ADDISON CITY COUNCIL:
INWOOD ENHANCEMENT ZONE
Agenda

1) Project Area
2) Scope & Schedule
3) Existing Town Goals
4) Public Input
5) Study Findings
6) Town Options
Questions to consider:

1) Has the Council heard additional input that should be incorporated into the study findings?

2) Does the Council agree with the proposed goals for the study area?

3) Does the Council agree with the Character District approach?

4) Are there elements of either of the development options that the Council would like to see included in a final development?

5) What are the next steps?
1) **PROJECT AREA**

- Belt Line Road (to the north)
- Inwood Road (to the east)
- Beltway Drive (to the west)
- City Limit (to the south)

- Approx. 59.4 acres with 882,660 SF developed area
- 29 parcels (24 owners)
- Addison’s southern gateway
- Essentially 100% developed
2) SCOPE & SCHEDULE

PHASE 1: Discovery

- **TASK 1.1** Project Kickoff
  - 06 July 2016

PHASE 2: Visioning & Redevelopment Opportunities

- **TASK 2.1** Charrette #1: Visioning
  - 25 Aug 2016
- **TASK 2.2** Alt. Dev. Scenarios
  - 26 Aug 2016
- **TASK 2.3** Charrette #2: Alt. Scenarios
  - 08 Sep 2016

PHASE 3: Master Redevelopment Plan

- **TASK 3.1** Draft Development Plan
  - 12 Sep 2016
- **TASK 3.2** Community Meeting #2
  - 26 Sep 2016
- **TASK 3.3** Revisions to Draft Plan
  - 27 Sep 2016
- **TASK 3.4** Revise with Staff
  - 10 Oct 2016
- **TASK 3.5** Present to Council
  - 24 Jan 2017
- **TASK 3.6** Prepare Final Products
  - 25 Jan 2017

**FINAL REPORT**

**SCOPE & SCHEDULE**
3) **EXISTING TOWN GOALS**

2013 ADDISON COMPREHENSIVE PLAN – 7 MEASURES OF SUCCESS

1) **Competitive:**
- Study Area – liquor sales no longer a competitive or successful business model, vacant/under-utilized building along Inwood Road

2) **Safe:**
- Study Area - traffic congestion along Inwood and Belt Line Roads, few sidewalks or pedestrian lighting

3) **Functional:**
- Study Area – basic municipal services provided, but little private reinvestment in the last few years

4) **Visually Appealing:**
- Study Area – little landscaping or public open space, many older buildings, two congested roadways (Belt Line and Inwood Roads)

5) **Amenities:**
- Study Area – few existing amenities, no public green space, few sidewalks or pedestrian amenities

6) **Environmentally Responsible:**
- Study Area – no LEED buildings, nearly 100% reliant on vehicular access, no environmental site planning practices or landscaping

7) **Walkable:**
- Study Area – main travel mode is vehicular (with limited DART routes), few sidewalks or paths, Walkscore.com rating of 58
4) PUBLIC INPUT

ADVISORY GROUP

Overall:
- “The market has spoken”
- “Island of misfit toys”

Development Pattern:
- “Lack of access to restaurants”
- “Retaining existing businesses might not be realistic”
- “Boring/tired/dated/neglected, utilitarian, industrial, not memorable, not a destination, not walkable, poor landscaping, cheap rents”

Access & Circulation:
- “Unsafe for driving into and out of businesses along Inwood Road”
- “There needs to be more lifestyle on the streets”

Quality:
- “Study Area is low quality but has potential”
- “Buildings are ‘one-off’, no continuity”
- “Need a recognizable brand (Addison Circle, Deep Ellum)”
- “Rising rents and 100% occupancy would indicate success”
- “Area should host community events and festivals”
- “Area should be economically viable, in demand, ‘hot’”
**Traffic & Parking:**
- “Vehicular traffic in Addison is so very challenging on many levels. Would love to see something very smart and visionary to help reduce that traffic”
- “Have on-street parking (unlike Addison Circle)”
- “Eliminate the parking lots and only offer parking garages to encourage multi-destination visits as well as airplane viewing”
- “Concerned that nothing has changed traffic flow-wise since the traffic we experienced when we were the only wet area around. Inwood isn’t ready for more traffic”
- “Create separate blocks – not keep it a continuous street”
- “Don’t feel safe driving Inwood after 6 PM in winter months (standard time)”

**Land Uses:**
- “Attract a destination grocer”
- “Allow medical uses”
- “Would love to see the equivalent of Trinity Groves, artisan shops”
- “Keep the old Sigel’s neon sign (on Inwood Road)”
- “Would like to see a new hotel in the Study Area”
- “Include a dog park”
- “Definitely need a destination spot”
COMMUNITY WORKSHOPS

Walkability:
- “Include bike/jog trail connections”
- “Have sidewalks throughout the area”
- “The area should be walkable from the residential areas off Beltway, Midway, Meadows, etc.”
- “Opportunities to use the railroad land east of Inwood?”
- “There is a lot of potential pedestrian traffic east of the railroad and even more so if the east/west connectivity”

Open Space:
- “Plan should vibrantly include nature in its design”
- “Include lots of natural and artificial shade with picnic tables and food trailer vendors nearby”
- “Maximize green space”

Other:
- “Should coordinate with Farmers Branch regarding this project”
- “Design with integrity”
5) STUDY FINDINGS

DESIRABLE STUDY OUTCOMES

1) Public Input:
   - Consider the value of existing parcels
   - Create a destination for office, retail, dining, and hotel

2) Comprehensive Plan:
   - Meet Addison’s 7 Measures of Success
   - Create a new destination for Addison
   - Diversify the economic base and promote new investment
   - Create a walkable environment

2) Transportation:
   - Propose land uses to reduce congestion on Inwood and Belt Line Roads and attract new development
   - Promote a “park-once” walkable environment
   - Provide for pedestrian connections across the Union Pacific railroad tracks
   - Anticipate possible rail service

3) Revenue:
   - Increase potential revenue by increasing density and upgrading quality and diversity of uses

## PROPOSED STUDY GOALS

### Transportation:
- **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. *(Note: only near Belt Line Road)*
- **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:
- **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-4** Encourage adaptive reuse of existing buildings as appropriate.

### Urban Design:
- **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 district/neighborhood.

### Open Space:
- **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.
5) STUDY FINDINGS

CHARACTER DISTRICTS

Growth:
Promotes organic and evolutionary growth in the Study Area compatible with surrounding development

District Features:
- Applies only within the Study Area;
- Boundaries generally follows existing parcel and City limit lines;
- Sized to promote walkability within and between each District; and,
- May accommodate future development proposals.

Architectural Design:
Promotes complementary architectural styles and materials

Design Elements:
Coordinates common elements throughout the Study Area:
- Pedestrian linkages;
- Landscaping;
- Street furniture; and,
- Signage.
5) STUDY FINDINGS

POTENTIAL DEVELOPMENT

Current Study Area Pattern:
- 882,660 SF existing developed area
- No change to current development or roadways
- Relies on market forces to incentivize change

Development Options:
- Two options developed for the Study Area
- Both options include:
  - Improved walkability
  - Pedestrian path across Inwood Road and Union Pacific railroad tracks
  - Increased density
  - Diversified economic base

- **Civic Square Option:**
  - More conservative approach
  - Generally follows existing parcel lines
  - 1,144,900 SF total developed areas

- **Village Option:**
  - More comprehensive approach
  - Resolves some existing development pattern challenges
  - 1,864,000 SF total developed area
6) TOWN OPTIONS

STRATEGIC OPTIONS

1) Do Nothing:
   - Allow natural forces to drive development and reinvestment
   - Administer existing regulations and codes
   - Provide no capital investments beyond routine maintenance or system-wide upgrades

2) Be Prepared to React:
   - Establish a desired future vision for the Study Area
   - Wait for private developers before taking further action

3) Be Proactive:
   - Establish a desired future vision for the Study Area
   - Seek developers that share in Addison’s vision and desire for quality development
   - Attract interest by marketing the study area:
     - Market the area at development industry events/meetings (Urban Land Institute, ICSC Real Estate Conference, etc.)
     - Other proactive approaches
   - Make strategic policy and capital investment decisions:
     - More flexible zoning options (such as Planned Development zoning with character districts)
     - Streamline the development approval process
     - Investments in public park/green space, pedestrian paths, streetscape, roadways, utilities, etc.
   - Develop with the goals of increased revenue and long-term success
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