



Parks, Recreation and Open Space MASTERPLAN

FINAL PLAN | APRIL 2019





Parks, Recreation and Open Space
MASTERPLAN

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in association with:



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Acknowledgments

We appreciate the guidance provided by City Council, our Special Projects Committee and Project Leadership Team, as well as the involvement of many Town staff, stakeholders, interest groups, business leaders and community members who have given their time, energy and ideas to this Master Plan. Together, we have created the vision and goals for Addison's parks, public spaces and recreation opportunities.

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Executive Summary

Addison is an attractive, vibrant, forward-thinking community in the Dallas Metroplex. The Town blends community livability with iconic parks, business innovations, new urbanist development and—with Kaboom Town and Taste Addison—unique events that draw people from throughout the region. Addison currently has an excellent system of parks, recreation facilities, and greenbelts, but the community is growing, and recreation trends are changing. Expectations are also changing, and there is an increased commitment to supporting recreation, social gatherings, economic vitality, environmental health and Addison’s identity through parks and programs.



The planning process involved three advisory groups and six different input opportunities. More than 1,150 community members were involved.

COMMUNITY INPUT OPPORTUNITIES

- Stakeholder Interviews
- Business Focus Groups
- Pop-Up Events (bilingual)
- Mapita Questionnaire (bilingual)
- Prioritization Survey
- Draft Plan Review Meetings

ADVISORY GROUPS

- Special Projects Committee
- Project Leadership Team
- Town Council

The Future of Parks and Recreation

In 2018, the Town began updating its Parks, Recreation and Open Space Master Plan (Master Plan) to guide future improvements to Addison’s park and recreation system. The Master Plan outlines a strategic path forward and provides direction to enhance and steward the Town’s parks and recreation assets. It proposes forward-thinking initiatives, on-trend programming, and strategic reinvestment in existing assets, new amenities and a range of small- and large-scale transformative projects. Anticipated to be implemented over the next 10 years, the Master Plan recommends projects that will provide Addison residents, families, business professionals and visitors with a variety of high-quality recreation experiences and an enriched work-life environment.

Figure ES-1 : Planning Process

Addison’s Master Plan was developed in four phases from December 2018 through February 2019. The process identified new standards, policies and funding priorities for the future.



Community Priorities and Vision

The Addison community is unique, with high and evolving expectations. Community preferences, priorities and expectations underpin every recommendation in this Master Plan. To ensure that the park, recreation and open space system effectively serves residents and the entire community, residents from seven distinct planning areas, as well as stakeholders, partners, businesses, elected officials, staff, youth, and people of diverse cultures were invited to share their aspirations for the park and recreation system.

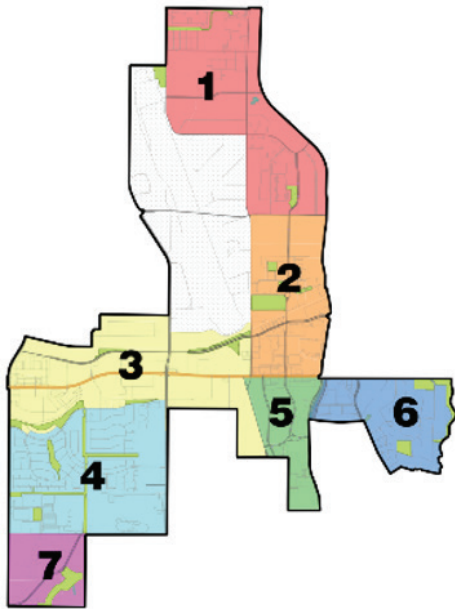


Figure ES-2: Addison Planning Areas
Addison's Master Plan accounted for the unique needs of seven planning areas:

1. North Addison
2. Addison Circle
3. Belt Line
4. Les Lacs /Midway Meadows
5. South Quorum
6. East Addison
7. Vitruvian Park

Seven themes emerged from community feedback, representing cross-cutting priorities for parks and recreation.

OUTREACH THEMES

Exercise and Active Recreation

Trails

Connections to Nature

Events and Social Gatherings

Park Benefits

Added Park Attractions and Recreation Opportunities

Addison Quality and Brand

The community's vision for parks and recreation emerged from community priorities and guided the development of Master Plan goals and objectives, which are highlighted on the next page.

MASTER PLAN VISION

We envision an active, vibrant, interconnected urban hub with unique public/private recreation and open spaces that promote Addison's heritage, art, greenspace, economic vitality and neighborhood cohesiveness.

ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

GOALS

Goal 5: Placemaking & Community Building

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison's character and connect parks to community destinations.



Goal 1: Recreation

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

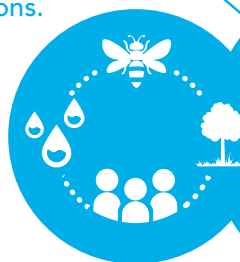
Goal 2: Social Cohesiveness

Connect and engage residents by providing neighborhood programs, events, and social hubs in parks for people of all ages, abilities, cultures, and interests.



Goal 4: Environmental Stewardship

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.



Goal 3: Economic Vitality

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.

OBJECTIVES

Goal 1

- 1a. active recreation
- 1b. variety of facilities
- 1c. underserved areas
- 1d. Athletic Club
- 1e. collaboration

Goal 2

- 2a. programs
- 2b. unique gatherings
- 2c. social hubs
- 2d. diverse seating
- 2e. reservable pavilions
- 2f. events for targeted groups

Goal 3

- 3a. branding
- 3b. regional events
- 3c. funding efficiencies
- 3d. financing
- 3e. marketing through photos
- 3f. quality maintenance
- 3g. recreational tourism

Goal 4

- 4a. resource stewardship
- 4b. natural systems
- 4c. low-impact operations
- 4d. sustainable design
- 4e. conservation areas
- 4f. nature experiences

Goal 5

- 5a. placemaking
- 5b. adjacent uses
- 5c. local trails
- 5d. public art
- 5e. public/private spaces
- 5f. unique amenities

RECOMMENDATIONS

See systemwide and site recommendations in Chapter 3 and Appendix F

Master Plan Overview

1. THE BACKGROUND: INTRODUCTION

Why do we plan? As noted in Chapter 1, we developed this Master Plan to align Addison’s parks and recreation services with community expectations, to identify the key projects that will transform our community, and to ensure Addison has the resources needed to create a park system that embodies our unique identity. Addison’s multifaceted system includes 113.5 acres of attractive parks, engaging recreational facilities, rich amenities and nationally renowned signature events within the Town’s 4.4 square miles.



2. OUR COMMUNITY’S ASPIRATIONS: VISION FRAMEWORK

More than 1,500 public participants and three advisory groups helped define our vision, mission, and goals, as well as community expectations and needs to enhance and improve our parks, facilities, and recreation services. Residents articulated seven clear priorities, as defined in Chapter 2, which informed systemwide goals, policy-level objectives and standards that will ensure the quality of our future park and recreation system.



3. TRANSFORMATIVE PROJECTS AND INITIATIVES: RECOMMENDATIONS

Evolving recreation trends, changing community dynamics, and aging assets will affect every park in Addison over the next ten years and create a need for several new ones. Chapter 3 describes the game-changing initiatives, transformative projects, and support systems that together will radically change the Town’s approach to investing in park and recreation. It identifies recommendations to address significant asset management needs, the Cotton Belt Rail Station and Addison Central development, trail connectivity, recreation programming and park activation, and





economic development. Based on the results of a prioritization survey, it features key catalytic projects at Addison Circle/Central, South Quorum, Vitruvian Park, Les Lacs Park/the Athletic Club, Town Park, George Bush Elementary and a new park and trail along Addison Road. Finally, it recommends changes to park maintenance, nature integration, wayfinding, art and placemaking to create Addison’s park system of the future.



4. STEPS TO SUCCESS: IMPLEMENTATION

The Town faces both great opportunities and challenges for implementing this plan. Achieving the community’s vision will require re-thinking funding priorities, with potentially \$17.5 million needed to enhance existing parks and \$37.8 million needed for the acquisition and construction of new parks, greenbelts and trails to serve new development and underserved areas. To assist the Town in sequencing projects, Chapter 4 summarizes enhancement costs and longer-term asset management needs. It also presents prioritization criteria, a short-term action plan and funding strategies to carry projects forward. Implementation will require updates to the Town’s land dedication requirement, in-lieu fees and park development fees, among other funding strategies.



A-H. DATA AND DETAILS: APPENDICES

The multi-phased Master Plan process included substantial data gathering and analysis. Master Plan appendices consolidate the data necessary to implement the plan. These include:

- Appendix A: Demographic and Market Analysis
- Appendix B: Park & Facility Inventory
- Appendix C: Outreach Findings
- Appendix D: Park and Recreation Trends
- Appendix E: Design and Development Guidelines
- Appendix F: Site Recommendations
- Appendix G: Cost Matrix
- Appendix H: Parkland Dedication Fees

Investing in Our Future

This Master Plan captures the community’s vision and articulates a realistic approach for enhancing parks, facilities and recreation opportunities. However, it identifies more projects than the Department of Parks and Recreation can implement with existing resources. By focusing on key initiatives and projects as highlighted in this plan, Addison has direction on how to balance needs and achieve the right mix of opportunities to serve a dynamic community.

The Town of Addison must invest wisely and plan proactively for the asset management challenges and development opportunities that lay ahead. This will require strategic budgeting and business

planning, plus some difficult funding decisions—such as replacing previous services with more cost-effective approaches to have the funds on hand for park re-investment, asset management, and new development. It will require the strategic expansion of existing funding resources, as well as the exploration of new ones to fund capital projects, maintenance and recreation programming. Above all, it will require focus, collaboration and innovation to work with developers, businesses, stakeholders and other departments to enhance the shared assets that support Addison’s livability, vitality and prosperity now and in the future.





1

Introduction

Chapter 1

Community members cherish the rich experiences that Addison's diverse parks and recreation system offers. Whether jogging along a greenbelt, listening to live music at a Summer Series event, taking in stunning vistas and swaths of colorful spring tulips, or relaxing in a neighborhood park, Addison's lush "backyard" offers respite from the Town's fast-paced and lively urban environment. Parks, trails and greenbelts inspire, educate and connect people to the natural world and to each other. Community facilities, programs and events stimulate public life, which can improve physical and mental health and strengthen community cohesion, economic development and community pride.

Over the past decade, Addison's population has grown and demographics have shifted, new recreation trends have emerged, and there is an increased commitment to environmental responsibility and public health. The evolving Addison community provides an exciting opportunity to re-evaluate the 2009 Parks, Recreation and Open Space Master Plan and identify priorities that respond to current needs and values, as well as physical, social and economic conditions and opportunities.



Master Plan Purpose

The Addison Parks, Recreation and Open Space Master Plan (Master Plan) guides future improvements to Addison’s system of parks, recreation, facilities, trails, greenbelts, programs and events. The purpose of the Master Plan is to outline a strategic path forward and provide direction to enhance the park and recreation system. The proposed changes involve forward-thinking initiatives, on-trend programming, reinvestment in existing assets, new amenities and a range of small- and large-scale transformative projects. Plan implementation is envisioned to provide the Addison community with a variety of high quality recreation experiences, enhanced walkability, a distinct sense of place and enriched quality of life.

This document identifies overarching directions that reflect community values in several key categories, including:

- Expanded recreation opportunities;
- Social cohesiveness;
- Economic vitality;
- Healthy environmental systems; and
- Placemaking and community building.

These common threads provide the basis for more detailed goals, objectives and recommendations, as well as an action plan for the future. Together, these Master Plan elements serve as important tools to guide staff in accomplishing its mission-led services, achieving community aspirations, advancing the vision for the park and recreation system and informing decisions and investments over the next 10 years.



Master Plan Development Process

This Master Plan is the result of a one-year process that involved technical analyses and broad stakeholder engagement. Town staff, stakeholders and leaders worked together in three advisory groups to provide professional and technical guidance throughout the process. The planning approach also involved a variety of outreach activities and encouraged participation from a wide range of stakeholders, including residents, employees and representatives from diverse interest groups. In total, more than 1,150 community members weighed in through online surveys, face-to-face interviews, pop-up events and focus group meetings (see Chapter 2).

The Master Plan was informed by recent and concurrent planning processes:

- Addison Circle Special Area Study (2018)
- Townwide Asset Management Plan (2018)
- Economic Development Strategic Plan (2018)
- Inwood Road Special Area Study (2017)
- Master Transportation Plan (2016)
- Addison Quorum Art Walk (2013)

This community input and advisory group guidance identified community aspirations and priorities throughout the four-phased Master Plan development process (Figure 1-1). The phased process involved examination of the current system, including a review of physical conditions and related background documents, and identification of creative ideas for a future premier system. All phases highlighted the unique character of Addison and encouraged innovative thinking.



Figure 1-1 : Planning Process

The Addison Community

Addison is a unique community that is growing and changing. For this planning effort, Addison was evaluated using seven distinct planning areas (map 1-1). Each area possesses different demographic and land use characteristics that influence park, facility and program needs (Figure 1-3) (see also Appendix A demographic data by area, as well as Appendix F maps and planning area overview).

ADDISON BY THE NUMBERS (2017 DATA):

- 15, 866 residents live in Addison
- 53,275 people work in Addison
- 86% of households are renter-occupied
- 15% of households have children
- 60% of residents are White
- 31% are of Hispanic origin
- 28% are young professionals (ages 25-34)
- 10% are older residents and retirees ages 65+
- 3,500+ are Addison Athletic Club members

Sources: ESRI, U.S. Census Longitudinal Employer-Household Dynamics. Note: Economic Development estimates employment numbers to be significantly higher than reports here.

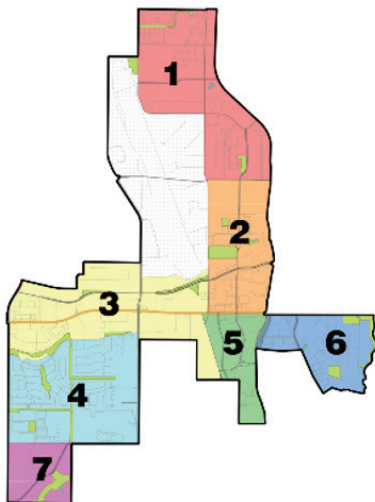


Figure 1-2: Addison Planning Areas
Refer to Figure 1.3 for planning area names.

Snapshot of the System

Within only 4.4 square miles, Addison's multifaceted system includes 113.5 acres of attractive parks, engaging recreational facilities and rich amenities (Map 1-1). Sites range from small neighborhood parks that serve nearby neighbors to large destination parks that attract visitors from throughout the Dallas Metroplex (Appendix B). The system includes an additional 65 acres of smaller landscaped areas that contribute to Town beautification. Recreation programs are provided at the Athletic Club, and the Town also facilitates more than 135 special events and seasonal festivals annually for residents and visitors, attracting more than 650,000 participants (City data).

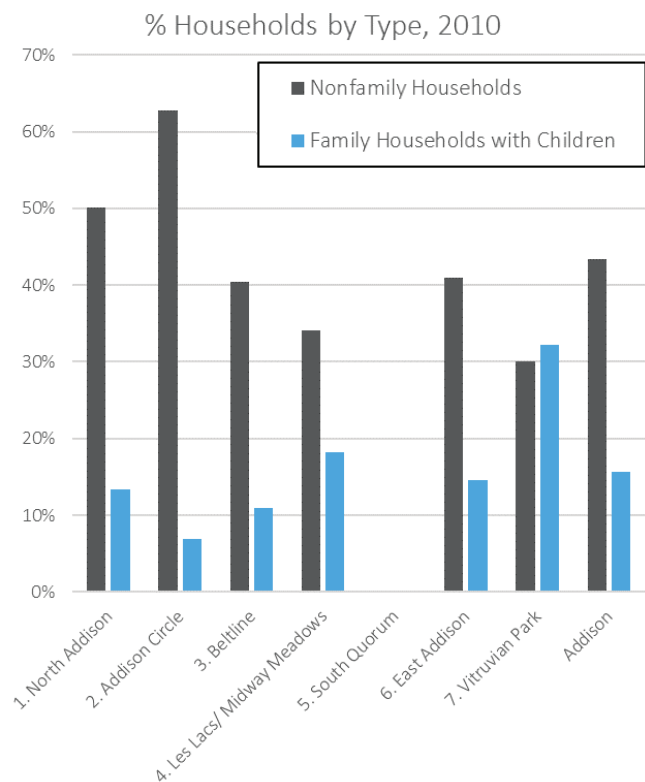


Figure 1-3: Addison Households by Planning Area
The number of households with children varies between the different planning areas, affecting park needs. (Source: ESRI. Note: ESRI estimates demographic data based on custom geographies, using U.S. Census and American Community Survey data at the block group level. Where Addison's planning area boundaries do not align with Census blocks, the data represent approximations used for general planning purposes only. See Appendix A for details.)

System Highlights

COMMUNITY RECREATION FACILITIES

Athletic Club
Les Lacs Dog Park
Community Garden

NATIONALLY-RENOWED SIGNATURE EVENTS

Taste Addison
Oktoberfest
Kaboom Town!
Vitruvian Lights

FAMILY-FRIENDLY NEIGHBORHOOD PARKS

Town Park
Dome Park
Les Lacs Linear Park North

ADDISON PLACEMAKING

Pollinator Patches
Public Art Program
Annual Tulip Planting

URBAN OASIS

Bosque Park
Spruill Park
Quorum Park

TRAIL AND GREENBELT NETWORK

White Rock Creek Trail
Arapaho Park
Redding Trail and Dog Park

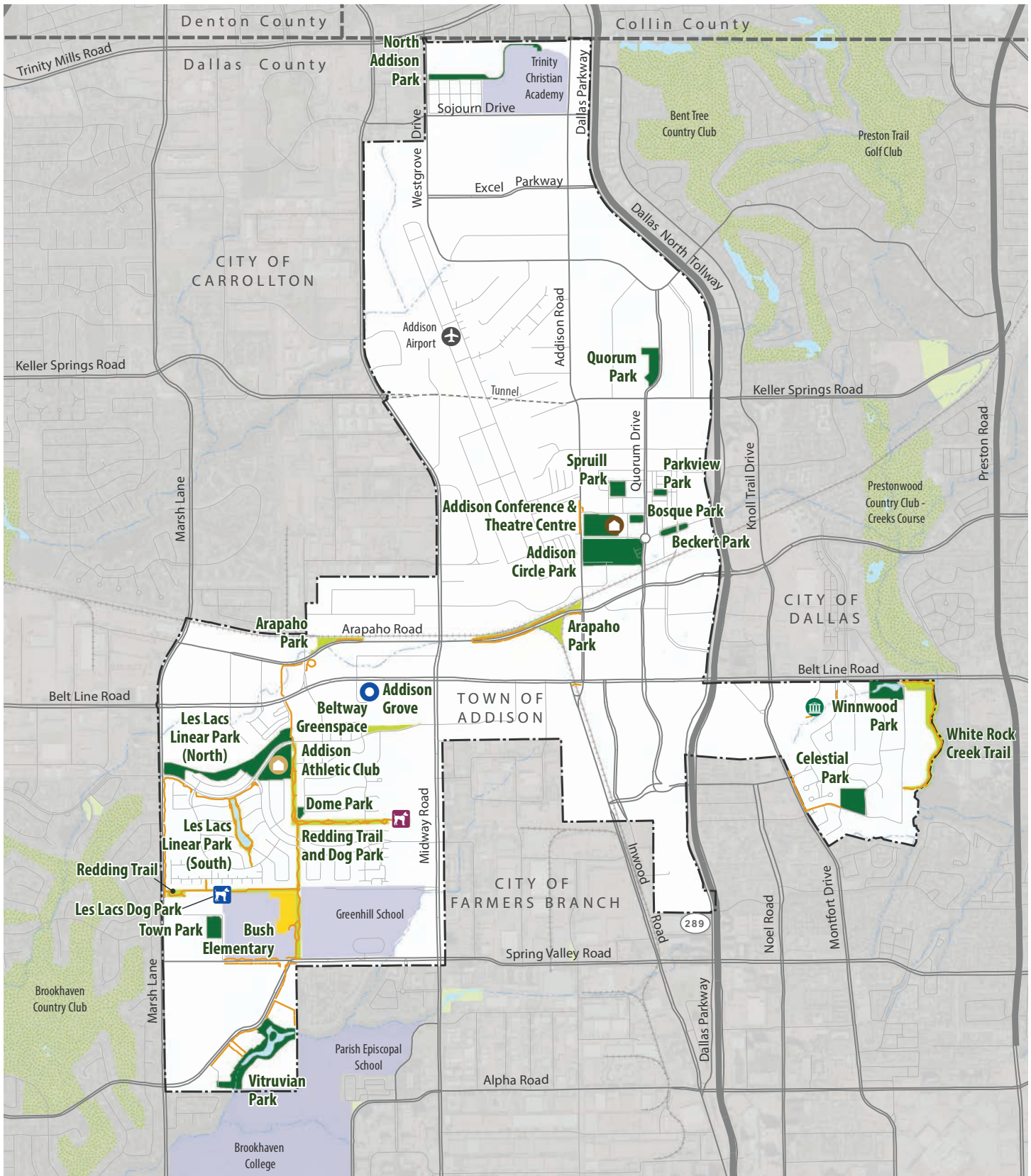
VIBRANT LOCAL EVENTS

Summer Series
Easter Egg Hunt
Vitruvian Salsa Festival
Halloween Bash and Craft Fair

RECREATION PROGRAMS

Active Addison
Kidscene
Group X Health and Fitness
Fifty Plus
Camp Gladiator






Figure 1-4: System Highlights



Map 1-1: Existing Parks and Greenbelts



Town of Addison Parks and Recreation Facilities








-  Addison Trails
-  Public Parks
-  Greenbelts
-  School Recreation Facilities
-  Planned Parks

-  Addison Conference & Theatre Centre
-  Addison Athletic Club
-  Redding Trail Dog Park
-  DISD Dog Park
-  Town Hall

Other Parks and Facilities

-  Other Parks
-  Golf Courses
-  Schools

Base Map Features

-  Town Boundary
-  County Boundary
-  Highways
-  Major Roads
-  Local Roads
-  Railroad
-  Water Bodies

The Park System Today

- **Public Parks: 15 sites, 67.5 acres**
- **Greenbelts: 5 sites, 40 acres**
- **School Recreation Facilities: 2 sites, 5.9 acres**

Recreation Program Service Areas

- **Regional and Local Events**
- **Child and Youth Development**
- **Health and Wellness**
- **Enrichment and Learning**

Document Organization

The remainder of this document is organized into the following chapters.

Chapter 2: Vision Framework—Highlights community priorities and needs that informed the vision, mission, goals and objectives, and presents supporting park standards.

Chapter 3: Recommendations—Identifies game-changing initiatives, transformative projects and supporting systems for park maintenance and beautification; nature integration; walkability and wayfinding; and art and placemaking.

Chapter 4: Prioritization and Implementation—Summarizes capital and operations costs, outlines a prioritization approach, presents an action plan for short-term projects, and proposes funding strategies.

Appendix A: Demographic and Market Analysis—Assesses Addison’s current population and market conditions and summarizes key findings.

Appendix B: Park and Facility Inventory—Summarizes and classifies existing park and facility data.

Appendix C: Outreach Findings—Describes the public outreach approach and summarizes results.

Appendix D: Park and Recreation Trends—Identifies regional recreation trends that may influence parks and recreation services over the next 10 years.

Appendix E: Design and Development Guidelines—Presents guidelines for the design and development of park land systemwide, as well as for the acquisition, development and renovation of parks by classification.

Appendix F: Site Recommendations—Provides site-specific recommendations for Addison’s existing and proposed parks and trails.

Appendix G: Cost Matrix—Identifies cost assumptions, capital and operations cost estimates for facilities.

Appendix H: Parkland Dedication Fees—Summarizes Addison's current fee structure and provides a tool to calculate dedication fees.



2

Vision Framework

Chapter 2

Addison is a unique community, where the combined priorities of residents, employees, community leaders and stakeholders drive decisions on the types of parks, recreation facilities, programs and events to provide. Some of these priorities have changed over time. New priorities, preferences and values—as identified in this chapter and cultivated through a comprehensive engagement process—sparked the re-imagining of the vision and mission for Addison’s park and recreation system. These priorities and needs also informed the Master Plan goals, objectives and standards presented in this chapter.



Community Priorities and Needs

To ensure that park, recreation and open space system effectively serves residents and the entire community, a robust outreach and engagement process involved three advisory groups and six different community input opportunities.

COMMUNITY AND STAKEHOLDER INPUT OPPORTUNITIES

- **Stakeholder Interviews:** Seven interviews were conducted with Council members and community leaders to discuss opportunities for enhancing parks and recreation.
- **Business Focus Groups:** Approximately 20 members of the business community participated in focus groups organized through the North and South Quorum Business Associations. Business leaders discussed options to enhance the business environment through activities and open space.
- **Pop-Up Events:** Ten pop-up events were held in parks and at existing community meetings between March and April 2018. The events attracted a total of 215 residents, employees and park users who shared their thoughts and ideas about Addison's park and recreation system.
- **Mapita Questionnaire:** During a seven-week period, from March to May 2018, over 900 community members participated in a place-based mapping survey. Participants were asked to identify and locate their favorite parks and activities and opportunities for improvements. Over 4,000 pins were placed on the interactive map.
- **Prioritization Survey:** Conducted online during the month of September 2018, the prioritization survey received 161 responses. Survey participants were asked how they would allocate funds between different types of projects and different sites, thereby identifying funding priorities.

- **Draft Plan Review:** Community members, stakeholders, our Special Projects Committee members and Council had the opportunity to review the Draft Master Plan and provide feedback for incorporation into the Final Plan. Approximately 50 people discussed the plan or provided comments during January and February of 2019.

ADVISORY GROUPS

- **Special Projects Committee:** The Special Projects Committee was created to advise the project team throughout the development of the Master Plan. The Committee met four times to provide insight about the local community and ensure the plan addresses the needs of all Addison residents, employees and visitors.
- **Project Leadership Team:** The Project Leadership Team included staff members from different Town departments who reviewed materials, discussed project directions, and ensured the Master Plan incorporated relevant data and was consistent with concurrent Town planning efforts. The Project Leadership Team met four times during the planning process.
- **City Council:** City Council provided direction through stakeholder interviews and received regular updates on plan deliverables and findings.

From these meetings and activities, seven key outreach themes emerged as priorities for Addison residents, employees, stakeholders and community leaders. Described on the next pages, these themes reflect the community's needs and aspirations for Addison's parks, facilities and programs. (See Appendix C for additional details.)

1 EXERCISE AND ACTIVE RECREATION

Fitness and wellness are essential to Addison’s quality of life and, as such, residents highly value the active recreation opportunities provided by the Town’s parks and recreation facilities. Exercise is the most popular activity in parks, and Addison’s residents are eager to see more opportunities for active recreation in Addison, especially walking, jogging, and biking. For community members seeking to expand and diversify their fitness and wellness activities, fitness classes and

organized activities offer fun and social alternatives to jogging. Dog walking is also a popular activity among Addison’s residents. Expanding opportunities for exercise and active recreation in Addison’s parks, programs and open space is a key priority for community members, as they seek to improve their health, fitness and overall well-being.

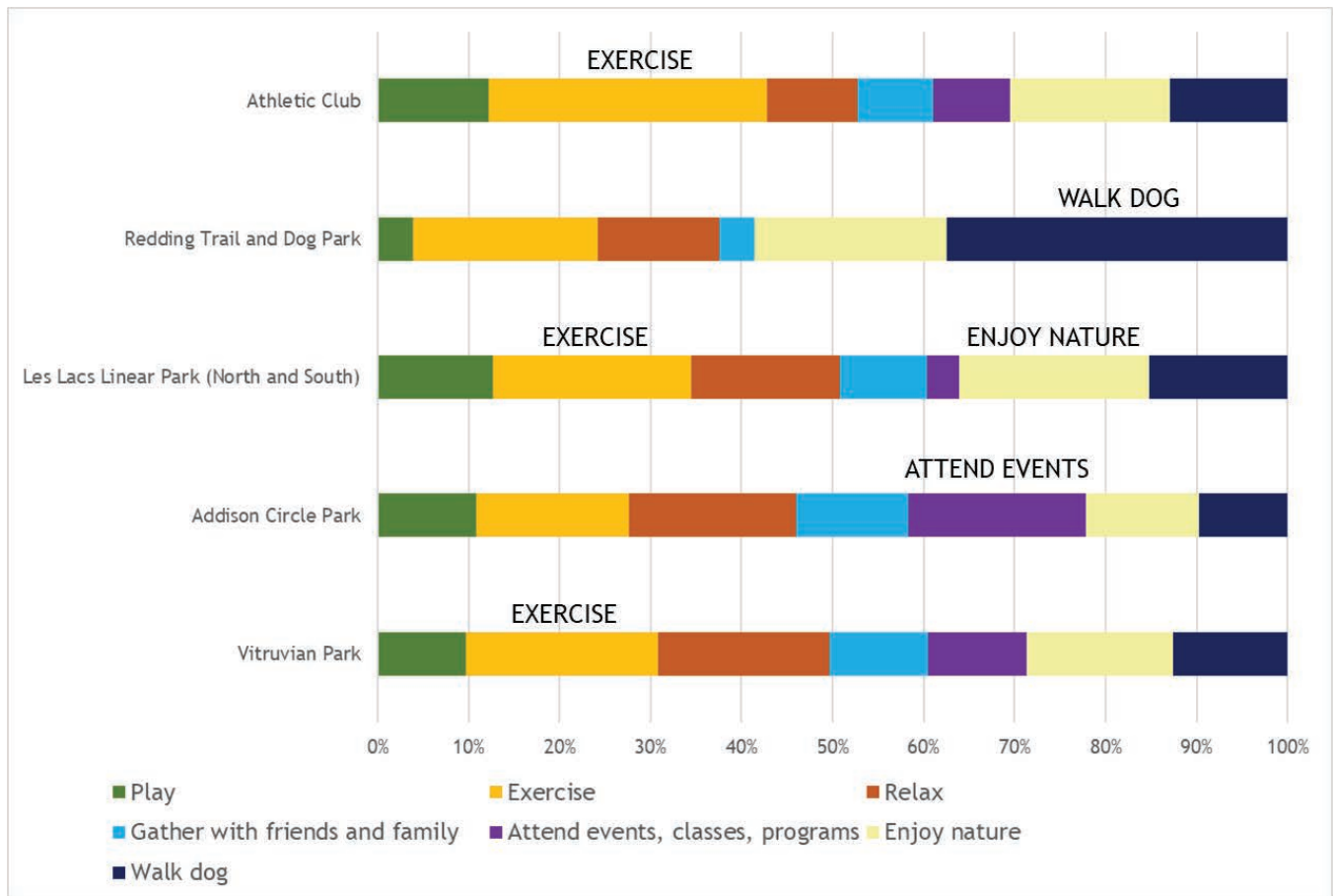


Figure 2-1: Most Frequent and Popular Activities in Key Parks
Exercise is considered the most popular activity in 3 of 5 of Addison’s most popular parks.

2 TRAILS

Addison’s trail network is highly popular with local residents. In fact, it is the most frequently used type of facility, compared to parks and specialized recreation destinations, according to outreach participants. The popularity of trails stems from the multitude of diverse uses they support. While trails are essential in connecting people to parks and other destinations in town, they also offer valued opportunities for active recreation, including walking, biking and jogging.

Outreach participants indicated that adding more trails is a major priority for residents and is considered the best way to improve Addison’s parks, recreation and open space system. Residents and business employees would like to see an expanded trail and bike route network with ample shading throughout the Town, helping to improve access to recreation and connectivity between parks, neighborhoods and other destinations, such as the Cotton Belt Line.

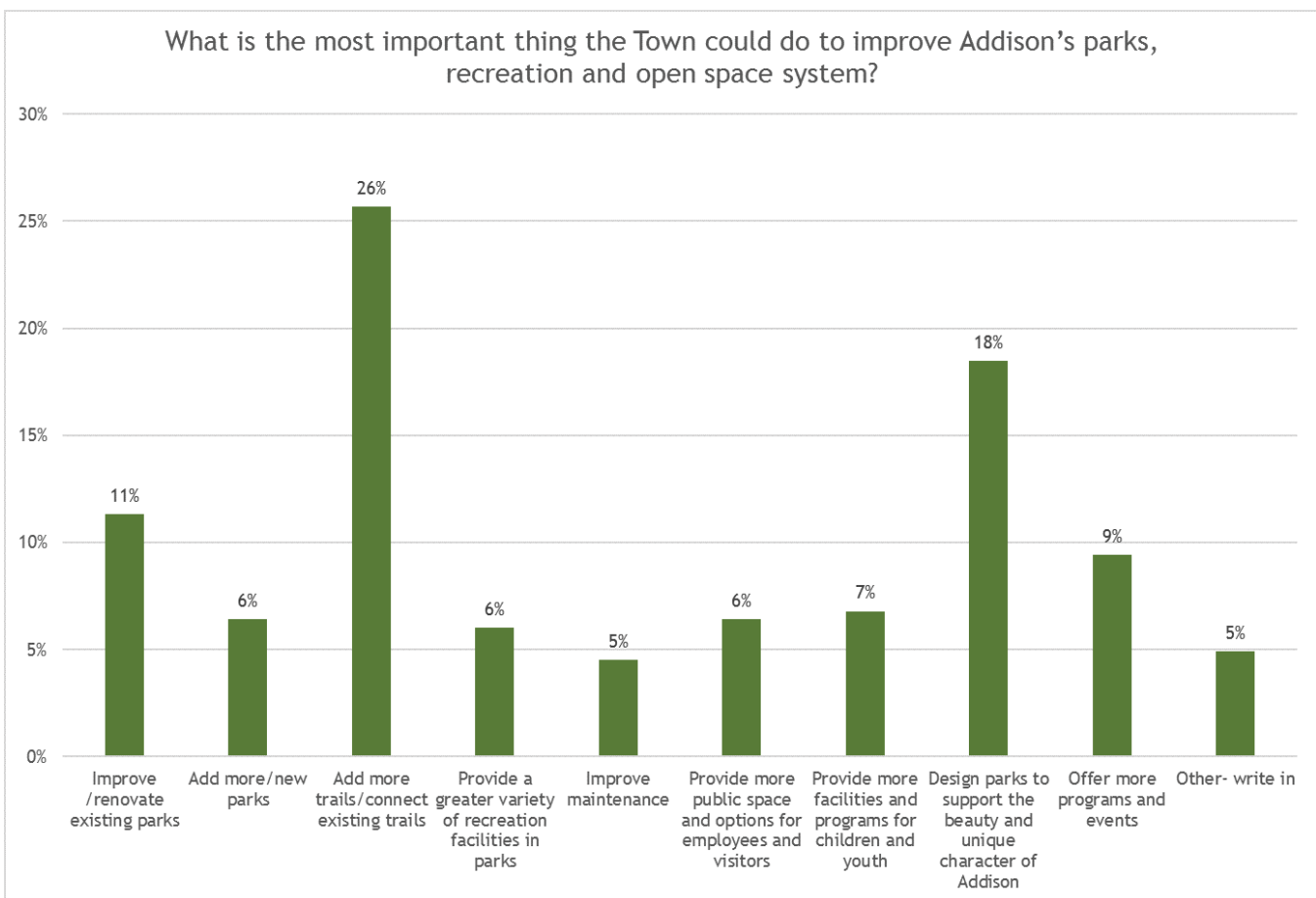


Figure 2-2: Priority Improvements

According to survey respondents, adding more trails and better connecting trails is the most important thing the Town can do to improve its parks, recreation and open space system.

3 CONNECTIONS TO NATURE

Addison residents and employees rely on parks and open space as a way to connect to nature and experience the outdoors. Not only is enjoying nature one of the most popular activities in parks, outreach results indicate that residents would be more likely to spend time in parks if Addison’s parks provided more opportunities to connect to nature. As such, expanding access to nature is a top priority for

Addison’s residents, who would like to see the Town incorporate more nature into its parks and trails. The Town’s parks could better highlight existing natural amenities and tree cover, adding to its “natural capital” and quality of life. Enhanced connections to nature also support environmental education and improve overall health and wellness.

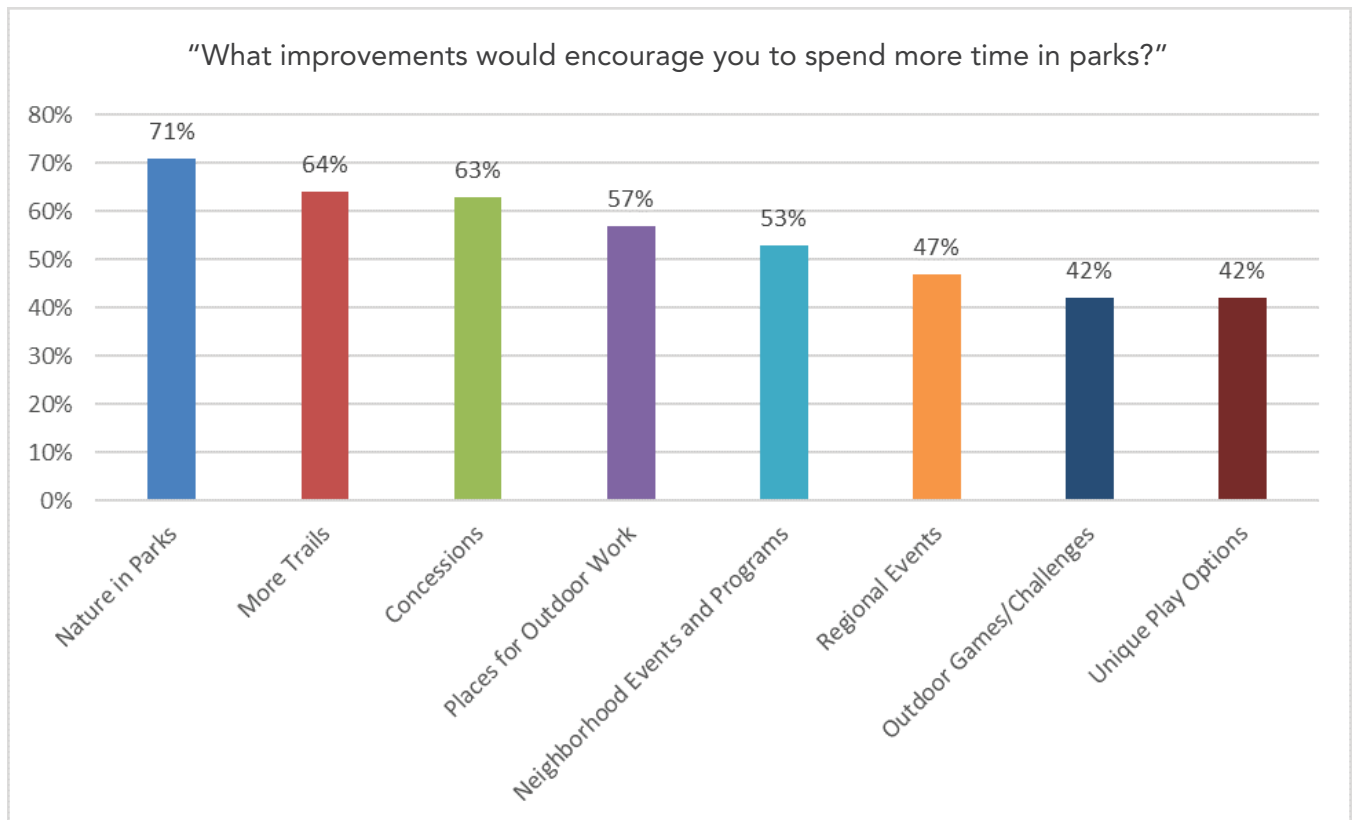


Figure 2-3: Reason to Spend More Time in Parks

Survey respondents want to see improved access to nature in the Town’s parks.

4 EVENTS AND SOCIAL GATHERINGS

Community gatherings and social events are highly valued by Addison's residents and community. Of the four most popular activities conducted in parks, three are social activities, including events, festivals, social gatherings and opportunities for outdoor eating. The business community sees great benefits in enhancing the social gathering activities and amenities in parks, as these help foster a dynamic and fun work

environment for employees who can enjoy outdoor work spaces and after-hours social and recreation options. Residents and employees would like to see more diverse and innovative opportunities to gather with friends, family and colleagues, such as food trucks, farmer's markets, outdoor work stations, small community events, and a pavilion for company or community picnics.

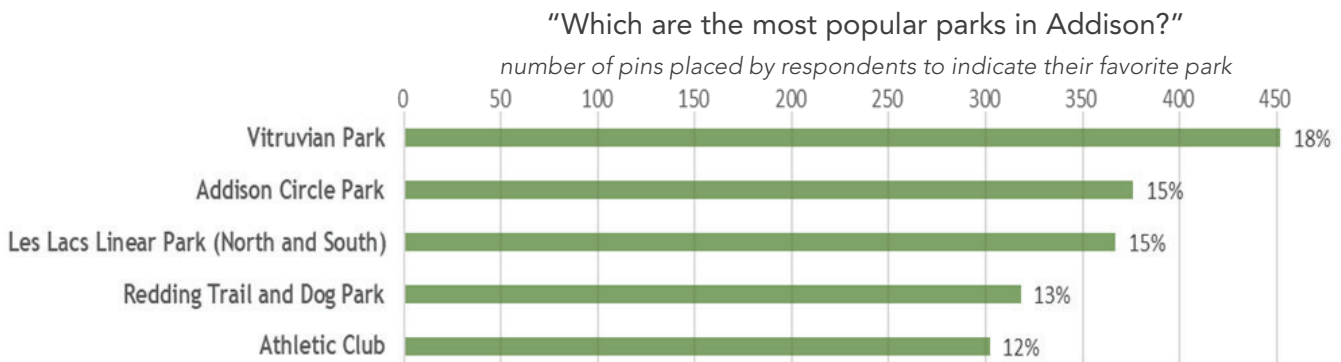


Figure 2-4: Most Popular Parks

The most popular parks "pinned" in the Mapita Questionnaire include three sites recognized for their events, social activities and recreation programs. These include Vitruvian Park, Addison Circle Park, and Les Lacs Linear Park.

5 PARK BENEFITS

Addison’s community members recognize that the Town’s parks, recreation and open space are critical to providing quality-of-life benefits to all residents, employees and visitors. These include recreation and social opportunities, as well as environmental protection and support for Addison’s economic vibrancy. Outreach respondents strongly favor enhancing the quality, maintenance and amenities of the Town’s parks, facilities and trails in order to expand the benefits provided by parks, especially in terms of health and wellness, community building and

social connections, relaxation and stress reduction, and environmental protection. In improving the park system, the business community sees an opportunity to bolster the Town’s economic attractiveness and competitiveness, in order to attract the best and the brightest talents to Addison. One of the most valued benefits of enhancing the parks, and trail system is the increased connectivity between people, nature and other common destinations and the creation of a more walkable community.

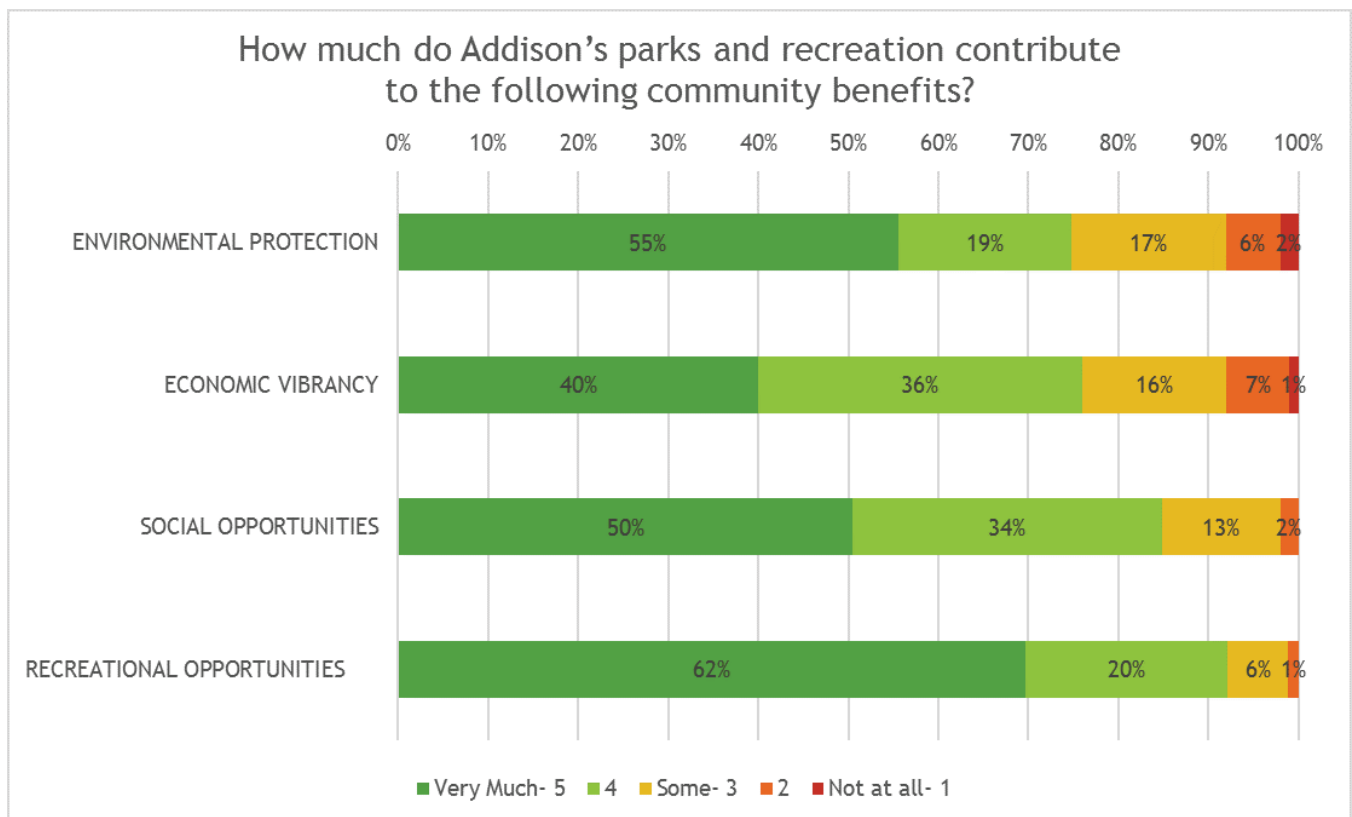


Figure 2-5: Benefits Associated with Addison’s Parks

While nearly all respondents (99%) recognize and value the recreational benefits provided by parks, a large majority of respondents also noted the important role that parks play in contributing to social opportunities, economic vibrancy and environmental protection.

6 ADDITIONAL PARK ATTRACTIONS AND RECREATION OPPORTUNITIES

Addison residents, employees and visitors desire a variety of recreation experiences and would like to see new high-quality attractions in the Town’s parks and recreation destinations. Outreach participants indicated that they would spend more time in parks if a greater number and diversity of park attractions were available, especially a greater variety of facilities, diverse programs, more concessions, small events and interactive art. Among other ideas, outreach participants would like to see more outdoor

programming, including games, challenges and fitness activities such as running clubs or races. The business community is particularly enthusiastic about the possibility of outdoor co-working stations, food trucks, temporary installations, dog runs and outdoor exercise equipment.

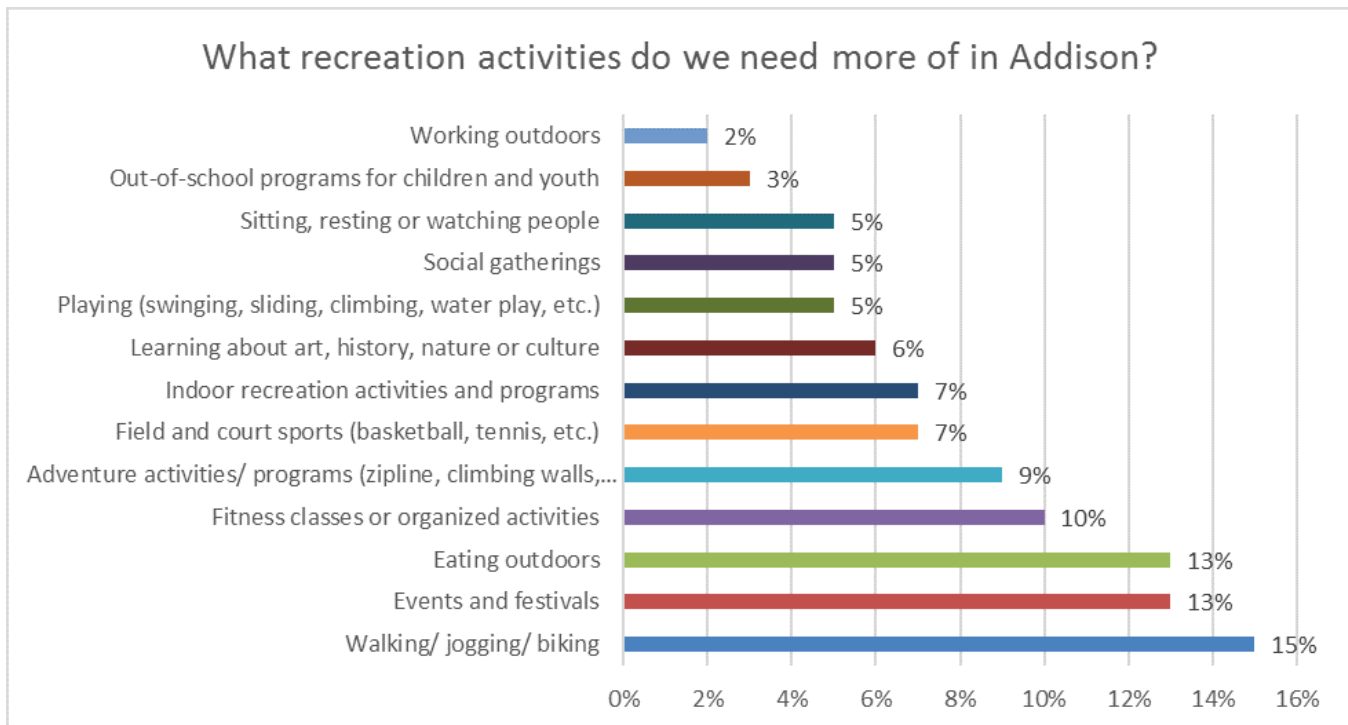


Figure 2-6: Desired Recreation Activities

Respondents would like to see a variety of recreation activities expanded. Trail-related opportunities, events and festivals, and outdoors eating options were favored by the most respondents.

7 ADDISON QUALITY AND BRAND

Residents expect high-quality amenities and unique recreation opportunities that contribute toward Addison's reputation as a welcoming, comfortable and fun place to live, work and play. Residents want beautiful parks and trails that reflect the community's character while enhancing the Town's overall vitality. Building and promoting a unique and exciting brand identity for Addison's parks, recreation and open space system emerged as a top priority for local stakeholders and business leaders. Combined with efforts to beautify

the Town's parks, trails and recreation facilities, a recognized brand can encourage more people to enjoy the parks and recreation opportunities offered by the Town. Residents also shared creative ideas for the promotion of parks, recreation and open space, such as welcome packets for new residents and employees, mobile applications, video promotions, and guided art tours showcasing local history and heritage.



Iconic and interactive art such as Addison Blueprints and the fountain at Addison Circle Park contribute to Addison's brand as an active, innovative and vibrant urban hub.

The vision framework includes the following elements:

Mission: The purpose of the Park and Recreation Department, its business and essential services. The mission describes the type of work done.

Vision: Addison's aspirations for parks and recreation services. This vision paints a picture of the parks and recreation system the Town wants to achieve.

Goals: Directions for long-range change. Goals represent the Town's overarching directions for the park and recreation system.

Objectives: Specific and measurable outcomes that contribute to achieving our goals. Objectives provide policy-level guidance on key elements of the Town's five goals.

Recommendations: Specific activities and initiatives that will achieve the stated goal. Recommendations describe the site-specific projects that are needed to achieve the goals of the Parks, Recreation and Open Space Master Plan.

Vision Framework

The priorities, values and aspirations for the Town of Addison are the guiding forces for the Parks, Recreation and Open Space Master Plan. Through meetings with the Project Advisory Committee and input received from the community, these values and aspirations were integrated into a vision framework. These elements provide the foundation for the Master Plan and are aligned with the Addison Comprehensive Plan.

MISSION

The Master Plan proposes replacing the Town's separate mission statements for parks and for recreation with a unified mission that describes the collective services of the Park and Recreation Department. The following mission illustrates how recreation is a key component of park and facility activation:

To preserve and enhance Addison's exceptional quality of life and work-life environment by maximizing the recreational, social, economic and environmental benefits of the community's award-winning parks, trails, green spaces and recreation facilities.

VISION

Through the Master Plan process, the following vision emerged:

We envision an active, vibrant, interconnected urban hub with unique public / private recreation and open spaces that promote Addison's heritage, art, greenspace, economic vitality and neighborhood cohesiveness.

Five goals and several objectives are proposed to help achieve the Town's vision for the future park, recreation and open space system. These goals and objectives are highlighted on the next page.

ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

GOALS

Goal 5: Placemaking & Community Building

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison's character and connect parks to community destinations.

Goal 1: Recreation

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

Goal 2: Social Cohesiveness

Connect and engage residents by providing neighborhood programs, events, and social hubs in parks for people of all ages, abilities, cultures, and interests.

Goal 4: Environmental Stewardship

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.

Goal 3: Economic Vitality

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.

OBJECTIVES

Goal 1

- 1a. active recreation
- 1b. variety of facilities
- 1c. underserved areas
- 1d. Athletic Club
- 1e. collaboration

Goal 2

- 2a. programs
- 2b. unique gatherings
- 2c. social hubs
- 2d. diverse seating
- 2e. reservable pavilions
- 2f. events for targeted groups

Goal 3

- 3a. branding
- 3b. regional events
- 3c. funding efficiencies
- 3d. financing
- 3e. marketing through photos
- 3f. quality maintenance
- 3g. recreational tourism

Goal 4

- 4a. resource stewardship
- 4b. natural systems
- 4c. low-impact operations
- 4d. sustainable design
- 4e. conservation areas
- 4f. nature experiences

Goal 5

- 5a. placemaking
- 5b. adjacent uses
- 5c. local trails
- 5d. public art
- 5e. public/private spaces
- 5f. unique amenities

RECOMMENDATIONS

See systemwide and site recommendations in Chapter 3 and Appendix F

Figure 2-7: Vision Framework Diagram

Master Plan Goals and Objectives

The following goals and objectives together provide the policy direction to guide Master Plan recommendations for enhancing Addison's parks, facilities, programs, events and identity. Recommendations are described in Chapter 3 and presented in full in Appendix F.



GOAL 1: RECREATION

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

- Objective 1a.** Provide more recreation facilities to support outdoor exercise, fitness and active recreation in Addison's parks. Consider a variety of sports courts, sports fields, loop trails, and activity spaces.
- Objective 1b.** Distribute a greater variety of recreation facilities throughout Addison to diversify and improve recreation opportunities and access for all residents and employees.
- Objective 1c.** Acquire and develop parks in underserved residential and non-residential areas where parks and open space are not accessible within a 10-minute walk. (See Map 2-1.)
- Objective 1d.** Improve the Athletic Club and surrounding park to support indoor/outdoor programs and events, respond to changing recreation trends and better address community and family needs, including residents of all ages.
- Objective 1e.** Increase collaboration with partners, stakeholders, developers, schools and local businesses to provide a greater variety of facilities and recreation activities in parks.



GOAL 2: SOCIAL COHESIVENESS

Connect and engage residents by providing neighborhood programs, events and social hubs in parks for people of all ages, abilities, cultures and interests.

- Objective 2a.** Increase park use by providing more outdoor recreation programs and self-directed activities in parks, including activities that support community fitness, play for all ages, cultural and art interpretation, and lifelong learning. (See Game Changing Initiatives in Chapter 3.)
- Objective 2b.** Continue to provide unique community events and increase neighborhood-focused social gatherings to foster community cohesiveness and strengthen community spirit.
- Objective 2c.** Provide a variety of social hubs in parks (e.g., dog parks, activity centers, game tables).
- Objective 2d.** Provide diverse and accessible seating opportunities, including co-working stations and grouped seating, to strengthen social interaction in parks and underserved areas.
- Objective 2e.** Develop reservable pavilions and picnic shelters to support large group gatherings and recreation programming.
- Objective 2f.** Promote programs and activities for underserved groups, including youth ages 8-18, employees, seniors, local ethnicities and families.



GOAL 3: ECONOMIC VITALITY

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.

- Objective 3a.** Promote the benefits and brand of Addison's parks, trails, art and programs.
- Objective 3b.** Continue to support the Special Events Department to facilitate or host regional scale events to promote Addison and the town's businesses.

- Objective 3c.** Be fiscally and financially prudent in funding the community’s park and recreation system, prioritizing funds for asset management and new development at sites that generate revenues through programs, events and reserved uses.
- Objective 3d.** Pursue additional resources to fund and finance new park spaces and enhancements to existing parks, including grants, general obligation bonds, increased use/activity fees, park development fees and fees in lieu of land. (See Funding Strategies in Chapter 4.)
- Objective 3e.** Recognize and enhance the photographic appeal of Addison’s parks and facilities as a way to market the Town.
- Objective 3f.** Create a tiered maintenance structure to provide quality park maintenance and beautification efforts for parks, facilities and open spaces consistent with Town’s brand and sustainable business practices. (See Supporting Systems in Chapter 3.)
- Objective 3g.** Collaborate with the Town’s Economic Development and Tourism Department to engage partners, stakeholders and local businesses to support recreational tourism. (See Game Changing Initiatives in Chapter 3.)



GOAL 4: ENVIRONMENTAL SYSTEMS

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.

- Objective 4a.** Inventory, maintain and steward existing natural resources in parklands, including riparian corridors and the tree canopy.
- Objective 4b.** Emphasize or integrate natural systems, habitat and pollinator patches in parklands and public open space; encourage these where appropriate in private development. (See Supporting Systems in Chapter 3.)
- Objective 4c.** Implement low-impact operating techniques, such as native plantings, organic maintenance and the use of perennials in place of annual plantings.
- Objective 4d.** Emphasize sustainability and water conservation in the design of all new parks.
- Objective 4e.** Acquire and steward open spaces and conservation areas to preserve natural resources and provide ecological benefits, such as urban cooling and stormwater filtration.
- Objective 4f.** Expand opportunities to experience nature.



GOAL 5: PLACEMAKING AND COMMUNITY BUILDING

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison’s character and connect parks to community destinations.

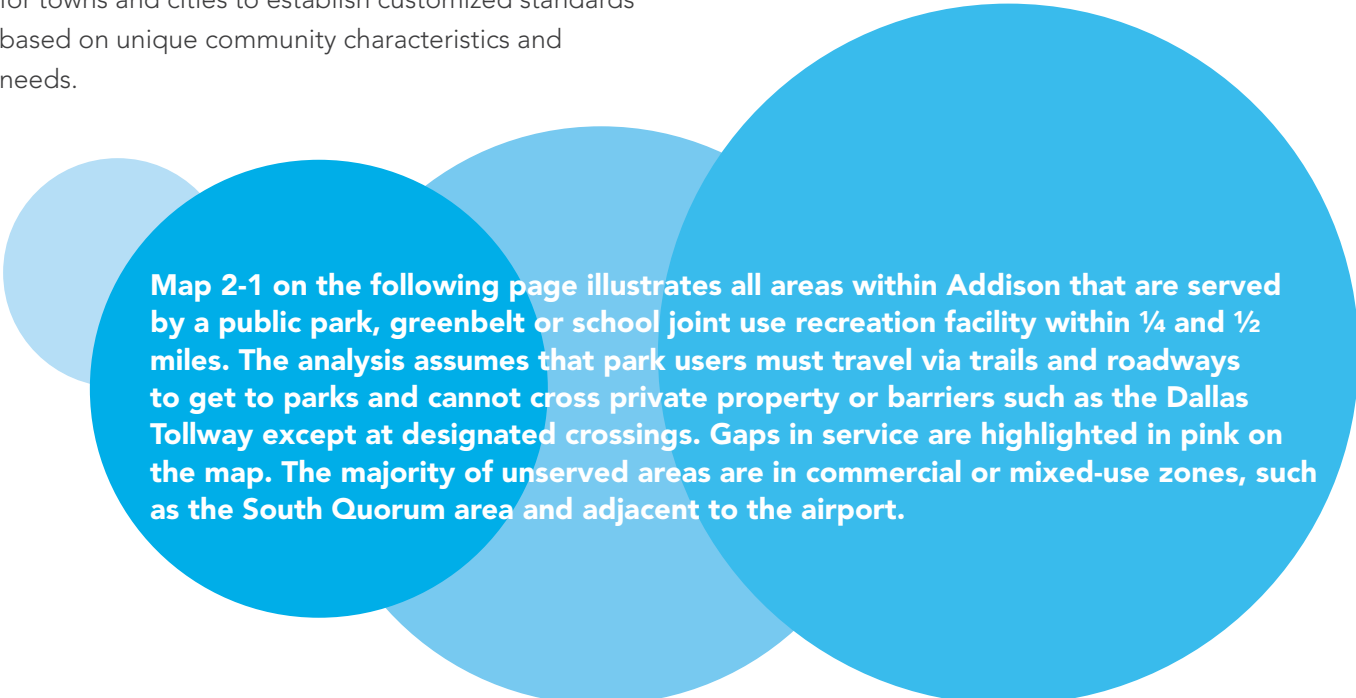
- Objective 5a.** Implement placemaking techniques that influence park, trail and public space design, renovation, development and maintenance. (See Supporting Systems in Chapter 3 and the Design and Development Guidelines in Appendix E).
- Objective 5b.** Improve interaction and synergies between adjacent uses to parks, trails and public spaces.
- Objective 5c.** Strengthen regional and local connections to parks and community amenities via local trails, regional trails, strategic on-street bike routes and access to transit. (See Game Changing Initiatives in Chapter 3.)
- Objective 5d.** Recognize and expand the role of art in public spaces to define a sense of place and reflect Addison’s character and identity. (See Supporting Systems in Chapter 3.)
- Objective 5e.** Coordinate with businesses and developers to maximize use and utility of public / private open spaces.
- Objective 5f.** Provide unique, high quality amenities to enhance comfort and use of the Town’s parks and trails.

Park Standards

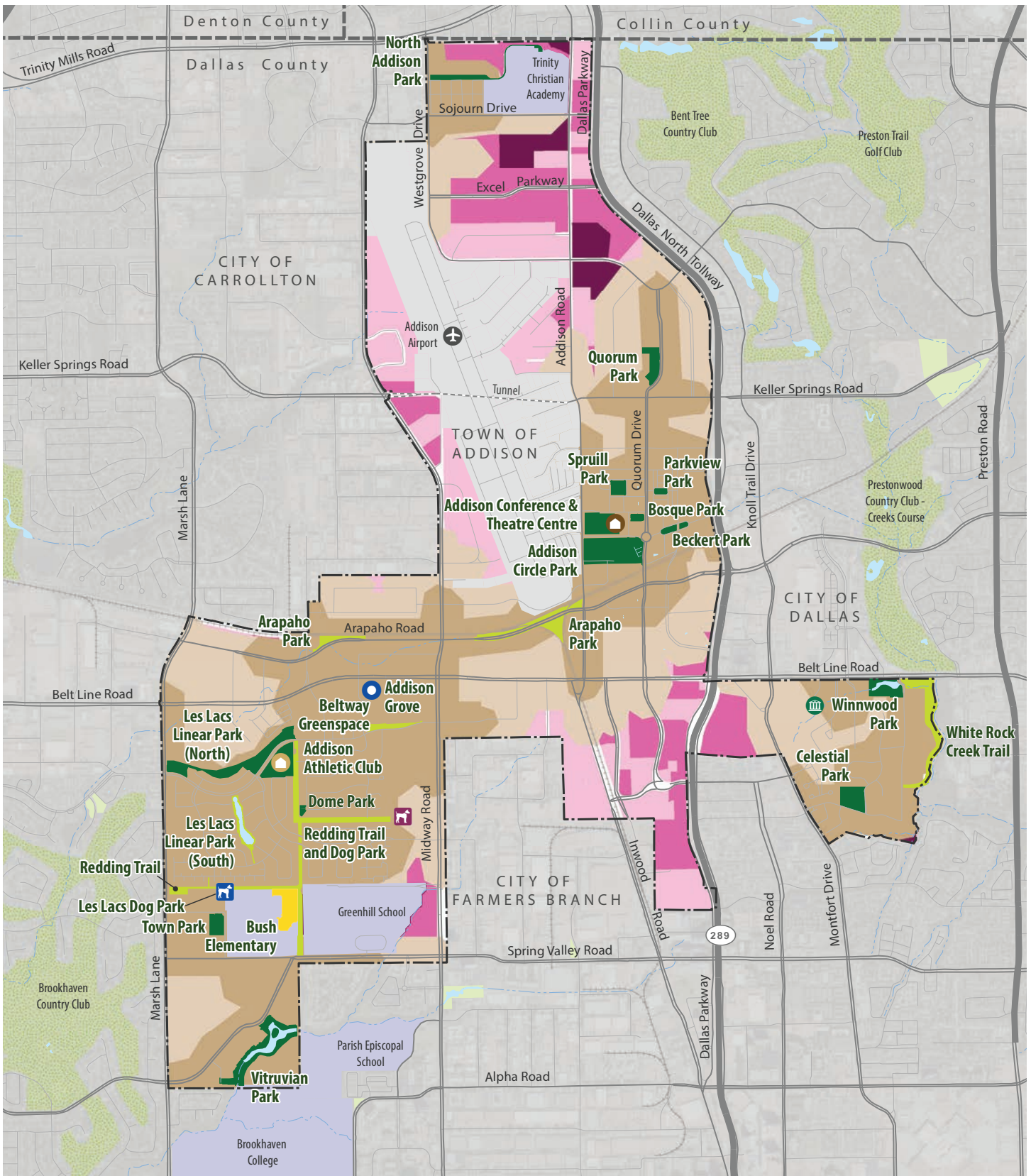
To carry out Master Plan objectives, the Town of Addison will need to renovate existing parks and acquire and develop new parks and trails. Appendix E introduces new Design and Development Guidelines to guide high-quality systemwide park design, plus the development and renovation of parks by classification and function. For each park classification, guidelines note the intent, ideal park size, desired location and access, parking requirements, appropriate park facilities, support amenities needed, connections to adjacent uses, and desired landscaping/greening plant palettes. Because of the unique opportunities and needs associated with Addison's park system, these design and development guidelines are intended to replace the Facility Ratios noted in Addison's 2009 Parks, Recreation and Open Space Master Plan, which were based on outdated standards proposed by the National Recreation and Parks Association (NRPA) and Texas Outdoor Recreation Plan. NRPA now advocates for towns and cities to establish customized standards based on unique community characteristics and needs.

In addition to Design and Development Guidelines, this Master Plan provides general guidance for the provision of parks, as noted below. Given the uniqueness of Addison's residential and employment landscapes and the demands those create for the park and recreation system, these park standards are based on the following:

- **Walkability/Bikeability:** The Town of Addison strives to ensure that all residents have access to some type of public park, greenbelt or school joint-use recreation facility within a ¼-mile or ½-mile walking or biking distance from home. This distance is consistent with national initiatives to provide quality parks within a 10-minute walk of all residents in communities across the country. Addison, however, takes this one step farther. Since Addison is a vibrant commercial and office hub, the City is now looking to provide open space and/or recreation services to employees within walking or biking distance of their place of employment.



Map 2-1 on the following page illustrates all areas within Addison that are served by a public park, greenbelt or school joint use recreation facility within ¼ and ½ miles. The analysis assumes that park users must travel via trails and roadways to get to parks and cannot cross private property or barriers such as the Dallas Tollway except at designated crossings. Gaps in service are highlighted in pink on the map. The majority of unserved areas are in commercial or mixed-use zones, such as the South Quorum area and adjacent to the airport.



Map 2-1: Access to Parks, Greenbelts and School Recreation Facilities



Parks and Recreation Facilities Accessibility

- 1/4-Mile Walking Distance to Park
- 1/2-Mile Walking Distance to Park

Areas Not Served by Parks within 1/2 Mile

- Residential Zones
- Mixed-Use Zones
- Commercial/Industrial Zones

Other Parks and Facilities

- Other Parks
- Golf Courses
- Schools

Town of Addison Parks and Recreation Facilities

- Public Parks
- School Recreation Facilities
- Addison Conference & Theatre Centre
- Redding Trail Dog Park
- Addison Athletic Club
- Les Lacs Dog Park
- Greenbelts
- Planned Parks
- Town Hall

- **Trail Connectivity and Access:** Recognizing the important role that trails play in supporting recreation, park access, and non-motorized connections to different destinations, the City is planning to develop more trails. Since off-street trails will be developed based on other community redevelopment opportunities, no numerical guidelines or standard is established.
- **Park Acreage for Residents and Employees:** Many cities set parkland level-of-service (LOS) standards based on the amount of park acreage per 1,000 residents served. Addison currently does not have an adopted LOS standard. The value of adopting an LOS standard is to have a metric to gauge the amount of parkland needed. While this metric would provide a good baseline standard for Addison’s residents, it would not address all needs since Addison’s daytime (employment) population exceeds the numbers of residents by a significant amount (Figure 2.8).

The Town of Addison currently provides 113.45 acres of public parks, greenbelts and school joint-use recreation facilities to serve 15, 866 residents, resulting in an LOS of approximately 7.2 acres per 1,000 residents (Table 2-1). This is a reasonable

service level for a residential population, but not nearly enough park acreage to serve the Town’s daytime population. If employees are counted in the base of potential park users (53,275 employees as per ESRI data, but the actual number may be greater according to Economic Development estimates), Addison provides a total LOS of 1.6 acres per 1,000 people in the community (residents and employees). This is substantially lower than the Town’s desired level of service and reflects the fact that the City has not provided parkland to serve business areas in the past.

To address the existing deficiencies in the park system, this Master Plan identifies a need for 13.68 additional acres of parks and greenbelts (see Chapter 3 and Appendix F for proposed new parks and trails). As shown in Table 2-1, that would reflect an LOS of 8.0 acres per 1,000 residents and 1.8 acres for all people in the community. These LOS standards should be used as a baseline to ensure that sufficient parkland is provided in the future. As businesses and higher-density housing are added in the future, more park land should also be added to continue to provide the same or greater level of service as the community grows.

Table 2-1: Parkland Level of Service (LOS) for Residents and the Community (Residents + Employees)

Parkland Types	Park Acres	Residential LOS (acres/1,000 residents)	Community LOS (acres/1,000 people)
Existing Parks, Greenbelts and School Recreation Facilities	113.45	7.2	1.6
Existing and Planned Parks, Greenbelts and School Recreation Facilities	127.13	8.0	1.8

Notes: Residential level of service is based on a 2017 population of 15, 866 residents. Community level of services is based on the combined 2017 estimates of residents and employees, which is 69,141 people.

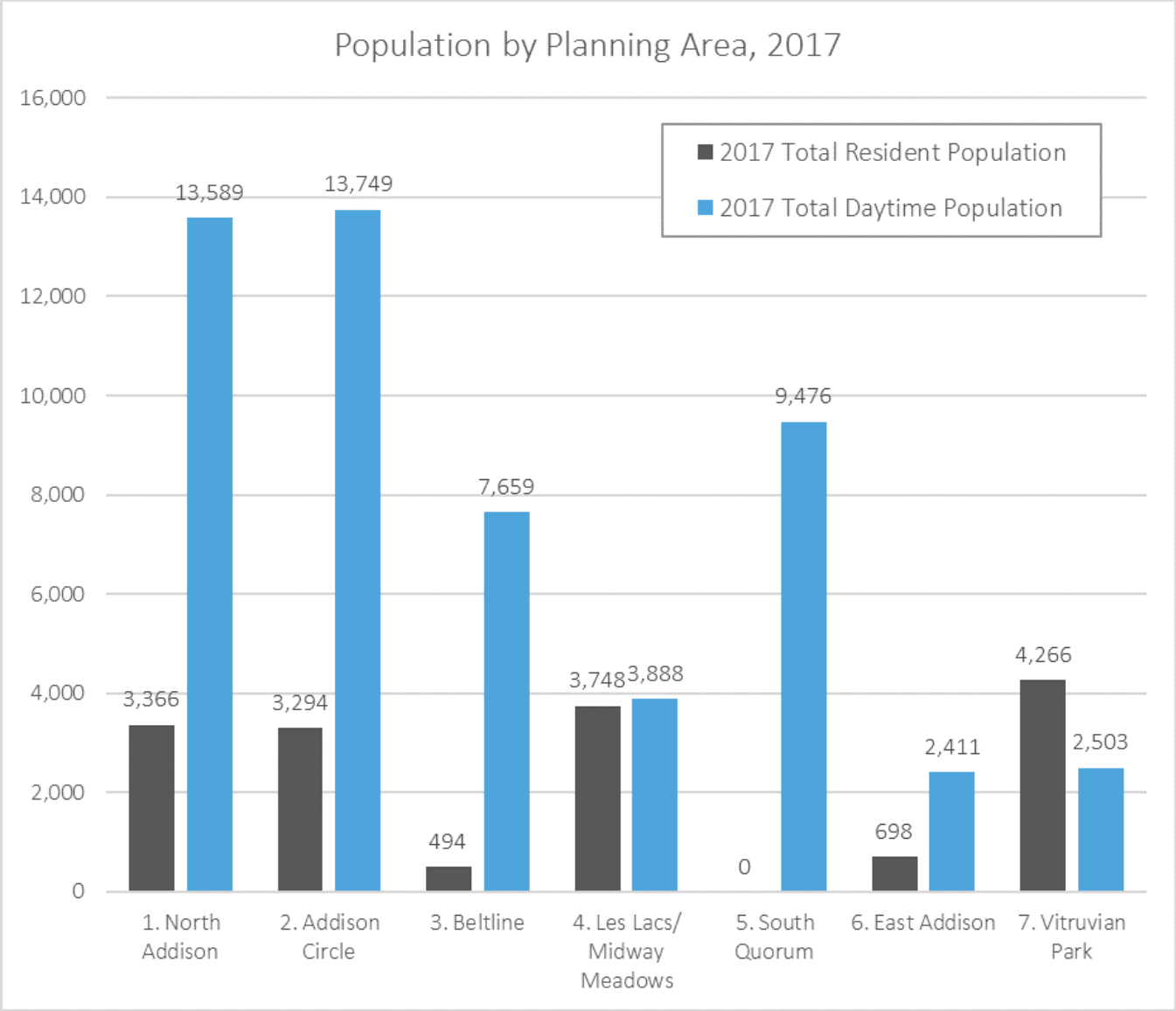


Figure 2-8: Addison Resident and Daytime Population by Planning Area (2017)

In Addison, employees outnumber residents by more than 3-to-1, resulting in a very high daytime population. This affects the demand and needs for parkland and recreation facilities. (Source: ESRI)



3

Recommendations

Chapter 3

Several significant initiatives are underway in Addison that will influence park development and improvements over the next 10 years and beyond. While this Master Plan identifies potential enhancements to parks and open space to support the community's five goals, it also recommends ways to strengthen the synergies between the Town's park investment and larger development goals and initiatives to improve the Addison's quality of life and economic vibrancy. Addressing these critical game-changing initiatives, transformative projects and support systems together will radically change the Town's approach to investing in park and recreation services.



Plan Framework

The plan framework on the following page illustrates how the vision, goals and objectives described in Chapter 2 inform the recommendations described in this chapter and in Appendix F. Master Plan recommendations are highlighted in two major categories, Game Changing Initiatives and Transformative Projects, and are assisted by Supporting Strategies.

- **Game Changing Initiatives** address concurrent Town planning initiatives and systemwide strategies for enhancing parks and recreation.
- **Transformative Projects** described key projects at proposed and planned sites that can transform Addison's park and recreation services.
- **Supporting Strategies** describe the support services needed to maintain, steward, enhance and improve access to park resources across town.

Together, the vision, goals and recommendations plot the course for an improved, community-supported parks and recreation system. Along with the site recommendations for all existing and proposed parks that are presented in Appendix F, these projects support a vibrant, walkable community where parks, greenspace, and activities are intrinsic to the live-work-shop lifestyle, Town brand, and experiences that residents, visitors and employees want.

ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

GOALS and OBJECTIVES



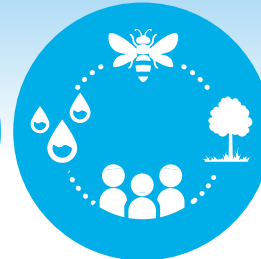
Recreation



Social Cohesiveness



Economic Vitality



Environmental Stewardship



Placemaking & Community Building

RECOMMENDATIONS

GAME CHANGING INITIATIVES

Contents

- Asset Management Needs
- Cotton Belt Rail Station & Addison Central
- Trail Connectivity
- Programming, Park Activation and Experiences
- Economic Development and Tourism Initiatives

TRANSFORMATIVE PROJECTS

Contents

- Addison Circle/Central
- South Quorum Activity Hubs
- Vitruvian/New Vitruvian
- Les Lacs North/Athletic Club
- Proposed Park/Trail on Addison Road
- Town Park
- George Bush Elementary

SUPPORTING STRATEGIES

Contents

- Maintenance and Beautification
- Nature Integration
- Walkability, Accessibility and Wayfinding
- Art and Placemaking

Figure 3-1: Plan Framework Diagram

Game Changing Initiatives

Achieving Addison's vision will require re-setting Town priorities for parks, recreation and open space. The Parks and Recreation Department must address these five initiatives that significantly affect other projects and uses.

- **Asset Management Needs**
- **Cotton Belt Rail Station and Addison Central**
- **Trail Connectivity**
- **Programming, Park Activation and Experiences**
- **Economic Development and Tourism Initiatives**

Asset Management Needs

Town parks—and the amenities, facilities and landscaping in them—deteriorate as they age and require periodic updating and renovation beyond the regular maintenance they receive. Some facilities eventually must be replaced to ensure safe and continued use. Other facilities may be removed and replaced with different elements, since evolving recreation trends change needs for the types of amenities, facilities and programs in parks. (See Appendix D.)

Addison’s 2018 Asset Management Plan identifies 4,129 assets within Town parks that will need repair and/or replacement over the next 30 years. The total replacement costs for those assets is approximately \$36 million. The majority of park assets are currently in good/fair condition or better as expected based

on age. However, the Town does not have the funds it needs to replace, renovate or refresh assets at the end of their lifecycles.

The current concern is that nearly \$2.6 million worth of park assets are categorized as medium or high risk for failure (Figure 3-2). The larger concern is that—within the planning horizon of this Master Plan and beyond—many of the “low risk” assets will transition to higher risk issues. Approximately \$11 million worth of overall assets are expected to need replacement or rehabilitation in the next 10 years (Figure 3-3).



Figure 3-2: Prioritized Risk by Probability of Failure

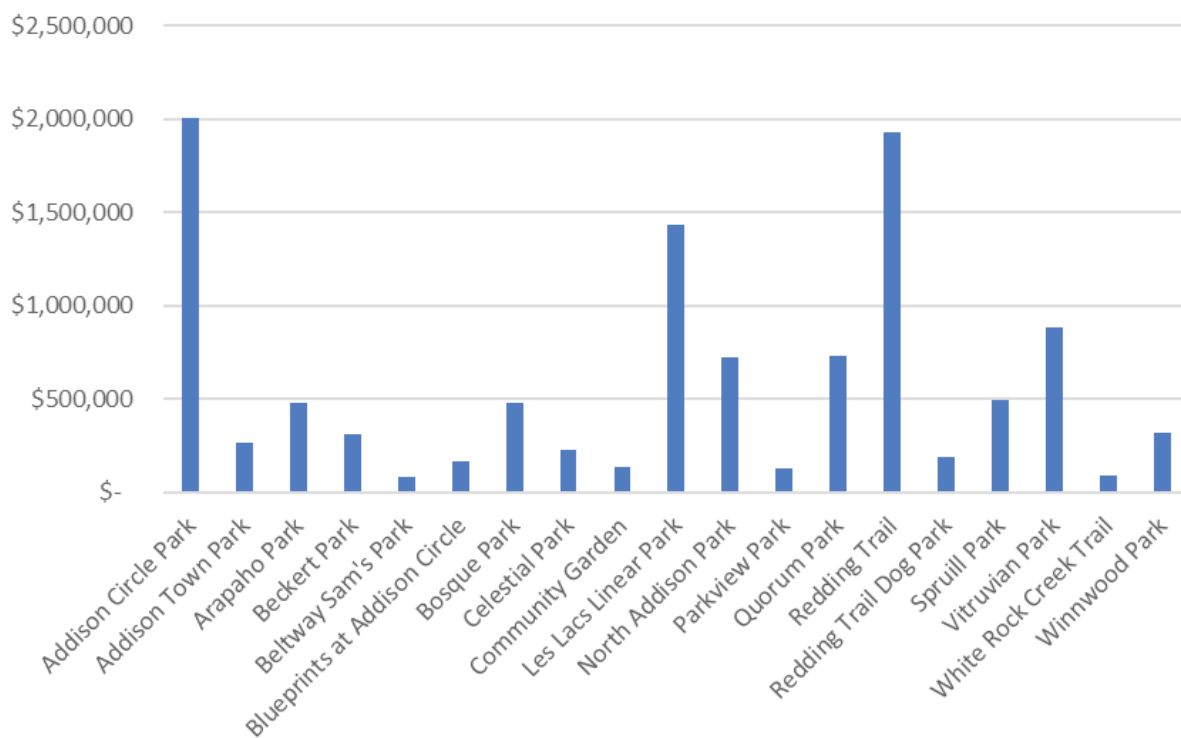


Figure 3-3: Costs of Assets Requiring Replacement or Rehabilitation in the Next 10 Years by Park/Trail

The numbers above do not account for the full cost of renovation and replacement, since Parks and Trails, Landscape, and Buildings are described as three separate Management Systems. Another \$758,000 worth of landscaping is considered medium- or high-risk for failure. Of the two buildings in parks, the Special Events Pavilion is in poor condition.

The Parks and Recreation Department currently spends about \$420,000 annually on the maintenance of parks, trails and landscape areas. In comparison, the Town will need the following in addition to what it currently spends on park maintenance:

- Parks and trails: \$1.6 million annually
- Landscaping: \$689,000 annually
- Buildings: \$289,025 annually (based on cost of Athletic Club and Special Events Pavilion only; these facilities are maintained through other funds)

This issue is critical. It affects both capital projects and maintenance for parks, trails, facilities and landscaping. Greater park demand and use associated with planned high-density development and increasing visitation will increase wear and tear on park facilities faster than projected.

RECOMMENDATIONS:

- Use the new asset management tool to re-evaluate costs, track the lifecycle of park assets and implement an annual replacement schedule.
- Decrease maintenance costs where feasible to address facility maintenance needs.
- Avoid like-for-like replacements of existing assets. Where zoning allows, consider alternative amenities and facilities that better respond to Master Plan goals and changing recreation needs.
- Considering removing at the end of their lifecycle high-maintenance or high-cost amenities and facilities with limited value for recreation or social use.
- Factor in new parks in development (e.g., Addison Grove) and new parks, facilities and trails that are planned for development into maintenance and asset replacement schedules.
- Factor in access improvements as per the Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA) triggered by renovation.
- Set aside funds for the future replacement and refreshing of parks, facilities and landscaping that will all need attention in a similar timeframe.
- Diversify funding sources and public/private partnerships and ensure that new development pays for park/recreation impacts so that Town funds are focused on park renovation and replacement and other priority projects.

Cotton Belt Rail Station and Addison Central

The Town of Addison will be redeveloping the area south of Addison Circle Park in conjunction with the development of the Cotton Belt Rail Line and Station. The mixed-use development, station and rail line is anticipated to include several open space areas as well as a new off-street multi-use regional trail connecting Addison to surrounding cities. These projects will augment the park and recreation system and affect the number of visitors and use of Addison Circle Park and surrounding parks.

The Addison Circle Special Area Study (see Figure 3-4) identifies a preferred vision for Addison Central that includes plazas extending between Addison Circle Park and Addison Central area as interconnected “fingers of green.” The study

proposes bike/pedestrian paths along the Cotton Belt right-of-way, as well as a pedestrian bridge over the Dallas North Tollway. It recommends including public art installations and a wayfinding system with signage to guide DART riders from trains to other Addison destinations, including the Restaurant Row on Beltline and Addison Circle retail. As a unique development envisioned in conjunction with developers, the parks in this area may include public/private partnerships unlike any others in Addison.

Given the development’s location, Addison Central will take up part of the open space area previously used to support regional events and festivals. As the vision for this area is refined, Special Events and Parks and Recreation staff should be involved in decisions because of the implications for parks, facilities, events and programs.

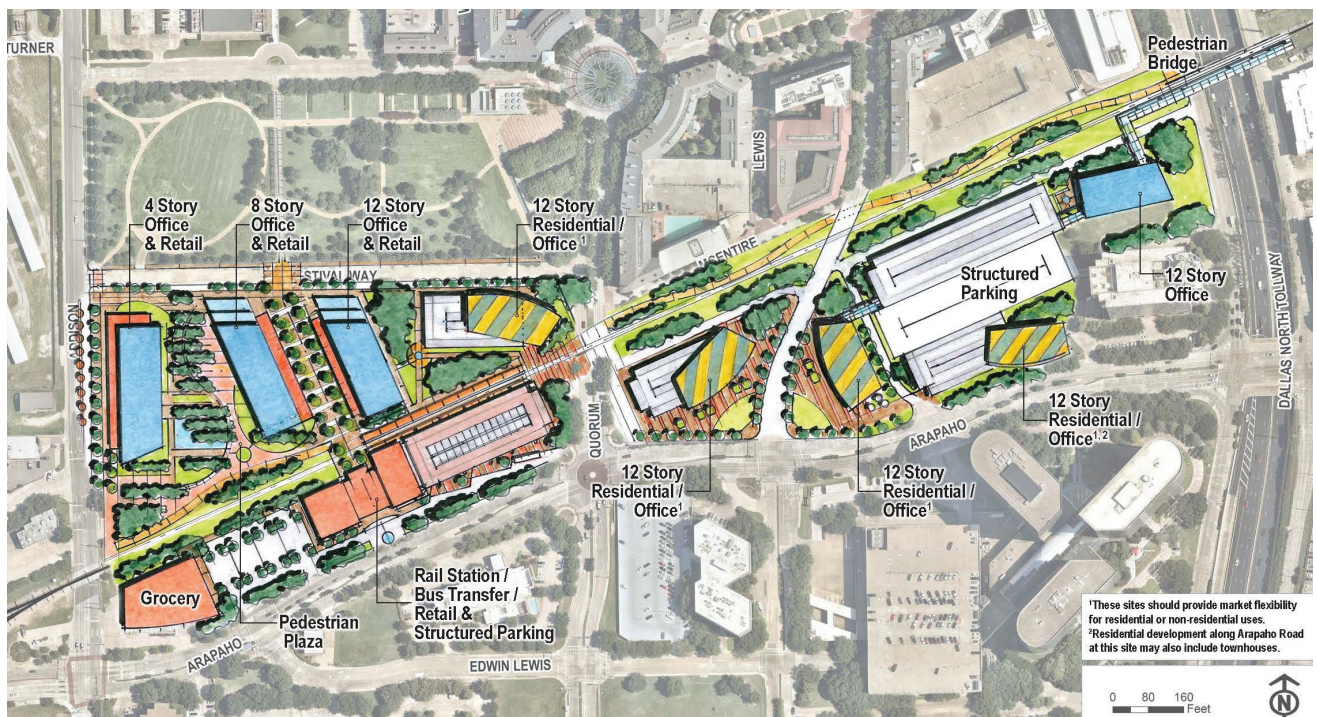


Figure 3-4: Addison Central Preferred Development Plan

RECOMMENDATIONS

- In advance of any new development (or re-development), evaluate and update Town development policies regarding land dedication requirements, in lieu fees, and impact fees.
- Create a joint new master plan for Addison Circle Park, Addison Central, the Conference and Theater Centre, Blueprints, and Beckert Park, treating them as a cohesive unit. (See recommendations for Addison Circle Park and Addison Central).
- Consider privately-owned public open spaces in conjunction with the multi-story office, retail and residential complexes as well as parks on structured parking rooftops and/or underground parking.
- Assess the impacts of this development on Addison's events and activities at Addison Circle and Beckert parks.
- Enhance pedestrian/bike connectivity from this location to other trails and destinations in Addison as per trail and connectivity recommendations.
- Coordinate all park and trail signage/wayfinding with the new Cotton Belt wayfinding system, adding trail mile marker and signage and replacing park and trail signage where needed for consistency, visibility and functionality.



Trail Connectivity

Across the nation, trail use is recognized as the most popular type of recreation activity, making greenbelts and trails corridors among the most popular type of parkland. This is true in Addison, where community engagement findings noted the importance of trails as well as the need for more trails and improved connectivity. Addison currently has trails and pathways primarily in the Les Lacs/Midway Meadows Planning Area, and to a lesser extent in the Belt Line Planning Area and East Addison Planning Area. However, the Town lacks an interconnected network of trails that provides opportunities for pedestrians and bicyclists to reach parks and community destinations.

The Town's Master Transportation Plan recommends a coordinated system of off-street trails, enhanced pedestrian paths, bike routes and active transportation corridors. It also identifies "preferred future connectivity" to illustrate options to connect Addison's trails to those of surrounding cities. While many of the recommended projects apply to street development, the plan proposes extending the existing trail system with routes to improve park access, community walkability, and commutes to different destinations within town.

Nowadays, proposed new parks and developments, plus a stronger emphasis on serving business/employment areas, are changing trail needs. Not only will the demand for trails be greater, but trails will be needed in new locations to enhance connectivity and access. This Master Plan recommends rethinking this proposed trail network to emphasize connections to the new Cotton Belt regional trail and the South Quorum areas. It also identifies both north/south and east/west connections, as well as potential off-

street loops, trail extensions, pedestrian/sidewalk enhancements to support park access.

RECOMMENDATIONS

- Develop a Trails Master Plan that considers trail recommendations in this Master Plan, along with additional opportunities to provide different classes of trails and pathways, including on-street bike routes.
- Develop a new regional trail along the Cotton Belt light rail corridor to connect Addison to other nearby cities.
- Acquire easements, plan, and develop approximately 10 miles of hard-surfaced off-street trails to enhance bike and pedestrian connectivity and improve access to key parks.
- Provide wayfinding and interpretive signage, as well as trail amenities such as benches, bike repair stations, dog waste receptacles, drinking fountains and shade.
- Create a trail hub for bikes and develop ordinances to help manage bike-share programs.
- Implement the site-specific trail recommendations noted in Appendix F.



Programs, Park Activation and Experiences

Trends show that park use and recreation activities support health, fitness and wellbeing. To support community and individual health and the quality of life of residents and employees, agencies across the nation are seeking ways to maximize the recreational and social benefits of parks.

The Town of Addison operates a highly popular Athletic Club as a benefit to residents. The facility focuses on indoor programming with some outdoor opportunities at the adjacent park. The Town provides highly-popular regional and local events at Addison Circle Park, Vitruvian Park and Beckert Park. The Town also has a partnership to facilitate sports at Bush Elementary through an interlocal agreement and supports meetings at indoor facilities. Through a pilot program, it allows contract program providers to provide activities such as the Boot Camps in Addison Circle Park and Vitruvian Park. Beyond that, there is a great opportunity to expand recreation programs and activities into more parks and to diversify the types of activities offered.

Currently, some of the best outdoor sports opportunities in Addison are supported by Vitruvian Park developers. Their softball/kickball fields and sand volleyball courts are highly popular amenities, but they are located on land slated for future development. The loss of these active recreation opportunities will

create an urgent need for additional programs and sports opportunities. This is even more impactful when considering the future development will increase the population of residents in that area, thus increase the need for more recreation opportunities.

The Master Plan includes recommendations to provide new facilities at key sites to introduce new recreation options, including sports such as futsal, activities such as bike skills, and games such as outdoor ping pong and chess. It also introduces both permanent and temporary activity hubs in parks. Pop-up or movable activity hubs create temporary activities in spaces that can be reserved for other uses, such as the large-scale events at Addison Park. More permanent features such as outdoor exercise equipment will increase drop-in use of parks and trails. Features such as pickleball courts are proposed in locations that not only facilitate programming but also could support larger tournaments and the economic vibrancy of the town.

Besides facilities, the Master Plan recommends increasing recreation staff to provide or recruit providers offering more programs in parks. Residents and employees will benefit from outdoor fitness programs such as yoga, running, Zumba and boot camp; plus small events such as concerts and games in conjunction with food trucks or a farmer's market.

RECOMMENDATIONS

- Amend Town ordinances that prohibit play and activities such as throwing balls and playing catch in parks.
- Adopt an ordinance (currently a pilot program) which allows staff to utilize contract program providers within designated parks.
- Develop selected sites as activity hubs and active recreation hubs. (See Appendix F.)
- Initiate outdoor fitness and recreation and more local park programming, targeting local residents and employees.
- Consider adding a staff position for a recreation coordination/supervisor whose focus is programming beyond the Athletic Club.
- Pursue partnerships with local pickleball groups and entities to create an annual Addison Pickleball Tournament. Place temporary striping on existing tennis courts to support play.
- Update the reservation and fee system for pavilions, shelters, parks, and gazebos, particularly as new reservable elements are brought online.
- Continue discussions with DISD around sports and programming opportunities at Bush Elementary.
- Invest in mobile recreation equipment and pop-up activities and games that can be temporarily located in different parks across town.

ADDISON EVENTS

Taste Addison
Addison Kaboom Town!©
Addison Oktoberfest
Summer Salsa
Shakespeare Dallas
Mary Kay 5K
Arbor Day Celebration
Walk MS
Wellness Expo
Addison Community Garage Sale

Economic Development and Tourism Initiatives

The Town of Addison is a hub of business activity in the Dallas Metroplex. As noted in the 2018 Economic Development Strategic Plan, the Town draws more than 125,000 people to the start-ups, headquarters and major corporations located within 10 million square feet of office space in Addison. More than 180 restaurants, 24 hotels, big box and small stores, and the Addison Airport further support business and commercial activities, attracting employees and shoppers to the town.

It isn't just the businesses that attract people, however. Addison's parks clearly play an important role in encouraging people to visit Addison—whether through special events or by providing an attractive, pedestrian-friendly place to stay overnight or shop. Addison offers a multitude of signature special events and annual events in its parks, drawing thousands of people from the region.

With the addition of the Cotton Belt Light Rail Station and regional trail hub, it will become easier for visitors to come to Addison for activities and festivals. The Parks Department, in conjunction with the Special Events and Tourism Department, have an opportunity to maximize the synergies between parks, events and other entertainment and shopping opportunities to create a “stay and play and eat and shop” environment to support Addison's businesses and economic vibrancy. System enhancement such as trails should be prioritized to connect parks to businesses and other destinations. Park activation and events such as tournaments can be prioritized to further attract visitors and encourage them to stay longer in Addison.



RECOMMENDATIONS

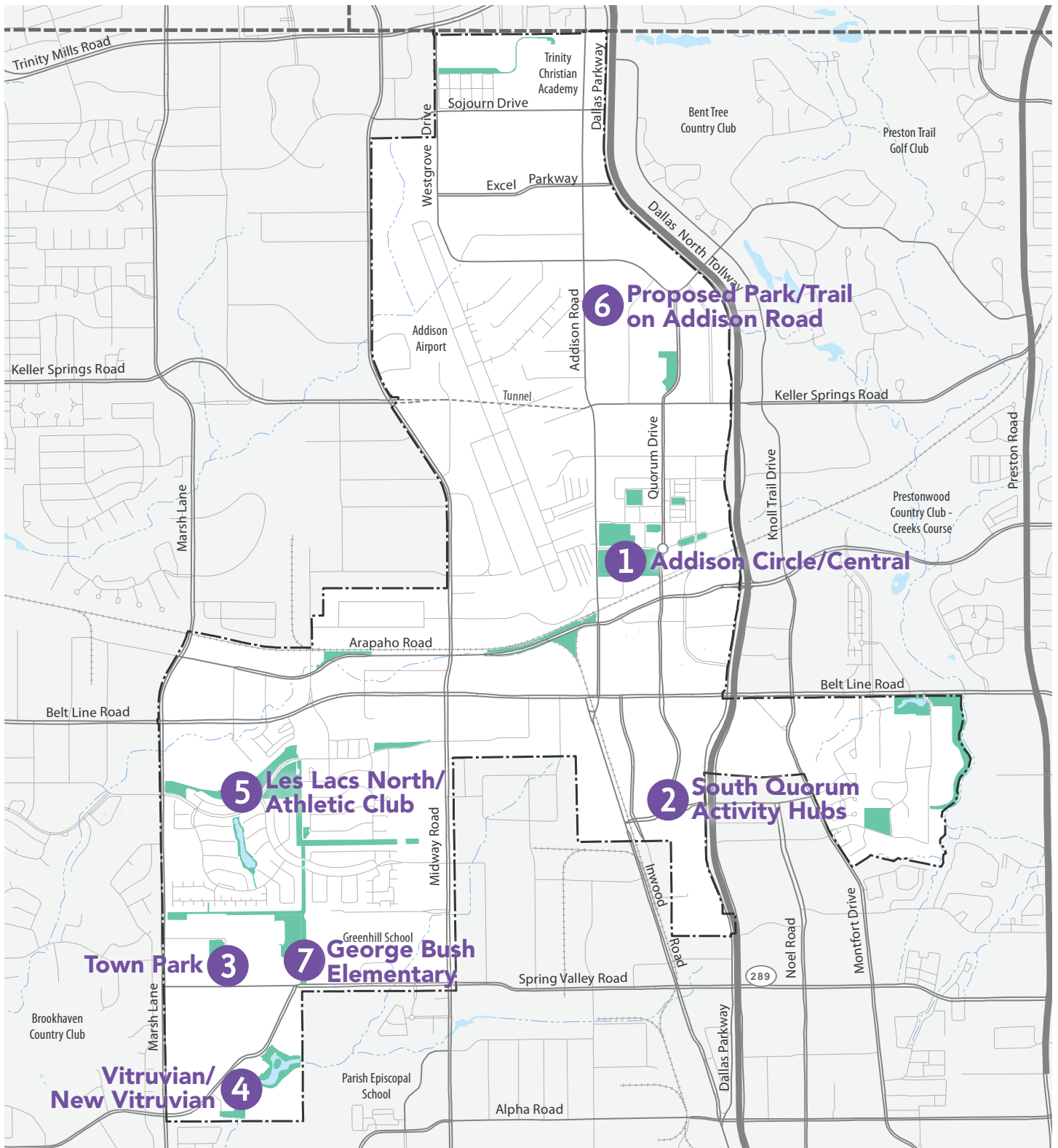
- Use hotel tax funds to support tourism-related special events and park improvements at sites that are regional attractions or located near hotels, and thus serving out-of-town visitors.
- In new residential or mixed-use development, strive to acquire larger park sites as per Design and Development Guidelines that will create opportunities to provide specialized recreation facilities that attract visitors from outside of Addison.
- Build parks with open edges to establish synergies with surrounding uses.
- Consider public-private open spaces in business areas and unique park elements such as rooftop parks with a capacity to support events. Sell tickets to rooftop venues/events during larger seasonal events such as KaboomTown and Octoberfest and make unique parks and plazas reservable for private events.
- Encourage movie and photography opportunities in Addison.
- Partner with local restaurants to provide food for local events.
- Explore options to provide more frequent events and programs at Addison Circle Park and other sites. Explore the use of contract event staff for set-up, clean-up and event operations.
- Revisit the fee philosophy, permitting and market pricing strategy to ensure groups that provide events, races, festivals, food trucks, concessions or similar uses in parks are paying the full cost for staff administration, set-up/clean-up, maintenance and event operations, including an added facility fee to support long-term asset renovation and replacement due to event and use impacts.
- Coordinate with other economic development and tourism initiative as noted in the Economic Development Strategic Plan.



Transformative Projects

The Town of Addison will enhance its park and recreation system by improving many existing sites and adding several new ones in the next 10 years. As noted in Appendix F, improvements are recommended for 22 existing sites, seven new sites, and additional trail corridors. Among those projects, there are seven projects that stand out as unique opportunities to transform parks, recreation facilities and programs in Addison. Some of these transformative projects occur at individual sites, while others reflect synergies in smaller and large moves implemented at sites near or adjacent to one another. These following seven projects are highlighted:

- Addison Circle/Central
- South Quorum Activity Hubs
- Vitruvian/New Vitruvian
- Les Lacs North/Athletic Club
- Proposed Park/Trail on Addison Road
- Town Park
- George Bush Elementary

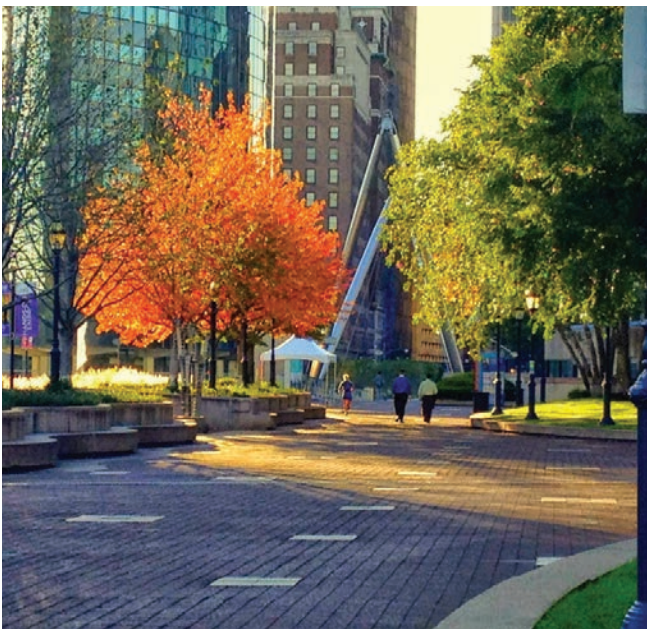


Map 2-1: Transformative Project Locations



1 Addison Circle/Central

Addison Circle/Central is envisioned as a regional activity hub that will engage residents, employees of local businesses and visitors by offering events, programs and leisure space. The site boasts the classic Addison Circle Park and welcomes new planned development to the south. Addison Circle Park is successfully programmed with large events that attract residents and visitors to Addison. The planned expansion southward includes mixed use development, open space and regional trail and transit connections. Thus, the recommendations in Addison Circle/Central emphasize the continued success of Addison Circle Park's programming and events, additional park activation, and synergies between this site and the new parks and trails to be developed in Addison Central (Figure 3-5). Addison Circle/Central can be enhanced as a regional event space and destination activity hub for daytime and evening activities.



STRENGTHEN SITE AS A CENTRAL HUB

- Prepare a cohesive Master Plan for Addison Circle/Central to strengthen its function as a regional destination. Plan these sites as a cohesive unit, along with the Conference & Theater Centre and Beckert Park.
- Update the northeast entrance to establish a stronger gateway by incorporating a new interactive water feature and plaza with seating, shade, and food vendors from local restaurants.
- Add a new social space or facility in the northwest corner. Revisit plans to update the existing pavillion in conjunction with this new facility.
- Bolster outdoor programs to activate the site daily, considering activities such as yoga in the park, walking group meet-ups, pop-up programs such as badminton and croquet and interactive play opportunities with movable, interactive pieces.
- Develop ordinances that support features such as art, bike-share, a shade structure and wayfinding signage.

CONNECT TO ADJACENT USES

- Create a relationship between Addison Circle Park, the multiuse development of Addison Central and the Cotton Belt Regional Rail Station with a formalized gathering space along Festival Way.
- Emphasize a new north to south promenade that connects Addison Circle Park, the transit station and the Conference & Theater Centre.
- Encourage more park use by updating the building frontage along the park's edge; in Addison Central, ensure that built uses open towards the park to increase interaction.
- Activate the park's northern edge to support the adjacent businesses by incorporating site furnishings such as moveable tables and chairs and lounge seating, along with outdoor games and activities such as an outdoor reading room, chess, ping pong, and pop-up games and activities.

- Install bicycle parking and establishing a bike share system to connect residents, employees and visitors to nearby destinations.

MAINTAIN FLEXIBLE OPEN SPACE

- Preserve the existing grounds that remain integral to Addison's signature seasonal events and attractions.

- Formalize a gathering space along Festival Way that allows for park and light rail access to regularly occurring events such as formalized food trucks.
- Incorporate active gathering spaces, including temporary / experiential art exhibits that cater to young adults, professionals and visitors to the area.

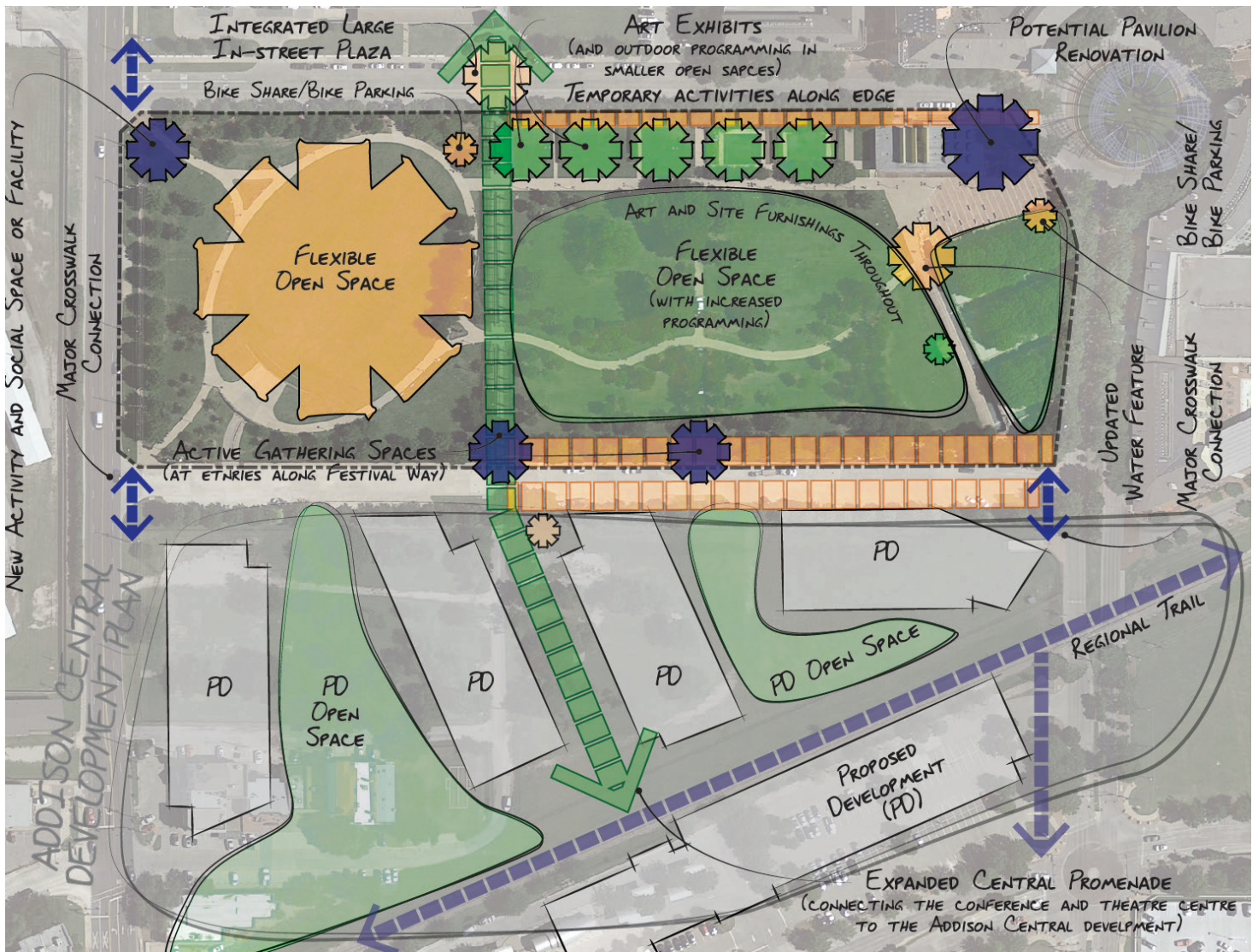


Figure 3-5: Addison Central/Circle Diagram

2 South Quorum Activity Hubs

The South Quorum area has an opportunity to evolve from an indoor office environment to an indoor/outdoor co-working space and program area that provides respite for nearby employees. Currently without parks or public spaces, the vision is to create a series of small activity hubs using non-traditional park space such as parklets, parking areas and greenspace to host food trucks, pop-up social activities, and outdoor co-working spaces. South Quorum employees need social opportunities within walking distance to take advantage of free time over lunch breaks and in the evening. As such, the activity nodes are connected by an Art Walk loop, and the area is connected to surrounding uses via the local trail system (Figure 3-6). As a unique urban complex, features and fixtures will incorporate artistic, placemaking components that will require public / private partnerships.

ENHANCE PEDESTRIAN ACCESS AND CONNECTIVITY

- Enhance the pedestrian experience through the

creation of the South Quorum Art Walk.

- Provide pedestrian crossings across Quorum Drive and Landmark Place to allow for safe points of connection between nodes of activity.
- Create a larger degree of connectivity by integrating local off-street trails.
- Signify major points of entry with physical elements such as public art and monumentation.

DISPERSE NODES OF ACTIVITY

- Introduce areas of activation (activity node) in a variety of shapes and sizes throughout the South Quorum area to provide a relief from the office environment.
- Build a physical framework at the Landmark property to support a variety of events, such as food trucks, farmer's markets, music or pop-up activities.
- Activate the central median along Quorum Drive by creating a co-working area, including shaded seating and tables.



ACCOMMODATE TEMPORARY AND POP-UP USES

- Activate underutilized areas and areas whose primary use fluctuates either by time of day or season by augmenting that use with temporary strategies, such as parklets.

- Partner with local offices and businesses to program South Quorum with indoor and outdoor pop-up events, social activities and programs.

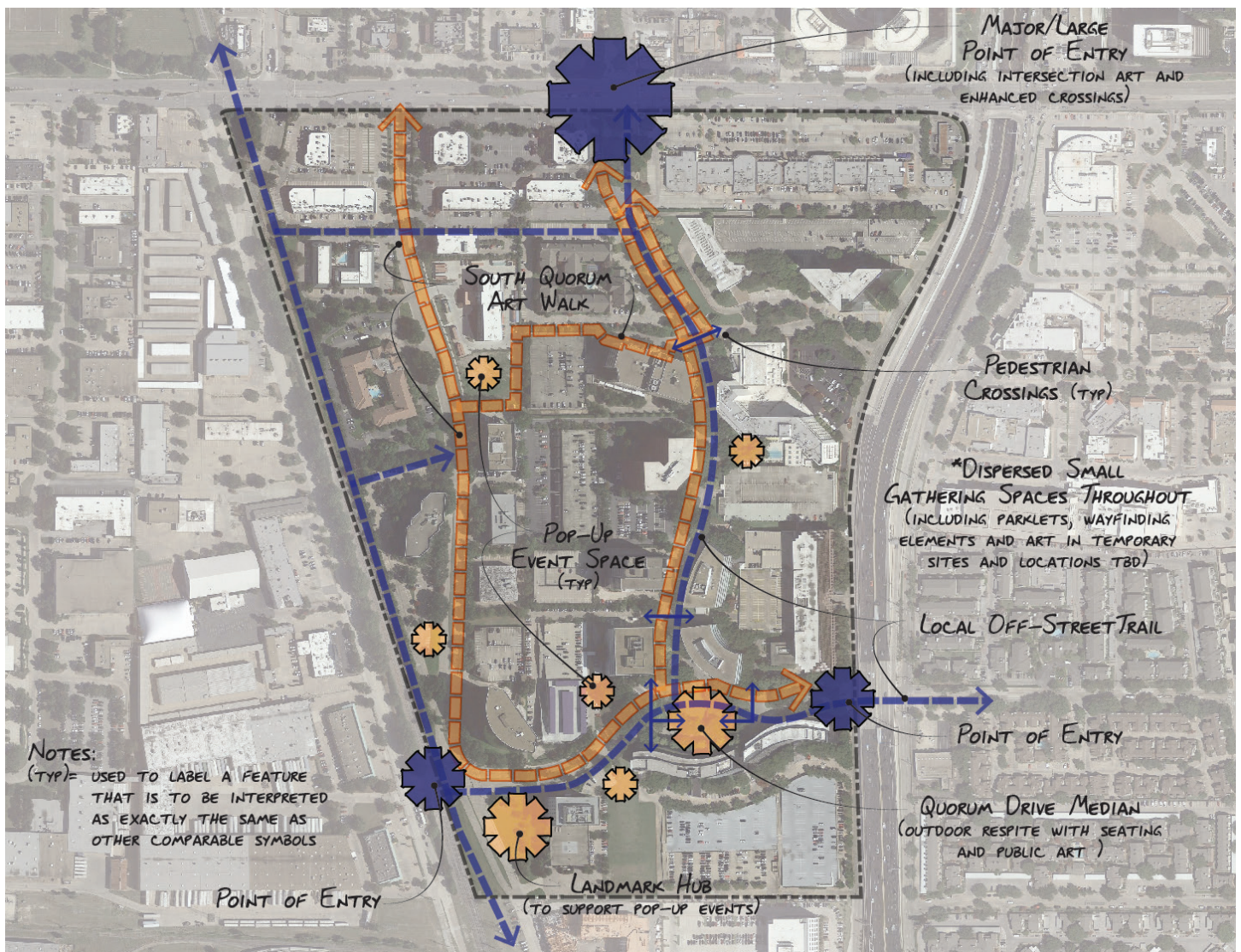


Figure 3-6: Quorum Activity Hubs Diagram

3 Town Park

Town Park is a neighborhood park serving residents in a more affordable section of Addison. The quaint park provides large trees, a perimeter path, a children’s playground and a pollination garden patch. However, due to the amount of park usage and optimal location, Town Park would benefit from new and improved family and youth-oriented facilities and programming (Figure 3-7). Further establishing Town Park as a family neighborhood park that supports play, sports, picnicking, walking and bicycling is recommended.

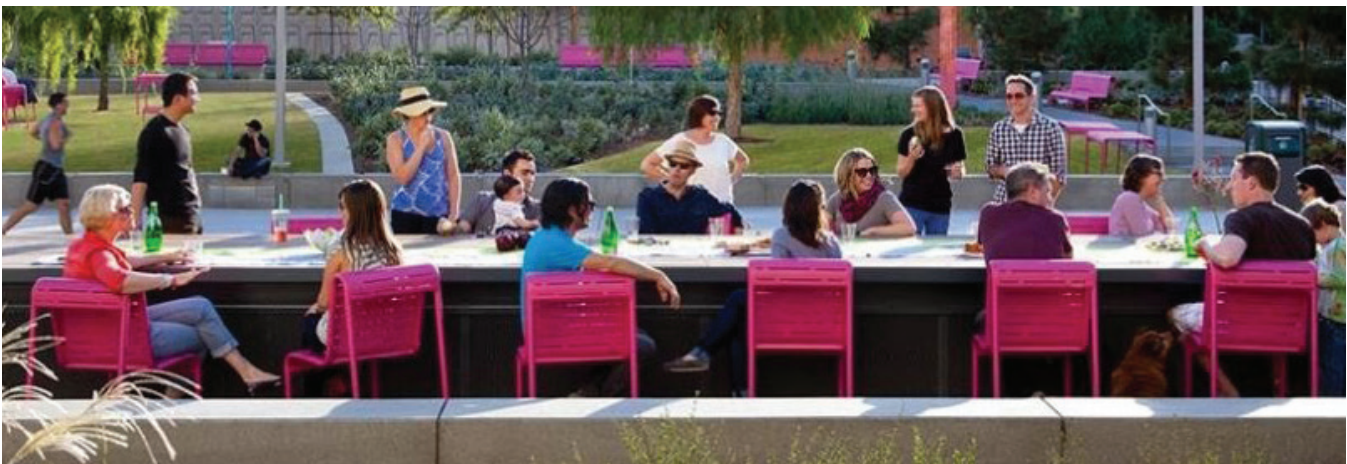


SUPPORT ACTIVE AND PASSIVE RECREATION

- Introduce new facilities that complement existing park features, such as a futsal court or multi-use sports court, a half-basketball court with adjustable hoop, bicycle parking, a perimeter path and running loop/tricycle track.
- Incorporate a small group picnic shelter to accommodate community gathering needs.
- Support a variety of gatherings by providing additional seating opportunities, such as benches, picnic tables, and one large community-style long table.

INCORPORATE NEIGHBORHOOD IDENTITY

- Support multi-family, community-oriented neighborhood programs, such as family-oriented events and barbecues.
- Incorporate art to reflect the cultural heritage of surrounding neighbors.
- Strengthen ties to and access from the surrounding neighborhood by establishing additional park entrances and providing on-street parking.



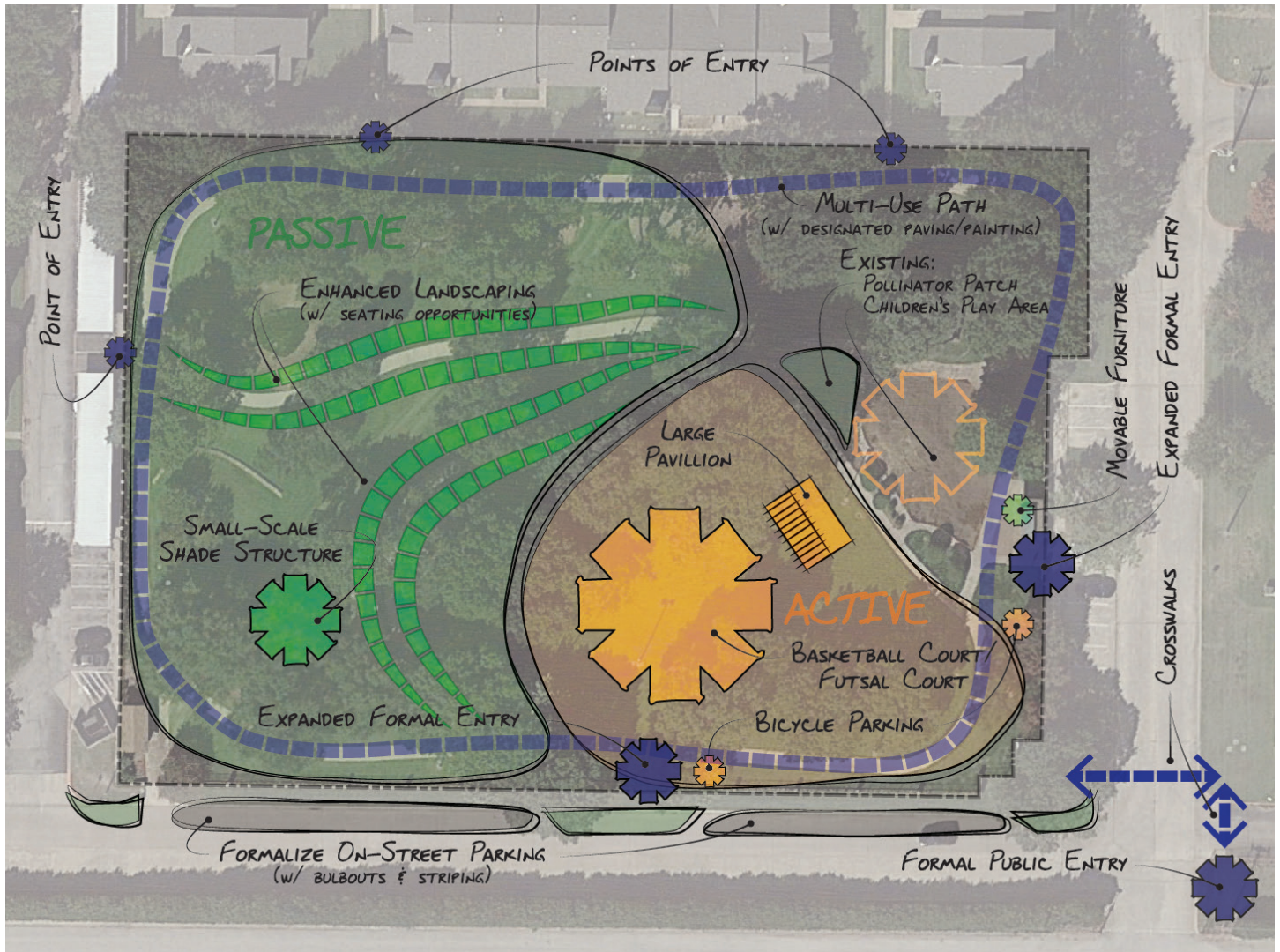
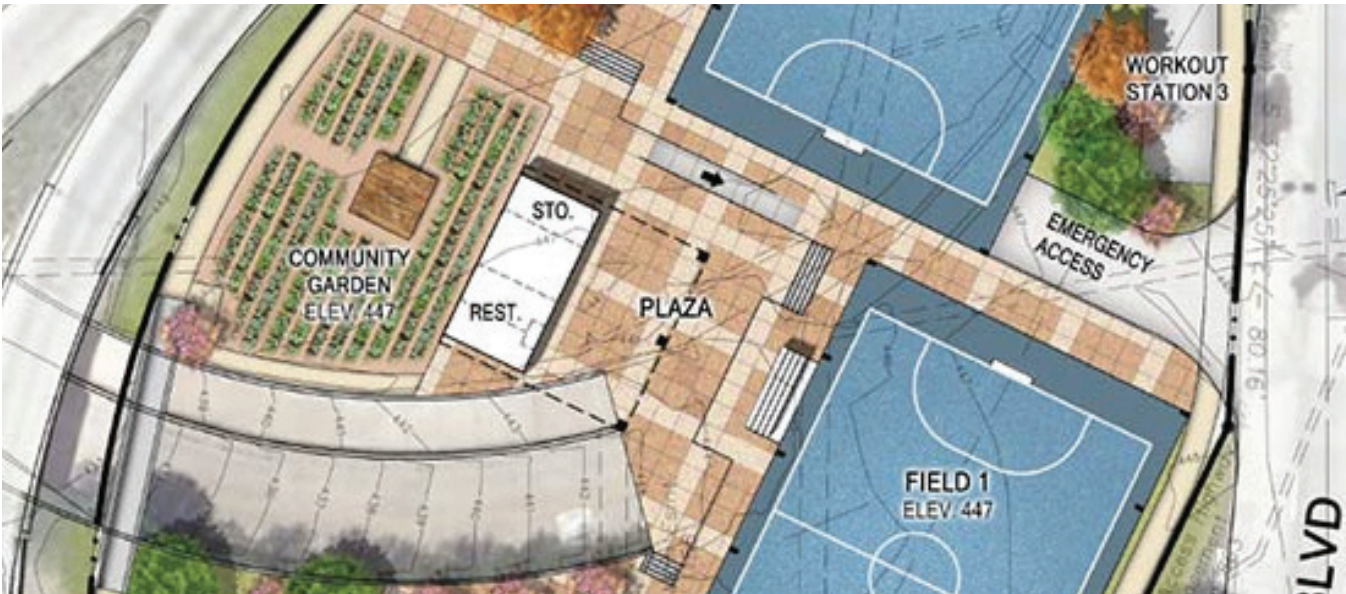


Figure 3-7: Town Park Diagram



4 Vitruvian/New Vitruvian

Vitruvian Park is a residential community with exclusive amenities and activity space for young professionals and families. This includes greenspace, activity and event spaces, and retail, restaurants and office spaces. In addition to the 12-acre Vitruvian Park, the area currently supports sports fields and sand volleyball courts, that support very active kickball, softball and volleyball leagues. However, these sports fields and courts are located in an area slated for development, and a new park is planned for this area. While the existing park is designed to hold large events and features a meandering walkway, creek and manicured landscape, the new park has been proposed as a smaller site, focused on recreation programs and social uses. As such, the recommendations in Vitruvian Park emphasize balanced uses and programs to support a growing resident population. Identifying an opportunity to retain or replace existing sports uses is integral to the Vitruvian Park as well as the entire community. This area is also anticipated to be connected to the rest of Addison via the local trail network. Together, Vitruvian Park, the new park at Vitruvian and trail corridor are recommended to feature small event spaces, sport facilities, social space and outdoor fitness.

STRENGTHEN EXISTING PARK FEATURES AND PROGRAMS

- Maintain successful park elements such as the waterfront seating area and pathways.
- Modify ordinances to allow for boating/waterplay activities through controlled access points.
- Integrate more naturalized plantings to create the sense of these parks being an oasis in the middle of the planned development.
- Support increased small-group programming such as weddings, chocolate and wine tasting events, outdoor fitness programs and 5-K races.
- Continue to support Vitruvian Lights and other significant community events at Vitruvian Park.

ESTABLISH A HOME FOR SOCIAL GATHERINGS AND COMPETITIVE SPORTS

- Work with the developer to find solutions that meet the recreational needs of residents after the loss of open space.
- Develop or preserve sports opportunities and work with the developer to integrate new sports courts such as futsal and pickleball.
- Recognize the parks as a destination (even when not programmed) and ensure parking needs are met in conjunction with other development needs.



5 Les Lacs North/Athletic Club

Les Lacs North Linear Park and the Athletic Club are located in the Les Lacs/Midway Meadows planning area. This area has many families and an active, aging population that would both benefit from a greater variety of recreation opportunities. As such, the recommendations in Les Lacs North/Athletic Club emphasize well-maintained park space and recreational programs to support a broad resident base. With its different types of facilities and the presence of the Athletic Club and community garden, Les Lacs North is the closest Addison has to a true community park. These elements should be sustained, new elements should be added, and this area should be connected to the local trail network to improve bike and pedestrian access. These enhancements will support added recreation programming.

SUPPORT FITNESS AND GATHERINGS FOR ALL AGES AND ABILITIES

- Update Les Lacs North's play equipment with a universal, inclusive and thematic play area with family-friendly play options and opportunities for people of all ages and abilities. Provide shaded outdoor fitness stations and challenge elements for older children and teens. Consider rock-climbing structure and zip lines.
- Better accommodate group gatherings by upgrading the existing pavilion with movable tables, lighting and restrooms.
- Increase use by adding sports court lighting and striped tennis and pickleball courts.
- Adapt Athletic Club spaces to respond to changing recreation trends, accommodating needs for social space for older adults and seniors and enhancing indoor/outdoor programming opportunities for all ages.
- Prioritize the Athletic Club improvements to continue to support sports, health, wellness and social opportunities. Invest in racquetball court conversion, gym lighting and track refurbishment, locker room upgrades, pool equipment modernization, lobby and meeting room renovation, improvements to the children's pool, additional reservable meeting room space and dedicated space with programming for children 8+.
- Enhance pedestrian crossings, landscaping and points of entry to ensure safe access.



6 Proposed Park/Trail on Addison Road

Northern Addison along Addison Road was identified in the Master Planning process as an underserved area in need of nearby park land. This area is just north of the new proposed development Addison Circle West, which will add to demands for recreation opportunities in this area. While there is a proposed north/south trail corridor along Addison Road connecting North Addison Park to Circle Park, there is a great opportunity here to potentially secure a new site for a park and trailhead in North Addison. The proposed new park and trail on Addison Road is envisioned as an active recreation area and trail wayside for nearby neighbors and trail users.

SUPPORT RECREATION THROUGH PARTNERSHIPS

- Pursue a long-term lease agreement from Oncor to acquire and develop space for a small park along Addison Road that serves as a trail hub and activity space in this underserved area.
- Work with Oncor to determine appropriate site uses. Involve nearby residents and businesses in master planning the park for local use.
- Evaluate shared parking arrangements with nearby and adjacent businesses.

FACILITATE ACTIVE RECREATION AND PLAY

- Incorporate an open turf area to support self-directed play such as Frisbee and catch.
- Provide shaded outdoor exercise stations, accessible from the trail and site, with instructional signage.
- Consider a low-noise pickleball court—if the easement allows.
- Provide traditional park amenities to support active recreation uses, such as drinking fountains, benches and bike racks.

IMPROVE TRAIL-RELATED RECREATION

- Provide trail system signage, a trailhead and connections to the adjacent off-street trail when developed. Provide bike racks, seating and tables for a wayside picnic or snack station.
- Coordinate with Oncor to determine whether a restroom is allowable at this site.

ENHANCE PLACEMAKING AND SITE CHARACTER

- Consider seating as an art element to accommodate viewing and socializing.
- Consider naturalized planting to buffer noise and park from adjacent uses.



7 George W. Bush Elementary

George W. Bush Elementary and the associated open fields play a critical role in the recreational needs for the Dallas Independent School District (DISD) and the town at large. Centered between two private facilities, Greenhill School and Alfred J. Loos Sports Complex and Swimming Pool, George W. Bush Elementary provides public recreation facilities on school grounds. Interlocal agreements between the Town and DISD, as well as between DISD and other private sports leagues, provide an opportunity for the Town of Addison to increase recreation use of this site through coordination and collaboration. As negotiated through a joint use agreement, there may be opportunities to enhance existing elements on site, to provide a thematic play area, increased sports opportunities, an outdoor classroom and natural elements to better suit the needs of both the school and residents.

REVALUATE AND EXPAND THE INTERLOCAL AGREEMENT

- Continue coordination with the DISD through the expansion of the interlocal agreement so that new parties, such as private sports leagues, can be managed within the overall capacity of the site.
- Include provisions to allow for and encourage the enhancement of the site and its various components.

ENHANCE NATURE AND RECREATION

- Update the existing children's play area, considering a thematic play space that allows for an expansion as well as the introduction of natural elements.
- Introduce pollinator patches for educational opportunities and ecological function.
- Naturalize part of the site to introduce natural habitat and create an opportunity for students learning; provide an outdoor classroom facility.
- Evaluate options to support sports at this site, especially in conjunction with decisions made regarding the existing sports fields and courts at Vitruvian Park.

Supporting Systems

To emphasize these major initiatives and transformative projects, shifts in support systems and design elements must also be considered. The Town of Addison has an opportunity to rethink priorities and make improvements in the following support systems:

- Maintenance and Beautification
- Nature Integration
- Walkability, Accessibility and Wayfinding
- Art and Placemaking

Maintenance and Beautification

The challenges the Town is facing with regards to asset management have significant implications for park maintenance. Addison needs to increase the funds it has available for capital reinvestment—which is a cost separate from the funds need for the regular ongoing janitorial care and stewardship of park resources. The Town will also need to invest more funds into ongoing park and facility maintenance as facilities age and wear through use, as park are activated to increase use, and as new parks and facilities are developed. The result will be a substantial deficit in funding, potentially greater than noted in the Townwide Asset Management Plan.

To address this deficit, the Town should re-evaluate its maintenance priorities. Past priorities have included providing a high level of maintenance and beautification, including the use of high-cost annual plantings such as tulips in Town parks and in additional small parcels maintained by Town staff. The results of the Prioritization Survey indicate that residents may be willing to consider reducing maintenance levels in appropriate places to sustain the functionality of other Town park and facility assets and resources.



RECOMMENDATIONS

- Create a public education and community relations campaign to describe the maintenance/asset management issue and communicate the tradeoffs needed to sustain critical resources in Town parks and greenbelts.
- Create a tiered maintenance structure that provides different levels and frequencies of park maintenance and beautification efforts using the following criteria:
 - Visibility
 - Visitation and use
 - Presence of art and assets
 - Support for natural systems/ecological functions
- For high priority sites, continue a high level of maintenance and stewardship of art and landscaping (e.g. at Addison Blueprints).
- Transition less visible, lower priority sites to lower cost, less work-intensive plant palettes.
- Reduce expenditures associated with beautification and maintenance to set aside funds to repair, refresh and replace facilities and landscaping as noted in the Asset Management Plan. For example, phase out the yard debris pick-up program for residents and replace it with a drop-off program on selected advertised dates only.
- Encourage the formation of friends groups for each park to support through volunteerism organized park projects and periodic park clean up.

Nature Integration

Having opportunities to connect to nature was one of the top community priorities noted in the Master Plan engagement and outreach. From an ecological standpoint, there is also value in protecting and integrating more natural areas in Addison's parks and greenbelts. Park Design and Development Guidelines (Appendix E) and site-specific recommendations (Appendix F) note opportunities and potential locations to integrate more natural plant palettes, introduce pollinator patches, and remove turf where it does not support recreation or social opportunities.

RECOMMENDATIONS

- Create opportunities for residents and visitors to connect with nature, both physically and visually, including the expansion of existing pollinator patches, protection or integration of native plants, introduction of urban wildlife corridors, and protection and access to natural areas such as White Rock Creek.
- Restore beautification areas with low visibility and high potential for ecological function to native, drought tolerant plantings.
- Acquire trail corridors such as the Montfort greenbelt to add natural plantings and tree canopy in the East Addison area.
- Provide natural plantings along trail corridors.
- Identify and create pollinator corridors through plantings in street medians and rights-of-way to assist pollinator migration, particularly where corridors connect key park sites.
- Provide additional nature parks, or parks similar to Bosque, to emphasize natural features. Consider one to two sites, including the Inwood Road Area.

Walkability, Accessibility and Wayfinding

To support trail connectivity, community walkability and park access, the Town of Addison needs a comprehensive wayfinding and signage program. This wayfinding system should be consistent across all parks and trails and reflect Addison's brand or character. Additional opportunities to enhance wayfinding are noted below.

RECOMMENDATIONS

- Implement the systemwide ADA Transition Plan.
- Prioritize and implement barrier removal in conjunction with all park and facility renovation projects.
- Create a coordinated, systemwide park and trail signage/wayfinding system, adding trail mile marker and signage and replacing park and trail signage where needed for consistency, visibility and functionality. Incorporate art or Addison's brand into the signage. Incorporate trail markers that the Police Department could use to locate an area in case of an emergency.
- Identify consistent naming conventions for all parks, open space and trails and apply these names to new signage and wayfinding elements, as well as to the City's website and other public information.
- Ensure that parks have clear connections and/or points of entry for bicyclists and pedestrians as the trail system is developed.



Art and Placemaking

Addison's brand and character should be incorporated into the park and recreation system through design, art, programming and communications. This Master Plan introduces the Town's first comprehensive set of design and development guidelines, which are intended to channel the values and aspirations for the Town of Addison as they apply to the planning, design, development and ongoing maintenance in the preservation and enhancement of new and renovated park sites (Appendix E). These guidelines will help the Town make decisions about future recreation and open space acquisitions, investments, improvements, and adjacent uses. They also provide guidance on best practices for enhancing the Town's character through park design.

In conjunction with the Economic Development Strategic Plan, the Town should further explore opportunities to enhance Addison through placemaking initiatives in conjunction with parks, recreation activities, art, signage and communication. The costs of new projects should be evaluated against the return on investment, balancing the broader placemaking benefits with costs to add interactive art and other customized elements in parks. The brand, Active Addison, implies the intent to sustain park and recreation uses and invest in additional activities across the park system. Key themes identified in this Master Plan can be carried forward into promotional materials to attract new development and further define and create the sense of place and community desired.

RECOMMENDATIONS

- Adopt and implement systemwide design and development guidelines.
- Incorporate guidelines by park type when acquiring, developing, renovating or adding facilities to parks and greenbelts.
- Create dynamic parks and recreation facilities by adding or incorporating historic and cultural resources, public art, innovative features, diverse landscaping, varied color palettes, and amenities and furnishings to support social gatherings and user comfort.
- For new and renovated parks, identify a design theme and use it to guide design choices.
- Involve residents in site master planning to ensure local needs are met.
- Provide parks, facilities, and services that consider the needs of people of all demographics, including different ages, gender, incomes, race/cultures, abilities, family configuration, and education levels.
- Where appropriate, address the needs of underrepresented populations across the park system and at key sites. Consider bilingual signage, culturally specific or expressive art, and elements such as plazas, futsal courts, community gardens, sports fields and group picnic areas.
- Work with Addison Arbor Foundation to diversify art and art experiences in parks and recreation facilities, including but not limited to interactive and functional art, educational/interpretive art, art installation and sculptures, visual/display arts, media art, and art programs/events including expressive and performing arts.
- Avoid accepting small parcels of land (beautification areas) from developers. Require developer to keep and maintain these parcels to meet the standards noted in Town ordinances and codes.
- Coordinate with the placemaking initiatives of the Economic Development Department.
- Identify and enhance Addison's brand through improved photos, media and website information, marketing and communication materials, and where appropriate, through design elements and color choices.



4

Prioritization and Implementation

Chapter 4

Parks, trails, programs and activities have tremendous potential to enhance Addison's economic vibrancy, community livability and quality of life in the next 10 years. The Town, however, is facing both great opportunities and challenges for implementing this plan. Achieving the community's vision will require re-thinking funding priorities, taking into account both capital and operations needs for existing and new sites. Prioritization criteria and a short-term action plan described in this chapter provide guidance for moving forward with critical plan recommendations. These elements also establish a process for carrying forward medium- and long-term project priorities into the Town's asset management planning, capital improvement planning and annual budgeting.



Capital and Operations Costs

It is important to understand the magnitude of the cost of recommended projects. This plan uses a flexible model of planning level costs. A snapshot of this model is provided in Appendix G. Table 4-1 provides a total cost estimate for all recommended improvements at existing and proposed parks.

Table 4-1: Cost for Improvements

Cost Category	Total Amount (10-Year)
New Construction	\$37,843,000
Site Enhancement	\$17,462,000
Total Capital Cost	\$55,305,000
Total Annual Maintenance Cost	\$995,000

Beyond the improvement costs, new park construction and additional maintenance, Addison is assessing and currently struggling with the reinvestment needs to catch up and keep up with the needs of existing parks, trails, landscapes, and building systems. The recently completed Asset Management Plan (AMP) details the cost of replacing existing equipment and features across all Town systems. The AMP provides an estimate of the cost to replace each asset, and the

total of all assets, when they reach the end of their useful life. The AMP is critical to the understanding of the prioritization and implementation of park projects for several reasons:

- The Town is not currently funding parks, landscapes and buildings at the level needed to sustain what is already built.
- Some, but not all, of the asset replacements needs would be addressed in park enhancements.
- The Parks, Recreation and Open Space Master Plan has a 10-year horizon while the AMP plans for the 30 years to capture nearly all necessary replacements.
- New parks and additional features in parks will ultimately need reinvestment as well. (Most park features have an expected lifespan of 10-20 years).

The total one-time catch-up need for each of the three systems that are included in, or overlap with, parks, recreation and open spaces are detailed below, along with the annual funding needed to keep up with the identified needs. The three buildings used by parks and recreation fall under other maintenance budgets (General Services and Special Events), and replacement or upgrades will be a coordinated effort between departments.

Table 4-2: Cost for Park Asset Replacement

System	Catch Up Needs (One Time)	Keep Up Needs (Annual)	Keep Up Needs (30-year Total)
Parks and Trails Management	\$18,000	\$1,600,000	\$36,000,000
Landscape Management	\$10,600	\$688,458	\$16,500,000
Building Management*	\$62,000	\$289,025	\$8,670,780
Total	\$90,600	\$2,577,483	\$61,170,780

*Approximation of AMP analysis using 1/30th of the total replacement cost of assets at Athletic Center and Special Event Pavilion.

Prioritization Criteria

To help make decisions (and make the decision process easy to understand), the Master Plan includes a set of questions that keep Town staff focused on priority projects. The community (through the Prioritization Challenge), the Project Advisory Committee (PAC) and the Project Leadership Team (PLT) each had an opportunity to provide input on the most important types of improvements to Addison's Parks, Recreation and Open Space system. The set of prioritization criteria presented below represent a summary of the factors that influence decisions about which project to implement first.

- Connect:** Does the project: link park and recreation facilities, provide wayfinding and promote active transportation
- Naturalize:** Does the project: increase the natural experience in day-to-day life?
- Reinvest:** Does the project: improve existing assets? Reduce the future asset management investment?
- Activate:** Does the project: increase the use of Addison parks and facilities? Introduce new activities? Bring new programming or events to parks?
- Promote:** Does the project: build awareness of Addison? Create a unique identity? Advance the sense of place or brand promise?
- Celebrate:** Does the project: connect to local history? Bring people together?
- Generate:** Does the project: create new additional resources for building or maintaining the system? Reduce maintenance costs?

As the Town moves forward with designing and developing projects, asking these questions to determine how the projects contribute to one or more criteria will ensure that projects stay aligned with plan goals and community priorities. The more criteria a project can check off, the better!

Action Plan

This plan will guide the Town for the next 10 years. In addition to long-term recommendations, it is important that the master plan set out a shorter list of projects that can move forward almost immediately. The following projects advance the goals and priorities of Addison and show progress toward the game-changing and supporting recommendations.

Addison Circle: Complete a master plan and implement recommended improvements.

Les Lacs Pond: Identify and implement a solution to the failing pond liner.

Vitruvian Park: Incorporate high-energy activities into the ongoing development of this park and neighborhood, while planning for the loss of open space.

Reinvest in the Athletic Club: Address the critical systems that keep the building secure, comfortable and functional.

Update Town Development Policies and Fees: Ensure that new development contributes to the Town's vision for parks and recreation through Fee in Lieu of Land and Park Development Fees.

Establish a User Fee Philosophy and Policy: Clarify how the Town decides when to charge for use and when to invest in free or low-cost activities.

Align Data Tracking with Services: Track and report revenues, direct and indirect costs, participation, and satisfaction for the services parks and recreation provides. Break down overly large categories such as landscape into services that align with the directions and decisions indicated in this plan.

Expand Recreation to More Sites: Allocate staff time, build partnerships and invest in equipment to experiment with new, small ideas to increase the activity level and the value of parks to locals. Programs could include fitness, unique/temporary art, games, play leaders and more.

Incorporate New Parks and Facilities into the Asset Management Program: Use the new tools to start immediately tracking the life-span and reinvestment needs of new park and recreation assets as they are built; remove assets that are replaced by park renovations.

Create a System of Signs to Direct Users to Parks and Trails: Create a unified wayfinding program across the Town to contribute to the local identity and connect residents, workers and visitors to key destinations, making particular use of the trail system.

Conduct a Pilot Project to Convert Formal Plantings and Turf: Select a site to remove high-maintenance plantings and unnecessary turf grass in favor of drought resistant and habitat enhancing plantings. Evaluate public response and track one-time and ongoing costs. If successful, expand to additional sites.

Coordinate Activation of Parks and Streets with Local Businesses: Identify and test programs to serve employee needs for access to food, places to relax, social gatherings and exercise opportunities.

Engage Residents in Trails Planning and Prioritization: Initiate the City's Trails Master Plan update, involving residents and stakeholders in identifying suitable trail alignments, desired connections, and priority projects.

Funding Strategies

To implement this Master Plan, a variety of funding strategies will be needed. In addition to the use of general funds and traditional voter-approved funding measures, the following strategies should be considered.

Expand Parkland and Dedication Fees: This plan identifies the challenges and opportunities that residential and commercial growth brings to the Town of Addison. An immediate step to ensure the practicality of (re)investing in parks and recreation is to evaluate the connection between growth, property (re) development and funding of parks and facilities.

As a short term action, the City should update its Parkland Dedication Fees to include the following:

- Land Dedication Requirement
- A fee-in-lieu alternative to the land requirement
- A park development fee.

See Appendix H for further details.

Rebalance Use of Hotel Tax: Special events and recreation tourism are actively positioned as economic development strategies. The Town's hotel tax is currently reinvested into events serving the larger region, with little attention paid to the types of park amenities and improvements that will continue to attract out-of-town visitors in the absence of events. The Town should explore use of tax revenues to fund park maintenance, asset reinvestment and new amenities at its regional parks, such as Addison Circle Park.

Explore Establishing Park Improvement Districts to Connect the Benefits of Parks to Funding From Nearby Businesses: Park views, access and events are selling points for real estate development, sales and leasing, in both residential and commercial areas. Park Improvement Districts create a channel for the

businesses immediately adjacent to a park to assist in funding enhanced programming or maintenance.

Identify Transportation Projects and Funding Programs to Develop Trails: In addition to applying for transportation related grant programs for trails, the Town should align the timing of all street improvement projects in the areas where trails are needed with the trail improvement projects. Including trails with other transportation projects maximizes the benefits of each project to the community and can reduce the costs associated with designing and implementing multiple projects.

Establish/Expand Sponsor and Partnership Programs to Fund Ongoing Activation and Programming: Expanding Addison's programming options creates new opportunities to engage and excite sponsors. For each programming area added or expanded, there is a likely community partner that could bring funding to the table. For example health and fitness programming, from classes in parks to engaging employee fitness programs, would be an on-brand for health care providers or insurance companies.

Develop a Strategic Grant Application Program: Grants are an obvious target for public agencies looking for project funding. However, the application, matching, management and reporting requirements keep grants from being truly free money. With many granting entities, including Texas Parks and Wildlife, the proven ability to maintain projects once they are in the ground is a growing focus. Addison should monitor grant opportunities (including decision criteria, deadlines and requirements) and look for alignment with the direction of this plan before deciding to move forward with application. This will result in efficient use of the necessary staff time and target grants at the highest priority and most likely opportunities.



Parks, Recreation and Open Space
MASTERPLAN

FINAL PLAN | APRIL 2019





ACTIVE ADDISON





Parks, Recreation and Open Space MASTERPLAN

APPENDICES | APRIL 2019





Appendices

- A. Demographic and Market Analysis
- B. Park and Facility Inventory
- C. Outreach Findings
- D. Park and Recreation Trends
- E. Design and Development Guidelines
- F. Site Recommendations
- G. Cost Matrix
- H. Parkland Dedication Fees







Demographic and Market Analysis

Goals

- Help Addison understand demographic differences in the planning areas that make up Addison to better plan for the types of recreational experiences that different types of residents, employees, and visitors want.
- Help Addison establish a competitive advantage by developing a world-class park system, attractive to a range of residents, employees, employers, and other visitors.



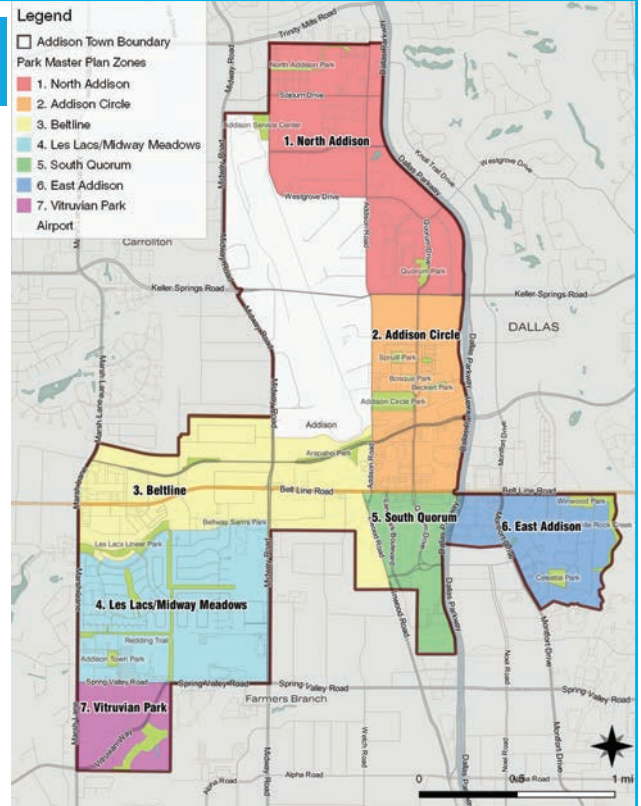
Contents

- Context maps
- Employment Profiles
- Demographics
- Tapestry Segments
- Findings



Addison Planning Areas

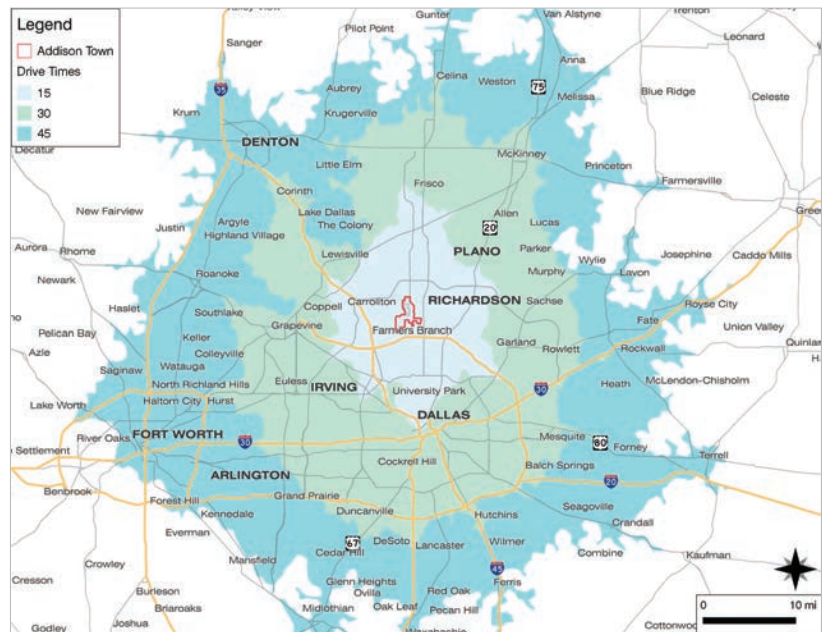
1. North Addison
2. Addison Circle
3. Belt Line
4. Les Lacs /Midway Meadows
5. South Quorum
6. East Addison
(Winnwood, Oaks North, Lake Forest)
7. Vitruvian Park



Context

Addison:

- Located in the northernmost part of Dallas County within the Dallas-Fort Worth MSA (almost all of the Dallas-Fort Worth MSA is accessible within a 45-minute drive time of Addison, traffic dependent. City of Dallas largely accessible within a 15-minute drive time.)



Source: OpenStreetMap and LCG

Placemaking

“Place is becoming the central organizing unit of our economy and society.”

—Richard Florida, Rise of the Creative Class



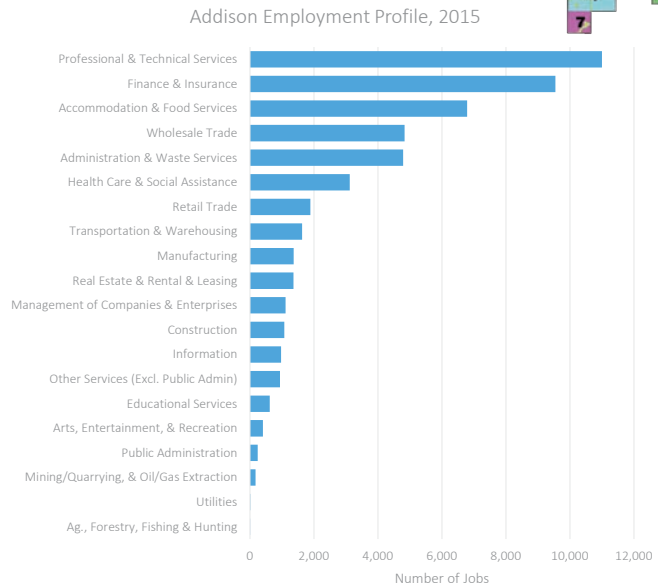
EMPLOYMENT

Employment Profile



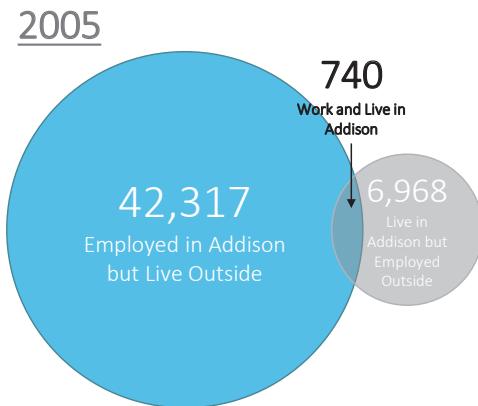
- Addison is primarily a white-collar area, with hotels and food services as ancillary uses.
- Employees tend to be between the ages of 30 to 54.
- Wages are good, with the majority of employees earning upwards of \$40,000.
- South Quorum (zone 5), which has no overnight resident population, is called out below to highlight important employee characteristics.

Jobs by Worker Age	Addison	South Quorum
Age 29 or younger	22%	21%
Age 30 to 54	60%	63%
Age 55 or older	18%	17%
Jobs by Annual Wage		
>\$15,000	16%	15%
\$15,000 to \$39,999	28%	21%
Over \$40,000	56%	64%

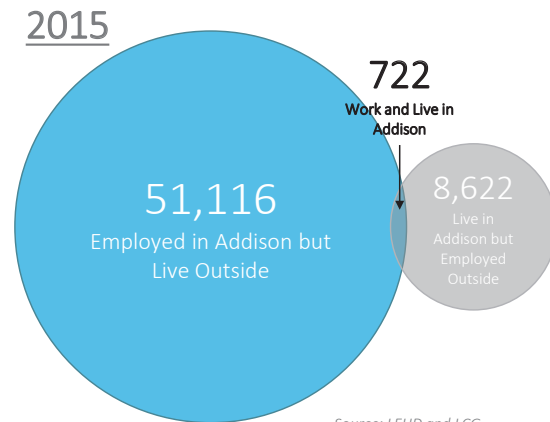


Source: LEHD and LCG

Commute Patterns: Inflow/Outflow



Source: LEHD and LCG

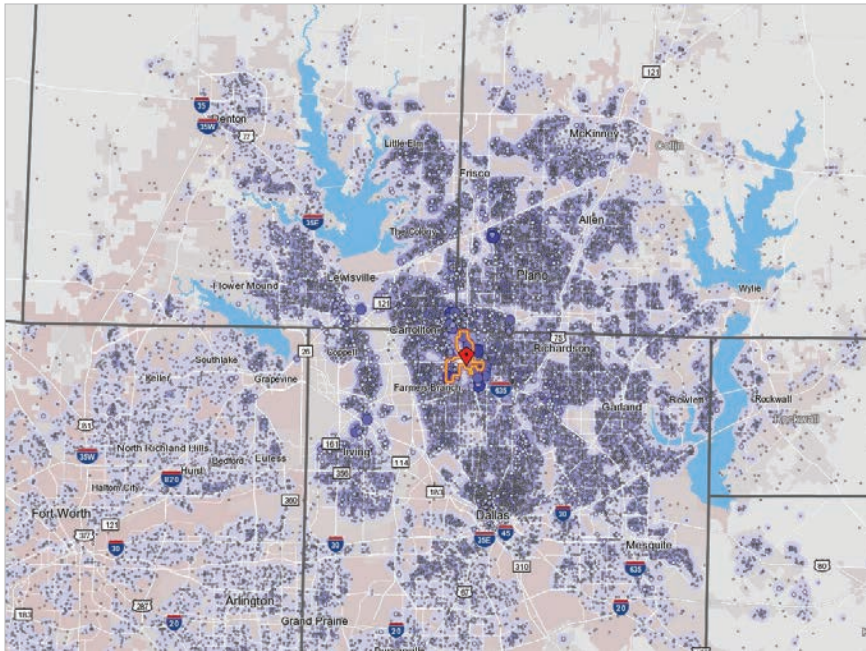


Source: LEHD and LCG

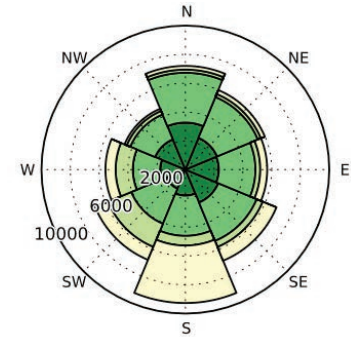
- Both total employment and population increased significantly between 2005 and 2015, but those that both “live and work” in Addison remained about the same, suggesting fundamental differences between incoming workers and existing residents.

Source: LEHD

Addison Workers' Residence



Job Counts by Distance/Direction, 2015

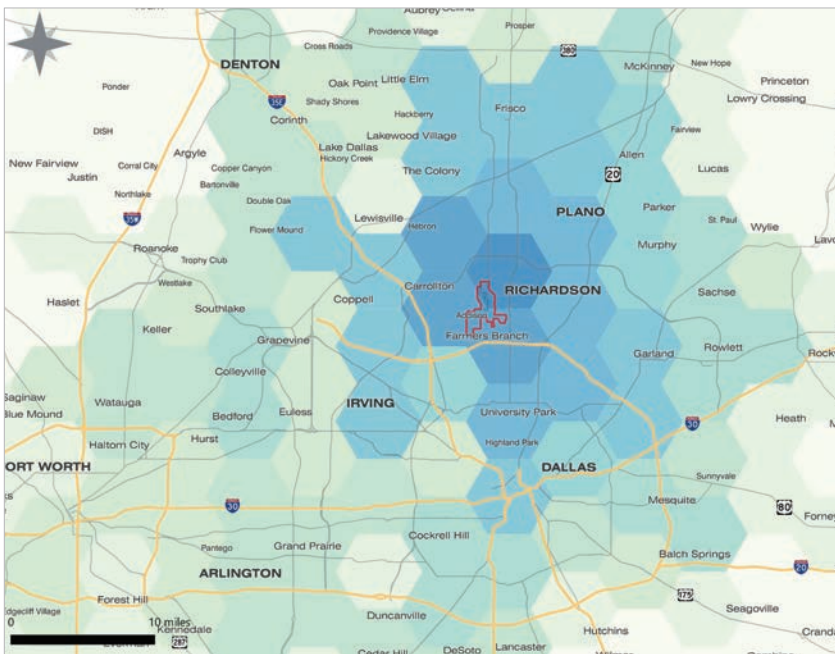


Jobs by Distance (Work to Home)

	Total	Percent
Total Jobs	51,888	-
< 10 miles	17,735	34%
10-24 miles	21,162	41%
25-50 miles	5,111	10%
> 50 miles	7,880	15%

Source: LEHD

Addison Workers' Residence



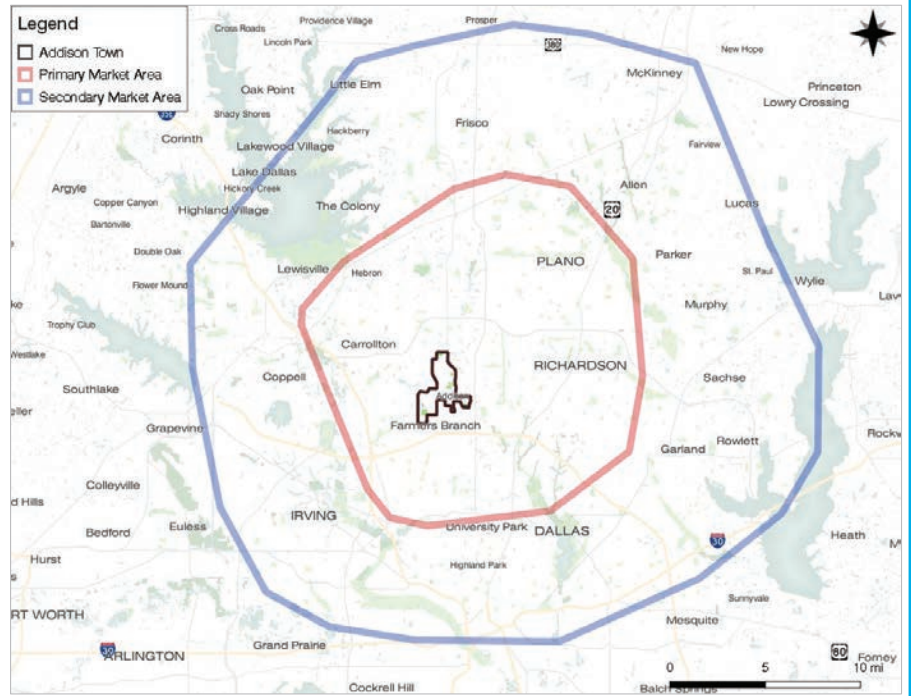
Source: LEHD and LCG

- Where Addison Workers Live:
 - East: Richardson, Rowlett, Sachse
 - South: Dallas
 - West: Carrollton
 - North: Plano, Little Elm, The Colony, Allen
- Plano, Richardson, The Colony, Carrollton are the only jurisdictions with arguably comparable demographic conditions, yet Addison is unique to its surroundings.
- Residents of Murphy, Fairview, Little Elm, Rowlett, Sachse, and Allen all display distinctly different characteristics to Addison Residents.
- About two-thirds of Addison employees travel more than 10 miles from home to work.

Employment Market Area

- Based on Addison's employment characteristics and commute patterns, two clear market areas emerge.
- Of the 60,000 people who worked or lived (employed residents) in Addison in 2015, 34% (20,300) worked or lived within the primary market area, and 64% (38,800) worked or lived within the secondary market area.

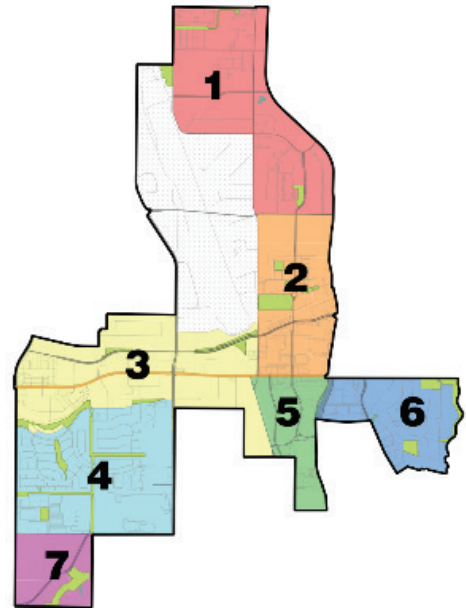
Source: LCG



DEMOGRAPHICS

Demographics Methodology

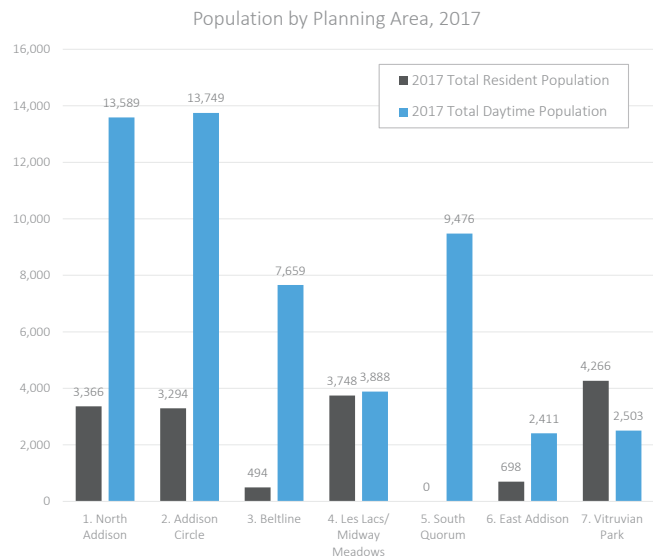
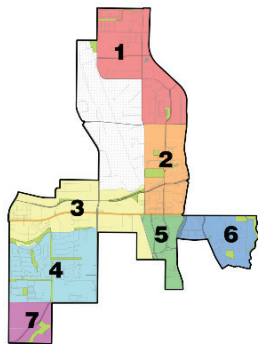
- Demographics are based on ESRI data.
- ESRI estimates population using U.S. Census and American Community Survey data at the block group level.
- Since Addison's planning areas do not align with Census block boundaries, ESRI applies an algorithm to determine population estimates. The data represent approximations used for general planning purposes only.
- Estimates are most accurate in Zones 1, 2, and 7. Data discrepancies are greatest in Zone 6.



PARKS, RECREATION AND OPEN SPACE MASTER PLAN | DEMOGRAPHIC & MARKET ANALYSIS |

Total Population

- Employees outnumber residents by about 3-to-1, resulting in a very high daytime population.
- Addison sees significantly more activity during the day than the evening due to high relative employment.



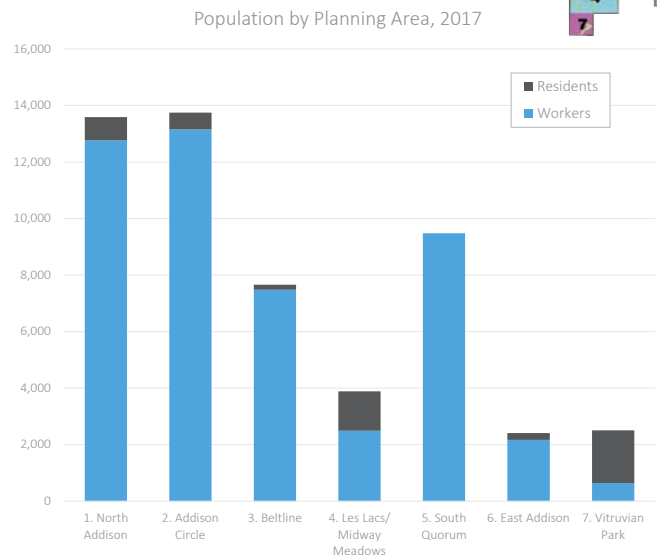
Source: ESRI

PARKS, RECREATION AND OPEN SPACE MASTER PLAN | DEMOGRAPHIC & MARKET ANALYSIS |

A-15

Daytime Population

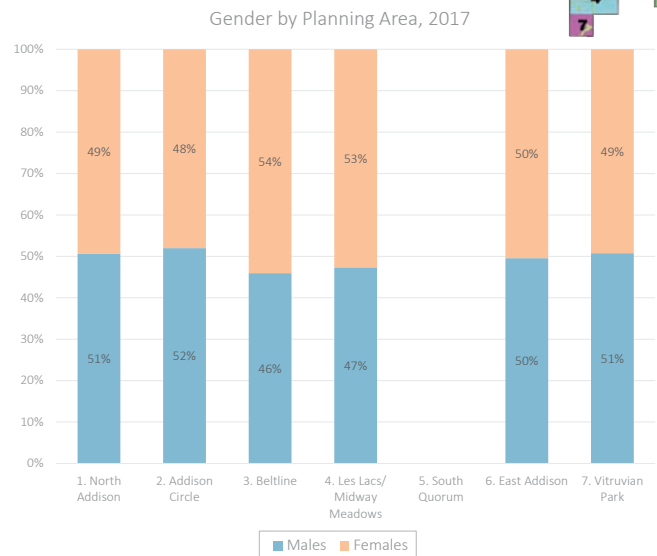
- Addison’s daytime population is dominated by workers. In fact, South Quorum contains no residents, despite being the area with the third highest daytime population.
- While many suburban locations are “bedroom communities” for more urban employment destinations (where housing far exceeds employment), Addison has established itself as a unique urban core in the wider suburban setting.



Source: ESRI

Gender

- Addison’s population is equally split between males and females.
- There is a slightly greater proportion of males in North Addison, Addison Circle and Vitruvian Park (1,2,7)
- There are significantly more females than males in Belt Line and Les Lacs/Midway Meadows (3,4)
- There is a slightly higher proportion of males (52%) among incoming workers



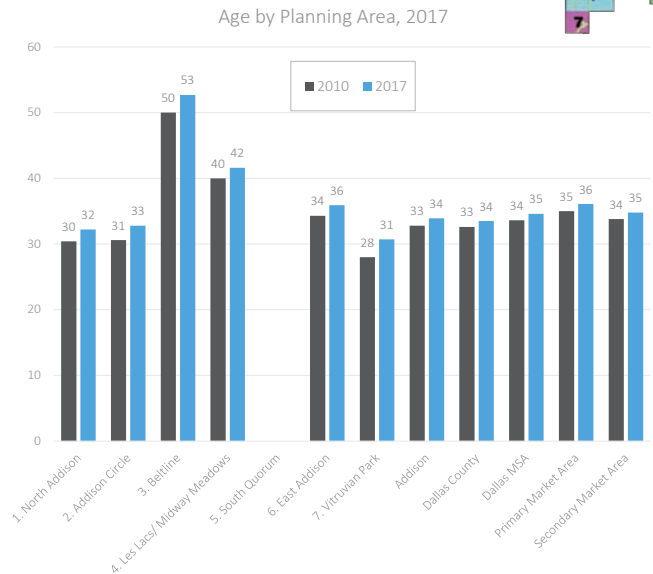
Source: ESRI

Resident Age

Residents are comparatively younger than the wider region(s) in North Addison, Addison Circle, and Vitruvian Park (1,2,7), older in Belt Line and Les Lacs/Midway Meadows (3,4), and similar in East Addison (6).



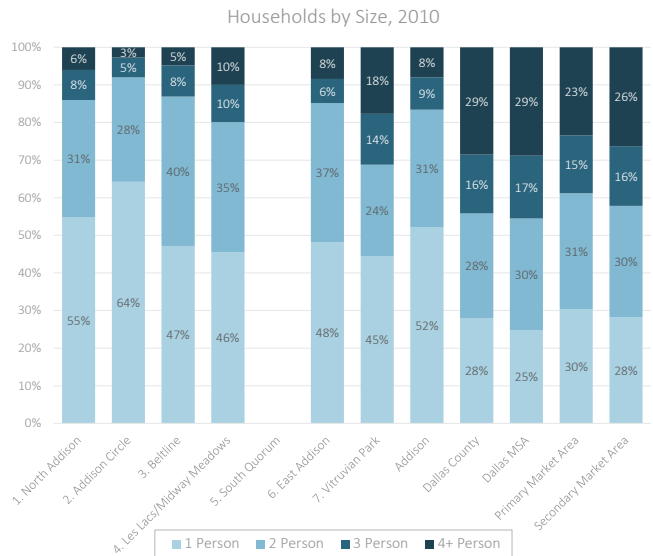
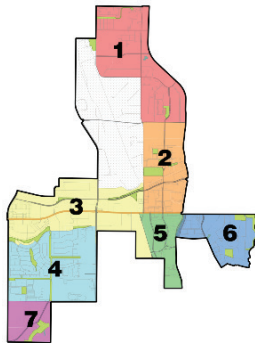
Age Group	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/Midway Meadows	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison
0 - 4	5%	3%	3%	6%	4%	7%	5%
5 - 14	7%	4%	7%	12%	7%	9%	8%
15 - 24	12%	12%	5%	7%	10%	17%	12%
25 - 34	35%	39%	9%	14%	28%	30%	28%
35 - 44	17%	18%	15%	18%	13%	16%	17%
45 - 54	11%	11%	15%	14%	12%	10%	12%
55 - 64	8%	8%	19%	14%	12%	7%	10%
65 - 74	4%	4%	17%	11%	10%	4%	6%
75 - 84	1%	1%	8%	5%	3%	2%	3%
85 +	0%	0%	2%	1%	1%	1%	1%



Source: ESRI

Household Size

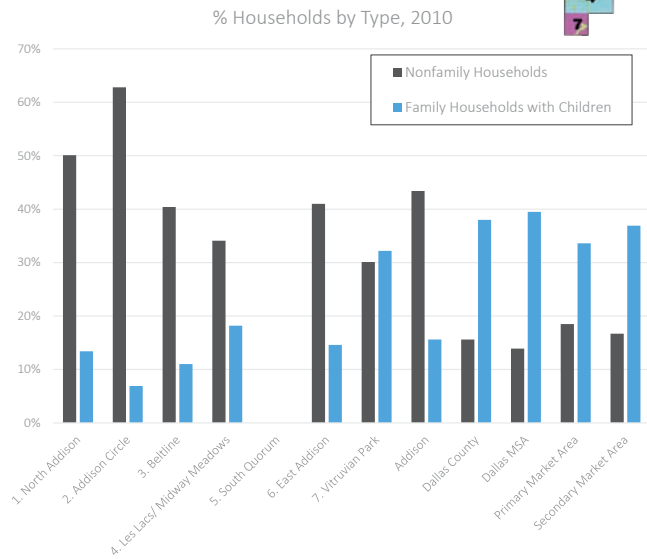
- Households are significantly smaller in Addison than the wider area, indicative of a more urban setting.
- Over half of Addison's households are occupied by only one person, about double the regional average.



Source: ESRI

Children in Household

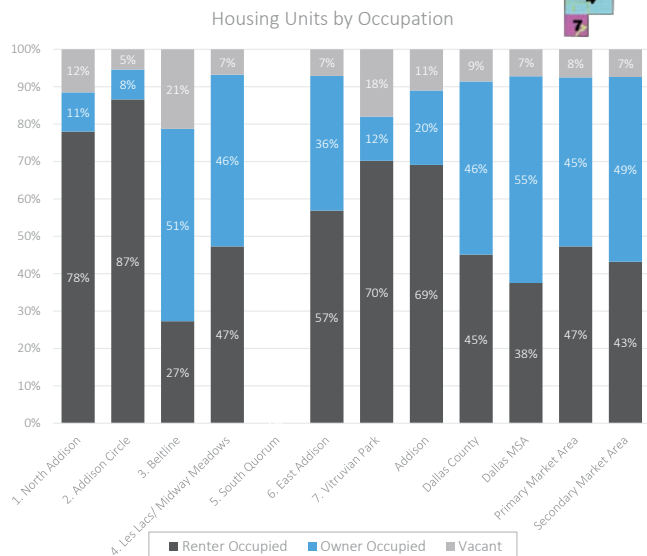
- Addison has far fewer households with children, in contrast to the wider region where around one-third of all households include children.
- Vitruvian Park (7) is the only planning area in Addison where there are more family households with children than nonfamily households.
- Les Lacs / Midway Meadows (4) has the second most family households with children.



Source: ESRI

Housing Units by Occupation, 2017

- Approximately 86 percent of all Addison households are renter-occupied, in direct contrast to the wider region, where owner-occupied housing is slightly more prevalent.
- Belt Line and Les Lacs/Midway Meadows (3, 4) are the only planning areas where owner-occupied housing comprises a significant proportion of the housing stock (these zones also possess the oldest residents, the least diversity, and the highest incomes in Addison).

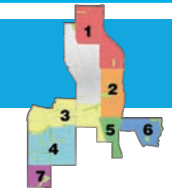


Source: ESRI

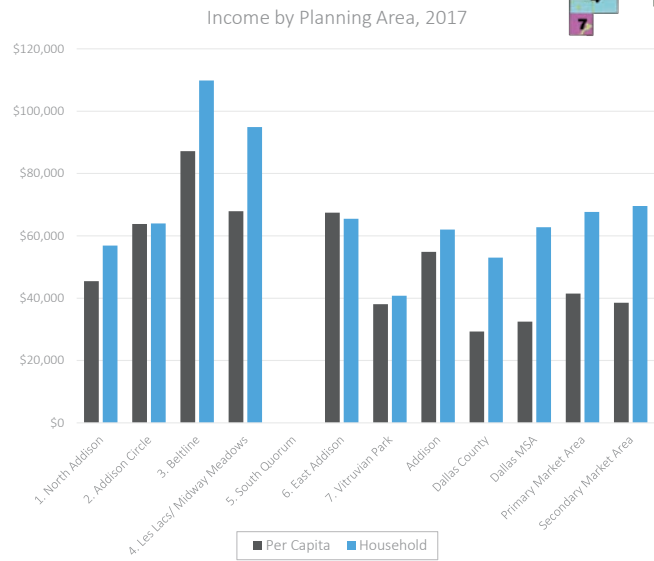
Note: Due to limitations in ESRI data, East Addison (Area 6) is mistakenly shown as 57% renter occupied. This area is comprised of owner-occupied housing.

Resident Income

Household and per capita incomes are similar throughout Addison, largely due to smaller household sizes. As a result, per capita incomes are typically the highest in the region, but household incomes are comparatively lower in North Addison, Addison Circle, and Vitruvian Park (1,2,7).



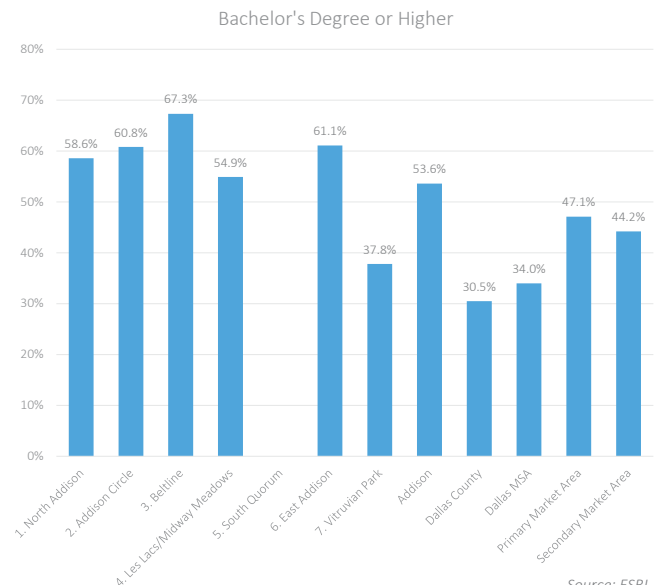
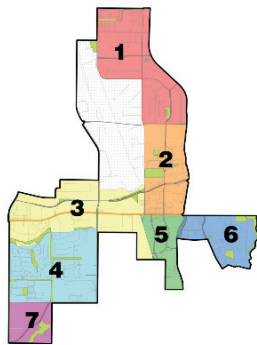
Income Level	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/ Midway Meadows	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison
<\$15k	5%	6%	4%	3%	4%	11%	6%
\$15k - \$24k	5%	7%	1%	6%	6%	17%	8%
\$25k - \$34k	12%	10%	3%	4%	8%	14%	10%
\$35k - \$49k	19%	18%	6%	10%	15%	19%	16%
\$50k - \$74k	23%	15%	15%	20%	25%	9%	17%
\$75k - \$99k	15%	10%	15%	9%	9%	9%	11%
\$100k - \$149k	14%	18%	21%	18%	9%	11%	15%
\$150k - \$199k	4%	7%	14%	13%	6%	5%	7%
\$200k+	4%	9%	20%	18%	20%	7%	10%



Source: ESRI

Resident Education

- In general, Addison residents are highly educated, with significantly higher educational attainment levels than the wider area.
- Vitruvian Park (7) sees the lowest levels – more in line with the County and MSA



Source: ESRI

Ethnicity/Race



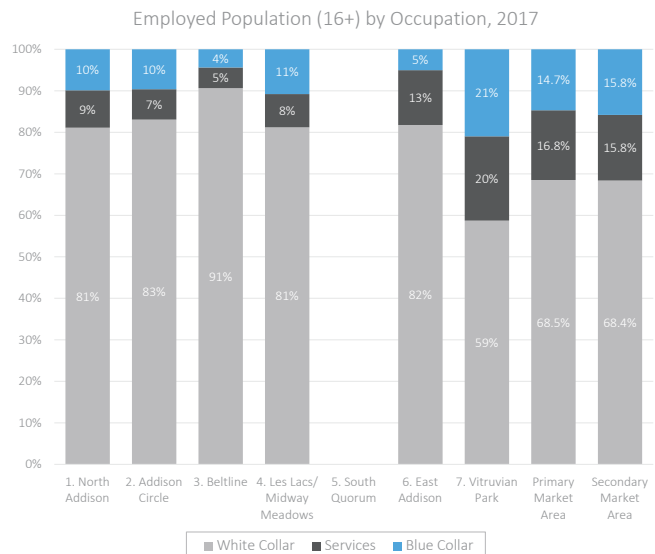
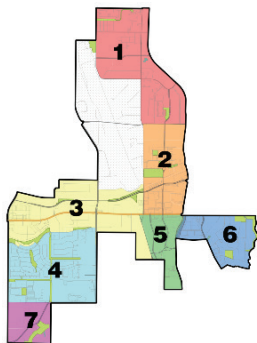
- Generally, ethnicity/race is consistent with the wider region.
- Belt Line (3) is the least diverse, with the highest proportion of “White Alone” and the lowest proportion of residents of “Hispanic Origin”
- North Addison and Vitruvian Park (1,7) are the most diverse. North Addison has a high proportion of African Americans, while Vitruvian Park is mixed, with a high proportion of residents of Hispanic origin.

Race/Ethnicity	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/Midway Meadows	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison	Primary Market Area	Secondary Market Area
White Alone	56%	66%	81%	69%	62%	56%	59%	59%	61%
Black Alone	21%	12%	8%	7%	16%	15%	14%	12%	13%
American Indian Alone	0.2%	0.3%	0.6%	0.4%	0.7%	0.5%	0.4%	0.5%	0.6%
Asian Alone	9%	13%	7%	8%	11%	11%	12%	14%	12%
Pacific Islander Alone	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
Some Other Race Alone	9%	5%	2%	12%	8%	14%	11%	11%	11%
Two or More Races	5%	4%	2%	4%	2%	4%	4%	3%	3%
Hispanic Origin	20%	13%	8%	32%	18%	46%	31%	28%	28%

Source: ESRI

Resident Occupation

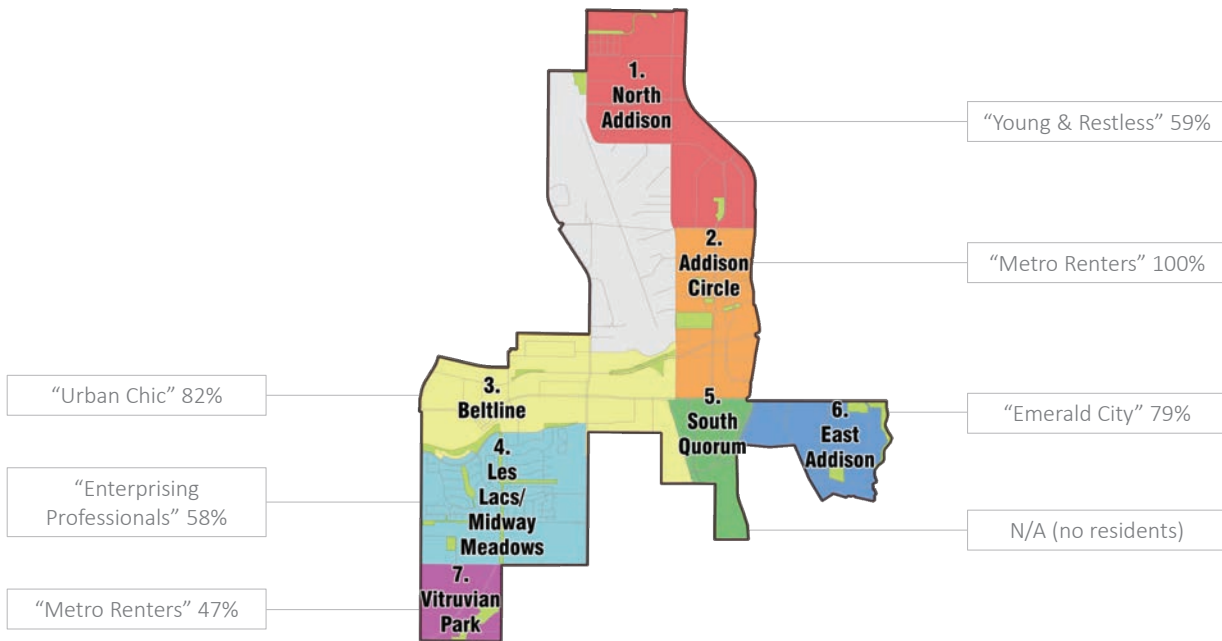
- Addison residents typically work in “White Collar” occupations (mgmt., biz, financial, professional)
- The highest proportion of blue collar and service occupations are in Vitruvian Park (7), but still total only 41 percent.



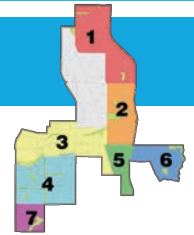
Source: ESRI

TAPESTRY SEGMENTATION

Dominant Tapestries



Tapestry Segments by Planning Area



Rank	Zone 1. North Addison		Zone 2. Addison Circle		Zone 3. Belt Line		Zone 4. Les Lacs/ Midway Meadows		Zone 6. East Addison		Zone 7. Vitruvian Park		Addison		Primary Employment Market Area		Secondary Emp. Market Area	
	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%
1	Young and Restless (11B)	59%	Metro Renters (3B)	100%	Urban Chic (2A)	82%	Enterprising Professionals (2D)	58%	Emerald City (8B)	79%	Metro Renters (3B)	53%	Metro Renters (3B)	48%	Young and Restless (11B)	12%	Boomburbs (1C)	11%
2	Metro Renters (3B)	41%			Exurbanites (1E)	18%	Urban Chic (2A)	25%	Young and Restless (11B)	21%	Young and Restless (11B)	47%	Young and Restless (11B)	25%	NeWest Residents (13C)	8%	Metro Renters (3B)	10%
3					Metro Renters (3B)	0.4%	Exurbanites (1E)	17%					Enterprising Professionals (2D)	13%	Metro Renters (3B)	7%	Young and Restless (11B)	9%
4													Urban Chic (2A)	8%	Enterprising Professionals (2D)	7%	NeWest Residents (13C)	7%
5													Exurbanites (1E)	4%	Home Improvement (4B)	7%	Home Improvement (4B)	5%
Pop 2017	3,366		3,294		494		3,748		698		4,266		15,863		1,058,234		2,814,301	

Source: ESRI

Tapestry Segmentation

Resident Population

- Metro Renters: young, well-educated; enjoy yoga and pilates; live in the urban core.
- Young and Restless: very young and mobile renters; enjoy dancing and playing volleyball.
- Enterprising Professionals: young, well-educated; strive to be healthy; run and do yoga; live in lower density neighborhoods of large metro areas.
- Urban Chic: middle-aged, married couple families; enjoy yoga, hiking, tennis, and cultural activities.
- Exurbanites: older, approaching retirement; active in communities and highly supportive of the arts.

Incoming Population (emp.)

- Young and Restless: very young and mobile renters; enjoy dancing and playing volleyball.
- NeWest Residents: young, Hispanic families, most with children; enjoy playing sports (often soccer).
- Metro Renters: young, well-educated; enjoy yoga and Pilates; live in the urban core.
- Boomburbs: physical fitness a priority; leisure includes a range of activities from sports to visits to theme parks and water parks.



LifeMode Group: Uptown Individuals
Metro Renters

3B

Households: 1,734,000
Average Household Size: 1.66
Median Age: 31.8
Median Household Income: \$52,000

WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Source: ESRI

3B

LifeMode Group: Uptown Individuals
Metro Renters



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

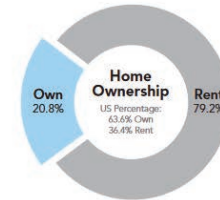
HOUSING

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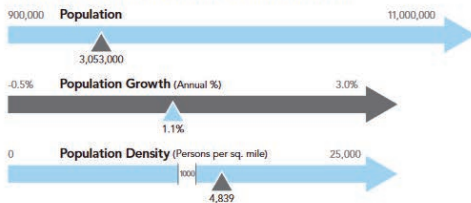
Typical Housing:
Multiunit Rentals

Average Rent:
\$1,310
US Average: \$990



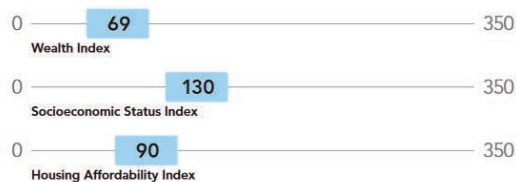
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Source: ESRI



LifeMode Group: Midtown Singles
Young and Restless

11B

Households: 2,005,000
Average Household Size: 2.02
Median Age: 29.4
Median Household Income: \$36,000

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5-19 unit buildings (Index 507), 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).

SOCIOECONOMIC TRAITS

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college (Index 185).
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

Source: ESRI

11B LifeMode Group: Midtown Singles
Young and Restless



MARKET PROFILE (Consumer preferences are estimated from data by GfK MR)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines, and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music, and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

HOUSING

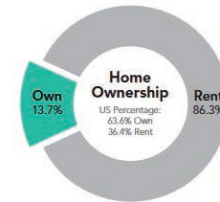
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Typical Housing:
Multiunit Rentals

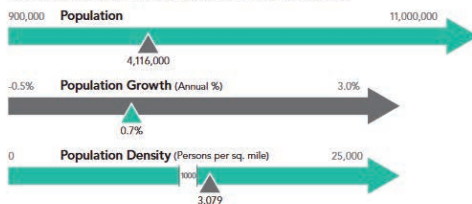
Average Rent:
\$920

US Average: \$990



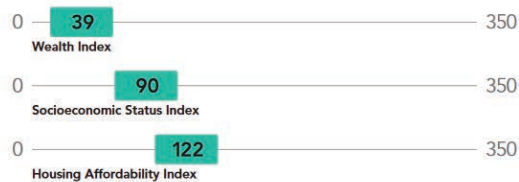
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ESRI INDEXES

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Source: ESRI



LifeMode Group: Upscale Avenues

Enterprising Professionals

2D

Households: 1,627,000
Average Household Size: 2.46
Median Age: 34.8
Median Household Income: \$77,000

WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Source: ESRI

2D

LifeMode Group: Upscale Avenues

Enterprising Professionals



TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MR)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

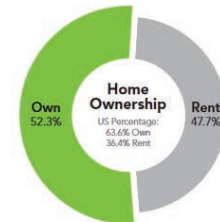
HOUSING

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Typical Housing:
 Multiunits;
 Single Family

Median Value:
 \$295,000
 US Median: \$177,000



POPULATION CHARACTERISTICS

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ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Source: ESRI



LifeMode Group: Upscale Avenues
Urban Chic

2A

Households: 1,574,000
Average Household Size: 2.37
Median Age: 42.6
Median Household Income: \$98,000

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).

SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor's degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

Source: ESRI

2A LifeMode Group: Upscale Avenues
Urban Chic



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

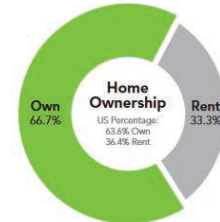
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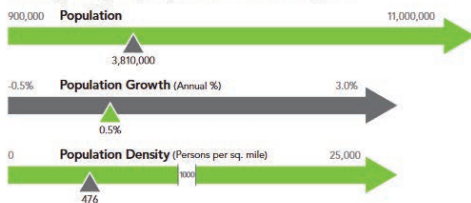
Typical Housing:
Single Family

Median Value:
\$465,000
US Median: \$177,000



POPULATION CHARACTERISTICS

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ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Source: ESRI



LifeMode Group: Next Wave
NeWest Residents

13C

Households: 917,000
Average Household Size: 3.32
Median Age: 27.0
Median Household Income: \$28,000

WHO ARE WE?

For this young Hispanic market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; more than one-third of households are linguistically isolated. *NeWest Residents* are ambitious and dream of a better life. They aren't ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is low, perhaps due to the language barrier, but also because of their parenting responsibilities.

OUR NEIGHBORHOOD

- They're concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 88).
- More than half of the households have children, in either married-couple or single-parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent one-third of the population.

SOCIOECONOMIC TRAITS

- Female labor force participation is low (Index 91), partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation (Index 118) is compulsory for these new families.
- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

Source: ESRI

13C

LifeMode Group: Next Wave
NeWest Residents



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- This foreign-born market has not yet adopted the norms of American life. They don't watch sports on TV, dine out often, or listen to popular music. They prefer to watch Spanish-language channels on TV.
- *NeWest Residents* consumers avoid coffee and soda, preferring sports or energy drinks instead.
- A large portion of their income goes toward baby and children products—disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. Without a credit history, it is difficult for these new immigrants to obtain a credit card.

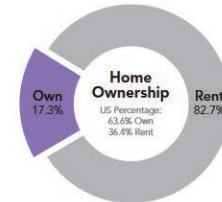
HOUSING

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Typical Housing:
Multiunit Rentals

Average Rent:
\$870
US Average: \$990



POPULATION CHARACTERISTICS

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Source: ESRI



LifeMode Group: Affluent Estates
Exurbanites

1E

Households: 2,320,000
Average Household Size: 2.48
Median Age: 49.6
Median Household Income: \$98,000

WHO ARE WE?

Ten years later, *Exurbanites* residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of \$346,000 (Index 195), most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 94).
- Unemployment remains low at 5.5% (Index 64); more of the residents prefer self-employment (Index 184) or working from home (Index 181).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- *Exurbanites* residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Source: ESRI

1E LifeMode Group: Affluent Estates
Exurbanites



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- *Exurbanites* residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

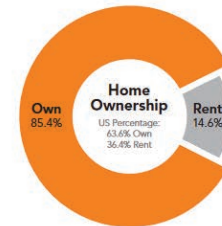
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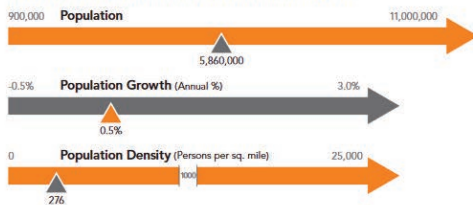
Typical Housing:
Single Family

Median Value:
\$346,000
US Median: \$177,000



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ESRI INDEXES

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Source: ESRI



LifeMode Group: Middle Ground
Emerald City

8B

Households: 1,677,000
Average Household Size: 2.05
Median Age: 36.6
Median Household Income: \$52,000

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Source: ESRI

8B LifeMode Group: Middle Ground
Emerald City



MARKET PROFILE (Consumer preferences are estimated from data by GKW MID)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

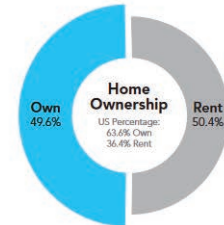
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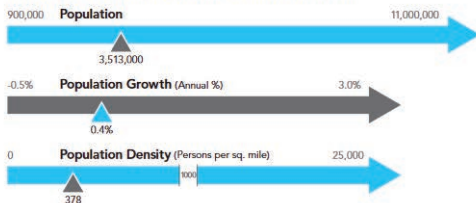
Typical Housing:
 Single Family;
 Multiunits

Average Rent:
 \$1,030
 US Average: \$990



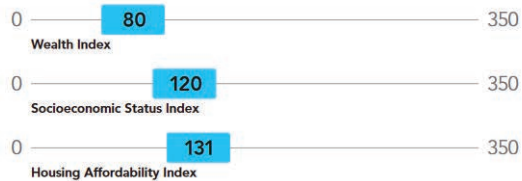
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Source: ESRI

FINDINGS

National Outdoor Participation Trends

- Outdoor participation increased among males aged 6 to 17, and decreased among males aged 18 to 24.
- Outdoor participation decreased among females aged 6 to 17, and increased among females aged 18 to 24.
- Black and Hispanic participants went on the most outings per participant in 2016.
- Exercise is the greatest motivator to “get outside” followed by: being with family/friends, observing scenery, being close to nature, and relaxing.
- Running is the most popular activity for almost all ethnicities.
- Walking is the most popular “crossover” activity.
- Basketball is the most popular team sport activity.



Source: Outdoor Foundation, 2017

Key Findings

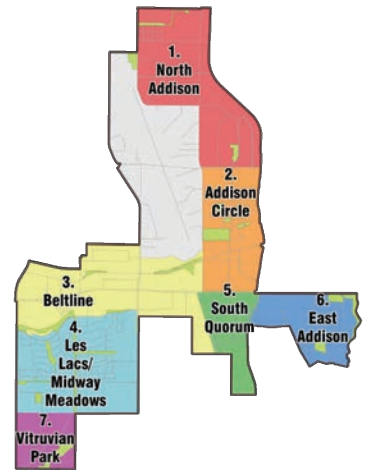
- Residents:

- Generally single or two-person households
- High percentage of renters except Belt Line (zone 3)
- Very well-educated: 50-60% of residents have at least a bachelor’s degree
- High incomes throughout Addison
- Few family households with children except in Vitruvian Park (zone 7)
- Young population except Belt Line and Les Lacs/Midway Meadows (zones 3,4)
- Highest Household Budget Index (HBI) for entertainment and recreation in Belt Line and Les Lacs/Midway Meadows (zones 3, 4).

(ESRI’s household budget index compares the average amount spent in households to the amount spent by all US households. An index of 100 is average, and each point plus or minus represents a percent above or below the national average.)

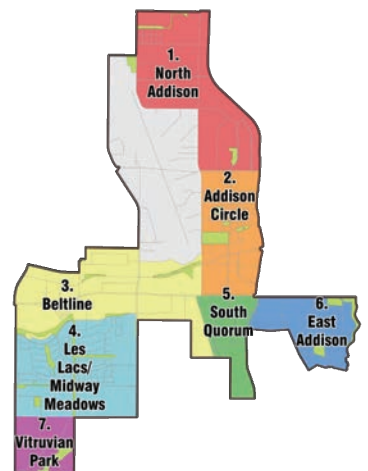
- Employees:

- Significantly higher number of incoming employees than existing residents – resulting in a high daytime population (e.g., South Quorum (zone 5) is a business park with no residents, yet has third highest daytime population)
- White collar jobs dominate (80+% all areas except Vitruvian Park (zone 7) (59%))



Key Findings (cont’d.)

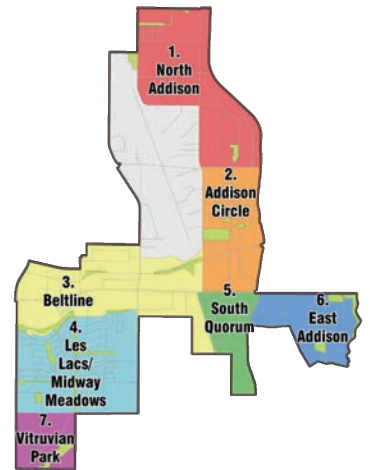
1. Addison’s parks and trails could benefit from connecting to the Regional Veloweb, a major regional asset.
2. Implementing culturally-significant features would likely appeal to Addison’s well-educated residents and employees.
3. Pursue partnerships with major private entities/corporations (particularly in North Addison, Addison Circle, and South Quorum – zones 1,2,7) to create plazas/parks that engage incoming employees.
4. Consideration for children is a higher priority in Vitruvian Park and Les Lacs / Midway Meadows (zones 7 and 4).
5. It is likely that demand is highest for programmed park space for moderate exercise, recreation, and social interaction.
6. Based on the employment and resident characteristics of each planning area, Addison would likely benefit from focusing on parks targeting incoming employees in Zones 1,2,3,5 and more balanced between residents and incoming employees in Zones 4,6,7.



Key Findings & Emerging Trends

Changes in ethnicity, age, and gender can lead to changes in recreational behaviors (e.g., passive or active and group or individual activities) and landscape preferences (e.g., well-maintained or wilder landscapes).

1. Cities that have a mix of white residents and other racial groups prefer recreation-oriented parks instead of conservation-oriented open space. Among Hispanics (highest in zones 4,7), there is typically a higher demand for more group and family-based activities and tables, grills, and other facilities that support these. Among African Americans (highest in zones 1,6,7), there is typically a greater preference for well-maintained landscapes and higher demand for recreational amenities for team sports.
2. Recreation and open space Women (highest in zones 3,4), especially women with children (households with children highest in zone 7), generally prefer group activities and well-maintained, secure landscapes.
3. Younger adults (zones 1,2,5,7) are more likely to visit parks and recreational facilities for sports, exercise, and recreation than older adults, while older adults (zones 3,4) are more likely to desire park space for scenery and relaxation.
4. Older populations (zones 3,4) typically have higher levels of fear and crime and greater interest in plant and animal life. Aging populations would likely increase demand for more localized recreation, particularly green open space. Recreation may include individual team sports, such as Tennis.
5. Residents in single (not married, one-person) households and younger employees are more likely to socialize and engage in recreation-based activities, such as sports (basketball, tennis, soccer, etc.).
6. The lack of family households is unlikely to drive a strong residential demand for family-based amenities such as picnic areas, playgrounds, dog parks, etc., (other than in Vitruvian Park), but residents and others may still desire these types of opportunities.



Sources: (1,2,4) Penn State University, "Trends and Demographic Analysis," 2014; and "An Examination of Park Preferences and Behaviors Among Urban Residents: The Role of Residential Location, Race, and Age," 2002; (3) BLS American Time Use Survey, 2014

PARKS, RECREATION AND OPEN SPACE MASTER PLAN | DEMOGRAPHIC & MARKET ANALYSIS

A-48



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B



Park and Facility Inventory

Introduction

The Town of Addison manages a variety of parks ranging from smaller neighborhood parks to large parks that attract people from across the community and region. The parks are categorized by type; public parks are further classified by function. This appendix introduced the categorization and classification systems and presents the park and facility inventory.

PARK CATEGORIES

The Town of Addison provides more than 113 acres of park land at 22 sites. Existing parks are divided into three categories, and planned sites represent a fourth:

Public Parks support several recreational uses, from informal gatherings to active recreation.

- Number of Sites: 15
- Total Acreage: 67.51
- Examples: Addison Circle Park, Celestial Park, Beckert Park, Athletic Club

Greenbelts facilitate pedestrian and bicycle movement via trails in an attractive open space corridor.

- Number of Sites: 5
- Total Acreage: 40.05
- Examples: Arapaho Park, Redding Trail and Dog Park, White Rock Creek Trail

School Recreation Facilities, through an interlocal agreement, allow for facility programming and/or use on school property.

- Number of Sites: 2
- Total Acreage: 5.89
- Examples: George H. W. Bush Elementary, Les Lacs Dog Park

Planned Parks include sites that are intended to be developed as parks in the future. Upon development, these sites will be reclassified as parks or greenbelts.

- Number of Sites: 1
- Total Acreage: N/A
- Examples: Addison Grove Development

In addition to parkland that provides recreation and gathering space, the Town also maintains approximately 65 acres of Beautification Areas. These well-maintained landscaped areas include street rights of way, areas around buildings and other miscellaneous parcels taken care of by the Department.

PARK CLASSIFICATIONS BY FUNCTION

Parks play different roles in meeting community needs. To better understand the function of various sites, public parks are further subdivided into four park classifications by function.

Destination Parks are large parks that support large group gatherings and events, protect open space and include specialized facilities.

- Number of Sites: 2
- Park Sites: Vitruvian Park, Addison Circle Park

Neighborhood Parks are smaller parks intended to meet the needs of nearby neighbors with a range of amenities.

- Number of Sites: 6
- Park Sites: Town Park, Celestial Park, Dome Park, Les Lacs Linear Park N., North Addison Park, Win- nwood Park

Urban Parks are special use sites that provide gathering space and greenspace for residents, employees and visitors.

- Number of Sites: 5
- Park Sites: Beckert Park, Bosque Park, Parkview Park, Spruill Park, Quorum Park

Community Facilities include major community buildings providing indoor/outdoor space to support programs and events.

- Number of Sites: 2
- Park Sites: Athletic Club, Addison Conference and Theatre Center

Table A-1 on the next page presents the full inventory of parks, greenbelts and school recreation facilities, including the facilities at these sites.

Table A-1: Addison Parks, Greenbelts and Facility Inventory

Name	Park Function	Zone	Acreage	Outdoor Rec Facilities												Trails/Paths		Character Elements						Amenities				Notes/Other		
				Community Garden	Dog Park	Outdoor Pool	Pavilion	Trellis	Gazebo	Gathering Lawn	Large Open Lawn	Volleyball	Tennis	Basketball	playground	Trail	Walking Path	Architectural Fountains	Art	Overlook	Pollinator Patch	Interpretive Features	Pond	Benches	Moveable Chairs & Tables	Parking	Restrooms			
Existing Sites																														
Public Parks																														
Addison Circle Park	Destination Park	2	10.00				x	x		x	x							x		x	x									Plaza Fountain, water garden, in-ground location markers. Covered "pavilion" with concession kitchen. Current feasibility study for replacement of plaza fountain as potential splash pad.
Vitruvian Park	Destination Park	7	12.30					x		x							x		x	x	x			x						Amphitheatre, plaza, hiking/biking trails, wildlife habitat. Adjacent property currently has sand volleyball and ballfield that will be removed.
Town Park	Neighborhood Park	4	2.53					x								x					x									Playground Replaced in 2017. Picnic tables, lighted walking path.
Celestial Park	Neighborhood Park	6	4.45														x				x									Human sundial, plant identification labels
Dome Park	Neighborhood Park	4	0.48																		x									Plaza, playground under construction. Site provides transition area/trailhead to the Redding Trail.
Les Lacs Linear Park North	Neighborhood Park	4	9.93				x										x													
North Addison Park	Neighborhood Park	1	3.45															x												Jogging trail, picnic tables, Food Signs, In-ground etchings
Winnwood Park	Neighborhood Park	6	4.82																											Planned gazebo & bridge beplacement
Beckert Park	Urban Park	2	1.16																											
Bosque Park	Urban Park	2	0.82																											
Parkview Park	Urban Park	2	0.64																											
Spruill Park	Urban Park	2	1.85		x																									
Quorum Park	Urban Park	2	3.47																											
Athletic Club	Community Facility	4	6.10	x		x																								Indoor/outdoor swimming pool, gym, track, fitness/weight room, aerobics studio, training room, multipurpose room, racquetball courts
Addison Conference & Theatre Centre	Community Facility	2	5.51																											Permanent staff; includes Stone Cottage
Public Parks Subtotal			67.51	1	1	1	2	5	1	2	9	1	1	1	3	3	5	4	8	1	7	4	2	13	4	12	3			
Greenbelts																														
Arapaho Park	Greenbelt	3	7.85																											
Beltway Greenspace	Greenbelt	3	1.86																											
Les Lacs Linear Park South	Greenbelt	4	4.30																											
Redding Trail and Dog Park	Greenbelt	4	16.34		x																									The dog park is 0.53 acres
White Rock Creek Trail	Greenbelt	6	9.70																											
Greenbelts Subtotal			40.05	0	1	0	0	0	0	0	0	0	0	0	3	1	0	3	2	0	0	1	4	0	1	0				
School Recreation Facilities																														
George H.W. Bush Elementary	School Park	7	5.61																											Town maintains playground; site has open field. Agreement allows Town to program space for use by Addison residents only
Les Lacs Dog Park	Dog Park	4	0.28		x																									Access from north side/Redding Trail; adjacent to Alfred J. Loos Natatorium
Greenbelts Subtotal			5.89	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0			
Planned Sites																														
Addison Groves Development	Planned Park	3	TBD				x	x		x	x																			Parks will be developed in 1-2 years.
Planned Parks and Greenbelts Subtotal			0.00	0	0	0	1	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0			
Total			113.45	1	3	1	3	6	1	3	11	1	1	1	5	7	6	4	11	3	9	4	3	19	5	13	3			







Outreach Findings

Introduction

Since the beginning of 2018, the Town of Addison collected feedback from over 1,150 community members and stakeholders to shape the Parks, Recreation and Open Space Master Plan. This appendix summarizes key findings from the first five outreach activities conducted for the planning process. Feedback from the Draft Plan Review Meetings is presented at the end of this appendix.

- **Stakeholder Interviews:** Seven interviews were conducted with Council members and community leaders to discuss opportunities for enhancing the park and recreation opportunities in Addison.
- **Business Focus Groups:** Approximately 20 members of the business community participated in focus groups organized through the North and South Quorum Business Associations. Business leaders identified and discussed opportunities to enhance the business environment through improvements to the park and recreation system.
- **Pop-Up Events:** Ten pop-up events were held in parks and at existing community meetings between March and April 2018. The events

attracted a total of 215 residents, employees and park users who shared their thoughts and ideas about Addison’s park and recreation system.

- **Mapita Questionnaire:** During a seven-week period, from March to May 2018, over 900 community members, including residents, visitors and employees, participated in the place-based survey. Participants were asked to identify and locate their favorite parks and activities, as well as opportunities for improvements. Over 4,000 pins were placed on the interactive map.
- **Prioritization Survey:** Conducted online during the month of September 2018, the prioritization survey received 161 responses. Survey participants were asked how they would allocate funds between different types of projects and different sites, thereby identifying funding priorities.
- **Draft Plan Review:** Community members, stakeholders, our Special Projects Committee members and Council had the opportunity to review the Draft Master Plan and provide feedback for incorporation into the Final Plan. Approximately 50 people discussed the plan or provided comments during January and February of 2019.

Community Outreach and Engagement

More than 1,150 participants

- Stakeholder Interviews (7)
- Business Focus Groups (~20)
- Pop-Up Events (215)
- Mapita Questionnaire (909)
- Prioritization Survey (161)
- Draft Plan Review (50)



Pop-Up Activities

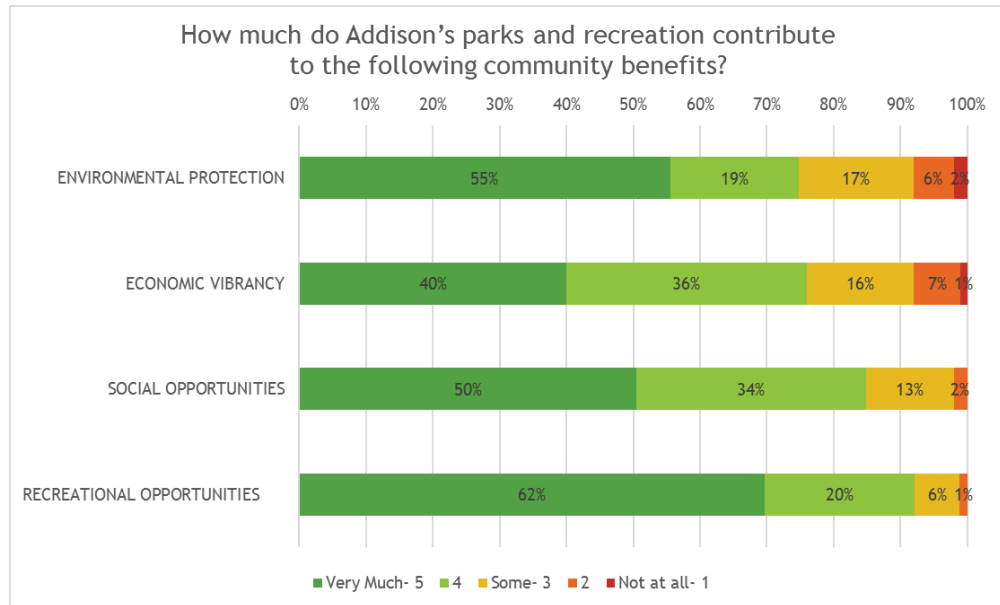
- 10 events were held in parks and at meetings
- Involved residents, employees and park users
- Conducted between 3/27/18 and 4/16/18
- Info in English and Spanish (none completed in Spanish)
- Approximately 215 participants

ACTIVE ADDISON

What recreation activities do we need more of in Addison?
Place dots on your top 2 choices.

Playing (swinging, sliding, climbing, water play, etc.)	Walking/jogging/biking	Social gatherings	Events and festivals
Learning about art, history, nature or culture	Fitness classes or organized activities	Field and court sports (basketball, tennis, etc.)	Sitting, resting or watching people
Eating outdoors	Working outdoors	Adventure activities/programs (zipline, climbing walls, etc.)	Out-of-school programs for children and youth
Indoor recreation activities and programs	Other (write on a sticky note)		

Pop-Ups: Benefits



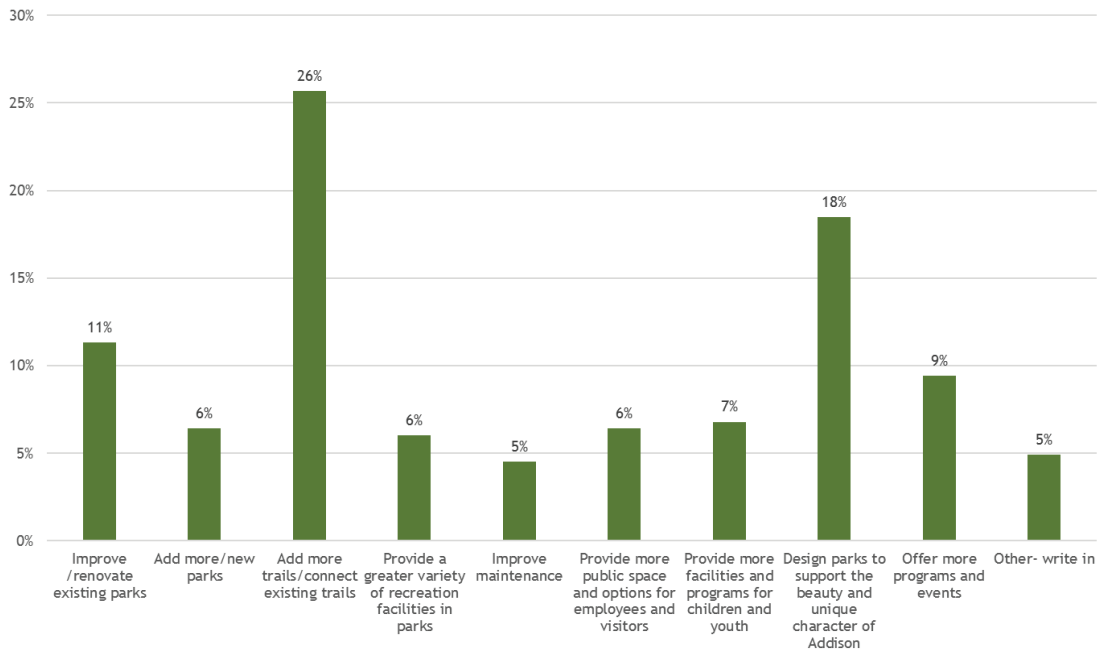
Pop-Ups: Recreation Activities

What recreation activities do we need more of in Addison?

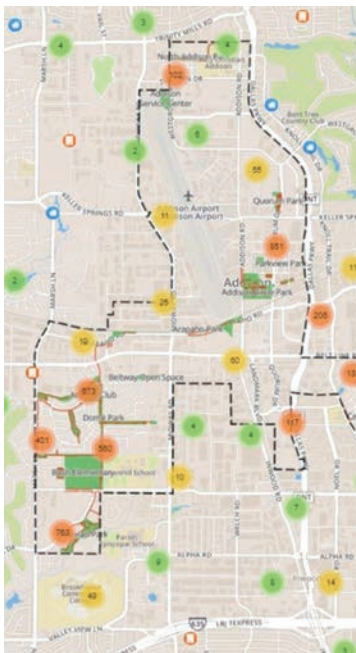
Walking/ jogging/ biking	15%
Events and festivals	13%
Eating outdoors	13%
Fitness classes or organized activities	10%
Adventure activities/ programs (zipline, climbing walls, etc.)	9%
Field and court sports (basketball, tennis, etc.)	7%
Indoor recreation activities and programs	7%
Learning about art, history, nature or culture	6%
Playing (swinging, sliding, climbing, water play, etc.)	5%
Social gatherings	5%
Sitting, resting or watching people	5%
Out-of-school programs for children and youth	3%
Working outdoors	2%

Pop-Ups: Priority Improvements

What is the most important thing the Town could do to improve Addison's parks, recreation and open space system?



MAPITA Interactive Mapping Survey



- Available 7 weeks (3/16/18 – 5/6/18)
- Intended to collect data from Addison residents, visitors and employees
- Asked questions about parks visited, favorite parks, recreation activities, preferences, and opportunities for improvements
- Invited people to put pins on maps to provide data on parks visited
- 4,731 pins were placed on the map

MAPITA Demographic Profile

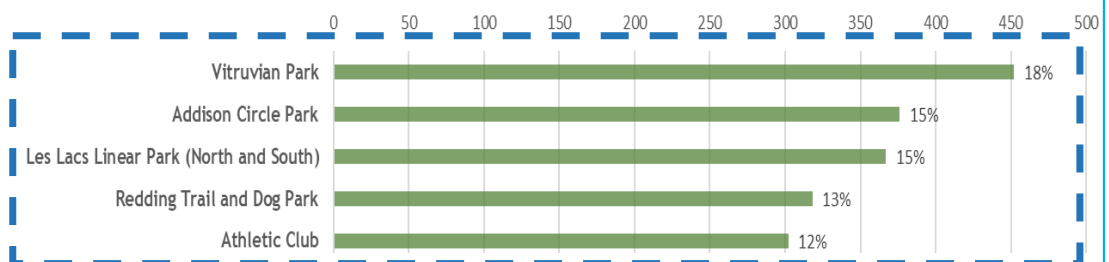
- 909 total respondents
- 30% are ages 25-34; 30% are 55+
- 69% of respondents have no children living at home
- 79% identify as Caucasian/White, with 12% identifying as Hispanic/Latino and 16% as other races or multi-racial
- 85% are Addison residents
- 42% have lived in Addison for 1-5 years

Residency

North Addison	72
Addison Circle	170
Belt Line	41
Les Lacs/ Midway Meadows	270
South Quorum	4
East Addison	45
Vitruvian Park	170
Outside of Addison	139

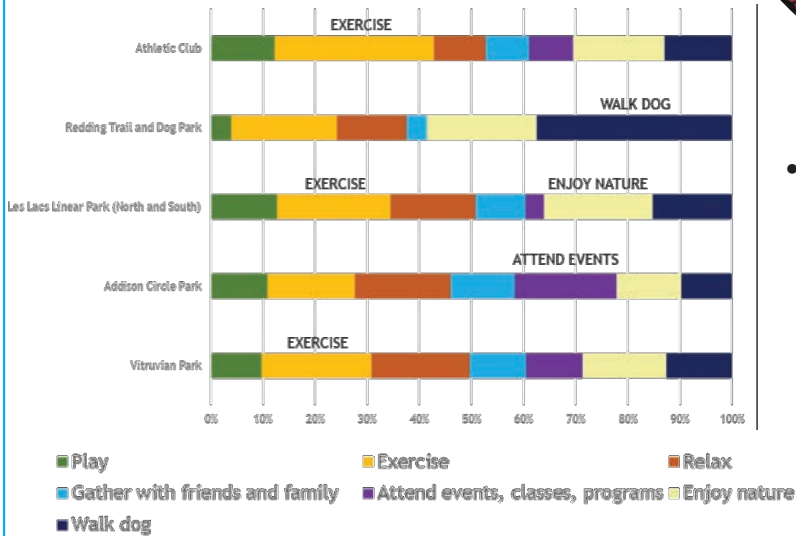
Most Popular Parks

- The 5 most **POPULAR** sites that were “pinned” most frequently are:
 - Vitruvian Park
 - Addison Circle Park
 - Les Lacs Park (North/South)
 - Redding Trail and Dog Park
 - Athletic Club



Most Popular Activities

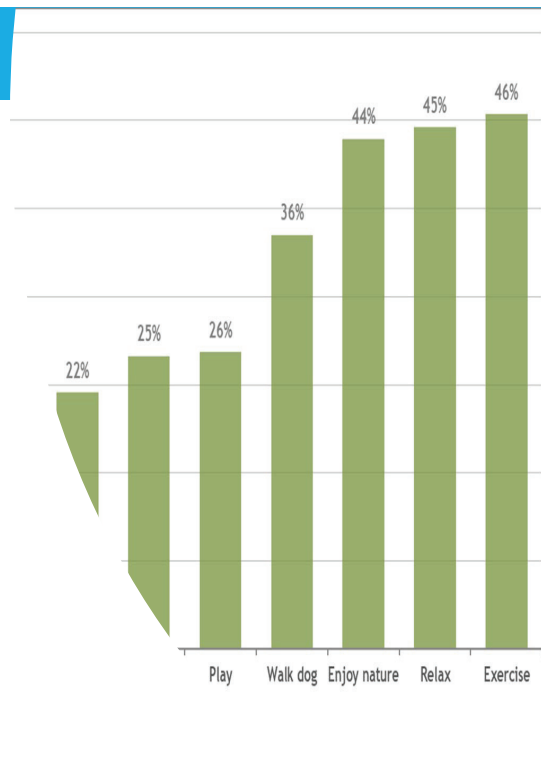
- **EXERCISE** is the most popular activity in 3 of 5 of Addison's most popular parks.



- Other top activities include:
 - Walking dogs
 - Enjoying nature
 - Attending events

Most Popular Activities

- **EXERCISE** is the most popular activity in all parks (the activity done by the most people in parks they visit).
- **BUT**, the top three activities are nearly tied.
 - Exercise (46%)
 - Relax (45%)
 - Enjoy nature (44%)



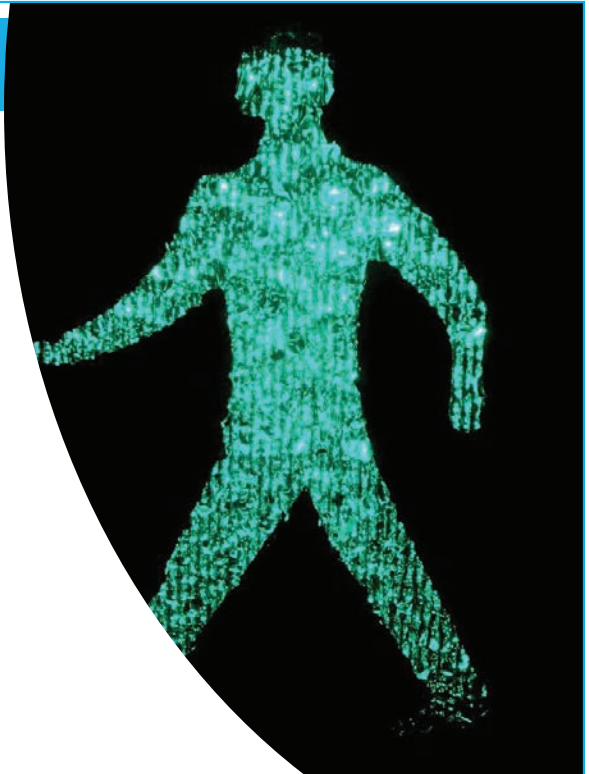
Frequency of Visitation

- Of the respondents who reported visiting parks, trails and recreation destinations, more than 55% visit daily or once a week.
- Of the three, **TRAILS** are used most frequently.
 - 86% use trails a few times a month or more
 - 67% use trails about once a week
 - 39% use trails almost daily



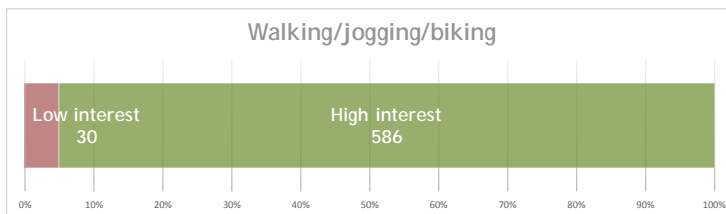
Park Travel & Access

- 81% of respondents visit their favorite park because it is **CLOSE TO HOME OR WORK**.
- The **PROXIMITY** of parks and trails is important in creating a walkable community.
 - 66% of respondents walk to Addison's parks
 - 83% walk to Addison's trails
- More people (61%) drive or ride in a car to other recreation destinations.
- Fewer than 7% of people bike to parks, trails or other recreation destinations



Most Interesting Activities

- The **ACTIVITIES** with the highest amount of interest are in ranked order:
 - Walking/jogging/biking
 - Events and festivals
 - Eating outdoors
 - Social gatherings
 - Fitness classes/organized activities



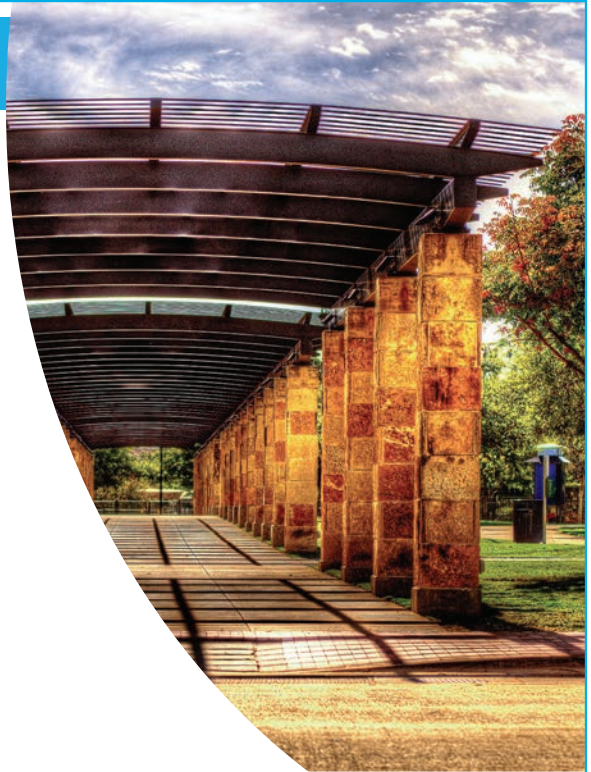
More Time in Parks

- Many respondents said the following would encourage them to spend more time in Addison's parks:
 - **NATURE IN PARKS** (71%)
 - **MORE TRAILS** (64%)
 - **CONCESSIONS** (63%)
 - Places for outdoor work (57%)
 - Neighborhood events and programs (53%)
 - Regional events (47%)
 - Outdoor games/challenges (42%)
 - Unique play options (42%)



Desired Improvements

- Many respondents favored adding **INTERACTIVE ART** (29%) or functional art (26%) in parks
- About 31% of recreation ideas generated by respondents were related to **ENHANCING EXISTING** parks, trails, or facilities
- 27% of respondents support adding more **TRAILS** or connecting existing trails



Business Focus Groups

- North and South Quorum Business Associations

Opportunities

- After-hours social/recreation options
- Trail connectivity/improved access
- Incentives to be outdoors
 - Food trucks/farmers' markets
 - Outdoor work spaces
 - Outdoor fitness / programs
 - Small events
 - Pavilion for company picnics
- Synergies
 - Mixed use development
 - Hotels, offices, homes
 - Partnerships

Stakeholder Interviews: Key Opportunities

- Expand benefits of parks
 - Social/gathering/events
 - Respite/quiet contemplation
 - Green space/open space
 - Quality of life
- Identify park purpose/brand
 - Utility and function of sites
 - Target services/audiences
 - Character of park

Stakeholder Interviews: Key Opportunities

- Add “attractions” to parks
 - Small events (we do big events)
 - More outdoor programming
 - Greater variety of amenities/facilities
 - Food trucks/temporary elements
 - Learning/interpretive features
 - Interactive art
 - Dog runs
 - Outdoor exercise equipment
 - Active use on north side of town



Stakeholder Interviews: Key Opportunities

- Improve access and connectivity
 - Bike and pedestrian routes
 - N/S and E/W connections
 - Wider sidewalks and trails
 - On-street bike routes
 - Connections to DART/Cotton Belt
 - Connections between parks and other destinations
 - Park/trail cap over tollway
 - Parklets along trails

Stakeholder Interviews: Key Opportunities

- Serve residents first, and possibly others.
- Address issue of “private” parks, where residents don’t want to share their park with others.

“The Master Plan gets a gold star if you can figure out how to serve residents, employees and visitors in the same park.”

“The key question is how to serve residents and businesses but not attract people from surrounding communities.”

“Our parks are for our residents.”

“We need to encourage visitor and employee use and improve services for the surrounding neighborhood.”

Stakeholder Interviews: Key Opportunities

- Support economic impacts, not revenues

"It's okay to attract residents and businesses, but our parks are not for generating revenue. Ask any realtor about the value of the Athletic Club in selling homes."

- Coordinate partnerships to improve services

"Some sites – but not all – can generate revenue. Places like Addison Circle Park."

- DISD
- Hotels
- Restaurants
- Apartments/property managers
- Events/races
- Running clubs

"Revenue generation would turn people off."

Stakeholder Interviews: Key Opportunities

- Improve branding, marketing and information
 - Welcome packets for homeowners, apartments, hotels
 - Promote community activities
 - Develop apps for guided art tours, "visit Addison," local history and heritage
 - Social media, technology, and videos to promote recreation

Stakeholder Interviews: Key Opportunities

- Added thoughts:
 - Make parks resemble North Texas prairie
 - Consider xeriscaping
 - Consider maintenance needs before adding elements such as musical water display
 - Consider opportunities associated with Inwood, Cotton Belt and mixed use developments

Prioritization Survey

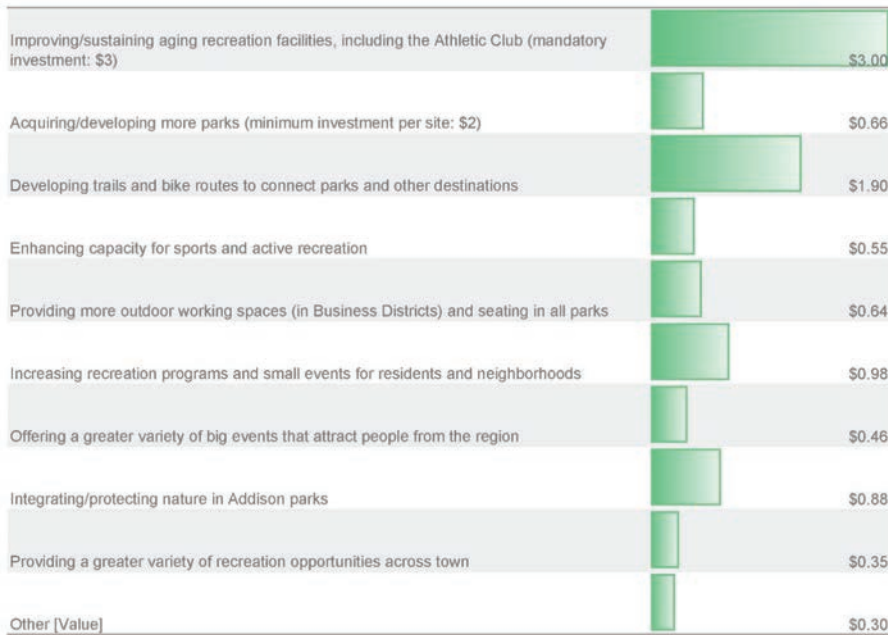
Conducted online 9/12/2018 – 9/30/2018

RESPONSE SUMMARY

- 3 exercises including open-ended questions
- Total responses: 161
- Full responses:109
- Incomplete responses:52

Prioritization Survey: Exercise 1 Results

You have \$10 to allocate across the following 10 types of projects.



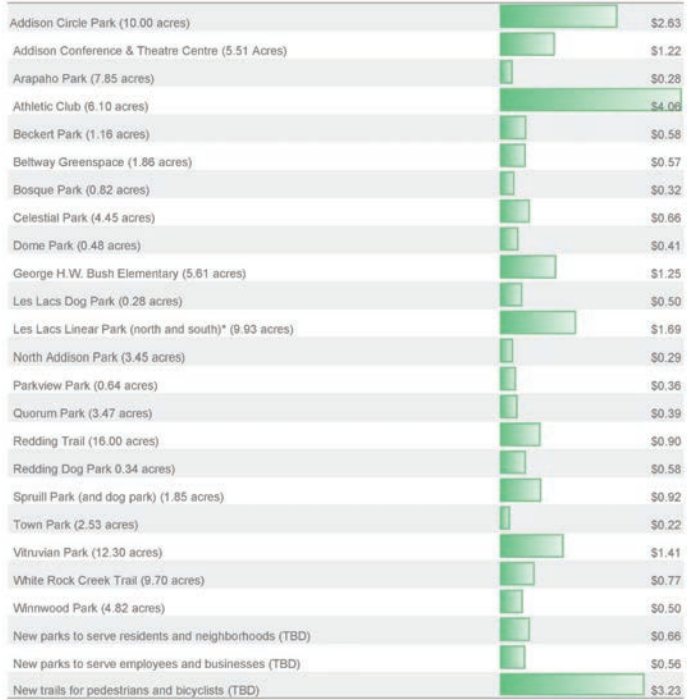
Prioritization Survey: Exercise 2 Results

Would you support any of the following to be able to allocate more funds towards key projects?



Prioritization Survey: Exercise 3 Results

You have \$25 to allocate across the following 25 sites.



Prioritization Survey: Key Findings

- Key projects to allocate funds:
 - Improving/sustaining aging recreation facilities (including the Athletic Club)
 - Developing trails and bike routes to connect parks and other destinations
- Key project types:
 - Requiring developers to provide parkland or fees to provide parks in new developments
 - Planting fewer tulips and/or reduce landscaping costs by providing more native plants and perennial flowers
- Key sites:
 - Athletic Club
 - New trails for pedestrians and bicyclists
 - Addison Circle Park
- Primary open-ended theme:
 - Improving existing and incorporating new park facilities and programs

Draft Plan Review

- Overall feedback of the draft report was very positive and supportive of the plan.
- Concerns voiced by the Community evolved around three major themes:
 - Community input required prior to implementation of individual projects and development of trail alignments.
 - Proposed trail on the east side must be on the north side of the creek & pond, this should be more deeply vetted through a community input process.
 - Privacy and seclusion of existing Neighborhood Parks must be preserved.

Draft Plan Review

- There did appear to be conflicting comments regarding the east side of town regarding redevelopment of existing parks and trails.
- Some residents preferred for the parks to be left as they are and others requested additional amenities similar to elements found on the west side of town.
- Additional community input, as mentioned above, should be utilized to hone in on these topics and respond to the needs of the neighborhood appropriately.





D



Park and Recreation Trends

Introduction

The provision of park and recreation services is dynamic. What's desired in a community changes over time. Parks, facilities and recreation services must evolve and be responsive to changing demographics, priorities and trends. This document summarizes several trends that will influence the provision of parks and recreation services in Addison in the next 10 years. This information provides context for the development of site and systemwide recommendations to enhance parks, facilities, events, programs and practices.

Trends are described in the following categories:

- **Demographics:** The characteristics of the people using Addison's parks and services.
- **Recreation:** The ways in which parks are activated and programmed.
- **Design:** The design and development of parks and public space.
- **Operations and Services:** The administration, funding and other services associated with park and recreation operations.

These trends cut across the Recreational, Social, Environmental, Economic and Placemaking and Community Buildings benefits of parks.

Demographic Trends

AN ACTIVE, AGING POPULATION

The population across the United States is aging, given the prevalence of the Baby Boomer generation and fact that people are living longer. This trend means that recreation agencies must provide facilities and programs to serve older adults and seniors who possess diverse interests and varying abilities. The "older adult population" includes people with a range of needs: seniors interested in developing new skills and learning new activities; those seeking to stay active and physically fit; those with health issues and access concerns; seniors desiring passive and more contemplative activities; those looking for intergenerational interactions; and those who want more quiet environments.

Since older adults today stay healthier, many older adults do not consider themselves "seniors" or "disabled" and will not participate in programs in a senior center. Many adults over 65 – the traditional retirement age – continue to work full or part time outside the home. Still, greater numbers of people need low-impact, accessible facilities and programs—addressing declining vision, hearing, coordination and mobility—that will allow them to continue to stay active and engaged.



CULTURAL RELEVANCY AND RESPONSIVENESS

As American communities become more diverse and multi-cultural, towns and cities are responding to evolving community needs and preferences. Research has shown that cultural and ethnic groups use public spaces differently and experience unique barriers to accessing parks and programs. Service providers are responding to the diverse cultural makeup of their communities in a variety of ways, including by improving community outreach and information, providing culturally-responsive park design and programming, and even hiring more diverse staff. There is also a growing need for agency-hosted cultural events, vendors and entertainment that reflect a wider array of interests and cultures. These interests may vary by cultural group. For example, Latino and Hispanic households may be more interested in sports such as soccer and futsal, activities such as bicycling and picnicking and the ability to visit parks and festivals with extended families. Park design and programs can be enhanced to respond to these cultural preferences.



GREATER WORK/LIFE BALANCE

There is a growing effort among towns and cities to be more responsive to the recreation and social needs of employees. Businesses recognize that recreation and social breaks during the work day cultivate happier and healthier employees. Many communities foster these benefits as a way to attract and retain businesses. Design options include providing outdoor work spaces, outdoor eating areas and a greater variety of amenities and facilities in commercial, office and industrial areas, such as trails/walking routes, plazas and program space. Lunch-time recreation programs (e.g., yoga, boot camps, walking clubs), evening events and programs (e.g., sports leagues, music in the park) and other pop-up events and activities (e.g., food trucks, farmers' markets) are becoming more popular for serving employees as well as attracting residents and shoppers to commercial and business areas.

Recreation

PLAY FOR ALL AGES

The benefits of play for children are well documented through research. These include providing playgrounds and environments to encourage active play, dramatic play, exploration, skill-development and socialization. Children’s play areas are diversifying to better support these opportunities. Instead of traditional playground equipment for ages 2-5 and 5-12, towns and cities are providing more diverse nature play, water play, adventure play, thematic and destination play areas that appeal to all ages, plus offer multi-generational and parent/child play opportunities.

This is tied to a second but related trend: the recognition of the benefits of play for all ages. Programs and play spaces are being integrated to meet the “playful” needs of teens, younger and older adults and seniors. Outdoor fitness equipment, climbing spires and ziplines, family slides/hill slides and play elements designed for bigger/older people are on the rise. Programs such as adult dodgeball leagues, adult kite flying programs, goat yoga and low-impact activities such as pickleball are provided to encourage adults to get outdoors, play and have fun. Some towns and cities are providing game tables, toys and sports equipment in parks to foster play. The intent is to create spontaneous opportunities for play and fun to reduce stress levels, improve health, connect people socially and learn new skills.





TRAIL-BASED ACTIVITIES

Trails for non-motorized transportation and recreation continue to grow in importance. Nationally, trail-related recreation, including walking, hiking and running, are among the most popular outdoor recreation activities. According to the 2016 Outdoor Foundation Outdoor Participation Study, running, including trail running, was the most popular outdoor activity in the United States, with more than 53 million participants involved and a participation rate of 18 percent. Hiking is the fifth most popular, with 13% of Americans over the age of six participating. A full 50% of Americans report that they walk for fitness. The popularity of these activities is consistent across age

groups, income levels, education and ethnicity. Safe and interesting places to walk, run, bike and observe nature are more in demand than ever. Interests in active transportation has also sparked an increase in walking, biking and—now on the rise—the use of scooters to reach destinations. Towns and cities are using a variety of strategies to meet this demand, such as providing loop trails in larger parks, providing off-street multi-use trails, designating on-street bike routes, ensuring sidewalks are wider and accessible, providing pedestrian cross-walks and bridges over roadways to support connectivity, developing soft-surfaced nature and jogging trails and connecting parks and community destinations with trails.

CONNECTING TO NATURE

Across the country, there is a movement to re-connect children with nature and the outdoors. Books such as *The Last Child in the Woods*, organizations such as the Children and Nature Network, and initiatives such as the Natural Learning Initiative have focused renewed attention and research on this topic. These efforts respond to the decreased time kids spend outdoors in comparison to previous generations. Parents, planners and practitioners express concerns about the effects of a sedentary lifestyle, too much screen time and too little active, unstructured play for children. Health and recreation organizations nationwide are working to reverse the trend and the negative health impacts associated with these behaviors.

Since close-to-home access is critical, towns and cities are protecting nearby natural areas, seeking to integrate more natural areas into developed parks, and providing programs to introduce people of all ages to nature and wildlife. Some agencies are introducing “naturehood parks” in lieu of the traditionally manicured neighborhood parks. These spaces are designed to include pollinator patches, native plants, community gardens and low-quality nature spaces that allow kids to dig holes, find bugs, get muddy, throw rocks and explore. Others are investing in wildlife habitat, riparian corridor protection and the enhancement of park ecological functions.





PUBLIC HEALTH AND WELLNESS

The United States is facing a health crisis. Cities and towns are experiencing rising levels of obesity and increasing rates of diabetes and heart disease. As people become increasingly sedentary and exercise less, the health care sector is exploring ways to promote preventative healthcare and active living to reduce health care costs. A 2016 nation-wide study connected various amenities and programming in neighborhood parks with an increase in physical activity. In summer 2017, the Centers for Disease Control and Prevention (CDC) released a publication introducing ways to improve public health through parks and trails. Ecotherapy and “Park Rx” programs have encouraged doctors to prescribe spending time in park. In response, towns and cities are using programming and marketing efforts to substantially increase the amount of exercise that happens in parks. They are also providing gardening, healthy eating, healthy cooking and similar programs to foster healthy lifestyle choices.





THE OUTDOOR LIFESTYLE

According to the Outdoor Industry Association, 144.4 million Americans participated in at least one outdoor activity in 2016 and collectively went on 11 billion outdoor outings. Activities such as hiking, picnicking, swimming, fishing, camping, boating and biking promote wellness, social interaction and a connection to the outdoors. The Baby Boomer generation and Millennials are the largest segments driving this new outdoor lifestyle trend.

Today, the active outdoor lifestyle has gone mainstream and people are looking for ways to be outdoors in urban areas. Due to time demands of

family and jobs, convenience and accessibility are critical. The opportunity and challenge for towns and cities is to provide meaningful outdoor activity in urbanized environments. It requires a re-alignment of parks, recreation and open space—moving beyond an investment in highly manicured space—to emphasize and connect people to local creeks and waterways, the urban tree canopy, gardens and other natural areas. In urban areas, cities are encouraging boating in artificial ponds, developing more nature trails, hosting overnight campouts, teaching tree climbing in parks, teaching kayaking/canoeing in pools and facilitating similar outdoor activities.



PARK ACTIVATION

In the past, many parks had regulatory signs listing all of the things you couldn't do at parks, such as: no throwing balls/frisbees, no unauthorized sports and no kite flying. Trends nowadays favor emphasizing and increasing the activities you can do at parks. This includes drop-in as well as organized activities that support active, passive and social opportunities to increase the use and vibrancy of public spaces. Park agencies are designing and developing activity and social hubs in parks to increase park use. These include permanent elements such as group seating areas, dog parks, chess tables and outdoor ping pong, as well as temporary play elements and mobile recreation programs. While "activated" parks will have higher maintenance needs because of the higher level of use, this investment provides an important balance to parks designed to provide quiet open space, solitude and aesthetic and visual appeal.



EVENTS IN AND BEYOND PARKS

Trends support parks and public spaces designed and programmed to support large and small group gatherings of friends, families, neighbors, interest groups, employees and people from throughout town and in some cases, the region and nation. Many agencies have a special events coordinator to organize and/or recruit partners to host neighborhood and community-oriented events, plus regional and national events that generate revenue, support greater economic impacts and advance the town or city's brand and identity to recruit residents and businesses.

While events may be held in parks, many agencies are turning to other public spaces to support this type of social gathering. Streets, parking lots, public and private plazas, schools, rivers/ponds and other venues are used more frequently for events and pop-up programs. Food trucks, street fairs, tournaments, races, fireworks, art walks and a variety of other events are being facilitated by park agencies in both traditional and non-traditional sites. These types of events and activities can support social gatherings and recreation in places without nearby park access.

Design

UNIVERSAL / INCLUSIVE PARKS AND PROGRAMS

Universal design is an approach for creating built environments that exceed ADA standards and are accessible to all people, including older adults and people with (and without) disabilities. Playgrounds and recreation systems based on universal design encourage access, independence, safety and comfort for all persons. This universal design approach is being integrated into public parks, indoor and outdoor recreation elements and infrastructure throughout the system to meet the needs of people of all abilities.

PLACEMAKING

Terms such as “placemaking” and “tactical urbanism” have come into vogue among planners, landscape architects and real estate developers in recent years. These and other similar terms relate to an increased interest in “people-focused” design. Through its Great Places program, the American Planning Association (APA) has defined characteristics for great neighborhoods, public spaces and streets. The characteristics of a Great Public Space include:

- Promotes human contact and social activities
- Is safe, welcoming and accommodating for all users
- Has design and architectural features that are visually interesting
- Promotes community involvement
- Reflects the local culture or history
- Relates well to bordering uses
- Is well maintained
- Has a unique or special character



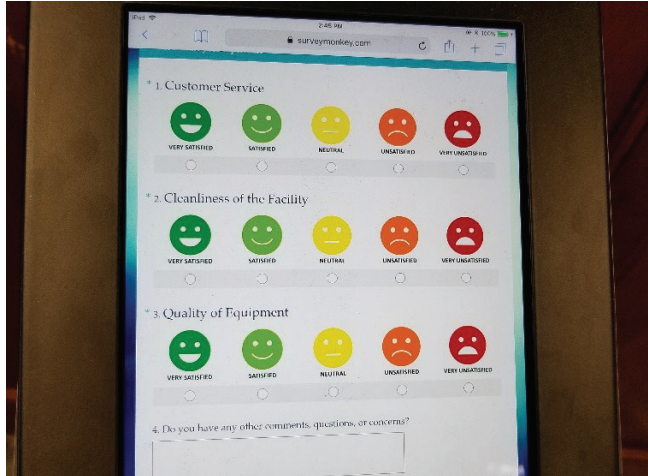


PUBLIC ART

Art in public spaces can express the multifaceted and culturally diverse qualities of a community, as well as the town or city's brand and identity. Creating a unique connection with the users of a park and the surrounding community can increase ownership and support, decrease vandalism and drive additional use of public spaces. Top park and recreation agencies are working with artists and art program managers activate public spaces through art integration and programming. Engagement in the design, creation and interaction with art in public spaces can be a source of community pride while enriching the daily lives of residents and visitors.



Nowadays, art in parks is becoming more diverse and better integrated than simple art sculptures in parks. Varied color palettes and functional art is being applied to create more unique seating arrangements and play spaces. Interpretive signage and elements are used to express the cultural and history of sites and landscapes. Murals, mosaics, poetry and prose can be integrated into park infrastructure. Temporary installations and experiential art (including music) are supported in parks more frequently. The intent to encourage people to use, touch, climb on, experience and otherwise appreciate art in new and unique ways.



Operations and Services

TECHNOLOGY

New technological advancements are creating opportunities for park use, management and maintenance. Communication technology, Wi-Fi in parks and a rise in smart phone use has changed the ways people receive and provide information about parks and recreation services. Mass communication and media tools can improve park and program information and access, as well as the efficiency and affordability of providing information about facilities and services. Interactive websites, apps and kiosks in parks and facilities also present new ways to measure customer satisfaction and collect data on desired improvements. Online recreation registration as well as programs that track participation data, are considered essential to support recreation services. Technology can also be applied to the operations and maintenance of parks and facilities, increasing efficiency and improving data reporting for everything from mowing to irrigation to lighting and restroom use.

Opportunities for tech-aided recreation are also growing, such as using apps and kiosks to provide interpretive information. Games such as Pokémon Go, while short lived, have the potential to attract many new users to parks and public spaces-- while introducing a conflicting trend: the desire for technology-free parks where people can get away from computers to partake in a simple, authentic, screen-free experience of their environment. It's important to keep in mind that technology is adopted and embraced differently by different population groups. For example, Millennials have grown up with the internet and desire more high-tech and "amenity" rich experiences. Finding the right balance and appropriate use for technology in parks, recreation facilities and programs will be an evolving effort.

THE BUSINESS OF PARKS AND RECREATION

The recession of 2008 sparked the need for agencies to take a more business-like approach in providing parks and recreation services. While many communities have recovered or are continuing to rebound from budget and staffing reductions, they continue to apply advances in revenue-generation, cost accounting, maximized operational and maintenance efficiencies, marketing/branding and prioritized investment strategies. These business and marketing strategies allow park agencies to broaden park use, increase the numbers of people receiving recreation benefits, provide the amenities and services most desired by the community and have funds on hand when needed to repair, replace and refresh aging facilities and/or to develop and maintain new ones. For some, this involves establishing cost recovery targets, defined service levels and priorities and tradeoffs to balance pay-to-play (revenue-generating) options with subsidized services. In some cases, it means decreasing the emphasis on park aesthetics and increasing the focus on park experiences.



PARTNERSHIPS AND RESOURCE-SHARING

An additional trend in is an increased reliance on partnerships to provide facilities, services and programs. With the tightening of financial resources, facility and resource sharing has increased. These types of partnerships will continue expand beyond traditional partners to include the private sector, other public agencies and non-profit organizations. They include collaborative efforts to provide or improve access to recreation and social opportunities in parks, in sites owned by others and in jointly-owned or operated parks are facilities.

Collaborative efforts take many forms. For example, non-profit organizations may provide volunteers or program support to park agencies. Through joint-use agreements, schools can provide access to recreational and educational facilities to other users when not in use for school activities. Towns and cities may share maintenance responsibilities for school recreation facilities. Some services such as fitness facilities or gymnastic classes, traditionally provided by private sector providers, can be marketed by a public





park agency to connect people to existing recreation opportunities. Towns and cities may recruit volunteers or contact with recreation providers, concessionaires, businesses and staff from other agencies to provide programs and events to activate their parks.

Both non-profit and private organizations are continuing to collaborate with local government agencies to provide major facilities, such as health and wellness facilities, senior centers, sports complexes and community centers. In addition, resource sharing agreements—allowing two or more independent organizations to utilize one facility—are on the rise. Examples include locating adult education evening programs in high schools and renting out community kitchens to small business for catering to support local enterprises. Trends also show increases in providing Privately Owned Public Open Spaces (POPOS), public spaces required in private high-density developments to support private patron as well as public use.

Adaptable Parks and Recreation Services

This document summarizes a few of the trends anticipated to influence Addison's park and recreation services over the next 10 years. These trends can be addressed through park design, development, programming and management. However, a key takeaway is the need to invest in flexible-use spaces, re-usable or adaptable facilities, as well as policy changes that support current and future anticipated needs. Given the evolution of recreation trends, agencies should remain nimble to respond to changing needs over time.



E



Design and Development Guidelines

Introduction

The following guidelines are intended to channel the values and aspirations for the Town of Addison as they apply to the planning, design, development and ongoing maintenance in the preservation and enhancement of new and renovated park sites. These guidelines will help the Town make decisions about future recreation and open space acquisitions, investments, improvements and adjacent uses.

This document presents guidelines for the design and development of park land systemwide, as well as for the acquisition, development and renovation of parks by classification. These guidelines supplement the systemwide vision, goals, objectives and strategies for parks and open space, plus provide overarching direction for site-specific recommendations, which are noted under separate covers.

Note that the design of future parks and renovation of existing sites will depend on contextually-specific characteristics, the envisioned use of the site as well as community interests and priorities. Site master plans, facility designs and business plans may be needed to provide additional design guidance, and all projects should adhere to national, state and local regulations. Additional guidance for trail and pedestrian connectivity alignments is provided in the 2016 Town of Addison Master Transportation Plan and the 2013 Town of Addison Comprehensive Plan.

Systemwide Guidelines

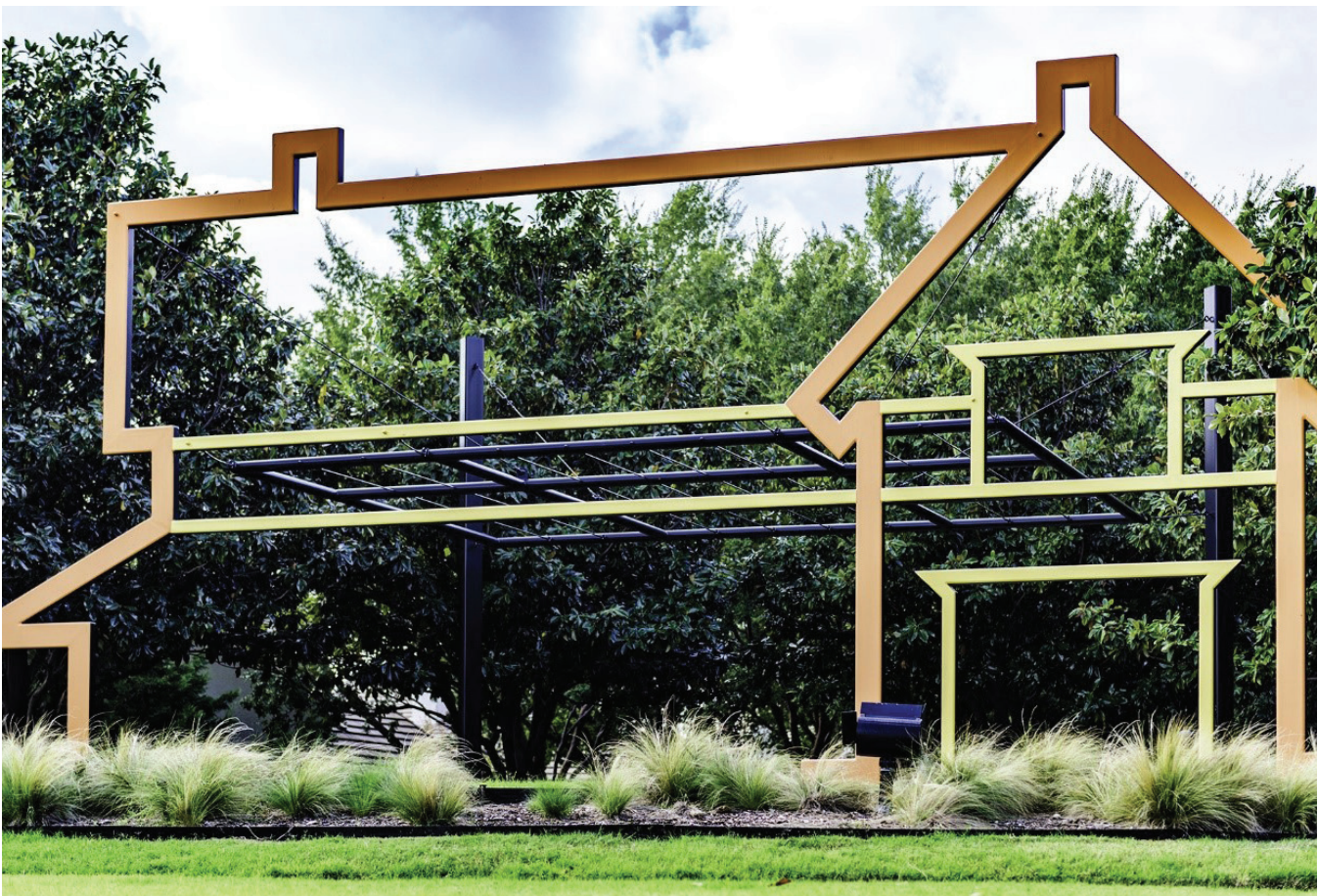
Systemwide guidelines represent the overarching directions for the park and recreation system and trail network. Those guidelines include:

- **Landscape design:** Balance both natural and manicured landscapes as appropriate in each park. Protect the tree canopy for shade and additional environmental benefits.
- **Thematic landscapes:** Integrate a sustainable plant palette to create a sense of continuity throughout the park system, allowing for variances to enhance or create a given character within a park.
- **Connecting to nature:** Create opportunities for residents and visitors to connect with nature, both physically and visually, including the expansion of existing pollinator patches, protection or integration of native plants, introduction of urban wildlife corridors and protection and access to natural areas such as White Rock Creek.
- **Universal park access:** Create equitable points of access and opportunities for people of different abilities, ages and incomes to experience each site, considering all options of modality and accessibility.
- **Celebrating heritage:** Integrate Addison's culture and identity within the thematic approach to site design, the use of materials, the inclusion of public art and interpretive elements, and/or the choice of recreation elements and support features.
- **Gathering places:** Diversify and provide various scales and types of gathering spaces throughout the park system, creating opportunities for individuals to pause, for groups to gather and for residents and visitors to celebrate and play.

Provide support amenities such as shade and restrooms that allow people to gather and stay for longer periods; consider both reservable and drop-in gathering spaces.

- **Function over form:** Balance artistic design and site beauty with needs for functional facilities and spaces.
- **Continuity in furnishings:** Establish and integrate a consistent furnishing palette systemwide and by site for ease of maintenance (including items such as seating, light fixtures, trash receptacles, bike racks, etc.), but allow for variations in high-use parks to signify key nodes within a given park or to emphasize a unique park theme or identity.

- **Maximizing visual impact:** Consider views not only from the park or trail, but to and through the site to enhance the quality of the experience and attract park users.
- **Edge conditions:** Create an approachable edge that balances visual and physical porosity with any necessary screening, considering the placement of key points of entry.
- **Flexibility of use:** Allow for a variety of programmed and self-directed activities to occur by not precluding activities with unnecessary physical constraints or regulations.



Destination Parks

Intent: Destination parks play an important role in the geographic fabric of Addison given the scale of the sites and their larger economic and regional benefits. These sites are designed to serve the entire town and visitors from throughout the region. They should provide support amenities and facilities in sufficient size and scale to accommodate a high level of visitation, especially during peak use times. The facilities should accommodate events, programs and large group uses. Indoor or outdoor specialized facilities may be provided. Facilities may be reservable and may require a site operator or staffing, as identified in a financial feasibility and market study. The site should also be designed to support revenue-generating programs and encourage economic impacts for surrounding businesses.

In destination parks, multiple strategies should be employed to integrate art, culture and the natural environment to strongly express Addison's character and values. These parks are more likely to have unique

fixtures and furnishings to distinguish the park, as well as specific gathering areas and pausing points in contrast to the rest of the site.

- **Ideal park size:** These large parks are sufficient in size to accommodate specialized facilities, regionally-marketed events and large groups without impeding the functions of adjacent uses. Sites typically are larger than ten acres.
- **Location/access:** Destination parks should be centrally located and accessible via multiple modes of travel, including transit, car, bike or foot. Due to the scale and level of activity, the park should have access from an arterial or collector street, with easy navigable wayfinding strategies and multiple points of entry. Community facilities should be centrally located and easily accessible to residents and visitors. Where feasible, community facilities should be connected to a network of sidewalks, bike routes and off-street trails. For safety, event space may avoid boundaries with major streets. However, the park should include accessible frontage and event staging areas designed for the loading and unloading of equipment.





as an anchor to a larger connectivity network, these parks should include end-of-trip amenities such as bicycle racks and bike repair stations. Amenities such as bicycle-share and scooter docking stations and lockers are also appropriate. Permanent restrooms shall be provided for off-program uses and should be augmented by portable restrooms to support temporary events. Similarly, parks may also include temporary and permanent drinking fountains, shade, seating, trash receptacles and other support amenities as needed to support peak and off-peak uses.

- **Parking:** Given the regional draw, destination parks should accommodate parking either within the park or nearby—through shared parking strategies with nearby uses and transportation demand management (TDM) strategies.
- **Park facilities:** Destination parks should provide specialized facilities and designed event space with appropriate utilities and infrastructure to support destination/regional events and activities as well as large group use. The design of these facilities should be aesthetically integrated within the unique design of each park. Facilities should be designed for both flexibility and programmability, including elements such as open turf areas and gathering spaces (such as pavilions, large group shelters, amphitheaters, interactive fountains and plazas). Small- and large-group gathering spaces, varied in size and design should be provided to allow for a variety of formal and informal events. Sites should also accommodate recreational elements to attract users when sites are not programmed, without impeding the functional use of the space. These elements may include temporary pop-up uses or permanent elements integrated into less-frequently programmed areas and/or movable where appropriate.
- **End-of-trip and support amenities:** Destination parks should be highly amenitized to allow visitors to stay for longer periods of time. Ideally located

- **Adjacencies:** Destination parks benefit from locations in active, social environments, including surrounding uses that tolerate daytime and after dark uses, high-impact activities and crowds, noise, lights and traffic. Well-located, parks can be symbiotic with surrounding uses—creating benefits for both public areas and private/commercial spaces. Where applicable, buffers should be provided from nearby residences, unsafe uses (such as rail lines) and higher-capacity roads with fences, vegetation, etc. Encourage interaction and access to/from surrounding businesses, with support amenities situated to encourage this type of interaction.
- **Landscaping/natural features:** As large sites, destination parks are a significant form of greenspace with ecological benefits and opportunities to connect people to nature. While these parks are typically highly manicured and may have annuals and perennial beds, horticultural gardens, turf and other landscaped spaces, natural elements and native plantings should be integrated where feasible without impeding the functional use of the space. Permeable pavers, shrubbery, trees, pollinator patches, open turf areas and other natural features can support stormwater filtration, reduce urban heat and even provide limited habitat. Destination parks, however, typically will not include high-value natural resources given the environmental impacts of intensive events and large group use.

Neighborhood Parks

Intent: Neighborhood parks are smaller parks intended to meet the needs of nearby neighbors. They typically attract residents who live within walking or biking distance ($\frac{1}{4}$ mile or up to $\frac{1}{2}$ mile) of the park. They provide open-space and greenspace, as well as essential amenities and facilities to support play for all ages and small group gatherings for friends, families and neighbors. These parks may include elements such as open turf or landscaped greenspace, play areas, dog parks, game tables and small sport courts, as well as seating and tables. Well-designed neighborhood parks support both active and passive uses to promote relaxation, socialization, health,

fitness and fun. The form and function of these parks will need to respond to their immediate context, including the density and types of nearby residences, the demographics of nearby neighbors and site characteristics.

- **Ideal park size:** In many communities, neighborhood parks are typically 2-6 acres in size to meet essential neighborhood needs. The minimum size should be $\frac{1}{2}$ acre in order to provide play and social opportunities for nearby neighbors. Note: while Addison has several smaller landscaped areas with benches, these sites do not function as neighborhood parks because these beautification areas are insufficient to meet active and passive needs.



- **Location and access:** Intended for use by local neighbors, neighborhood parks may be tucked into neighborhoods, accessible only by foot or bicycle. In these cases, pedestrian and bicycle-oriented wayfinding and visibility are important to supporting access and safe use. These sites also may front local streets or collector streets on two sides, but should not be located adjacent to busy arterial routes unless uses are buffered from traffic and noise.
- **Parking:** These parks may include on-street parking, but should not provide off-street parking, given the lack of space and intended local use of the site.
- **Park facilities:** The types and scale of facilities in neighborhood parks will vary depending on the density and demographics of the surrounding neighborhood. However, these parks should provide opportunities for passive uses to support relaxation and active uses to support health and fitness. Typically, these parks include some type of play opportunities suitable for all ages (e.g., playground equipment, outdoor exercise equipment or stations, open turf areas, nature play elements); game tables (e.g., outdoor ping pong, chess) or small sports courts (e.g., tennis, pickleball, futsal, bocce, shuffleboard). Smaller amenities and facilities to support pet use (e.g., dog runs and dog waste stations) should be taken into consideration.
- **Support amenities:** Neighborhood parks have fewer support amenities than other types of parks. They should include trash receptacles, benches and comfort amenities. Permanent restrooms may be considered, particularly at sites with amenities supporting young children, but are not typically provided.
- **Adjacencies:** Since neighborhood parks are located within a residential context, the park should be accessible from multiple points of entry, or ideally, fully open (not fenced) along at least two sides of the park. Situate lighting and noise-producing features (such as basketball courts) away from nearby residents. If the park adjoins a residential property rather than a street, consider proper screening or fencing or demarking property boundaries by other means to create a social space that is an extension of the private yard or landscaped apartment complex. Where applicable, boundaries may be marked by naturalized landscapes. Along local streets, there should be a balance between physical and visual porosity, and the appropriate safety considerations to create greater access to the park itself.
- **Landscaping/natural features:** Neighborhood parks are typically less manicured in terms of landscaping than many other types of parks. They should include open grass turf areas where needed to support recreation use. In an effort to reduce the overall acreage of manicured landscapes, community gardens, pollinator patches, native plantings and shade trees may be easily integrated into neighborhood parks.

Urban Parks

Intent: Urban parks are typically smaller special use sites that provide hard- and soft-scaped open space for commercial, industrial and mixed use urban areas. They typically attract park visitors who work, shop or are visiting another urban location within walking distance (¼ mile) of the park. Most frequently designed to meet the needs of employees and visitors in adjacent office and retail space, urban parks support opportunities for spontaneous interaction, casual gathering, outdoor work and relaxation. Urban parks also may be designed to support specialized uses (such as a dog park) or small group events, activities and programs targeting employees. They may be designed to attract people to adjacent commercial uses by providing flexible or temporary recreation elements. These manicured sites also are an important source of greenspace in otherwise built out areas.

- **Ideal park size:** Urban parks are typically smaller parks ranging in size from 1/3 acre – 3 acres. While parks may be smaller, they should be larger and more developed than town beautification areas to support activities and use.
- **Location and access:** Urban park sites are typically selected to 1) provide a centralized social space in office environments; 2) protect greenspace and natural features in urban areas; and/or 3) increase foot traffic and attract visitors to adjacent businesses. They may be located in visible and prominent locations in business/commercial areas or, in otherwise built-out urban areas, fill the 'spaces in between' other uses to provide strategic and efficient outdoor amenities. In the latter case, a robust wayfinding system and easy access for bicyclists and pedestrians should be provided. If situated along roadways, pedestrian crosswalks should be provided. When available, access to transit facilities is beneficial.
- **Parking:** Given the urban environment, no parking should be provided. It's assumed that users of this park will be users of other adjacent uses (employment, retail, etc.), and parking requirements are elsewhere satisfied.
- **Park facilities:** Urban parks lend themselves to showcasing distinct design elements, such as art and interpretive elements that celebrate Addison's heritage and culture, or innovative stormwater management strategies required of the urban context. These sites also should be designed





to support outdoor work/lunch environments and small group events and activities, such as music/movies in the park, markets (e.g., Farmer's markets, small art shows), pop-up activities and programs targeting employees or designed to attract people to adjacent commercial uses. These can include flexible or temporary recreation elements such as interactive fountains and game tables, as well as covered shelters for work and lunch spaces.

- **Support amenities:** Urban parks should provide Wi-Fi, shade, benches or seatwalls, chairs and tables and similar comfort amenities to support an outdoor work/lunch environment. Ideally, chairs and tables will be movable to support more flexible site use. These parks may include restrooms, especially in commercial areas, but typically do not. Adjacent uses will likely accommodate this need. These sites may include bike racks, bicycle parking as well as bicycle-share docking stations. Temporary comfort elements

and shade canopies may be added during events and activities.

- **Adjacencies:** Urban parks should be highly accessible, emphasizing universal accessibility and perimeter access. The park's design should respond to all adjacent land uses and encourage interaction with the surrounding uses. In instances where the park edge adjoins a private property, any physical barrier deemed appropriate should occur on the private property. If a privately owned public open space (POPUS) is in consideration, a balance should be struck to provide equitable access and to allow for closure for private events.
- **Landscaping/natural features:** Urban parks are typically highly-designed and maintained parks, but the landscaping may be either natural or manicured to support the character of the park. As unique green space in otherwise built out area, the ecological function of the open space should be maximized where feasible.

Community Facilities

Intent: Community facilities include major community buildings that provide indoor/outdoor space to support programs and events. These sites typically attract residents from throughout the entire town; they may include specialized elements or reservable spaces that attract people from communities adjacent to Addison. These specialized indoor facilities may be located in or adjacent to a park or provide adjacent landscaped beatification areas. The built environment has the benefit of spatial efficiency in terms of recreation and should be leveraged in areas that lack larger open space opportunities. Community facilities design guidelines should adopt the best practices and policies delineating in other governing documents, such as the 2013 Town of Addison Comprehensive Plan.

- **Ideal site size:** The site size will vary with the size of the facility. Facility size will be based on use and market considerations.
- **Location and access:** Community facilities should be centrally located and easily accessible to residents and visitors. Ideally, access will be provided from an arterial or a collector street, and the facility will be accessible via transit, by foot

and by bike. This means that community facilities should be connected to a network of sidewalks, bike routes and off-street trails when possible.

- **Parking:** Off-street parking should be provided to accommodate the level of regular use. Strategies should be in place to accommodate additional parking needs during peak times.
- **Community facilities:** A business plan and market study should be completed prior to development or renovation; findings will specify the types of elements to include to support facility use and revenue-generation to offset operational costs.
- **End-of-trip and support amenities:** Community facilities will require both end-of-trip and other support amenities. These include bike parking/racks, restrooms, locker rooms, storage, office/administrative space and a variety of comfort amenities.
- **Adjacencies:** Community facilities may be connected to or buffered from surrounding uses, depending on their nature. Nearby residences should be buffered from facility noise, traffic and lighting.
- **Landscaping/natural features:** Sites should also accommodate natural elements, native plantings as well as ornamental planting in the landscaped areas around the buildings.

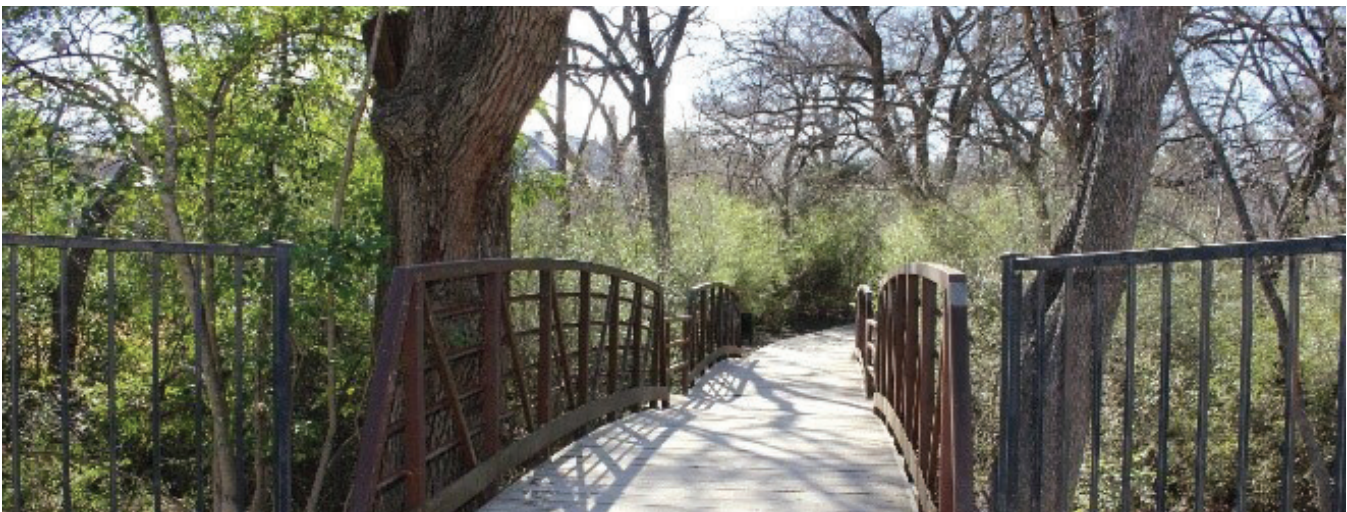


Greenbelts

Intent: Greenbelts are linear parks that facilitate pedestrian and bicycle movement via trails in an attractive open space corridor. These sites play an important role in the overall connectivity of Addison, and in several cases, also meet additional recreation needs. As part of a larger system, greenbelts should focus on wayfinding strategies to ensure logical and pleasant movement to and from various destinations.

Note: More specific guidance for trail and pedestrian connectivity is found in the 2016 Town of Addison Master Transportation Plan and the 2013 Town of Addison Comprehensive Plan.

- **Ideal park size:** The greenbelt, while serving as an open space amenity, is largely a product of the larger trail network. The appropriate lengths are those that effectively connect existing nodes of interest, whether they be parks, employment destinations, or other attractions. The width of the greenbelt may vary as well. While a greenbelt may be as narrow as 20 feet wide to accommodate the pathway, sites are typically much wider and may be 100+ feet wide to accommodate open space and recreation uses.
- **Location and access:** Greenbelts can be located in utility corridors, along street rights of way, in riparian/natural corridors, or in conjunction with other easements. Access points include all cross roads, and points of entry should be provided from nearby destinations, such as schools, neighborhoods and commercial areas.
- **Parking:** Parking may be provided at notable trailheads and via adjacent destinations, such as schools, retail nodes and larger parks.
- **Park facilities:** Greenbelts may accommodate a variety of trail-related recreation facilities such as par course stations, as well as specialized facilities such as pavilions and dog parks depending on their width and acreage. Art, interpretive features, outdoor exercise equipment, interspersed nature play elements and similar facilities add to the character and use of these sites.
- **Trip and support amenities:** Largely catering to pedestrians and bicyclists, trailheads and points of intersection within the greenbelt network should consider amenities specific to the modes of transportation, such as bicycle parking, bicycle repair stations and water fountains. Restrooms may be provided at trailheads. Along the greenbelt, formalized pause points and seating (ideally



shaded) should be introduced to accommodate a variety of movement patterns and fitness levels. These pause points should include system-wide wayfinding elements; distance markers should be provided to encourage recreational trail use and travel to nearby destinations.

- **Adjacencies:** Linear in nature, greenbelts can and should interface with all types of adjacent land uses as they provide off-street connectivity between existing parks and parks and other destinations. The primary distinction in the overall approach and design will be between public and private uses. In public settings, the greenbelt should be accessible from the trailhead and along the corridor as well. Access should be controlled to a greater degree in when adjacent to private uses, providing physical and visual barriers as appropriate. Overall, the greenbelts should provide a better transitional fabric between park environments and the surrounding built environment.
- **Landscaping/natural features:** Greenbelts, such as the White Rock Creek Trail, may protect key stream and natural corridors, providing wildlife habitat, protecting water quality, filtering stormwater runoff, enhancing urban trees and connecting people to nature. Greenbelts in non-natural areas offer opportunities to restore or incorporate native, unornamental vegetation along the trail corridor to create a more natural trail experience and support the ecological function of the open space area. An enhanced planting palette, including ornamental and non-native plants, is most appropriate at points of entry, intersection or pause. These same areas also allow for enhanced planting palettes or vertical art elements to signify points of entry or changes in direction. Turf may be provided immediately along the trail or in specific places to support recreation needs; however, the entire corridor should not be maintained as grass turf.

Beautification Areas

Intent: While not considered a classified type of parkland, the Town of Addison maintains a variety of public spaces for their aesthetic value. These include spaces around public buildings, street rights of way, non-developable commercial and business spaces and other land fragments. Typically small in size, beautification areas may include landscaping, art and/or benches where these support the design intent. While these sites contribute to Addison's character and identity, they are not designed nor managed for recreational, social, economic or environmental functions.





FATS
SWEETS

MILK
GROUP

MEAT
GROUP

VEGETABLE
GROUP

ORGANIC
WEED CONTROL
EFFECTUAL

F



Site Recommendations

Introduction

In addition to the transformative projects featured in the text, the Town of Addison will enhance its park and recreation system by improving many existing sites and adding several new ones in the next 10 years. Appendix F presents the complete set of recommendations for parks and facilities currently managed or to be managed by Addison's Parks Department. These include land, amenities and facilities associated with existing and proposed parks, greenbelts and school recreation facilities. All recommendations require additional community outreach for the projects that go beyond normal maintenance.

Site recommendations are organized by the seven planning areas shown in Map F-1 of the document, generally presented geographically north to south within each area. These planning areas are described at the beginning of each section to provide context for site recommendations. Map F-2 illustrates the locations of all projects. On the map and in the document, projects for existing sites are referenced as E#. Proposed new sites are referenced as P#. New trails are not numbered but are labeled by type on Map 2.

Townwide

Across Addison, there is an opportunity to enhance connectivity via a system of regional trails, local off-street trails, enhanced pedestrian paths, bike routes and active transportation corridors. Several of these routes are noted in the Town's adopted Master Transportation Plan. New alignments should also be considered to correspond to newer development and park enhancement needs. The Master Plan recommends two off-street trail types.

PROPOSED REGIONAL TRAIL

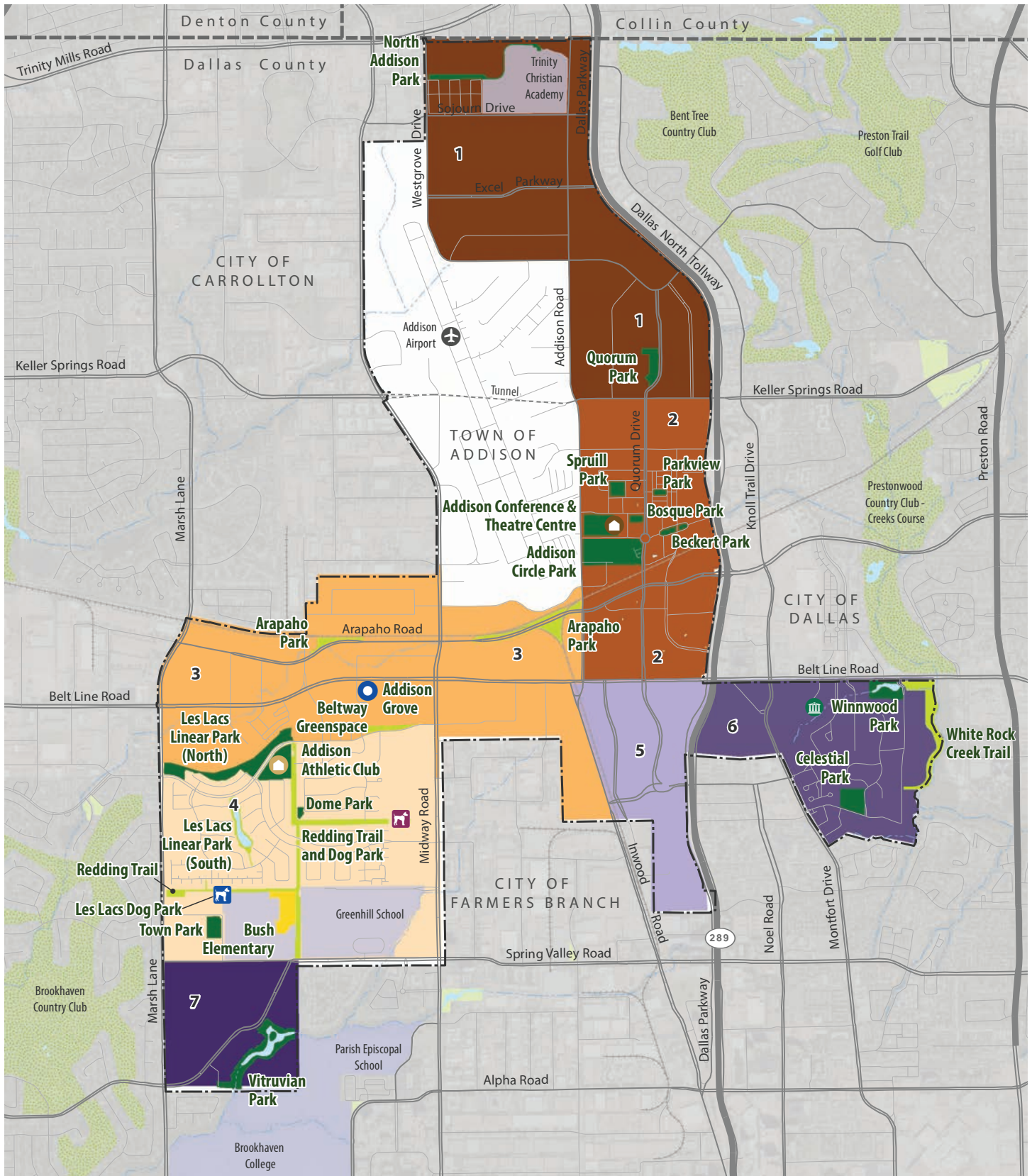
Vision: Regional connectivity

- Evaluate opportunities to connect to nearby cities via a new regional trail along the Cotton Belt light rail corridor. This trail would extend approximately 1.65 mile and run east-west to town limits, connecting to the existing Arapahoe trail.

PROPOSED LOCAL OFF-STREET TRAILS

Vision: Local connectivity

- Create a Trails Master Plan that reflects community needs by incorporating their input and referencing the Parks, Recreation and Open Space Master Plan and the Master Transportation Plan.
- Acquire easements, plan and develop approximately 10.00 miles of hard-surfaced off-street trails to enhance bike and pedestrian connectivity and improve access to key parks
- Provide wayfinding and interpretive signage, as well as trail amenities such as benches
- Consider additional amenities at designated trailheads, such as bike repair stations, dog waste receptacles, drinking fountains and restrooms



F-1 Addison Planning Areas



Planning Areas

- 1. North Addison
- 2. Addison Circle
- 3. Belt Line
- 4. Les Lacs/Midway Meadows
- 5. South Quorum
- 6. East Addison
- 7. Vitruvian Park

Town of Addison Parks and Recreation Facilities

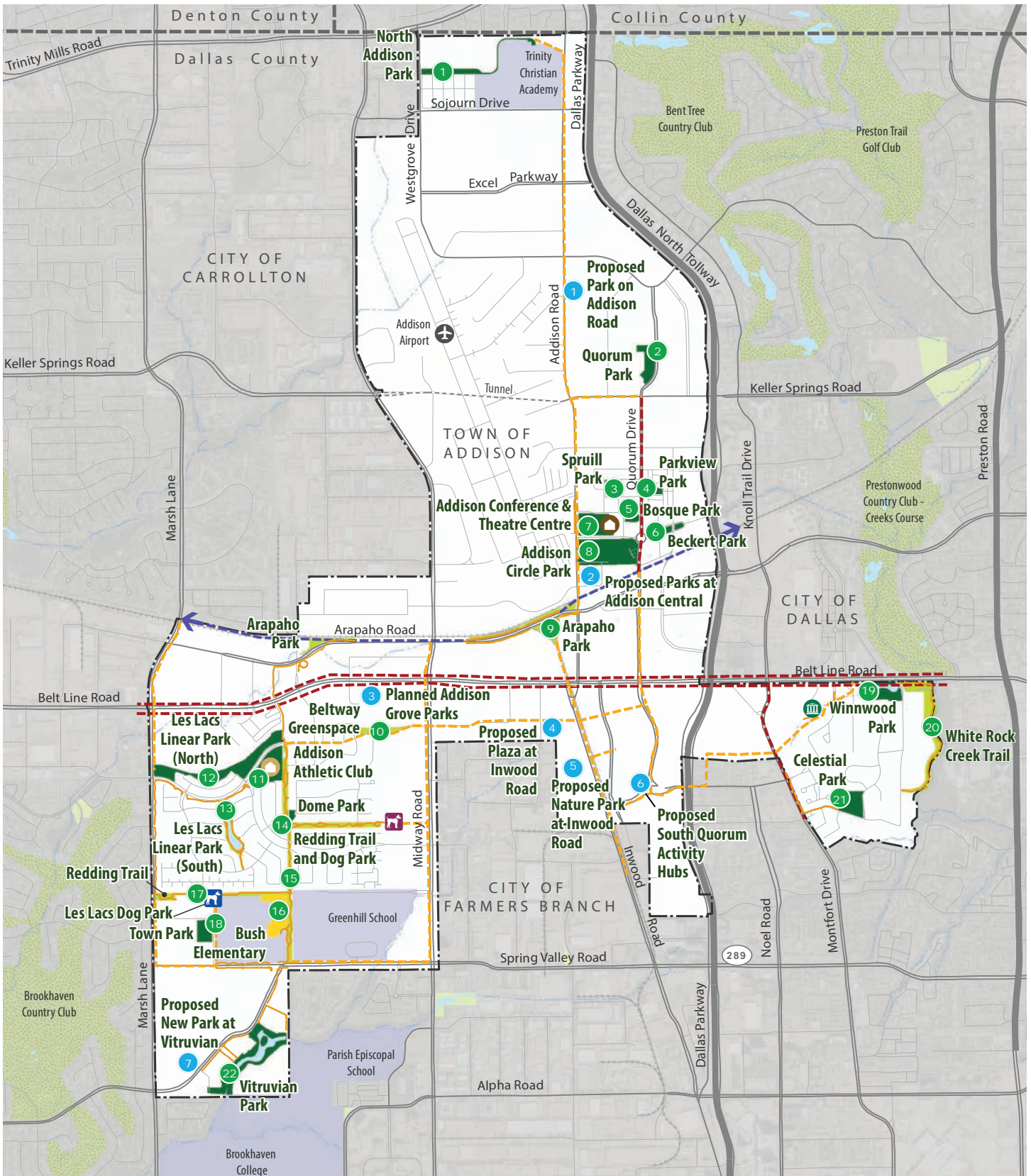
- Public Parks
- Greenbelts
- School Recreation Facilities
- Planned Parks

Other Parks and Facilities

- Other Parks
- Golf Courses
- Schools

Base Map Features

- Town Boundary
- County Boundary
- Highways
- Major Roads
- Local Roads
- Railroad
- Water Bodies



F-2 Proposed Parks and Recreation System



<p>Site Recommendations</p> <ul style="list-style-type: none"> ● Existing Site Project ● Planned/Proposed Site Project <p>Potential New Connections</p> <ul style="list-style-type: none"> --- Local Off-Street Trail --- Regional Off-Street Trail --- Enhanced Pedestrian Path 	<p>Town of Addison Parks and Recreation Facilities</p> <ul style="list-style-type: none"> --- Addison Trails --- Public Parks --- Greenbelts --- School Recreation Facilities 	<ul style="list-style-type: none"> Addison Conference & Theatre Centre Addison Athletic Club Redding Trail Dog Park Les Lacs Dog Park Town Hall 	<p>Other Parks and Facilities</p> <ul style="list-style-type: none"> --- Other Parks ● Golf Courses --- Schools
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LOCAL OFF-STREET TRAILS (CONTINUED)

- Enhance any adjacent waterways, natural landscaping and tree canopy
- Prioritize off-street trails along Addison Road and Inwood Road, creating north/south connectivity to the new Cotton Belt Station and Proposed Park on Addison Road
- Consider acquiring and developing an off-street trail on the south side of Beltline Road, connecting Les Lacs North to Beltway Greenspace, the proposed Inwood Plaza, to South Quorum Art Walk and Median Park
- Acquire corridor and develop the greenbelt from Montfort Drive to Beltline Road, extending behind Town Hall to Winwood Park on the north side of the creek and away from residential properties. Conduct community input on this alignment prior to constructing.
- Extend the existing trails along Arapaho Road, Les Lacs Linear Parks and the Redding Trail to provide a loop that connects to the north/south off-street trail.
- If circumstances change in the long term, consider a cap over the Dallas Toll Road in conjunction with the Montfort Greenbelt to South Quorum trail to create a pedestrian-friendly urban plaza
- Improve trail entries and provide directional and distance signage where trails connect to Addison Circle Park, Arapaho Park and the proposed new parks along Addison Road and Inwood Road
- Create a trail hub for bikes and pedestrians at the Addison Transit Station/Cotton Belt Rail Station. Include artistic benches, drinking fountains, shade, art, interpretive and directional signage, bike repair station and a bike-share docking station
- Provide a comprehensive wayfinding and signage system for all trails (see Wayfinding under Support Systems)



North Addison

North Addison's population in 2017 was 3,366 residents with 13,589 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents in this zone are relatively diverse with a higher proportion of African Americans than other areas. When comparing North Addison to the Dallas/Fort Worth region, on average its residents are slightly younger at 32 years of age (compared to 35 in the Dallas MSA). Over half of the housing units in this zone are rented (78%) and occupied by a single person (55%). The average income per capita in North Addison is around \$45,000 (compared to about \$33,000 in the Dallas MSA) and 81% of residents are employed at white collar jobs. Over half of the residents in North Addison have a bachelor's degree or higher.

North Addison could benefit from a greater variety of recreation opportunities serving both residents and employees. The development of trails through this area makes parks potential destinations for individuals and families biking or walking parks. The following recommendations outline needs and desires for existing and new parks in North Addison.

E1. NORTH ADDISON PARK

Vision: Agricultural-themed social and activity space for nearby neighbors and end destination for trail users

- Expand upon the existing agricultural theme – consider inclusion of farm-inspired art (e.g., grazing horses), a community garden and a “farm-to-table” picnic area
- Consider small activity hubs and games or thematic play elements such as a hand pump water feature

- Formalize a dog park with a fenced sub-area in an underutilized portion (east) of the park
- Provide additional shade elements
- Remove or update the outdated food pyramid signage
- Update food themed signs to more current graphics
- Incorporate stormwater management strategies on north and south edges of park, including but not limited to bioswales, catchment systems (for irrigation) and/or French drains
- Update landscaping and remove turf (where it does not support recreation) to further support the agricultural/natural theme (e.g., prairie grasses)
- Incorporate more perennials in planting beds
- Continue the organic maintenance of park landscaping

P1. PROPOSED PARK ON ADDISON ROAD

Vision: Active recreation and trail wayside

- Pursue a long-term lease agreement from Oncor to acquire and develop space for a small park along Addison Road that serves as a trail hub and activity space in this underserved area
- Incorporate an open turf area to support self-directed play such as Frisbee and catch





- Provide shaded outdoor exercise stations, accessible from the trail and site, with instructional signage
- Consider a low-noise pickleball court—if the easement allows
- Provide traditional park amenities to support active recreation uses, such as drinking fountains, benches and bike racks
- Include trail system signage, trailhead and connections to the adjacent off-street trail when developed
- Consider seating as an art element to accommodate sports viewing and socializing
- Consider naturalized planting to buffer noise and park from adjacent uses
- Evaluate shared parking arrangements with nearby neighbors

E2. QUORUM PARK

Vision: Co-working area and contemplative space, with natural playable elements and opportunities for programming

- Create an outdoor coworking space with hardscape, shaded seating, charging stations and tables to facilitate work or employee lunches in the park

- Replace the fountain with a naturalized, playable water channel that is both an aesthetic backdrop to the co-working area and a playable water feature that could serve nearby development, including hotels
- Update landscaping with native plantings and drought tolerant landscaping; provide pollinator patches; integrate rock landscaping
- Establish a formalized pedestrian crossing of Quorum Road
- Install interpretive signage describing the columnar artwork
- Revisit options to better meet local needs when the adjacent property develops, considering a unique theme, art and activity elements to draw attention. Consider a music/sound garden and/or tai chi plaza suitable for tai chi, yoga or contemplative programs



Addison Circle

Addison Circle's population in 2017 was 3,294 residents with 13,749 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents' ethnicity/race in this zone is generally consistent with the wider region. When comparing Addison Circle to the Dallas/Fort Worth region, on average its residents are slightly younger at 33 years of age (compared to 35 in the Dallas MSA). The large majority of the housing units in this zone are rented (87%) and occupied by a single person (64%). The average income per capita in Addison Circle is around \$62,000 (compared to about \$33,000 in the Dallas MSA) and 83% of residents are employed at white collar jobs. Sixty-percent of the residents in Addison Circle have a bachelor's degree or higher.

Engaging incoming employees and young adults with parks and plazas that target their needs is a primary focus for this zone. With a younger mix of residents, Addison Circle may benefit from recreational facilities that mix social and active opportunities. Conversely, a lack of families in this zone implies less of a need for family-based amenities, except for the regional draw from Addison Circle Park. The following recommendations represent physical and programmatic improvements for Addison Circle.

E3. SPRUILL PARK

Vision: Dog park, social space and activity space for young professionals and nearby neighbors

- Provide additional movable tables and chairs in the northern plaza space along with other types of site furnishings arranged in groupings to facilitate conversations and lounging

- Consider incorporating adult-oriented activity elements, such as bocce or game tables in or near the northern plaza space
- Provide shade, lighting and seating in dog park
- Retain a large part of the open lawn for free play, sunbathing, picnics on the lawn, etc.
- Explore drainage/stormwater retention improvements in the adjacent southern right-of-way and along the eastern edge
- Encourage access from the west side of the park to accommodate users from the proposed Addison Circle West multiuse development

E4. PARKVIEW PARK

Vision: Neighborhood programming space for young professionals and nearby neighbors

- Address sidewalk connectivity issues along the east edge of the park and remove barriers to better accommodate users of all abilities
- Reimagine the use of the park's eastern edge
- In the terraced area, consider incorporating multiple elements such as a platform/stage, shade structure, seating and lighting to create a small gathering and/or performance place
- Accentuate the existing public art by incorporating supporting elements, such as native plantings and a plaza
- Update moveable tables and chairs



E5. BOSQUE PARK

Vision: Shaded gathering and lunch space for visitors, employees and nearby neighbors

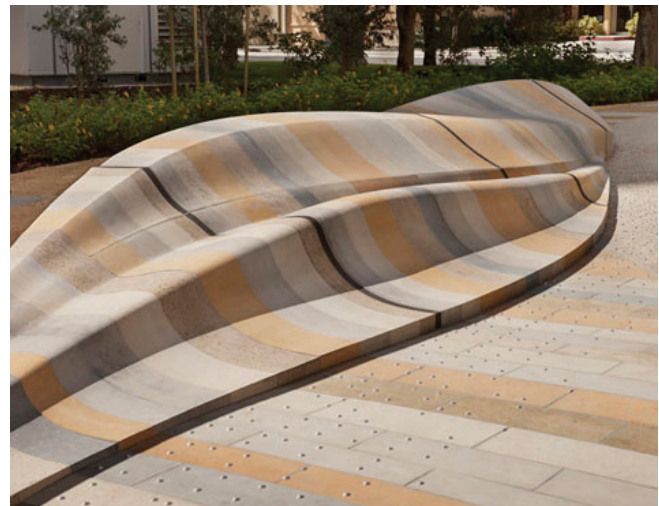
- Highlight site history and existing historic/cultural elements (e.g., the well) and tree types through art and interpretive and educational signage
- Survey existing trees and implement a tree replacement program
- Provide bicycle parking
- Partner with the Addison Arbor Foundation on the installation of a glass mosaic and steel sculpture
- As a pilot project, provide electronic “smart” signage that identifies and/or provides direction to surrounding businesses and restaurants
- Update moveable tables and chairs



E6. BECKERT PARK

Vision: Small event space for visitors and town residents

- Plan future uses in conjunction with changes to Addison Circle Park, Addison Central and the Conference and Theater Center
- Provide additional external access, especially on the west entrance through crossings
- Incorporate vertical art along the fringe of the park space
- Introduce artistic geometric paving in locations currently filled with crusher fines
- Alternate tulip beds with beds of attractive perennials, such as daffodils
- Consider incorporating electrical hookups for food and beverage vendors
- Consider electronic “smart” signage at this site that identifies and/or provides direction to surrounding businesses and restaurants
- Partner with local restaurants to provide food baskets/meals for advance purchase in conjunction with events at both Beckert and Addison Circle parks



E7. ADDISON CONFERENCE AND THEATER CENTER

Vision: Renovated indoor event and performing arts space with design connection to Addison Circle Park

- Plan future improvements and uses in conjunction with changes to Addison Circle Park, Addison Central, Beckert Park and the Conference and Theater Center
- Create a strong physical connection to Addison Circle Park, such as a promenade and pedestrian crossing with enhanced paving/painted crosswalk
- Refurbish existing outdoor patio area consistent with new park furnishings proposed at Addison Circle Park
- Evaluate opportunities to provide programs in the Stone Cottage
- Coordinate development between the Center and Addison Circle Park to support high-end events, weddings and rentals (See Addison Circle Park)
- Consider incorporating a rotating art exhibit in the courtyard
- Prepare a growth plan for the park after the Cotton Belt comes through

E8. ADDISON CIRCLE PARK

Vision: Regional event space and destination activity hub for daytime and evening activities

- Create a new master plan for Addison Circle Park in conjunction with the new parks in Addison Central, improvements to the Conference and Theater Center and Beckert Park —treating them as one cohesive unit
- Design and promote this park as Addison’s central hub and brand site, literally “Where it all comes together!” Considers new frontage, circulation patterns, a promenade and plaza connecting from the Cotton Belt Rail Station through the park to the Conference Center and Theater
- Improve the park’s southern edge in relationship to multiuse development of Addison Central and the Cotton Belt Regional Rail Station
- Discuss potential impacts to special events and preserve lands and/opportunities integral to Addison’s signature seasonal events and attractions
- Prioritize creating a gathering space along Festival Way that allows for park and light rail access to regularly occurring events such as formalized food trucks





- Develop ordinances that support features such as art, bike-share, a shade structure and wayfinding signage.
- Integrate a promenade connecting Addison Circle Park, the transit station and the Conference and Theater Center, connecting to the north/south off-street trail and proposed regional trail along the Cotton Belt rail line
- In the short term, provide year-round access to the existing kitchen, as well as built elements to support its use (e.g., a food court plaza with seating, shade, trash/recycling receptacles, etc.). Support this use by partnering with local restaurants to provide food baskets/meals for advance purchase in conjunction with events at Addison Circle of Beckert Park
- In the long-term, consider the replacement of the pavilion with an in-park restaurant operated and developed by a local provider (rather than renovation for existing uses, since the pavilion is in fair condition according to the findings of the Asset Management Plan)
- Evaluate opportunities to connect the northwest plaza to the Conference Center patio, improving the pavilion, plaza, patio and grounds to support various public or private events
- Explore opportunities to activate the northwest corner and connect it with planned developments to the north, such as an eatery or similar use
- Update the interactive water feature as planned
- Create a Klyde Warren-esque activity area that can be moved during events. Activate the park's northern edge to support the adjacent businesses by incorporating site furnishings such as moveable tables and chairs and lounge seating, along with outdoor games and activities such as an outdoor reading room, chess, ping pong and pop-up games and activities



- Coordinate additional outdoor programs at this site, such as yoga in the park, trail and walking group meet-ups, pop-up programs such as badminton and croquet and interactive play opportunities with movable, interactive pieces
- Introduce and integrate art into new park furnishings and materials (seating, lighting, paving, landscaping, etc.) that complement the identity of this park
- Provide temporary / experiential art exhibits, artist in the park and pop-up play elements in the park to attract users without limiting opportunities for special events
- Incorporate bicycle racks on site
- Coordinate with programming and events to provide activities and/or events that attract people to Addison every week or month, in addition to the Town's major seasonal events



P2. PROPOSED PARKS AT ADDISON CENTRAL

Vision: Urban transit plaza and promenade, with integrated art, natural elements and public/private recreation and social spaces

- Plan, design and develop new parks in Addison Central in conjunction with the new master plan for Addison Circle Park, Beckert Park and the Conference and Theater Center—treating them as on cohesive unit
- Consider privately-owned public open spaces in conjunction with the multi-story office, retail and residential complexes as well as parks on structured parking rooftops and/or underground parking
- Enhance pedestrian/bike connectivity from this location to the Tollway and other trails and destinations in Addison (see Connectivity recommendations under Catalytic Initiatives)
- Coordinate all park and trail signage/wayfinding with the new Cotton Belt wayfinding system, adding trail mile marker and signage and replacing park and trail signage where needed for consistency, visibility and functionality



Belt Line

Belt Line's population in 2017 was 494 residents with 7,659 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. When compared to the rest of Addison, there are slightly more females than males in this area, 54% and 46% respectively. Residents in this zone are the least diverse in Addison and contain the lowest percentage of residents of Hispanic origin. When comparing Belt Line to the Dallas/Fort Worth region, on average its residents are much older at 53 years of age (compared to 35 in the Dallas MSA). Over half of the housing units in this zone are owner occupied. The households are split between single (47%) and double (40%) occupants while only 11% contain children. The average income per capita in Belt Line is around \$88,000 (compared to about \$33,000 in the Dallas MSA) and 91% of residents are employed at white collar jobs. Sixty-seven-percent of the residents in Belt Line have a bachelor's degree or higher.

With Belt Line being the oldest population in Addison, park improvements should represent their needs. An aging population would likely increase demand for more localized recreation and park space with scenery and relaxation. Existing and new parks in this zone should also integrate spaces for employees. The following recommendations provide a range of improvements for new and existing parks in Belt Line.

E9. ARAPAHO PARK

Vision: Trail wayside, airport viewpoint and open space

- Incorporate flying or airport-themed public art as a wayfinding and identifying feature
- Incorporate features to enable airplane viewing such as a seating area with binoculars and stream control tower radio
- Incorporate benches, bicycle racks, bike share station and shade structures (adapting to the circular park geometry) as a respite for cyclists





- Provide pedestrian travel amenities, such as a system map kiosk and other end-of-trip amenities
- Create a formalized pedestrian crossing to the Belt Line on the north side of the road

P3. PLANNED ADDISON GROVE PARKS

Vision: Neighborhood parklets that provide recreation and social opportunities

- Develop the Bosque, the Commons, the Plaza and two Parklets as noted in approved plans
- Develop these five sites cohesively as a “park on the move”—providing distinct recreation and social attractions at each that encourage walking and biking and playing from site to site
- Consider sidewalk markers, crosswalk and signage that connects the small parks via a “park path” in between
- Integrate play elements (both pop up and permanent), including painted hopscotch and similar opportunities on sidewalks in between
- Consider providing trail connections to the Redding Dog Park or providing a dog run or small dog park nearby by

- Provide neighborhood-oriented programs to connect residents to these sites, such as socials, treasure hunts and meet-ups
- Create and apply a more natural landscaping palette for these sites during development, as a test for providing more native plantings and less maintenance-intensive landscaping
- Ensure that park maintenance funding is increased to care for these parks

E10. BELTWAY GREENSPACE

Vision: Walkway and open space

- Include a secondary, off-street walking path
- Provide walkable access to the Addison Grove development
- Include character defining elements, e.g., linear art, off-street seating, pollinator patches, etc.
- Adapt landscape in heavy shade areas to support shade tolerant landscaping
- Consider providing trail connections to the Redding Dog Park or providing a dog run or small dog park nearby by

Les Lacs/Midway Meadows

Les Lacs/Midway Meadows' population in 2017 was 3,748 residents with 3,888 people residing in the zone daily. When compared to the rest of Addison, there are more females than males, 53% and 47% respectively. Residents ethnicity/race in this zone is generally consistent with the wider region. When comparing Les Lacs/Midway Meadows to the Dallas/Fort Worth region, on average its residents are older at 42 years of age (compared to 35 in the Dallas MSA). Housing units in this zone are split between owner (46%) and renter (47%) occupied. The households are mixed between single (46%), double (35%) and three-plus (20%) occupants while less than 20% contain children. The average income per capita in Les Lacs/Midway Meadows is around \$68,000 (compared to about \$33,000 in the Dallas MSA) and 81% of residents are employed at white collar jobs. Fifty-five-percent of the residents in Les Lacs/Midway Meadows have a bachelor's degree or higher.

The Les Lacs/Midway Meadows zone has an aging population potentially demanding more localized recreation and park space with scenery and relaxation. Additionally, with a great number of women in this zone, the need for group activities and well-maintained, secure landscapes may be desired. The variety and amount of park spaces found in this zone exceed that of other zones, providing a solid base for park improvements. The following recommendations represent the needs and desires for Les Lacs/Midway Meadows.

E11. ATHLETIC CLUB

Vision: Facility supporting fitness, swimming, social space and meeting rooms for families and all ages.

- Plan and program this site in conjunction with Les Lacs North
- Create a business plan for the long-term management and stewardship of the facility
- Build on the recent findings of the Asset Management Plan study and the Athletic Club Master Plan to prioritize, invest in and sequence Athletic Club improvements to continue to support sports, health, wellness and social opportunities. This includes but is not limited to Phase 2 projects, such as HVAC improvements, racquetball court conversion, gym lighting and track refurbishment, locker room upgrades, pool equipment modernization, lobby and meeting room updates and renovation and improvements to the children's pool
- In new renovations, include improvements to better serve families, such as family-style restrooms and youth and teen activity space and programs, especially for ages 8-13
- Update spaces to respond to changing recreation trends, providing reservable meeting rooms with high quality audio/visuals and big screen/smart screen capacity, accommodating social space for older adults and seniors and enhancing indoor/outdoor programming for youth, teens and all ages

E12. LES LACS LINEAR PARK (NORTH)

Vision: Family and group-oriented sports, play, picnicking and activity venue for all ages and abilities

- Plan, improve and program this site in conjunction with the Athletic Club as Addison's truest community park



- Add challenge elements for older children and teens such as a rock-climbing structure and zip lines
- At the end of its lifecycle, replace the play equipment with a universal, inclusive and thematic play area with family-friendly play options and opportunities for people of all ages and abilities. Considering water and nature play components to augment the play experience
- Increase shade in play areas, considering shade sails and canopies
- Provide shaded outdoor fitness stations
- Enhance this site for additional outdoor programming and events led by Athletic Club staff; create indoor/outdoor programs
- Stripe the tennis courts for pickleball and tennis play
- Enhance and/or expand the shelter/barbecue area to create a pavilion with movable tables suitable for large-group reservable uses and outdoor programs/events
- Incorporate lighting for the pavilion, volleyball and basketball courts
- Consider providing a permanent outdoor water source that can be shut off remotely from the

Athletic Club and available to support reserved uses

- Provide a permanent restroom
- Consider signaling the pedestrian crossing to address additional safety concerns
- Enhance landscaping to highlight points of entry (both vehicular and pedestrian)
- Adapt landscape in heavy shade areas to support shade tolerant landscaping

E13. LES LACS LINEAR PARK (SOUTH)

Vision: Water feature and walkway

- Provide seating at points of trail entry that currently lacking seating, away from existing residences
- Create character-defining elements, such as public art or enhanced plantings, at points of trail entry
- Introduce in-ground distance tracking measurements and/or trail markers along loop trail
- Replace the Les Lacs Pond Liner and improve the pond edge and landscaping
- Incorporate additional pedestrian amenities as identified by the community



E14. DOME PARK

Vision: Play and seating area

- Establish a landscape buffer between the existing residences and new park
- Introduce wayfinding signage for large trails
- Provide diverse seating opportunities that enhance the overall experience, including but not limited to: the integration of art, moveable tables and chairs, etc.
- Monitor playground use once operational and determine the need for expansion or other design treatment as needed
- Provide bicycle parking

E15. REDDING TRAIL AND DOG PARK

Vision: Dog park and trail

- Provide more prominent, vehicular-oriented signage for the dog park
- Consider enhancement of the dog park, including additional shade, minor earth movement, etc. as allowable per the Oncor Easement

- Incorporate new wayfinding signage
- Introduce points of respite along the trail, including seating and shade

E16. GEORGE BUSH ELEMENTARY

Vision: Sports fields and/or naturalize outdoor student area to meet needs of students, residents and sports leagues

- Discuss with DISD opportunities to update the existing Joint Use Agreement to strengthen site use for community recreation, drop-in and league sports and outdoor education
- Continue to monitor DISD agreements with sports leagues for use and improvement of the sports fields and turf areas; consider supporting local leagues in fundraising for field improvements. Continue discussions with DISD to ensure new agreements do not negate Town use
- Continue to maintain the playground through its useful life span. When replacement is needed, consider the opportunity to co-develop with DISD a thematic play area





- If space, consider a kick-about field for drop in play (if restricted to local sport use) or development with multi-use rectangular sports fields if drop-in and league play is allowed
- Consider naturalizing part of this site to restore the prairie habitat in conjunction with integrating an outdoor classroom (e.g., shade shelter with cabinets, sink, tables and chairs) to support outdoor environmental education, science and ecology programs. Coordinate with DISD teachers to develop educational and recreational programs for elementary school children, as well as residents of various ages
- Provide pollinator patches

E17. LES LACS DOG PARK

Vision: Dog park

- Establish public access from the southern and western edge
- Introduce dog play or agility elements, such as logs and mounds, to break up the length of the space
- Keep southern gate unlocked or include a gate that will lock outside of park hours

E18. TOWN PARK

Vision: Family-oriented and youth-friendly neighborhood park that supports play, picnicking, sports (courts), bicycling and walking

- Introduce a new small group picnic shelter to accommodate community gathering needs, such as family-oriented events, barbecues, etc.
- Add a futsal court or multi-use sports court designed so the court may be temporarily lined for pickleball





South Quorum

South Quorum’s population in 2017 was 0 residents with 9,476 people residing in the zone daily. South Quorum exhibits itself as an urban core dominated by workers. It currently has the third highest daytime population in Addison.

South Quorum is essentially an office park with the primary need of employee-serving parks and plazas. Younger adults should be considered by creating parks including recreational facilities for sports, exercise and recreation. Recommendations for this area include creating a series of smaller hubs accessible to pedestrians and nearby employees. In the long-term plans for this area, recreation and leisure options may be better supported by integrating mixed uses, such as nearby coffee shops and restaurants with outdoor seating and privately-owned public open space for employee-oriented social gatherings.

- Add half-basketball court with adjustable hoop
- Provide additional, diverse seating opportunities, such as benches, picnic tables and one large community-style long table
- Provide a perimeter path with furnishings and running loop/tricycle track
- Strengthen ties to and access from surrounding neighborhood. Establish additional entrances to the park from private development on the south and west edges of the park
- Provide bicycle parking
- Incorporate art reflect the cultural heritage of surrounding neighbors

P4. PROPOSED PLAZA AT INWOOD ROAD

Vision: Urban plaza and greenspace

- Advance of re-development, evaluate and update Town development policies for land dedication requirements, in lieu fees and impact fees



- Set aside or acquire park land during redevelopment for an urban plaza and greenspace
- Develop the new park as a public square with hard and soft-scape features and hookups and access to support events such as food trucks and/or a farmer's market
- Include infrastructure to support movies, events and other reservable uses
- Include movable seating and/or seatwalls, shade and art
- Consider either permanent or pop-up play elements such as chess tables, outdoor ping pong, or outdoor library

P5: PROPOSED NATURE PARK AT INWOOD ROAD

Vision: *Urban natural area or open space*

- Seek opportunities to provide a new Bosque-style park with natural and interpretive elements. (See nature integration recommendations)
- Incorporate natural seating



P6. PROPOSED SOUTH QUORUM ACTIVITY HUBS

Vision: *A series of small activity hubs for pedestrians and nearby employees; sites include non-traditional park space such as parklets, parking areas and greenspace to host food trucks, pop-up social activities and outdoor co-working spaces*

- Identify activity nodes and connectivity between them to provide gathering space, foster outdoor working and encourage movement between sites. Consider the following:
 - Landmark Hub: Design the Landmark Property to support activities and events such as a pop-up parks, markets and food truck carnivals that incorporate pop-up games and music
 - Quorum Drive Median: Create a co-working space and small gathering area in the extra median space of Quorum Drive as a respite from the office environment. Involve the Arbor Foundation in providing an artistic shade structure and seating (functional art),



compatible with the “Sun Up at Quorum.” Retain and steward large shade trees. Consider outdoor reading and book kiosks

- o Quorum Pedestrian Crossings: Formalize pedestrian crossings of Quorum Drive to the median and at key locations through the use of decorative pavement, raised crosswalk, potential roadway improvements, or other options to ensure safe crossings to the median
- o South Quorum Art Walk: Implement the South Quorum Art Walk Pedestrian Connectivity enhancement projects, integrating art in the

design of paving, way-finding elements, bus shelters and seating areas; incorporating traffic calming measures

- o Temporary Parklets: Generate added interest by creating temporary parklets in parking spaces along the street or along the Enhanced Pedestrian Path in conjunction with host businesses (See Proposed Trail Corridors)
- o Pop-Up Events: Identify indoor spaces such as building lobbies and/or temporarily close minor streets to host additional pop-up events



East Addison

East Addison's population in 2017 was 698 residents with 2,411 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents ethnicity/race in this zone is generally consistent with the wider region. Residents in this area are slightly older (average 36 years of age compared to 35 in the Dallas MSA). Housing units in this zone are predominantly owner occupied at 57%, while rentals account for 36%. The households are primarily occupied by one person (48%), while two-person homes are less common (37%). The average income per capita in East Addison is around \$68,000 (compared to about \$33,000 in the Dallas MSA) and 82% of residents are employed at white collar jobs. Sixty-one-percent of the residents in East Addison have a bachelor's degree or higher.

Balancing resident and employee open space needs is a primary focus for this zone. The following recommendations provide direction for the park spaces in East Addison.

E19. WINWOOD PARK

Vision: Natural and serene photography venue and neighborhood space

- Enhance park for neighborhood use and as end point of the Enhanced Pedestrian Path along Belt Line Road, as well as the connecting east-west local path that is proposed to run along the Montfort Greenbelt behind Town Hall
- Install a widened sidewalk along Belt Line that connects users to the Town Finance Building's parking lot
- Enhance and/or refurbish existing bridge and gazebo with landscaping as backdrop for photography

- Integrate natural elements that can double as seating and/or play features for families, including grandparents and grandchildren
- Provide a meandering walking loop path
- Provide screening and/or barriers to minimize noise along the Beltline Road edge, primarily along the east half of the park where open space abuts the roadway. If the barrier is conceived as a built element rather than a planting, choose materials that complement the existing park aesthetic
- Maintain public access at designed, easily recognizable points of entry, in between the screening and/or barriers





E20. WHITE ROCK CREEK TRAIL

Vision: Riparian corridor and nature trail

- Preserve and protect existing riparian corridor and natural resources
- Steward natural resources along the corridor, and consider water quality and the ecological function of this site when making improvements
- Update or replace wooden seating areas along the existing path and formalize view points towards the creek
- Provide creek access at strategic points along the corridor
- Coordinate with other cities and landholders to consider opportunities to extend the White Rock Creek Trail and greenbelt
- Introduce in-ground distance tracking measurements and/or trail markers
- Consider installing interpretive signage

E21. CELESTIAL PARK

Vision: Neighborhood, contemplative greenspace

- Retain and build on the poetic / literary park theme when enhancing park features
- Provide ADA and general accessibility improvements for existing built elements
- Repair and/or replace existing amenities as they wear and age past their useful lifespan
- Adapt landscape in heavy shade areas to support shade tolerant landscaping

Vitruvian Park

Vitruvian Park's population in 2017 was 4,266 residents with 2,503 people residing in the zone daily. This zone houses the most people in Addison and is the only zone showing a decrease in daily population. Residents in this zone are relatively diverse with about half of the population identifying with a Hispanic origin. When comparing Vitruvian Park to the Dallas/Fort Worth region, on average its residents are slightly younger at 31 years of age (compared to 35 in the Dallas MSA). Seventy-percent of the housing units in this zone are rented and households are mixed between single (45%), double (24%) and three-plus (32%) occupants. Over 30% of Vitruvian Park households contain children, being the highest amount in Addison. The average income per capita in Vitruvian Park is around \$40,000 (compared to about \$33,000 in the Dallas MSA) and 59% of residents are employed at white collar jobs while 41% hold blue collar or service industry jobs. Thirty-eight-percent of the residents in Vitruvian Park have a bachelor's degree or higher.

Consideration for family-friendly park spaces and activity space for young professionals is a primary focus for this zone. The following recommendations provide general improvements focused on Vitruvian Park.

E22. VITRUVIAN PARK

Vision: Attractive active use and event space

- Maintain the waterfront seating area
- Create space (or utilize existing) to allow for increased small-group programming such as weddings, chocolate and wine tasting events and 5-K races

- Established controlled access points to the water and change policies to allow boating/waterplay activities by permit or for organized events and activities
- Recognize this site's function as a destination park (even when not programmed) and ensure parking needs are met in conjunction with other development needs of the area Designated parking for park uses should also be provided to offset any actual or perceived competition with existing on-street parking
- Consider opportunities to bring in additional vendors (e.g., coffee kiosk) in conjunction with event and high traffic uses
- Ensure that maintenance access is available and accommodated after new development occurs
- Integrate more naturalized planting to create the sense of this park being an oasis in the middle of the planned development
- Work with developer to create a dog park

P7. PROPOSED NEW PARK AT VITRUVIAN

Vision: Championship sports, social space, outdoor fitness

- Work with the developer to find solutions that meet the recreational needs of residents after the loss of open space
- Identify options to preserve or replace existing Vitruvian volleyball courts and sports fields. If these cannot be preserved, add 1-2 lighted sand volleyball courts
- Work with the developer to integrate new sports courts such as futsal and pickleball
- Provide outdoor exercise equipment (shaded) and plaza for outdoor fitness programs
- Provide flexible social space with movable seating and infrastructure to support vendors, booths and event activities
- Connect this site via a walkway and bikeway to Vitruvian Park







Cost Matrix

Introduction

Appendix G introduces the planning-level cost estimates associated with Master Plan recommendations. The estimates are based on a general order-of-magnitude in costs to assist in evaluating and prioritizing projects for future consideration in the City’s annual capital improvement planning. Costs are in 2018 dollars not accounting for inflation.

The appendix presents three tables:

- **Table G-1:** Proposed Projects Cost Summary presents planning level project cost estimates by site associated with new construction, site enhancement, asset management, and maintenance. Costs are based on the information as noted below. Costs are identified by projects aligned with the site recommendations presented in Appendix F.
- Costs shown in Table G-1 are based on per-acre or per-site cost by Cost Tier, a grouping of park functions listed in **Table G-2: Cost Tier Assignment**. The three groups of cost tiers reflect the fact that certain types of parks require greater levels of investment to support a greater level of development and use.
- **Table G-3: Cost Assumptions** provides details regarding specific costs by category.

Matrix Definitions and Assumptions

All are based on the following information:

SITE OVERVIEW

- **Project Identification #:** A project number for reference purposes only. This does not reflect project priorities. The ID distinguishes existing projects (E) from proposed projects (P).
- **Name:** Name of the site.
- **Park Function:** The role the park plays in the overall system. This information is tied to the park inventory and classification system and used to differentiate costs by intensity of use.
- **Planning Area:** Number code of the area of Addison the park site is located within. A key is presented at the bottom of the table.
- **Acreage:** Total existing or proposed acreage of site.
- **Percentage of Site to Be Developed:** The area of the site that will be developed upon completion of recommended improvements. All sites are currently set at 100%. However, this number can be adjusted if the anticipated phasing for a proposed site only includes partial site development (e.g., 50%) within the timeframe for this Master Plan.

NEW CONSTRUCTION

- **Acquisition:** Standard per-acre cost to purchase new land for parks, natural areas, greenways, or trails.
- **Park Development:** A per-acre cost that varies by cost tier. This is a cost estimate to develop an existing or acquired piece of property, including regular infrastructure, access, internal circulation or trails, and new amenities and facilities. If high-cost buildings and specialized facilities are anticipated at these sites, these would be costed separately.

- **Trail Development:** A per-mile cost that is fixed across cost tiers. This cost is based on the full development cost of a regional trail facility with all supporting features. The same cost is applied to both regional and local trail development.

SITE ENHANCEMENT

- **Major Site Enhancement:** A per-acre cost that is 50% of the cost of full site development. This is a cost estimate to provide extensive level of improvements/upgrades to an existing park or trail corridor.
- **Minor Site Enhancement:** A per-acre cost that is 30% of the cost of full site development. This is a cost estimate to provide small to medium level of improvements/upgrades to an existing park or trail corridor.
- **Placemaking and Comfort Amenities:** A per-developed-acre allowance for the kinds of small improvements that encourage more frequent visits to a park and/or enhance site character (e.g., seating, bike stations, interpretive signage or art).
- **Nature Integration or Stewardship:** A per-acre allowance that varies by cost tier. These funds are intended for adding or restoring natural spaces and features in parks that support education, connection to nature and ecological functions.
- **Other Site Enhancement:** Costs entered here capture the enhancements that fall outside of the general assumptions of the other categories. For each "Other Site Enhancement" a description is provided.

ASSET MANAGEMENT REINVESTMENT IDENTIFIED

The 2018 Townwide Asset Management Plan identified types of assets that need reinvestment as they approach or are already past the end of their useful life. Three categories of assets (buildings, parks and landscapes) exist within the park system. The specifics of these reinvestments are tracked in the asset management tool and will change as time passes. The indications here inform future capital projects that could include or otherwise address these reinvestments.

- **Building Reinvestment:** An X here indicates that building systems such as roof, envelope, and HVAC will need reinvestment during the life of this plan.
- **Parks Reinvestment:** An X here indicates that park features and recreation facilities such as playgrounds, dog parks and sports courts will need reinvestment during the life of this plan.
- **Landscape Reinvestment:** An X here indicates that landscapes will need reinvestment, refreshing or replanting during the life of this plan.

MAINTENANCE

- **Category A Maintenance (High):** An annual per-acre cost that varies by cost tier. This represents funds needed annually to take care of this site. It includes a higher level of maintenance and more frequent tasks to maintain parks that have specialized assets, are heavily programmed, provide special events and reservable facilities, or are otherwise heavily used.
- **Category B Maintenance (Standard):** An annual per-acre cost that varies by cost tier. This represents funds annually needed to provide standard level of care including all routine and preventative tasks.

SITE TOTALS

- **New Construction Subtotal:** This is a subtotal of the acquisition and development costs of new park and trail construction.
- **Site Enhancement Subtotal:** This is a subtotal of the site enhancement, placemaking, nature and other projects.
- **Total Capital Cost:** This column is a total of all capital costs for this site.
- **Total Maintenance Cost:** This column presents the total annual maintenance cost for this site.

Note that there is some overlap and association between capital costs and asset management costs. For example, site renovation may decrease short term costs for asset management by updating or replacing current assets with new or different ones. However, site renovation may increase long-term asset management costs by adding new facilities not currently taken into account in the Asset Management Study.

Table G-1: Proposed Projects Cost Summary

*Costs for this site do not include the Conference Centre, Theater Centre or Stone Cottage.
 **Actual park acreage, facility development and associated costs will be defined as through additional planning/design for the entire Addison Central Development.

Planning Areas

- 1.North Addison 3.Belt Line 5.South Quorum 7.Vitruvian Park
- 2.Addison Circle 4.Les Lacs /Midway Meadows 6.East Addison

Site Overview						New Construction			Site Enhancement						Asset Management Reinvestment Identified			Maintenance		Site Totals				
Project ID	Name	Park Function	Planning Area	Acreage	% of Site Developed	Acquisition	Park Development	Trail Development	Major Site Enhancement	Minor Site Enhancement	Placemaking and Comfort Amenities	Nature Integration or Stewardship	Other Site Enhancement (Write in Cost)	Other Site Enhancement Description	Building Reinvestment	Parks Reinvestment	Landscape Reinvestment	Category A Maintenance (High)	Category B Maintenance	New Construction Subtotal	Site Enhancement Subtotal	Total Capital Cost	Total Maintenance Cost	
Existing Sites																								
Public Parks																								
E8	Addison Circle Park	Destination Park	2	10.00	100%				x		x		\$ 1,000,000	Pavilion conversion or remodeling	x	x	x	x		\$ -	\$ 4,300,000	\$ 4,300,000	\$ 150,000	
E22	Vitruvian Park	Destination Park	7	12.30	100%						x	x				x	x	x		\$ -	\$ 492,000	\$ 492,000	\$ 185,000	
E18	Town Park	Neighborhood Park	4	2.53	100%				x		x					x	x	x		\$ -	\$ 557,000	\$ 557,000	\$ 20,000	
E21	Celestial Park	Neighborhood Park	6	4.45	100%								\$ 200,000	Allowance for ADA accessibility improvements		x	x		x	\$ -	\$ 200,000	\$ 200,000	\$ 27,000	
E14	Dome Park	Neighborhood Park	4	0.48	100%						x	x				x	x		x	\$ -	\$ 13,000	\$ 13,000	\$ 3,000	
E12	Les Lacs Linear Park North	Neighborhood Park	4	9.93	100%				x				\$ 350,000	Permanent restroom		x	x	x		\$ -	\$ 2,336,000	\$ 2,336,000	\$ 79,000	
E1	North Addison Park	Neighborhood Park	1	3.45	100%					x		x				x	x		x	\$ -	\$ 440,000	\$ 440,000	\$ 21,000	
E19	Winnwood Park	Neighborhood Park	6	4.82	100%					x	x	x				x	x		x	\$ -	\$ 711,000	\$ 711,000	\$ 29,000	
E6	Beckert Park	Urban Park	2	1.16	100%					x						x	x	x		\$ -	\$ 139,000	\$ 139,000	\$ 9,000	
E5	Bosque Park	Urban Park	2	0.82	100%						x	x				x	x		x	\$ -	\$ 22,000	\$ 22,000	\$ 5,000	
E4	Parkview Park	Urban Park	2	0.64	100%				x							x	x		x	\$ -	\$ 129,000	\$ 129,000	\$ 4,000	
E3	Spruill Park	Urban Park	2	1.85	100%					x						x	x		x	\$ -	\$ 221,000	\$ 221,000	\$ 11,000	
E2	Quorum Park	Urban Park	2	3.47	100%				x		x	x				x	x		x	\$ -	\$ 788,000	\$ 788,000	\$ 21,000	
E11	Athletic Club	Community Facility	4	6.10	100%					x				Building renovation	x	x	x	x		\$ -	\$ 1,098,000	\$ 1,098,000	\$ 92,000	
E7	Addison Conference & Theatre Centre*	Community Facility	2	5.51	100%					x						x	x	x		\$ -	\$ 992,000	\$ 992,000	\$ 83,000	
Public Parks Subtotal					67.51															\$ -	\$ 12,439,000	\$ 12,439,000	\$ 738,000	
Greenbelts																								
E9	Arapaho Park	Greenbelt	3	7.85	100%						x					x	x		x	\$ -	\$ 118,000	\$ 118,000	\$ 24,000	
E10	Beltway Greenspace	Greenbelt	3	1.86	100%					x						x	x		x	\$ -	\$ 168,000	\$ 168,000	\$ 6,000	
E13	Les Lacs Linear Park South	Greenbelt	4	4.30	100%						x		\$ 2,250,000	Pond liner replacement & edge improvement		x	x		x	\$ -	\$ 2,315,000	\$ 2,315,000	\$ 13,000	
E15	Redding Trail and Dog Park	Greenbelt	4	16.34	100%					x						x	x		x	\$ -	\$ 1,471,000	\$ 1,471,000	\$ 49,000	
E20	White Rock Creek Trail	Greenbelt	6	9.70	100%						x	x				x	x		x	\$ -	\$ 194,000	\$ 194,000	\$ 29,000	
Greenbelts Subtotal					40.05															\$ -	\$ 4,264,000	\$ 4,264,000	\$ 120,000	
School Recreation Facilities																								
E16	George H.W. Bush Elementary	School Park	7	5.61	100%				x			x	\$ 600,000	Potential sport field development		x	x		x	\$ -	\$ 1,470,000	\$ 1,470,000	\$ 17,000	
E17	Les Lacs Dog Park	Dog Park	4	0.28	100%					x						x	x		x	\$ -	\$ 34,000	\$ 34,000	\$ 2,000	
Greenbelts Subtotal					5.89															\$ -	\$ 1,503,000	\$ 1,503,000	\$ 19,000	
Existing Sites Total					113.45															\$ -	\$ 18,206,000	\$ 18,206,000	\$ 876,000	
Planned and Proposed Sites																								
P1	Proposed Park on Addison Road	Neighborhood Park	1	1.90	100%	x													x	\$ 2,483,000	\$ -	\$ 2,483,000	\$ 11,000	
P2	Proposed Parks at Addison Central**	Destination Park	2	3.00	100%	x													x	\$ 3,920,000	\$ -	\$ 3,920,000	\$ 45,000	
P3	Planned Addison Groves Parks	Neighborhood Park	3	1.45	100%		x												x	\$ 1,000,000	\$ -	\$ 1,000,000	\$ 9,000	
P4	Proposed Plaza at Inwood Road	Urban Park	5	1.38	100%	x	x												x	\$ 2,355,000	\$ -	\$ 2,355,000	\$ 11,000	
P5	Proposed Nature Park at Inwood Road	Urban Park	5	0.75	100%	x	x					x							x	\$ 1,280,000	\$ 6,000	\$ 1,286,000	\$ 5,000	
P6	Proposed South Quorum Activity Hubs	Urban Park	5	1.70	100%	x	x												x	\$ 2,902,000	\$ -	\$ 2,902,000	\$ 10,000	
P7	Proposed New Park at Vitruvian	Neighborhood Park	7	3.50	100%	x	x												x	\$ 5,974,000	\$ -	\$ 5,974,000	\$ 28,000	
	Regional Trail Corridor	Greenbelt	6		100%	x		1.65				x							x	\$ 2,599,000	\$ -	\$ 2,599,000	\$ -	
	Local Trail Corridors and Connectivity	Greenbelt	All		100%	x		10.00											x	\$ 15,750,000	\$ -	\$ 15,750,000	\$ -	
Planned and Proposed Sites Subtotal					13.68																\$ 37,843,000	\$ 6,000	\$ 37,849,000	\$ 119,000
Existing, Planned and Proposed Total					127.13																\$ 37,843,000	\$ 18,212,000	\$ 56,055,000	\$ 995,000
Count by Category						8	5	2	6	9	10	10	5	6	2	22	21	10	21					

Table G-2: Cost Tier Assignment

Park Category	Cost Tier (I is highest cost, III is lowest)
Community Facility	Tier I
Destination Park	Tier I
Dog Park	Tier II
Greenbelt	Tier III
Neighborhood Park	Tier II
School Park	Tier III
Urban Park	Tier II

For each category pick the Cost Tier for capital and maintenance cost. This applies to all parks in this category in the matrix

Table G-3: Cost Assumptions

Project Category	Cost Assumptions			Unit	Notes/Explanation
	Tier I	Tier II	Tier III		
Acquisition	\$ 1,306,800	\$ 1,306,800	\$ 1,306,800	Per Acre of Land	\$30 per square foot, per Charles Goff 11/8/18
Park Development	\$ 600,000	\$ 400,000	\$ 300,000	Per Acre of Developed Land	Based on MIG experience
Trail Development	\$ 1,575,000	\$ 1,575,000	\$ 1,575,000	Per Mile	This cost assumes a 10ft-wide paved trail with 2" gravel shoulder on each side, signage assumed every 1/4 mile both directions and continuous 6ft wide seeded lawn along one side of trail. Improvements required may include curb and gutter, curb ramps, drainage infrastructure adjustments and installations and minimal power pole relocation.
Major Site Enhancement	\$ 300,000	\$ 200,000	\$ 150,000	Per Acre of Developed Land	50% of Park Development Cost
Minor Site Enhancement	\$ 180,000	\$ 120,000	\$ 90,000	Per Acre of Developed Land	30% of Park Development Cost
Placemaking and Comfort Amenities	\$ 30,000	\$ 20,000	\$ 15,000	Per Acre of Developed Land	Allowance
Nature Integration or Stewardship	\$ 10,000	\$ 7,500	\$ 5,000	Per Acre of Land	Allowance
Other Site Enhancement (Write in Cost)	N/A	N/A	N/A	Each	Unique project costs entered directly in the matrix page
Other Site Enhancement Description	N/A	N/A	N/A	Not Applicable	Description of unique projects
Building Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Parks Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Landscape Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Category A Maintenance (High)	\$ 15,000	\$ 8,000	\$ 4,000	Per Developed Acre	High standard of maintenance assigned to the sites with the most use and heaviest programming
Category B Maintenance	\$ 10,000	\$ 6,000	\$ 3,000	Per Developed Acre	Standard maintenance for all Addison parks







Parkland Dedication Fees

As noted in Chapter 4, one of the funding strategies identified to help the Town maintain its current level of service, while responding to (re)development, growth and increased density, is the adoption of Parkland Dedication Fees. The dedication requirement should be three-fold and include the following:

- Land Dedication Requirement
- A fee-in-lieu alternative to the land requirement
- A park development fee

Currently, Addison has a land dedication requirement but not an in-lieu-of alternative or park development fee. A methodology to calculate parkland dedication fees involves defining the Town's current level of service and identifying the Town's park facilities level of service.

Addison's unique population of residents and daytime users should be considered when establishing a parkland level of service, as typical standards may not

be as applicable to Addison. In Chapter 2, Table 2-1 suggests maintaining a level of service of 8 acres per 1,000 residents as the residential population continues to grow. Using a base of residents and employees, this may translate into a base of 1.8 acres per 1,000 population, including residents and employees. Further study is needed to identify the projected employment growth and identify acreage needs and level of service standards.

A valuable resource for developing a Parkland Dedication Fee Methodology is Parkland Dedication Ordinances in Texas by Dr. John Crompton. This resource can be found at: <http://rpts.tamu.edu/wp-content/uploads/sites/21/2015/05/Parkland-Dedication-Ordinances-in-Texas-A-Missed-Opportunity.pdf>



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