

## Vision – Addison 2040

The Council's vision for Addison in 2040 describes a community that is unique, yet is also successful in achieving qualities many other cities also desire. This vision is detailed below.

- Addison has survived and is the benchmark other communities aspire to reach.
- Addison succeeds because of its innovative and creative long-term thinking.
- Addison provides superior customer service to its residents, guests and businesses.
- Land uses are highly desirable.
  - Highest and best mix of uses for properties and throughout community
  - Developments are well designed and/or pristine and/or perfect and/or clean
- The Town is well-connected and very walkable.
  - Residents, businesses and guests are connected to areas in Addison and to regional destinations
- There is a strong and diverse business ecosystem.
  - Traditional, stable business thrive here, as do entrepreneurial startups like those incubated at the Treehouse
  - The Airport is a regional economic driver and part of this ecosystem
- Addison has reinvented sustainability.
  - It's more than recycling, including a wide range of strategies
  - It is embraced throughout the organization and community
  - Decisions make a statement about leadership and innovation
- Addison's financial practices allow it to be financially independent and opportunistic.
- The Town has gained control of the previously uncontrollable.
- Addison is intentional about planning and providing for the needs of people who will be attracted here, but is not inflexible as times and needs change.

At the July 8<sup>th</sup> work session, the City Council agreed that these statements describe the community they would like Addison to be in 2040 (if not before). They also recognized the challenge of synthesizing all these important characteristics into a single succinct Vision Statement. Based on the discussions at the retreat and the work session, a draft Vision Statement is proposed in Exhibit 2. It includes a succinct overview statement, which is then followed by the detailed descriptions of these particular aspects of the desired community.

## Exhibit 2: Addison 2040 Vision (draft)

Addison's people and businesses choose this community because of its high quality design, long-term sustainability, creative resources and fun experiences and gathering places. The Town meets these high expectations through its innovative, efficient and collaborative way of doing business.

Addison expects to achieve this broad vision because of the way it makes decisions and investments, and because it insists on specific qualities in its physical character, services and activities. The statements below detail these particular characteristics of the future Addison.

- Addison has survived and is the benchmark other communities aspire to reach.
- Addison succeeds because of its innovative and creative long-term thinking.
- Addison provides superior customer service to its residents, guests and businesses.
- Land uses are highly desirable.
  - Highest and best mix of uses for properties and throughout community
  - Developments are well designed and/or pristine and/or perfect and/or clean
- The Town is well-connected and very walkable.
  - Residents, businesses and guests are connected to areas in Addison and to regional destinations
- There is a strong and diverse business ecosystem.
  - Traditional, stable business thrive here, as do entrepreneurial startups like those incubated at the Treehouse
  - The Airport is a regional economic driver and part of this ecosystem
- Addison has reinvented sustainability.
  - It's more than recycling, including a wide range of strategies
  - It is embraced throughout the organization and community
  - Decisions make a statement about leadership and innovation
- Addison's financial practices allow it to be financially independent and opportunistic.
- The Town has gained control of the previously uncontrollable.
- Addison is intentional about planning and providing for the needs of people who will be attracted here, but is not inflexible as times and needs change.