



**ADDISON**

**SAM'S CLUB  
SPECIAL AREA  
STUDY**

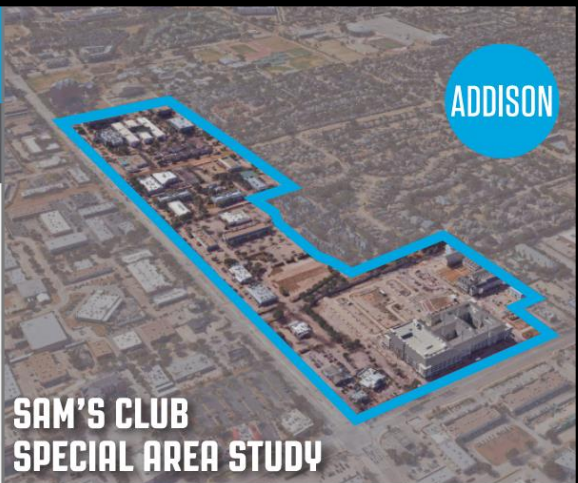
**Planning & Zoning  
Commission  
July 19, 2022**



# Public Review Process Update

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- 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



**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>

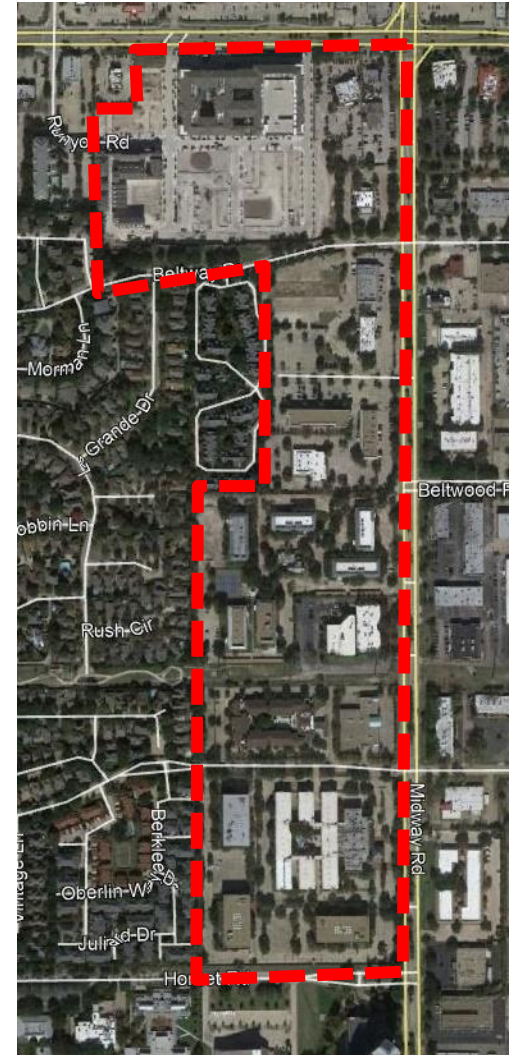
# Past Efforts – Sam’s Club Study 2014

- **2013 Comprehensive Plan calls for a number of special area studies – 1<sup>st</sup> 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 1<sup>st</sup> 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**

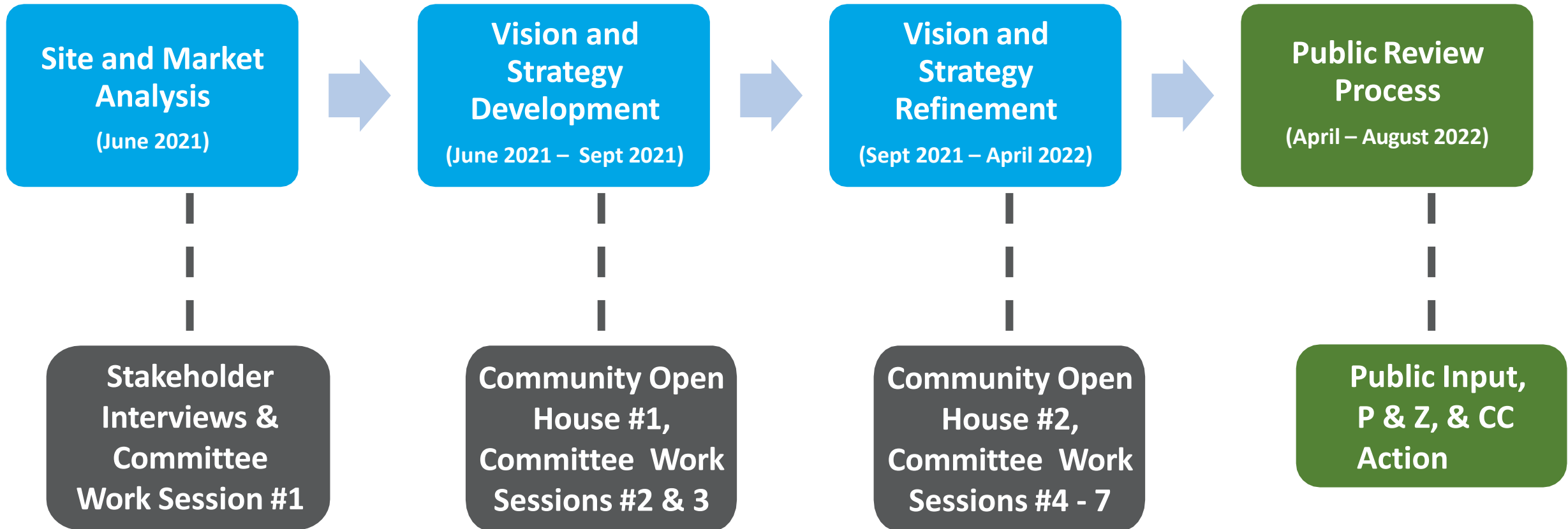


# Sam's Club Special Area Study - 2021

- **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 project team recommendations to best align with and balance community feedback and anticipated market needs for the study area



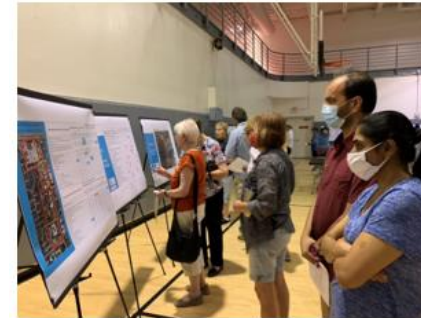
# Sam's Club Study Visioning Process





# Community Engagement

- Stakeholder Focus Group Interviews x 2
- Advisory Committee Meetings x 7
- Community Open House Events x 2
- Online Community Surveys x 2
- City Council Work Session x 1



## ■ Advisory Committee

- 14 residents, 3 business property owners
- Very consistent participation from the committee, met 7 times over the course of the planning process
- Very hands on in developing final recommendations; subcommittee met in the field to develop residential transition zone standards

Committee Member	Neighborhood/Organization
Al Cioffi	Towne Lake
Nancy Craig	Addison Timbers HOA President/P & Z member
Susan Halpern	Midway Meadows
Peter Jessiman	Asbury Circle
Judy Lindloff	Towne Lake/Former HOA President
Steve Loras	Addison Timbers
Sue Milholland	Midway Meadows
Marvin Perez	Towne Lake
Eileen Resnik	Grand Park Place/P & Z Chair/Council Member
Lorrie Semler	Midway Meadows
Austen Spoons	Pecan Square
Ron Whitehead	Midway Meadows/Former City Manager of Addison
Nancy Williams	Midway Meadows
Kathie Wood	Les Lacs
Alex McCutchin	Midway Square
Bill Park	Starbucks / Nate's Seafood
Dan Stansbury	Office in the Park

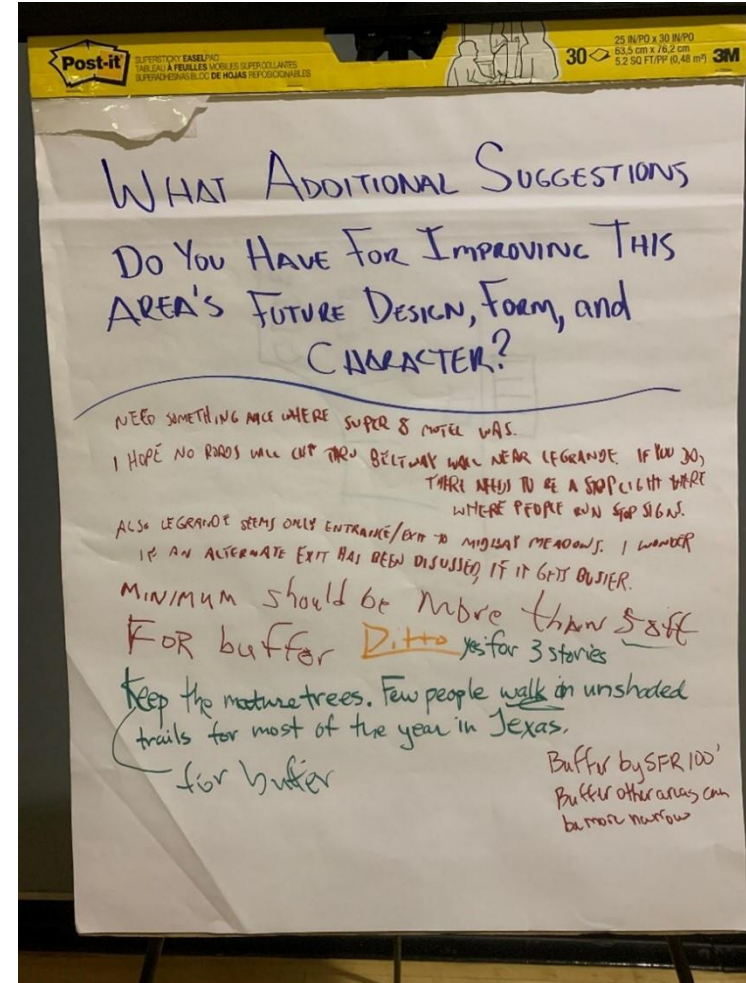
# Community Engagement

- **Community Open House Events**

- 2 events, over 70 participants at each event
- Input received through keypad polling and policy stations

- **Online Community Surveys**

- 2 surveys, over 240 survey respondents

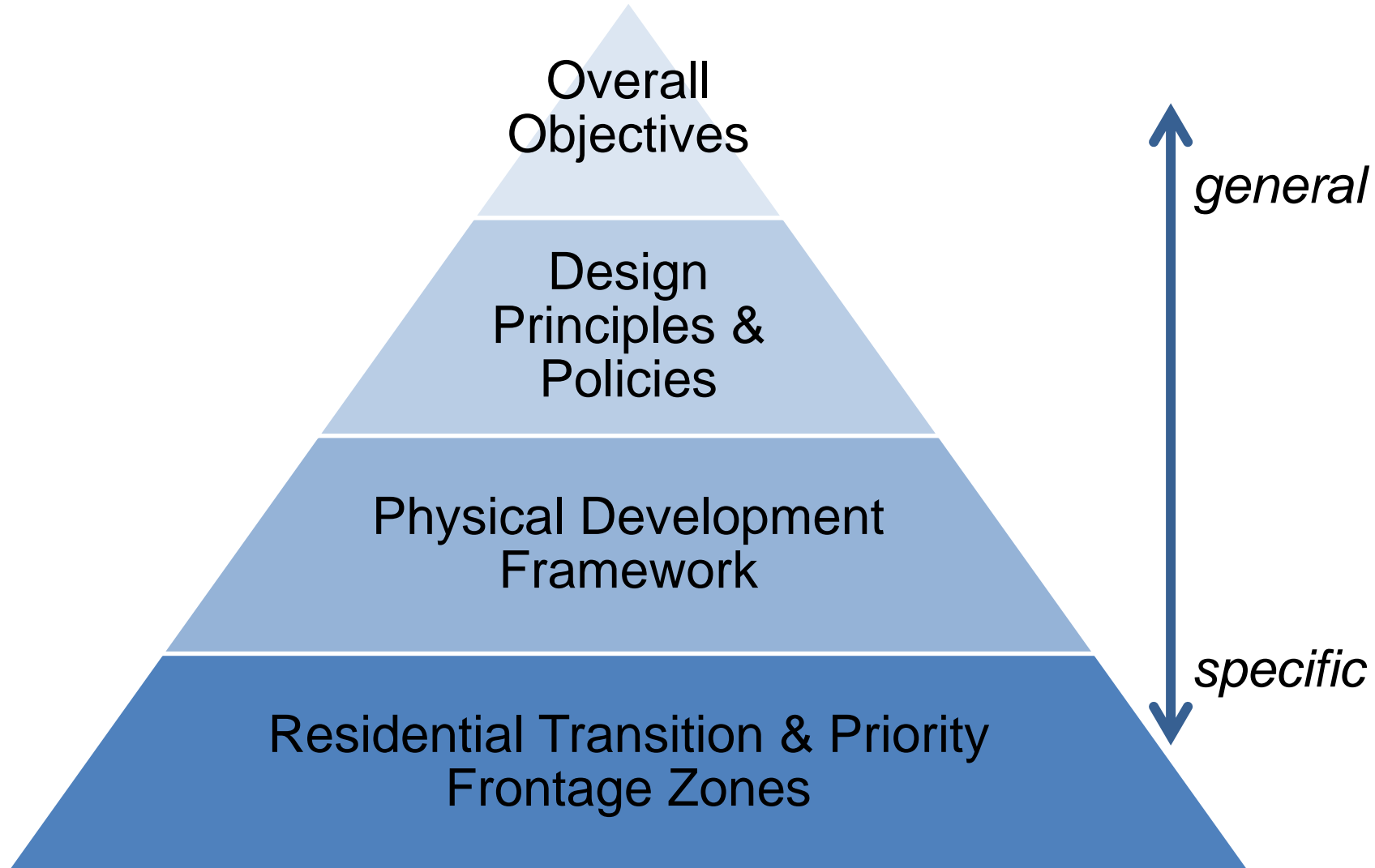




# Analysis & Engagement Outcomes

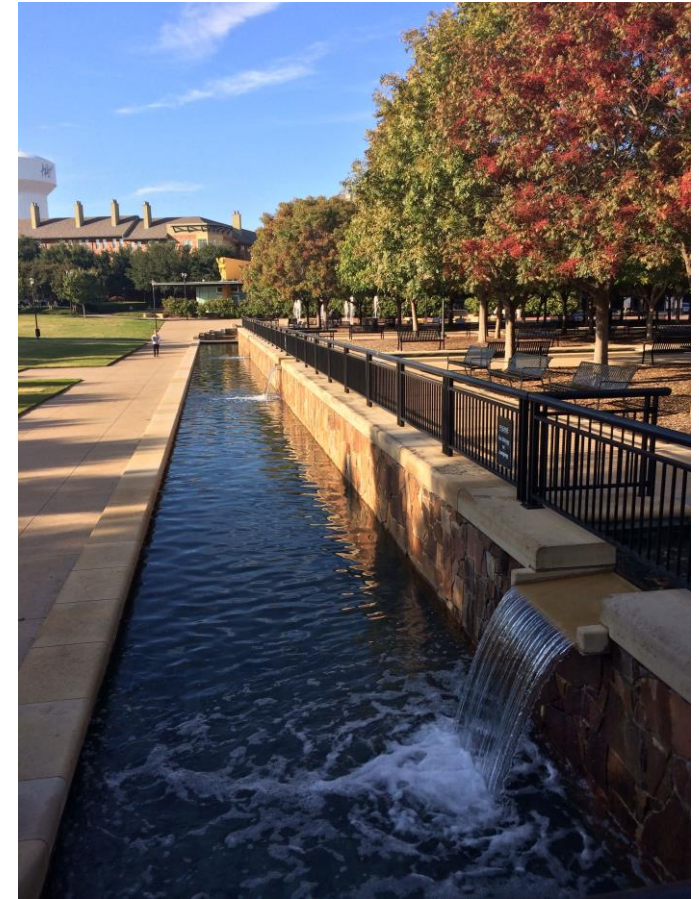
- **Structure & Process**
  - Needed much more time with the Committee to work through the challenges of this planning effort
- **Flexibility to address short and long-term needs, a tool to empower Town leaders**
- **Neighborhood Compatibility is critical**
  - Establish a transition zone/buffer, carefully consider land use and new vehicle connections
- **Housing remains a challenging policy issue**
  - This gives us tools – it does not change our region’s housing dynamics
  - Robust public engagement needed for consideration of new housing

	<p><b><u>For-Sale Housing</u></b>            Opportunity: Immediate            Products: Cottage            Townhouse            Missing Middle</p>	<p><b><u>Market Considerations</u></b>            -Increases ownership opportunities in Addison            -Buffers existing SFD neighborhoods            -Adds rooftops to support commercial            -Land cost will influence price points</p>
	<p><b><u>Rental Housing</u></b>            Opportunity: Immediate            Products: Market-Rate MF            Active Adult MF            Senior Care</p>	<p><b><u>Market Considerations</u></b>            -Recent MF developments prove viability            -Market-rate communities performing well            -Seniors are fastest growing age group            -Increases options for aging in place</p>
	<p><b><u>Neighborhood-Serving Retail</u></b>            Opportunity: Mid-Term            Product: In-line retailers            Destination            Service office</p>	<p><b><u>Market Considerations</u></b>            -Retail in a state of flux            -New development will seek premier locations            -Smaller-scale retail can be an amenity            -Role for services beyond traditional retail</p>
	<p><b><u>Office</u></b>            Opportunity: Mid- to Long-Term            Product: Service office            Flexible workspaces            Medical</p>	<p><b><u>Market Considerations</u></b>            -Continued recovery from pandemic            -Higher vacancy rates; excess space absorbed            -Smaller-scale neighborhood-services            -Medical office integrated in a master plan</p>



# 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

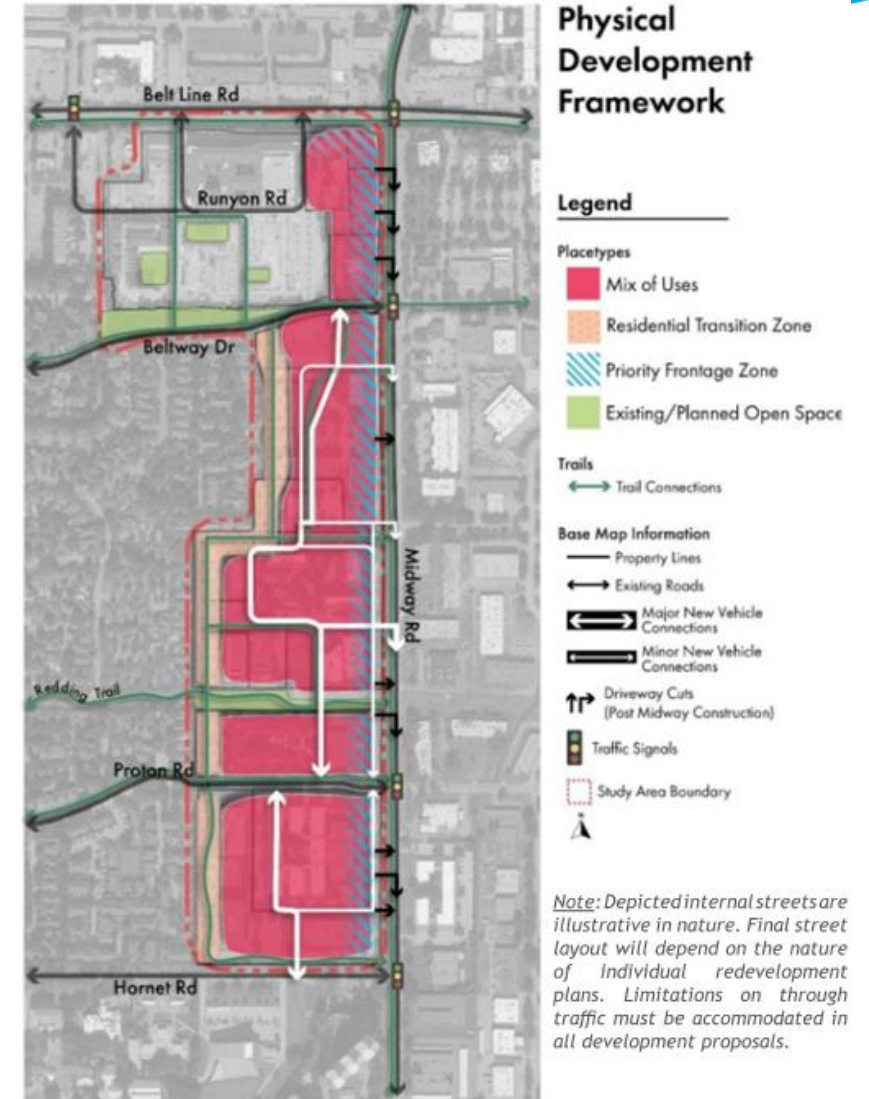
- Priority Frontage Zone at Midway and Belt Line frontages
- Appealing, active streetscape
- Nonresidential ground floor use in residential mixed-use buildings at priority frontage zone
- Preserve trees wherever feasible – focal point opportunities
- Balanced parking treatment – provide convenience,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





# Physical Development Framework Map

- 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

- 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

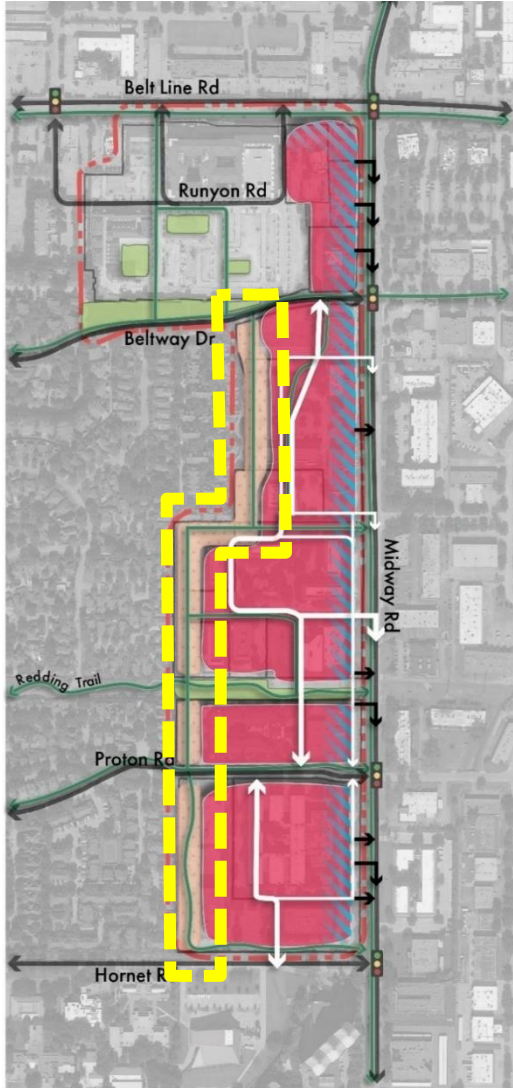
- Medium to high density housing types
  - *Apartments and Condos*
  - *Independent and Assisted Living*
- Frontage on Midway Road
- Activated uses on ground floor, Midway Road frontages
  - *Retail, restaurants, and services*
  - *Amenity and co-working*
- Access to open space trails, buffered from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



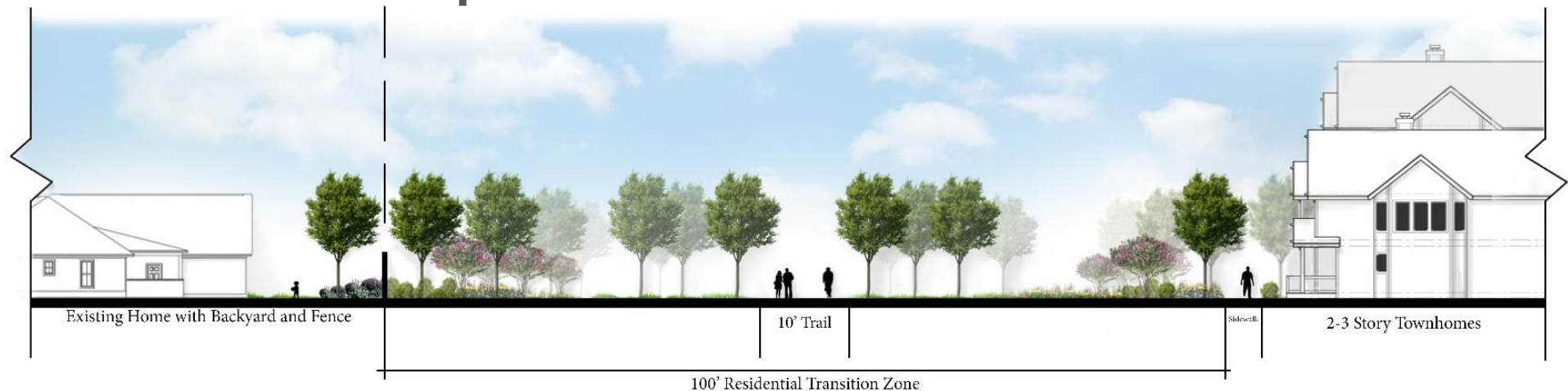


# Residential Transition Zone

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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





- **Overview**

- Town action to address short-and long-term needs over a planning horizon they may extend for decades

- **Partners**

- Surrounding neighborhoods and business property owners
- Development community
- Other governmental agencies

- **Process**

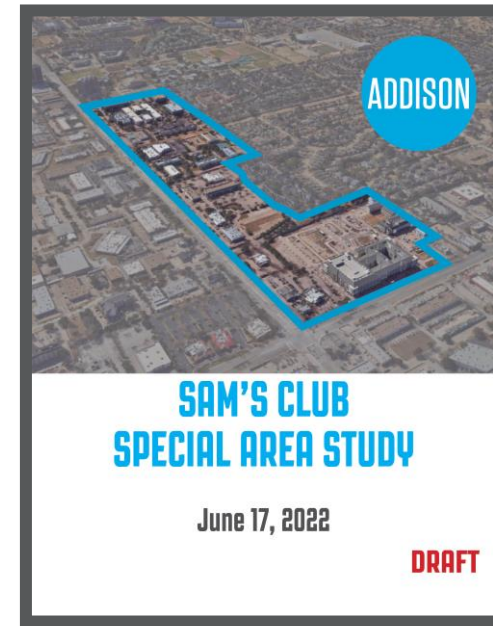
- Guides public investment in infrastructure and social amenities
- Used to evaluate rezoning requests
  - *Former Super 8 Motel site*
  - *Office in the Park*



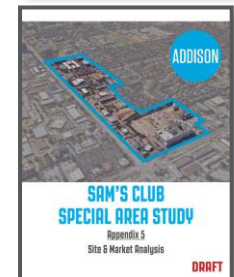
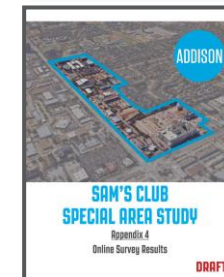
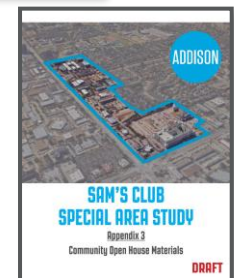
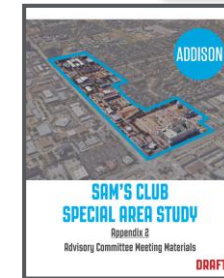
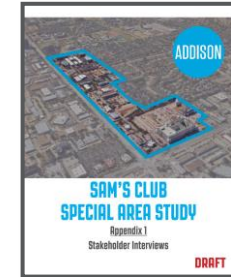


# Plan Components

- Draft Report
- Appendices
  - *Appendix 1 - Stakeholder Interviews*
  - *Appendix 2 - Advisory Committee Meeting Materials*
  - *Appendix 3 - Community Open House Materials*
  - *Appendix 4 - Online Survey Results*
  - *Appendix 5 - Site & Market Analysis*



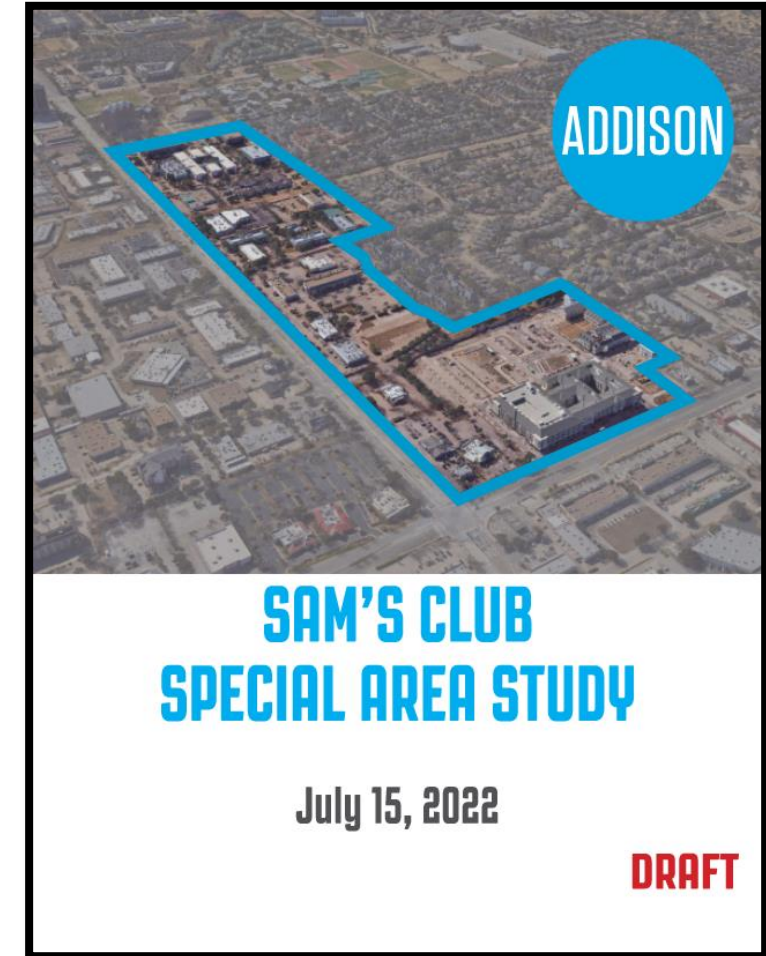
Report



Appendices

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

- Revisions made with July 15<sup>th</sup> updated draft report
  - *Added annual implementation progress check in during P & Z annual organizational meeting*
  - *Correction of minor typos*

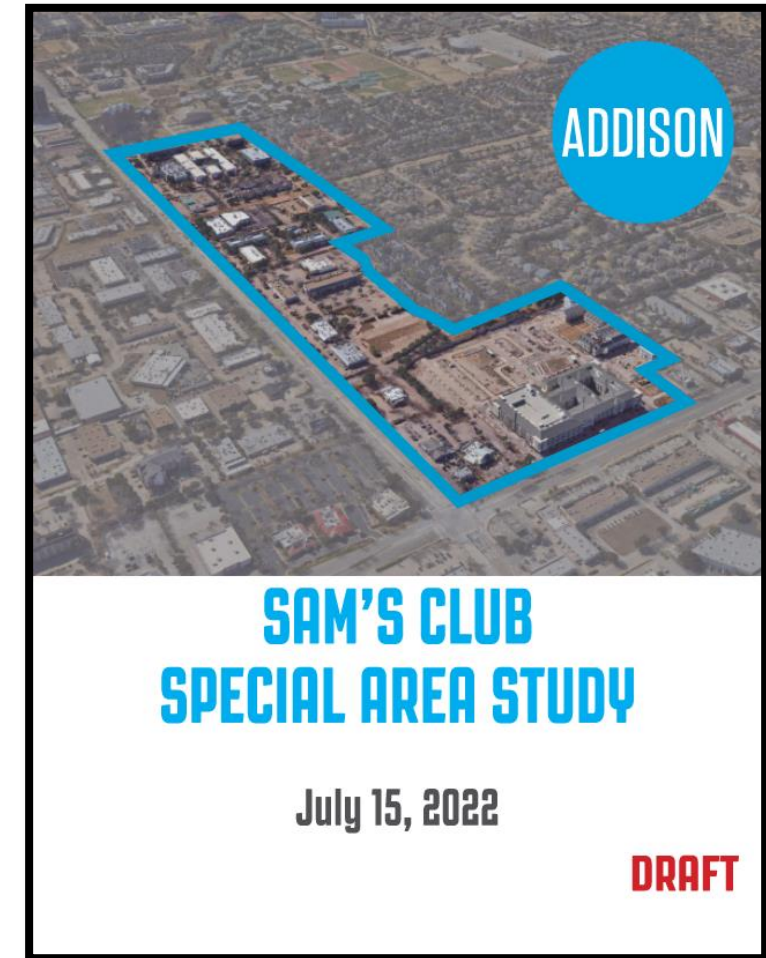


<https://addisontexas.net/dev-services/sams-club-special-area-study>

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

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- Include language that states no apartments adjacent to the residential transition zone and current single-family homes
- Remove the Major New Vehicle Connection that would connect vehicular traffic to and from the current Addison Tree House to 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



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



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

- 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 would 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
- *Note: Depicted internal streets are illustrative in nature. Final street layout will on the nature of individual redevelopment plans. Limitations on through traffic must be accommodated in all development proposals.*



## 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.

When considering long-range plans such as this, it is important to balance what exists now versus what may exist years from now.