

Sam's Club Special Area Study Status Update

Council Work Session
April 26, 2022

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.

ADDISON

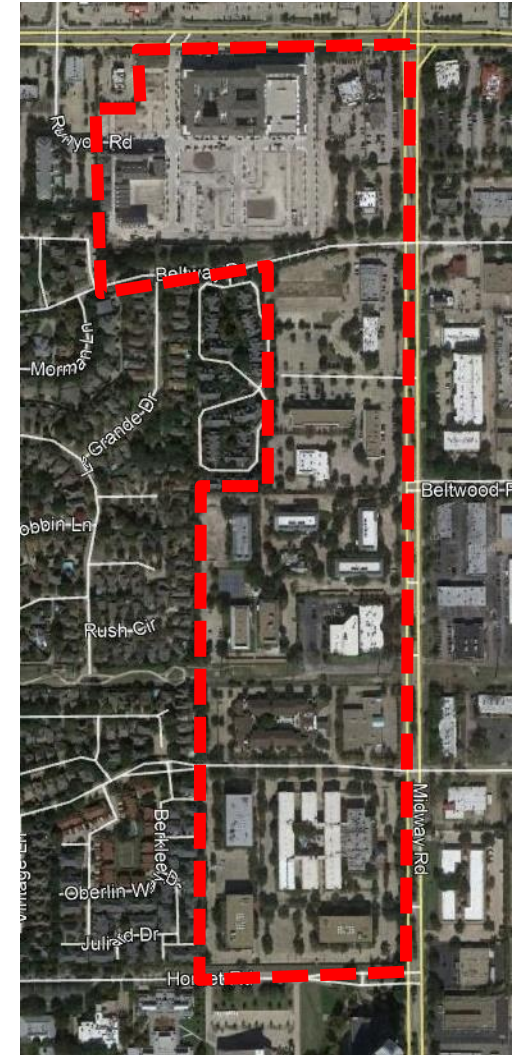
Past Efforts – Sam’s Club Study 2014

- **2013 Comprehensive Plan calls for a number of special area studies – 1st Sam’s Club Study initiated in 2014**
 - 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
- **March 2015 Council Direction on 1st Sam’s Club Study:**
 - Limited to Sam’s Club property:
 - 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**

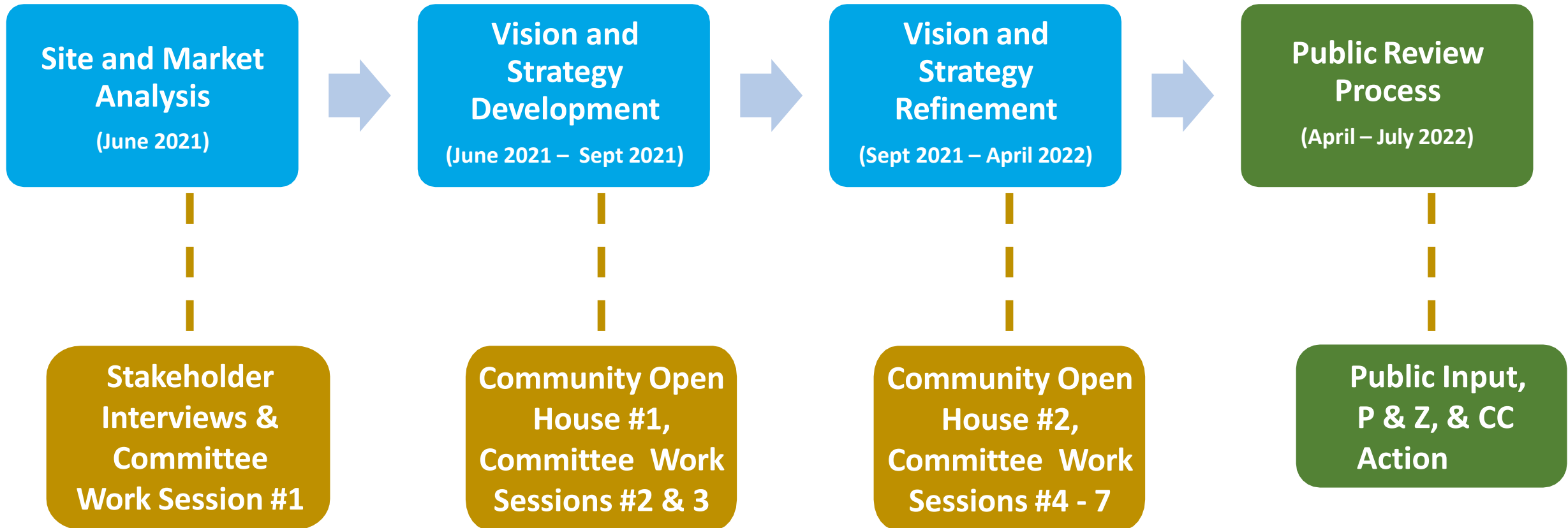


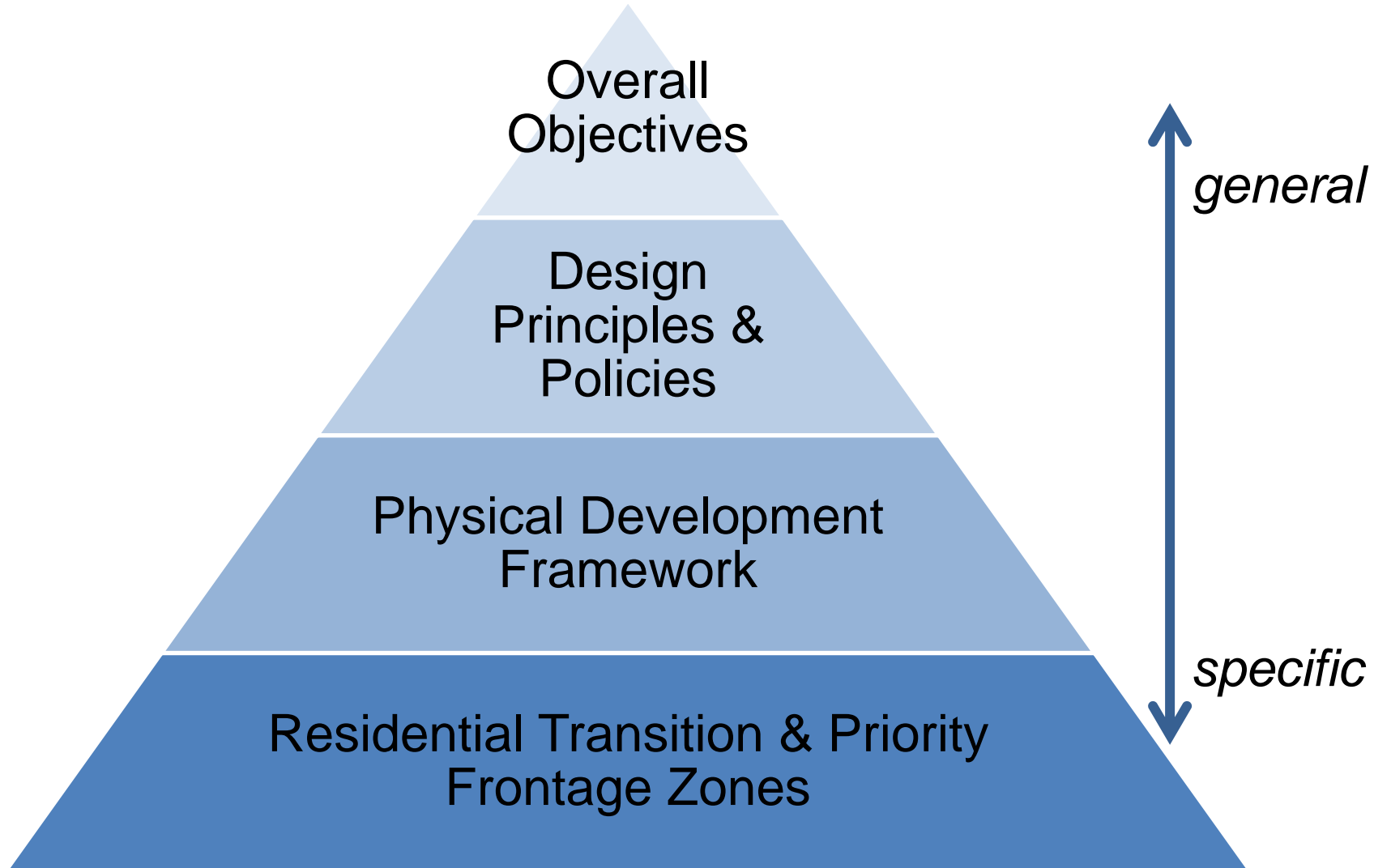
Sam's Club Special Area Study - 2021

- **Advisory Committee Composition**
 - 14 - Neighborhood Representatives (2 P & Z Commissioners)
 - 3 - Study Area Property Owners
- **Expanded Study Area**
 - ±79 acres, and 15 unique property owners
- **Advisory Committee Duties**
 - Complete the study of this defined area by:
 - Analyzing site and market data presented by the project team
 - Serving as a sounding board and voice for residents and business owners located within and adjacent to the study area
 - Calibrating staff recommendations to best align with and balance community feedback and anticipated market needs for the study area



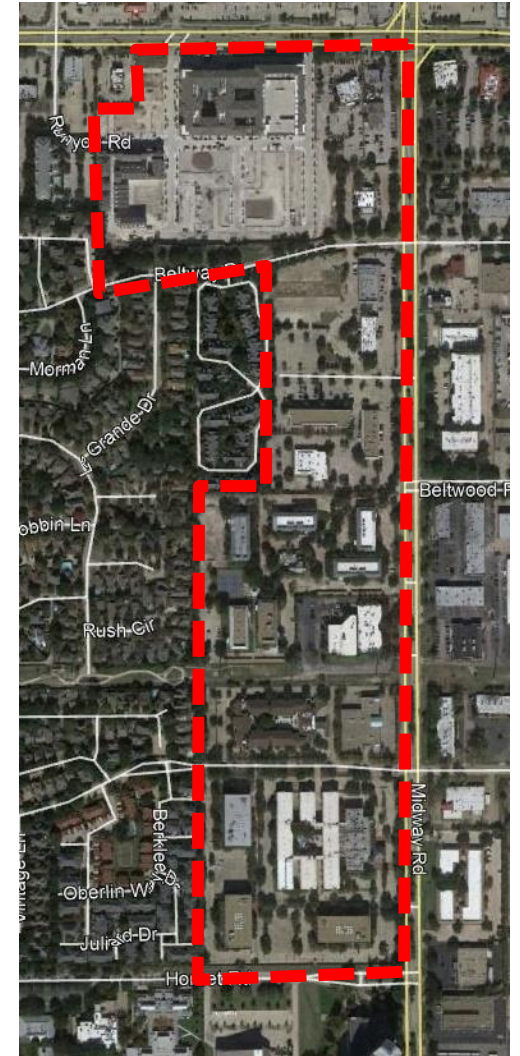
Sam's Club Study Visioning Process





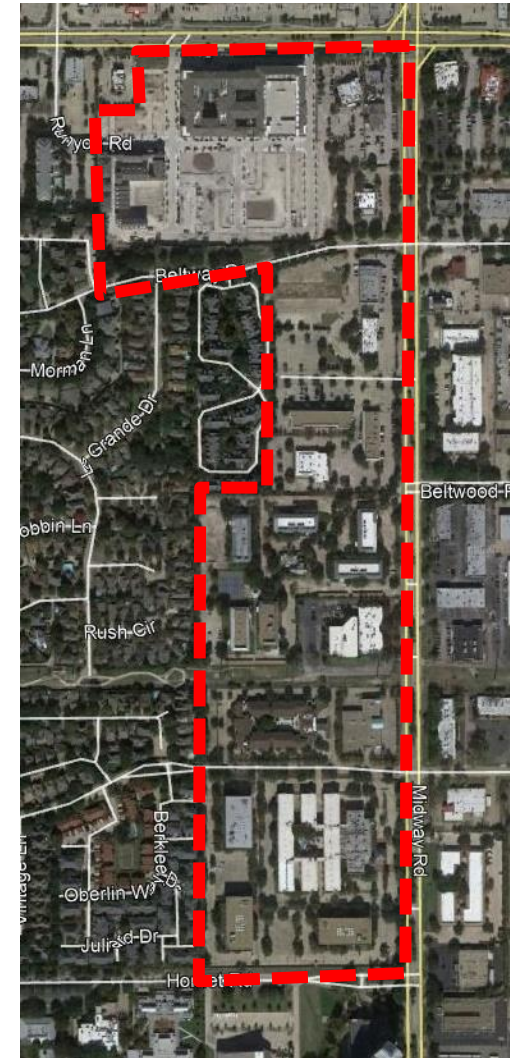
Overall Objectives

- Strengthen the area as a distinctive Addison destination
- Support new development that respects surrounding neighborhoods
- Include useable public green space throughout the area
- Provide opportunities that complement the options available in Addison now
- Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions



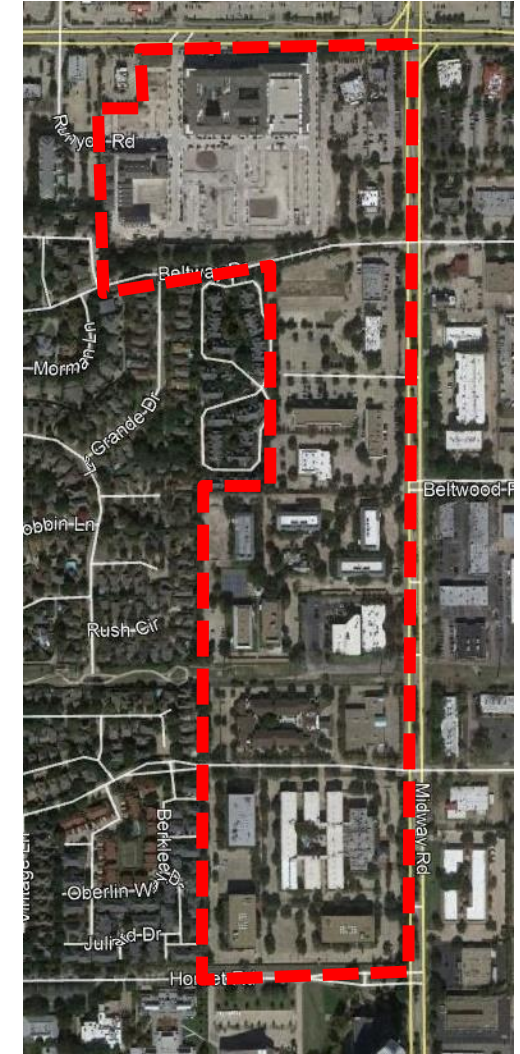
Design Principals

- Create a network of connected trails and open spaces
- Make vehicular connections where they add benefit but not where they cause concern
- Allow building heights and uses that respect the existing neighborhoods and recognize market potential
- Maximize flexibility for buildings fronting on Midway Road to elevate this corridor as a prominent gateway to Addison
- Accommodate lifecycle housing options for a broad range of household types and leverage any investment in housing to serve as a catalyst for broader reinvestment



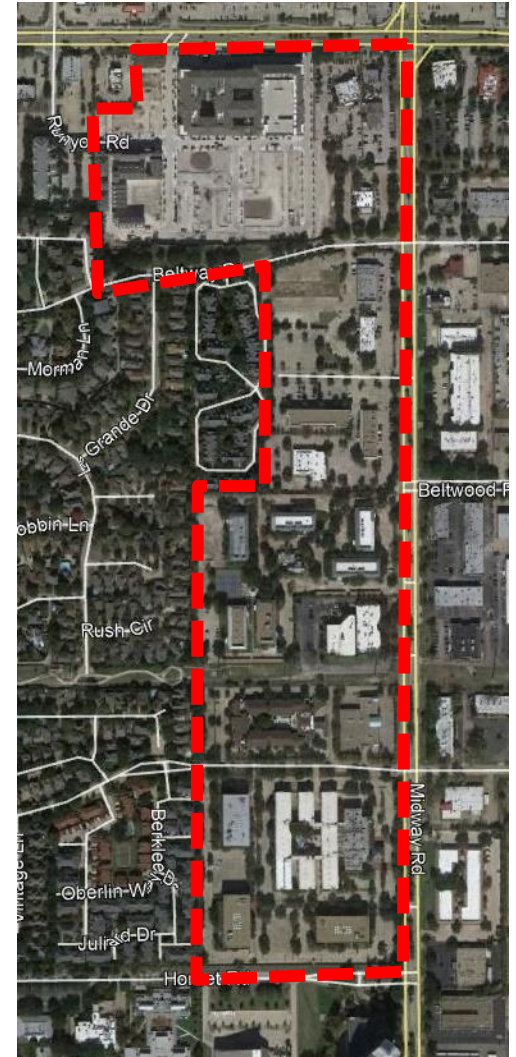
Policies – Development Form, Land Use, and Housing Mix

- Pedestrian scale blocks, public spaces and streetscapes as focal points, active building frontages
- Varied use and density to support efficient use of land and economic resiliency
- Medium density, horizontal mixed use development pattern
- Carefully consider new housing proposals – maintain a mixed use environment
- Where housing is considered, prioritize Missing Middle housing, neighborhood compatibility and economic spillover benefits are major considerations for multiunit housing



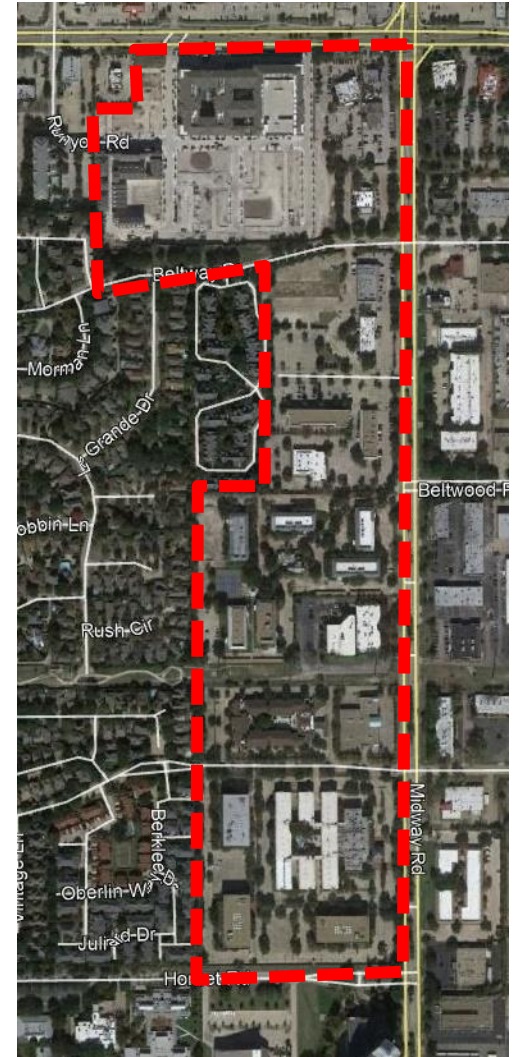
Policies – Neighborhood Compatibility

- Implementation should not discourage continued operation of self sustaining, existing businesses
- Western edge of study area treated as a Residential Transition Zone and trail corridor
- Preservation and landscape supplementation of existing trees at residential transition areas to create a green buffer



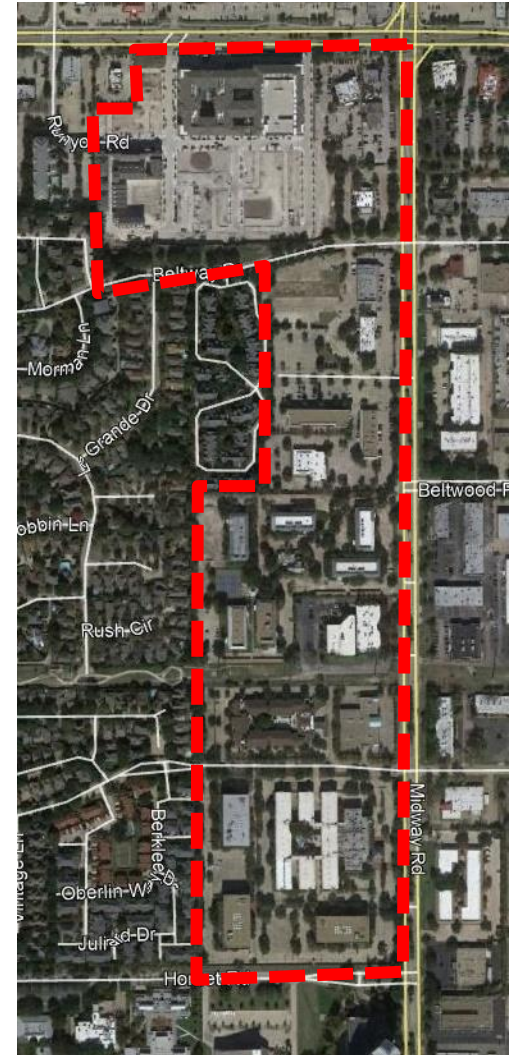
Policies – Mobility and Connectivity

- Walkable, pedestrian-friendly street network that calms traffic
- Block patterns that limit cut-through traffic
- Pedestrian zones defined by street trees, planting strips, wide sidewalks, and on-street parking
- Efficient driveway allocation on Midway, slip lane parking at Priority Frontage Zone
- No new vehicle connections between Addison Grove and Beltway Drive or Midway Road



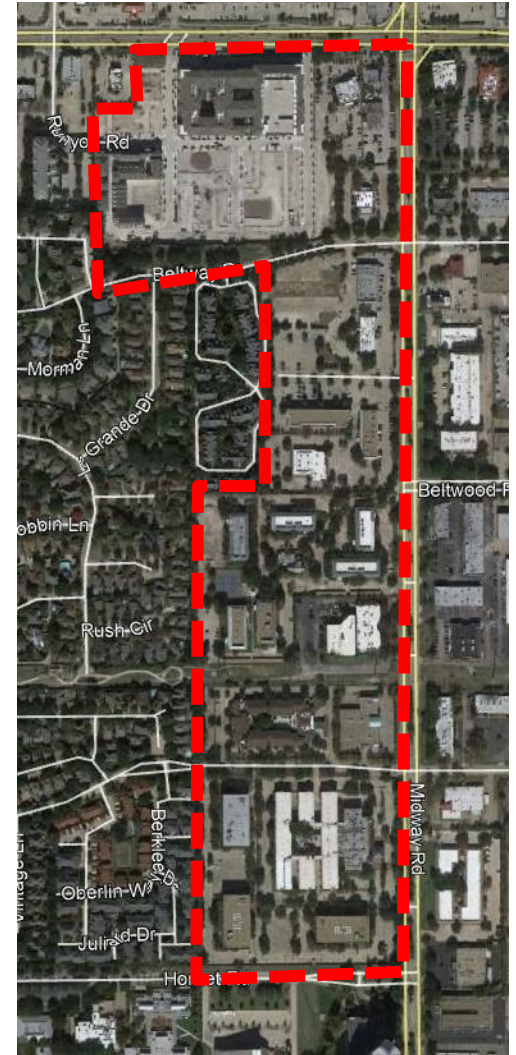
Policies – Trails and Open Space

- Passive and active open space programmed to support future reuse and redevelopment
- Provide trail and sidewalk connectivity throughout study area
- Connect new trails to the Redding and Midway Trails
- Facilitate “Trail-Oriented” development adjacent to Residential Transition Zone



Policies - Placemaking

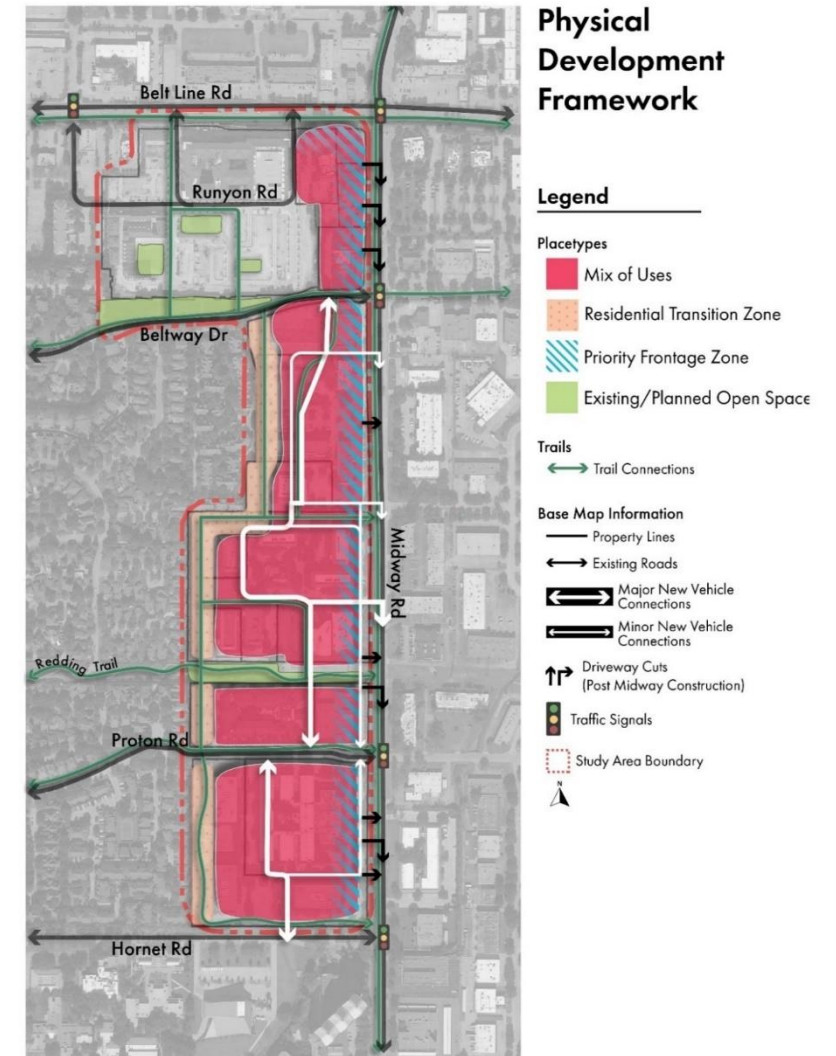
- **Priority Frontage Zone at Midway and Belt Line frontages**
- **Appealing, active streetscape**
- **Nonresidential ground floor use in residential mixed-use buildings at priority frontage zone**
- **Preserve trees wherever feasible – focal point opportunities**
- **Balanced parking treatment – provide convenience, but do not overwhelm the public realm**



Physical Development Framework Map

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- Guides redevelopment and reuse over time, bringing order to fragmented ownership pattern
- Flexible, market supported mix of uses that addresses current / future demand
- Residential Transition and Priority Frontage Zones
- New trail connections and neighborhood serving open space
- Interconnected street grid that discourages cut through traffic and directs traffic to highest capacity roadways



Mix of Uses – Employment and Service Uses

- Provides work space for large employers or small businesses
- Single or multi-tenant buildings
- Can occupy space in freestanding, single-use buildings or in mixed use buildings
- Best situated at corridor frontages to take advantage of permitted scale and accessibility



Mix of Uses – Restaurant and Retail Uses

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- Located in small, freestanding buildings or at the ground floor of vertical mixed use buildings
- Single or multi-tenant buildings
- Most likely neighborhood serving, but may include destination/anchor tenants
- Best situated at highly visible/accessible corridor frontages



Mix of Uses – Social Amenities

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Mix of Uses – Missing Middle Housing

- **Low and medium density housing types**
 - Townhomes, Duplex
 - Small lot attached homes
 - Triplex, Fourplex, Cottage courts, Live/Work
- **Primarily single-family (ownership and rental)**
- **Close proximity to open space and trails**
- **Engaging, pedestrian-friendly frontages such as porches, stoops, and patios**
- **Best utilized as transitional uses adjacent to existing neighborhoods**



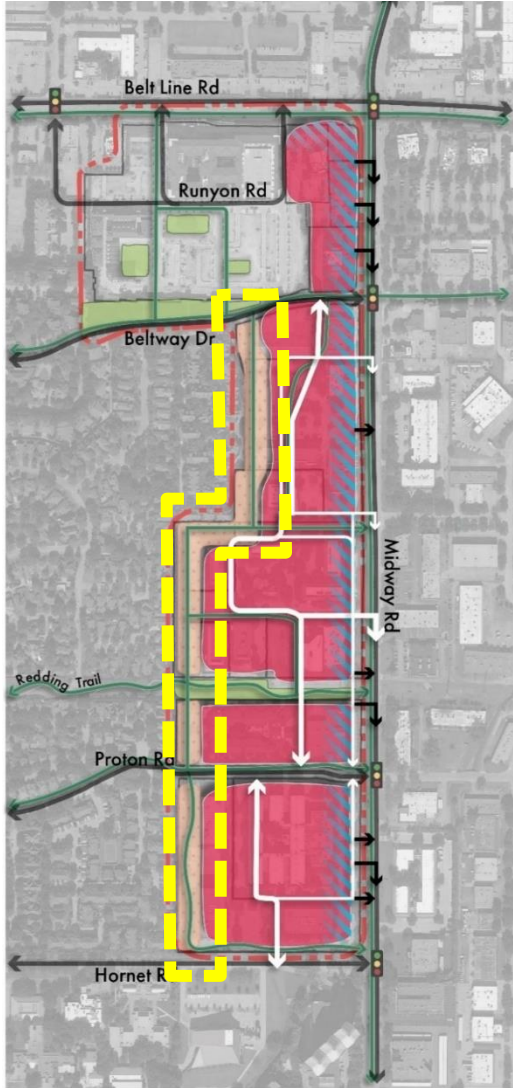
Mix of Uses – Multiunit Housing

- **Medium to high density housing types**
 - Apartments and Condos
 - Independent and Assisted Living
- **Frontage on Midway Road**
- **Activated uses on ground floor, Midway Road frontages**
 - Retail, restaurants, and services
 - Amenity and co-working
- **Access to open space trails, buffered from less intensive uses**

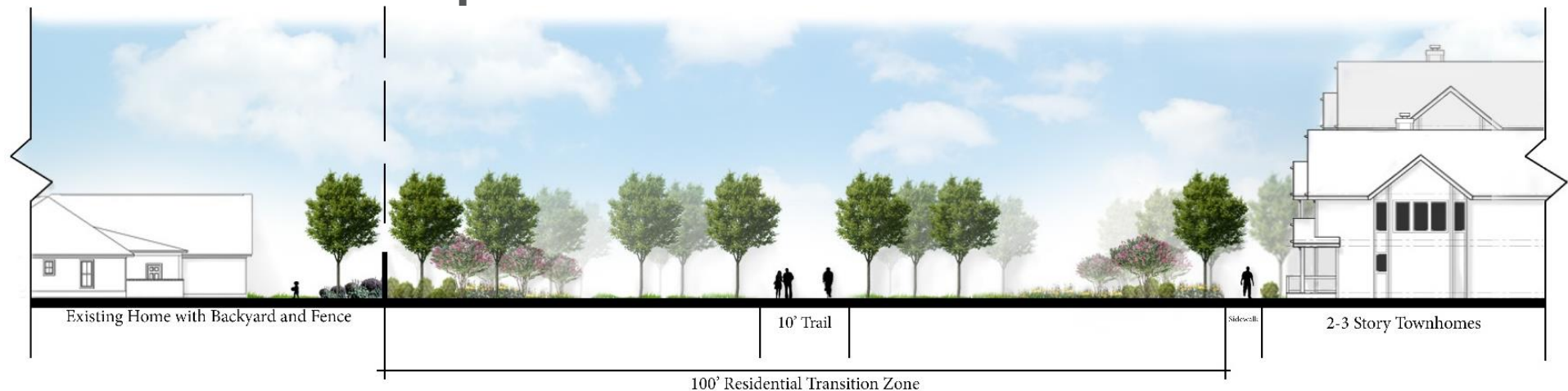


Residential Transition Zone

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- 100 feet in width (where feasible) at the western edge of study area
- Park Master Plan 10-foot public trail, landscape, public art, and other pedestrian amenities
- Publicly accessible and maintained, activated, safe – Trail-oriented Development



Priority Frontage Zone

- Building frontages oriented to Belt Line and Midway frontages
- Buildings of greater scale encouraged to support more prominent design and buffering/noise mitigation
- Articulated building design to support ground floor shop front character
- Convenient access, balanced treatment of parking
- Safe for pedestrians



- Publish Draft Report – May 2022
- P & Z consideration – May / June 2022
- City Council consideration – June / July 2022
- If approved, retire the “Sam’s Club” name and rebrand as the “South Midway” area



Questions?