
Sports	57,400 sf	4.9%	57,400 sf	5.2%
Open Space	60,000 sf	5.2%	60,000 sf	5.5%
TOTAL	1,163,700 sf		1,094,300 sf	
	1,416 spaces (garage)		1,895 spaces (garage)	
	2,284 spaces (surface)		2,129 spaces (surface)	

The Civic Square approach helps diversify the Study Area while building upon the strengths in the local market:

- The predominant land use in both Options A and B is Office/Commercial, which plays to the strong Office market summarized in Phase 1;
- Industrial uses makeup the second highest land use, again building upon the strong existing market for office/flex and industrial uses in the area;
- Retail/Dining uses – while a strong component of the Belt Line and Inwood corridors – is projected to be only between roughly 9% and 14% of the total land use. An additional 5% (approximately) might be added to that with some Retail and Dining potentials being part of the Mixed-Use area; and,
- The potential for a new mid-sized Hotel (150 keys) brings additional diversity to the Study Area, and helps fill area demand that in the normally would be met by a residential component in a mixed-use neighborhood such as this. (Residential uses are not allowed due to the noise contours associated with Addison Airport.)

- A new concentration of midrise Office buildings is proposed south of Belt Line Road between Beltway and Beltwood. Key to the success of these buildings is the development of two parking structures which would be shared by the four Office buildings, as well as potentially by Retail and Dining uses during non-business hours;
- A second core of midrise Office buildings is located in the southern portion of the Study Area, along with a re-imaged creative Industrial area (presently occupied by Tuesday Morning). A centrally located Hotel, along with shared parking garages support these uses; and,
- The Mixed-Use “village” is within walking distance of both Office nodes and creates a walkable/park-once environment with shared parking, a second Hotel, and a combination of Retail and small Office spaces.

The square footage details of the Village scenario are shown in Figure 2-11 (below), and the potential development plan is shown in Figures 2-12 and 2-13.

Figure 2-11 – Village Land Use Metrics

Land-Use	Square Feet	Pct.
Retail/Dining	102,800 sf	7.6%
Office/Commercial	755,000 sf	55.6%
Mixed-Use	112,000 sf	8.2%
Hotels (300 keys total)	250,000 sf	18.4%
Industrial	138,000 sf	10.2%
Sports	0 sf	0.0%
Open Space	0 sf	0.0%
TOTAL	1,357,800 sf	
	2,674 spaces (garage)	
	2,067 spaces (surface)	

DEVELOPMENT SCENARIO #2 – VILLAGE

The Village Development Scenario was developed as a refinement of the Approach #4 (Grand Approach) shown in Phase 1. It is a much more ambitious layout, relying on a new parallel roadway to Inwood Road (“InLine Road”), and new east/west connections to create more walkable and developable block sizes:

- Retail and Dining uses are concentrated along the Belt Line Road corridor and in a new node along “InLine Road” that creates a small, mixed-use “village” environment, with shared structured parking;

Figure 2-13 – Village Massing Model



The Village approach takes a more comprehensive approach to redeveloping the Study Area. Because it relies on a more intricate approach to existing parcels, it could take longer to implement. It might also require a master developer to purchase, assemble and redevelop the necessary parcels:

- As with the Civic approach, the Village approach relies strongly on Office uses, but concentrates them into two nodes. These uses are consistent with area developments and work well with the Addison office submarket;
- Two hotels actually comprise the second largest land use in this scenario. Given the strong hotel development market in North Texas, this is seen as an opportunity for the Study Area to provide a new type of hospitality property that is situated between full-

service business-class hotels and limited-service properties;

- The “village” center is the heart of the development, mixing Office, Retail/Dining, and Hotel uses in a compact walkable district; and,
- The sharing of parking structures is a key strategy to the success of the Village scenario. This minimizes large empty areas of surface parking and allows diverse uses to share parking as much as possible.

The Village scenario represents a bold approach the Town might consider to show to the development community as a way to attract a master developer or new tenants to augment the existing Study Area.

TASK 2.3 – CHARRETTE #2: ALTERNATE SCENARIOS

These Advisory Group met for a second time (also at Gensler’s Dallas office) on 08 September 2016.

Figure 2-14 – Charrette #2 with Advisory Group



The Consultant updated the Advisory Group regarding project progress since the first charrette. The draft goals (detailed on page 2-7) were presented to the Advisory Group without additional comment or input.

The updated development scenarios were presented (Civic Square Option A & B, and Village). The Advisory Group offered the following input:

- **Connectivity** – With both scenarios, the Advisory Group stressed the need to show connectivity across the railroad tracks to the area east of Inwood Road;
- **Inwood Access and Traffic** – There were concerns about traffic along Inwood Road and how it might access any new development, along with concerns about pedestrian crossing across Inwood Road (and the railroad track).

Potential strategies may include some use of dedicated channelized left-turn lanes and use of in-pavement flashing warning lights at dedicated crossings;

- **Farmers Branch** – The Advisory Group was interested if there was any coordination with Farmers Branch regarding the Study Area. Town staff noted that Farmers Branch is currently updating their comprehensive plan and there might be an opportunity to discuss this project with them at some point;
- **Transition** – Concerns remained regarding how to move from existing development in the Study Area to any of the proposed scenarios. The Consultant described this as a vision for future growth and development, which could take time depending on development and the market;
- **Flexibility** – The importance of the plan being flexible was also mentioned. This applies not only to how various future land uses might be considered, but also respecting existing businesses in the Study Area; and,
- **Practicality** – One Advisory Group member suggested the plan only consider uses that were “practical” and abandon uses that he suggested were “not realistic” (including large green areas, sports fields, incubator spaces, creative office, among others).

In general, the Advisory Group helped the Consultant focus on issues that are important to both Addison residents and parcel owners and business representatives.

NEXT STEPS

Phase 2 included the completion of two Advisory Group meetings and the refinement of the alternative scenarios for the Study Area. This positions the project for the next and final step, which includes a second Community Meeting, additional coordination with Town staff, and the eventual presentation to City Council for consideration of approval.

Phase 3 will further refine and develop the proposed scenarios into one or more draft Development Plans. Accompanying this will be more detailed potential strategies for both implementation and financing. Phase 3 will present the draft Development Plan(s) for additional public input (in a second Community Meeting), and will prepare the necessary items for consideration by the City Council.