

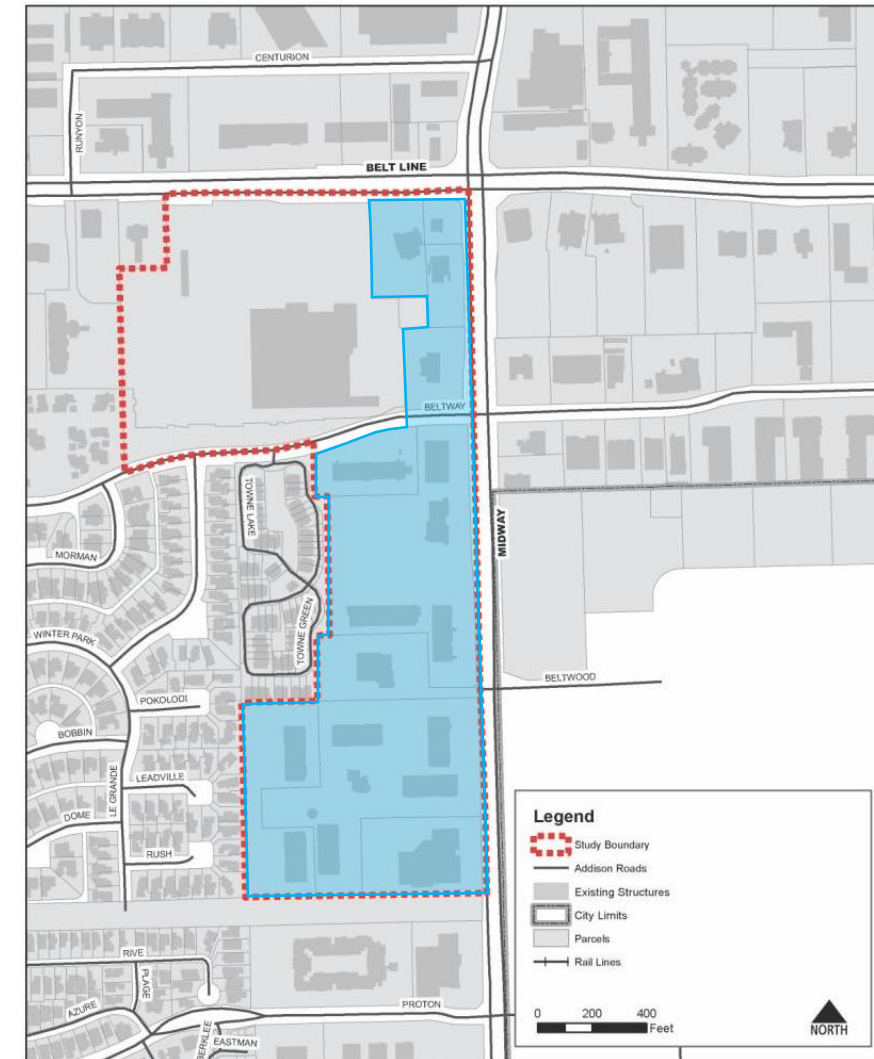
Sam's Club Special Area Study

Council Work Session
October 29, 2019

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes a grey triangle pointing towards the top right corner.

Background

- 2013 Comprehensive Plan calls for a number of special area studies
 - Sam's Club tract and adjoining properties on the south side of Belt Line, west of Midway Road
 - West side of Midway Road, south of Beltway Drive
- 50 acres
- 11 properties
- Current land uses:
 - Retail
 - Restaurant
 - Office
 - Hotel



Timeline

Nov
2013

Comprehensive Plan adopted

May
2014

Strategic Community Solutions/Kimley-Horn selected to conduct Special Area Study

Sept-Nov
2014

Stakeholder and advisory committee meetings

Dec
2014

Findings presented to City Council

March
2015

Community meeting held

Council voted on direction for the Sam's Club Site

Nov
2017

Council consensus on general concept, directed staff to develop process to seek input from adjacent neighborhoods



- 2015 Council Direction:
 - Limited to Sam's Club property:
 - Liked the layout
 - Encourage the developers to explore a mixed use development with a retail component and that maximizes residential fee simple ownership

How Did We Get There?

- Public Input
- Development Alternatives
- Preferred Development Concept
- Community Meeting
- Market Analysis

■ Stakeholder Meetings

- Resident Representatives
 - Midway Meadows
 - Pecan and Walnut Square
 - Towne Lake
- Business Representatives
 - Super 8
 - Wal-Mart

■ Advisory Committee

- Chris DeFrancisco, *Council Member*
- Janelle Moore, *Council Member*
- Linda Groce, *Planning and Zoning*
- Ivan Hughes, *Planning and Zoning*
- Chou Crook, *Resident*
- Doyle Roberson, *Resident*
- Alex McCutchin, *Property Owner/Manager of Midway Square*
- Bill Park, *Property Owner of Nate's and Starbucks*
- Dan Stansbury, *Property Owner Office in the Park*

Development Alternatives



Scenario 1: Neighborhoods

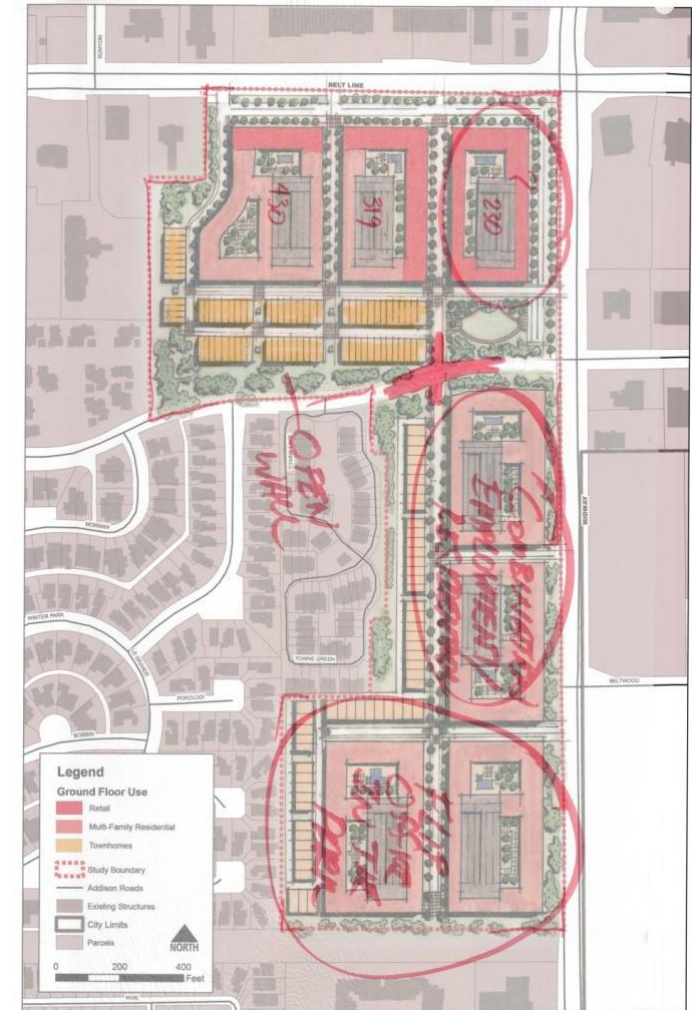


Scenario 2: Employment District



Advisory Committee Direction

- Mixed use on the former Sam's site and Belt Line properties
- In middle section, mix residential with flex, office and wellness
- In bottom section, flip the existing buildings that remain
- Wall does not need to remain, make pedestrian/bike connections from the existing neighborhoods and maybe vehicular as well
- Look at some areas with lower density – use techniques so existing residents retain their back-yard privacy
- Like that development represents an “organic expansion” of the existing neighborhoods
- Indicate potential areas for outdoor dining, particularly on the new internal street in the northern part of the site
- Show more places for people to congregate



Community Meeting Comments

- Support:
 - Good to have a plan to refresh an aging area
 - The open spaces and parks
 - Walkability and connectivity within the study area as well as with the Town's overall trail system
 - Add more ownership residential units in Addison
 - Most favored the mixed-use character of the proposal
- Mixed Responses:
 - Some supported the overall density, but some felt it was not appropriate
 - Some advocated keeping the wall, while others supported its removal
 - Some felt inclusion of rental residential units was appropriate and necessary for the project's economics, others did not want additional rental units

Preferred Development Concept



Land Use Type	Trade Area Demand (10-yr)	Sam's Club Study Area	
		Preferred Development Program	Preferred Development Program
Residential (Units):			
Townhome/Rowhouse*	4,860	153	3%
Condominiums/Flats	3,240	385	12%
Urban/Loft Apartments	12,900	577	4%
Non-Residential (Sq Ft):			
Retail/Restaurant	5,675,500	61,500	1%
Office/Medical	3,477,735	124,800	4%
Flex Office/Employment	4,636,980	187,200	4%

* Includes live/work units.
 Source: Ricker | Cunningham.

2017 Council Discussion

- Support for townhomes, senior living, with commercial along Midway
 - Support for extending street
 - Concern about corner of Belt Line and Midway
 - Concern about development adjacent to single family homes
 - Input needed from Midway Meadows and Towne Lake
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- Staff indicated that we would bring this back for additional discussion after concluding the Addison Circle Study.

Study Area Status Update

- A developer has approached staff with a redevelopment proposal similar to the preferred development concept on at least one property within the remainder of the study area
- Developer is requesting direction from staff regarding their concept, specifically regarding overall site layout, uses, street layout and open space dedication
- Staff is requesting direction on how to proceed

- How would Council like to proceed with finalizing a vision for this area?
 - Adopt vision as presented
 - Start a Special Area Study from the beginning
 - Take existing Special Area Study and tweak based on additional input
- When would Council like to proceed?
 - If Staff was directed to start immediately, meetings would likely start in January and last 3-6 months depending on process
 - If Council desires to wait, Staff would suggest this summer

- Public Input options:
 - Property owner interviews
 - Advisory committee
 - Neighborhood workshops
 - Community meetings
 - Online Survey tool