

2023 Comprehensive Plan Update

August 22, 2023

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic element on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle inside it. The top and bottom corners of the blue triangle are cut off by a diagonal white line, revealing a dark grey background.

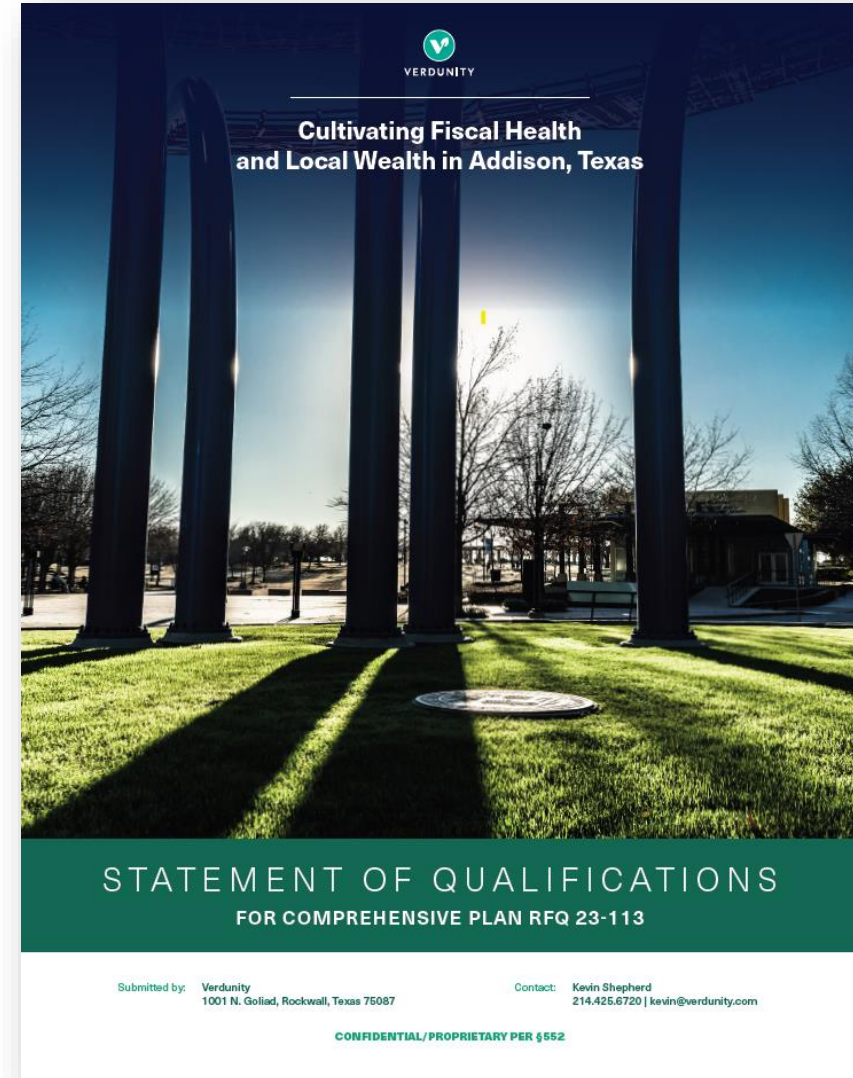
Background

- Following the February 15th Town Hall, Council directed staff to initiate development of a new Comprehensive Plan.
- The Comprehensive Plan Update serves to guide the Town's future development patterns with strategic focus on policies addressing:
 - Growth and redevelopment
 - Housing
 - Infrastructure & Mobility
 - Social amenities
 - Fiscal sustainability



Consultant Selection

- A Request for Qualifications (RFQ) was published on April 20, 2023. Staff evaluated six respondent firms, and three were interviewed.
- Staff selected Verdunity, a Dallas-based planning and engineering firm, with subconsultants Arcadis (CRTKL), 110%, Hawes Hill & Associates, and CivicBrand.
- Staff is requesting Council action on the execution of a Professional Services Agreement and Scope of Services not to exceed \$449,935.





Cultivating Fiscal Health and Local Wealth in Addison

Comprehensive Plan Team Introduction

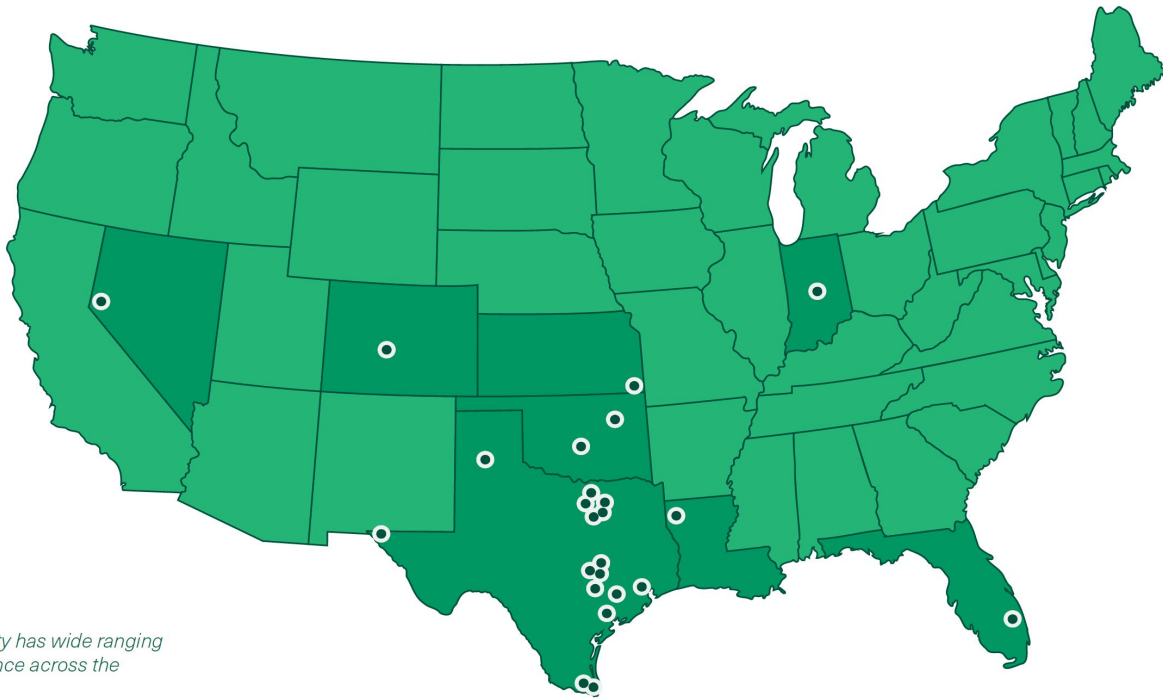
August 22, 2023



VERDUNITY



ENDURING PROSPERITY DOESN'T COME FROM ENDLESS NEW GROWTH. IT'S *CULTIVATED*.



Verdunity has wide ranging experience across the country.



"Kevin and the Verdunity team are leaders in the field. When only a few others were even talking about it, Kevin was looking for answers as to why cities struggle financially and how engineers can change their approach to put the financial health of the community—and not just the next project—front and center."

Chuck Marohn

FOUNDER & PRESIDENT OF [STRONG TOWNS](#)



"Verdunity is the planning and engineering connection we've been looking for as city managers. They have a fiscal and environmental sustainability approach that minimizes infrastructure costs as opposed to maximizing them."

Michael Kovacs

CITY MANAGER, CITY OF FATE, TX

OUR TEAM = YOUR PARTNER

- Locally-based leadership with longtime DFW presence
- Specialized expertise to address Addison's unique needs
- National perspective
- Familiarity working with each other on similar projects



OUR APPROACH IN A NUTSHELL



Do The Math

To understand the true costs of your city's business model



Identify, Connect and Align People and Resources

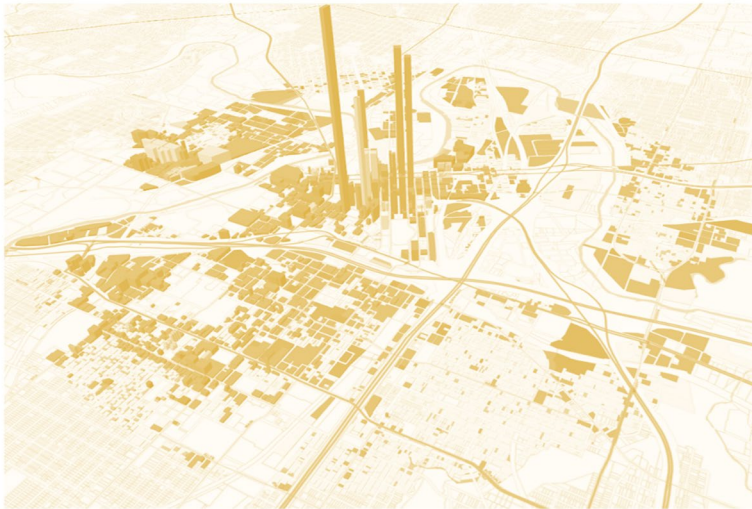
To build consent and make meaningful process right now



Build Human-Scale Neighborhoods and Cultivate a Local Economy and Workforce

By prioritizing people and place-based development

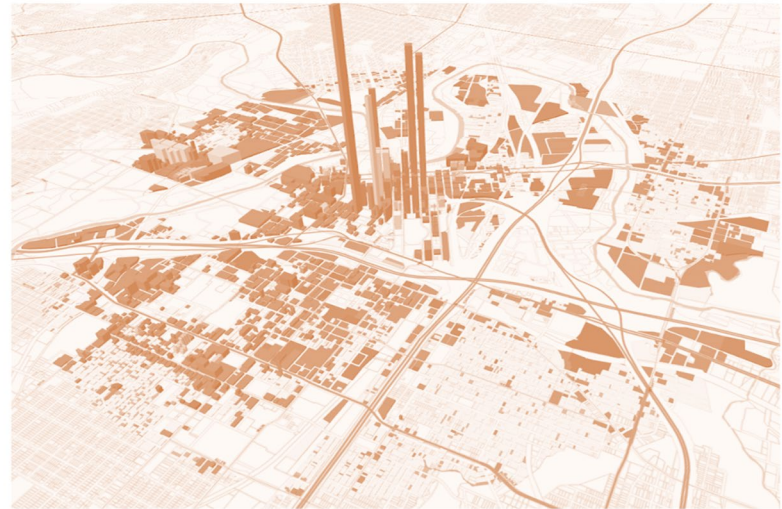
FISCALLY INFORMED PLANNING



LU 1
Single Family

Added
Population
10,568

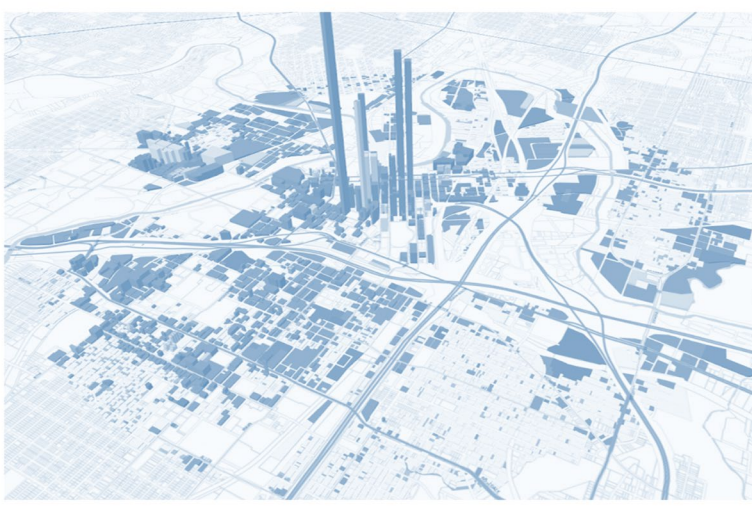
Projected Tax
Rate
\$ 0.786



LU 2
Apartments

Added
Population
14,331

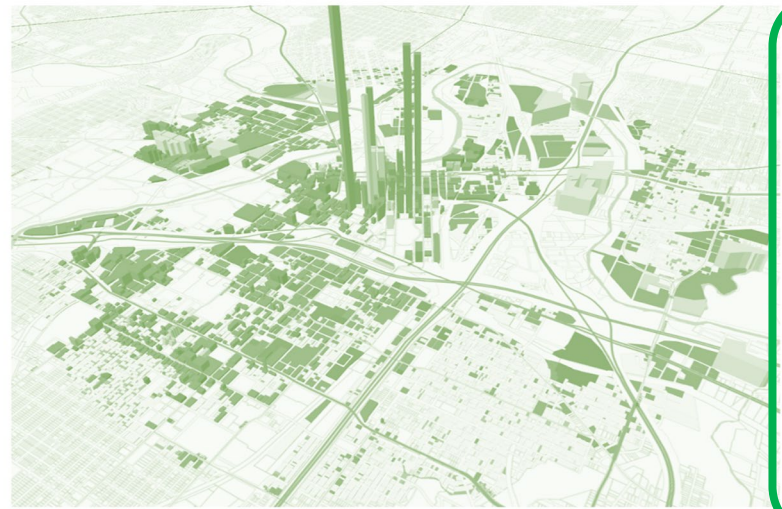
Projected Tax
Rate
\$ 0.775



LU 3
Condos

Added
Population
15,156

Projected
Tax Rate
\$ 0.763



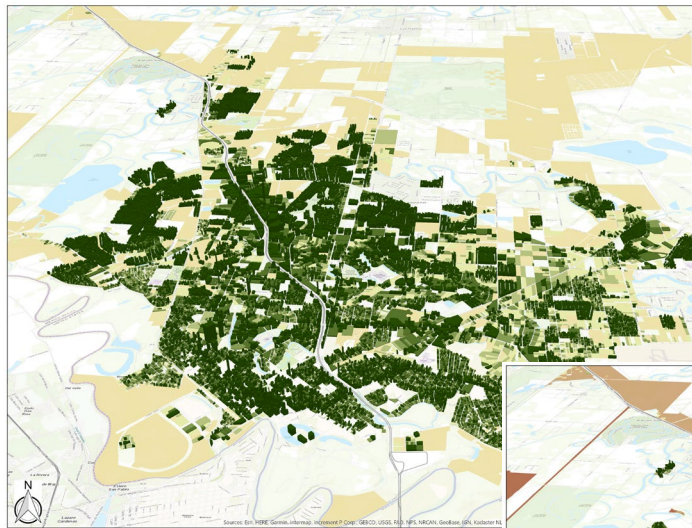
LU 4
Mixed Use

Added
Population
18,156

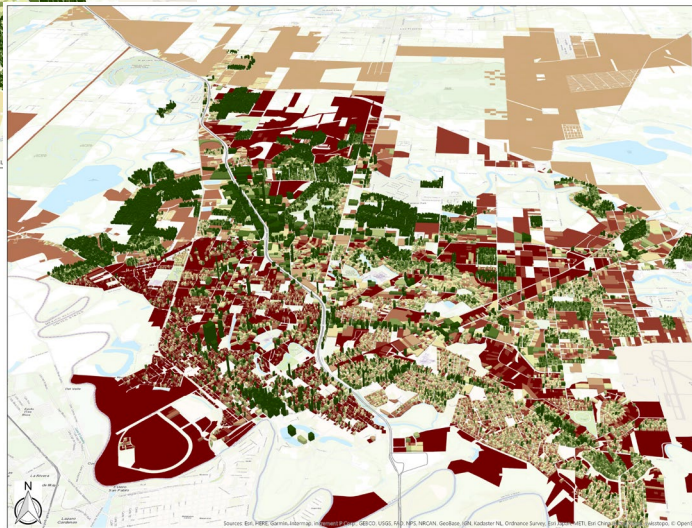
Projected Tax
Rate
\$ 0.557

LAND USE FISCAL ANALYSIS

Parcel Level Revenue & Cost Mapping



Value/Acre (Current Budget)



Value/Acre (Current Costs + Future Liabilities)

Land Use and Zoning Analytics

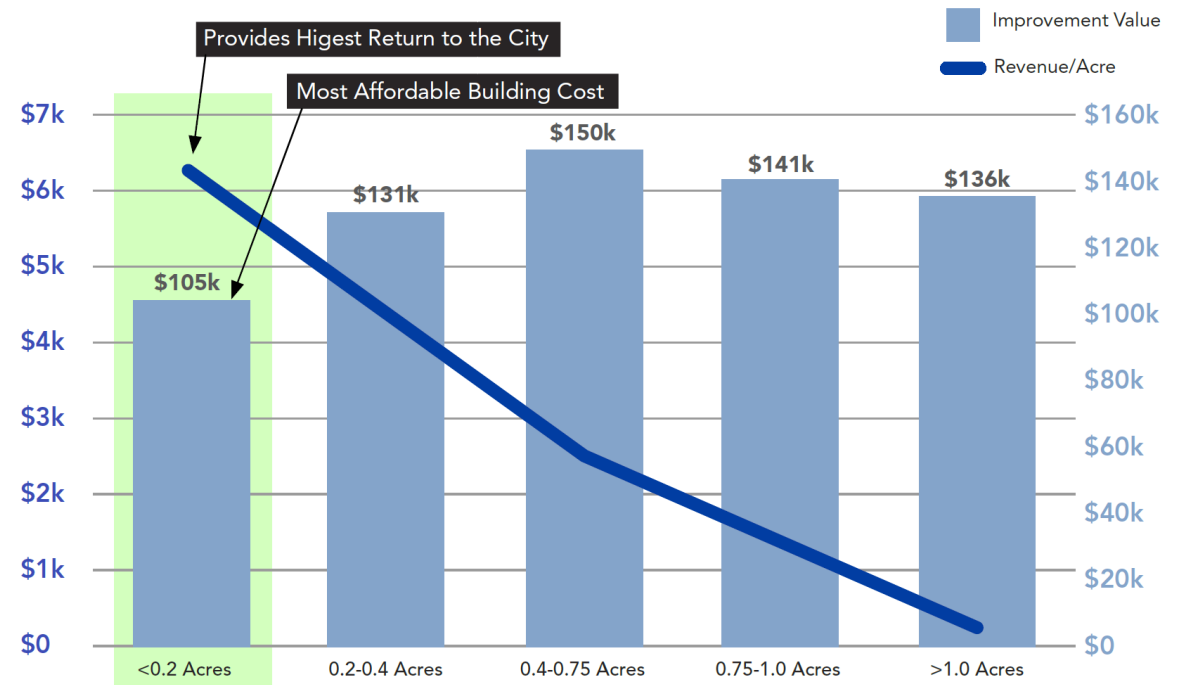


Figure 53: Single Family Improvement Value compared to Rev/Acre Source: Verdunity

COMPLETE NEIGHBORHOODS

ADDISON CIRCLE

CRTKL  ARCADIS



EXPANDING MOBILITY OPTIONS

Chapter 3 The El Paso Street Design Toolbox

3.1 THE DESIGN TOOLBOX KIT OF PARTS

This section pertains to the design of new streets and/or the re-design of existing streets. It summarizes essential characteristics of the updated roadway classification system, establishing basic principles based on the street cross-sections previously presented in the Major Thoroughfare Plan (MTP). Guidance is generally defined 'from centerline to edge' with regard to a typical cross-section layout. Specific design criteria are presented in detail in Tables 3.1 and 4.1, and rely on the following basic principles (which should be understood as minimum standards when defined as such):

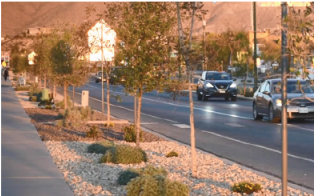
- A. **Lane Widths.** May range from 9 to 18 feet depending on their intended use, per the DSC. However, where certain conditions call for lanes to accommodate high-capacity transit, wider dimensions need to be considered. Therefore, cross-sections presented will typically propose 10-foot widths for inner lanes, and 11-foot widths for outer lanes, parking adjacent, or rural area lanes. Also see, [NACTO guidance](#).



Context sensitive lane widths that discourage speeding



Arterial sidewalks suitable for multiple uses



Planting strips that provide separation from moving cars and encourage shade tree vitality

STREET DESIGN ZONES



STREETScape ZONE			VEHICULAR ZONE	
Frontage Zone	Sidewalk Zone	Planter Zone	Curbside Zone	Travelway Zone
Cafe seating, temporary signage, plazas, landscaping, benches, building lighting, stoops, awnings	Pedestrian access, ADA access	Trees, Lighting, Wayfinding, Signage, Waste & Recycling, Bike racks, Vending, Seating, Landscape, Transit stops, Stormwater mgmt.	On-street parking, Transit Stops, Active Mobility Facilities, Loading Zones, Curb Extensions, Stormwater Management, Flexible Uses (e.g., parklets), Mobile Food Vending	General Purpose Travel Lanes, Active Mobility Lanes, Transit Lanes, Shared Lanes

NUDGING THE MARKET TO CREATE THE ECONOMIC ENVIRONMENT YOU WANT

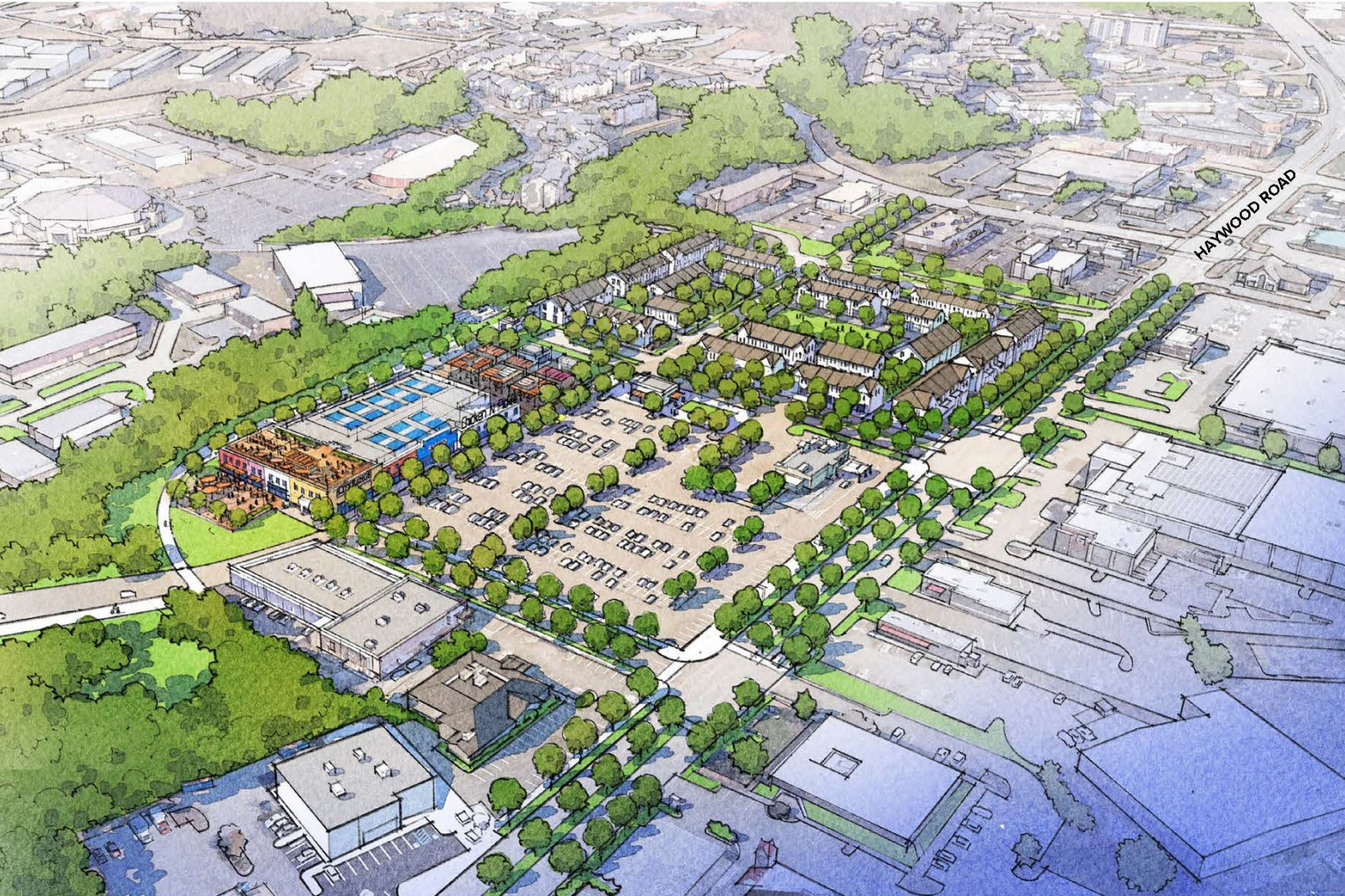


Economic Development Strategic Plan,
Mineral Wells, TX



Energy Corridor District Market Position Report,
Houston, TX

EVALUATING INFILL AND RETROFIT OPTIONS



MAINTAINING ATTRACTIVE, INCLUSIVE, AND SUSTAINABLE PUBLIC SPACES & FACILITIES

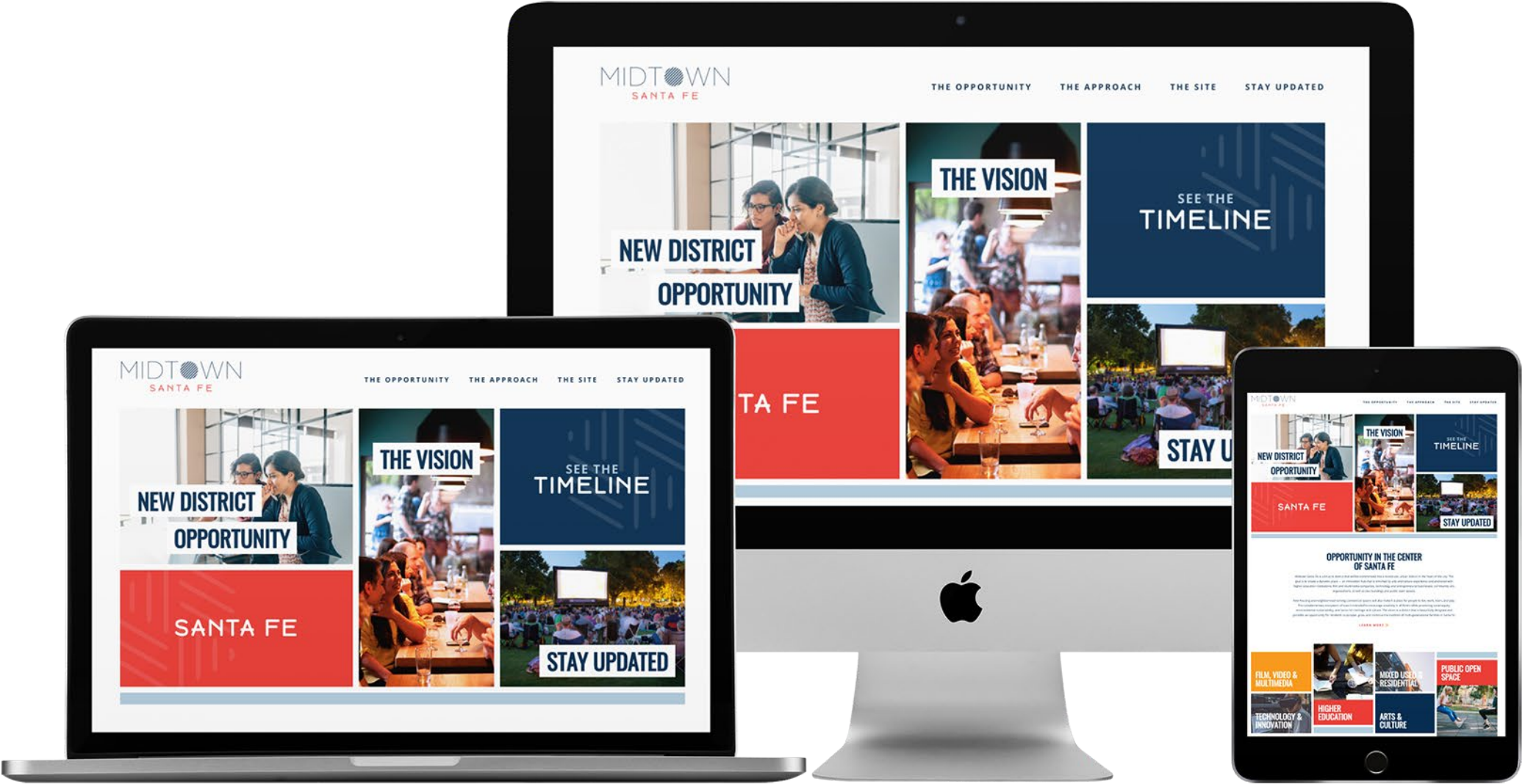


Town of Addison TX
PARK LAND DEVELOPMENT FEE STUDY
PROPOSED SCOPE OF WORK

DIVERSE AND FLEXIBLE ENGAGEMENT OPTIONS



WEBSITE AND ONLINE TOOLS



MAKING ENGAGEMENT FUN FOR EVERYONE

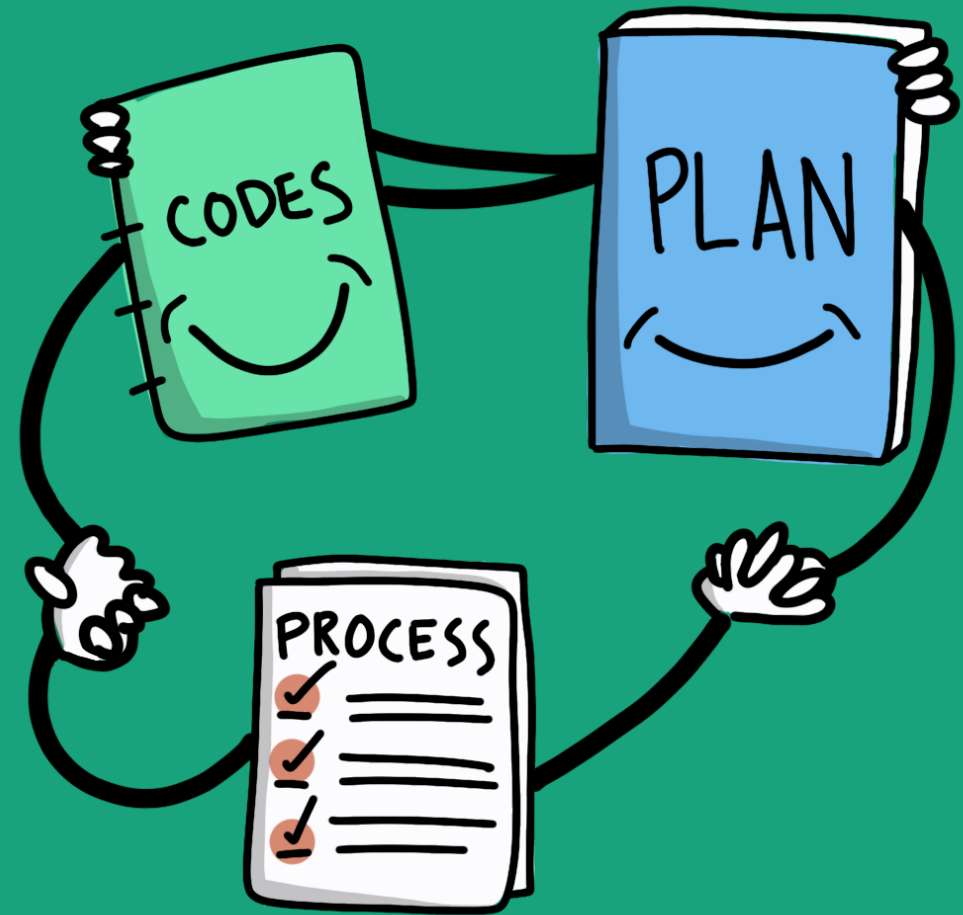


PROJECT WORKPLAN

Phase 1 LAUNCH	Phase 2 ASSESS	Phase 3 EXPLORE (Vision & Goals)	Phase 4 ORGANIZE (Strategies)	Phase 5 PRIORITIZE (Draft Plan & Implementation)	Phase 6 FINALIZE & ADOPT (Final Plan & Adoption)
<p>1 MONTH</p> <p>September 2023</p>	<p>2 MONTHS</p> <p>October 2023 – November 2023</p>	<p>2 MONTHS</p> <p>December 2023 – January 2024</p>	<p>5 MONTHS</p> <p>January 2024 – May 2024</p>	<p>3 MONTHS</p> <p>June 2024 – August 2024</p>	<p>4 MONTHS</p> <p>September 2024 – December 2024</p>
<ul style="list-style-type: none"> • Kickoff • Data Request and Return Delivery • Organization of Comprehensive Plan Advisory Committee (CPAC) 	<ul style="list-style-type: none"> • Trip 1 – Community Kickoff • Initial Council, P&Z Meetings • Plan Outline Determined 	<ul style="list-style-type: none"> • Land Use Fiscal Analysis (LUFA) • Trip 2 - Visioning • Online Engagement Options Begin 	<ul style="list-style-type: none"> • Online Mapping Tool • Trip 3 – Strategy Brainstorming • Component Strategies (Maps, Policies, Goals, Actions) • Trip 4 – Strategy Refinement 	<ul style="list-style-type: none"> • Trip 5 – Implementation Programming • Map Production • Draft Plan Delivery & Refinement 	<ul style="list-style-type: none"> • Public Review • Final Plan Delivery • Adoption Meetings

* Comp Plan Advisory Committee (CPAC) – meetings held roughly once/month throughout the project

Creating a Clear, Flexible and Implementable Plan



Questions and Discussion



The Consultant and Staff's recommendation for a Comprehensive Plan Advisory Committee (CPAC) includes:

- A total of 25 committee members comprised of residents and members of the Addison business community. The committee will meet 12 times over the course of the project.
 - Each Council Member should recommend 3 CPAC members (one selection for each CM should be a business community member)
 - 1 Planning & Zoning Commission member – selected by the P&Z Chairman
 - 3 legacy members (residents with a long history of service in Addison) selected by collective decision of the Council
- Include representatives from all areas of Addison
- Reflect a diversity in background
- Inclusive of young professionals and residents who live in apartments
- Due to duration and complexity of this task, high level of engagement on a broad spectrum of issues is critical to the effectiveness of the committee

1

Application Launch – August 25th

Staff will prepare a CPAC application and distribute it via Town website, eNewsletter, etc.

2

Committee Selection - Sep 26th

Staff will present received applications for consideration by City Council at the meeting.

Questions?