



TOWN OF ADDISON
COMPREHENSIVE PLAN
2013

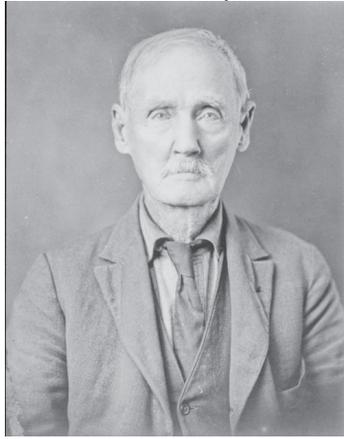
HISTORY OF THE TOWN



HISTORY OF THE TOWN

BEGINNINGS

The Town of Addison is located in an area once called Peters Colony. It was settled as early as 1846 when Preston Witt built a house on White Rock Creek. The area was not known as Addison until 1904. Addison was named after Addison Robertson, who was a Confederate War hero and served as the community's second postmaster from 1908-1916. In 1902, the first industry was introduced to Addison when a cotton gin was built on Addison Road, by the Pistole brothers.



Addison Robertson, the Community's second Postmaster and namesake

Transportation came to Addison in 1888 when the St. Louis, Southwestern Railway Company extended the Cotton Belt Line from Commerce, Texas to Fort Worth, Texas. Mr. W.W. Julian, an Addison landowner, donated one half-acre of land to the Railway Company so that it would establish a depot



The original "Town" of Addison. One building, the original Addison Bank, still stands along Broadway, formerly the only commercial area in the community.

in Addison. The depot established Addison as a center for commerce and drew stores, churches, and other businesses.

Like other rural communities, Addison originally had its own school system. The Addison School Building was built on Belt Line Road, which was then a dirt road, and served the community until 1954 when the Addison district merged with the Dallas Independent School District. The school, which was closed in 1964, now serves as the Addison Magic Time Machine Restaurant.

The City of Addison was incorporated on June 15, 1953, under an alder-manic form of government. In 1956 construction began on the Addison Airport, which was eventually purchased by the Town in 1975 using an FAA grant.

BOOM TOWN DAYS

In 1975, Addison was poised for growth. It had its own airport, and the Dallas North Tollway was being extended north toward the Town. Landowners in the community felt that it was time for Addison to take control of its fate and shape the new private investment and development that would undoubtedly follow the construction of the Tollway. Property owners realized that the Town lacked infrastructure to support quality development, and they realized that by discouraging, or simply ignoring growth, the Town was actually encouraging poor quality development.

In 1975, the Town elected new leadership, including a new Mayor, Jerry Redding. Mayor Redding and other Addison leaders realized that while the Town enjoyed a great location for commerce, it

had a limited amount of land on which to build tax base. They realized that given Addison's small population, it might be possible to hold a successful "local option" election and bring alcohol sales to Town. Addison leaders felt they had hit upon an industry that was tailor-made for Addison's Main-and-Main location at the intersection of Belt Line and the soon-to-be completed Dallas North Tollway.



Construction of the Dallas North Tollway through Addison. The Town paid to construct the Tollway underground so that it would not cut the community in half.

They held the local option election in 1975 and voted to allow packaged liquor sales and liquor-by-the-drink in Addison. Since most of the communities in all directions from Addison were



Addison was one of the few communities in the Metroplex to allow the sale of alcoholic beverages

still "dry," this progressive decision proved to be an enormous economic catalyst. However, the Council was determined to control the impact of that decision on the community, so it restricted the sales of packaged liquor sales to Inwood Road, south of Belt Line Road. The Council also required applicants wanting liquor-by-the-drink permits to have 60 percent of their sales receipts come from food sales. This requirement helped the Town develop an amazing group of quality restaurants and two large full-service hotels, and it shaped Addison as one of the foremost hotel and dining destinations in the Metroplex. Addison is still known as a premier restaurant community with over 166 restaurants that can seat over 20,000 patrons at one time.

Addison has long been committed to providing quality services and facilities to its residents. It established early, and has maintained, excellent response times for Police and Fire/EMS services. It also takes great pride in the quality of the built environment for both private sector properties and facilities built by the Town.



Residents stroll in Celestial Park in the Bellbrook neighborhood.

In 1987 the Town constructed the Addison Athletic Club, which includes a basketball court, workout facilities, racquetball courts, and both an

indoor and outdoor pool. All Addison residents pay a one-time \$10.00 fee for use of the facility. Addison also began a commitment to community life by sponsoring community events throughout the year. Today Addison's signature events: Kaboom Town, Oktoberfest, and Taste Addison, draw over 250,000 people a year to the Town. On a daily basis, Addison's 130 acres of parks and trails and Special Event facilities provide wonderful passive recreational opportunities, as well as a beautiful aesthetic quality for the Town.

REINVENTING

During the late 1970's and early 1980's, Addison experienced explosive growth, with new office buildings and restaurants being constructed on every corner. Then in 1988, Addison, like the rest of Texas, was hit by the Savings and Loan crisis and subsequent real estate market crash. Addison was particularly hard-hit because so much of its land was devoted to office and commercial uses. Once again, Addison officials, led by then-Mayor Lynn Spruill, realized the importance of taking control of the city's development as opposed to just riding out the boom and bust cycles of the real estate market. The Town formed a committee comprised of Council members, Addison residents and business people, as well as respected members of other communities. The group began a visioning process called 2020 Vision. The group analyzed Addison's strengths and weaknesses and developed a logical future for the Town, which has shaped the Town's development direction since 1991.

The group determined that Addison, with its unique location and restaurant/shopping/entertainment offerings, had the ability to become the urban housing and entertainment provider for the more than 100,000 people who worked along the Dallas North Tollway corridor. The group studied

the New Urbanism movement that was becoming a popular development format around the country, and believed that higher density multi-family, in a mixed-use environment with office and retail uses, was a good fit for Addison. The group believed that unique architecture and high-quality, long-lasting building materials would deliver a mixed use neighborhood that would enjoy a longer lifecycle than typical stand-alone garden apartment or office projects.

The Town Council tested its belief in new urbanist development on an 84-acre tract of raw land that lay between the Dallas North Tollway and Addison Road.



Addison Circle

It worked with Columbus Realty Trust (later sold to Post Properties) to develop Addison Circle, one of the first mixed-use developments in the country to be built on a green-field, suburban site. Addison Circle has been very successful and is a signature development for the Town. The many parks and plazas in Addison Circle draw residents from throughout the community, and Blueprints at Addison Circle, the Town's signature art piece, provides an instantly-recognizable icon for the Town.

CONTINUING THE VISION

Since 1991, the Town has been through other boom-bust real estate cycles, but it continues to believe in high-density, mixed-use development for both owner-occupied and rental housing. It



Towne Lakes townhomes

has been able to fill in small parcels of land with higher-density townhome developments such as the Towne Lake townhomes and Stanford Court Villas. Townhomes provide an attractive alternative to the many Addison residents who want to live in a home they own, but don't want a yard to maintain.

VITRUVIAN PARK

In 2007 the Town had another opportunity to partner with a developer on an urban neighborhood when UDR (formerly United Dominion Realty, a real estate investment trust) purchased 114 acres in the Brookhaven Club Drive area. UDR, knowing that Addison understood higher density and



Savoye and Savoye 2, the first developments in Vitruvian Park

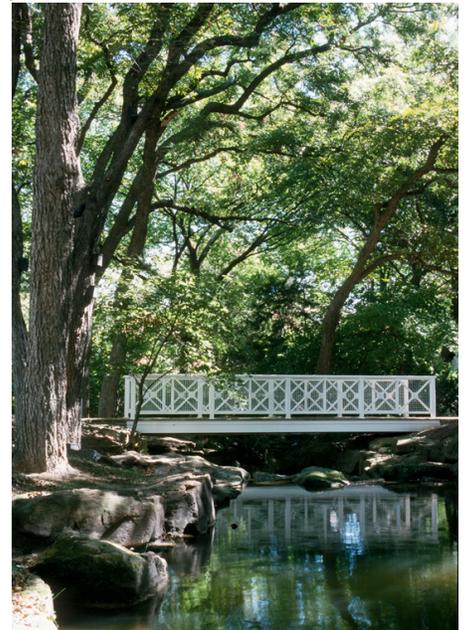
mixed uses, purchased nine aging multi-family complexes and came to the Town with a plan for Vitruvian Park, a new community of 5,000 multi-family units. The redevelopment plan features a 12-acre park oriented along the creek that flows through the southern half of the property. UDR also purchased the Brookhaven Village Shopping Center and is working on a plan to tie the new residential units and the shopping center together in a unified development featuring walkable streets and connections between the apartments and the retail. Once again the Town partnered with the developer to construct and maintain the streets,

parks, and plazas.

LOOKING TO THE FUTURE

Addison is a young town when compared to many other cities in the Metroplex, and that is a mixed blessing. Its young age means that almost everything in Addison, including the Town's basic infrastructure of road, water lines, and public buildings, has been built since 1975. Therefore, the city is not required to devote a large portion of every annual budget to rebuilding and repairs. However, the amount it has to devote is steadily increasing as some major roads and water lines in the community need rebuilding. In addition, many buildings in Addison were constructed quickly to respond to a fleeting demand, and were built with more emphasis on cost than quality. Addison cannot boast of a great stone courthouse or great homes of architectural significance that other communities enjoy.

Iconic buildings of good quality bring character to a city, and they can be remodeled and reinvented time after time to serve as a catalyst for new development. Many buildings in Addison are almost 40 years old, and they are



Creek and Bridge behind Addison's Town Hall—one of the prettiest spots in Town

not aging gracefully. Addison has to compete for residents, businesses, and tax dollars with every other city in the Metroplex, and in an area where there is a seemingly endless amount of raw land,

newer communities further up the Tollway can draw private sector investment more easily than Addison can draw reinvestment.

For Addison to continue to thrive, it has to re-grow and redevelop within its fixed boundaries. The leaders of Addison recognize the challenge and begin the update to the Town's Comprehensive Plan with the intent to identify areas of Addison that need to be redeveloped and reinvented, as well as areas that need to be preserved and protected. Addison has always been the "little town that could" and it has proven that it will re-think, re-gear, and re-invent itself to keep the Town of Addison one of the premier communities in the Metroplex.

History and photos taken from "Addison Texas—a pictorial history, by Andrew T. Eades, copyright 2001.

COMMUNITY SNAPSHOT



COMMUNITY SNAPSHOT

LOCATION

Addison is a town of 4.35 square miles (2,787.05 acres) located in the Dallas North Tollway corridor. It lies just north of the Dallas North Tollway/Interstate 635 interchange, a major crossroads for the entire Dallas-Fort Worth metroplex. The Tollway corridor is home to multiple corporate office parks, many large, full-service hotels, scores of quality restaurants, and the prestigious Galleria Mall. The area commands a central location in reference to downtown Dallas, DFW International Airport, the Richardson telecommunications corridor, and the Plano Legacy corporate campus area.

Addison's convenient location and large concentration of well-paying jobs and commercial development has altered the traditional suburban pattern in which residential land uses, primarily single-family houses, are dominant. Instead Addison functions as an employment node and regional shopping center for the residents and businesses located in a "trade area" bordered on the east by Central Expressway (US 75) on the west by Interstate 35E, on the south by Interstate 635 (LBJ Freeway) and on the north by Highway 190, (President George Bush Turnpike).

FACTORS SHAPING GROWTH

Addison's growth has been impacted by several factors. The Town has extensive frontage on its eastern edge along the **Dallas North Tollway**, which has been a catalyst for real estate development and has strongly influenced Addison's growth. The Tollway provides direct access to downtown Dallas on the south and Highways 190 and 121 on the north. Addison has experienced

significant development activity on the Tollway corridor during the past 30 years, and the Tollway corridor continues to be a prime location for high-density office development and full service hotels.

Addison also has the properties on three corners of the **Belt Line Road/Dallas North Tollway** intersection, a Main-and-Main location in the North Dallas area for office buildings, restaurants, retail, and hotels.

The **Addison Airport** is a general aviation airport which is owned by the Town and is considered to be one of the community's greatest assets. The Addison Airport is a single runway facility and is ranked by the Federal Aviation Administration (FAA) as one of the busiest airports of its kind. The airport is used extensively by corporate executives who wish to conduct business in offices located in the North Dallas area.

The Airport is an asset to the Town, and in order to secure its ability to operate safely the Town has put two protective measures in place:

Noise Contours, which were established through a FAA Part 150 Study, extend along the sides and off of both ends of the runway. Properties within the Noise Contours experience a Day-Night Average Noise Level (DNL) of between 65-85 decibels. The Town prohibits single and multi-family residential development within the Noise Contours.

Imaginary Surfaces, which were established through a FAA Part 77 Study, project imaginary surfaces from the sides and ends of the runway.

The imaginary surfaces establish height limits around the runway that allow aircraft to land and take off safely. The Town limits the height of buildings around the runway to protect both the users of the airport and the people in buildings around it.

The noise and height challenges have been a mixed blessing through the Town's history, for while they have prohibited residential development in some areas, the business generated by the Airport has attracted commercial development.

Addison is located within two school districts: **The Dallas Independent School District (DISD)** and the **Carrollton-Farmers Branch Independent School District (CFBISD)**. The fact that Addison is split between two districts, and the fact that most of the city is part of a large urban school district has caused it to be a less attractive location for a large number of families who choose their home based on where their children will attend schools. Until 2011, Addison did not have a public school within its boundaries. However, in August of 2011, DISD opened the George Herbert Walker Bush Elementary School on Spring Valley Road, which provides a local school for grades K-5th. While Addison has limited offerings for public schools, it is home to two of two large and well-established private schools: The Greenhill School and the Trinity Christian Academy. It also has other private schools, such as the Parish Episcopal School and Jesuit Preparatory School, close by.

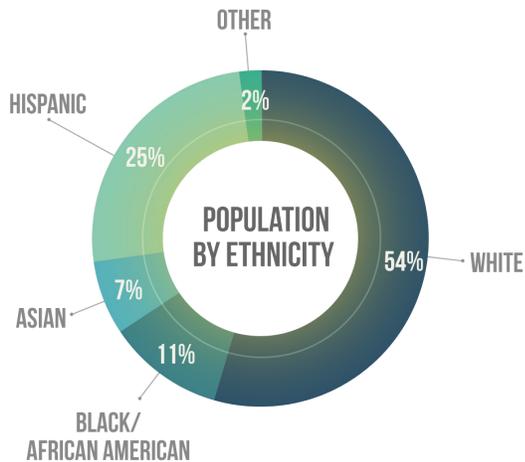
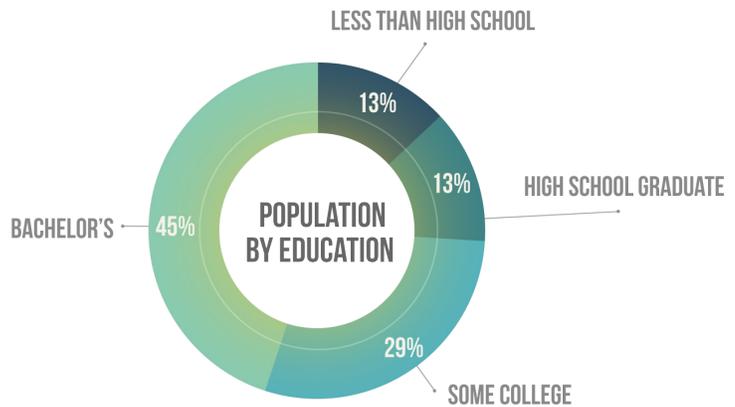
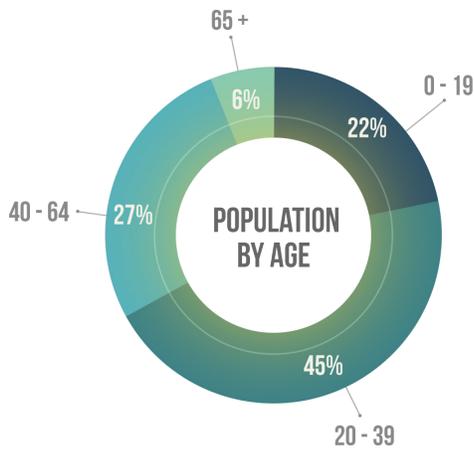
Since 1975, Addison has permitted the sale of alcoholic beverages for on-premises consumption, and the sale of beer, wine, and distilled spirits for off-premises consumption. Addison's decision, early in its development, to allow the sale of alcoholic beverages had a dramatic impact on its development. The Town's ability to have "liquor by the drink", long before other suburbs, coupled with its convenient location, drew two large full-service hotels to the city in the early 1980s. The Dallas Marriott Quorum and the Registry Hotel (now the Intercontinental Hotel) provided an immediate drawing card for high-density office uses, and the many employees housed in high-density office buildings provided diners for restaurants at lunch, and the sale of liquor by the drink gave the restaurants a healthy dinner business. The cluster of restaurants in Addison was unrivaled by any other city in the Dallas-Fort Worth region, and made Addison famous nation-wide as a proving ground for new restaurant concepts.

Since the late 1990s, the extension of the Dallas North Tollway to Highway 121 has caused the development of other restaurant clusters, and other communities have voted in the sale of alcoholic beverages for both on and off-premises consumption. However, restaurants are still Addison's foremost retail business. The Town currently has 166 full-service restaurants offering every conceivable type of cuisine.

FACTS & FIGURES

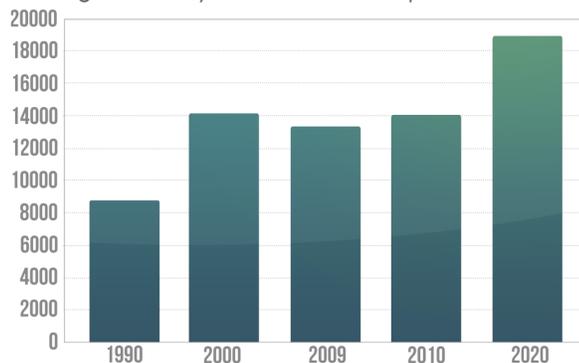
2010 POPULATION:	13,062
2011 ASSESSED VALUE:	\$3,028,042,600
POPULATION BY GENDER	
MALE:	49.8%
FEMALE:	50.2%
MEDIAN AGE:	32.5 YEARS
MEDIAN HOUSEHOLD INCOME:	\$53,790
NUMBER OF HOUSING UNITS:	8,804
TOTAL EMPLOYMENT IN ADDISON:	45,649
AREA OF TOWN:	4.35 SQ. MI.

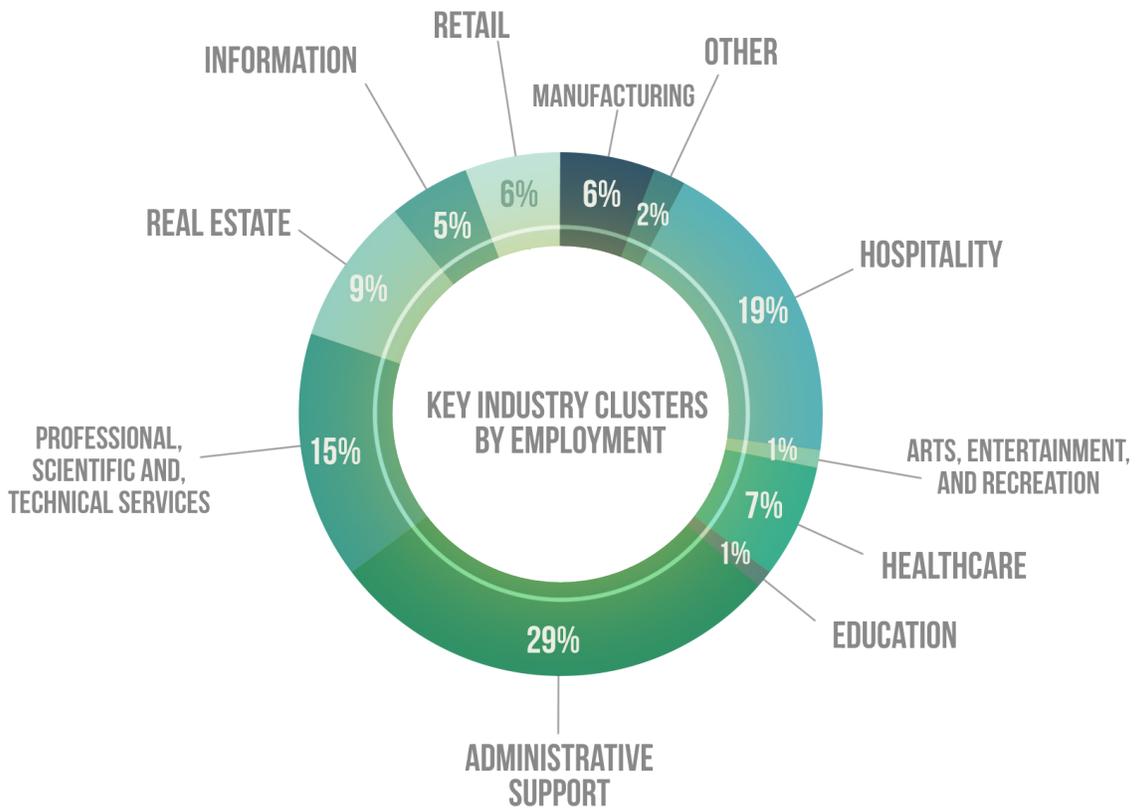
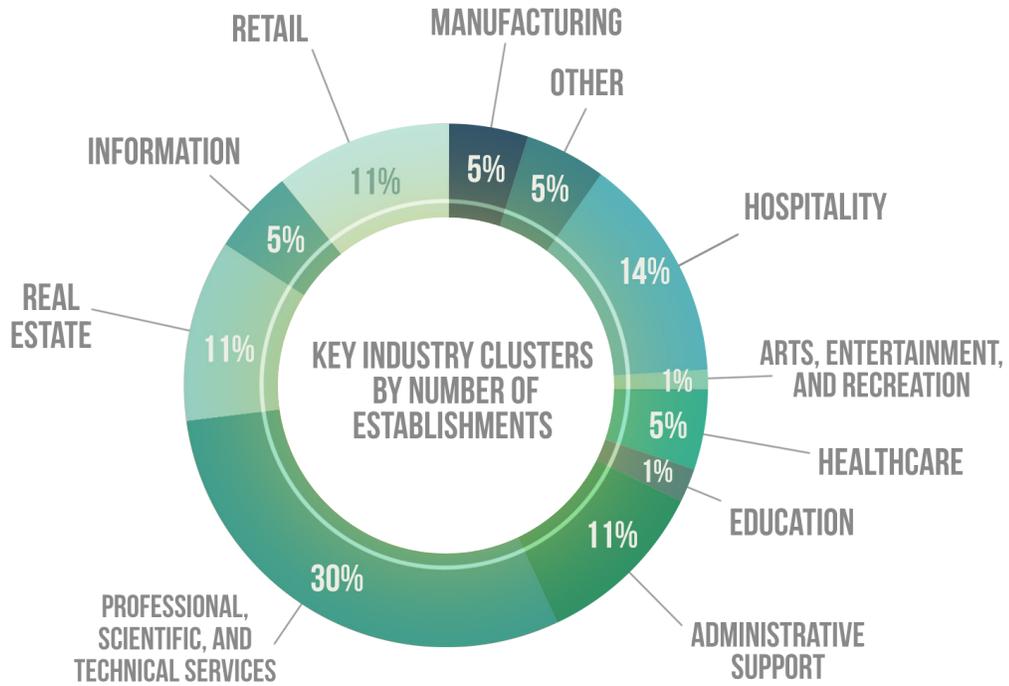
DEVELOPABLE LAND REMAINING:	5%
HOUSING UNITS:	8,826 TOTAL
OWNER OCCUPIED:	2,269 UNITS
	25.5%
	1.792 PER UNIT
RENTER OCCUPIED:	6,558 UNITS
	74.5%
	1.763 PER UNIT
EDUCATION:	45% WITH A BACHELOR'S DEGREE OR HIGHER



POPULATION TREND

Multi-family redevelopment meant a brief decline in population, but is back on an upswing with new higher density residential developments in Addison.





ADDISON'S TOP TEN LARGEST EMPLOYERS

COMPANY	LOCATION	JOBS	INDUSTRY
BANK OF AMERICA (MBNA)	16001 NORTH DALLAS PARKWAY	3,400	FINANCE
MARY KAY COSMETICS	16251 NORTH DALLAS PARKWAY	1,070	COSMETICS
NATIONAL DEFAULT EXCHANGE MANAGEMENT	15000 SURVEYOR BLVD	566	MORTGAGE
REXEL	14951 NORTH DALLAS PARKWAY	550	INDUSTRIAL SUPPLY
AMERICAN HOME MORTGAGE SERVICING	16675 ADDISON ROAD	500	MORTGAGE
UNITED SURGICAL PARTNERS INTERNATIONAL	15305 NORTH DALLAS PARKWAY	360	MEDICAL
CONCENTRA OPERATING CORPORATION	5080 SPECTRUM DRIVE	321	MEDICAL
GLAZER'S FAMILY OF COMPANIES	14911 QOURUM DRIVE	280	SPIRITS
GREENHILL SCHOOL	4141 SPRING VALLEY ROAD	256	EDUCATION

ELEMENTS OF THE TOWN



LAND USE - RESIDENTIAL

RESIDENTIAL IN ALL SHAPES AND SIZES

The Town of Addison is often described as an “enclave community” Dictionary.com defines an enclave as any small, distinct area or group enclosed or isolated within a larger one. Addison is enclosed by other cities: Dallas on the east and north, Carrollton on the west, Farmers Branch on the south. Yet it is distinctly different from any of those other communities. Addison began as the other



Aventura Condominiums

cities around it, a rural community with a small nucleus of retail along a train track. Yet Addison did not build

an early population base. Even though Addison was located on Belt Line Road, a major arterial road that circled all of Dallas County, it stayed small, with little development except for the airport. In the early 1970s it was determined that the Dallas North Tollway would come through the Town, and at that point, commercial developers, sensing a good location in the making, began to buy up sites along the proposed Tollway route, and along Belt Line Road. Once the Town voted in alcoholic beverage sales, growth came quickly to the Town, but it was commercial and retail growth.

OWNER OCCUPIED

As Addison began to develop as a destination for business, hotels, and dining, its owner-occupied residential growth lagged behind the commercial growth. It's residential growth, or lack of it, was initially shaped by the Addison Airport, which

required a lot of land for both the runway and the clear zone around it, and was not particularly pleasant to live around. The Airport also had noise and height restrictions that made many parts of the city unavailable for residential growth. Then in the 1970s, the Dallas Independent School District was desegregated, giving rise to large-scale migrations of families that fueled much of the suburban growth in the communities surrounding Addison such as Richardson, Carrollton, Farmers Branch, and Plano. While single-family development boomed in those cities, Addison, which was in the DISD, was viewed as a less desirable location for traditional single-family residential development.

However, as Addison's commercial base began to grow and include upscale hotels and fine restaurants, it's many benefits became apparent. It had an excellent location relative to both the Dallas-Fort Worth International Airport and Love Field. It was close to well-paying jobs that were developing in new mid-rise office buildings at the intersection of the LBJ Freeway and the Dallas North Tollway, and along the Tollway itself. It had easy access to Interstate 35E and Highway 75 (Central Expressway). It was also close to three of the largest retail malls in the Metroplex: Valley View Mall, Prestonwood Mall (since closed), and Galleria Mall. Addison's excellent location, great shopping, and many restaurants made it ideal for a young and energetic population that fell into three basic demographic groups: empty nesters (couples with grown kids), single, young urban professionals (Yuppies), and double-income no-kids couples (DINKS).

The demographic groups that were drawn to

Addison impacted its housing stock. Addison has smaller lot sizes and smaller houses than other suburbs such as Richardson and Plano. It's population wanted good quality, smaller homes with low-maintenance yards, and that is the

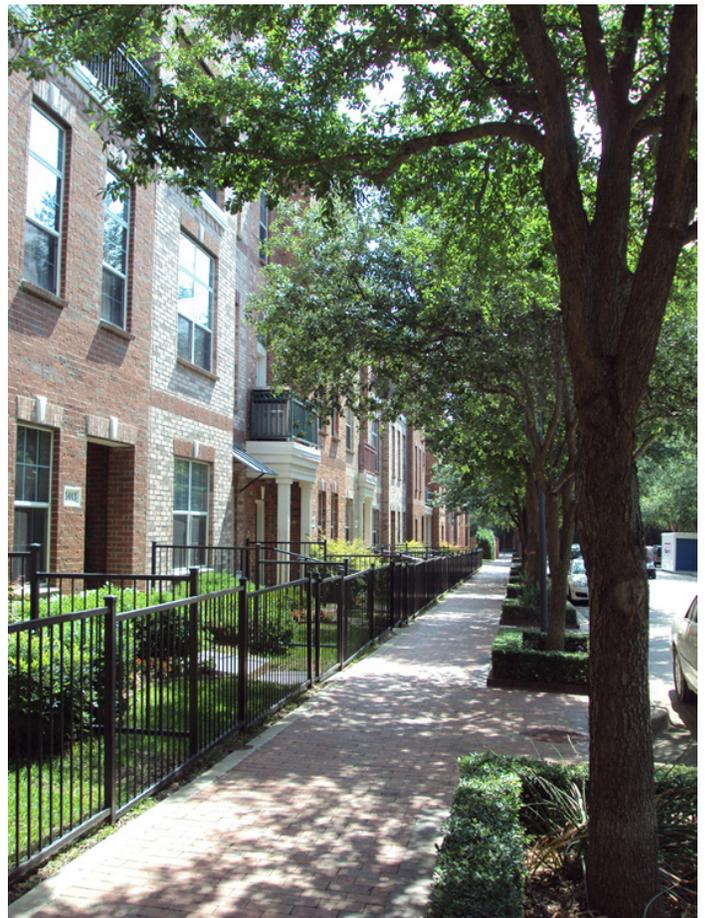


Oaks North patio home

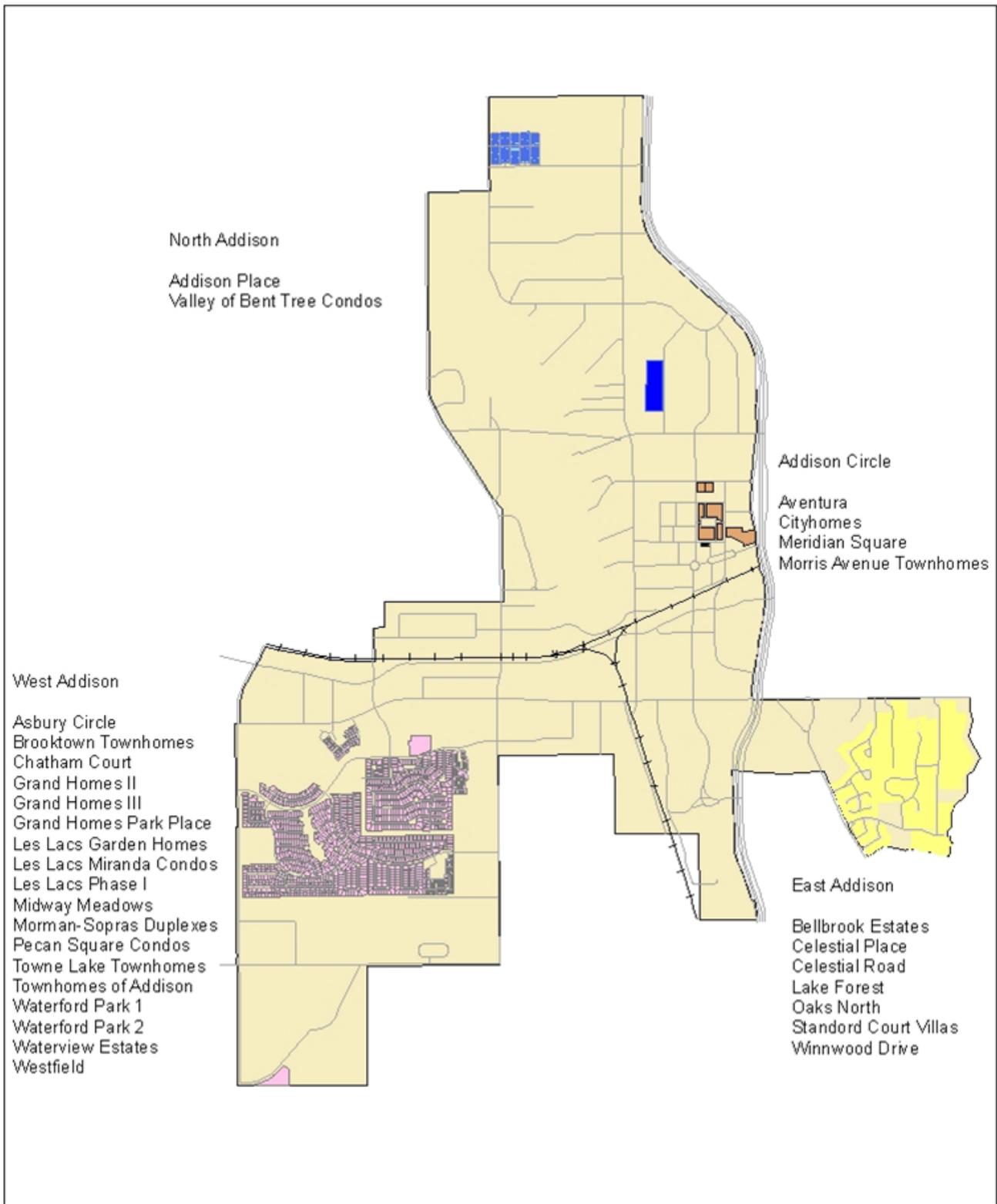
product that homebuilders delivered. While there are some very large lots in the Winnwood-Celestial area, Addison is predominantly a community of patio homes. The smaller 50' x 100' lots, as well as attached townhomes and condominiums, suit Addison's mobile and busy population. The shape of the Town and the noise contours for the Addison Airport caused residential growth to happen in "pockets" on the east, west, and north edges of the Town. Within the three pockets, there are distinct neighborhoods with a mixture of housing densities. The small neighborhoods make Addison a friendly place to live and one where neighbors know one another.

Since its early days, the Town's municipal services to residents, and particularly to homeowners, have been exemplary. The Addison Way, as it is known, describes the above-and-beyond service that is given to residents by all municipal departments be it Police, Fire, Parks, Utilities, or the City Manager's office. Exemplary services include

free, on-demand pick-up of brush and bulk items, free library services to both the Dallas and Farmers Branch Library systems, "close patrol" by the Police Department when residents go out of Town, and the Town's maintenance of all landscaped medians and perimeter plantings in the neighborhoods. The Homeowners in Addison feel that they live in a small town in the middle of a big city, an enclave in which they know all their neighbors and know the names of the Police officers that patrol their neighborhoods. Homeowners also feel that their voices are heard and their opinions matter in how the Town is run, and each one of them can, if they choose, get involved in the Town and make a difference in the quality of life in Addison.



Addison Circle Townhomes



Single-Family Neighborhoods Map

 Addison Circle	 North Addison
 East Addison	 West Addison

0 1,050 2,100 4,200 6,300 8,400 Feet



The Addison Athletic Club, originally opened in 1987 and expanded to include an outdoor pool in 2003, provides all Addison residents a country-club level facility that includes work-out equipment,



Athletic Club Outdoor Pool

a gymnasium, indoor and outdoor pools, racquetball courts, meeting rooms, and a child care facility. The facility is free to all Addison residents and is limited to residents only. The Athletic Club

facility is tailored to Addison’s population. It is more like a full-service commercial fitness facility than a traditional neighborhood recreation center. The Athletic Club also provides a venue for residents to meet one another and see their neighbors and friends. It is also the site of the Town’s community garden, which allows residents who live on small lots to grow their own vegetables.

In the 1991 Comprehensive Plan, the Town set a goal for housing:

“Expand the residential population of Addison by offering new housing opportunities including a range of new product types. Provide opportunities for the construction of a mix of housing types for person of diverse economic groupings.”

The Town has certainly fulfilled that goal. Today Addison provides 9,363 homes in every size and level of affordability. While there are some traditional families who choose Addison for the convenient location, excellent city services, and access to private schools, the majority of Addison’s households do not have children living in the

home. Addison is widely regarded as an attractive alternative for the many people in the Metroplex who want to live in an exciting urban environment, not a typical “bedroom community.” The on-going challenge for the Town will be in keeping Addison’s small-town “enclave” feel and maintaining and enhancing the Town’s wonderful residential neighborhoods.

OWNER-OCCUPIED HOMES

LARGE LOT

(12,000 SQ. FT. OR LARGER) DETACHED

NUMBER OF UNITS

PERCENTAGE

BELLBROOK ESTATES

47

CELESTIAL ROAD LOTS

8

LAKE FOREST LOTS

18

WINNWOOD DRIVE LOTS

33

TOTAL

106

5%

SMALL LOT

(12,000 SQ. FT. OR LESS) DETACHED

ADDISON PLACE

174

CELESTIAL PLACE

22

CHATHAM COURT,
CAMDEN-CHANCEY

47

GRAND HOMES II,
SOUTH OF LES LACS AVENUE

167

LES LACS GARDEN HOMES,
RIVE AZURE, CANOT

218

LES LACS PHASE I,
LEXUS-SHERRY-LAKECREST

47

MIDWAY MEADOWS

218

OAKS NORTH

118

WATERFORD PARK 1,
EAST SIDE OF LAKE

65

WATERFORD PARK 2,
WEST SIDE OF LAKE

117

WATERVIEW ESTATES,
WATERVIEW CIRCLE

49

WESTFIELD,
HERITAGE-VINTAGE

41

TOTAL

1,283

56%

OWNER-OCCUPIED HOMES CONT.

DUPLEXES AND ATTACHED TOWNHOMES	NUMBER OF UNITS	PERCENTAGE
ASBURY CIRCLE	72	
BROOKTOWN TOWNHOMES	39	
CITYHOMES	183	
MERIDIAN SQUARE	52	
MORMAN-SOPRAS DUPLEXES	88	
MORRIS AVENUE TOWNHOMES	6	
STANFORD COURT VILLAS	19	
TOWNE LAKE TOWNHOMES	63	
TOWNHOMES OF ADDISON	93	
TOTAL	615	26%
CONDOMINIUMS		
ADVENTURA	86	
LES LACS MIRADA CONDOS	44	
PECAN SQUARE CONDOS	63	
VALLEY OF BENT TREES CONDOS	102	
TOTAL	295	13%
TOTAL OWNER-OCCUPIED HOMES	2,299	100%

At this point in Addison's development, all of the available single-family land has been built out. There are no more lots available and no more raw land that could be developed as traditional one-home-on-one lot subdivisions. The limited number of homes may be one of the reasons owner-occupied homes in Addison enjoy good property values. They are typically valued at a higher price per square foot than similar homes in neighboring communities. When homes in Addison come on the market, they sell quickly and generally for close to asking price. The continued value of the neighborhoods is a testament to several factors: Addison is a good location, the services are excellent, it is a safe community, and its streets and parks are attractive and well-maintained. There might be some additional areas that could be rezoned and redeveloped for townhome or condominium development, but Addison does not feel the need to add more residents just for the sake of boosting the population and does not want to sacrifice the quality of its owner-occupied housing for quantity.

The Town recognizes that attractive and viable residential neighborhoods are not a gift, but an obligation. Neighborhoods must be constantly protected, managed, and maintained. Addison has always made an excellent commitment to the quality of its neighborhoods. The Town's Parks Department maintains all entrances to the neighborhoods and all islands, plazas, and common areas within neighborhoods. The Town does not want maintenance left to homeowners' associations that might not keep it up to the standard that Addison residents expect. In addition, the Town works diligently to keep the streets in all neighborhoods in good repair and the curbs clean by providing weekly brush and bulk item pick-up, as well as on-call brush pick-up. The Town's Code Enforcement

division patrols neighborhoods and responds to complaints about home maintenance issues, and works with homeowners and neighborhood associations to keep individual homes maintained. The neighborhoods are constantly patrolled by Addison Police personnel who manage and monitor traffic in the neighborhoods, and Addison's residential fire-sprinkler ordinance requires that all homes in Addison constructed after 1992 be provided with emergency fire sprinkler systems, which substantially reduces the threat of having one or more homes burned out by fire.

Addison currently has good quality owner-occupied housing stock that is viable, attractive, and well-maintained. The Town should commit to keeping its homes and neighborhoods viable and maintaining the property values by keeping up with maintenance, linking neighborhoods together to help residents connect with their neighbors, and where possible, expanding and improving neighborhood entrances, lighting, and landscaped common areas within the neighborhoods.

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.

RENTER OCCUPIED

Addison’s first residential developments were multi-family complexes built in the late 1960s in the Brookhaven Club Drive area (now Vitruvian Park). Some of those early complexes are still operating and providing homes to Addison residents. The Town has always had a substantially larger population of multi-family renters than a typical suburb. At present, 76% of Addison’s residents live in multi-family as compared to 24% in owner-occupied housing.

Multi-family residents also enjoy the Town’s enhanced level of service and benefits such as free membership to the Addison Athletic Club and free library access to the libraries in Farmers Branch and Dallas. The Town extends its philosophy of building neighborhoods—not just projects, to its multi-family

communities and provides a park and open space amenity as close as possible to every complex. The Town has three multi-family areas with a variety



A courtyard in Addison Circle

of densities: Addison Circle, North Addison, and Vitruvian Park.

ADDISON CIRCLE

In 1991 the Town conducted a strategic planning effort called Vision 2020. During that effort, the Town’s staff and the Vision 2020 Group embarked on a thorough study of the existing multi-family



Beckert Park in Addison Circle

product in Addison and throughout the Metroplex. The committee determined that the standard “garden” apartment, which was constructed at

a density of 18-24 units per acre, had a product life-cycle of about 25 years, and for the last 10 of those years, it was in decline. Developers typically used multi-family complexes as a way to “warehouse” land with the hope that it would ultimately be developed for a higher use, such as an office building. They typically used cheap materials, such as wood siding and stucco, and built the apartments to be “exterior loaded” (like a roadside motel). Addison had several complexes that had reached the end of their viable life cycle, but there was not any plan to tear them down and redevelop them. They were simply renting for less and less, and deteriorating to the point that they did not provide safe, decent housing.

The staff investigated multi-family complexes in other parts of the United States and Europe and after looking at several older models in cities such as Boston, Chicago, and New York, it decided that deterioration in multi-family was not inevitable, but was a result of product design.

The staff and Vision 2020 group felt that the first things to deteriorate on low-density garden apartments were the asphalt parking lots and exterior doors and balconies. They felt that a higher density product, for example 66 to 100 units per acre, would force developers to build parking garages rather than surface lots, and require them to go to interior-loaded corridors (like an urban hotel), which would show less wear-and-tear than the exterior doors prevalent in the garden-style product. The committee also felt that requiring developers to build brick facades, as opposed to stucco or wood siding, would provide a higher-quality product. The Group determined that allowing developers to build at a higher density would allow them to build a better product—one that would not simply warehouse land, but be a

highest and best use with a life-cycle of 50 years or more.

The Committee determined that it would lead Addison in a controversial new direction. While every suburb in the area was fighting against multi-



Bosque Park in Addison Circle

family projects and insisting on lower densities, Addison would embrace them and insist on higher densities.

The Town Council adopted the new philosophy and found a chance to test it on Addison Circle. The Town identified an 86-acre raw land site adjacent to the Tollway and instructed the staff to seek out a developer to build a high-density, mixed-use development with a substantial multi-family base. High density multi-family on a raw land site in the suburbs was unheard of at that time and would be a risk for any developer. The Council, realizing that a developer would need an incentive, agreed to construct all the streets, parks, and plazas in the new development, and provide Town maintenance of all streets, parks, and plazas. That provided a “kick start” to the development and assured that all neighborhood amenities would be maintained to an Addison standard, and more importantly, they would be public and useable by all residents and

visitors to Addison. In 1996 construction began on the first multi-family project. Today Addison Circle is almost built-out and contains:

MULTI-FAMILY UNITS	2,141 UNITS
TOWNHOMES/ CONDOMINIUM UNITS	407 UNITS
OFFICE BUILDINGS	2 BUILDINGS CONTAINING 550,000 SQ. FT.
RETAIL/RESTAURANT	6 RESTAURANTS AND 75,000 SQ. FT.

The Town provided over \$11,000,000.00 in infrastructure improvements which include a major public art work, Blueprints at Addison Circle, five parks and over a dozen tree-lined streets. Addison Circle has been a desirable place to live for renters in the north Dallas corridor since the first building was completed in 1997. It continues to draw good occupancies at the top of the rental market. It has won numerous design awards, and is an Urban Land Institute case study on mixed-use development. The staff has provided countless tours to planners and city officials from all over the world who marvel not only at the Town's decision to seek higher densities, but at its ability to actually make the project happen.

NORTH ADDISON

The Ledgesmont Lane area contains most of the Town's stock of low-density garden apartments. There are 1,326 units on the east and west sides of Ledgesmont Lane. Those units abut Quorum Park

to the east and have immediate access to it. They are known as the Bent Tree units because all four complexes have the term Bent Tree in their names. They were constructed in the early 1980s, and while they are no longer at the top of the rental market, they have been very well maintained and provide an affordable housing product for the Town.



Bent Tree Trails Apartments

The Code Enforcement staff works diligently with the various managers of the complexes to see they are well maintained. Further north up Addison Road are two more complexes: Bent Tree Park and Bent Tree Gardens. These complexes were also built in the 1980s and are also garden-style products in the 18-20 units per acre range. At the very north edge of the Town is the Camden Addison complex. It contains 456 garden units and is bordered on the south edge by the North Addison Linear Park. The developer of the Camden Addison provided the land and funded the improvements for the North Addison Linear Park in order to provide a buffer between the project and the adjacent Addison Place subdivision and the Trinity Christian Academy. These garden-style units allow Addison to offer a variety of housing types for multi-family residents. However, the Town has to continue to be diligent about helping the complex owners keep these units

viable, safe, and well-maintained.

VITRUVIAN PARK/WEST ADDISON

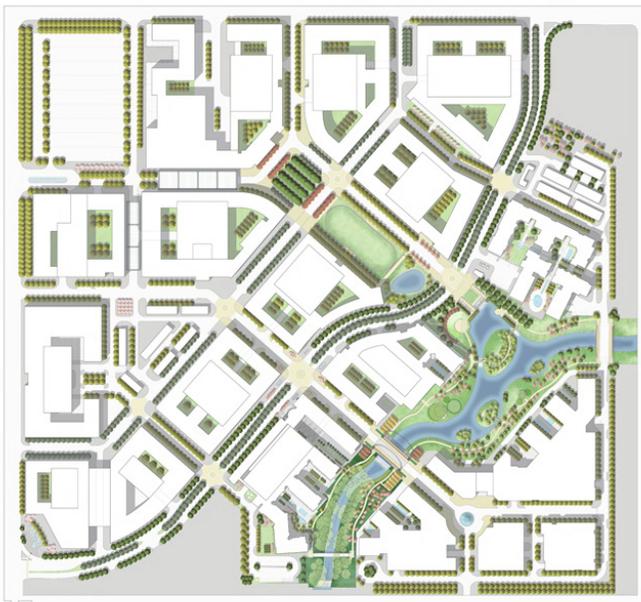
The Town continues to believe that *more density-not less* is the right course for Addison, and in 2007 it embarked on its most ambitious project using its high-density approach. Addison, known among developers in the area for its density-friendly philosophy, attracted the notice of UDR, a multi-family REIT (Real Estate Investment Trust). UDR purchased the aging and very deteriorated Greenhaven complex in the Brookhaven Club area with the thought of rehabilitating it, but soon determined that it could not justify the remodel because it could not get higher rents when the other complexes around the Greenhaven were in as bad or worse shape. UDR determined that it could buy the other eight complexes in the area and approached the Town about a total redevelopment scheme. The Town encouraged UDR to rebuild at higher densities and incorporate the adjacent Greenhaven Village shopping center, Town trail system, and Brookhaven Community College into the plan.

The result is Vitruvian Park, a 114-acre mixed use development featuring a multi-family base. At present, there are two completed complexes (Savoie and Savoye 2) totaling 739 units and another 391-unit complex (Fiori) under construction.

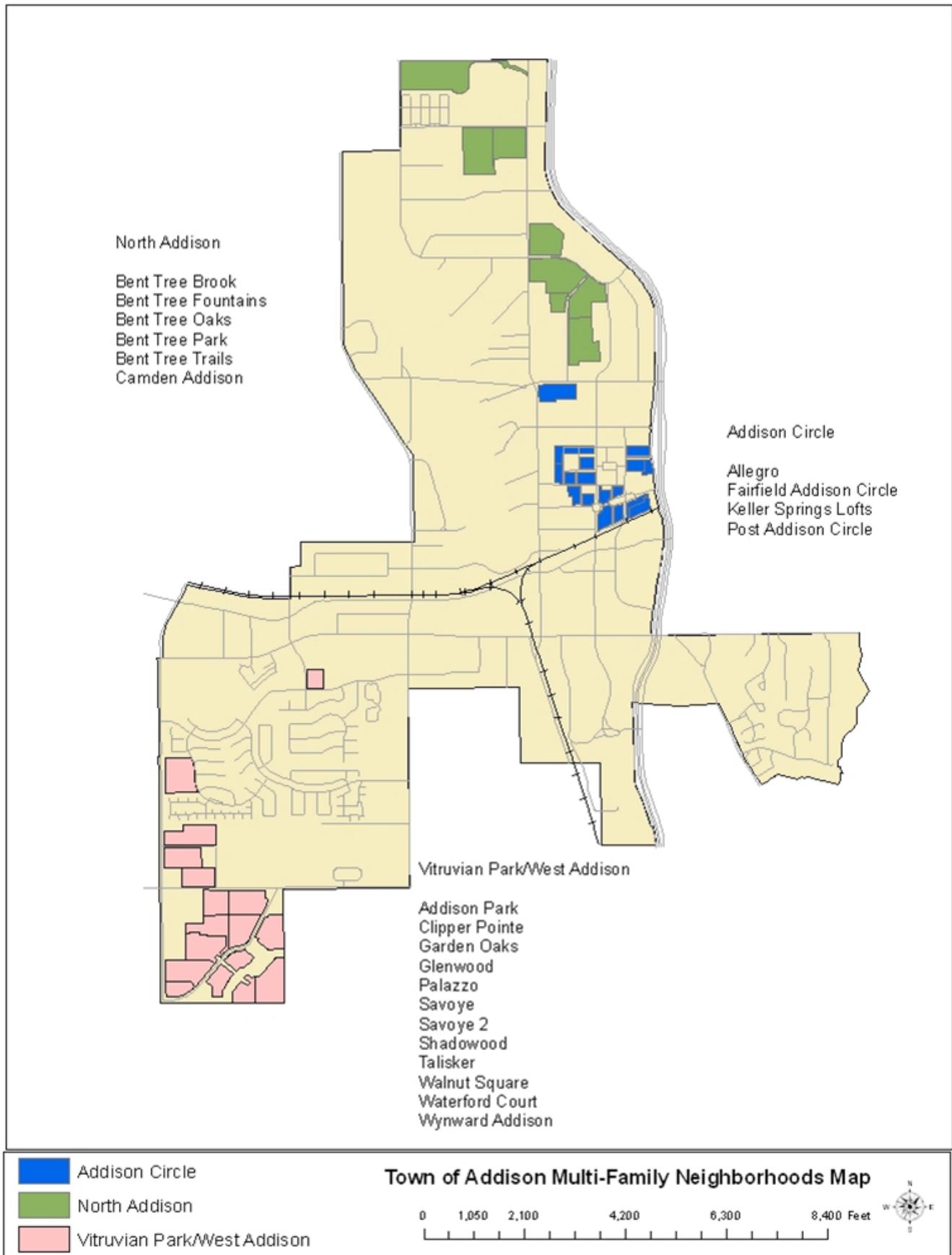


Savoie and Savoye II

Once again, the Town funded the infrastructure so that all parks and open spaces could be developed and maintained to the Town's standard, and open and available to the public at all times. The first phase of the Vitruvian infrastructure was a 12-acre creekside park complete with two signature bridges, a plaza, fountains, and an amphitheater.



Vitruvian Park Master Plan



To date, the development in Vitruvian Park has all taken place south of Vitruvian Way, the street that bisects the property from Marsh Lane to Spring Valley Road. North of Vitruvian Way there are approximately 1,000 of the original Brookhaven Club neighborhood multi-family units, which are at densities of 18-20 units per acre. The complexes

are all owned by UDR and are scheduled to be torn down at some point and replaced with new, higher-density units, retail shops, and green spaces. There are also three complexes of garden apartments (Shadowood, Wynward Addison, and Addison Park) that are north of Spring Valley Road and were not purchased by UDR.

RENTER-OCCUPIED HOMES

NAME OF COMPLEX	STREET ADDRESS	NUMBER OF UNITS
ADDISON PARK	14600 MARSH LANE	212
ALLEGRO ADDISON PARK	15750 SPECTRUM DRIVE	393
BENT TREET BROOK	4820 WESTGROVE DRIVE	248
BENT TREE FOUNTAINS	16400 LEDGEMONT LANE	184
BENT TREE OAKS	4815 WESTGROVE DRIVE	196
BENT TREE PARK	4500 SOJOURN DRIVE	496
BENT TREE TRAILS	16300 LEDGEMONT LANE	202
CAMDEN ADDISON	17200 WESTGROVE DRIVE	456
CLIPPER POINT	4015 VITRUVIAN WAY	260
FAIRFIELD ADDISON CIRCLE	15700 QUORUM DRIVE	414
FIORI	3990 VITRUVIAN WAY	391
GARDEN OAKS	4005 VITRUVIAN WAY	181
GLENWOOD	3800 SPRING VALLEY ROAD	168
KELLER SPRINGS LOFTS	3800 KELLER SPRINGS ROAD	353
POST ADDISON CIRCLE	5009 ADDISON CIRCLE DRIVE	1,334
SAVOYE	3850 VITRUVIAN WAY	392
SAVOYE2	3875 PONTE AVENUE	347
SPRINGHAVEN	3820 SPRING VALLEY ROAD	184
SHADOWOOD	14500 MARSH LANE	184
TALISKER	3925 VITRUVIAN WAY	201
WALNUT SQUARE	4051 BELTWAY DRIVE	57
WATERFORD COURT	14700 MARSH LANE	196
WYNWARD ADDISON	3721 SPRING VALLEY ROAD	136
TOTAL		7,185

As noted both in this section and in the Town History section, Addison has different ideas about housing than its neighboring cities. It is an enclave for both higher-density owner-occupied and higher-density renter-occupied homes. The Town believes higher densities make several good things possible:

- They use land efficiently. Land in Addison is scarce and expensive. Higher densities do not waste land with heat-producing surface parking lots, but force multi-family developers to build parking structures.
- They waste less green space. Addison prefers to concentrate its grass and trees into meaningful open spaces rather than have scraps of landscaping tucked between garden apartment buildings or in side yards between single-family lots.
- Buildings can be constructed of better quality materials and have a longer life. Addison has already witnessed the staying power of the higher-density multi-family that was constructed in Addison Circle. The buildings have held up very well over the 15 years they have been constructed and are still sought after by tenants.
- They allow concentrations of population that make mass transit feasible. Higher densities provide populations that can ride transit. Addison Circle is a “transit-ready” development. It is built adjacent to the Cotton Belt rail line that is in the Dallas Area Rapid Transit (DART) system plan. Even though the train line is in the plan, it will take many years to get it constructed to Addison. However, Addison Circle has a density that will allow

residents to live there and walk to mass transit. Very few locations in the Metroplex can boast of a density and location that is designed to work with mass transit.

- They encourage healthier life-styles. The Town attempts to connect all residential neighborhoods to common open spaces, to each other, and to adjacent retail areas so that residents can walk or bicycle to neighborhood amenities.
- They allow more people to live within Addison’s small area and limited boundaries, thus providing more consumers for Addison’s stores and restaurants and more employees for the jobs located within the Town.

Addison does not plan to build any more garden-style, low-density rental units, but will insist on higher densities and a mix of uses for any new developments, or redevelopments of existing multi-family properties. The Town also believes strongly in the idea that any home in Addison should be located within a neighborhood which provides recreational and social amenities such as a trail, park, plaza, or open space, and where possible, a pedestrian connection to other neighborhoods and to local retail uses. Pedestrian connections provide an important way for residents to connect to their neighbors and local services. The Town believes that the keys to long-term success for renter-occupied projects are the same as those for owner-occupied homes. They should be kept viable and maintained by keeping up with maintenance, linking neighborhoods together, and where possible, linking neighborhoods to local retail uses and recreational amenities such as trails, parks, and the Athletic Club.

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 neighborhoods that are supported with public facilities.

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

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.

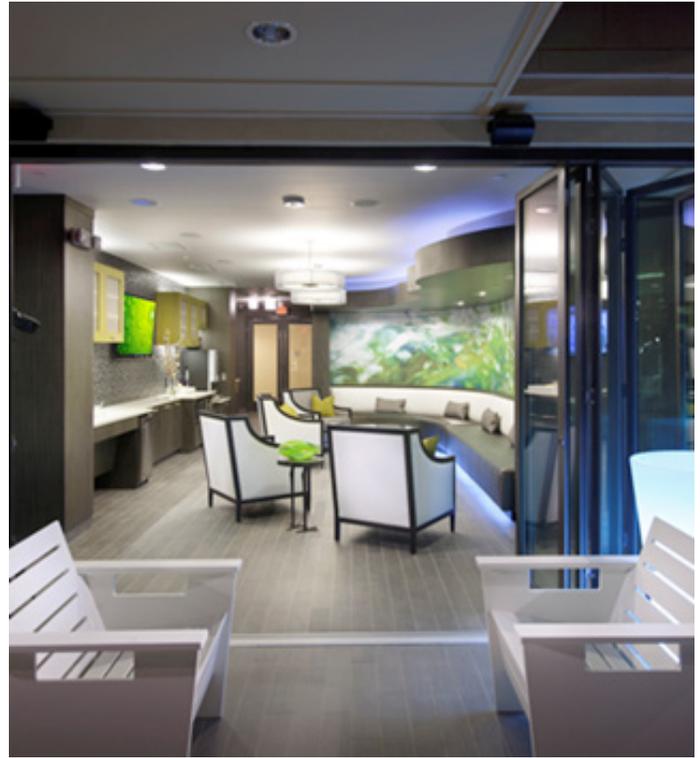
LAND USE - MIXED USE

A MIXED USE LEADER

Addison was one of the first communities in the Metroplex to embrace new urbanism and Mixed Use Communities. Addison Circle, when it developed in 1995, was the first high-density, mixed-use community to build in a suburb on a “green field” site. Addison Circle served as a model for Legacy Town Center in Plano, Southlake Town Center in Southlake, the West Village in Dallas, and other mixed use communities that combined multi-family housing, retail, and office uses. However, Addison went several steps beyond those other developments by combining the private sector development with the municipal development of the Addison Conference and Theatre Centre and Addison Circle Park. The influence of Addison Circle has been felt far beyond the metroplex, as the staff has hosted and toured city staffs and elected officials from as far away as Canada and Australia.

One of the lessons the Town learned on Addison Circle was that a mixed use development needs constant participation and support to stay viable. Addison provides that participation through maintenance of all the parks and landscaping within Addison Circle, and it provides additional support through the Special Events, such as Oktoberfest and Kaboom Town, which are held in Addison Circle Park, and the Summer Series, which brings live music to Addison Circle every Saturday night through the summer.

The Town built a reputation as a community that embraced and understood mixed use development, and that reputation served it well when UDR was considering the purchase of the nine apartment



Deck and a Community Room at Savoye 2 in Vitruvian Park.

complexes that would eventually become Vitruvian Park. Addison’s expertise in building out and programming events for mixed use communities has helped Vitruvian Park get off to a very successful beginning through its first three projects.

Mixed Use communities, when first introduced into the Metroplex, were popular because of the novelty of being able to live above a shop or restaurant. However, “live above the shop” is not a new idea, but one that dates back to the Greeks and Romans. A vertical mix of land uses has always been normal in cities such as New York, Boston, and Chicago, but it was a new idea for the Dallas area and for Addison. While there are some challenges in integrating retail and residential uses into one structure, Addison’s mixed use developments remain popular with residents

who want a more urban lifestyle, but don't want to live in downtown Dallas.



Beckert Park in Addison Circle.

LOOKING FORWARD.

As Addison continues to mature, the mixed use direction continues to make sense for the Town. Land has always been a precious commodity for Addison, and will be even more so in the future. Mixed Use developments provide a more efficient use of land, particularly when they incorporate structured parking. In addition, as gas prices continue to rise, more and more people will seek a location close to work. Also, the “Millennials”, which is the demographic term used to describe the huge mass of young adults that are graduating from college and entering the work force, do not seem to be as enamored of automobiles and driving as previous generations. The children of the baby boomers represent a huge demographic group, much like the baby boomers themselves. The early indicators for this group show that they prefer to live in mixed use environments with access to shopping, coffee shops, restaurants, and transit. This “facebook” generation is much more interested in their neighborhood than their individual unit, and they are less likely than their parents and generations ahead of them to embrace a lifestyle that involves a daily commute of more than 10 minutes. They also seek mixed use communities

that include multi-family uses. Millennials with jobs do not expect to keep them for their lifetime, and they are less likely to purchase a home because they want the flexibility to move to a new job in another city or state. Mixed use communities in other cities have been very successful at attracting these new “creative class” residents, and Addison, like most other communities, also seeks to attract the Millennials because they bring energy and creativity to a community. What's more, world-class corporations who are looking to move or establish a new location, seek locations where their current employees, or future employees they want to attract, find desirable. Vibrant mixed use neighborhoods can be a great recruiting tool for attracting new tenants for office and commercial space.

Mixed use communities also make sense for Addison because they present an opportunity to build character and a sense of place for the Town. They create neighborhoods where multi-family residents and homeowners can meet their neighbors in the parks and shops within the development and socialize with them. In fact, the parks in Addison Circle and Vitruvian Park are the most popular spots in the development and provide the “third places” that make a community welcoming and livable.



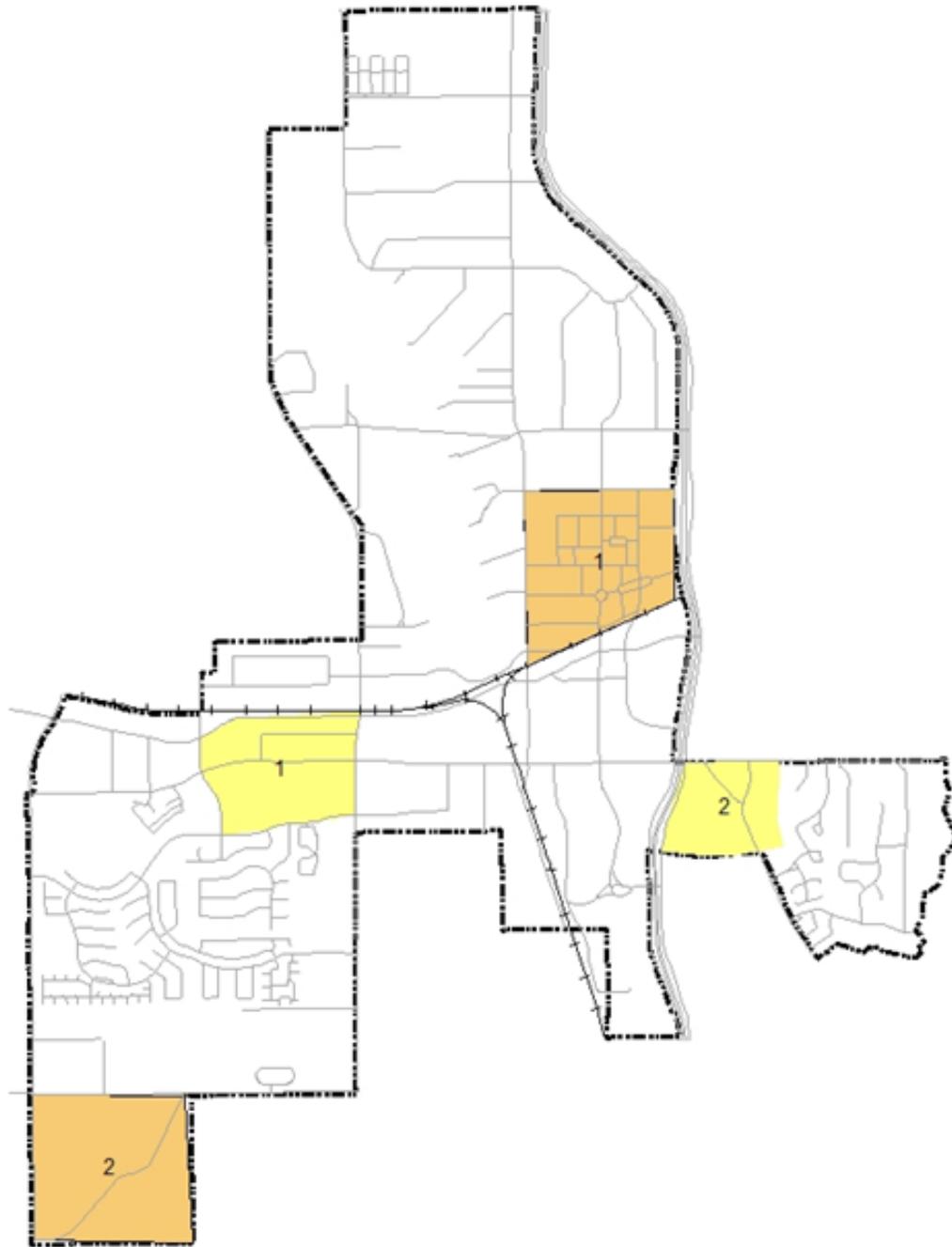
The Fiori at Vitruvian Park, currently under construction.

Addison should consider mixed use developments as a viable alternative as sections of the Town face redevelopment. Several locations along Belt Line Road would lend themselves to mixed use development, as well as other locations such as the Village on the Parkway (5100 Belt Line Road) and the Prestonwood Place shopping center (5290 Belt Line Road). As the population of the United States and the Metroplex continues to increase and natural resources continue to dwindle, more and more cities will find themselves moving in the Live Above the Shop direction that Addison has already embraced.

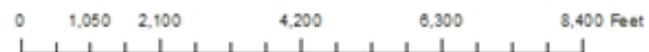
GOAL:

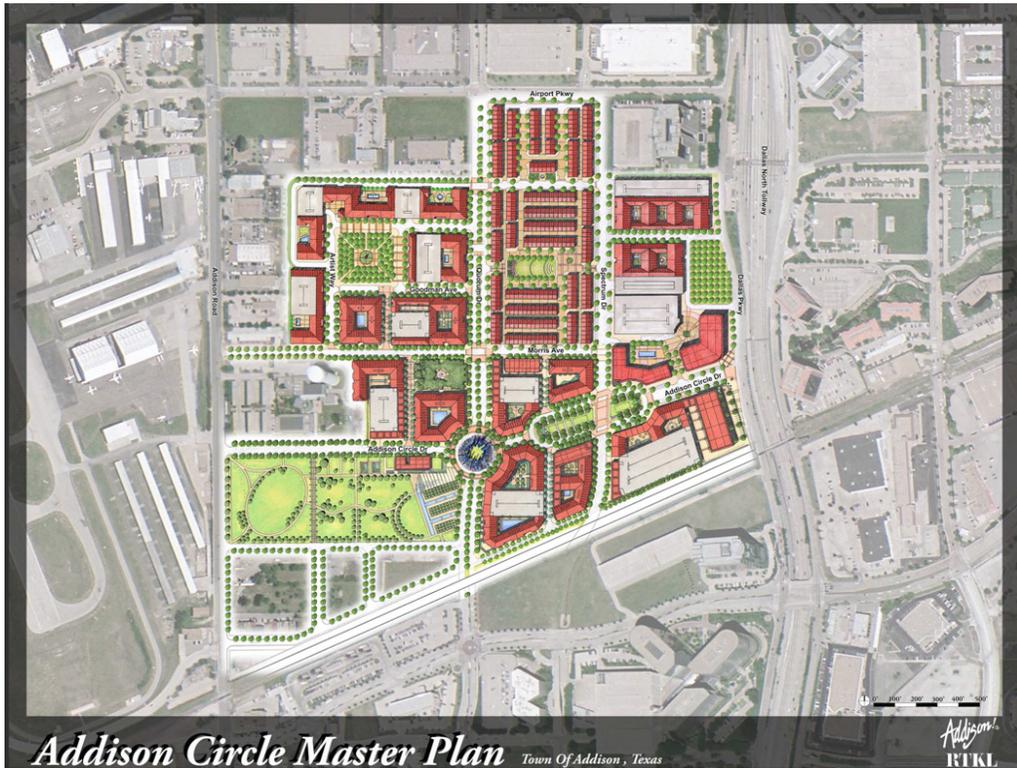
Continue to support Addison’s mixed use developments through maintenance of public spaces and programming to keep the spaces vibrant, and consider additional mixed use developments as older areas of the city become ripe for redevelopment.

- | | |
|--|---|
| <p>Existing Mixed Use Developments</p> <ul style="list-style-type: none"> 1 Addison Circle 2 Vitruvian Park | <p>Possible Future Mixed Use Developments</p> <ul style="list-style-type: none"> 1 West Addison Midway to Surveyor 2 East Addison Village on the Parkway and Prestonwood Place |
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Town of Addison Mixed Use Neighborhoods



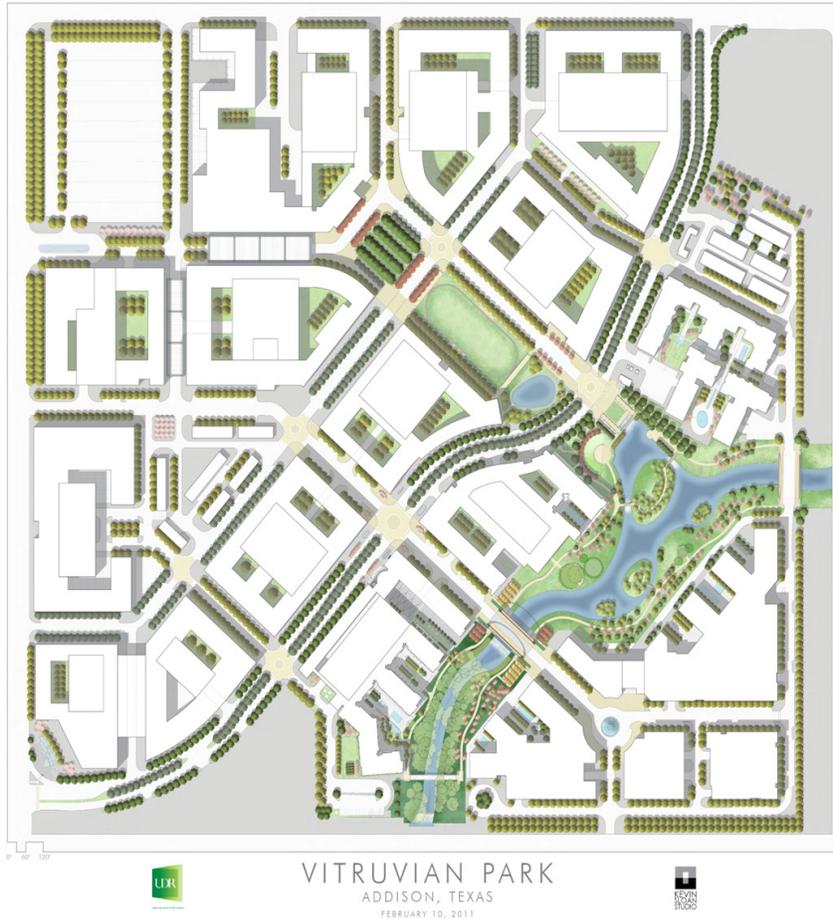


PROJECTS:

1996, Columbus Realty Phase I:	460 multi-family units 10,000 square feet retail
1997, Post Properties, Phase II:	610 multi-family units 65,000 square feet retail 340,000 square feet office 6 townhomes
1999, Posat Properties, Phase III:	264 multi-family units
1999, Aventura Condominiums:	86 condo units
2005, CityHomes Condominiums:	183 condo units
2006, Fairfield Residential:	414 multi-family units
2006, Allegro I and II:	393 multi-family units
2008, Savannah Homes:	48 townhomes 90 condo units
2007, OPUS West Group	201,000 square feet office

TOTALS

Multi-family units:	2,141 units
Townhome/Condominium units:	407 units
Office:	550,000 square feet
Retail:	75,000 square feet



PROJECTS:

2009, Savoye

2011, Savoye 2

2012, Fiori

392 multi-family units

10,000 square feet retail

247 multi-family units

34,000 square feet office

391 multi-family units

CURRENT TOTALS:

Multi-family units:

Office:

Retail:

1,130 multi family units

34,000 square feet

10,000 square feet

PROJECTED TOTALS:

Multi-family units:

Office space:

Retail space:

6,401

77,000

174,200