



**Joint Meeting
Addison City Council and Planning & Zoning
Commission
October 17, 2023
Addison Conference Centre
15650 Addison Road
Addison, Texas 75001**

Email comments may be submitted using the Public Comment Form located on Addison's website by 3:00 PM on the meeting day. The meeting will be live-streamed at www.addisontexas.net.

WORK SESSION

The Addison City Council will convene in the Council Chambers beginning at 7:00 PM.

1. **Call Addison City Council and Planning & Zoning Commission Joint Meeting to Order and Announce that a Quorum is Present:**
 - Mayor Bruce Arfsten - Addison City Council
 - Chairman Chris DeFrancisco
 2. **Pledge of Allegiance.** United States and Texas Flags
 3. **Work Session Reports**
 - a. Introduce and Discuss the Advance Addison Comprehensive Plan project and provide initial feedback on key themes to be addressed by the plan.
-
4. **Adjourn Meeting.**

NOTE: The City Council reserves the right to meet in a Closed Meeting at any time during this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551. Any decision held on such matters will be conducted in an Open Meeting following the conclusion of the Closed Meeting.

THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES. PLEASE CALL (972) 450-7017 AT LEAST 48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.

Posted by: _____

Date posted: 10/12/2023 Time posted: 5:30PM

Date removed from bulletin board: _____

Removed by: _____

Joint Meeting - City Council/P&Z Comp Plan

3. a.

Meeting Date: 10/17/2023

Department: Development Services

Pillars: Optimize the Addison Brand

Milestones: Continue to enhance and promote Addison's Identity
Promote and protect the Addison Way
Incorporate fiscal analysis in long-range planning
Prepare for the impact of new growth and development in Addison

AGENDA CAPTION:

Introduce and Discuss the Advance Addison Comprehensive Plan project and provide initial feedback on key themes to be addressed by the plan.

BACKGROUND:

At the August 22, 2023 City Council meeting, City Council approved a Professional Services Agreement with the selected planning consultant, Verdunity, to execute a scope of services for the Comprehensive Plan project. The scope reflects a robust and highly engaging planning effort that will help the Town address key policy issues. To support this planning process, the City Council appointed an Advisory Committee of 25 members at the September 26, 2023 meeting. This committee will serve as a sounding board for staff and the consultant as they develop the new comprehensive plan. CPAC members represent a diverse range of stakeholders, and their names and representative groups can be found on the project website [here](#).

Following project kickoff, the consultant and staff established a digital project hub, [AdvanceAddison.com](#), that includes a [Vibrant Communities Assessment](#) to help the project team get a benchmark for what people think of Addison now as we plan for the future. The website also features a newsletter subscription for monthly project updates and events calendar for future engagement opportunities.

A public kickoff meeting is scheduled for Wednesday, October 18th at 6:30 pm at the Addison Conference Centre to begin the community dialogue addressing how we grow into 2050, with a brief presentation and interactive stations regarding the following discussion points:

- Revitalization of aging buildings and commercial centers
- Providing quality housing options
- Improving connectivity and walking/cycling options

- Enhancing and increasing our supply of public spaces
- Attracting and retaining businesses and their workforce

These online resources and engagement opportunities were promoted through the Town website, Facebook, Instagram, X (formerly Twitter), Next Door, the Town newsletter, National Night Out, a postcard mailed to all residential addresses, and through targeted outreach to key stakeholder groups. The first CPAC meeting is scheduled for Wednesday, November 1st at 6:00 pm and will introduce the project, committee roles, and begin the dialogue surrounding future policy choices.

The purpose of this Joint City Council and Planning & Zoning Commission meeting is to introduce the project team and project workplan, and to facilitate a discussion with the Council and Commission. The focus of this facilitated discussion will be to address any questions related to the project workplan and community engagement efforts, and to receive initial feedback on key themes to be addressed by the plan.

RECOMMENDATION:

Discuss the Advance Addison project workplan and community engagement efforts, and provide initial feedback on key themes to be addressed by the plan.

Attachments

Presentation - Advance Addison Comprehensive Plan Kickoff Meeting

ADVANCE **ADDISON** 2050

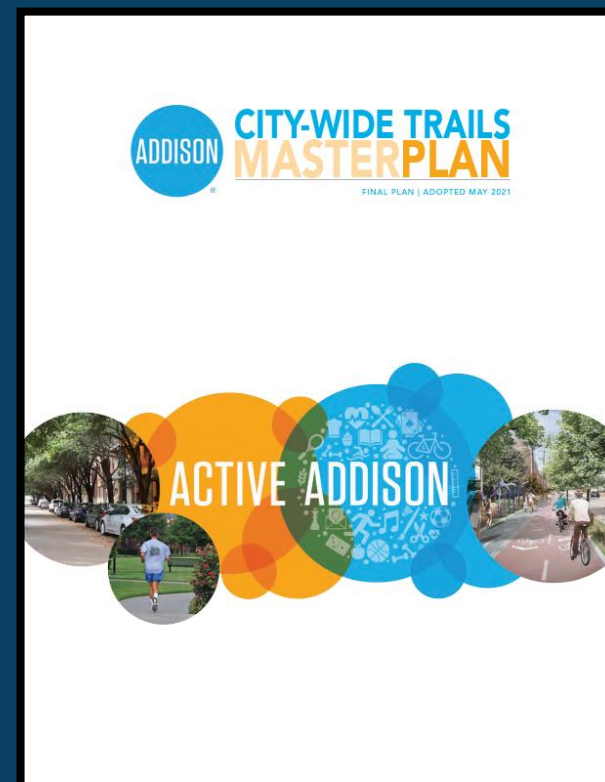
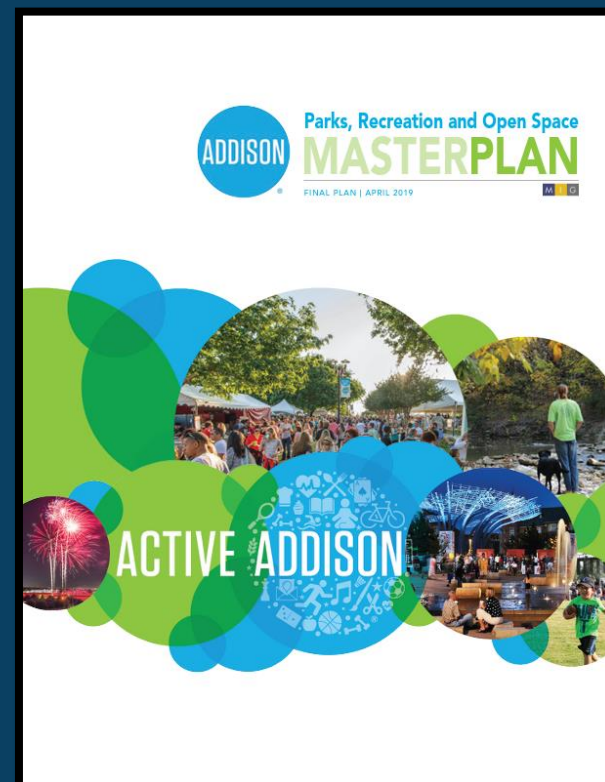
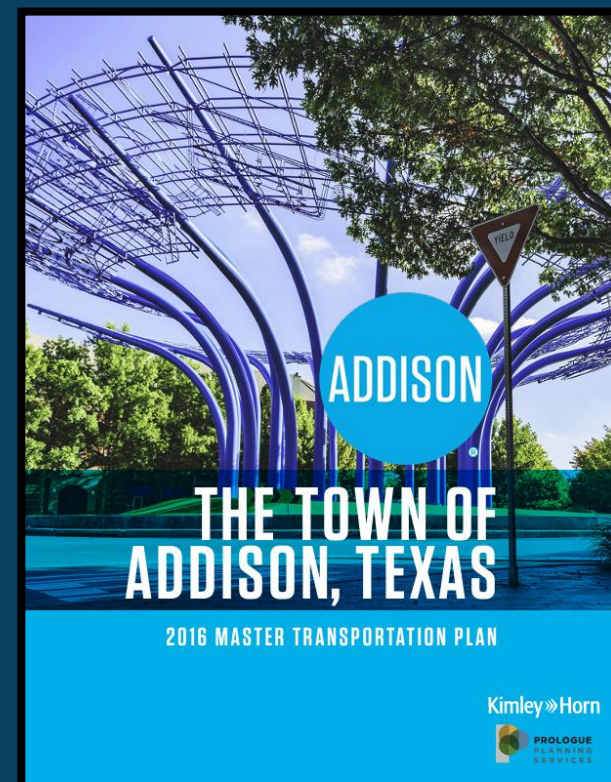
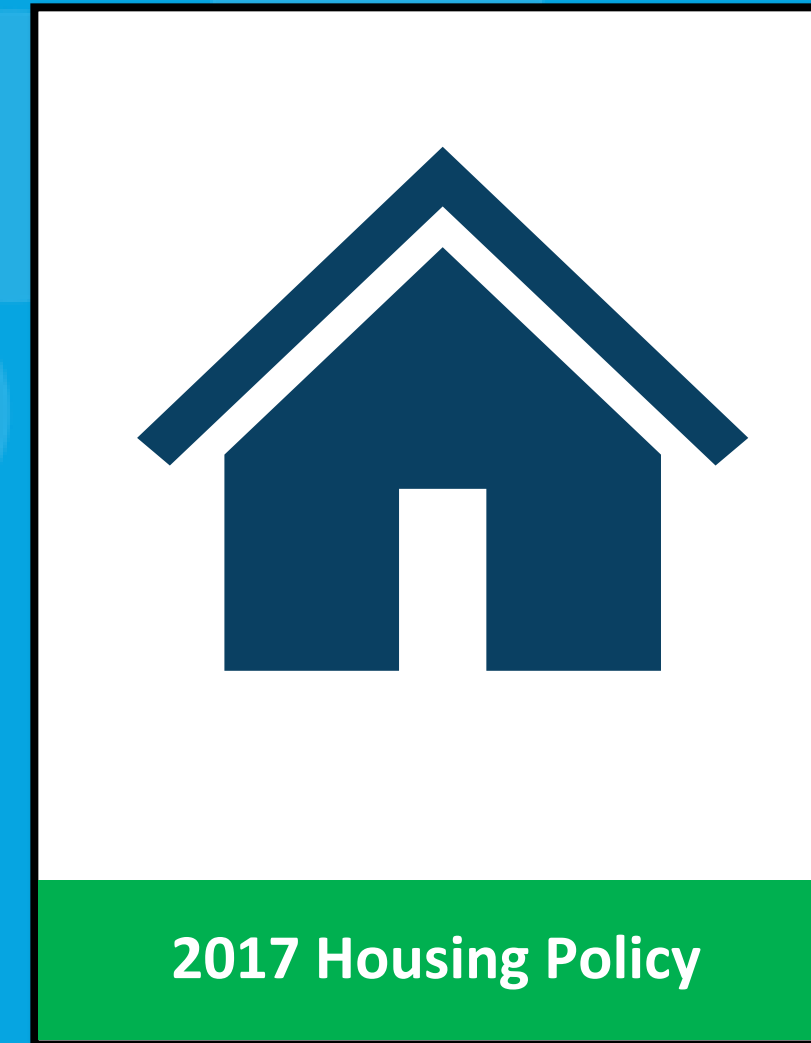
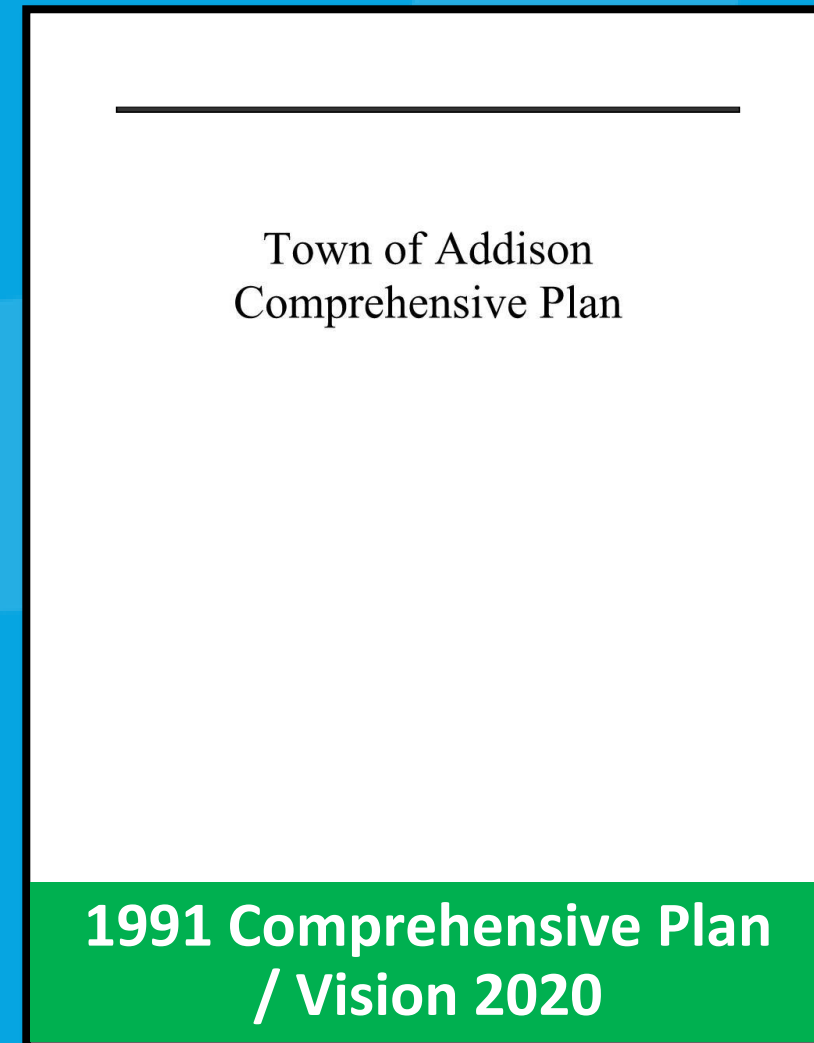
COMPREHENSIVE PLAN

City Council/Planning & Zoning Commission Joint Meeting
October 17, 2023

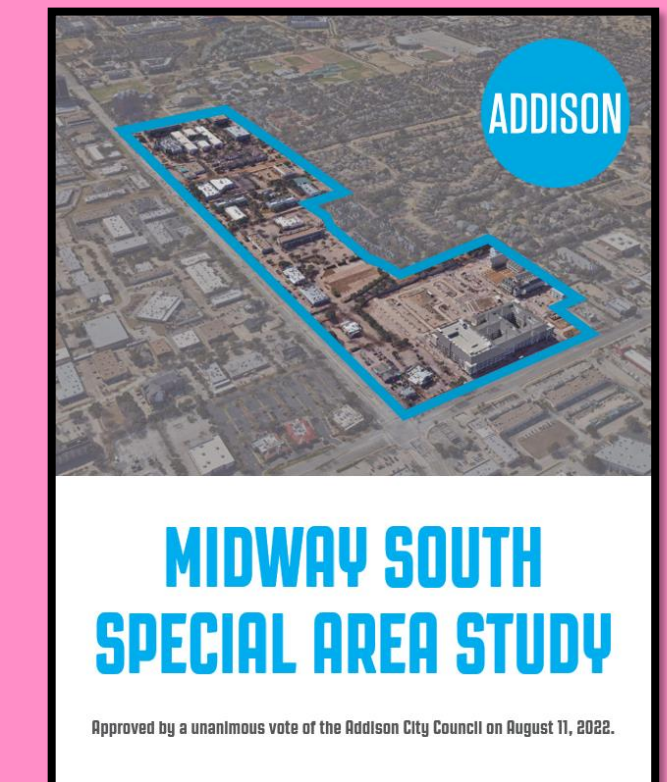
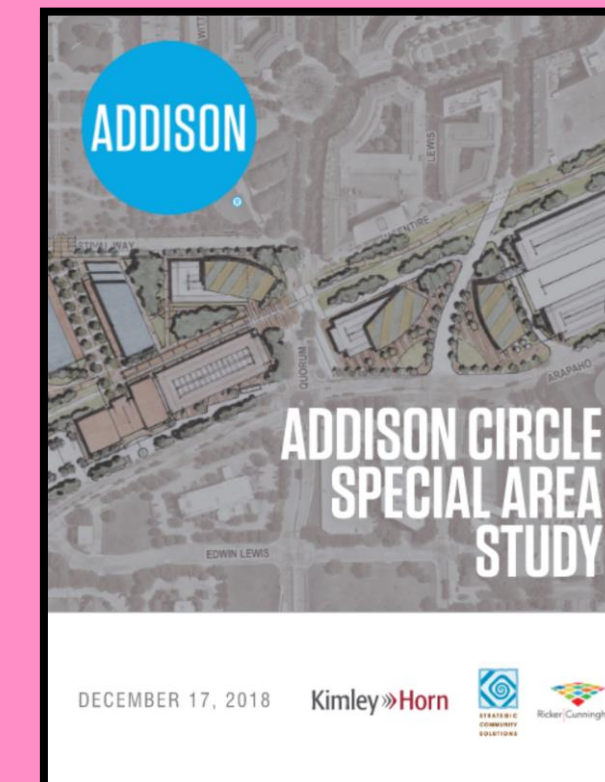
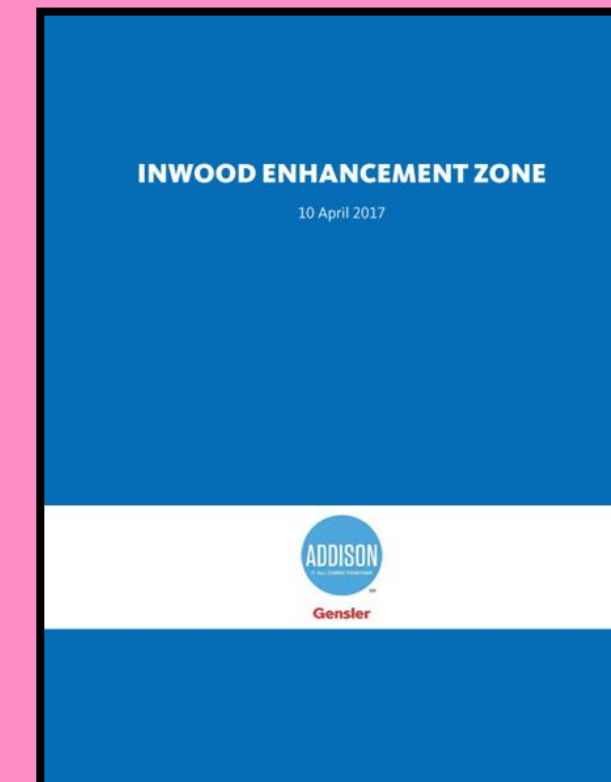
WHY WE PLAN

- The Town is always evolving and planning serves as an opportunity to ensure that proposed investments:
 - Align with community values and are compatible with the surrounding environment
 - Accommodate the Town's physical geography and allow for needed connectivity for pedestrians, cyclists, and vehicles
 - Achieve market support and are economically resilient
 - Address impacts on public and private infrastructure and accommodate needed public open space and social amenities

COMPREHENSIVE PLANNING IN ADDISON



Infrastructure & Amenity Plans



Special Area Studies

GOALS OF THIS COMPREHENSIVE PLAN UPDATE

- **Facilitate an authentic community dialogue to:**
 - Develop a shared understanding of current conditions in Addison and reach consensus on a vision for the future
 - Create and update policies addressing land use and development character, housing and neighborhoods, mobility and connectivity, open space and social amenities, and economic development and revitalization
 - Coordinate other long-range planning efforts to shape a comprehensive strategy for Town leadership to implement



JOINT MEETING AGENDA

Presentation

- Team introduction and roles
- What is a Comprehensive Plan?
- Proposed document structure
- Project workplan and progress report

Attendee Introductions

- City Council
- Planning & Zoning Commission

Exercise

- How Might We...

PROJECT KICKOFF ACTIVITIES

COUNCIL AND
COMMISSION JOINT
MEETING

STAFF INTERVIEWS

TOWN TOUR

Objectives for Kickoff Activities:

- ✓ Introduce key team members
- ✓ Obtain preliminary feedback on strengths and concerns of Addison.
- ✓ Inform the community about engagement opportunities and how public input shapes future events/activities and the Plan, as a whole

PROJECT TEAM

TOWN OF ADDISON

Ken Schmidt, AICP

Director of Development Services

KSchmidt@addisontx.gov

Jade Broadnax, AICP

Comprehensive Planning Manager

Jbroadnax@addisontx.gov

CONSULTANT TEAM

Kevin Shepherd, PE

Project Director (Verdunity)

kevin@verdunity.com



VERDUNITY

Lead consultant; land use, housing, and mobility; document design



Branding, visioning, and community engagement



Market research and economic development



Urban design and landscape architecture



Parks, recreation, and facilities

WHAT IS A COMPREHENSIVE PLAN?

Policy document that is used to guide decisions about future growth and development in the community.

- ✓ Establishes a **shared vision** for the future and **guiding principles** to align the work of the Town around the issues that matter most to the community;
- ✓ Includes a **Future Land Use Map and accompanying strategies** for land use and development character, housing and neighborhoods, mobility, and more;
- ✓ Identifies an **implementation framework and action plan** to achieve the vision;
- ✓ Provides the **foundation for zoning and development standards** that inform daily development decisions

PLAN STRUCTURE

Introduction

- Plan Purpose & Process
- Community Context
- Economics of Land Use & Financial Resilience
- Vision & Guiding Principles

Organizational Components

- Land Use & Development Character
- Housing & Neighborhoods
- Mobility & Connectivity
- Support Components (Parks, Facilities, Infrastructure, Social Amenities)

Economic Development/Resilience, Placemaking, and Sustainability integrated throughout the Plan

Implementation Program

- Strategies
- Actions

PROJECT TIMELINE

- Plan and Data Review
- Community Tour
- Land Use Fiscal Analysis (LUFA)
- **Trip 1: Community Kickoff**
- Community Surveys

- **Trip 3: Strategy Brainstorming**
- Component Strategies (Maps, Policy Recommendations, Actions)
- **Trip 4: Strategy Refinement**

- Public Review
- Final Plan Delivery
- **Adoption Meetings**
- Implementation Tracking Website

LAUNCH PHASE 1

SEP

ASSESS PHASE 2

OCT NOV DEC

EXPLORE PHASE 3

JAN FEB

ORGANIZE PHASE 4

MAR APR MAY

PRIORITIZE PHASE 5

JUN JUL AUG

ADOPT PHASE 6

SEP OCT NOV DEC

2023 | 2024

- Project Kickoff
- Appointment of Comprehensive Plan Advisory Committee (CPAC)*
- Project Website Launch

- **Trip 2: Visioning**
- Stakeholder & Focus Group Interviews
- Online Mapping Tool & Ideas Wall

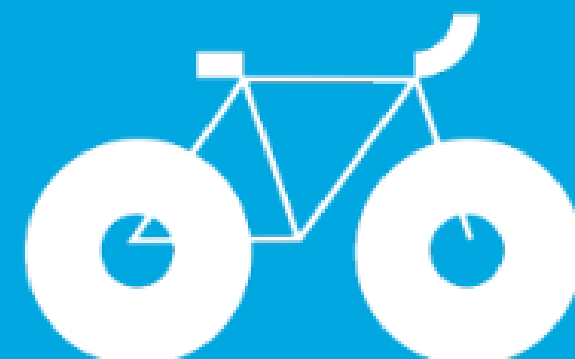
- **Trip 5: Implementation Programming**
- Map Production
- Draft Plan Delivery & Refinement

The background is a solid blue color with a pattern of abstract, semi-transparent geometric shapes. These include various sizes of circles, arcs, and partial circles, some of which are arranged in clusters or rows, creating a sense of movement and depth. The shapes are in different shades of blue, from light to dark, and are scattered across the entire page.

ONGOING AND UPCOMING COMMUNITY ENGAGEMENT

We're seeking input from everyone who loves Addison to develop a comprehensive plan that takes our community to the next level.

Take the Survey →



PROJECT WEBSITE

[ADVANCEADDISON.COM](https://www.advanceaddison.com)

Addison's Comprehensive Plan

The Town of Addison is creating a new Comprehensive Plan that aims to take our community to the next level and guide decisions and investments. The plan will speak to how we make use of and preserve our land, the character and feel of new development, housing, how we get around town, and economic development. It will shape the Addison of the future and build on our renowned reputation, moving us forward as we approach our 100th anniversary.

Inclusive community engagement is a critical part of the planning process to ensure that the Advance Addison 2050 Plan is built upon the input of everyone who loves our community. We want you to get involved and help

SIGN UP FOR THE PROJECT NEWSLETTER

Ready to be part of the movement?

Sign up to be notified of project updates, events, surveys and more.

SURVEY #1: VIBRANT COMMUNITY ASSESSMENT

We're seeking input from everyone who loves Addison to develop a comprehensive plan that takes our community to the next level.

Take the Survey →

[ADVANCEADDISON.COM](https://www.advanceaddison.com)



UPCOMING ENGAGEMENT OPPORTUNITIES

- Sips n Scoops – October 17th
- Community Kickoff Meeting – October 18th
- Harvest Hayday – October 21st
- Survey #2 Opens – October 27th
- Town Hall Meeting – October 30th
- CPAC Meeting #1 – November 1st

INTRODUCTIONS

1

**Your
Name**

2

**Time in
Addison**

3

**Top Item This
Plan Should
Address?**

EXERCISE

HOW MIGHT
WE...

1

HOW MIGHT WE...

*Revitalize aging buildings and
commercial centers?*

2

HOW MIGHT WE...

*Provide quality housing
options for everyone?*

3

HOW MIGHT WE...

Improve connectivity and walking/cycling options?

4

HOW MIGHT WE...

*Enhance and increase our
supply of public spaces?*

5

HOW MIGHT WE...

*Attract and retain businesses
and their workforce?*

COMMUNITY KICKOFF MEETING

6:30 PM,
WEDNESDAY,
OCTOBER 18TH

ADDISON
CONFERENCE &
THEATRE CENTER

HELP SHAPE THE FUTURE OF ADDISON!

The Town of Addison is creating a new Comprehensive Plan that aims to take our community to the next level and guide decisions and investments. The plan will speak to how we use, preserve, and revitalize our land, the character and feel of new development, housing, how we get around town, and economic development.

Public Kickoff Meeting: October 18th, 6:30 – 8pm

Addison Conference and Theatre Centre, 15650 Addison Rd

There will be a presentation followed by stations addressing the questions below.

HOW MIGHT WE...

- Revitalize aging buildings and commercial centers?
- Provide quality housing options for everyone?
- Improve connectivity and walking/cycling options?
- Enhance and increase our supply of public spaces?
- Attract and retain businesses and their workforce?

AdvanceAddison.com

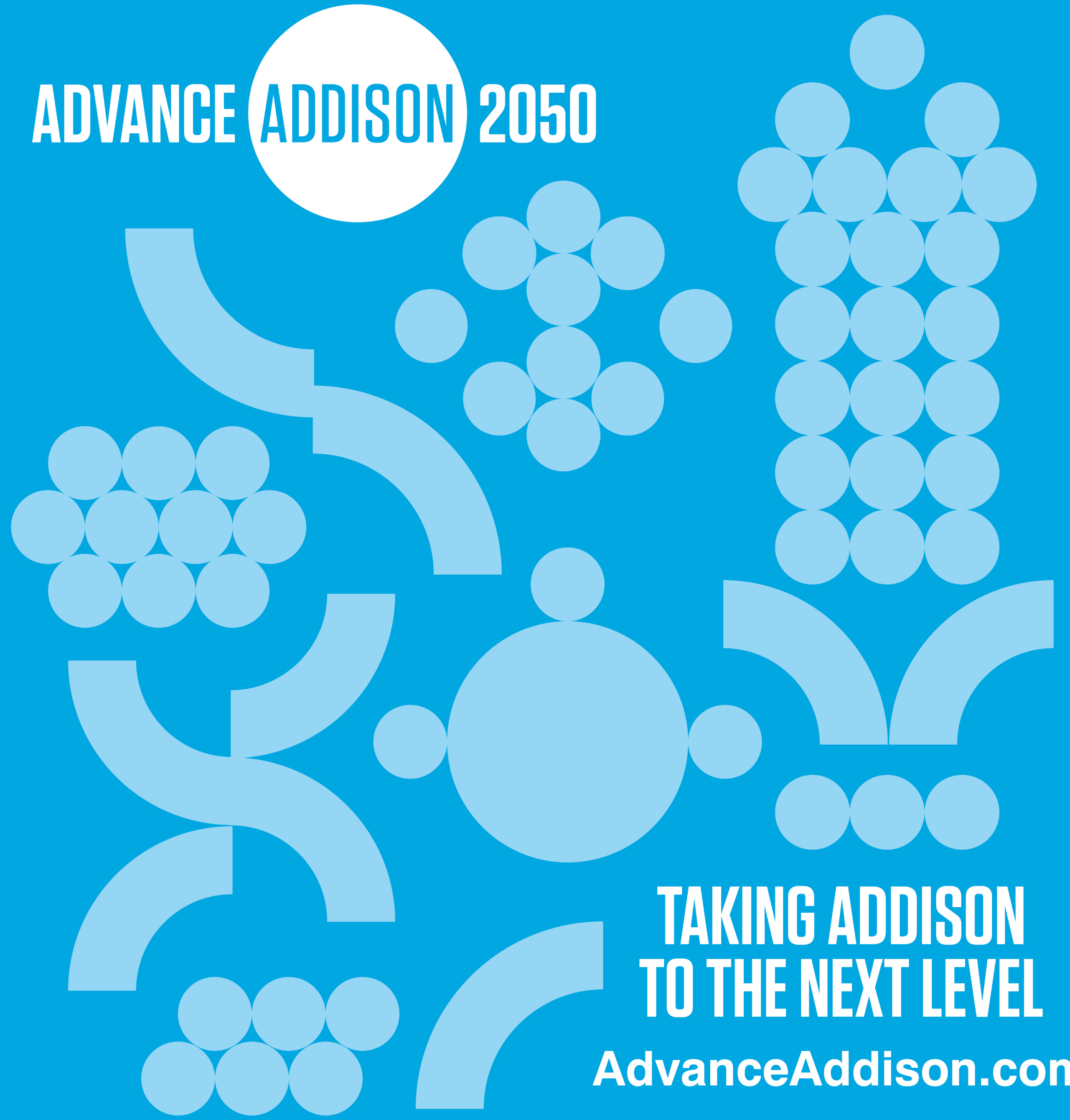


TAKE THE SURVEY

POSTCARD MAILED TO ALL RESIDENTIAL ADDRESSES

QUESTIONS?

ADVANCE **ADDISON** 2050



**TAKING ADDISON
TO THE NEXT LEVEL**

AdvanceAddison.com