

Back in Motion: Foot Traffic Trends in Addison's Industrial Sector

BI-WEEKLY REPORT

PREPARED BY:

Economic Development

Town of Addison
15650 Addison Rd, Addison, Tx 75001

For questions please contact:

Emilio Montalvo
Economic Development Analyst
(972)450-7079
emontalvo@addisontx.gov



TABLE OF CONTENTS

1 Industrial Workforce Trends in Addison

2 Industrial Workweek Patterns

3 Industrial Areas in the Town

4 Industrial Workforce Post Covid

Industrial Workforce Trends in Addison

This report presents data on employee on site presence in Addison's industrial sector, including daily employee attendance patterns and detailed breakdowns by industrial sub-sectors, sourced from Placer.ai.

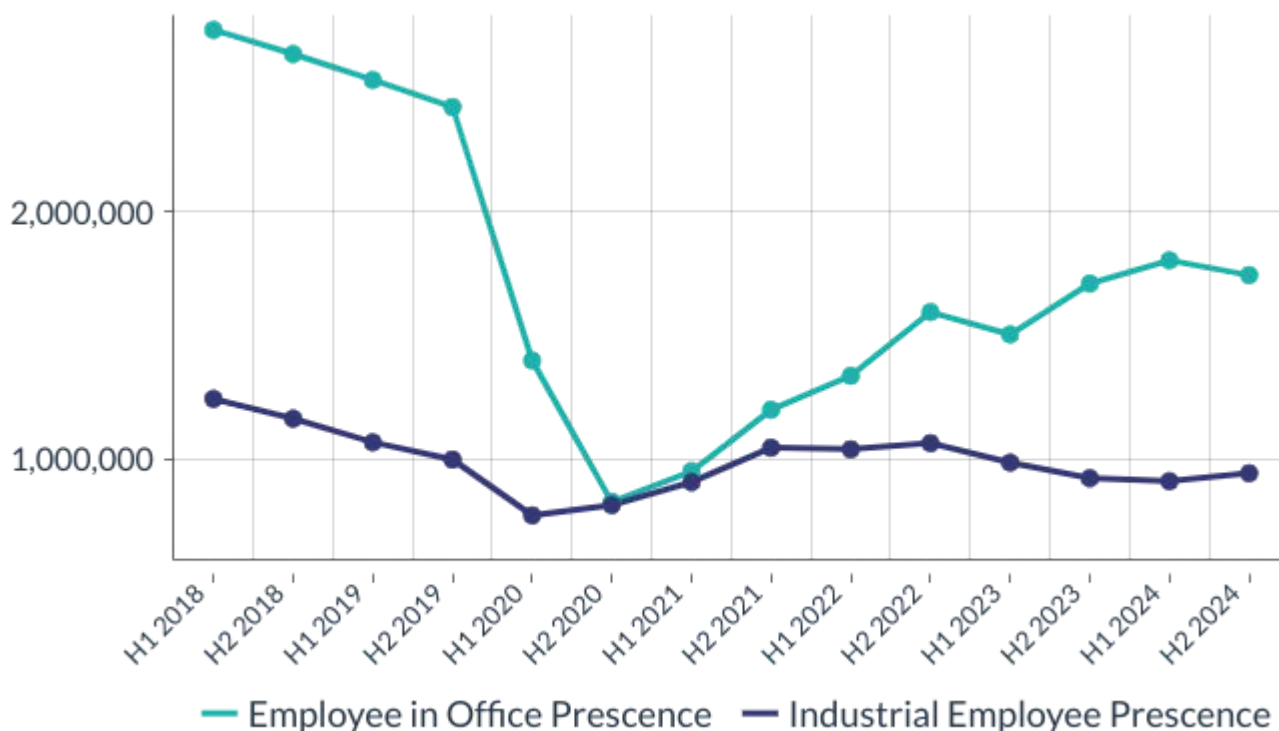
The chart below illustrates in-person industrial workplace presence from 2018 to 2024 in half-year intervals. Industrial workplace presence peaked in **H1 2018 with 946,858 employee visits**—roughly 45% of the in-person activity recorded at office buildings during the same period. From H2 2019 to H1 2020, **industrial workforce presence declined by 22%**, a modest drop compared to the **66% reduction in office presence**. By H2 2020, industrial workplace presence had risen to be equal to office presence, despite Addison having more than double more office than industrial space, highlighting how differences in on-site activity between sectors diminished during the pandemic.

The industrial sector saw a sharp rebound, with presence rising to **1,049,369 visits by H2 2021**. However, this recovery has tapered off. As of H2 2024, **industrial workplace presence is only 14% above its pandemic low** and **24% lower than it's highest peak in H1 2018**. Industrial in person activity is now now 46% lower than in person office attendance, more closely representing the ratio of industrial to office space Addison.

The relatively minor disruption in the industrial sector during covid is consistent with the nature of industrial work, which often requires physical presence and cannot be performed remotely.

Employee in Person Presence for Office and Industrial Buildings in Addison

Source: Placer.ai



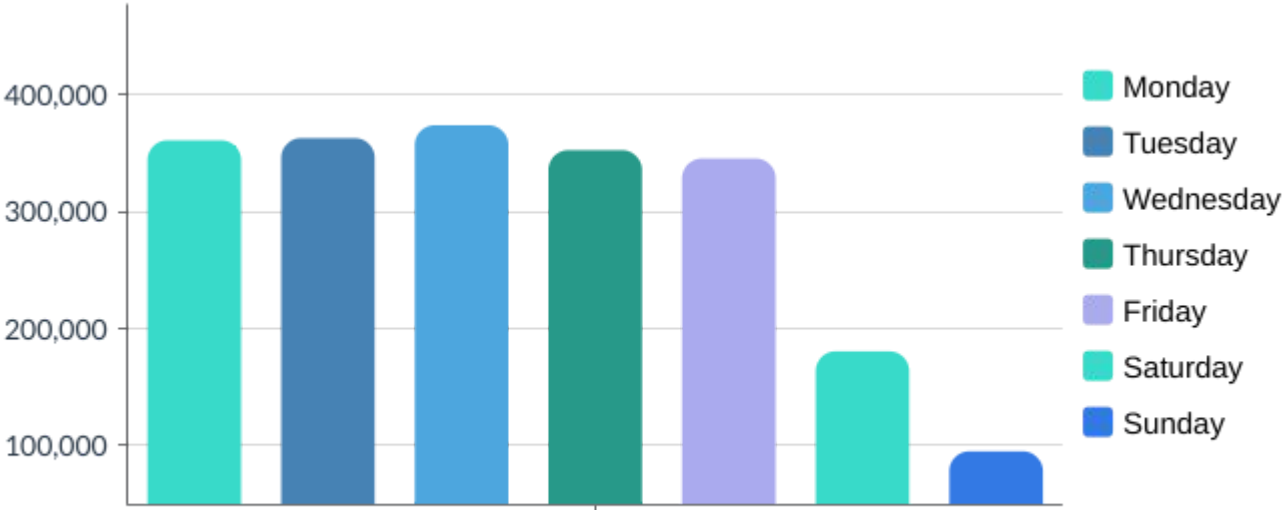
Industrial Workweek Patterns

A [previous report on office attendance trends](#) found that in-person presence dropped most significantly on Mondays and Fridays. In contrast, workforce presence in Addison’s industrial buildings has declined more evenly across all days of the week.

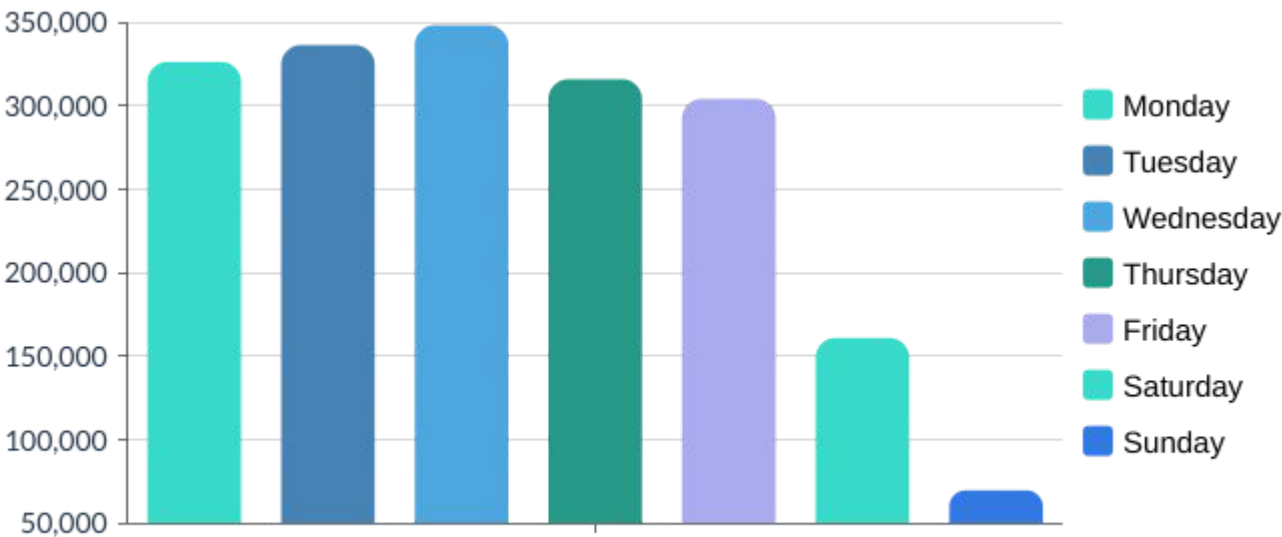
The distribution of employee presence by weekday in industrial settings remains relatively consistent compared to pre-pandemic patterns. While Wednesdays still see the highest workplace presence, the variation is modest: Wednesday attendance is only 13% higher than Friday, the lowest-attended weekday. This contrasts with office buildings, where Wednesday presence exceeds Friday by 34%.

This more balanced daily distribution in the industrial sector suggests greater consistency in on-site requirements, likely tied to the nature of industrial operations that maintain steady production or logistical schedules throughout the workweek.

Addison Industrial in Person Prescence by Weekday in 2019



Addison Industrial in Person Prescence by Weekday in 2024



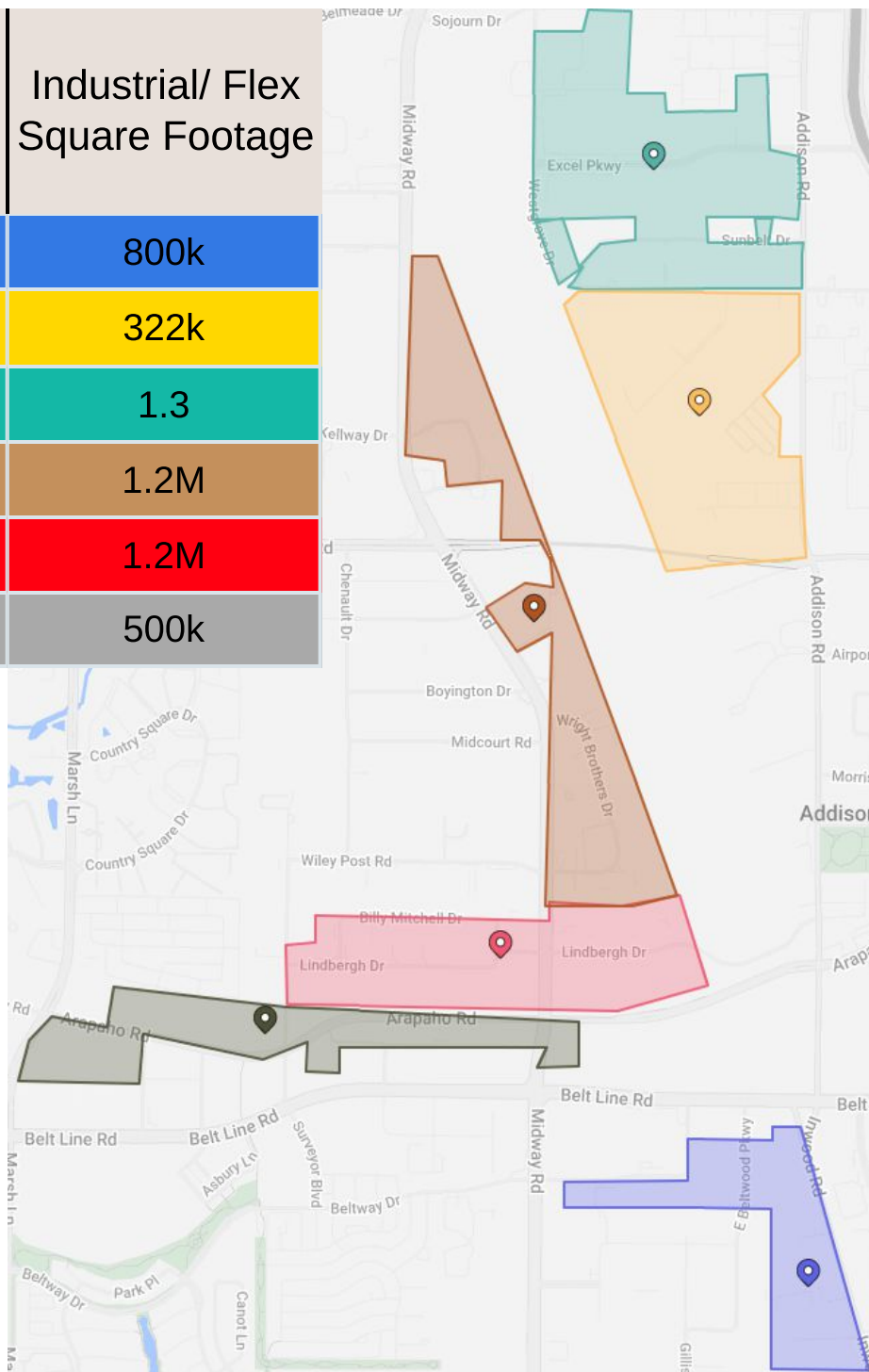
Industrial Areas in the Town

For the purposes of this report, Addison's industrial sector is divided by geographic areas rather than by individual buildings. Unlike office properties, industrial buildings are often single-tenant, making it difficult to identify broader trends at the building level.

The North industrial area, which includes Airborn Drive, Excel Parkway, and Westgrove Drive, is the largest industrial zone in Addison, containing the highest amount of industrial space. It is followed by the Northwest area, located between Midway Road and Addison Airport.

The West section, centered along Lindbergh Drive, has the highest concentration of industrial and flex space relative to its overall area, standing out as one of Addison's most densely industrialized zones.

Section	Total Area (Square Feet)	Industrial/ Flex Square Footage
South	2.3M	800k
East	4.7M	322k
North	4.9M	1.3
Northwest	4.2M	1.2M
West	3.6M	1.2M
Southwest	2.5M	500k



Fun Fact:

Addison's industrial development began in the 1960s as the Town transitioned from farmland, following the opening of Addison Airport in 1957. Retail development came later, after Addison became a "wet" Town while many neighboring cities prohibited alcohol sales. As retail corridors expanded, much of Addison's industrial space became tucked behind them, making the Town's industrial footprint less visible for visitors today.

Industrial Workforce Post-Covid

Across all areas of Addison, industrial workforce presence followed a similar pattern during the observed period: a noticeable dip during the COVID-19 pandemic, followed by varying levels of recovery depending on the area.

The smaller industrial areas, specifically the South and East sections, experienced the smallest declines in employee presence during the pandemic. These areas also maintained the steadiest levels of attendance both prior to COVID-19 and in the years following the pandemic. In contrast, the larger industrial zones, such as the North, Northwest, and West areas, experienced more significant declines in workforce presence and have yet to fully return to their pre-pandemic activity levels.

Among all sectors, **the East industrial area has demonstrated the strongest recovery, with current employee visits now reaching 93% of its H1 2018 peak levels.** On the other hand, the **North industrial area has seen the steepest drop, with workforce presence currently 49% lower than it was in 2018.** The Northwest and West industrial areas have experienced declines similar to the Town-wide average, with a decrease of approximately 24% between H1 2018 and H2 2024.

Future reports will take a closer look at the specific industrial tenants operating in Addison, which may offer further explanation for the shifts in employee attendance and provide deeper insights into the ongoing changes in Addison's industrial landscape.

Industrial Employee Total Visits by Area

