

Advisory Committee Intent

The Special Area Study Advisory Committee worked for many months to shape a recommended vision and development policy that Town leadership can use to evaluate future development proposals and to prioritize infrastructure and amenity investments for this area. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy and safety of the nearby residential neighborhoods and encourages compatible land uses in the area. Due to the long-term nature of the proposed vision and the unique conditions that each property within the study may present as it develops/redevelops, Town leadership may be required to balance competing goals. When competing goals/priorities are being considered, it is the intent of this committee that Town leadership's priority be to preserve the integrity of the existing residential neighborhoods.

Strategic Direction Overview

The Strategic Direction for this Special Area Study communicates the Town's vision for the future of this area to property owners, residents, future developers, and other interested stakeholders. This strategic planning framework is comprised of **design principles**, **policies**, and **illustrative graphics** tailored to achieve the **overall objectives** provided below. Town leadership will utilize this framework to promote the highest quality reinvestment that also respects adjacent neighborhoods. This framework will consider and balance near-, mid-, and long-term needs over a 30-year planning horizon and should accommodate the flexibility needed to achieve the highest and best use of the land as market conditions evolve.

Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.

Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area.

Design Principles

These principles shape a design concept that achieves the overall objectives through future reinvestment in this area:

1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.

2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Maximize **flexibility** for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. 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 in the Study Area.

Form and Character Policies

Development Form, Land Use, and Housing Mix

1. Redevelopment areas should be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces should serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use development pattern that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area should be carefully considered in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, Missing Middle Housing Types such as small lot detached homes, duplexes, townhomes, cottage courts, triplexes, fourplexes, and live/work units should be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility must be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.

Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the intent of this study.
2. The western edge of the Study Area should serve as a residential transition zone to protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor should be established at this boundary as a buffer, in accordance with the **Residential Transition Zone Exhibit**. As redevelopment occurs, a multi-use trail should be constructed in accordance with the

recommendations of this Study and the Town's Trail Master Plan, and new development should positively engage and be located outside of the transition zone.

3. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer.

Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas should be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails should be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Road should support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road **Priority Frontage Zone**.
4. To maintain compatible conditions with nearby residential neighborhoods in the Beltway Drive corridor, new vehicular connections shall not be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.

Note: A consensus of the committee felt strongly, in keeping with the intent of a previous Council decision related to limiting the connection between the Addison Grove development and Beltway Drive for only Public Safety purposes, that the Council should memorialize a policy statement that limits the ability to connect the Addison Grove development to Beltway Drive. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy, and safety of the nearby residential neighborhoods.

5. Vehicular connectivity between the parcels south of Beltway should be required where such connections are beneficial to the overall design of the area. When new street connections are introduced, the block patterns should be designed to limit cut-through traffic from the southern parcels to Beltway Drive.

Trails and Open Spaces

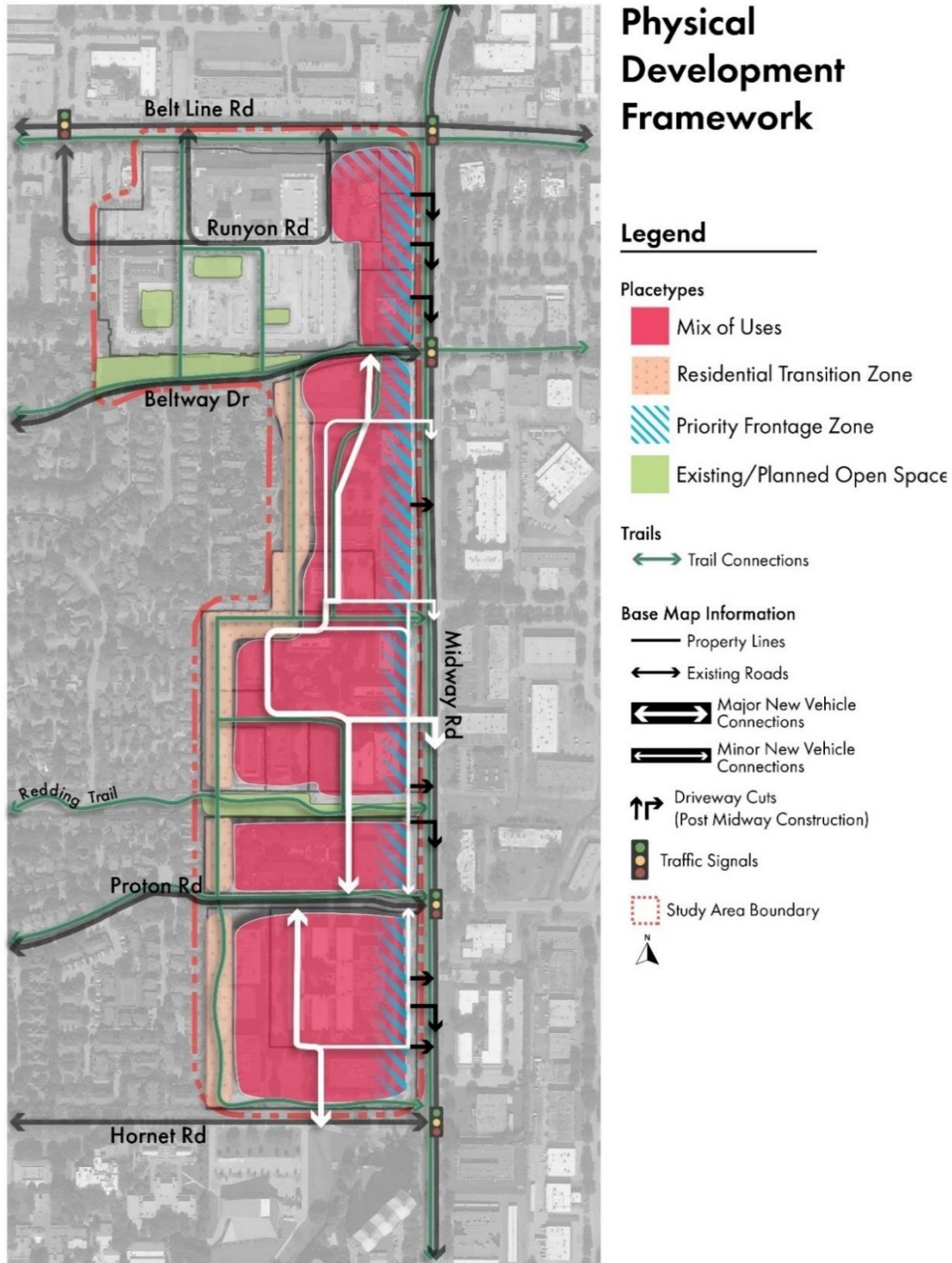
1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding Trail.
4. "Trail-oriented" development should be facilitated by providing connectivity between and focusing building frontages towards the **Residential Transition Zone** and the Midway Road multiuse trails.

Placemaking

1. Flexible treatment of development form and function at the **Priority Frontage Zone** (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.
2. Ground floor uses should be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
3. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the **Priority Frontage Zone** and at other frontages where the condition is market supported. "Retail Ready" treatments are not preferred.
4. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
5. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
6. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.

Physical Development Framework Map

The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.



Framework Map Components – Mix of Uses

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces. The envisioned **Mix of Uses** includes:

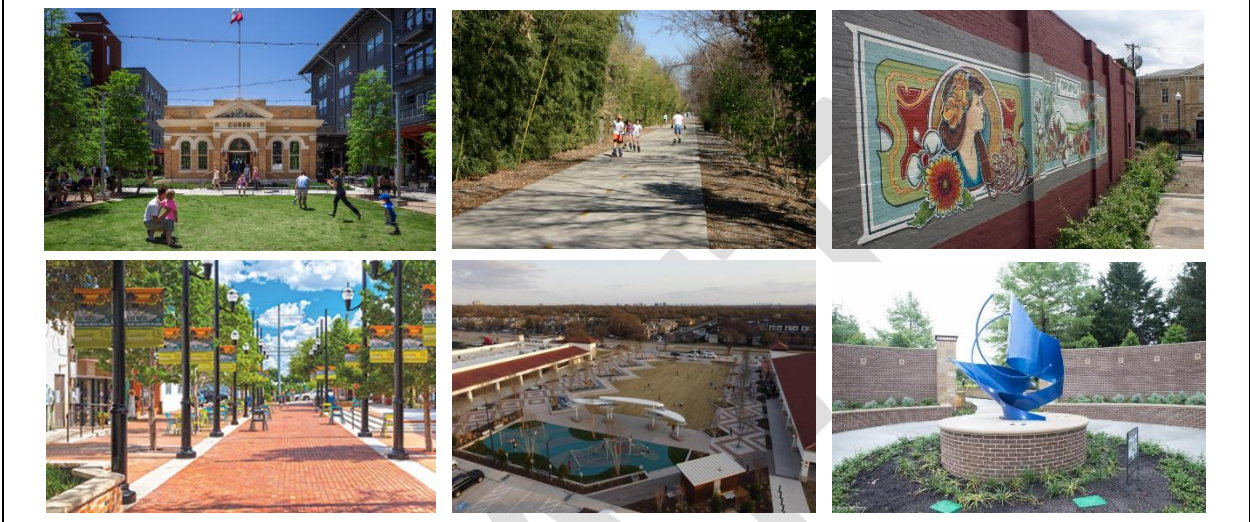
Employment and Service Uses		
<i>Building Form and Orientation</i>		
	Employment and service uses can be accommodated in single- or multi-tenant buildings providing workspace for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.	
	<i>Streetscape</i>	<i>Parking</i>
	Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios	Parking structure, on-street parking, slip lanes, ride share, surface parking lots

Restaurant and Retail Uses		
<i>Building Form and Orientation</i>		
	Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.	
	<i>Streetscape</i>	<i>Parking</i>
	Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes	Surface lots, slip lanes, valet and ride share, shared parking structure

Social Amenities

Social amenities include public and private parks and open space, trails, recreation amenities, civic spaces, murals, and public art. These amenities are best located at central gathering areas and at neighborhood transitions areas.

Form and Orientation



Missing Middle Housing



Building Form and Orientation



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single-family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.



<i>Streetscape</i>	<i>Parking</i>
Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees	Individual garages, on-street visitor parking, common surface parking

Multiunit Housing		
<i>Building Form and Orientation</i>		
	<p>Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.</p>	
	<i>Streetscape</i>	<i>Parking</i>
	<p>Buildings with patios/small courtyards at the street, wide sidewalks, street trees</p>	<p>Parking structure, on-street, slip lanes, Individual garages</p>

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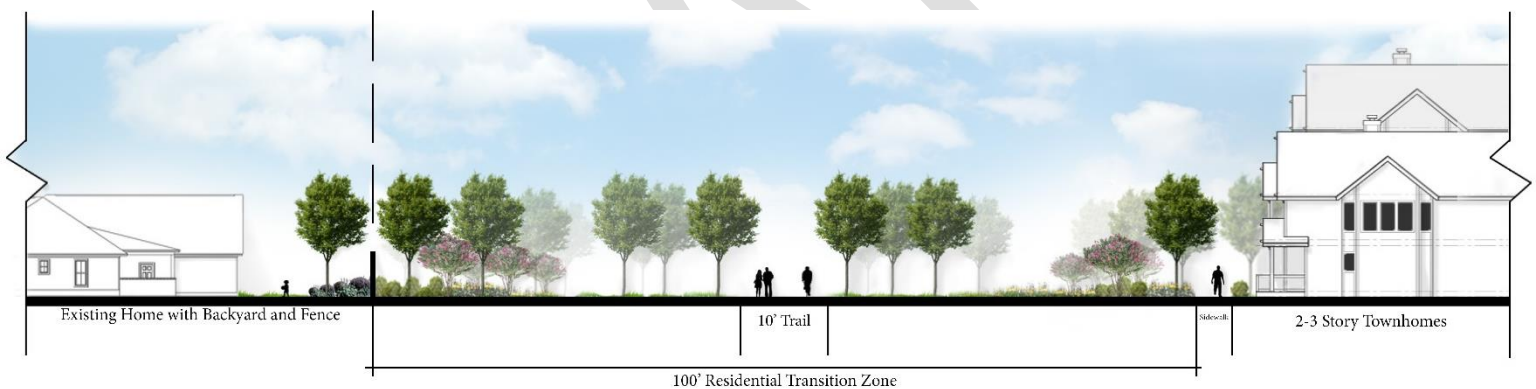
Framework Map Components – Residential Transition Zone

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements.

Where these rezoning requests are made, the Town should seek to establish a **Residential Transition Zone** at the western edge of the study area. Desired design and operational characteristics of this zone include:

1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or acquired by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.

New development adjacent to the **Residential Transition Zone** should orient toward and activate that area, creating a sense of safety and comfort for pedestrians throughout the day and early evening. Building scale and design in this area should be compatible with neighborhoods adjacent to the Study Area.



This feature is a strategically critical element of this plan, as it is utilized to preserve the integrity, privacy, and safety of adjacent neighborhoods, while also meeting the placemaking and recreation needs of this area. Where existing and/or proposed site conditions merit consideration of alternative design treatments, Town leadership will carefully evaluate such requests to ensure that the underlying intent of this policy is met, and that allowance of any such deviation will result in development outcomes that best meet the overall intent of this study.

Framework Map Components – Priority Frontage Zone

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as those frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this **Priority Frontage Zone**, the following elements should be carefully considered in the design of these sites:

1. Buildings should front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings should be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head-in or angled parking should be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access should be provided for building services and deliveries, and buildings should be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections should be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.



Shops of Legacy, Plano, Texas



Lakeside DFW, Flower Mound, Texas