



QUESTIONS ASKED BY COUNCIL AT THE AUGUST 14, 2018 COUNCIL MEETING

Question 1: Given discussions about becoming a regional draw and the future of special events, do we want to give up the green space in between the transit center and Addison Circle Park?

Response: This is ultimately a policy question for the Council on which to provide guidance. Currently, the vacant land in between the transit center and Addison Circle Park is used a few times a year to support the Town's major special events. During these events, this area is used for the carnival and as the "back of house" area. According to the Comprehensive Plan, the Town purchased these properties in the 1990s and has been warehousing them with the intent to "lease or sell its holdings on the north side of the track to a developer who will build a high-density mixed-use development around the rail stop" (Page 298). While any future development will impact the Town's events, staff and the consultant do not believe that choosing one excludes the other.

If the land is developed, staff will adapt how the events are organized. Conceptually, there are several options for adapting the Town's events. For example, if Festival Way becomes the new entryway for events, then Addison Circle Drive or Addison Road could host the carnival and the Conference Centre parking lot could be used as the "back of house" area. There may also be opportunities through the development process to integrate the events into the developed area through such things as shared parking agreements and access agreements. Staff is aware that the Town's events will need to evolve and believes that the issue should be explored further once the details of a proposed development are known and future opportunities and constraints are clearer.

Reorienting the event may even be warranted regardless of whether the land develops or not. In the future, if a significant number of guests arrive from the transit center, it may not make sense for the entrance of the event to remain on the northeast corner of Addison Circle Park, with the "back of house" area closest to the rail station. It may be more convenient to reorient the event layout in some way to create an entrance closer to the Cotton Belt. Again, this is something that will need to be explored in more detail at the appropriate time.

In addition to Special Event considerations, staff and the consultant heard strong interest from the community regarding using the land within the study area to facilitate a variety of new activities and uses. At the initial community Workshop, attendees were polled to determine the community's interest in a variety of uses for future development within the study area. From a housing perspective, 84.6% supported the addition of housing for active seniors and 81.6% supported additional housing for young professionals. There was also strong support for a variety of restaurant, retail and entertainment uses including a restaurant incubator (79.5%), performance and entertainment spaces (71.1%), a food hall (76.9%), and both neighborhood and destination retail (77.5%). Furthermore, there was support for commercial uses including a hotel (56.4%), space for small businesses (82.1%), and space for corporate offices (56.8%).

Throughout the study process, staff and the consultant heard the committee's desire to use this development to create a regional destination that would draw additional people to Addison. While Special Events are an important part of Addison's brand, the desire was to create a unique destination that would provide a more consistent draw throughout the year. This was reinforced during a tour of local transit-oriented developments that all included some sort of regional draw to make them successful. This input guided the strategic direction for the study area laid out in the report.

Question 2: What does it mean to preserve the character of Addison Circle?

Response: This is intended to mean that new development should carry forward the look and feel of what exists today in Addison Circle. This includes continuing similarly scaled development, a mix of uses, ensuring high quality of design and attractive open spaces and sidewalks. In practice, staff anticipates that the Urban Center zoning requirements that apply to Addison Circle would be applied to the study area as well, when feasible, and should serve as the foundation of any new zoning requirements where it may not be feasible to apply the exact requirements. Additionally, there was a significant amount of discussion by the advisory committee about maintaining the quality of experience as people walked from the transit center up to Addison Circle Park, mimicking the Addison Circle streetscapes, being mindful about building orientations that do not block sightlines, that encourage the construction of underground parking structures or that hide the parking, thereby creating inviting pedestrian plaza areas between the buildings.

Question 3: Do we desire to increase urban scale adjacent to the transit center, as opposed to a less dense use such as Townhomes?

Response: This is another policy question for Council to discuss. Previously, the plan for this area was to maximize density, even to a greater level than what currently exists in Addison Circle today. As mentioned previously, the Comprehensive Plan indicates that the Town purchased these properties with the intent to hold them for a high-density mixed-use development associated with the rail station. Furthermore, the Town has conducted prior land studies of the area which also contemplated high density development. The plan below was conducted in early 2011 and included several high-rise office buildings and a potential hotel.



Question 4: What is being proposed as a gateway feature to Addison Circle?

Response: The term gateway is used in two contexts within the report. First, generally, there is a desire that, while being a destination itself, future development adjacent to the rail station should also serve as a gateway to the rest of the Town. Second, a Guiding Principle of future development would be to continue with Addison Circle's strong tradition of public art. This could include distinctive landmarks, including some sort of gateway feature. If this is something that the Town ultimately explores, this will warrant more specific study at the appropriate time.

Question 5: How will this development serve as a jumping off point to the rest of Addison?

Response: In the Environmental Impact Statement, DART estimated that the Addison station would be the second highest station in overall ridership with approximately 1,700 riders daily and would have the highest walk egress for all stations. It also noted that Addison Transit Center is one of the busiest transit centers in the DART system with 4,800 bus riders per day. As discussed above, it was important that the rest of Addison be accessible to these riders. There are several ways to accomplish this. These are known collectively as first mile/last mile solutions, meaning solutions that facilitate getting people from the transit stop to their intended destination. To do so, there are several elements that the Town should begin to consider. These might include additional trail and sidewalk connections, the circulator bus concept suggested by the Master Transportation Plan, bike and electric scooter sharing services, as well as ride sharing services such as Zipcar, Uber, and Lyft. Additionally, the Town might consider investing in communication that will provide station users with additional information about destinations in Addison. These might include signage or digital solutions. For example, DART is working on an app that would promote first mile/last mile options to transit riders. The study contemplates that these types of solutions would be explored at a later date as part of the implementation matrix so that such tools are in place once rail service begins.

Question 6: What is the initial feel at the transit center and train station?

Response: This will be determined during the design/build phase of the Cotton Belt Project. DART has set aside funding and intends to allow cities some flexibility to design the stations in a way that is consistent with their communities. These design discussions have not started yet. Any improvements beyond those funded by DART would need to be funded by the Town. This is another topic that will need additional discussion at the appropriate time.

Question 7: What is the appropriate density to produce a viable, walkable transit-oriented development?

Response: This is a difficult question to answer with specificity, as it is a very context sensitive determination. Generally, transit-oriented development should be compact and highly-dense to maximize the number of people within walking distance of the transit service. In the academic paper, *Urban Densities and Transit: A Multi-Dimensional Perspective (2011)*, the authors calculated that a density level between 30-45 people per acre place developments within the top quarter of cost-effective rail investments, meaning how well transit systems recovered their costs. When converting this to people per square mile, this would equal 19,200-28,800 people per square mile.

Typically, planners discuss density based on the number of people per acre. In the book, *The New Transit Town: Best Practices in Transit-Oriented Development* (2004), the authors state:

“Though density and concentration of activity sufficient to support transit operations are TOD essentials, there is no absolute density standard for TOD. Given the variety of urban forms and settings in the case studies, it is not surprising that project densities vary from under 10 to one hundred units per acre. What is consistent is that TOD density matches or exceeds the highest densities found elsewhere in the community [...] While conventional ordinances often establish density maximums, TOD ordinances are more likely to establish minimums in order to ensure density adequate to support transit orientation. On mid- and large-sized sites there is generally a density gradient, with lower densities (and heights) at the perimeter of the property and higher density at the center, reflecting the fact that TOD is generally the highest density development in the neighborhood.”

It is also important to distinguish between density and building heights. While the two are related, there are other factors to consider that drive each individually. In the draft preferred development plan, one consideration was creating the wide, open plazas that would promote the human scale of development and create inviting places for people to traverse between the transit center and the rest of Addison Circle. By increasing the open space on the ground, the buildings had a smaller footprint and were pushed taller. The same density could be achieved with shorter buildings with larger footprints, but this would reduce the plaza areas.

Question 8: Is the preference for single-use buildings versus multiple-use buildings?

Response: Staff believes that, in active areas, special attention should be given to creating active ground floor spaces. For example, a single-use office building will often be dark and desolate during nights and weekends. Alternatively, an office building with appropriate ground floor retail can promote more active and inviting environments that are more favored by people and that are safer.

Staff also believes that buildings should be constructed in a way that allows them to be flexible and adaptable to different uses over time. It is likely that buildings constructed today will stand for the next 50-75 years, if not longer. It is important that buildings are designed to accommodate not only what is appropriate today but also allows them to adapt to future market trends and preferences. This gets to the discussion about creating retail-ready spaces in certain buildings so that they can respond better in the future.

Question 9: Are we creating an urban environment or a suburban environment?

Response: This also gets to the question about density and the built environment. In some ways, the lines between urban and suburban are beginning to blur in developments such as Addison Circle, Legacy West and City Line, where more urban nodes are in otherwise suburban places. Overall, Addison Circle is viewed as an urban environment, and, as discussed above, best practices would indicate that the areas closest to the transit station would be the most dense/urban in form.

Question 10: How likely are high-density office buildings off the Tollway?

Response: This is a valid question that is difficult to answer with certainty. Taller buildings with structured parking are more expensive to build, and, therefore, require higher lease rates. There is a question as to whether new high-rise office buildings would be able to compete with lower density, surface parked buildings or other existing office buildings. The assumptions used during the study were that office demand would continue to increase within the trade area and rents would be driven higher. The location adjacent to the Cotton Belt and Addison Circle Park, the proposed plazas and ground floor activities could also be amenities that would command higher rental rates.

Additionally, the Town's ownership of the land allows more flexibility than in a typical development situation. If density is an important goal, the Town could incentivize such development by reducing or eliminating land costs. There are other incentives the Town may be able to offer to encourage higher density development. As a reminder, there is \$3 million in bond funds approved for a parking structure near Addison Circle Park. The Town could enter in to a public private partnership to share in the cost of constructing a garage, either above or below ground, and mitigate some development costs. Shared parking arrangements or reduced parking requirements given the adjacency to transit might also be encouraged to reduce development costs.

Question 11: What is envisioned as the regional destination?

Response: The plan does not call out a specific proposal for a regional destination. It could be any number of uses. The draft preferred development plan assumes that it would be on the ground floor(s) of the office buildings. The policy question is whether it is important for future development in this location to include some sort of regional draw. If so, the Town would solicit developer interest to determine what types of regional destinations would be viable in this location and would assess specific uses and plans later.

Question 12: How does a boutique hotel fit in to this plan and the overall Addison Circle neighborhood?

Response: The idea to include a hotel in the preferred development plan came from a variety of inputs reviewed by staff and the consultant. Hotels were suggested as a potential use first during the stakeholder interviews at the beginning of the process. As mentioned previously in the response to Question 1, 56.4% of the community indicated support for a hotel within the study area. This input mirrors one of the strategies listed in the Comprehensive Plan, that states that Addison should "work to encourage development of new hotels in areas that are suitable for supporting them, such as Village on the Parkway, Addison Circle, and Vitruvian Park" (Page 69).

Staff and the consultant believe that the boutique hotel fits into this plan and Addison Circle very well. There are no hotels within Addison Circle. Having a new hotel within walking distance of many residences would offer their guests an attractive location to stay. The hotel could also support the offices contemplated in the draft preferred development plan.

Additionally, the Town has long discussed how to make the Conference Centre more competitive. Having a hotel operate in the vicinity of, and in partnership with, the

Conference Centre, could allow the Conference Centre to attract multi-day conferences. It could also enable the Conference Centre to have an on-site caterer and offer on-site tastings to potential clients. Parking has, at times, been an issue for larger events at the Conference Centre. This might be addressed through additional parking associated with the hotel. Additionally, the Conference Centre lacks any type of breakout space. A hotel could be designed to include such space and could potentially expand the variety of events that the Conference Centre might compete for.

The inclusion of a hotel within the Addison Entertainment District would also allow the Town to pursue additional taxing authority that could fund qualifying projects within the district that promote tourism. Pursuing this authority would require approval by the Texas legislature and would require additional discussions to determine whether this should be explored, but the first step is to have a hotel within the district.

Lastly, it should also be noted that the edge of the airport noise contours cut through the southwestern edge of the property where the hotel is being suggested. While the proposed urban residential may encroach slightly into the noise contours, staff and the consultant wanted to limit residential encroachments as much as possible. Since this location is not suitable for residential uses, another use was needed for the southern edge of this property. Neither office or retail make sense in this location. Therefore, a hotel was proposed as a viable alternative.

Question 13: How prescriptive do we want to be in giving direction to future development within the study area?

Response: This is another policy question for the Council. There are four components to the study report:

- 1.) Vision Statement
- 2.) Guiding Principles
- 3.) District Strategic Direction (for Addison Circle West and Addison Central)
- 4.) Preferred Development Plan (for Addison Circle West and Addison Central)

Staff and the consultant recommend that the level of flexibility relate to the component that is being discussed. Starting with the first component and moving down to the fourth, these elements build on one another. The Vision Statement serves as the foundation for future development. Once agreed upon, it provides the most general direction and should be the least flexible. The Guiding Principles describe what the Town believes to be important elements of any future development within the study area. In combination, these principles should achieve the vision. There may be some limited flexibility here, but any adjustments should continue to achieve the vision. The District Strategic Direction provides a narrative description of future development within each of the two districts that make up the study area. There can be more flexibility here as long as the development is still in keeping with the vision and Guiding Principles. The Preferred Development Plan is the most detailed element of the study and is intended to be the most flexible. It is included in the study to provide a visual example of how the Vision Statement, Guiding Principles and District Strategic Direction can be achieved. Often, it is easier to explain these concepts with the aid of a visual. While the Preferred Development Plan is an option, it is not intended to be the only option.

Additionally, the study includes exact square footages and unit counts for different uses. Again, this is intended to be an option, but not the only option. An important piece of the study process was to conduct a market analysis of the proposed uses to determine if what is being proposed would generally be acceptable to the market. Therefore, numbers were put to the Preferred Development Plan. These, however, are not intended to be binding or limiting in any way.

QUESTIONS SUBMITTED BY COUNCIL SINCE THE AUGUST 14, 2018 MEETING

Question 14: One of the Committee discussions has been that it would be good for this area to be a regional draw. I have wondered if it would not be better to reserve the area south of Addison Circle Park for a yet-to-be-determined something than to zone it or indicate a preference for example for office/residential. What is the Consultant's and Staff's perspective on this strategy?

Response: As mentioned in the response to Question 1, staff and the consultant do not believe that the current Preferred Development Plan excludes a regional draw or indicates a preference between office and residential, except where residential is excluded because of the airport noise contours. The draft plan anticipates that the buildings between the transit center and Addison Circle Park would be multi-use buildings, with the regional draw occurring on the bottom floors with office or residential above.

Question 15: If this strategy were to be chosen, is it sufficient to reserve the area south of Addison Circle Park or should a larger area be considered?

Response: Regional draws come in many forms and have different spatial requirements. Staff and the consultant believe that the area in between the transit center and Addison Circle Park is sufficient to support many types of regional draws.

Question 16: What provisions are envisioned to ensure there are clear, inviting corridors that would encourage visitors to go to the Circle and Beltline?

Response: First, staff and the consultant believe that the design of the station is key. As discussed previously, there will be opportunities to discuss and participate in the design of the station at a future date. Additionally, this is addressed in the report through the Guiding Principles under Desired Character, Relationship to Addison Circle, Open Space Design, and Public Art. Staff would also look to TOD best practices that include the following from the report:

3.) Promote walkable design of development sites and adjacent streets with pedestrians as the highest priority, and with routes that are short, continuous, and direct.

4.) Ensure good urban design that creates an interesting public realm through architecture and streetscape enhancements, relates a relationship between ground level uses and the sidewalk, and creates a high-quality pedestrian realm with adequate lighting, shade, and signage.

5.) Create a gateway to the community and surrounding uses with memorable landmarks, sightlines and views to guide pedestrians to destinations and public

plazas or open spaces near the transit station to emphasize the station area as a public gathering space.

Lastly, the answer to Question 5 discusses first mile/last mile solutions that should be explored to move people beyond the immediate area around the station.

Question 17: Addison Circle is often described as a neighborhood with a character reminiscent of New York City. What characteristics have been articulated as defining the character of Addison Circle that should be part of the new development and how far across new development is it envisioned that these characteristics would extend? Things that come to mind are streets with concrete/brick pavers, brick buildings, tree-lined streets, comfortable walkways, certain heights of buildings, etc.

Response: Staff and the consultant agree with the characteristics included in the question. As mentioned previously, it is likely that the Urban Center zoning district standards would be replicated here, where feasible, so that future development anywhere in the study area would flow seamlessly into the development that exists currently.

Question 18: In addition to having an inviting corridor to the Circle and Beltline, the Transit Center will likely be the/a hub from which bike ‘spokes’ go out to interconnect with other streets, trails, etc. What provisions are envisioned to facilitate this?

Response: Addison continues to work with property owners redeveloping properties along Quorum Drive to improve the streetscape and sidewalks to be consistent with Addison Circle and promote connectivity. Staff will continue these efforts so that, in the long term, the Addison Circle character extends all the way to Belt Line Road. If the City Council desired to advance these efforts more quickly, it would require a significant capital expenditure to acquire right-of-way and make the necessary pedestrian improvements. Staff also continues to work with regional partners to advance the Cotton Belt Trail that could tie in to the trail being contemplated for Midway Road, as well as the Redding Trail terminus at Arapaho Road. Lastly, an answer to Question 5 discusses first mile/last mile solutions that should be explored to facilitate this interconnectivity.

Question 19: Comments were made during Committee meetings questioning the need for hotel rooms and viability of a hotel. I’ve also heard comments that the hotel would be a way to add meeting rooms for the Conference Center to address the lack of breakout rooms. Would Staff/the Consultant please comment further about pros/cons of a boutique hotel near the Conference Center and whether developers should be encouraged to consider this?

Response: This question is similar to Question 12 answered above.

Question 20: Any inputs from MAA (previously Post Properties)? Has there been a reach-out to MAA to ask for comments?

Response: No. There was some discussion among Council regarding appointing a representative from MAA to the Special Project Committee for this study. Staff contacted a representative of MAA when the study committee was formed, and the company could not find anyone who would commit to participating in the process. Therefore, a representative of MAA was not appointed to the Special Project Committee. Staff has not

contacted any business owners, including MAA, outside of the study area for input. To staff's knowledge, no one from MAA attended any of the community meetings or staff's presentation to the Addison Circle Community Association.

Question 21: How is the current infrastructure (all infrastructure) positioned to support this development/redevelopment? Are we going to be facing a similar situation as we did with AMLI whereby the developer had to commit over a \$1,000,000 in their money to improve infrastructure to accommodate the development?

Response: There are five infrastructure elements to consider:

- 1.) *Water* – Based on a preliminary review of the proposed uses and the intensities suggested in the draft Preferred Development Plan, there is sufficient capacity in the water mains to support future development. All that would be needed are the services lines and loops typically associated with new development projects.
- 2.) *Sanitary Sewer* – Based on a preliminary review of the proposed uses and the intensities suggested in the draft Preferred Development Plan, there is sufficient capacity in the system to accept additional flow from Addison Circle West, but there is not sufficient capacity for Addison Central. There are sections of existing sewer lines that would be over capacity, ranging up to 106% above capacity. The exact implication of this for development in Addison Central cannot be determined at this time. There are several potential lines that the flows could be discharged in to, but until a development is proposed, sewer connections are laid out, and elevations are known, exactly how the development will interact with the existing system cannot be determined.
- 3.) *Stormwater* – Based on a preliminary review of the proposed uses and the intensities suggested in the draft Preferred Development Plan, there is not sufficient capacity in the stormwater system to accept the additional stormwater run-off that any new development would create. Therefore, the Town would require that stormwater be detained on-site and discharged into the system slowly over time. This is typical of new development in Addison and a potential developer would be required to conduct a more thorough analysis to determine exact detention requirements. For example, Cawley Partners was required to study stormwater impacts and had to detain their stormwater on-site for both Tollway Center and both phases of the 14555 Dallas Parkway development.
- 4.) *Overhead Utilities* – All utilities have been undergrounded throughout Addison Circle. Overhead utilities remain on Addison Road running the entire length of the Addison Circle neighborhood. Aerial utilities are also present on Quorum Drive from Belt Line Road to the railroad tracks. If the Town desires to replicate Addison Circle standards, this would include undergrounding the utilities along Addison Road as well as for some portion of Quorum Drive. The Council will need to determine whether this should be an expense for the developer or for the Town.
- 5.) *Streets* – The majority of the roadways within the study area are in place, however some additional streets may be required in the ultimate development plan. Additionally, minor improvements may be needed at key intersections within and around the study area to improve traffic flow. At the appropriate time, staff will work with the developer(s) to conduct a traffic impact analysis that will indicate what types of improvements are necessary. Addison Road is also planned to be reconstructed sometime after Midway Road. The Master Transportation Plan calls for a complete transformation of Addison Road, including

installing a median and improving pedestrian amenities. These activities will need to be coordinated with future developers.

Question 22: Are there any steps needing to be taken to consolidate property ownership in both tracks? Would staff recommend bonded indebtedness to obtain property ownership to help facilitate development/redevelopment?

Response: The Town owns a significant percentage of the property in Addison Central, but there are a number of small private lots that are currently occupied. In Addison Circle West, there are also several properties that are owned privately. While it would make redevelopment easier if the parcels were under common ownership, the Town does not need to undergo any sort of parcel accumulation nor could the Town, unless there was a willing seller or a public purpose for the desired land.

As mentioned previously, \$3 million was approved in the 2012 Bond Program for property acquisition and construction related to parking facilities within the Addison Events District. The 2012 Bond Program also included \$3 million property acquisition and construction related to road extensions. This could be used for the new road connection between Addison Road and Artists Way or any other new streets within the study area. Additional debt instruments would need to be approved by the Council, and/or voters.

Question 23: Would Staff feel it appropriate to include in the plans a commitment by the Town to create/improve infrastructure (thinking of building any new streets called for and improvements to Addison Road) as opposed to having the developer have to absorb those costs in their pro-forma?

Response: Addison's historic practice has been to incentivize certain types of development/redevelopment by funding public infrastructure improvements. The Council would need to determine if it wants to continue that practice for development within the study area and how that would be funded. Additionally, the Town would need to determine how that construction should occur. The Town has managed public infrastructure projects associated with private developments in the past but has also made private developers responsible for overseeing the construction of public infrastructure and reimbursed them for those costs. There are pros and cons to each approach. Staff can manage either approach that the Council desires.

Question 24: DART was not able to give us any information about the people who transfer buses in Addison. Would they be prospects for retail in the area? What demographics would contribute to successful retail around the station?

Response: It is likely that train riders would be more attractive to retailers than bus riders. As a general statement, retailers follow people and prefer those with higher levels of disposable income. Without knowing the type of development and specific retail uses, it is difficult to say specifically what type of demographics are needed to ensure success. Staff has heard, anecdotally, from several retail developers that additional residential population is needed to support the kind of new retail that Addison residents desire. While many establishments have plenty of business during lunch on weekdays, they struggle to attract customers in the evenings and on weekends.

Question 25: High end senior living – If airport zoning allows, Addison Circle West might be a spot (or on Midway Road)?

Response: The “Urban Residential” shown on the draft preferred development concept for Addison Circle West would include senior living among other types of residential uses including condos and apartments.

Question 26: Boutique Hotel by Conference Centre – Would another small hotel next door really increase use of conference center? When will Addison need another hotel? How successful is conference center now? Who uses it?

Response: Staff believes that a hotel operating in conjunction with the Conference Centre could make the Conference Centre a more desirable location for a wider variety of events. A more detailed response can be found in the answer to Question 12.

Staff frequently gets requests from hotel developers interested in building new hotels in Addison. While staff does not have data regarding demand for new hotel rooms, developer interest indicates that such exists. Additionally, staff approached this issue from a long-term perspective. As redevelopment continues, it is important to consider not just how many hotels there are today, but where should they be in the future. The Comprehensive Plan gives guidance on this and identifies Addison Circle as a location for future hotels. Through the Town’s redevelopment efforts, it may be that hotels in less successful areas are transitioned out so that, in the long-term, there may not be more hotel rooms, but those rooms are in more appropriate locations throughout the Town.

Regarding the Conference Centre, in Fiscal Year 2018, the facility had 272 different clients with an estimated 25,000 attendees. In Fiscal Year 2018 the budget for the Conference Centre was \$1,024,215 and revenue equaled \$556,113, equating to a cost recovery of approximately 54%.

Question 27: Is anyone considering how special events will change without the carnival space? Maybe the carnival could move north on Addison Road?

Response: This question is similar to Question 1 answered above.