



**ADDISON**

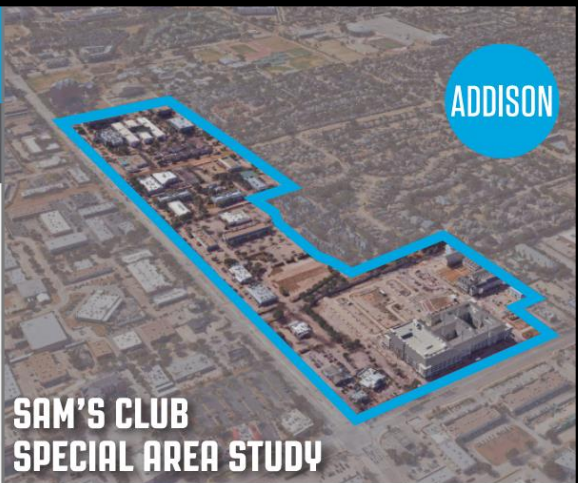
**SAM'S CLUB  
SPECIAL AREA  
STUDY**

**City Council  
August 9, 2022**

# Public Review Process Update

ADDISON

- Draft Report released June 17<sup>th</sup>, and presented in detail at June 21<sup>st</sup> P & Z meeting
- P & Z public hearing and consideration – July 19, 2022
- **City Council public hearing and consideration – August 9, 2022**
- If approved, retire the “Sam’s Club” name and rebrand as the “South Midway” area or other name



**NOTICE OF PUBLIC HEARING**

Town of Addison  
Planning & Zoning Commission


**July 19, 2022 - 6:00 pm**  
**Addison Treehouse**  
14681 Midway Road, Suite 200  
Addison, TX 75001

**PUBLIC HEARING**  
Sam's Club Special Area Study.

Hold a Public Hearing, Present, Discuss, and Consider Action on the Sam's Club Special Area Study, a Long-Range Planning Policy Guiding Future Development and the Provision of Infrastructure and Social Amenities within a 79± Acre Area Bounded by Belt Line Road to the North, Hornet Road to the South, Midway Road to the East, and existing residential neighborhoods to the West.

**SAM'S CLUB  
SPECIAL AREA STUDY**

You can find the Draft Study at [www.AddisonTexas.net/SamsClubStudy](http://www.AddisonTexas.net/SamsClubStudy) or by scanning the QR code. If you cannot make the meeting but have further comments, please reach out to Director of Development Services Ken Schmidt at [kschmidt@addisontx.gov](mailto:kschmidt@addisontx.gov) or 972.450.7027.



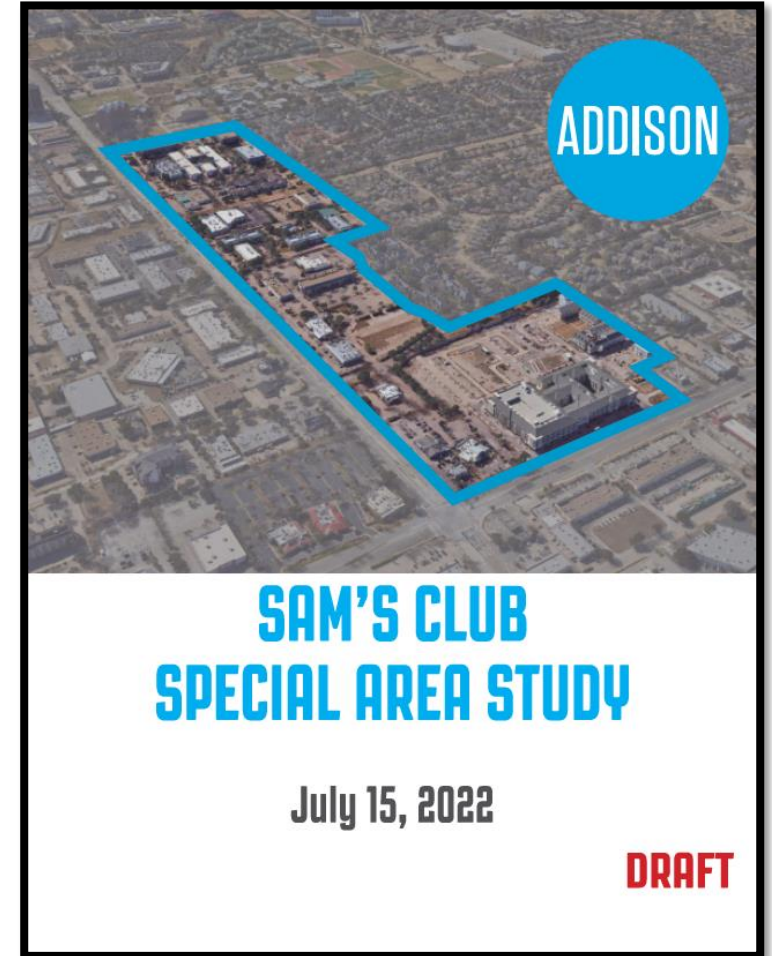
1,456 Property Owner Notices  
mailed week of July 4<sup>th</sup>

<https://addisontexas.net/dev-services/sams-club-special-area-study>

# Citizen Feedback Received Since July 15<sup>th</sup>

ADDISON

- Include language that states no apartments adjacent to the residential transition zone and current single-family homes
- Remove the Major New Vehicle Connection between the current Addison Tree House and Proton Drive (*multiple respondents*)
- remove the proposed residential transition zone and trail connection between Proton Drive and Hornet Road
- Remove the Major New Vehicle Connection accessing the private property that is owned by Greenhill School
- Get rid of the Sam's Club name and provide more time for review of the study
- Promote home ownership, not rental housing
- Need a master plan, plan allows for fragmented development, consider incentivizing development of ownership housing
- Advisory Committee Member – language refinement to Beltway Drive note on page 26



# Analysis of Citizen Feedback

- Compatibility is not limited to one use, it is a site design/zoning consideration. Scale, density, site mitigation measures, and building programming should all be considered.
- Removal of street connections to Proton and Hornet could be in the spirit of the plan's intent to support existing businesses that are sustaining.
- As these areas redevelop, these connections should be thoughtfully considered in the interest of public safety (giving drivers access to traffic signals is a public safety best practice).
- With Midway Atrium seeing new investment, this block is unlikely to see transformational redevelopment. In the event that it does, we are best positioned if we have some open space on the plan to improve the Town's ability to negotiate zoning terms.
- Incremental redevelopment is the "new normal", major land assembly will typically require major decline + generous zoning entitlements/incentives.



# Notice Response

ADDISON

## PUBLIC NOTICE:

Notice of public hearing was provided to property owners within 200 feet and in the area of Town bounded by Belt Line Road, Marsh Lane, Midway Road, and Spring Valley Road.

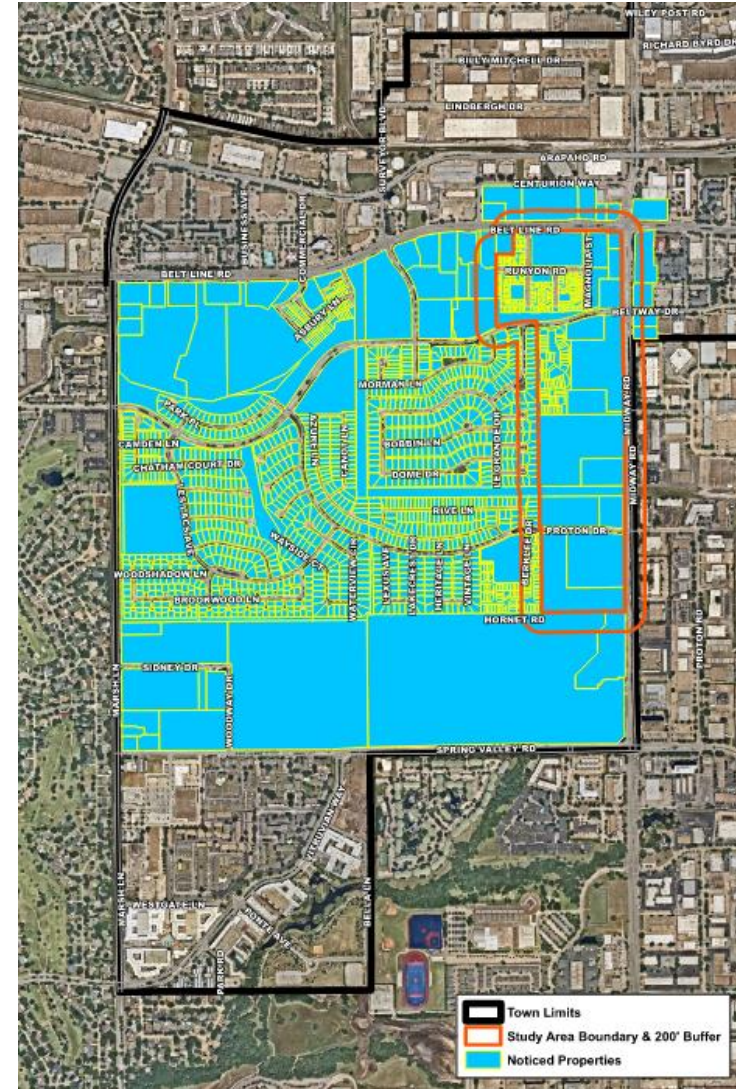
## NOTICE RECIPIENTS: 1,456

22 responses received.

Feedback received highlighted specific concerns related to the plan and was generally supportive of the need to have a plan.

## PLANNING & ZONING COMMISSION ACTION

Approval: 7 – 0



## Staff recommends **approval**.

This study addressed a very challenging community dialogue and through 14 months of work by the project advisory committee, consensus has been achieved on many important redevelopment policy issues.

This plan is not perfect, but it gives the Town some tools to help navigate key redevelopment considerations such as residential compatibility and housing demand. The plan does not solve these challenging issues for the Town, but it does provide effective tools to support a more robust public dialogue.

**Moving forward, this area and the study should be re-branded. Consider “South Midway” or engaging in a broader re-branding process.**