

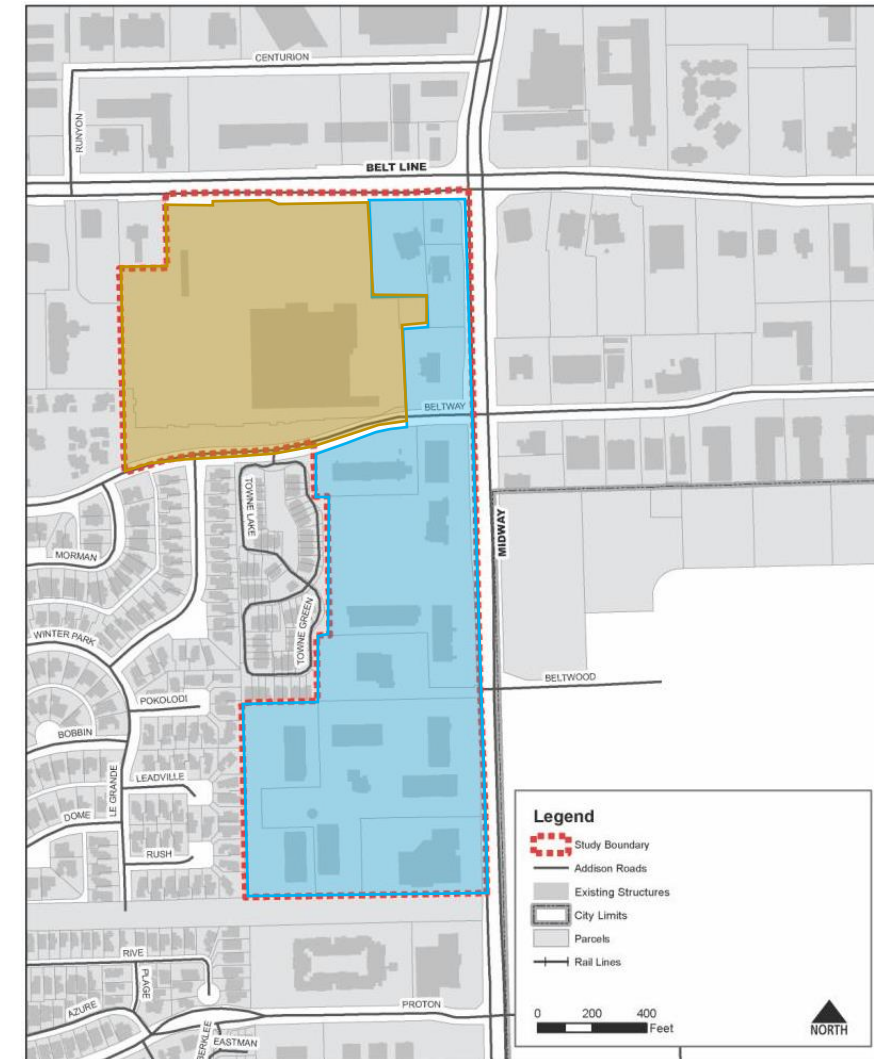
# Sam's Club Study Status Update & Completion Options

Council Work Session  
March 23, 2021

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 has a white diagonal line running from the top-left to the bottom-right, creating a triangular shape on the right side of the slide.

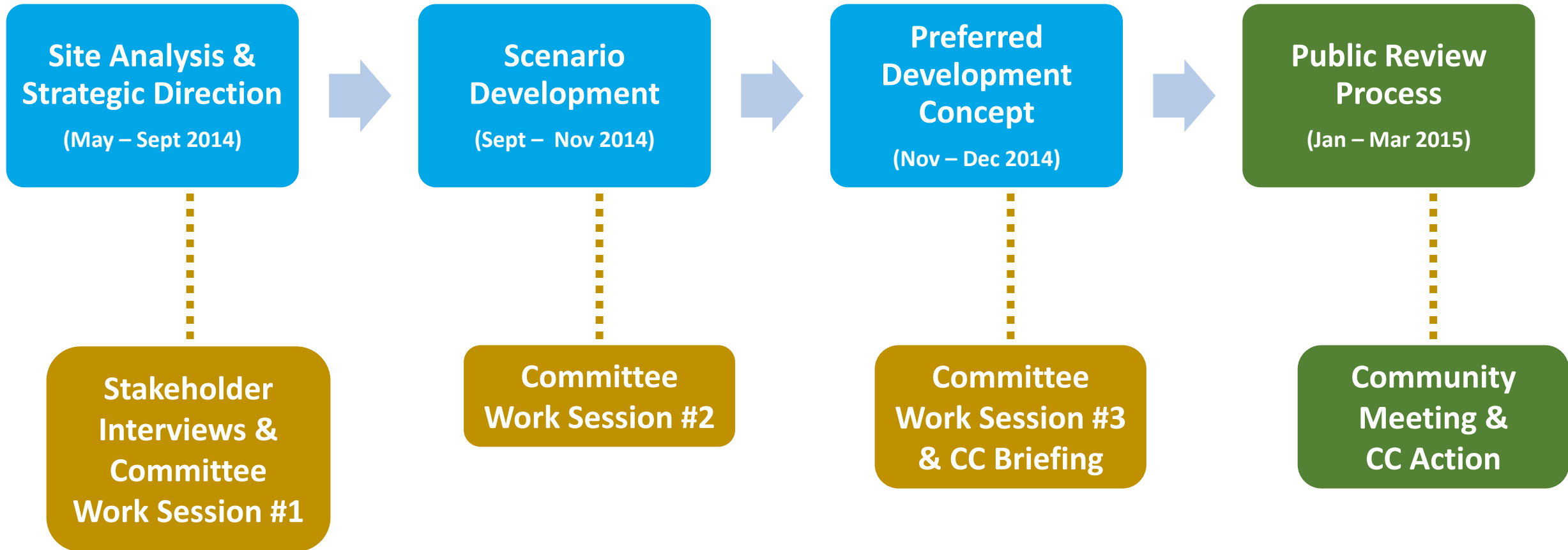
# Past Efforts – Sam’s Club Study

- 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
- Study Area Attributes
  - 50 acres
  - 11 properties
  - 2014 land use mix:
    - Retail
    - Restaurant
    - Office
    - Hotel



# Sam's Club Study Visioning Process

ADDISON



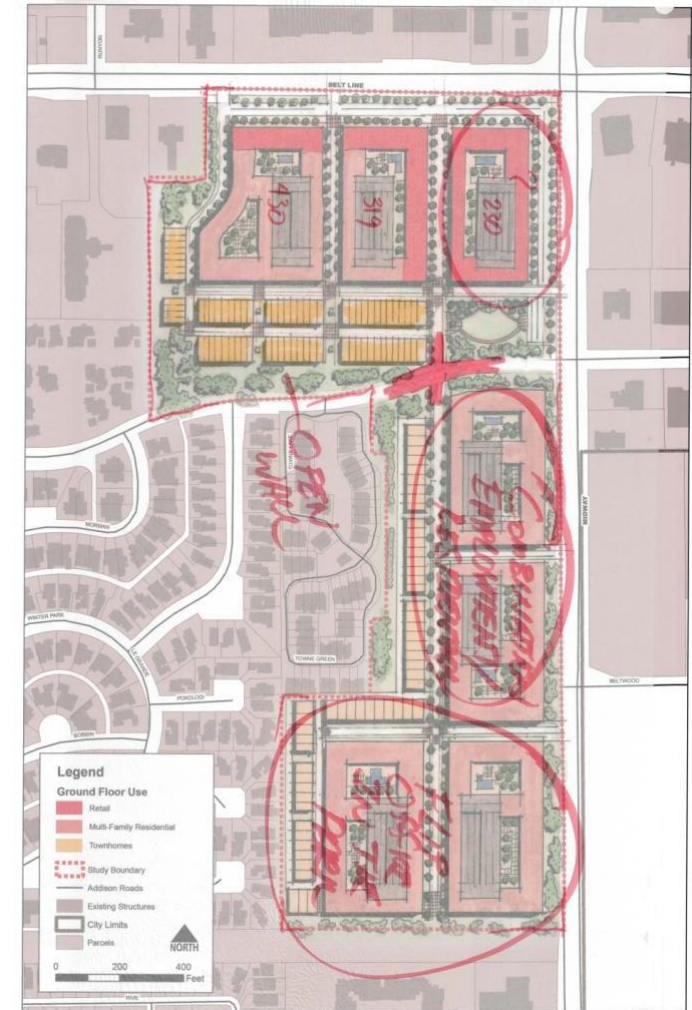
# Advisory Committee Strategic Direction

## ■ Advisory Committee Composition

- 2 - Neighborhood Representatives
- 3 - Study Area Property Owners
- 4 – Elected / Appointed Officials

## ■ Key Themes

- Mixed use on the former Sam's site and Belt Line properties
- Mix residential with flex, office and wellness south of Beltway
- Wall does not need to remain, make pedestrian/bike connections from the existing neighborhoods and maybe vehicular as well – facilitate “organic expansion” of the existing neighborhoods
- Look at some areas with lower density – use techniques so existing residents retain their back-yard privacy
- Identify potential areas for outdoor dining, places for people to congregate



# Development Alternatives



## Scenario 1: Neighborhoods



## Scenario 2: Employment District



# Preferred Development Concept



Land Use Type	Trade Area Demand (10-yr)	Sam's Club Study Area	
		Preferred Development Program	Preferred Development Program
<b>Residential (Units):</b>			
Townhome/Rowhouse*	4,860	153	3%
Condominiums/Flats	3,240	385	12%
Urban/Loft Apartments	12,900	577	4%
<b>Non-Residential (Sq Ft):</b>			
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.

## ■ **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

# Sam's Club Study Outcome – March 2015



## ■ Council Direction:

### ■ Limited to Sam's Club property:

- Liked the layout
- Encouraged a mixed-use development that should:
  - Include a retail component
  - Maximize residential fee simple ownership

### ■ Consensus direction was not provided for any of the properties with frontage on Midway



# Follow Up Discussions

- **November 2017 Work Session**

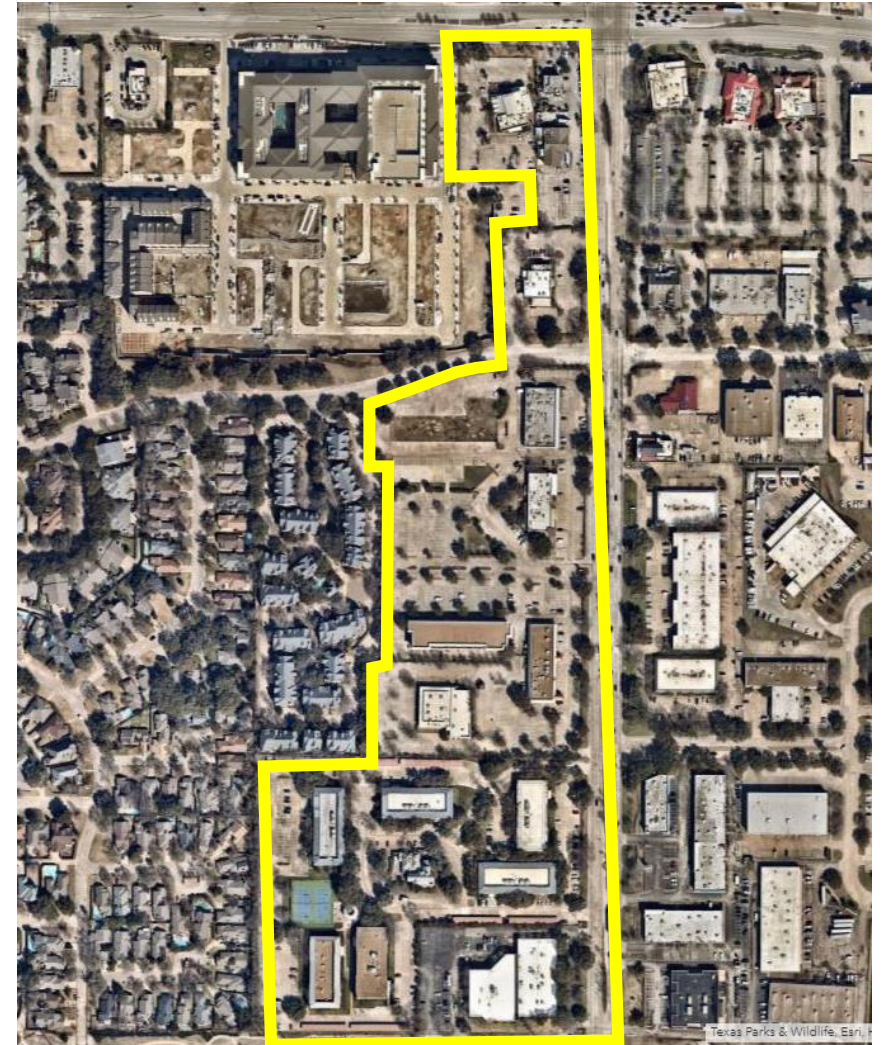
- Provided feedback on the envisioned land use mix and block pattern
- Shared concerns regarding the transition to existing neighborhoods
- Emphasized need for engagement of adjacent neighborhoods in future dialogue
- Staff indicated that we would bring this back for additional discussion after concluding the Addison Circle Study

- **October 2019 Work Session**

- Provided feedback to initiate a study that considers the existing plan and identifies needed refinements
- Study should take a deeper dive on identified concerns – transitions to neighborhoods, housing mix, connectivity, open space, noise mitigation
- Public involvement process to be broad and utilize techniques where we had recent success
- Council to appoint new advisory committee to guide process

# Where are we now?

- **Evolution of the Study Area**
  - Addison Grove development
  - Super 8 Motel fire loss
  - Midway Road reconstruction kickoff
- **Uncertain Market Conditions following COVID-19**
  - Retail/restaurant /entertainment /hospitality recovery?
  - Office – will everyone go back?
  - Housing – demand remains high, have market preferences changed?
- **Policy Updates**
  - Park and Trail Master Plans
  - Master Transportation Plan
  - 2017 Addison Housing Policy
- **Active redevelopment interest**
  - Office in the Park
  - Super 8 Motel lot

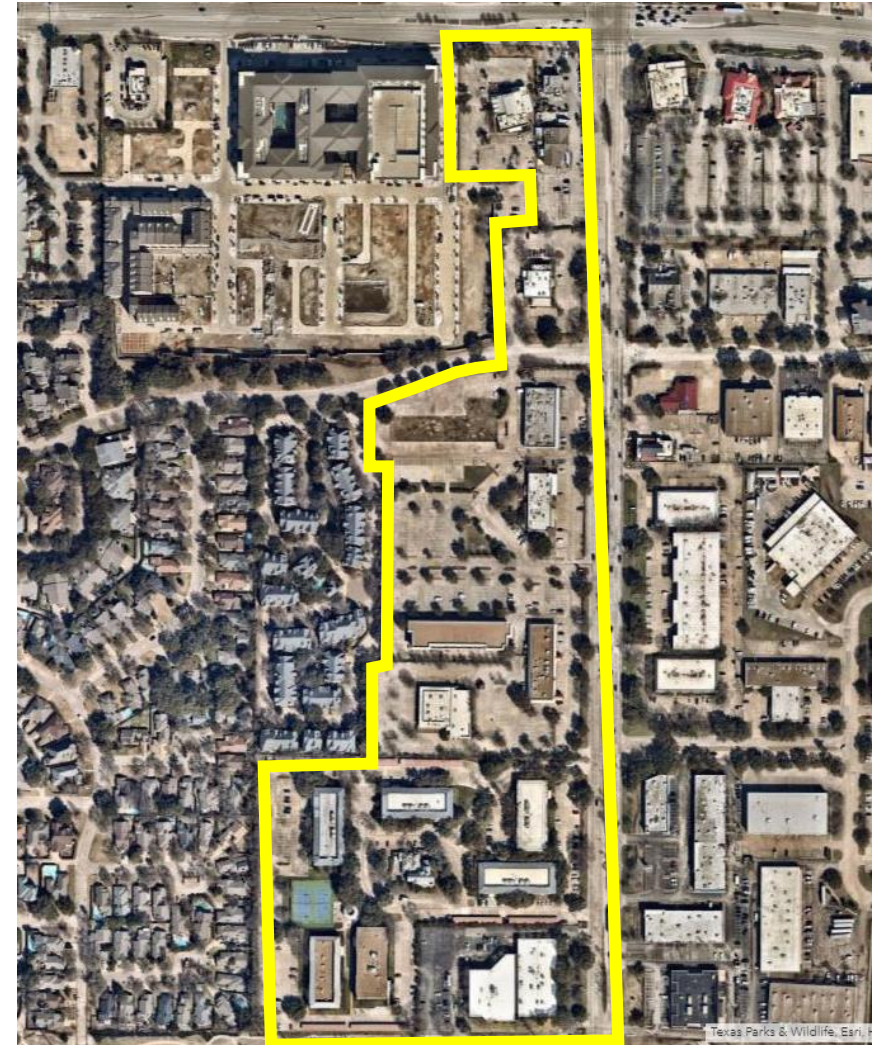


# Moving Forward – Potential Options

- **Option 1**: Receive public input and consider action on the existing study
  - Pro: Acknowledges past input/work from previous study
  - Con: May not address outstanding issues from past work, or account for market evolution
- **Option 2**: Initiate a visioning process that considers and improves upon the existing study (*could be a refinement or major departure*)
  - Pro: Acknowledges, but learns from and improves upon past work
  - Con: May be too deferential to past work
- **Option 3**: Do not provide additional policy direction for this area and evaluate redevelopment opportunities as projects are proposed
  - Pro: Allows actual proposals to inform land use decisions; market driven
  - Con: Does not provide a guiding vision and planning framework for incremental redevelopment

# Recommended Approach – Option 2

- **Direct staff to move forward with Option #2**
  - Initiate a visioning process that considers and improves upon the existing study (*could be a refinement or major departure*)
- **If desired, staff to return to City Council with:**
  - Engagement of available consultant team members from previous study
  - Project Scope and Public Involvement Plan
  - Request to appoint Advisory Committee Members



**Questions?**