



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

Fax: (972) 450-7043

## AGENDA

### SPECIAL MEETING AND WORKSESSION OF THE CITY COUNCIL

AUGUST 7, 2007, 6:00 P.M.

ADDISON SERVICE CENTER

16801 WESTGROVE ROAD

ADDISON, TX 75001

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### WORK SESSION

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Item #WS1 Discussion and review of the prioritization process and ranking of the recommendations from the Citizens Advisory Committees.

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Adjourn Meeting

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Posted at 5:00 p.m. on August 3, 2007  
Mario Canizares, City Secretary

**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.**

# Memorandum

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**To:** The Honorable Mayor and City Council

**From:** Ron Whitehead, City Manager

**Date:** July 31, 2007

**Subject:** Citizen Advisory Committee Rankings - Summary Reports

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Attached are the Council's rankings of the Citizen Advisory Committee Recommendations. As has been discussed, we separated the recommendations into "A", "B", and "C" groupings. We hope that by doing so it will separate those items that are more immediate in priority. Also, the City Manager's Office has gone through each item and provided a brief status report.

Also, please remember that we will be meeting Tuesday, August 7 at 6:00 p.m. at the Service Center. We will send a notice to all the committee members to make them aware of this meeting.

If you have any questions, please let me know.

## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	Group	Comments/Status
1. Beltline Rd. redevelopment	5	4	4	2	6	1	1	3.29	A	There is an excess of \$10M in funds from 2000 bond election. Cunningham Architects will have a template and phasing schedule in Sept 07
2. Formalize “Addison Way” culture	12	2	4	4	4	3	2	4.14	A	Developing a video to be incorporated into new employee orientation and ongoing employee training program - Oct 07
3. Proactively investigate and participate in options to expedite development of Cotton Belt	8	1	3	14	1	1	3	4.43	A	Recommend establishing a City Council committee to explore prioritization and other options of funding the Cotton Belt in Oct 07
4. Upgrade signalization/centralized traffic monitoring system	3	1	5	1	11	9	2	4.56	A	The funding that is currently available for the signalization hardware is \$1,200,000 and is provided by NCTCOG, Dallas County and the Town of Addison. The Town requested additional funding from NCTCOG for LED lights at the signals (\$50,000) and an entire re-timing of the city's signals due to the opening of Arapaho Road (\$140,000).
5. Provide pedestrian-friendly connectivity from neighborhoods to Belt Line Road.	2	2	9	6	2	13	5	5.57	A	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails. Secured endorsement from Brookhaven College and Farmers Branch
6. Establish an Addison community foundation	5	1	10	12	6	13	1	6.86 <sup>1</sup>	A	Instruct City Attorney to explore legal structure by Jan 08. Recommend establishing a committee of experts to make policy recommendations to Council
6. Adopt a Sustainability philosophy for the Town	10	2	9	18	1	3	5	6.86	A	Recommend Council formally adopt a sustainability approach by Oct 07
8. Conduct a culinary district market feasibility and redevelopment study (as done for Beltline) with streetscapes	17	*	3	8	5	4	5	7.00	A	Recommend Council appoint a committee to conduct study and make recommendations in Feb 08

<sup>1</sup> Averages noted in color indicate tie scores

## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	Group	Comments/Status
9. Update the website more often	4	9	2	10	10	16	3	7.71	A	Requires more Council dialogue and clarification
10. Vehicular – Beltway extended east to Inwood	2	13	1	3	10	17	13	8.43	A	Will be included and coordinated through culinary analysis
11. Expand Water Tower Theater	13	9	8	7	15	7	1	8.57	A	Recommendations will be presented to Council in Oct 07
12. Improve communication with citizens. Promote the Town's current human services offerings in print – other than the <i>Accolade</i>	19	3	19	8	10	2	2	9.00	A	Requires Council discussion
13. Coordinate NTTA signage at our two exits with "Addison next 2 exists" for both North and South bound lanes.	5	6	6	12	15	12	8	9.14	A	Pursue conversation to influence present policy which does not allow for the designation of cities
13. Establish business/economic development program thru ABA with strong boundaries, expectations, and accountability	9	12	12	22	2	4	3	9.14	A	Requires Council discussion; staff has concerns about contracting with private entity. Recommend Council develop ED guidelines and policies before implementation. Discussion to be held at August 25 worksession
13. Implement a "12 at 12" luncheon/communications program with Mayor, City Manager, staff and business leaders	1	15	7	13	7	5	16	9.14	A	Requires Council discussion; Recommend Council develop ED guidelines and policies before implementation. Discussion to be held at August 25 worksession
16. Pursue a study for a AMCS Charter School	6	22	12	1	23	3	9	9.43	A	Recommend hiring a consultant to pursue legal and financial feasibility; appropriate \$75,000 in FY 08
17. Establish 75001 as the Zip Code for all of Addison	4	23	1	18	7	6	8	9.57	A	Recommend Council encourage ABA pursuit
18. Re-work Addison website	21	13	2	12	14	1	5	9.71	A	Requires more Council dialogue and clarification
18. Vehicular – encore Beltline redevelopment plan	13	9	12	5	17	9	3	9.71	A	There is an excess of \$10M in funds from 2000 bond election. Cunningham Architects will have a template and phasing schedule in Sept 07
20. Explore a partnership with the Addison Business Association to help business encourage their employees to stay in Addison after they get off work	7	14	5	18	4	7	14	9.86	A	Staff is not aware of how this can be achieved; requires more clarification
20. Aviation – implement self-service fuel pumps	13	9	2	10	17	13	5	9.86	A	WSI has selected First Air as the FBO to provide this service. New site identified immediately south of the new fuel farm for new facility

## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	GROUP	Comments/Status
1. Develop Master Trail Plan including a link to Brookhaven, Grant's new developments, Ashwood, and DART Station	11	13	13	10	7	15	3	10.29	B	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails. Secured endorsement from Brookhaven College and Farmers Branch
1. Aviation – encourage and develop plan to encourage redevelopment (including off-airport and West side of airport) and ensure continued viability	13	7	10	3	13	16	10	10.29	B	Considering incorporating Leland recommendations into a formal policy once the airport management contract is negotiated – Jan. 2008
1. Expand recycling program for all residents and businesses	1	17	13	18	3	6	14	10.29	B	Council should appoint a recycling committee to evaluate the feasibility of a multi-family and commercial recycling program
4. Redevelopment of west side of Addison airport to aeronautical use, especially adjacent to airport	6	2	7	5	20	14	19	10.43	B	Considering incorporating Leland recommendations into a formal policy once the airport management contract is negotiated – Jan. 2008
5. Relocate and expand Cavanaugh Flight museum based on report recommendations	1	11	5	10	23	9	15	10.57	B	Conducted two studies; MOU is being drafted for Council's review and consideration – August 2007
5. Expand programming at AAC	11	15	16	4	14	10	4	10.57	B	More discussion and direction is needed from Council
7. In-town bus transportation/shelters, trolley, small bus, van, streetcar, with frequency such as 5-10 minute intervals.	3	15	4	15	2	16	21	10.86	B	Bus shelter designs are being provided as part of the Belt Line redevelopment Plan; other transportation programs can be discussed with our DART representative
7. Hire a "Brand Manager/PR Director" to work with other committees and proactively promote the Town and its brand.	3	26	1	8	7	9	22	10.86	B	Review Town's historical efforts and discuss future options – November 2007
9. Increase adult continuing education class (computer, dance, physical activity, motivation, financial, culinary).	8	9	15	2	14	6	22	10.88	B	Council should appoint committee to develop recommendations for Council consideration – Feb. 2008
10. Expand <i>Inside Addison</i>	17	5	15	6	17	4	13	11.00	B	Staff to present options as part of the FY 2007/08 budget process
10. Take active influence in education (DISD, C/FB, etc.)	13	11	16	3	11	10	13	11.00	B	Council should appoint a Council liaison to these Boards
12. In-town bus transportation/shelters, trolley, small bus, van, streetcar, with frequency such as 5-10 minute intervals	4	23	6	9	7	7	22	11.14	B	Transportation program can be discussed with our DART representative

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	1	2	3	4	5	6	7	AVG.	GROUP	Comments/Status
13. Implement an interim solution by encouraging appropriate business relocations to Inwood Rd – Culinary District	16	17	7	18	1	6	16	11.57	B	Recommend Council appoint a committee to study and make recommendations in Feb 08
14. Define our message and brand identity - “what we want to be”	9	23	10	5	6	14	15	11.71	B	Review Town’s historical efforts and discuss future options – November 2007
14. Form a town sustainability committee and plan	6	26	7	22	1	5	15	11.71	B	Recommend Council formally adopt a sustainability approach by Oct 07
16. Improve existing publications to target audiences	13	6	18	5	18	18	7	12.14	B	Staff to present options as part of the FY 2007/08 budget process
17. Implement Addison lights	13	3	17	11	26	10	8	12.57	B	A lighting plan for the community is to be considered as part of the Belt Line Redevelopment Plan
18. Leverage Community Facilitates – consolidate Administrative offices into new building	13	23	3	5	12	20	24	12.88	B	More discussion from Council to determine the goals for this objective
19. Pursue Charette/Brookhaven developer to explore LEED certification	18	20	14	25	4	2	8	13.00	B	Staff is currently pursuing this objective
19. Review water rate structure/philosophy – Structure water rates to promote conservation	7	15	17	23	7	12	10	13.00	B	Answers to be provided as part of the FY 07/08 budget process; Freese & Nichols study to be presented to the Council
21. Aviation – resurface runway and taxiways	18	2	14	13	21	21	4	13.29	B	Staff is currently pursuing this objective
22. Continue the co-op ads with restaurants but add a system to select the restaurants for featured story.	6	10	11	17	18	22	10	13.43	B	Review Town’s historical efforts and discuss future options – November 2007
23. Focus on small entrepreneurial companies	12	13	22	10	11	7	20	13.57	B	Requires Council discussion; Recommend Council develop ED guidelines and policies before implementation. Discussion to be held at August 25 worksession
24. Implement the “Cluster” concept with Cavanaugh Flight museum and other areas for art, history, and private collection museums.	6	26	7	8	23	24	19	14.71	B	Staff would like to discuss private/public partnerships in the development of museums and facilities – January 2008
24. Run an open house for fire and police departments	20	7	20	20	4	21	11	14.71	B	Fire Department Open House scheduled for September; Police Department to follow.
26. Create a viewing platform/info airport activates	22	5	11	12	18	19	17	14.86	B	Pursue as part of the Cavanaugh Museum

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	1	2	3	4	5	6	7	AVG.	GROUP	Comments/Status
26. Explore information technology available to “push” information	13	17	12	15	17	11	19	14.86	B	Addison Perks was launched on July 27
28. Hire a Director of Business Development	2	25	26	25	3	2	22	15.00	B	Requires Council discussion; Recommend Council develop ED guidelines and policies before implementation. Discussion to be held at August 25 worksession
29. Air pollution reduction – increase trails and encourage mass transit	20	4	23	23	10	20	6	15.10	B	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails. Secured endorsement from Brookhaven College and Farmers Branch
30. Vehicular - construct roads with highest standards	21	6	17	7	22	25	8	15.14	B	Further clarification needed; more discussion may be necessary
31. Water use reduction – revise water rate structure to promote conservation	9	16	21	20	7	22	12	15.29	B	Answers to be provided as part of the FY 07/08 budget process; Freese & Nichols study to be presented to the Council
32. Place a movie theater/art theater at art or culinary district	18	24	9	10	7	14	16	15.43	B	Currently in conversations to pursue options with entities for a public/private partnership where appropriate
33. Create an information kiosk and visitor center	11	15	15	8	20	20	20	15.57	B	Searching for appropriate locations on Belt Line Road
34. Water use reduction – expand water conservation programs to decrease the Town’s use	20	4	18	20	13	24	11	15.71	B	Answers to be provided as part of the FY 07/08 budget process; Freese & Nichols study to be presented to the Council
35. Include senior citizens living facility at Brookhaven Country Club Dr. redevelopment	10	17	14	17	9	21	23	15.86	B	Encourage the private developer to consider senior housing
36. Improve Park System information	22	8	20	16	12	16	17	15.88	B	Further clarification needed; more discussion may be necessary
37. Reactivate the Crime Watch/citizens on patrol program	8	20	23	20	10	25	9	16.43	B	Current effort is directed toward the Advocate Program which is more inclusive
38. Bus – distinctive, signature bus/pedestrian shelters	13	7	24	15	26	15	16	16.57	B	Bus shelter designs are being provided as part of the Belt Line Re-development Plan
39. Build a playground for Tree House on trail	24	20	24	20	19	4	7	16.86	B	Current TXU policy does not allow additional structures in their ROW
40. Bus – off-site shuttles to Addison Special Events	26	8	22	14	14	20	16	17.14	B	Staff will research prior to the 2008 Special Event season

## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	Group	Comments/Status
41. Provide artist exhibition space	23	12	20	16	20	12	18	17.29	B	Pursue consultant that would assist or consider a public/private partnership
42. Bicycle – make all areas of Addison accessible to give people easier ways to reach other areas of town such as a central bus station	22	20	16	10	14	19	22	17.57	B	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails.
42. Pursue a personal contact with Post Properties to house art exhibits	15	10	16	25	26	12	19	17.57	B	Pursue consultant that would assist or consider a public/private partnership



## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	Group	Comments/Status
1. Include public art with Beltline redevelopment	19	18	12	22	24	18	13	18.00	C	Cunningham Architects will have a template and phasing schedule in Sept 07. Consider as part of redevelopment
2. Provide a space for street artists with blue lights at summer series event	20	11	16	19	25	17	20	18.29	C	Staff will work with private developers to design and install public areas for artisans and cultural offerings
3. Designate 1% of capital projects for the arts fund (encourage private participation via points system)	17	22	25	25	23	5	12	18.42	C	Staff prefers encouraging private entities to provide this amenity
4. Pursue “green” construction for train depot	10	25	17	21	24	9	24	18.57	C	Recommend Council formally adopt a sustainability approach by Oct 07
5. Aviation – study cost to extend taxiway to Bravo	19	11	11	16	26	22	26	18.71	C	Study completed; need funding to pursue construction
6. Increase environmental information and communication	25	6	24	20	12	23	24	19.14	C	Recommend Council formally adopt a sustainability approach by Oct 07
7. Bicycles – provide wide curb lanes and ped/bike paths	23	4	27	17	23	17	25	19.43	C	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails. Secured endorsement from Brookhaven College and Farmers Branch
8. Establish Addison Cheerleaders with TCA and Greenhill to represent the Town at events	17	26	22	23	5	21	26	20.00	C	Staff believes that this is better suited by other entities; not an appropriate role for a city
9. Build a playground for Celestial park	25	19	26	26	19	18	11	20.57	C	If Council wishes to allocate funding, project can be accommodated
10. Use solar power where appropriate	19	23	20	23	19	26	16	20.88	C	Recommend Council formally adopt a sustainability approach by Oct 07
11. Bicycles – focus on social and recreational cyclist	24	19	25	26	16	22	21	<b>21.86</b>	C	Currently pursuing available funding from Commissioner Dickey and COG to implement pedestrian trails. Secured endorsement from Brookhaven College and Farmers Branch

## TOWN OF ADDISON – CAC RECOMMENDATION RANKINGS SUMMARY

	1	2	3	4	5	6	7	AVG.	Group	Comments/Status
12. Air pollution reduction – consider bio-diesel/alternative fuels for Town vehicles	24	21	21	24	14	24	25	21.86	C	The Town has 5 Hybrid Electric vehicles in the Town's fleet and will be purchasing two more next fiscal year. The plan is to replace fleet vehicles with hybrids as appropriate. Bio-diesel fuel vehicles were tested several years ago with less than satisfactory results and we discontinued their use. Improvements have been made with this alternative fuel and we will be looking at bio-diesel use again in the near future.
13. Establish joint use of tennis courts with Brookhaven Community College	26	14	25	24	21	26	25	23.00	C	Tennis courts are currently available at Greenhill and TCA. These are available to the public
14. Water use reduction - Consider permeable paving	26	20	22	22	22	26	26	23.43	C	Staff will investigate as part of sustainability discussions
15. Vehicular – limit truck thru-truck traffic on Midway	24	20	26	27	24	27	27	25.00	C	Belt Line Road, Midway Road, and Dallas Parkway are the only truck routes in Addison. Truck traffic on all other Addison streets is prohibited (by Ordinance) except from local delivery. Marsh Lane is posted “No Trucks” and is unique in that south of Brookhaven Club Drive is all within the jurisdiction of Farmers Branch. Truck delivery to businesses (like Tom Thumb) on Marsh Lane is accomplished by using Midway Road, to Spring Valley, to the business.