

List of Goals, Objectives, and Strategies

Comprehensive Land Use Plan

Goals, Objectives, and Strategies

Land Use, Owner- Occupied Residential

GOAL: Recognize that quality of neighborhoods should not be sacrificed for quantity. Keep the owner-occupied housing stock in Addison at its current level, and keep the neighborhoods competitive by ensuring they remain safe, well-maintained, and attractive.

Objectives:

1. Keep properties in the neighborhoods well-maintained.

Strategy: Maintain an active Code Enforcement program to keep individual homes and yards maintained to an acceptable standard.

2. Enhance existing neighborhood infrastructure when possible.

Strategy: Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement , additions, or remodels as needed.

3. Provide pedestrian connections within the neighborhoods, between neighborhoods, and from neighborhoods to local services and amenities such as retail uses and recreational facilities.

Strategy: Require pedestrian connections for any new neighborhoods or redevelopments and Include connections from neighborhoods into the Master Trail Plan.

Land Use, Renter-Occupied Residential

GOAL: Keep the renter-occupied housing stock in Addison competitive by ensuring it remains safe and well-maintained, and require that any new multi-family developments, or redevelopments, be built within neighbor-

List of Goals, Objectives, and Strategies

hoods that are supported with public facilities.

Objectives:

1. **Support renter-occupied units with neighborhood amenities such as parks and trails.**

Strategy: Require any new multi-family developments or redevelopments to provide recreational space and amenities for its residents.

2. **Where possible, enhance existing amenities in neighborhoods.**

Strategy: Institute an annual program for assessing quality and useful life of neighborhood amenities.

Strategy: Allocate funds on an annual basis for replacement or remodels as needed.

3. **Improve the quality of Addison's existing multi-family product.**

Strategy: Allow higher densities on redevelopment of older properties so that developers can build better quality buildings with structured parking.

4. **Keep multi-family properties well-maintained.**

Strategy: Maintain an active Code Enforcement program to see that all multi-family properties are maintained to an acceptable standard.

Land Use, Retail

GOAL: Explore methods to revitalize Addison's retail offerings in spots that may be tired, dated, or past their useful life. Those methods might include Special Area Studies, which are intense and targeted economic and land use studies including an inter-disciplinary team of: specialized retail consultants to offer expertise and case studies from other cities, architects to explore possible redevelopment schemes, urban planners to provide a framework for implementation, property owners from within the area, and staff members/public officials to explore the feasibility of implementing new ideas.

Objectives:

List of Goals, Objectives, and Strategies

1. Examine areas, such as Inwood Road, that no longer seem as vibrant as other retail corridors. Explore other possible land uses for those areas.
2. Consider Special Area Studies that target specific areas, identified through the Comprehensive Plan's Methodology. Special area studies should analyze existing conditions and propose new uses and development patterns which are market-tested by retail consultants on the study team.
3. Consider façade grants or spruce-up incentives for retailers who need to remodel their centers.
4. Consider increasing the visibility of businesses in Addison Circle through lighting or signage.
5. Study demographics of Addison's customers and determine if Addison is still importing customers, and if so, from where, and if Addison residents are shopping and dining elsewhere.

Land Use, Hotels

GOAL: Keep Addison's hotels well-maintained and competitive in the Metroplex hotel market.

Objective: Provide support, both financial and administrative, to keep Addison's hotels competitive

Strategies:

List of Goals, Objectives, and Strategies

1. Provide grants to hotels for refurbishments and remodels so that they can continue to attract customers at a rate that is comparable for the market.
2. Continue to provide special events that encourage visitors to come to Addison and stay in an Addison hotel.
3. Work to encourage the development of new hotels in areas that are suitable for supporting them, such as Village on the Parkway, Addison Circle, and Vitruvian Park.

Land Use, Office

GOAL: Recognize that office buildings are a valuable land use asset for the Town and take steps to keep them competitive through code enforcement and Economic Development efforts.

Objectives:

1. **Maintain the quality of buildings through code enforcement efforts aimed at keeping buildings maintained and attractively landscaped.**
2. **Continue Economic Development efforts to keep Addison competitive with other communities and allow it to compete for large and small tenants.**
3. **Continue to foster variety among office tenants by encouraging other types of office uses such as call centers and medical offices.**

Land Use, Commercial/Industrial

GOAL: Maintain the Town's existing commercial and industrial neighborhoods through Code Enforcement, and consider a branding and marketing effort to develop Midway Road as a destination for automotive uses and their customers.

List of Goals, Objectives, and Strategies

Land Use, Mixed Use

GOAL: Continue to support Addison's mixed use developments through maintenance of public spaces and programming to keep the spaces vibrant, and consider additional mixed use developments as older areas of the city become ripe for redevelopment.

Parks and Open Space

GOAL: Maintain the Town's standard of excellence in all its parks, trails, and public open spaces, and where possible, improve the quality, quantity, and connectivity of parks and trails while maintaining effective stewardship of land and water resources.

Objectives:

- 1. Extend Addison's trail network beyond the Town's boundaries so that trails can connect on a regional level.**

Strategy: Work with adjacent cities: Dallas, Carrollton, and Farmers Branch, to extend trails between the cities.

Strategy: Actively pursue grant funds to build connections from Addison's trail system to systems in adjoining cities.

- 2. Provide a first-class level of amenities for users of the Town's parks and trails.**

Strategy: Adopt standards for trail improvements that include signage, benches, water fountains, and other amenities.

Strategy: Include amenities, as specified in the standards, on all new trails and parks, and add them to existing trails and parks.

- 3. Acquire and develop open spaces and conservation areas to support the Town's population and preserve natural resources.**

Strategy: Look to acquire strategic tracts in neighborhoods that can provide open spaces for more active recreation use, as well as preserve natural areas with scenic amenities such as large trees and water fea-

List of Goals, Objectives, and Strategies

tures.

4. Emphasize sustainability and water conservation in all new parks

Strategy: Continue EarthKind Landscape Management Program

Strategy: Continue to use drought-tolerant and native species of plants in all new parks and trails, and on all landscape renovations.

Strategy: Continue effective water conservation measures for all irrigation systems.

5. Maximize use and utility of public and private open spaces.

Strategy: Coordinate with Dallas Independent School District, Private Schools, Brookhaven Community College, and other private developments to share use of open spaces, trails, and facilities.

6. Find additional resources to finance new park spaces and enhancements to existing parks.

Strategy: Actively pursue regional, state and national grants. Partner with other cities and agencies, such as Dallas County and Texas Parks and Wildlife, for funding, and work with non-profit groups such as the Addison Legacy Foundation and Addison Arbor Foundation to provide additional funding for park improvements.

7. Seek efficient ways to provide Dog Parks.

Strategy: Use properties owned and operated by other public and private entities to minimize cost

Strategy: Consider sponsorships to fund development and maintenance.

8. Recognize and enhance the photographic appeal of Addison's parks and facilities as a way to market the Town.

Strategy: Design park improvements and facilities with an eye to providing dramatic backdrops for commercial photographers and videographers.

List of Goals, Objectives, and Strategies

Strategy: Add “take photo here” spots for recreational photographers and visitors.

Strategy: Provide a map for photographers that highlights particularly scenic spots in Addison’s parks and other facilities. Make map available on the web page and at the Visit Addison facility.

9. Maintain existing parks and facilities to a first-class standard.

Strategy: Implement an annual park structures and grounds maintenance/renovation program to keep parks looking fresh and new.

Community Facilities, Athletic Club

GOAL: Maintain the Athletic Club’s excellence.

Objectives:

1. Keep Club facility clean and well-maintained and periodically evaluate the Club’s facilities to determine if new facilities need to be added.
2. Continually update fitness equipment to keep up with advances for cardio weight training.
3. Provide more opportunities for the limited number of kids in the 8-14 age group.
4. Provide ongoing assessment of Club programs to insure currency, relevancy and cost effectiveness.

Community Facilities, Community Garden

GOAL: Community gardens are great neighborhood builders, and as op-

List of Goals, Objectives, and Strategies

Community Facilities, Conference and Theatre Centre

GOAL: Maximize the current size of Addison's Visitor and Event hosting venues by adding facilities that allow them to stay flexible and competitive in their current market niche. Add a parking garage that could support all three facilities as well as possibly support the relocated Cavanaugh Flight Museum.

Community Facilities, Historic Buildings

GOAL: Maintain the Addison Town Hall as one of the Town's icons. Maintain and use the Stone Cottage as an auxiliary facility for the Conference Centre. Support the active re-use and re-development of the Town's other historic buildings through private funding.

Community Facilities, Medical Facilities

GOAL: Continue to support and encourage the expansion of Medical facilities in Addison.

Community Facilities, Municipal Buildings

GOAL: Maintain the level of service to citizens provided by Addison's excellent municipal buildings while looking for ways to consolidate inefficient and out-dated facilities.

Objective:

1. In recognition of the cost and operational benefits derived by housing employees in close proximity to one another, consider selling or leasing Finance building and moving those employees to Town Hall Square. Existing buildings in Town Hall Square could be occupied by city employees, and the out-dated building adjacent to Town Hall (former piano store) could be demolished and replaced with a municipal building. Explore the potential of Town Hall Square as a municipal complex that could include a public green space or Town Square.

List of Goals, Objectives, and Strategies

Community Facilities, Post Office

GOAL: Continue to work toward having the 75001 zip code for all of Addison. Explore possibilities for finding a way for the Post Office to be maintained through private resources such as the Arbor Foundation, the Addison Business Association, or a volunteer group. Also explore an alternative landscaping plan, such as a xeriscape plan, that would require less maintenance.

Community Facilities, Public Art

GOAL: Incorporate public art into the community in a way that is strategic, selective, and impactful.

STRATEGIES:

1. Take advantage of the Town's many venues, both indoors and out, for the hosting of temporary and traveling art exhibits.
2. When the opportunity for a public art piece arises, seek well-known artists with national reputations for the commission. Develop impactful and significant art works, not just decorative pieces.
3. The Addison Legacy Foundation could contact the owners of public art pieces throughout the Town and let them know the Town would accept a tax-deductible donation of an art piece in order to keep it from being scrapped or destroyed.
4. Evaluate the Town-owned art pieces on an annual basis to determine if maintenance or repainting is needed, and if so, provide funds for maintenance.

Community Facilities, Schools

GOAL: Continue to support the George H.W. Bush Elementary School by encouraging community participation and volunteer efforts at the school. Also support private schools and day care centers. Explore options for hosting classes from a local university within the Town, and for hosting extended training for businesses.

List of Goals, Objectives, and Strategies

GOAL: Addison has made the necessary investments in infrastructure and technology to provide and maintain first-class water and wastewater utilities. The Town should continue to make the necessary investments to keep its utilities in their current excellent condition.

Objectives:

- 1. Continue to invest the Utility fund revenue back into water and wastewater facilities so that Addison can maintain its efficient and cost-effective delivery of water utilities.**
- 2. Promote water conservation so that Addison can continue to provide water at a reasonable cost to its customers.**
- 3. Promote effective storm water retention design and require stormwater detention in all new construction.**