

Addison City Council Vision (DRAFT)

Addison is fast paced and fun—high-tech and business-centric—all in a casual and approachable way. Residents, businesses and visitor choose this community because of our exceptional customer service, high quality design, our commitment to sustainability, and creative resources. Addison meets these high expectations through its innovative, efficient and collaborative way of doing business. The City Council 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.

Addison is a vibrant place to live, a great place to start a business, and a great place to go out on a Saturday night. In Addison, it's about "connections." It's about connecting to the Metroplex through its central location; it's about connecting your work life to your social life by living and working in the heart of it all; and it's about connecting to other great people—al of whom make up Addison and it's visitors. The statements below detail these particular characteristics of the future of Addison:

- Addison succeeds because of it is innovative, creative and forward-thinking with the welcome mat always out.
- It has a government that's business friendly and service-minded; things run smoothly and safely.
- It is a boardroom community with a diverse business ecosystem and no roadblocks to keep you from success
 - Traditional, stable business thrives here, as do entrepreneurial start-ups like those at the Addison TreeHouse
 - The Addison Airport is a regional economic driver and part of this ecosystem
- The ability to effectively manage both a strong business environment and an active and fun social scene is at the heart of what makes Addison work—and what differentiates it from other communities.
- The "Addison Way" is a concept used in Addison. It captures the proactive, can-do spirit that Addison brings to everyday life.
- The community has reinvested and recommitted to a long-term sustainability.
 - It's more than just recycling. It's about a strategic vision of a pedestrian-friendly urban design and sustainable landscaping which make a bold statement about community leadership, involvement, and innovation.
- Addison's financial practices allow it to be financially independent and opportunistic.
 - The community is intentional about planning and providing for the needs of people who will be attracted here.
- Addison is a safe, comfortable and inviting place for everyone. From billion dollar businesses to recent grads, Addison is a place that makes life easy, and makes connections possible.
- Ideas, plans, influences, hopes, and activities jell into a unified whole, thanks to the many virtues of Addison
- Addison is a gathering place. It's holistic (life, work, leisure together). It's a transportation hub. And it's a community (and government) given to helping ideas come to fruition

BELOW IS THE ORIGINAL VISION TEXT

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