



Post Office Box 9010 Addison, Texas  
75001-9010  
5300 Belt Line Road  
(972) 450-7000 Fax: (972) 450-7043

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## **AGENDA**

### **REGULAR MEETING OF THE CITY COUNCIL**

**AND / OR**

### **WORK SESSION OF THE CITY COUNCIL**

**7:30 PM**

**MAY 24, 2011**

**TOWN HALL**

**ADDISON TOWN HALL, 5300 BELT LINE, DALLAS, TX 75254**

### **REGULAR MEETING**

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#### **Pledge of Allegiance**

Item #R1- Consideration of Old Business

Introduction of Employees

Discussion of Events/Meetings

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Item #R2- Consent Agenda.

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#2a- Approval of Minutes for the May 10, 2011 Worksession and Regular Council Meeting.

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Item #R3 Consideration and approval of an Ordinance canvassing  
- the results of the Municipal Election held on May 14, 2011.

Attachment(s):

1. Ordinance Canvassing 2011 general election

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Item #R4- Administration of the oath of office to the newly elected  
Mayor and Council Members of the City.

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Item #R5 Presentation of 2011 Silver Leadership Circle Award for  
- Financial Transparency.

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Item #R6 Presentation regarding the Share the Road signs  
- campaign.

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Item #R7 Presentation, discussion and consideration of an ordinance  
- amending Chapter 62, Sign, of the Code of Ordinances, of  
the Town by providing for a Meritorious Exception to Article  
VI. Special Districts, Sec, 62-289 Item G, Vitruvian Park to  
provide for letter and logo heights of 26" and blade signs  
with an area of 9 square feet.

Attachment(s):

1. VITRUVIAN PARK SPECIAL DISTRICT ORDINANCE
2. UDR APPLICATION/DRAWINGS

Recommendation:

Staff recommends approval.

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Item #R8 Consideration and approval authorizing the City Manager  
- to add a Receptionist position reporting to the Human  
Resources Director.

Recommendation:

Staff recommends approval.

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Item #R9 - Presentation, discussion and consideration of a resolution approving expenditures in an amount not to exceed \$92,000 for the Art & Wine Stroll to be held at Vitruvian Park in August 2011.

Attachment(s):

1. Vitruvian Park Special Events

Recommendation:

Staff recommends approval.

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Item #R10 - Presentation of Visitor Services Quarterly Report for Quarters 1 and 2 of Fiscal Year 2011.

Attachment(s):

1. Visitor Services Review Cover Memo
  2. Visit Addison Quarterly Review Q1 & Q2
  3. ACTC Quarterly Review Q1 & Q2
- 

Adjourn Meeting

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Posted:

Lea Dunn, 5/20/2011, 5:00 pm

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES. PLEASE CALL (972) 450-2819 AT LEAST 48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**



## Council Agenda Item: #R 2a

**AGENDA CAPTION:**

Approval of Minutes for the May 10, 2011 Worksession and Regular Council Meeting.

**FINANCIAL IMPACT:**

N/A

**BACKGROUND:**

N/A

**RECOMMENDATION:**

N/A

**COUNCIL GOALS:**

N/A

**ATTACHMENTS:**

Description:

[Minutes for May 10 2011 Council Meeting](#)

Type:

Backup Material

# OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION

May 10, 2011

5:30 PM - Town Hall

Addison Town Hall, 5300 Belt Line, Dallas, TX 75254

Upstairs Conference Room

Council Members Present:

Arfsten, Chow, Clemens, Lay, Noble, Resnik

Absent:

Mellow

## **Work Session**

Item #WS1 - Discussion and presentation of a platform leveraging Social Media and Web 2.0 communication and collaboration technologies to support the following strategic objectives for the Town of Addison: Promote the Addison brand as a vibrant, thriving community; Support business and economic development initiatives and goals; Improve the communication flow between Addison and its constituents; Reduce events planning administrative workload, improve Special Events operations and attendee experience and improve Special Events marketing effort; Promote the value of the Addison Airport and augment outreach communications to internal and external stakeholders

City staff and representatives from IBM gave a software package demonstration.

There was no action taken.

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Mayor-Joe Chow

Attest:

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City Secretary-Lea Dunn

**OFFICIAL ACTIONS OF THE ADDISON CITY  
COUNCIL  
REGULAR MEETING**

May 10, 2011

5:30 PM - Town Hall

Addison Town Hall, 5300 Belt Line, Dallas, TX 75254

Lea Dunn, 5/6/2011, 5:00 PM

Council Members Present:

Arfsten, Chow, Clemens, Lay, Noble, Resnik

Absent:

Mellow

**REGULAR MEETING**

Item #R1 - Consideration of Old Business

The following employees were introduced: Will Hamilton, Fire Department; Lisa Khaleghipour, Human Resources; John Godley, General Services.

There was no action taken.

The Mayor recognized Asian Heritage Month.

There was no action taken.

Item #R2 - Consent Agenda

#2a - Approval of Minutes for the April 26, 2011 Worksession and Regular Council Meeting.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

#2b - Approval authorizing the Director of Public Works as the Town of Addison's representative and the Town Engineer as alternate representative to the Trinity River Authority Advisory Committee for the Authority's Central Wastewater Treatment System.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

#2c - Approval to pay Intellacuity \$7,816.25 for the development of an electronic solution for tracking key performance indicators, project planning, management and execution.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

#2d - Approval of award of bid to Johnson Controls, Inc., for Heating, Ventilating, Air-Conditioning (HVAC) Annual Maintenance Services for all Town owned facilities in the amount of \$166,052.00.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

#2e - Approval of a 911 billing agreement with Triton Networks.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

Item #R3 - Presentation of proceeds from the 2011 Raul Acevedo Bowl-A-Thon to Wipe Out Kids Cancer (WOKC).

Brandon Graham spoke regarding this item.

There was no action taken.

Item #R4 - PUBLIC HEARING Case 1629-SUP/Dixie Gas Station.

Public hearing, discussion and consideration of approval of an ordinance approving a change of zoning from Industrial-1 (I-1) to Local Retail (LR), and approving a Special Use Permit for the sale of beer and wine for off-premises consumption only, for property generally

located at 4919 Belt Line Road, on application from Dixie Gas Station, represented by Ms. Susie Yu of JW Licensing Company. The Addison Planning and Zoning Commission, meeting in regular session on April 28, 2011, voted to recommend approval of a Special Use Permit for the sale of beer and wine for off-premises consumption, on application from Dixie Gas Station, subject to no conditions. Voting Aye: Angell, Doherty, Groce, Hewitt, Oliver, Wheeler Voting Nay: none Absent: Gunther

Carmen Moran spoke regarding this item.

Ordinance 011-036 was approved.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Bruce Arfsten.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

Item #R5 - PUBLIC HEARING Case 1630-Town of Addison.

Discussion and consideration of approval of an Ordinance amending Appendix A of the Code of Ordinances (the Comprehensive Zoning Ordinance), Article XXI, Landscape Regulations, Section 10, Landscape Maintenance, by adding provisions thereto regarding tree pruning and related matters, including requirements for a tree pruning permit and for registration to provide tree pruning services. The Addison Planning and Zoning Commission, meeting in regular session on April 28, 2011, voted to recommend approval of an ordinance amending appendix A of the Code of Ordinances, Article XXI, Landscape Regulations, Section 10, Landscape Maintenance, to add Section C to require a Tree Pruning Permit, subject to no conditions. Voting Aye: Angell, Doherty, Groce, Hewitt, Oliver, Wheeler Voting Nay: none Absent: Gunther

Carmen Moran and Slade Strickland spoke regarding this item.

Ordinance 011-037 was approved.

A motion to Approve was made by Councilmember Blake Clemens.

The motion was seconded by Councilmember Neil Resnik.

The motion result was: Passed

Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik

Voting Nay: None

Absent: Mellow

Item #R6 - Presentation and discussion of the Town of Addison financial report for the fiscal quarter ended March 31, 2011.

Randy Moravec gave a presentation of the 2nd quarter financial review.

There was no action taken.

Council entered executive session at 8:35 pm. Council left executive session at 8:59 pm.

Item #ES1 - Closed (Executive) session of the Addison City Council pursuant to Section 551.087, Texas Government Code, to discuss or deliberate regarding commercial or financial information that the City Council has received from a business prospect or business prospects that the City Council seeks to have locate, stay, or expand in or near the territory of the Town of Addison and with which the City Council is conducting economic development negotiations, and/or to deliberate the offer of a financial or other incentive to such business prospect or business prospects.

Council entered executive session at 8:35 pm. Council left executive session at 8:59 pm.

Item #R7 - Consideration of any action regarding commercial or financial information that the City Council has received from a

business prospect or business prospects that the City Council seeks to have locate, stay, or expand in or near the territory of the Town of Addison and with which the City Council is conducting economic development negotiations, and/or any action regarding the offer of a financial or other incentive to such business prospect or business prospects.

Council authorized the City Manager to negotiate with a business prospect as directed.

A motion to was made by Councilmember Neil Resnik.  
The motion was seconded by Councilmember Blake Clemens.  
The motion result was: Passed  
Voting Aye: Arfsten, Chow, Clemens, Lay, Noble, Resnik  
Voting Nay: None

Absent: Mellow

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Mayor-Joe Chow

Attest:

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City Secretary-Lea Dunn

## Council Agenda Item: #R3

**AGENDA CAPTION:**

Consideration and approval of an Ordinance canvassing the results of the Municipal Election held on May 14, 2011.

**FINANCIAL IMPACT:**

**BACKGROUND:**

NA

**RECOMMENDATION:**

**COUNCIL GOALS:**

N/A

**ATTACHMENTS:**

Description:

[Ordinance Canvassing 2011 general election](#)

Type:

Cover Memo

**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS, CANVASSING AND DECLARING THE RESULTS OF (I) THE GENERAL ELECTION OF OFFICERS HELD ON MAY 14, 2011 FOR THE PURPOSE OF ELECTING ONE (1) MAYOR FOR A TWO (2) YEAR TERM OF OFFICE AND THREE (3) COUNCIL MEMBERS FOR TWO (2) YEAR TERMS OF OFFICE EACH; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the Town of Addison, Texas (the "City") heretofore ordered and called a general election to be held on the 14<sup>th</sup> day of May, 2011 within the City for the purpose of electing one (1) Mayor for a two (2) year term of office and three Council Members for two (2) year terms of office each (the "Election"); and

**WHEREAS**, notice of the Election was given pursuant to and in accordance with applicable law, and the Election was duly and lawfully conducted and held on May 14, 2011, and the returns of the Election have been delivered in accordance with law to the City Council as the canvassing authority for the Election; and

**WHEREAS**, a quorum of the City Council as required by law met on May 24, 2011 for the purpose of canvassing the returns and declaring the results of the Election as set forth herein.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

Section 1. The above and foregoing recitals to this Ordinance are true and correct and are incorporated herein and made a part of this Ordinance for all purposes.

Section 2. Canvass of General Election.

A. A tabulation of the returns of the general election of officers of the City held on May 14, 2011, called and ordered for the purpose of electing one (1) Mayor for a two (2) year term of office and three Council Members for two (2) year terms of office each, is attached hereto as Exhibit A and incorporated herein and made a part hereof for all purposes. A summary of the said tabulation of returns for the general election set forth in the attached Exhibit A, showing the total votes received by each of the candidates, is as follows:

**Mayor, Two Year Term:**

<u>Name of Candidate</u>	<u>Total Votes</u>
Todd Meier	776
Don Daseke	729

**Council Member, Two Year Term:**

<u>Name of Candidate</u>	<u>Total Votes</u>
Blake W. Clemens	895
Chris DeFrancisco	898
Bruce Arfsten	740
Ted Bernstein	632

B. In accordance with the foregoing and pursuant to applicable law, including the Texas Election Code and the City's Home Rule Charter, the City Council finds, determines and declares the results of said general election to be that:

Todd Meier is elected to the office of Mayor of the City for a term of two (2) years;

and

Blake Clemens, Chris DeFranciso, and Bruce Arfsten are each elected to the office of Council Member of the City for a term of (2) years.

Section 3. Severability. The sections, paragraphs, sentences, phrases, clauses and words of this Ordinance are severable, and if any section, paragraph, sentence, phrase, clause or word in this Ordinance is held invalid or unconstitutional by the final, valid judgment or decree of a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this Ordinance, and the City Council hereby declares that it would have passed such remaining portions of this Ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

Section 4. Effective Date. This Ordinance shall take effect immediately from and after its passage and approval.

**PASSED AND APPROVED** by the City Council of the Town of Addison, Texas, on this the 24th day of May, 2011.

\_\_\_\_\_  
Joe Chow, Mayor

ATTEST:

By: \_\_\_\_\_  
Lea Dunn, City Secretary

APPROVED AS TO FORM:

By: \_\_\_\_\_  
John Hill, City Attorney

**EXHIBIT A**  
**TO ORDINANCE NO. \_\_\_\_\_**

Town of Addison, Texas  
General Election – May 14, 2011  
Tabulation of Returns (Unofficial)

**FOR THE PURPOSE OF ELECTING A MAYOR:**

	Precinct 1406 Early Voting	Precinct 1406 Election Day Voting	Precinct 1406 Prov EV/ED	Precinct 1600 Early Voting	Precinct 1600 Election Day Voting	Precinct 1601 Early Voting	Precinct 1601 Election Day Voting	Precinct 1602 Early Voting	Precinct 1602 Election Day Voting	Precinct 1602 Election Day Voting	Total Votes
<b>Todd Meier</b>	0	0	0	224	254	13	6	170	109	109	776
<b>Don Daseke</b>	0	0	1	228	226	6	9	160	99	99	729

**FOR THE PURPOSE OF ELECTING THREE (3) COUNCIL MEMBERS:**

	Precinct 1406 Early Voting	Precinct 1406 Election Day Voting	Precinct 1406 Prov EV/ED	Precinct 1600 Early Voting	Precinct 1600 Election Day Voting	Precinct 1601 Early Voting	Precinct 1601 Election Day Voting	Precinct 1602 Early Voting	Precinct 1602 Election Day Voting	Precinct 1602 Election Day Voting	Total Votes
<b>Blake W. Clemens</b>	0	0	1	267	277	13	6	200	131	131	895
<b>Chris DeFrancisco</b>	0	0	1	302	302	12	9	185	87	87	898
<b>Bruce Arfsten</b>	0	0	1	246	219	8	3	178	85	85	740
<b>Ted Bernstein</b>	0	0	0	227	204	11	7	121	62	62	632

## **Council Agenda Item: #R5**

**AGENDA CAPTION:**

Presentation of 2011 Silver Leadership Circle Award for Financial Transparency.

**FINANCIAL IMPACT:**

NA

**BACKGROUND:**

The Town of Addison was awarded the Silver Leadership Circle Award for financial transparency on April 18 by the State Comptroller's Office. This award recognizes local governments across Texas that are striving to meet a high standard for financial transparency online. By making its check register available online, the Town was able to provide citizens with clear, consistent pictures of spending and shares information in a user-friendly format.

The Silver Leadership Circle a recognition for the Town's efforts in making financial documents, such as the Annual Budget, Comprehensive Annual Financial Report (CAFR), and check register available online.

**RECOMMENDATION:**

**COUNCIL GOALS:**

N/A

**ATTACHMENTS:**

Description:

Type:

No Attachments Available

## **Council Agenda Item: #R6**

**AGENDA CAPTION:**

Presentation regarding the Share the Road signs campaign.

**FINANCIAL IMPACT:**

NA

**BACKGROUND:**

Presentation by Sandy Davis, Safety and Awareness Coordinator, Texas Confederation of Clubs and Independents, Region 2 (DFW) regarding the Motorcycle Awareness Proclamaion issued May 1, 2011.

**RECOMMENDATION:**

**COUNCIL GOALS:**

N/A

**ATTACHMENTS:**

Description:

Type:

No Attachments Available

## Council Agenda Item: #R7

### **AGENDA CAPTION:**

Presentation, discussion and consideration of an ordinance amending Chapter 62, Sign, of the Code of Ordinances, of the Town by providing for a Meritorious Exception to Article VI. Special Districts, Sec, 62-289 Item G, Vitruvian Park to provide for letter and logo heights of 26" and blade signs with an area of 9 square feet.

### **FINANCIAL IMPACT:**

NA

### **BACKGROUND:**

In January of 2011 the Council passed ORDINANCE NO. 011-001 that added Vitruvian Park to Article VI. Special Districts. The applicant is requesting that the requirements of the Vitruvian Park Special District be modified to allow letters and logos below 36' above grade to have a maximum height of 26" and the blade signs to have an area of 9 square feet.

The sign ordinance limits letters or logos below 36' above grade to a height of 16" except 50% of the letters or logos be up to a height of 20".

The blade sign area in the Vitruvian Park Special District as currently written is limited to 6 square feet.

### **RECOMMENDATION:**

Staff recommends approval.

### **COUNCIL GOALS:**

N/A

### **ATTACHMENTS:**

Description:

- [VITRUVIAN PARK SPECIAL DISTRICT ORDINANCE](#)
- [JDR APPLICATION/DRAWINGS](#)

Type:

- Exhibit
- Cover Memo

**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO.**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS AMENDING CHAPTER 62, SIGNS, OF THE CODE OF ORDINANCES OF THE TOWN BY AMENDING ITEM G. (VITRUVIAN PARK) TO SECTION 62-289 (GENERALLY) OF ARTICLE VI. (SPECIAL DISTRICTS); PROVIDING A SAVINGS CLAUSE; PROVIDING A PENALTY NOT TO EXCEED THE SUM OF FIVE HUNDRED DOLLARS FOR ANY OFFENSE, AND A SEPARATE OFFENSE SHALL BE DEEMED COMMITTED EACH DAY DURING OR ON WHICH A VIOLATION OCCURS OR CONTINUES; PROVIDING A SEVERABILITY CLAUSE; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Addison, Texas (the “City”) desires to amend certain provisions of Chapter 62 of the City’s Code of Ordinances relating to and regarding signs within the City; and

**WHEREAS**, the amendments set forth in this Ordinance to Chapter 62 are pursuant to investigation and analysis by the City, and are with a view of and to further the purposes and objectives set forth in Section 62-2 of the Code, including to promote the health, safety, welfare, convenience and enjoyment of the public, including among other things to promote the efficient transfer of information in sign messages and to protect the public welfare and to enhance the appearance and economic value of the landscape, and such amendments are to facilitate the avoidance of visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance, and are to comply with applicable State law; and

**WHEREAS**, the City is authorized to provide for regulation of signs pursuant to State law, including, among others, Section 51.001, Tex. Loc. Gov. Code (authorizing a municipality to adopt an ordinance, rule or police regulation that is for the good government, peace, or order of the municipality or for the trade and commerce of the municipality) and Section 216.901 Tex. Loc. Gov. Code (authorizing a home rule municipality to license, regulate, control or prohibit the erection of signs or billboards), and pursuant to its authority as a home rule city under Article 11, Section 5 of the Texas Constitution and its Home Rule Charter; and

**WHEREAS**, the adoption of this Ordinance and the amendments set forth herein are for and in the best interests of the health, safety and welfare of the City and its citizens.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

Section 1. Incorporation of Recitals. The above and foregoing recitals and premises to this Ordinance are true and correct and are incorporated herein and made a part hereof for all purposes.

Section 2. Amendment. The Code of Ordinances of the Town of Addison, Texas (the “City”) is hereby amended by amending certain sections and provisions of Chapter 62, Signs, thereof as set forth in Exhibit A attached hereto and incorporated herein for all purposes, and all other chapters, articles, sections, subsections, sentences, phrases and words of the said Code of Ordinances are not amended hereby.

Section 3. Savings; Repealer. This Ordinance shall be cumulative of all other ordinances of the City and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those ordinances are in direct conflict with the provisions of this Ordinance. Provided, however, that the repeal of such ordinances or parts of such ordinances, and the amendments and changes made by this Ordinance, shall not affect any right, property or claim which was or is vested in the City, or any act done, or right accruing or accrued, or established, or any suit, action or proceeding had or commenced before the time when this Ordinance shall take effect; nor shall said repeals, amendments or changes affect any offense committed, or any penalty or forfeiture incurred, or any suit or prosecution pending at the time when this Ordinance shall take effect under any of the ordinances or sections thereof so repealed, amended or changed; and to that extent and for that purpose the provisions of such ordinances or parts of such ordinances shall be deemed to remain and continue in full force and effect.

Section 4. Penalty. It shall be unlawful for any person, firm, corporation, or other business entity to violate any provision of this Ordinance, and any person, firm, corporation, or other business entity violating or failing to comply with any provision hereof shall be fined, upon conviction, in an amount of not more than Five Hundred and No/100 Dollars (\$500.00), and a separate offense shall be deemed committed each day during or on which a violation or failure occurs or continues.

Section 5. Severability. The provisions of this Ordinance are severable, and if any section or provision of this Ordinance or the application of any section or provision to any person, firm, corporation, entity, situation or circumstance is for any reason adjudged invalid or held unconstitutional by a court of competent jurisdiction, the same shall not affect the validity of any other section or provision of this Ordinance or the application of any other section or provision to any other person, firm, corporation, entity, situation or circumstance, and the City Council declares that it would have adopted the valid portions of this Ordinance adopted herein without the invalid or unconstitutional parts and to this end the provisions of this Ordinance adopted herein shall remain in full force and effect.

Section 6. Effective Date. This Ordinance shall become effective from and after its passage and approval and its publication as may be required by law (including, without limitation, the City Charter and the ordinances of the City).

**PASSED AND APPROVED** by the City Council of the Town of Addison, Texas this day of 2011.

\_\_\_\_\_  
Joe Chow, Mayor

ATTEST:

By: \_\_\_\_\_  
Lea Dunn, City Secretary

APPROVED AS TO FORM:

By: \_\_\_\_\_  
John Hill, City Attorney

**EXHIBIT A  
TO ORDINANCE NO. \_\_\_\_\_**

Chapter 62, Signs, of the Code of Ordinances (the “Code”) of the Town of Addison, Texas is hereby amended by amending various sections of the said Code as set forth below and as follows (additions are underlined; deletions are):

A. Section 62-289 item G. of the Code is amended to read as follows:

**ARTICLE VI. SPECIAL DISTRICTS**

**Section 62-289            Generally**

G. Vitruvian Park (being that area shown in Fig. 62-289.6)

**STANDARDS FOR SIGNS**

1. Attached Commercial Tenant identification Sign:
  - (a) Each commercial tenant may have one sign per 50 lineal feet of building frontage, with a maximum of two signs spaced a minimum of 25’ apart.
  - (b) The sign area is limited to one square foot of sign per lineal foot of building frontage up to a maximum of 200 square feet of total sign area with no individual sign exceeding 100 square feet in area.
  - (c) The sign may project more than 18” from the building façade.
  - (d) Signs projecting more than 18” from the building façade shall be located a minimum of 8’ above grade.
  - (e) Signs shall be placed on exterior facades common with the tenant space.
  - (f) Letters and logos below 36’ above grade may have a maximum height of 26”.
  
2. Attached Commercial Blade Signs:
  - (a) Each commercial tenant may have a blade sign in addition to a tenant identification sign.
  - (b) Each commercial tenant may have one sign per 50 lineal feet of building frontage, with a maximum of two signs spaced a minimum of 25’ apart.
  - (c) The maximum projection from the building façade shall not exceed 4’.
  - (d) The minimum height above the sidewalk shall not be less than 8’.
  - (e) The maximum height above the sidewalk shall not exceed 10’.
  - (f) The sign shall not exceed 9 square feet in area.
  - (g) The signs shall be placed on exterior facades common with the tenant space.
  - (h) Letters and logos may have a maximum height of 26”.
  
3. Portable signs do not need a permit but shall comply with the following:

- (a) Each commercial tenant shall be allowed not more than one portable sign, which shall be located within the public sidewalk adjacent to the occupancy.
  - (b) A minimum of four feet of clear sidewalk shall be maintained at all times.
  - (c) Signs shall be constructed as shown in Figure 62-289.3B.
4. The monument sign shall comply with the following:
- (a) Shall be constructed as shown in Figure 62-289.7.
  - (b) Shall be placed as shown in Figure 62-289.8.
5. Pole signs shall comply with the following:
- (a) Shall be constructed as shown in Figure 62-289.9.
  - (b) Shall only be of a seasonal or decorative type.
  - (c) Shall not contain any adverting or promotional messages related to Vitruvian Park.

Addison!

BUILDING INSPECTION DEPARTMENT 16801 Westgrove Dr Addison Texas 75001 972/450-2881 fax: 972/450-2837

Application for Meritorious Exception to the Town of Addison  
Sign Ordinance

Application Date: 5/10/11 Filing Fee: \$200.00

Applicant: DCO Savoye 2 LLC

Address: 5430 LBJ Freeway Suite#: 1250

Dallas TX 75240 Phone#: 972-774-0552  
City State Zip

Fax#: 972-866-0163

Status of Applicant: Owner  Tenant  Agent

Location where exception is requested:

Main ID & Projecting Sign (see site plan)

Reasons for Meritorious Exception:

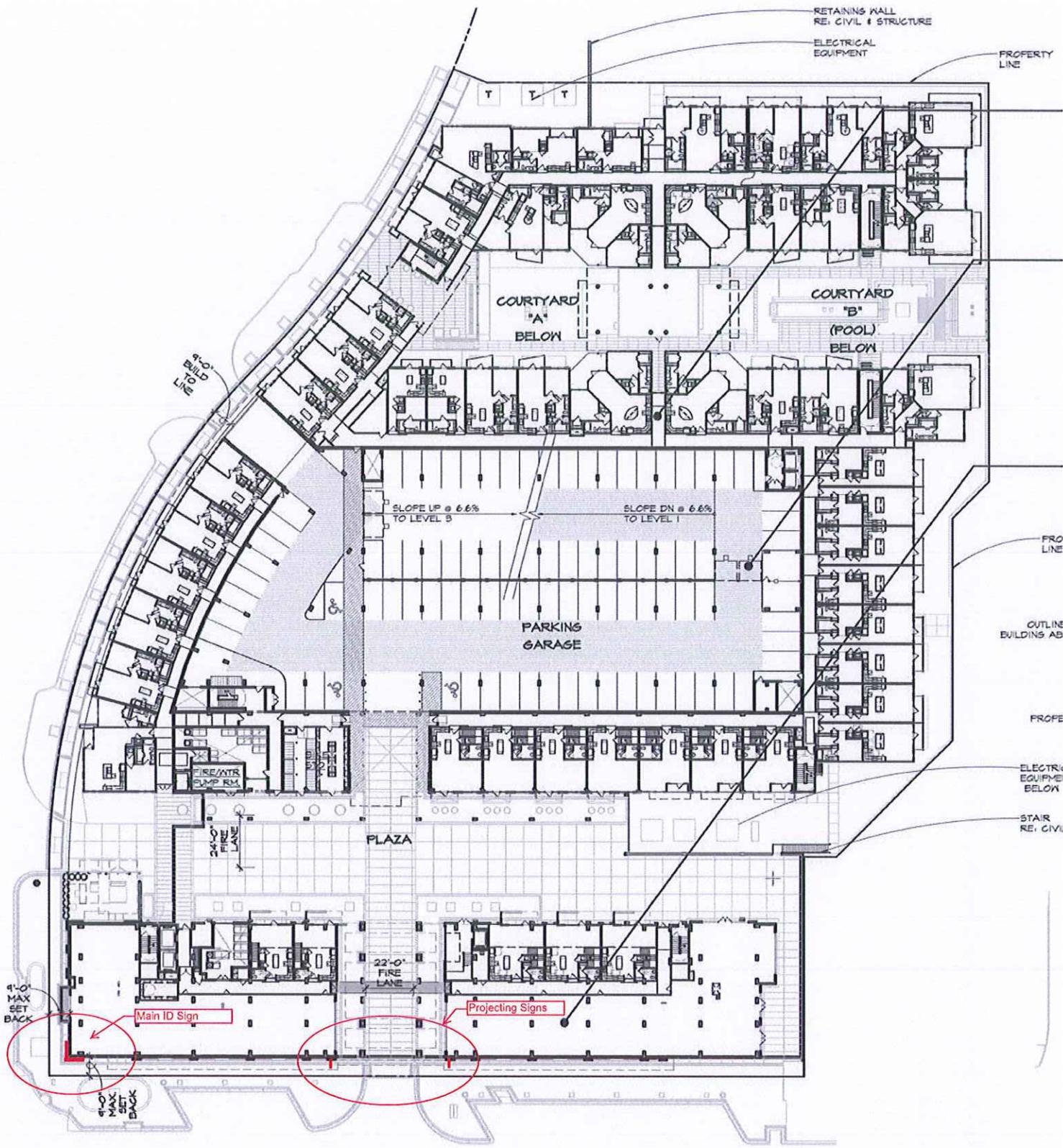
Difficulty observing main ID through existing infrastructure  
and distance from primary view.

YOU MUST SUBMIT THE FOLLOWING:

12 COPIES OF THE PROPOSED SIGN SHOWING:

1. Lot Lines
2. Names of Adjacent Streets
3. Location of Existing Buildings
4. Existing Signs
5. Proposed Signs
6. Sketch of Sign with Scale and Dimensions Indicated (8.5 x 11 PLEASE)

Date Fees Paid \_\_\_\_\_ Check # \_\_\_\_\_ Receipt # \_\_\_\_\_



2
**ARCHITECTURAL REFERENCE SITE PLAN - LEVEL 2**  
 1" = 30'-0"    0    15    30    45    60



NATURALGRAPHICSINC  
6376 Alder Houston, TX 77081  
Tel: 713-661-5075 Fax: 713-661-3396

Job: Savoye II  
Client: UDR  
Date: 03/15/11  
Scale: 3/32 in = 1 ft  
Designer: Yan Zu

Fonts:  
Futura Std Book

Paint Colors:  
green: MP 00500  
Lt. Blue: MP 06855  
brown: MP 00554  
medium silver

Materials:  
acrylic

Production Notes:

Revisions:

Sheet: 01  
Drawing: Main ID



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**NATURAL GRAPHICS INC**  
 6376 Alder Houston, TX 77061  
 Tel: 713-661-5075 Fax: 713-661-3396

Job: Savoye II  
 Client: UDR  
 Date: 03/15/11  
 Scale: 3/16 in = 1 ft  
 Designer: Yan Zu

Fonts:  
 Futura Std Book

Paint Colors:  
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 Lt. Blue: PMS 290  
 medium silver  
 brown: MP 00554

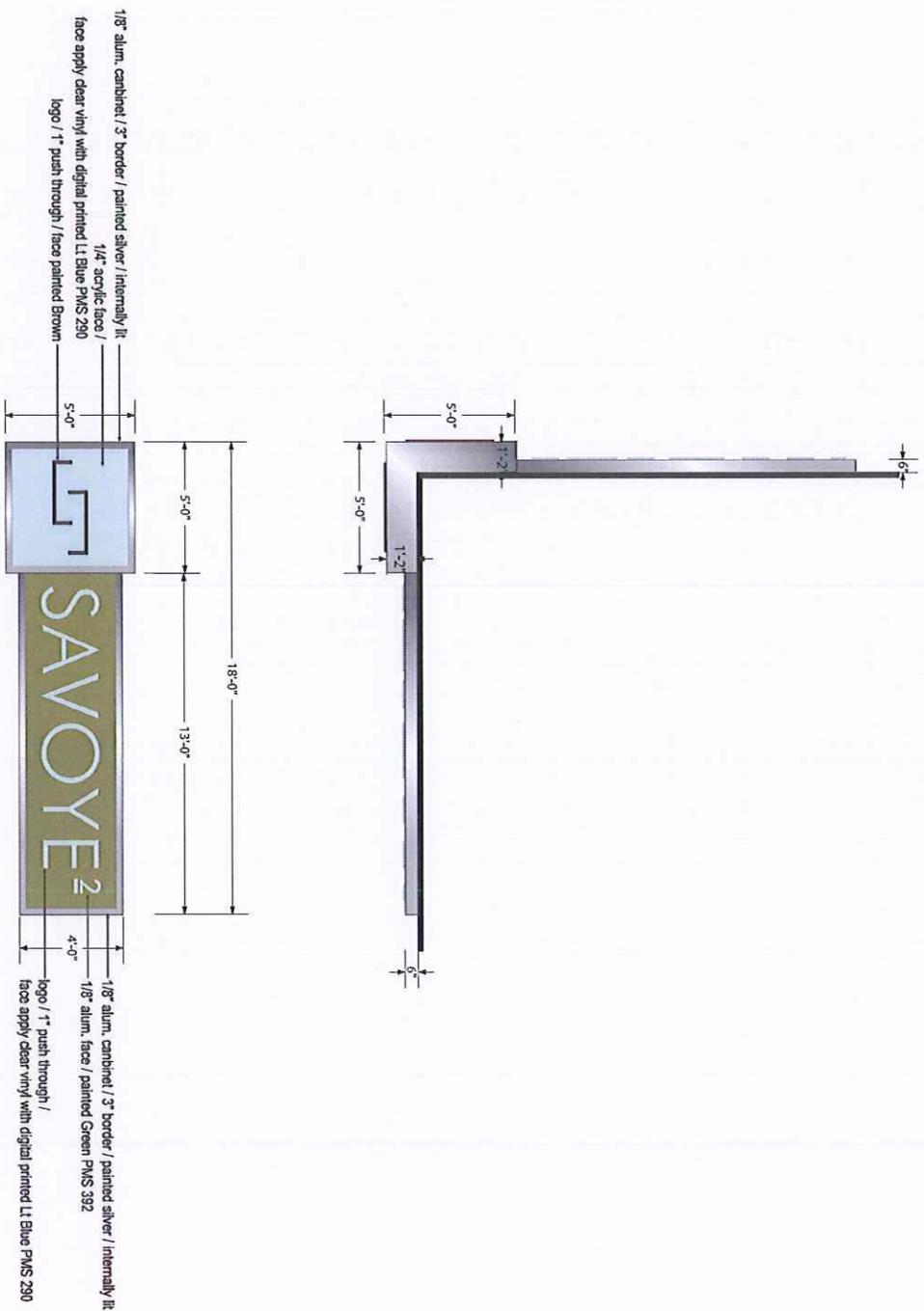
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 alum.  
 vinyl

Production Notes:

Revisions:  
 02/29/11 YZ

Sheet: 01.1  
 Drawing: Main ID

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**NATURAL GRAPHICS INC**  
 6376 Alder Houston, TX 77081  
 Tel: 713-661-5075 Fax: 713-661-3396

Job: Savoye II  
 Client: UDR  
 Date: 03/11/11  
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 Designer: Yan Zu

Fonts:  
 Futura Std Book

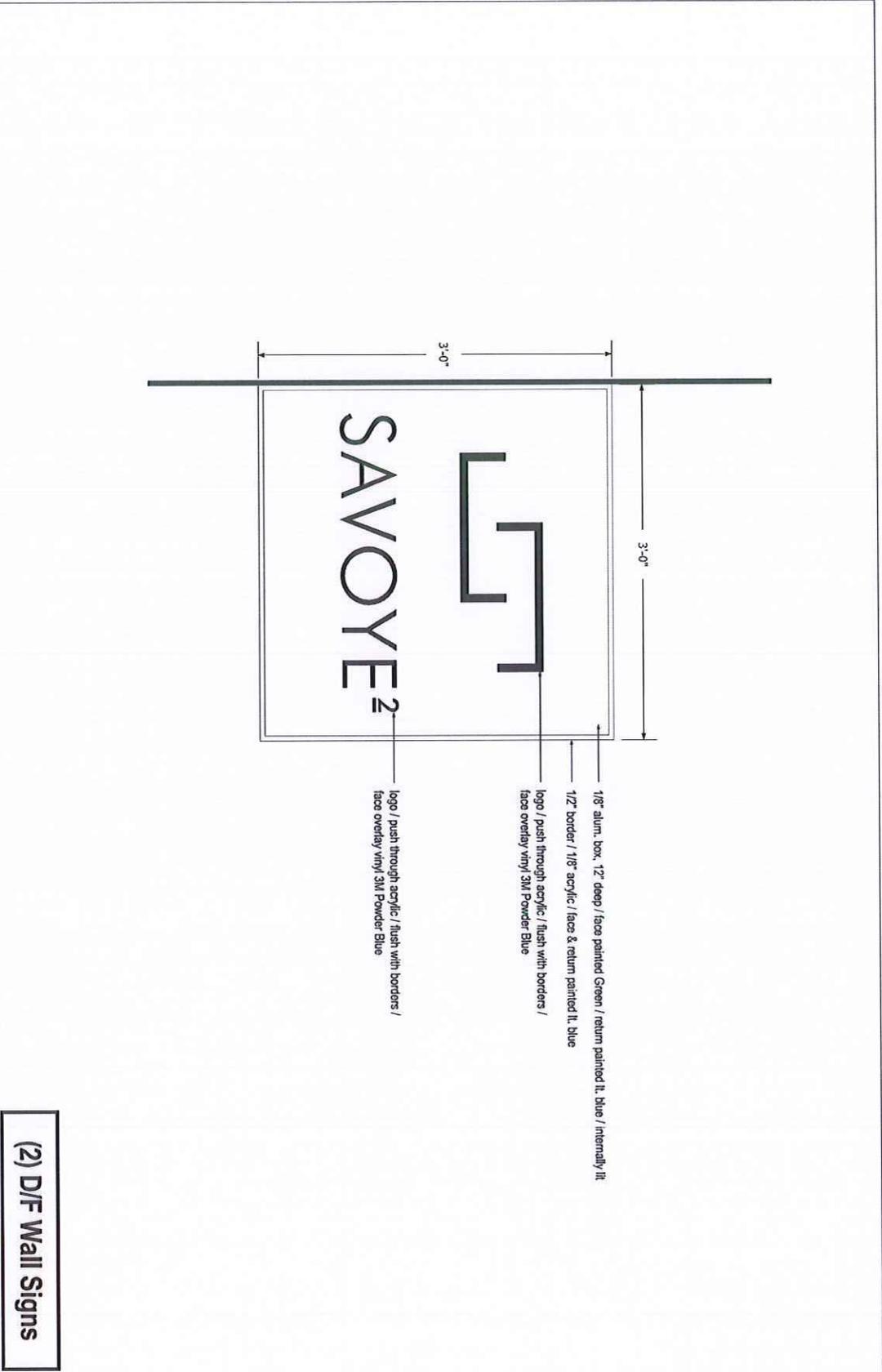
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Production Notes:

Revisions:  
 03/29/11 YZ

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 Drawing: Squared ID



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## **Council Agenda Item: #R8**

### **AGENDA CAPTION:**

Consideration and approval authorizing the City Manager to add a Receptionist position reporting to the Human Resources Director.

### **FINANCIAL IMPACT:**

The addition of this position would require a mid-year budget amendment to the Human Resources Department. Cost for the current fiscal year would not exceed \$17,000. It is anticipated that the total cost for this position is \$36,700.

### **BACKGROUND:**

There have been some concerns for some time about the manner in which the Town's customers, residents and contractors are greeted at the Service Center. The concern is that the quality of service provided is not consistent with the Addison Way. In an effort to address this concern, staff is recommending that a receptionist position be added. The position would report to the Human Resources Department, and would be responsible for greeting visitors and ensuring that all telephone calls were handled in an appropriate manner - very similar to the Town Hall operations. While staff is recommending that this position be added, the overall staffing for the Town would not increase. Currently the Town has 242.7 FTE (Full Time Equivalent) positions.

### **RECOMMENDATION:**

Staff recommends approval.

### **COUNCIL GOALS:**

Provide Superior Public Safety, Customer Service, Social and Health Services to the Community

### **ATTACHMENTS:**

Description:

Type:

No Attachments Available

## Council Agenda Item: #R9

### **AGENDA CAPTION:**

Presentation, discussion and consideration of a resolution approving expenditures in an amount not to exceed \$92,000 for the Art & Wine Stroll to be held at Vitruvian Park in August 2011.

### **FINANCIAL IMPACT:**

Estimated cost of the Art & Wine Stroll is \$92,000 (\$9.20 cost per person). These expenses may be offset by sponsorship and vendor revenue; however, a mid-year budget amendment will be required. The expenses will be split equally between Special Events and Economic Development.

### **BACKGROUND:**

The Town of Addison and UDR are scheduled to complete the outdoor park at Vitruvian Park ahead of schedule so staff and UDR are proposing a series of events to be held in the Park in August 2011. The attached proposal provides an overview of the events.

### **RECOMMENDATION:**

Staff recommends approval.

### **COUNCIL GOALS:**

Continue to Attract Visitors, Provide Quality Leisure Opportunities, Work to instill a "Sense of Community" in Addison's residents

### **ATTACHMENTS:**

Description:

[Vitruvian Park Special Events](#)

Type:

Cover Memo



SM

VITRUVIAN PARK<sup>SM</sup>

IN ADDISON

# Proposed Special Events

August 25 & 26, 2011





# Vitruvian Park Special Events

## Two main goals

- Reach the real estate community
- Reach the general public

## Target Demographic

- Male & Female, 27 – 35
- Not targeted to families

## Event Concepts

- Something cutting edge & different than other Addison events
- Feature fine art, dining, and entertainment
- Develop concepts that can translate into an annual event
- Develop concepts that stand alone or combine into one large event
- Garner media attention

## Dates: Last weekend in August (August 25 – 28)

- Hot, Dry weather

## Parking

- Limited Parking on site
- Off site parking managed by valet & shuttles – Tom Thumb Ctr, Loos Field, Vitruvian tree farm

## Incorporate sustainability



# Special Guest Reception

Thursday, August 25, 7pm – 11pm

## Private Luncheon

- Catered by Addison Restaurant
- Invitations to Real Estate Community and Community Partners
- Tour of Vitruvian Park and Savoye
- Takeaways – Dude Sweet Chocolates and/or Travel Wine Corkscrew

## Live Arts Experience

- Euforia Live ([video](#))
- Charity Art Auction

**Estimated Attendance:** 250

**Estimated Budget:** \$44,650 (\$178.60 CPP)

- Paid for by UDR



# Art & Wine Stroll

Thursday August 25 & Friday August 26, 7pm – 11pm

## Wine Stroll

- Outdoor Wine Tasting – tents set up in various locations showcasing a specific label. Wine pairing plates available for purchase.
- Tickets sold online and at Savoye – includes 5 wine coupons & glass
- Takeaways – GoVino wine glasses and/or Travel Wine Corkscrew

## Fine Art Vendors

- Selling work along sidewalk – no cost to vendor.

## Live Acoustic Entertainment

- 41 Entertainment – various artists perform live music along the wine stroll. Potential partnership with Troubadour, TX. [\(video\)](#)
- Cover Bands in Amphitheatre

## Pop Up Restaurants

## Light Show and Fireworks

Estimated Attendance: 10,000

Estimated Budget: \$92,000 (\$9.20 CPP)



# Pop-Up Restaurants

Thursday August 25 & Friday August 26, 7pm – 11pm

## About the Pop-Up Restaurant Concept:

- #5 in Top 10 Food Trends – *Time Magazine*
- ... chefs and restaurateurs can take more risks, test-driving new concepts... And the very fact that the restaurants are so short-lived... ups their coolness factor. – *AM New York*

## Vision for Vitruvian Grand Opening

- Pop-up #1 – The Ponte Bridge – Concept by Chamberlain's
- Pop-up #2 – The Grotto – Concept by Greenz or DFW celebrity chef
- Both restaurants open Friday & Saturday 7pm – 11pm only
- Walk up traffic only – no reservations
- Sustainable element – locally sourced foods, Texas Beef Council



# Light Show & Fireworks

Thursday August 25, 7pm - Midnight

Friday August 26, 7pm - Midnight (no fireworks)

## Light Show

- Light installations illuminating landscape & structural architecture
- Utilize building facades, sidewalks, streets, creek, islands, etc.
- Inspired by Illuminate Yorktown in Canada ([video](#))

## Fireworks

- Comet chase across Ponte bridge & :30 finale on south side of creek
- Location is flexible, but need to accommodate restaurant on bridge



# Marketing & Sponsorship

## Marketing / Collateral

- Partner with Euforia to design Real Estate invitation
- Fliers
- Ad

## Electronic Media

- Social Media - Facebook, Twitter, Blog, Flickr, YouTube
- Access Addison – Email marketing

## In Kind Marketing

- CBS Radio
- Briefing
- Quick
- Time Warner Cable

## In Kind & Cash Sponsorship

- Constellation Wines
- 41 Entertainment/ Troubadour, TX
- BMW
- EVGO

## Consultants

- PR (Shiroma Southwest)
- Sponsorship Sales (PPI Marketing)

## Council Agenda Item: #R10

**AGENDA CAPTION:**

Presentation of Visitor Services Quarterly Report for Quarters 1 and 2 of Fiscal Year 2011.

**FINANCIAL IMPACT:**

NA

**BACKGROUND:**

NA

**RECOMMENDATION:**

NA

**COUNCIL GOALS:**

Continue to Attract Visitors

**ATTACHMENTS:**

Description:

- [Visitor Services Review Cover Memo](#)
- [Visit Addison Quarterly Review Q1 & Q2](#)
- [ACTC Quarterly Review Q1 & Q2](#)

Type:

Cover Memo  
Cover Memo  
Cover Memo

# Memo

**To:** Mayor and Council  
**From:** Bob Phillips  
**Date:** 5/18/2011  
**Re:** Visitor Services quarterly report for Q1 and Q2

---

Attached is the Quarterly report for Q1 and Q2 of the Visitor Services Department. We will begin reporting to council at the conclusion of each quarter. These reports will give Council a better understanding of the operations of the Visitor Services Department and the Conference and Theatre Centre.

The first two quarters show that the department's room night bookings at Addison hotels is about the same as the first two quarters of last year, while Addison hotel occupancy and revenue are improving.

The conference and Theatre Centre is still under the effects of the down economy and is showing an 11% decrease in revenue. However, the staff is working hard to correct this as we have transformed the Secretarial position into a hybrid position of both sales and administrative, and we are beginning to take advantage of the free forms of advertising such as Facebook and LinkedIn.

We will present all of this information to you on Tuesday night and will be available for questions. If you have questions before Tuesday night I will be happy to answer them.



# Visit Addison Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Room Nights Booked

	FY 2010 Q1 & Q2	FY 2011 Q1 & Q2	VARIANCE
Hotel Support	11,008	11,826	7.4%
ACTC	534	707	32%
Special Events	14	0	-100%
Sales Manager-Booked	4235	3275	-23%
Total Rooms Booked	15,791	15,808	.1%
Sales Manager-Pending	7800	9900	27%

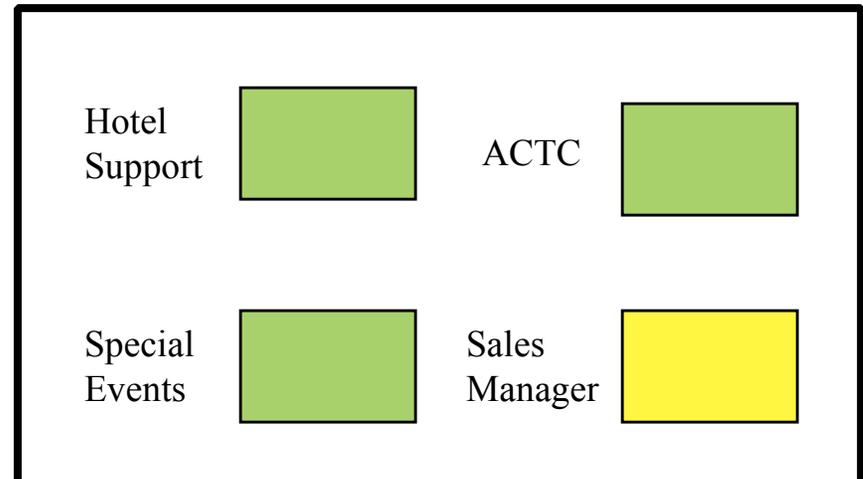
## Hotel Indicators

	<u>2010</u>	<u>2011</u>	
Addison Hotel Occupancy	51.00%	53.30%	4.50%
Hotel RevPar	\$44.40	\$48.97	10.00%
Hotel ADR	\$86.70	\$90.90	4.80%

Information gathered from STR Report

## Hotel Support Program

FY10 Q1 AND Q2	FY11 Q1 AND Q2	VARIANCE
Spent on Program \$64,027	Spent on Program \$61,873	-3.4%
Room nights Booked 11,008	Room Nights Booked 11,826	7.4%
Total Sleeping Room Revenue \$1,475,329	Total Sleeping Room Revenue \$1,411,946	-4.3%
Cost Per Room night \$5.81	Cost Per Room night \$5.23	10%

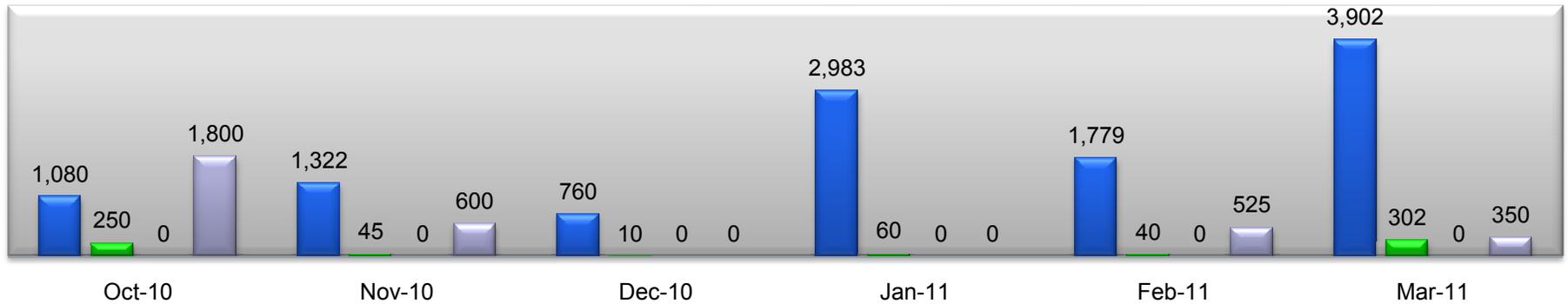




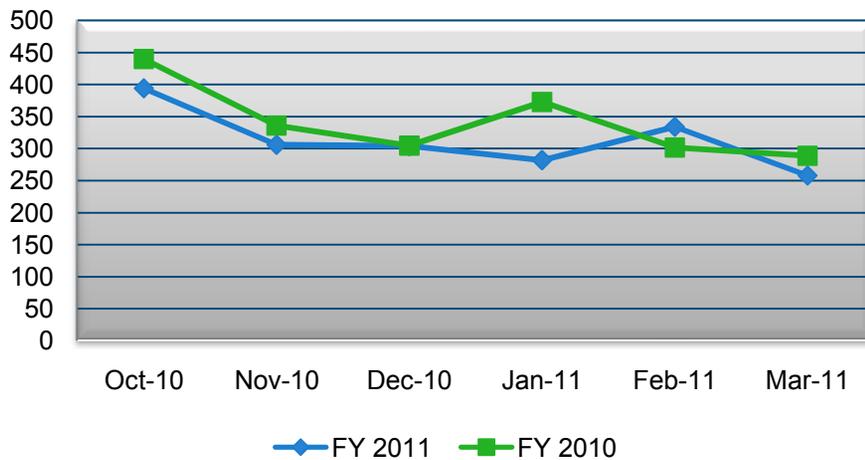
# Visit Addison Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Room Nights Booked Monthly Q1 & Q2

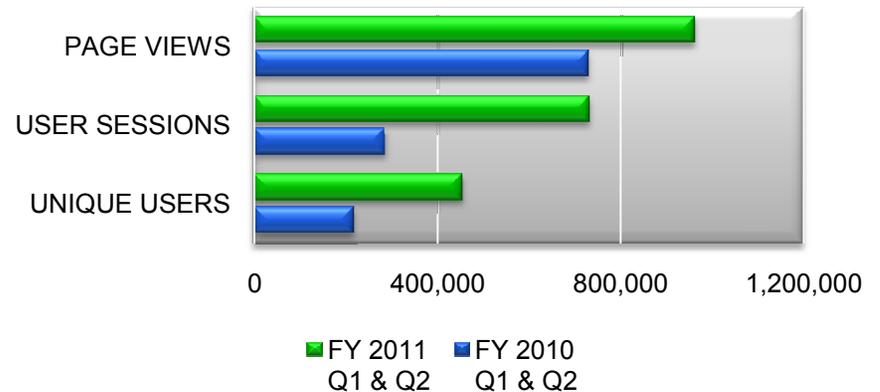
■ HOTEL SUPPORT   
 ■ CONF. CENTRE   
 ■ SPECIAL EVENTS   
 ■ SALES MANAGER - BOOKED



## # 1-800-ADDISON CALLS



## ADDISONTEXAS.NET INQUIRIES





# Visit Addison Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Highlights of FY 2011 - Q1 and Q2

- Generated \$2.3 million in additional hotel room night revenue over Super Bowl weekend
- Visitor Services' Programs have helped book 5% of all Addison room nights for Q1 and Q2
- Diana George has represented Addison at 110 appointments, site tours, association meetings, and trade shows in Q1 and Q2 of the current FY producing a total of 3,275 booked room nights and another 9,900 pending room nights
- Moved into new offices at Village of the Parkway
- Collaborated with Interprise Design in the design Phase 2 of Visit Addison - Visitor Information Artisan Center
- Participated in interviews for selection of Economic Development Director
- Introduced Taxi Appreciation Program
- Conducted Addison site tours 5 groups representing a total of 4,380 room nights for Addison hotels
- Represented Addison at the Texas Society of Association Executives Trade Show, developing new business contacts
- Sponsored educational seminar at the Addison Conference Centre for all the Addison hotels on how to prospect for business on the internet





## Visit Addison Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

The mission of the Visitor Services Department is to provide quality and innovative services to increase leisure and business travel to the Town of Addison

### Current Projects

- Setting up Information Center at Visit Addison
- Following up on leads from TSAE trade show leads
- Developing Hotel overnight Packages for Addison Events
- Developing ideas to promote Visit Addison

### Outlook for 3<sup>rd</sup> Quarter 2011

- Exhibiting Addison at TxDot Travel Counselors Conference
- Meet with Addison Hotel Association Marketing Committee to develop programs FY 2011
- Grand opening of the new Visit Addison Visitor Information • Artisan Center
- According to PKF the 2011 forecast for Dallas area hotels is that RevPAR is expected to grow 6.6%. Revenue is expected to continue to climb in 2012

**SPEND  
THE NIGHT  
IN ADDISON**



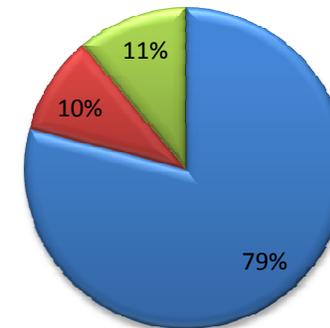
# Addison Conference & Theatre Centre Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Quarterly Dashboard:

	FY '10	FY '11	VARIANCE
HOTEL ROOM NIGHTS GENERATED	534	707	32%
ADDISON CONFERENCE REVENUE	\$235,708	\$210,880	-10.5%
THEATRE CENTRE REVENUE	\$35,668	\$37,881	6%
SQUARE FEET RENTED	730,800	604,260	-17%
ATTENDANCE	25,968	20,257	-22%
NUMBER OF EVENTS	338	270	-20%
AV SALES	\$21,948	\$23,271	6%
F & B SALES	\$22,918	\$27,248	19%

AVERAGE FUNCTION TYPE  
FY 2011 Q1 & Q2

■ CORPORATE ■ SOCIAL ■ COMMUNITY SERVICE



ROOM NIGHTS



REVENUE



SQUARE FT. RENTED

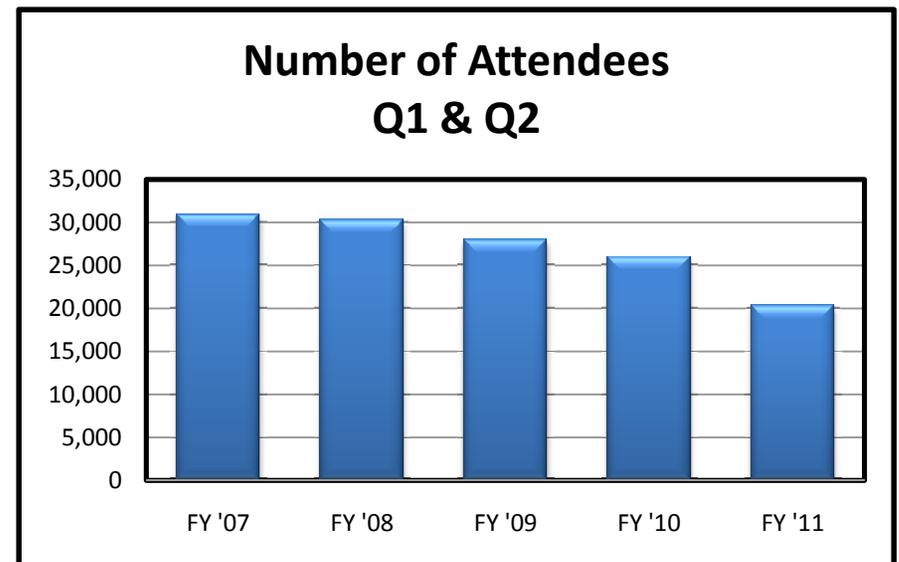
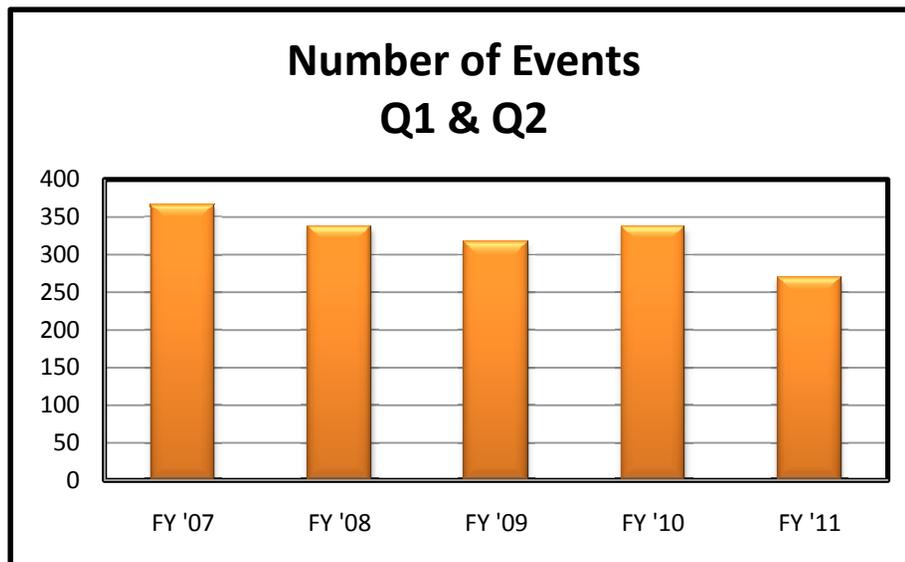
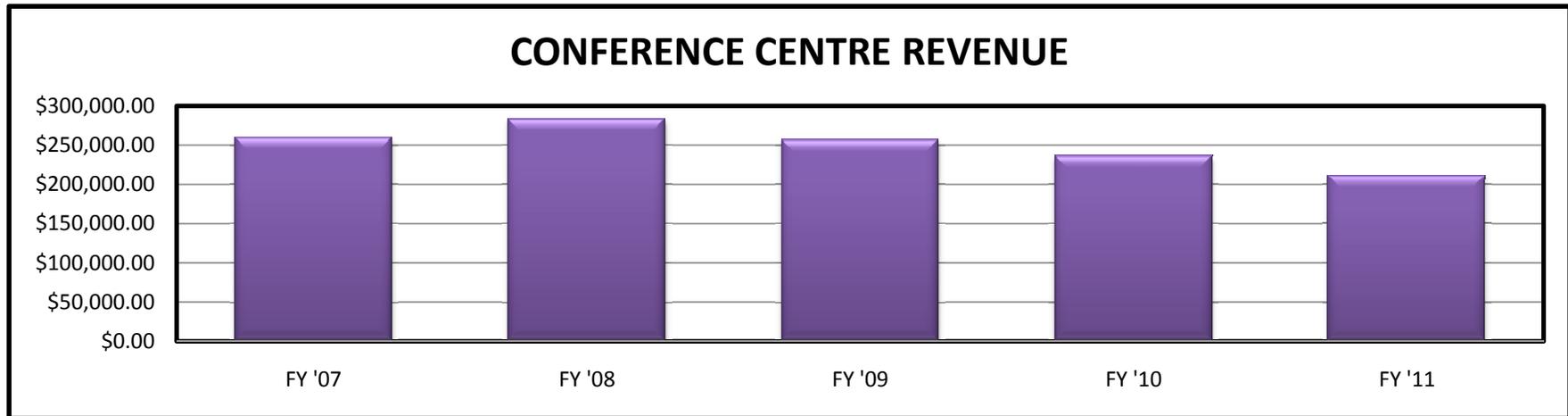


AV AND F&B SALES



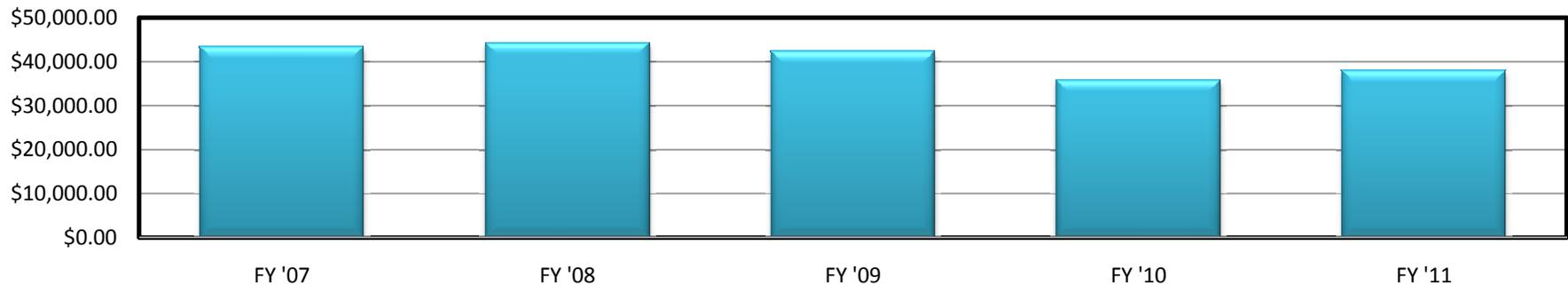
# Addison Conference & Theatre Centre Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## 5 Year Comparison Dashboard:



# Addison Conference & Theatre Centre Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Theatre Centre Revenue



### Water Tower Theatre

OUR TOWN - SEPT. – OCT. 2010 (25)  
Performances, 3,969 attendees

THE LIEUTENANT OF INISHMORE – JAN. – FEB.  
2011 (25) Performances, 3,315 attendees

OUT OF THE LOOP FRINGE FESTIVAL – MARCH  
2011 (54) Performances, 3,108 attendees

### Second Thought Theatre

THOM PAIN – JAN. 2011 Attendance 500

# Addison Conference & Theatre Centre Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Highlights of FY 2011 - Q1 & Q2

- *Worked on building out and opening Visit Addison and Visitor Services offices*
- *Hosted first Holiday Open House at Conference Centre Dec. 2010*

## Filming in Addison

- Chase, NBC TV Show
- London Broadcasting Co. Outdoor Network TV Show
- London Broadcasting Co. Outdoor Network TV Show
- London Broadcasting Co. Outdoor Network TV Show
- Quad Graphics Photo Shoot
- HGTV “My First Sale”

# Addison Conference & Theatre Centre Quarterly Report 1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2011 Fiscal Year

## Current Projects & Outlook for 3<sup>rd</sup> Quarter 2011

- Integrating the new Visit Addison space into our rental options
- Meeting with VOP Restaurants for Catering/Partner relationships
- Developing events to host at Visit Addison to drive traffic to the new space
- Purchase furniture/artwork for Visit Addison
- Updating Conference Centre marketing materials, post cards, brochures, photos, etc.
- Updating Conference Centre website
- Meet with Addison Airport FBOs to show ACTC and Visit Addison meeting spaces
- Networking with organizations: MPI, Metrocrest/ North Dallas Chamber, AWP
- Updating pricing/rental fee for spaces, A/V, F&B, and theatre; create pricing for Visit Addison spaces