



**COMPREHENSIVE PLAN
ADVISORY COMMITTEE (CPAC) MEETING #2**

THURSDAY, DECEMBER 14, 2023

**ADDISON CONFERENCE CENTER
15650 ADDISON ROAD, ADDISON, TX 75001**

6:00 P.M. MEETING

The CPAC meeting will be held at the Addison Conference Center, 15650 Addison Road, Addison, Texas 75001 on Thursday, December 14, 2023 at 6 pm. For more information on the meeting location and ways to view and/or present comments, please contact Jade Broadnax prior to 3:00 pm on the day of the meeting at 972-450-2820 or by emailing jbroadnax@addisontx.gov. The meeting will be live streamed on Addison's website at www.addisontexas.net.

Call Meeting to Order

1. Consider, discuss, and act on the appointment of a Comprehensive Plan Advisory Committee (CPAC) Chair and Vice Chair.
2. Present and discuss a timeline and status update for the Comprehensive Plan.
3. Present and discuss preliminary Existing Conditions Analysis and Land Use and Fiscal Analysis (LUFA) findings.
4. Present and discuss future community engagement opportunities for the Comprehensive Plan Advisory Committee (CPAC).

Citizen Comments: *At this time citizens will be allowed to speak on any matter other than personnel matters under litigation, for a length of time not to exceed three minutes. No Committee action or discussion may take place on any matter until such matter has been placed on an agenda and posted in accordance with law.*

Adjourn 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: _____
Jade Broadnax, Comprehensive Planning Manager
DATE POSTED: _____
TIME POSTED: _____
DATE REMOVED FROM BULLETIN BOARD: _____
REMOVED BY: _____

**Comprehensive Plan Advisory
Committee**

1.

Meeting Date: 12/14/2023

Agenda Caption:

Consider, discuss, and act on the appointment of a Comprehensive Plan Advisory Committee (CPAC) Chair and Vice Chair.

Attachments

Presentation - Advance Addison 2050 CPAC meeting #2

ADVANCE **ADDISON** 2050

COMPREHENSIVE PLAN

Comprehensive Plan Advisory Committee (CPAC) Meeting

December 14, 2023

AGENDA

- Introductions and consideration of leadership appointments
- Project timeline and status update
- Preliminary findings from existing conditions assessment
- Promoting the plan and engagement activities (Survey 2)
- 'Meeting in a Box' overview
- Next Steps – Trip 2 Engagement Activities

COMMITTEE LEADERSHIP

- **Consideration of CPAC Chair and Vice Chair appointments**
 - **CPAC Chair** - Responsible for facilitating official CPAC meeting attendance and dialogue through:
 - Confirming a quorum is present for official CPAC meetings.
 - Opening and closing CPAC discussions during official CPAC meetings.
 - Ensuring CPAC members are engaging with the project team by sharing their opinions on key deliverables and policy directives during official CPAC meetings.
 - Summarizing the committee's recommended actions to the project team at official CPAC meetings.
 - **CPAC Vice Chair** - Substitute for Chair in the event the Chair is unable to attend a CPAC meeting

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

EXISTING CONDITIONS ASSESSMENT (ONGOING)

Completed

- ✓ Demographics/Psychographics
- ✓ Survey 1 (Vibrant Community Assessment)
- ✓ Preliminary Land Use Fiscal Analysis (LUFA)
- ✓ Review of Current Plans
- ✓ Preliminary Takeaways

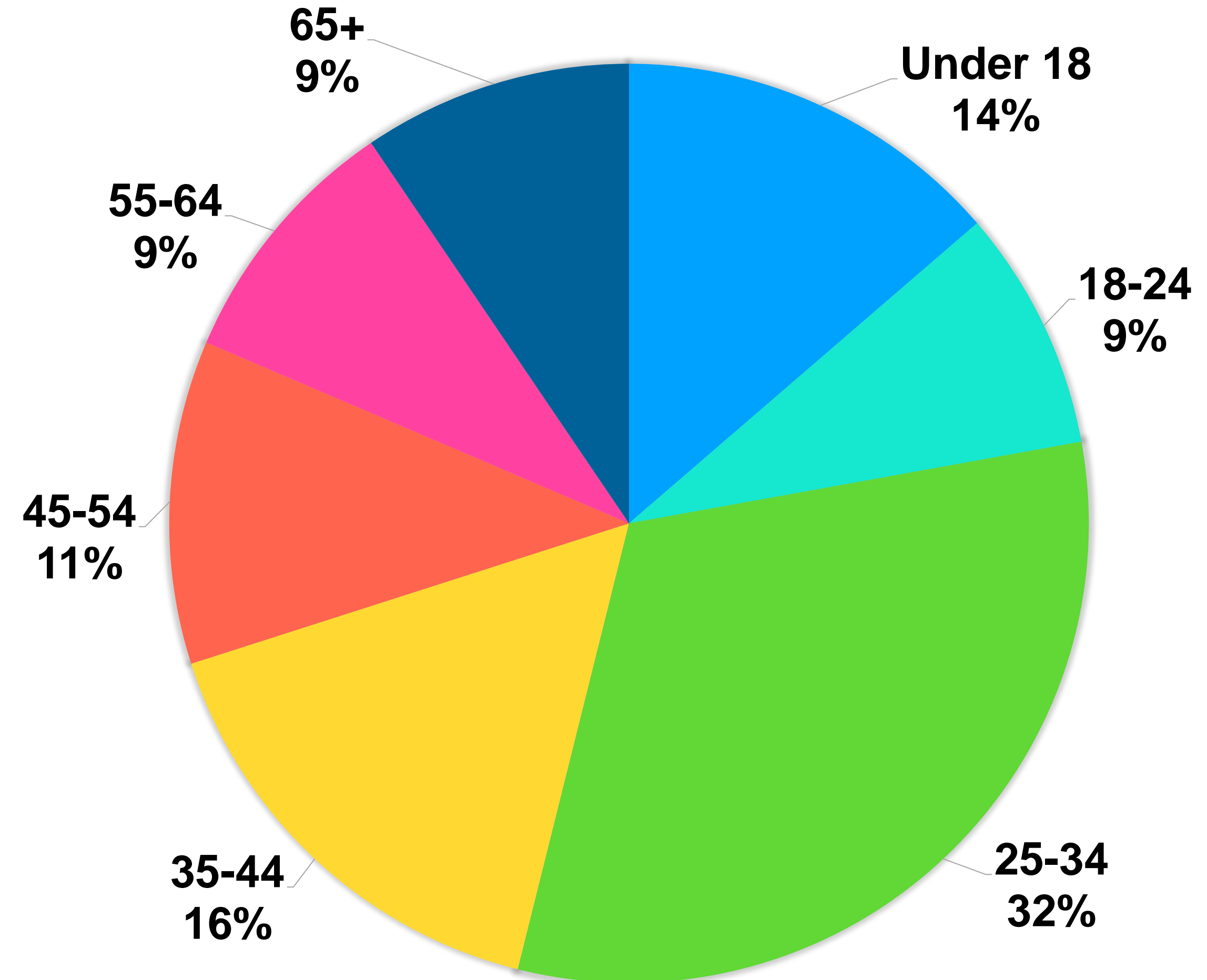
Ongoing

- Market Report
- Final LUFA
- Opportunities & Challenges
- Values/Assets/Aspirations

DEMOGRAPHIC SNAPSHOT

Total Population	17,939
Median Age	35.1
Average Household Size	1.86
Median Home Value	\$351,103

COMPOSITION OF POPULATION



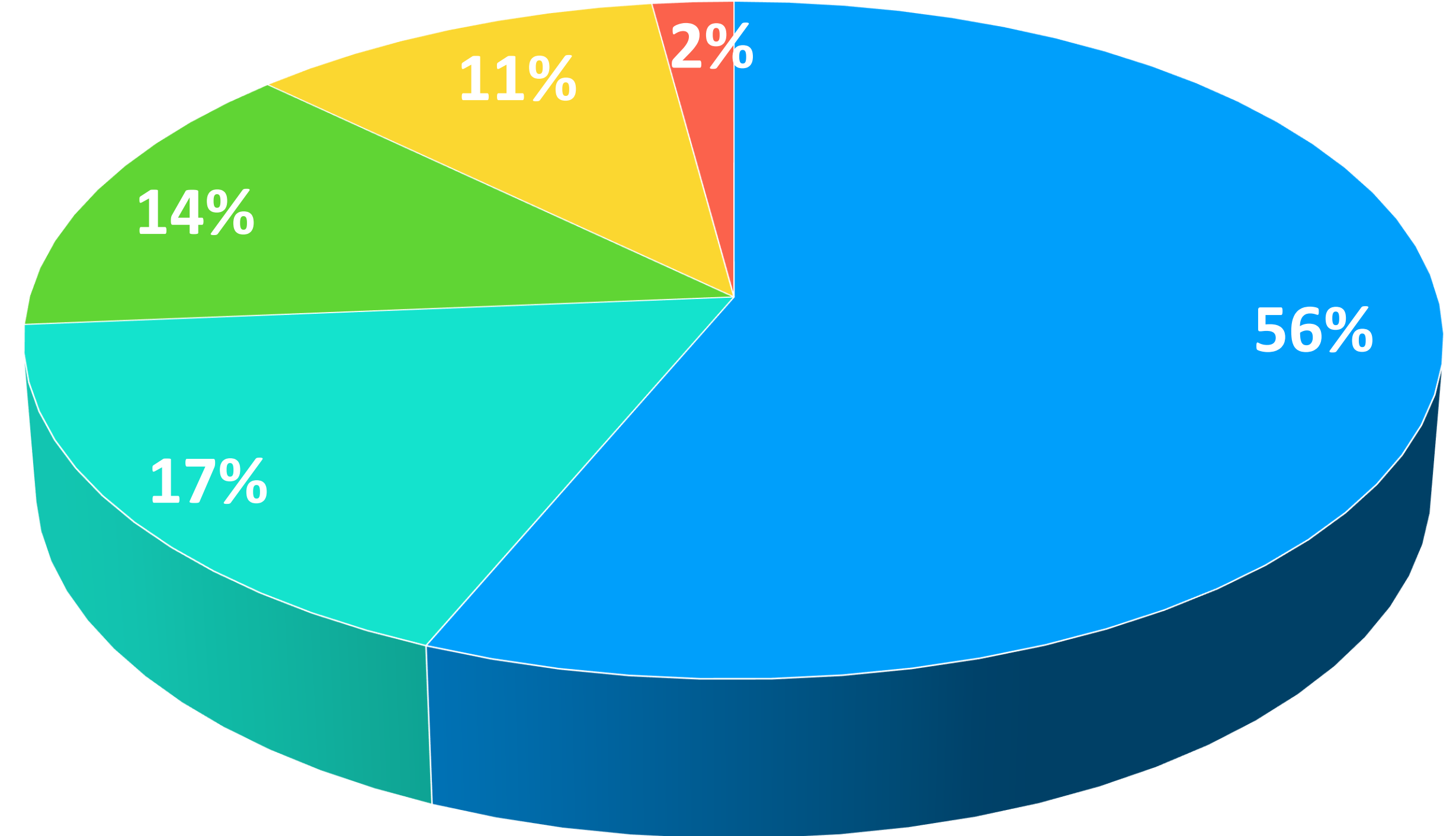
POPULATION CHARACTERISTICS

ESRI Tapestry Segmentation Profiles

- Metro Renters
- Young and Restless
- Enterprising Professionals
- Urban Chic
- Emerald City

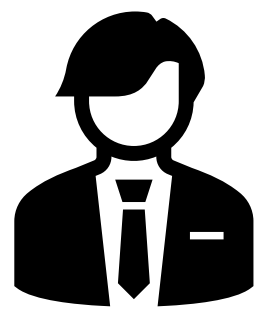
Significant Characteristics:

- Typical Housing: multiunit rentals, single-family housing
- Median Age Range: 29.8 – 43.3



EMPLOYMENT SNAPSHOT

EMPLOYMENT



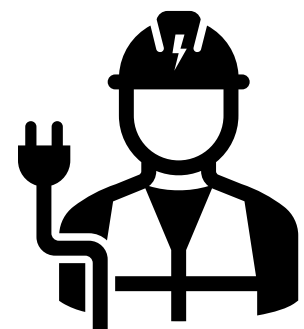
79.1%

White Collar



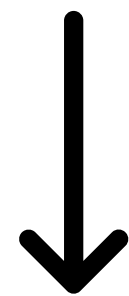
10.8%

Services



10.1%

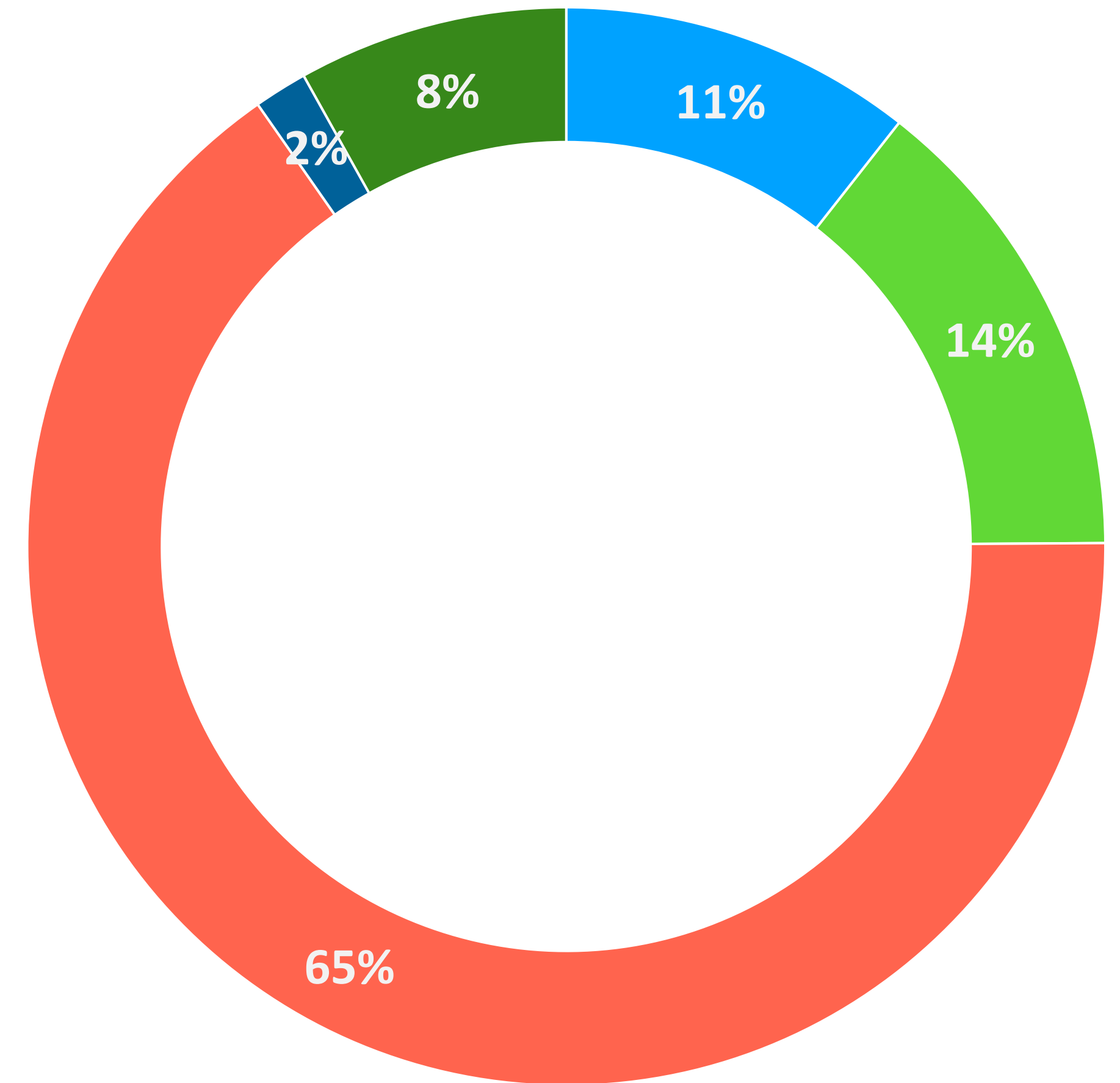
Blue Collar



2.7%

Unemployment Rate

Employment by Industry



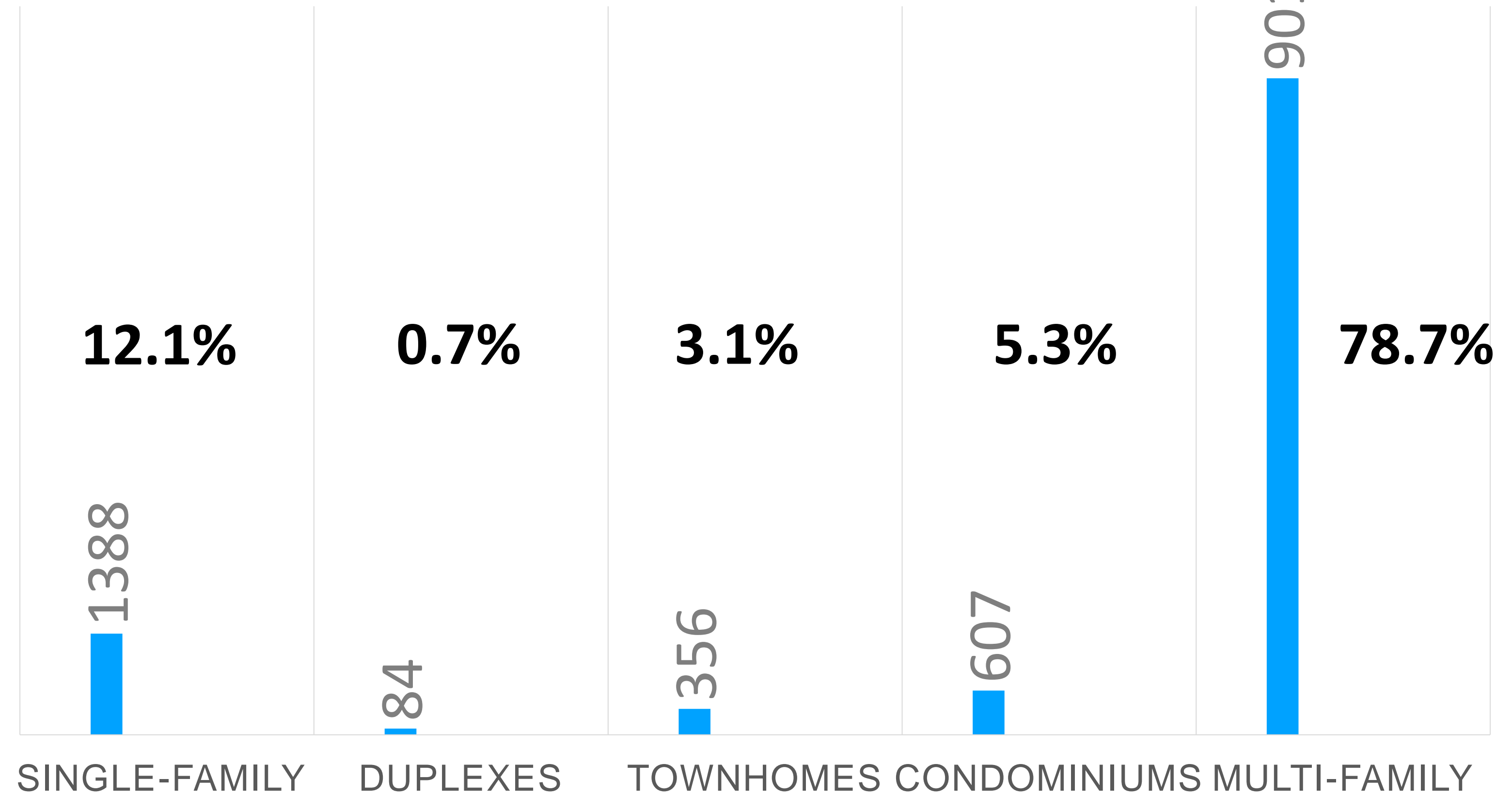
- Construction and Trades
- Manufacturing & Warehousing
- Professional Services
- Public Administration
- Retail Trade

HOUSING SNAPSHOT

(AS OF AUGUST 2023)

Current Housing Units	11,447
Current Ownership / Rental Mix	21.3% / 78.7%
Approved Housing Units	15,689
Approved Ownership / Rental Mix	16.8% / 83.2%

HOUSING COMPOSITION



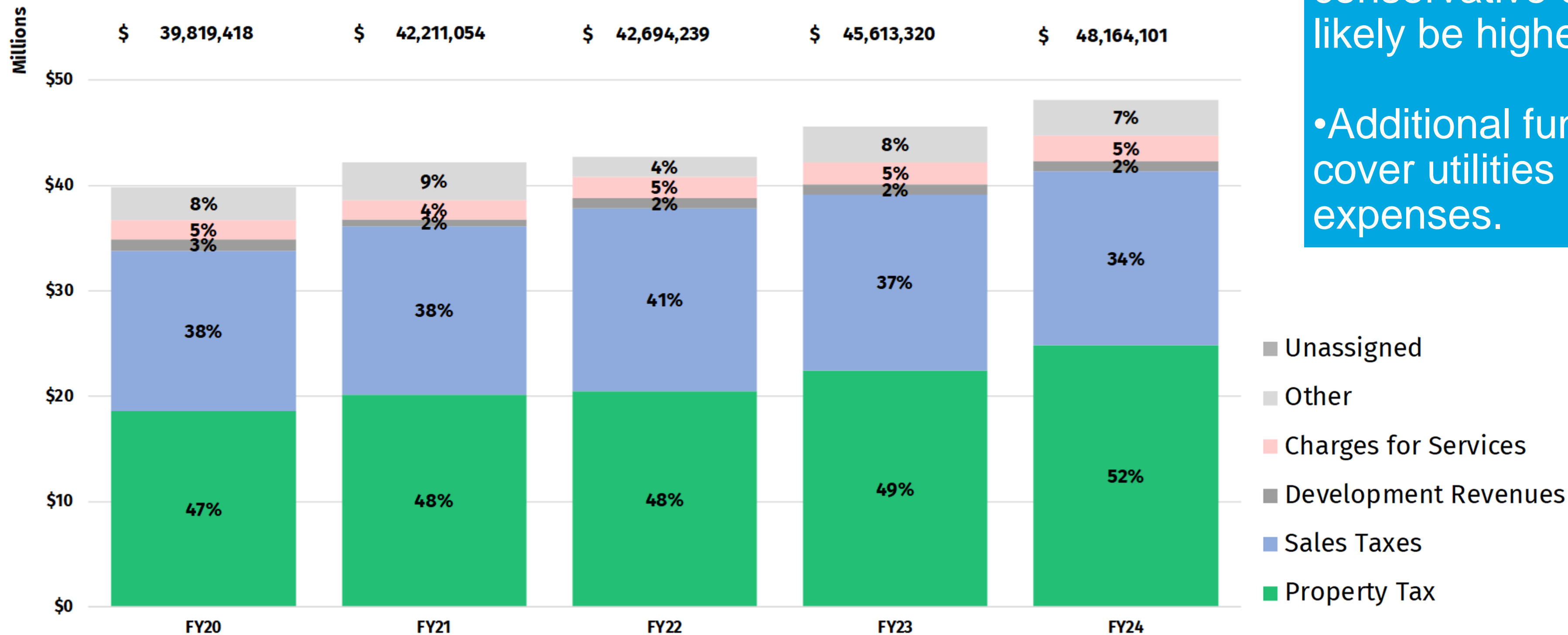
← Ownership Housing Types (can also be rented) →

← Rental Housing Types →

LAND USE FISCAL ANALYSIS

General Fund Revenue Trend Analysis

Revenue Type	FY20	FY21	FY22	FY23	FY24
Property Tax	\$ 18,617,246	\$ 20,172,494	\$ 20,454,052	\$ 22,409,394	\$ 24,841,151
Sales Taxes	\$ 15,191,223	\$ 15,965,385	\$ 17,347,888	\$ 16,750,000	\$ 16,500,000
Development Revenues	\$ 1,072,321	\$ 649,083	\$ 972,526	\$ 960,400	\$ 960,400
Charges for Services	\$ 1,842,055	\$ 1,834,174	\$ 2,063,371	\$ 2,070,790	\$ 2,442,350
Other	\$ 3,096,573	\$ 3,589,918	\$ 1,856,402	\$ 3,422,736	\$ 3,420,200
Total GF Revenue	\$ 39,819,418	\$ 42,211,054	\$ 42,694,239	\$ 45,613,320	\$ 48,164,101

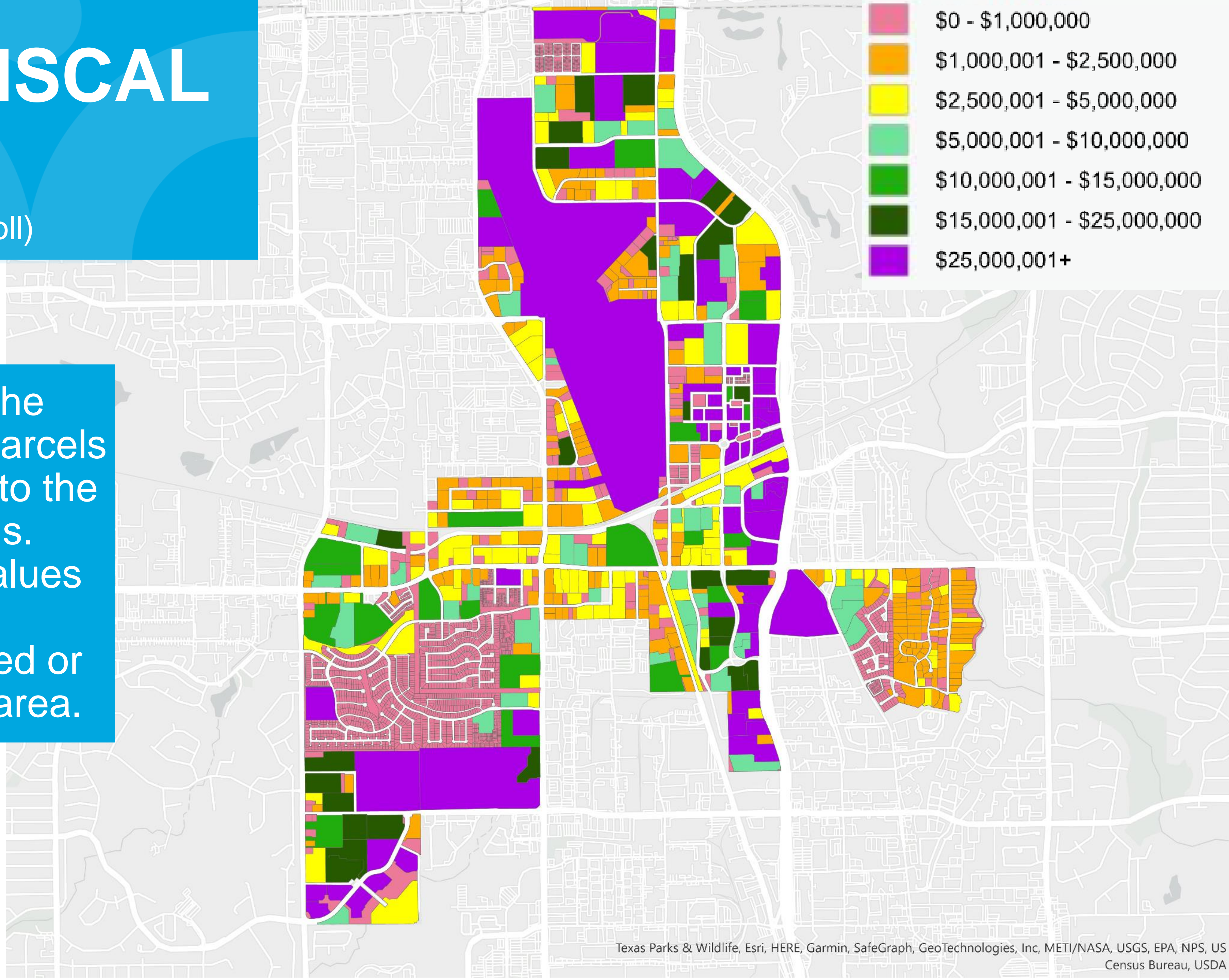


- More than half of the general fund revenue comes from property tax (strong position).
- Sales tax amounts for FY23 and FY24 are conservative estimates. Actual values will likely be higher.
- Additional funds have been set up to cover utilities (enterprise fund) and airport expenses.

LAND USE FISCAL ANALYSIS

Assessed Value (2022 Tax Roll)

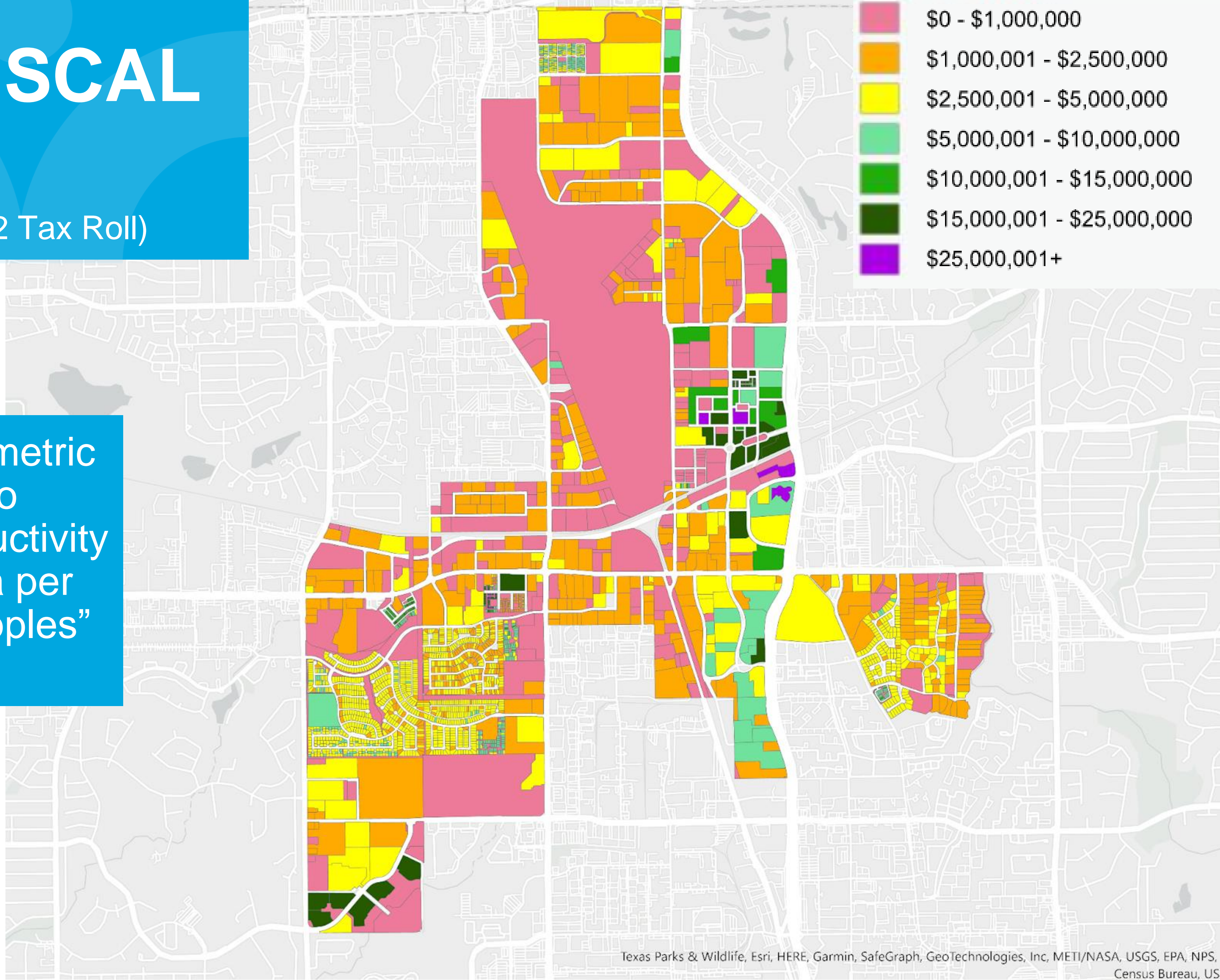
This map illustrates the assessed value for parcels in the city according to the 2023 certified tax rolls. Parcels with lower values (shown in pink) are generally undeveloped or have a smaller land area.



LAND USE FISCAL ANALYSIS

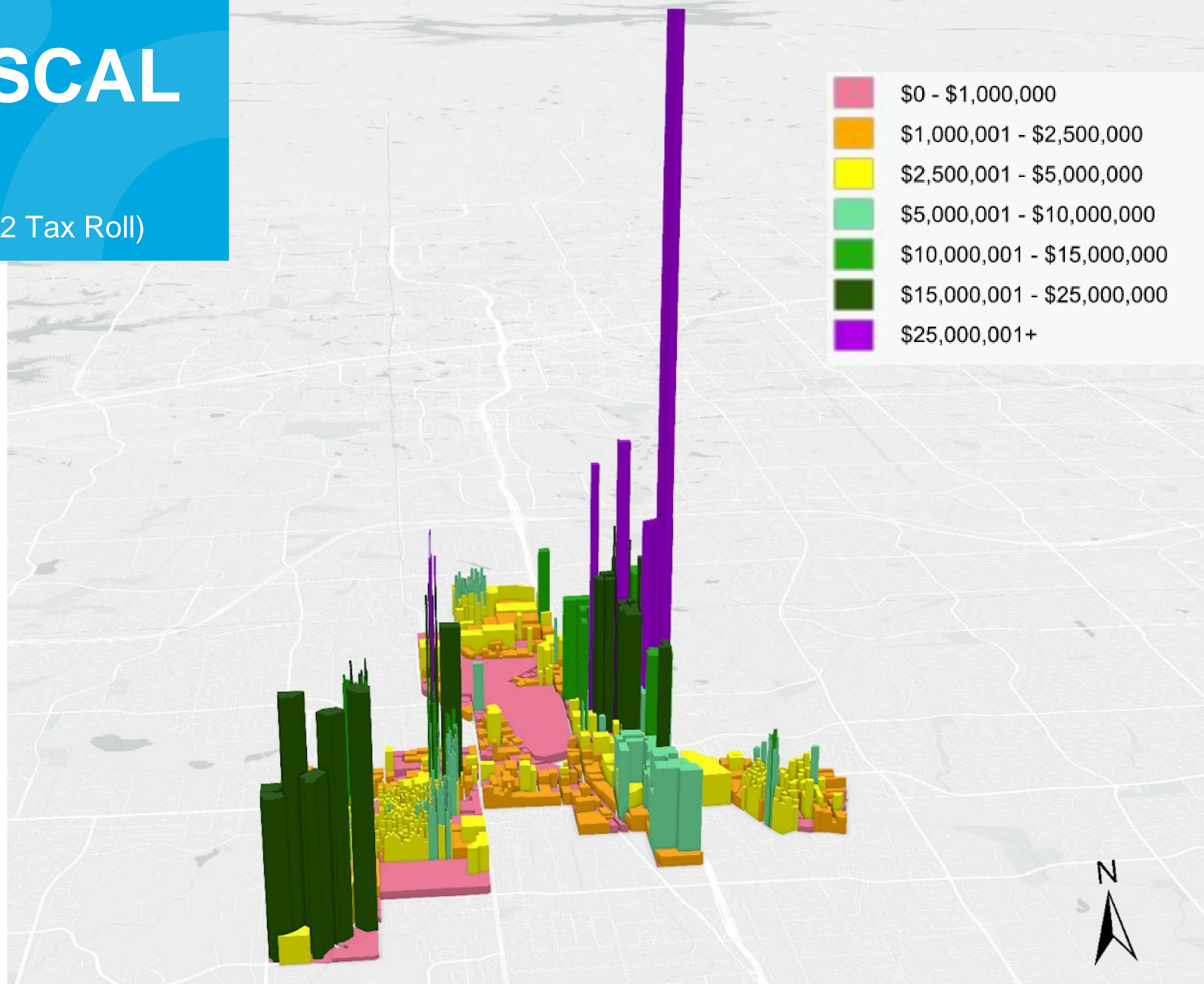
Assessed Value per Acre (2022 Tax Roll)

The value per acre metric provides the ability to evaluate fiscal productivity of development on a per parcel, “apples to apples” basis.



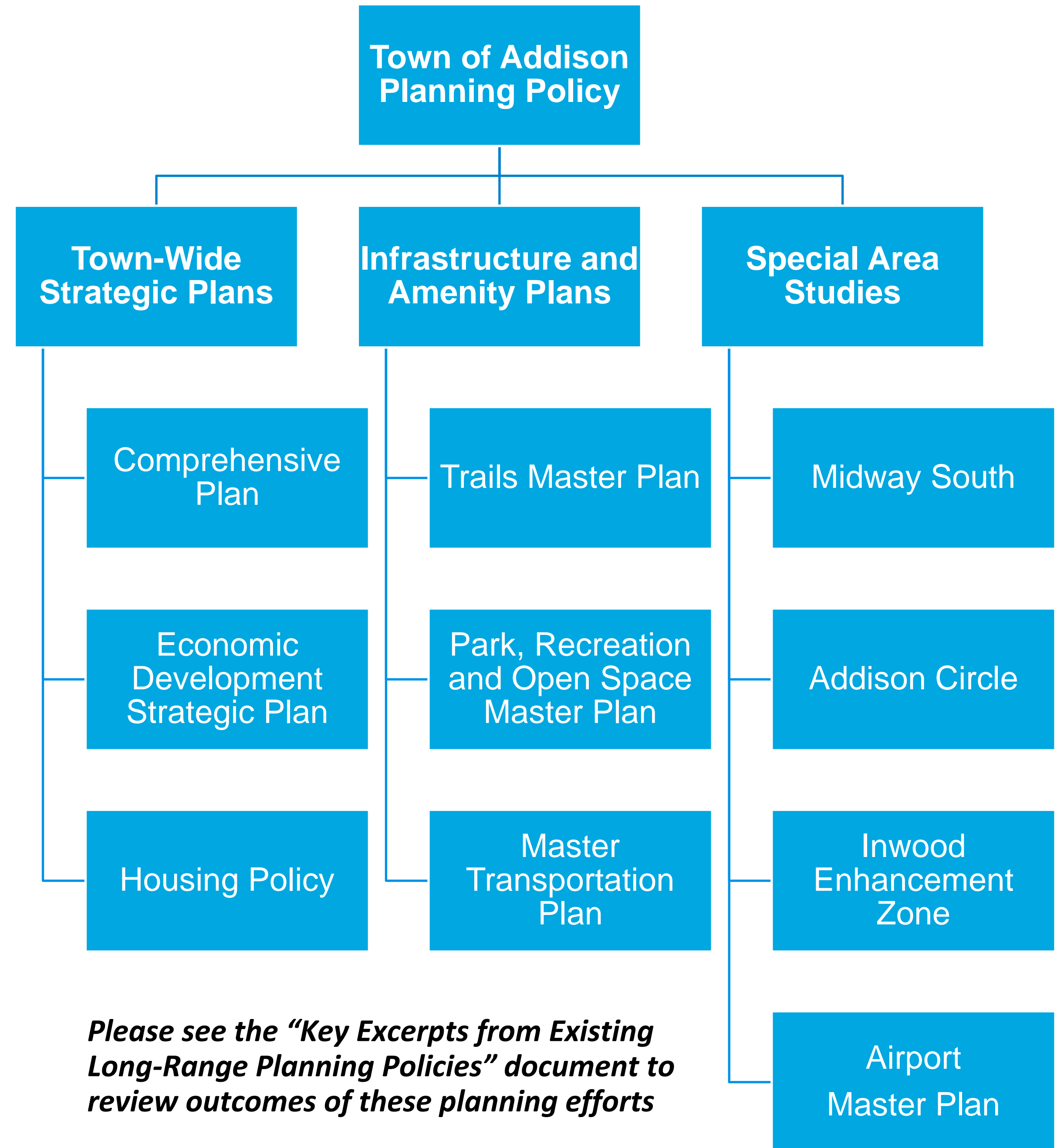
LAND USE FISCAL ANALYSIS

Assessed Value per Acre (3D) (2022 Tax Roll)



CURRENT PLANS

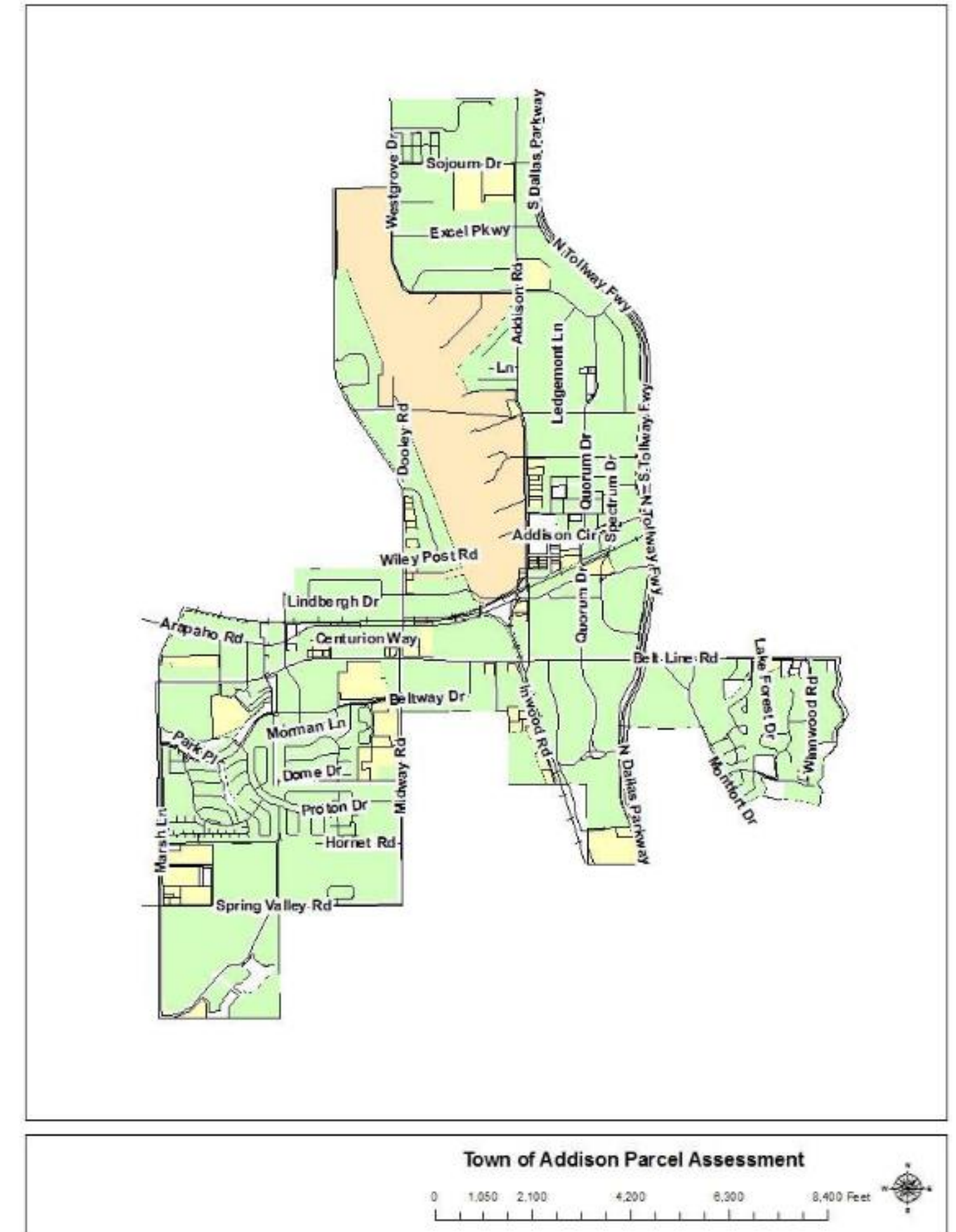
Advance Addison 2050 will honor and carry forward key findings from these planning efforts and will contemplate refinements where current conditions may necessitate change.



Please see the “Key Excerpts from Existing Long-Range Planning Policies” document to review outcomes of these planning efforts

2013 COMPREHENSIVE PLAN

- Plan provides a very detailed history of Addison
- Took a redevelopment approach that focused on redevelopment needs at that time – plan was silent on many properties that are now experiencing change
- Strategy element highlights:
 - *Special area study approach to key sub-areas*
 - *Strong focus on maintaining vibrancy of existing housing and commercial developments*
 - *Continued focus on provided first class amenities for Addison residents, workforce, and visitors*



LAND USE AND DEVELOPMENT CHARACTER PRELIMINARY TAKEAWAYS

Land use and development character aspects of the plan inform what gets built where, and the general look, feel and context of buildings, infrastructure, and the public realm.

- **Revitalization and reinvestment in properties** along important corridors, such as Inwood Road, are a major concern for the public. (October engagement activity, feedback from Town officials and staff)
- **High quality design of the public realm and buildings** is expected in order to preserve property values and quality of life and attract and retain businesses and residents (October engagement activity)
- **Mixed use developments** are being encouraged and desired by the general public (October engagement activity)
- Transit-oriented development (TOD) adjacent to the **DART Silver Line Rail Station** has been planned, which would introduce a new type of development within the Town. (Feedback from staff)

HOUSING AND NEIGHBORHOOD PRELIMINARY TAKEAWAYS

The housing and neighborhoods component will address the mix of housing types and neighborhood contexts the Town needs to provide in order to attract and retain residents for the next several decades.

- There is a major desire for **ownership housing products** in order to retain residents within the Town long-term. (October engagement activity and Survey #1)
- Higher density ownership housing options such as **townhomes and small-lot housing** were favored. (October engagement activity)
- There is a significant amount of **vacant commercial land and aging office buildings** that have the potential to be redeveloped into **mixed-used developments and for-sale condominiums**. (October Town visit)
- **Senior living housing** and amenities have been voiced as desired within the community. (October engagement activity)

MOBILITY AND CONNECTIVITY PRELIMINARY TAKEAWAYS

Mobility and connectivity elements of the plan will address how people and goods move to, from, and around the Town. There is a strong trend and continued desire to improve the walkability and connectivity within and between neighborhoods and commercial centers throughout the Town.

- The construction and onboarding of the **DART Silver Line Rail Station** coming in 2026. (DART and Town plans)
- **Dallas North Tollway(DNT)** is an obstacle for connectivity from the east to the west side of the Town, but also presents an opportunity for a distinctly branded and highly visible intersection/pedestrian crossing. (October engagement activity, feedback from Town officials and staff)
- **Improved trail connectivity** throughout the Town was identified as a major aspiration in the 2021 Trails Master Plan and early community input on this effort has reinforced this desire. (2021 Trails Master Plan, October engagement activity)
- Other mobility options are desired such as **cycling compatibility and city-wide shuttle service** in order to access neighborhood and commercial services. (October engagement activity)

ADDITIONAL TAKEAWAYS

- The new plan will build upon the redevelopment philosophy started with the 2013 plan
- Different buildings, properties, neighborhoods, and commercial centers will require different strategies:
 - Preserve existing development
 - Enhance what's there through incremental development and infill
 - Redevelop areas in need of revitalization
- Economic development needs to balance larger employment and commercial opportunities with enhanced cultivation of unique local businesses and entrepreneurs
- Incremental improvement/change to existing buildings and sites likely to become a more frequent outcome

MARKET RESEARCH

Peer Communities/Developments

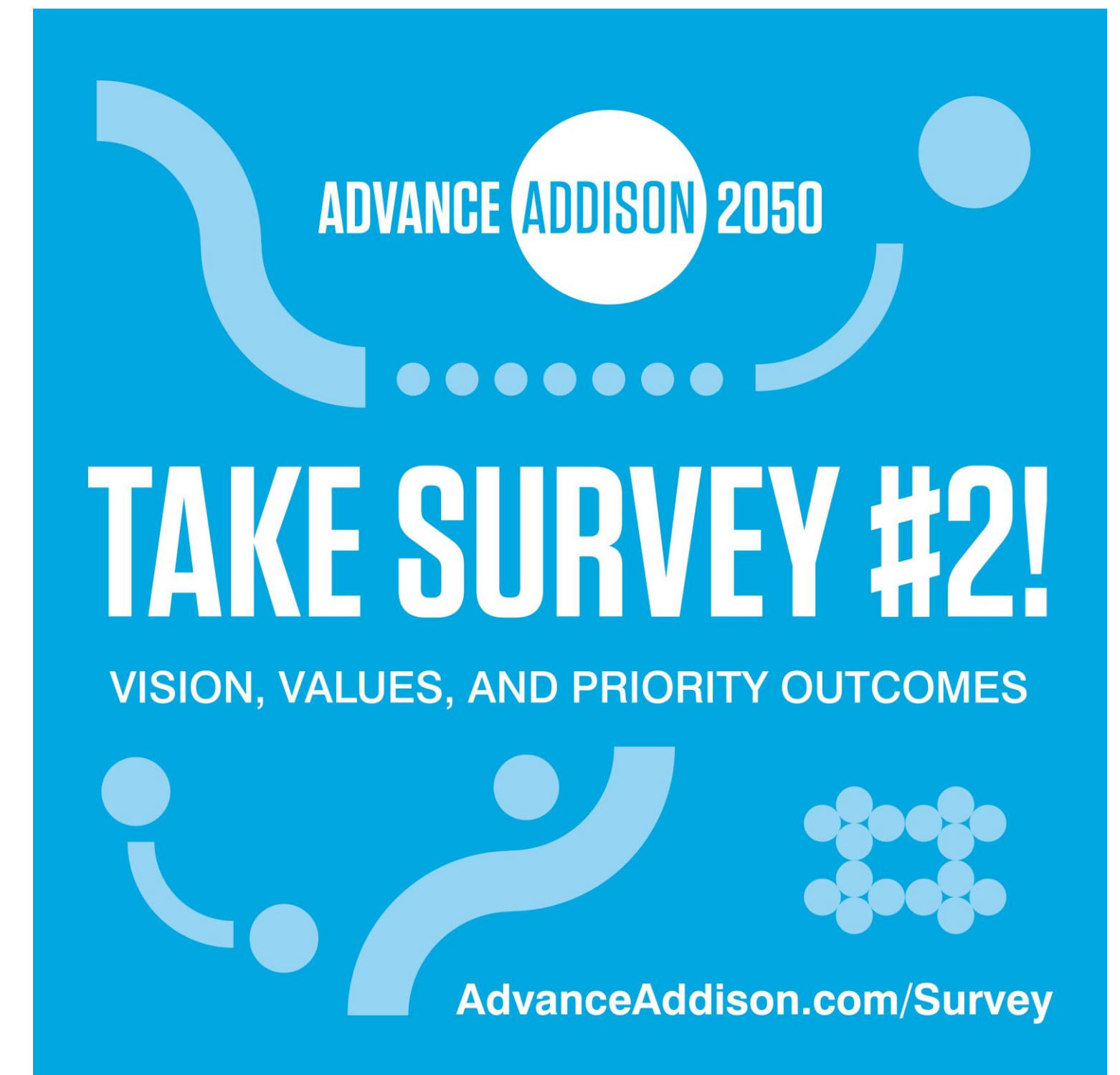
- Local:
 - Plano – Legacy Business Area
 - Las Colinas
 - Preston Center
- State:
 - Fort Worth – West 7th
 - Austin – Plaza Saltillo, East Riverside, The Domain
- National: Buckhead, Atlanta, GA



Plano Legacy Business Park, Dallas Morning News

COMMUNITY SURVEY # 2

- Survey 2 is the most robust and important survey for the project.
- The survey includes questions that will inform the vision, guiding principles, and desired outcomes and priorities.
- Takes ~ 30 minutes to complete. Progress can be saved.
- Town is offering gift card incentives for those completing the survey.
- Survey will remain open through Dec. 31, 2023.
- In-person exercises during Trip 2 and 'Meeting in A Box' discussions will cover similar topics and provide opportunities for the community to give additional input.



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

TRIP #2 OVERVIEW

Trip #2 - January 23 - 25, 2024

- Purpose:
 - In-person activities to capture input on community visioning, guiding principles, and desired outcomes
- Activities:
 - Pop-ups at various locations
 - Topic and location-focused workshops and interviews
 - Public workshop w/ Committee Participation (Jan 25th)

Requested CPAC Actions:

- Continue to promote the project and website to the community
- Encourage people to complete Survey 2 prior to end of the year
- Promote and encourage participation in Trip 2
- Attend and participate in activities
- Facilitate 'Meeting in A Box' sessions



WHAT IS 'MEETING IN A BOX'?

- CPAC led small group meetings
- A way to expand the reach of engagement for Advance Addison
- A way for individuals to have more opportunity to provide input
- Great for groups of neighbors, friends, co-workers, book clubs, church groups – any small group who live or work in Addison.

HOW LONG DOES IT TAKE?



- A meeting can last anywhere from 30 minutes up to 2 hours.
- It is dependent on your group and length of discussion you have around the different questions and topics. We encourage discussion!
- You can answer just one category of questions or all of them.



WHAT IS REQUIRED OF ME?

- Arrange your group's meeting time & location (can be in-person or virtual)
- Read the definition of a Comprehensive Plan to the group
- Guide your group through the different topics and questions
- Take notes and submit your group's answers through the project website
- You can enter your notes directly into the website or you can print the offline version and scan / upload your results

MEET.ADVANCEADDISON.COM

Ready to start your meeting?

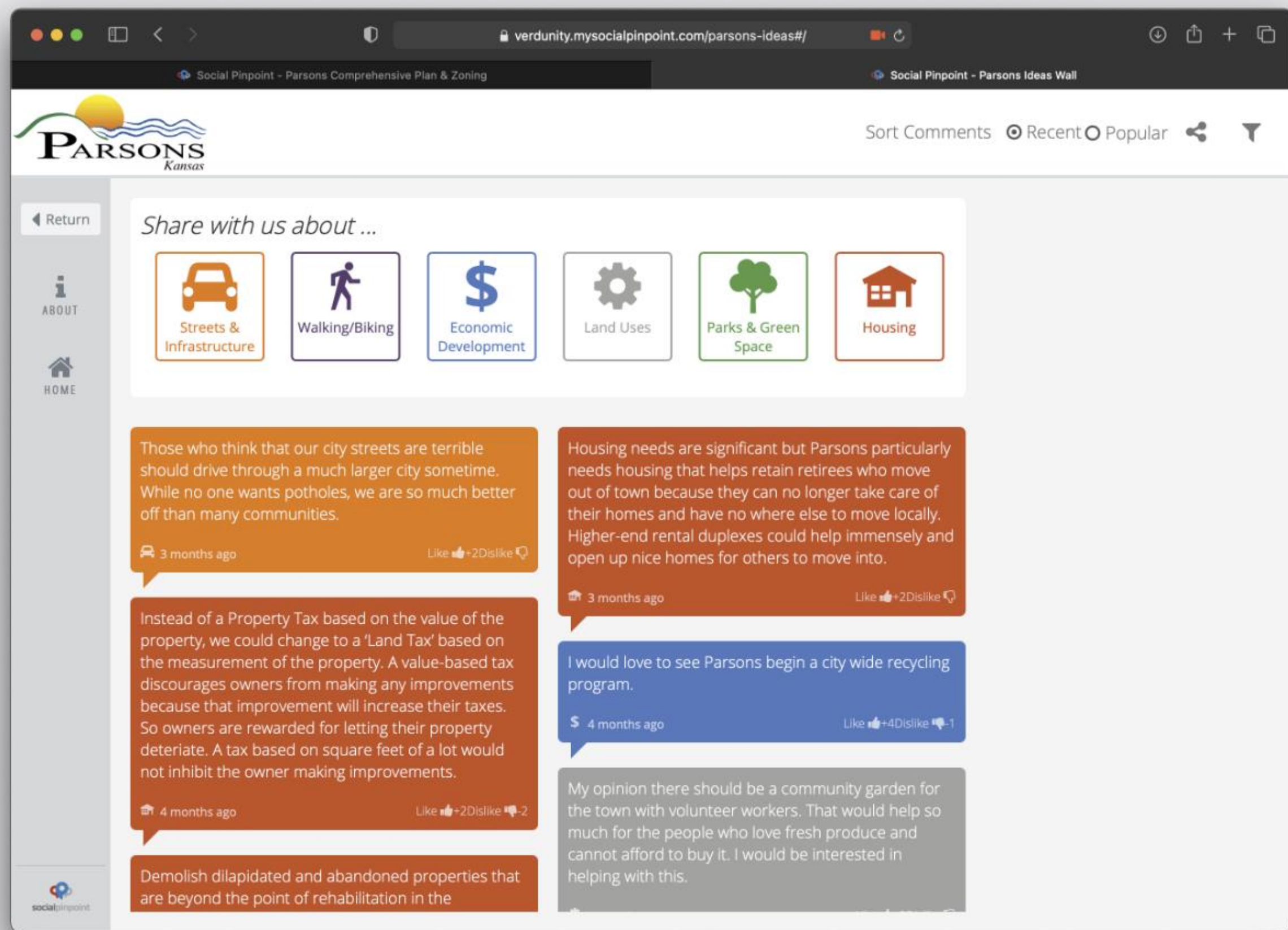
[Or download the offline version >](#)

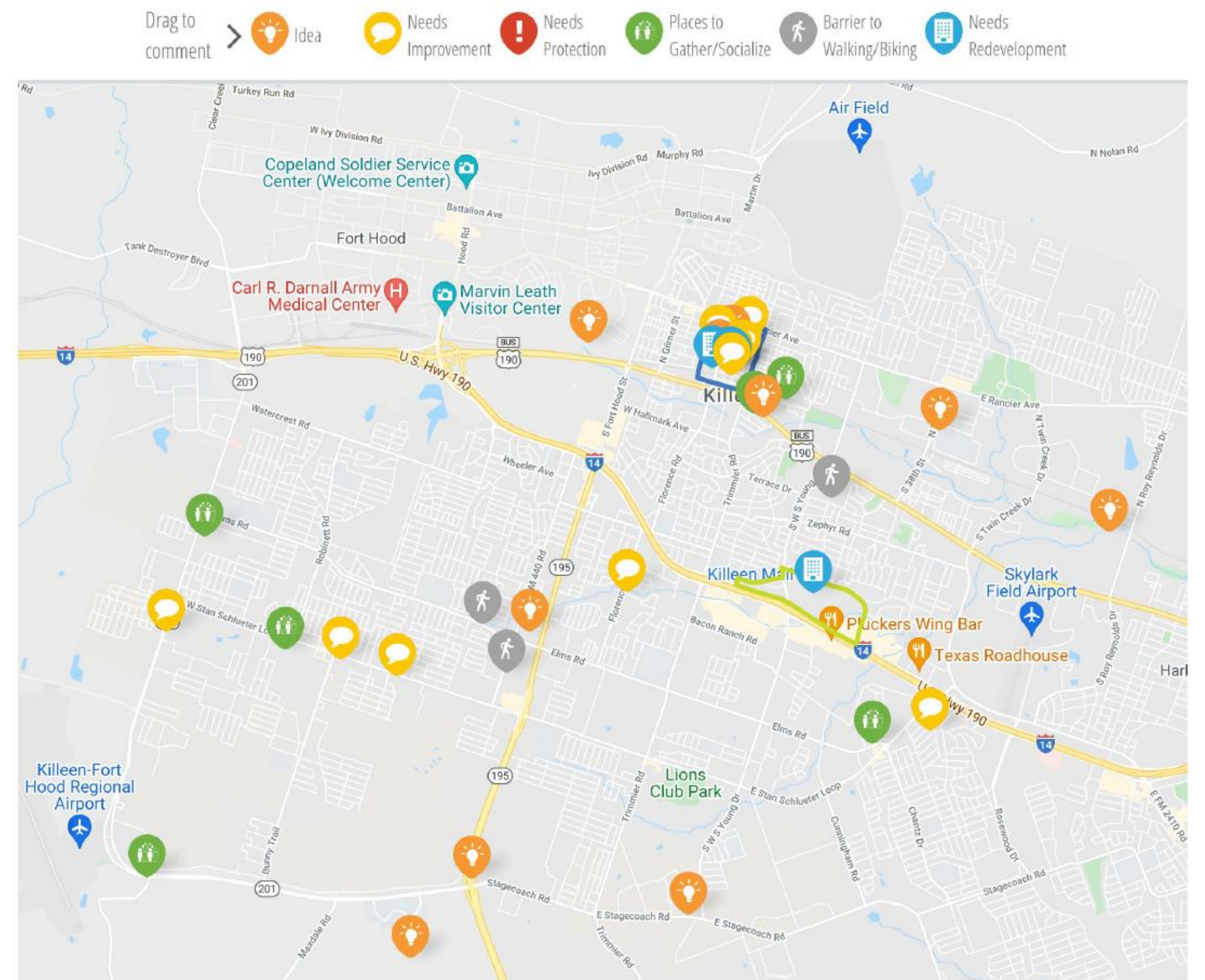
(Virtual or physical address)

START MEETING

ADDITIONAL WEBSITE TOOLS COMING SOON...



Ideas Wall



Mapping Tool

SIGN UP FOR PROJECT NEWSLETTER

Ready to be part of the movement?

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

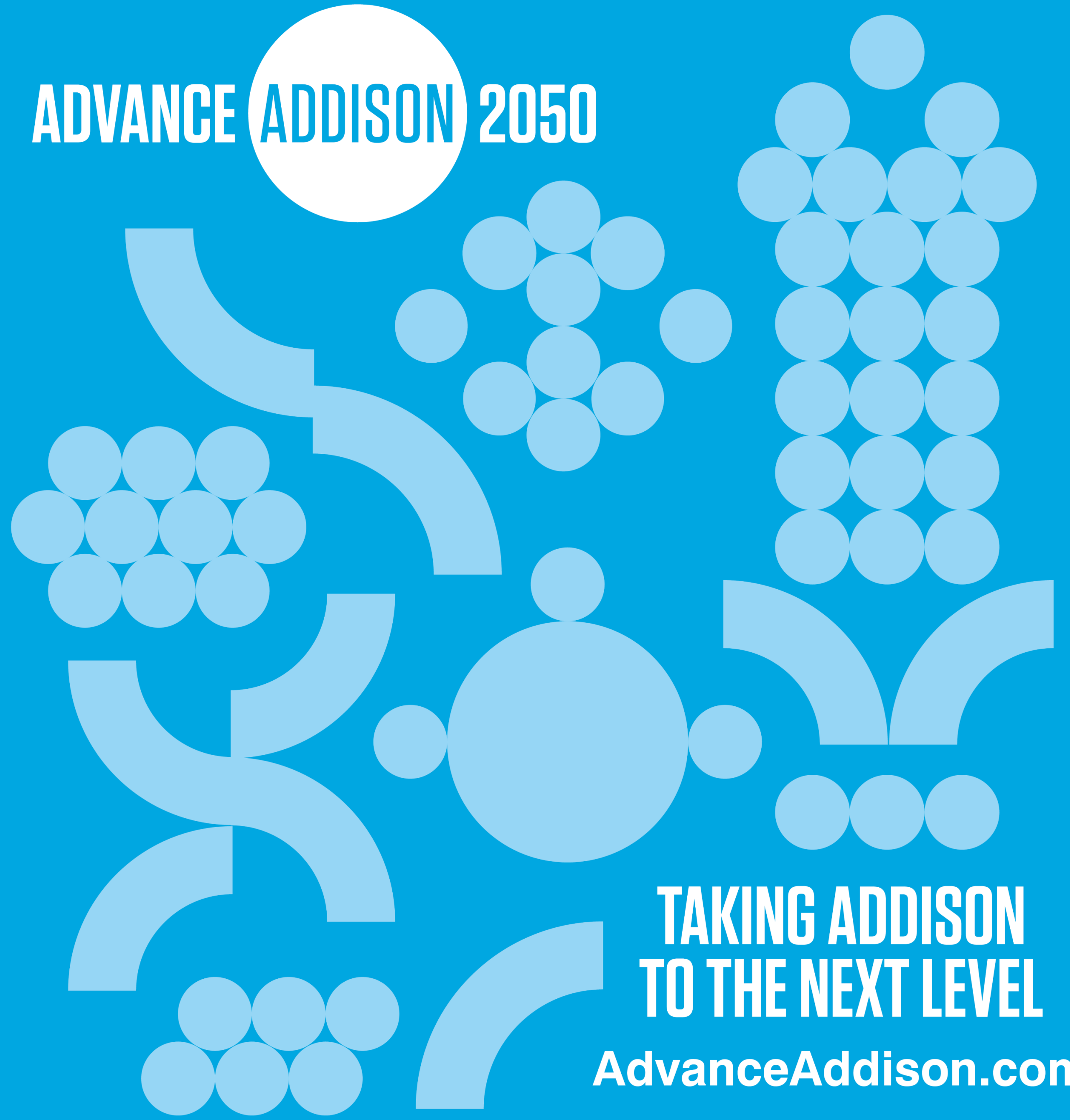
Email Address*

Submit

Add [“advanceaddison@gmail.com”](mailto:advanceaddison@gmail.com) to the safe senders list.

THANK YOU!

ADVANCE **ADDISON** 2050



**TAKING ADDISON
TO THE NEXT LEVEL**

AdvanceAddison.com

**Comprehensive Plan Advisory
Committee**

2.

Meeting Date: 12/14/2023

Agenda Caption:

Present and discuss a timeline and status update for the Comprehensive Plan.

**Comprehensive Plan Advisory
Committee**

3.

Meeting Date: 12/14/2023

Agenda Caption:

Present and discuss preliminary Existing Conditions Analysis and Land Use and Fiscal Analysis (LUFA) findings.

Attachments

Addison Tapestry Segmentation Summary

Results - Advance Addison 2050 Survey #1

Key Excerpts from Existing Long Range Planning Policies

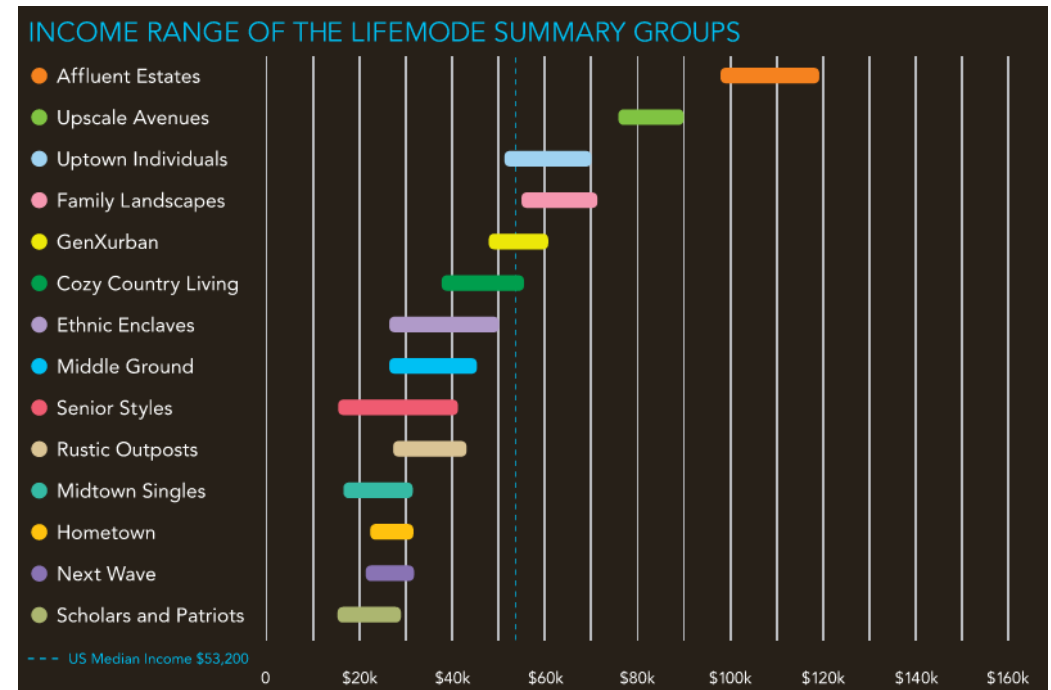
Tapestry Segmentation Overview

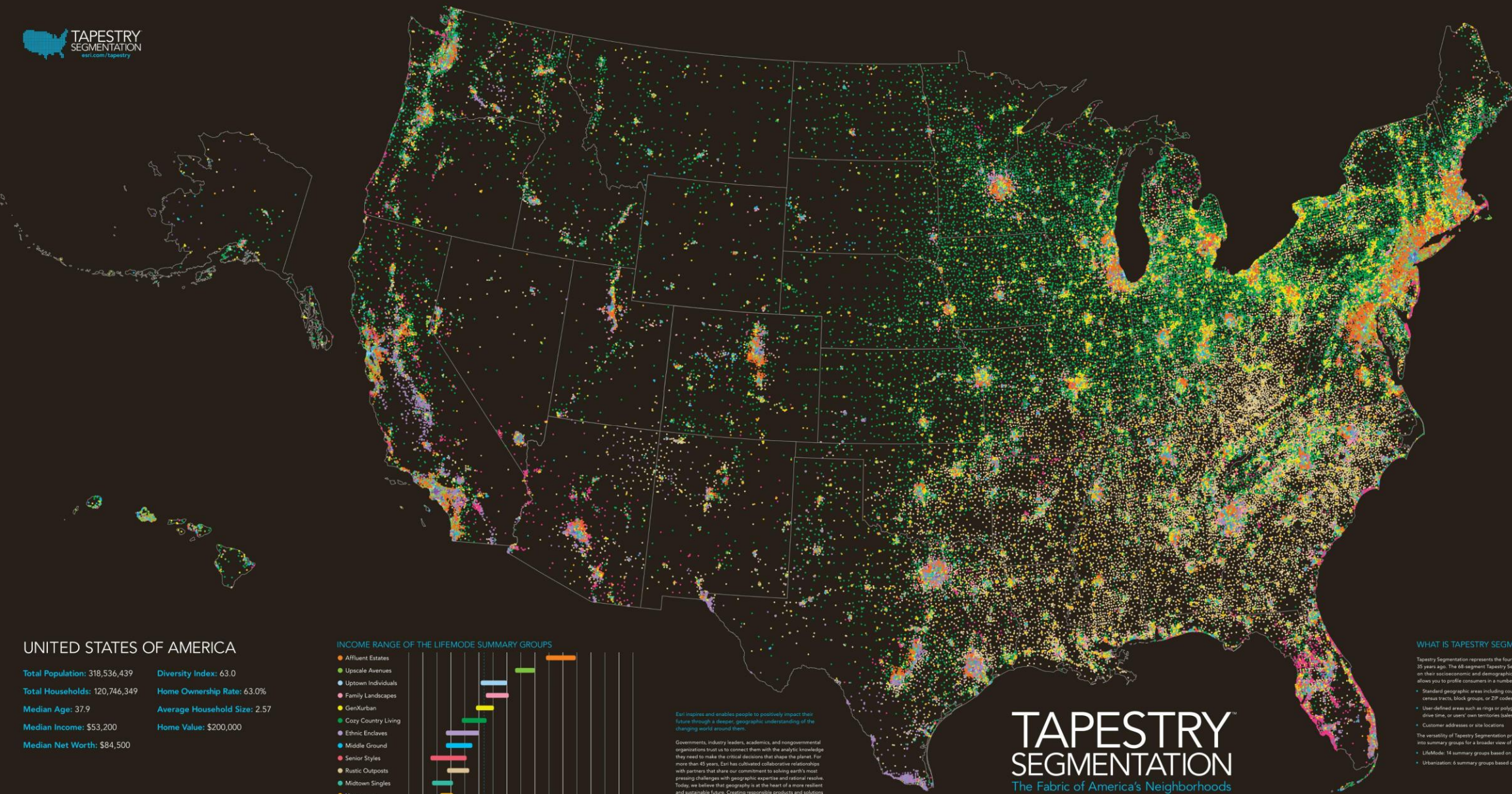
- Tapestry is a robust database that describes the diverse mix of U.S. neighborhoods by painting a comprehensive picture of who lives where, describing their lifestyle choices, and highlighting how they spend their money and their free time.
- Tapestry is based on the same fundamental principle that people with similar interests and lifestyles live in similar neighborhoods. As the saying goes, “Birds of a feather flock together”.



Tapestry Segmentation Overview

- Reflecting the diversity among American neighborhoods, Tapestry includes 67 distinct market segments. For a broader view of consumer markets, segments are summarized by 14 LifeMode groups and six urbanization groups.
- LifeMode groups share similar demographic characteristics and consumer behavior patterns, while Urbanization groups are based on the segment's geographic and physical features.





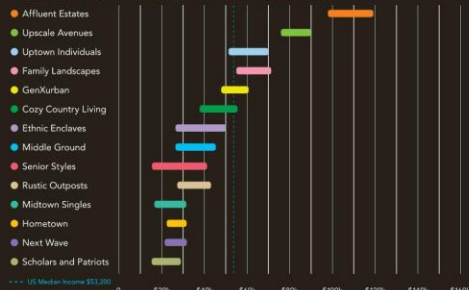
UNITED STATES OF AMERICA

Total Population: 318,536,439 **Diversity Index:** 63.0
Total Households: 120,746,349 **Home Ownership Rate:** 63.0%
Median Age: 37.9 **Average Household Size:** 2.57
Median Income: \$53,200 **Home Value:** \$200,000
Median Net Worth: \$84,500

• = Census Block Group

Printed in the USA.

INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS



--- = US Median Income \$53,200

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 45 years, Esri has cultivated collaborative relationships with partners that share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

Contact Esri
 380 New York Street
 Redlands, California 92373-8100 USA
 1 800 427 9778
 909 793 2263
 909 793 5953
esri.com
 Offices worldwide
esri.com/locations

TAPESTRY SEGMENTATION
The Fabric of America's Neighborhoods

Esri's Tapestry Market Segmentation is a geodemographic system that identifies 68 distinctive markets in the US based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of US consumers.



WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 35 years ago. The 68-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions. The power of Tapestry Segmentation allows you to profile consumers in a number of ways including:

- Standard geographic areas including counties, census tracts, block groups, or ZIP codes
- User-defined areas such as rings or polygons based on distance, drive time, or users' own territories (sales districts, planning area)
- Customer addresses or site locations

The versatility of Tapestry Segmentation provides several methods of combining the 68 segments into summary groups for a broader view of US consumer markets:

- LifeMode: 14 summary groups based on lifestyle and lifestage
- Urbanization: 6 summary groups based on geographic and physical features

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA

Total Population: 318,536,439 Median Income: \$53,200 Home Ownership Rate: 63%
 Total Households: 120,746,349 Median Net Worth: \$84,500 Average Household Size: 2.57
 Median Age: 37.9 Diversity Index: 63.0 Home Value: \$200,000



LIFEMODE SUMMARY GROUPS

- Affluent Estates:** Established wealth—educated, well-traveled married couples in higher density neighborhoods.
- Upscale Avenues:** Progressive, married couples in higher density neighborhoods.
- Uptown Individuals:** Younger, urban singles on the move.
- Family Landscapes:** Successful younger families in newer housing.
- GenXUrban:** Gen X in middle age; families with fewer kids and a mortgage.
- Cozy Country Living:** Empty nesters in bucolic settings.
- Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families.
- Middle Ground:** Lifestyles of thirtysomethings.
- Senior Styles:** Senior lifestyles reveal the effects of saving for retirement.
- Rustic Outposts:** Country life with older families, older homes.
- Midtown Singles:** Millennials on the move; single, diverse, and urban.
- Hometown:** Growing up and staying close to home; single householders.
- Next Wave:** Urban denizens; young, diverse, hardworking families.
- Scholars and Patriots:** College campuses and military neighborhoods.

URBANIZATION SUMMARY GROUPS

- Principal Urban Centers:** Young, mobile, diverse in metros of 2.5+ million people.
- Urban Periphery:** City life for starting families with single-family homes.
- Metro Cities:** Affordable city life, including smaller metros, satellite cities.
- Suburban Periphery:** Affluence in the suburbs, married couple families, longer commutes.
- Semirurals:** Small town living, families with affordable homes.
- Rural:** Country living with older families, low density, and low diversity.

SEGMENT LEGEND

Segment Name
 Household (HH) types: Family and nonfamily
 Median Income: Median age of the segment, compared to the US median
 Population: Total population of the segment
 The number in the lower left corner indicates the Urbanization Summary Group

Segment Number: Refers to the LifeMode Summary Group
Segment Name: Each's unique name for the segment
Household: Represents the typical number of people and type of household (Family includes married couples and single parents; single householders and shared households are nonfamily)
Housing: Represents a typical dwelling for this segment
Median Age: Median age of the segment, compared to the US median
Median Income: Median household income of the segment, compared to the US median income
Population: Total population of the segment
Urbanization Summary Group: The number in the lower left corner indicates the Urbanization Summary Group

DEFINITIONS IN THE SEGMENT DESCRIPTIONS
 Household (HH) types: Family and nonfamily
 Family: Married couples
 Family: Married couples with children
 Family: Single parent
 Nonfamily: Single
 Nonfamily: Shared

Segment Name
 Household (HH) types: Family and nonfamily
 Median Age: Median age of the segment, compared to the US median
 Median Income: Median household income of the segment, compared to the US median income
 Population: Total population of the segment
 The number in the lower left corner indicates the Urbanization Summary Group

Addison Tapestry Segmentation Summary

2023 Households					
Town of Addison				United States	
Rank		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Metro Renters	56.3%	56.3%	1.8%	1.8%
2	Young & Restless	17.4%	73.7%	1.8%	3.6%
3	Enterprising Professionals	13.5%	87.2%	1.5%	5.1%
4	Urban Chic	10.7%	97.9%	1.3%	6.4%
5	Emerald City	2.1%	100%	1.4%	7.8%
		100%		7.8%	



LifeMode Group: Uptown Individuals

Metro Renters

3B

Households: 1,911,500

Average Household Size: 1.67

Median Age: 32.5

Median Household Income: \$67,000

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 above 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, 1.67.
- 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.

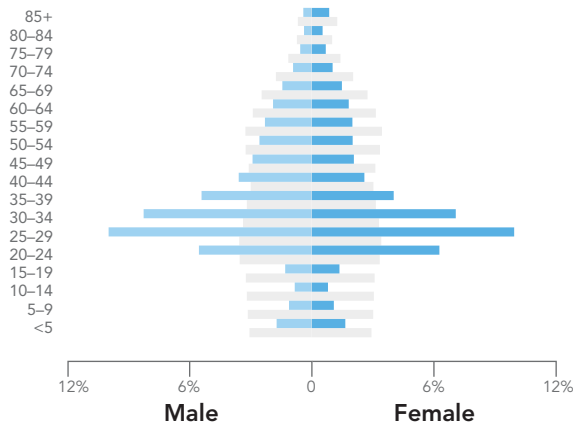
SOCIOECONOMIC TRAITS

- 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.

AGE BY SEX (Esri data)

Median Age: **32.5** US: 38.2

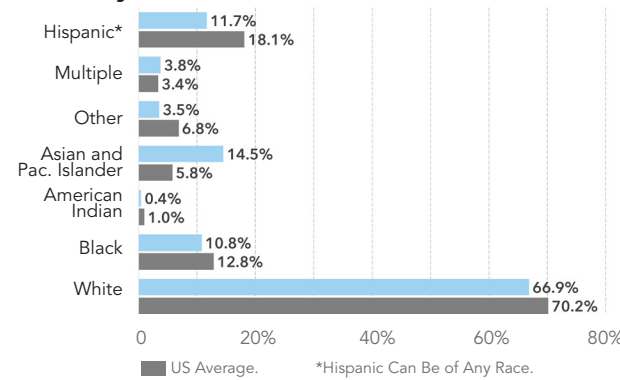
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

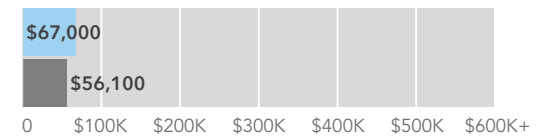
Diversity Index: **61.9** US: 64.0



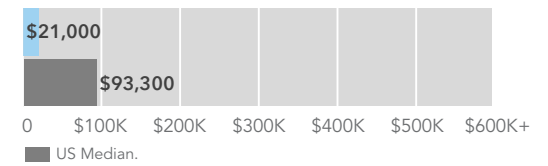
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

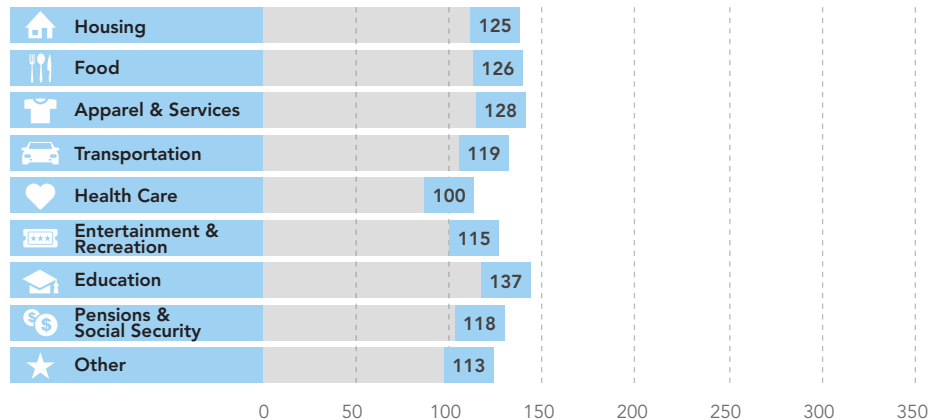


Median Net Worth



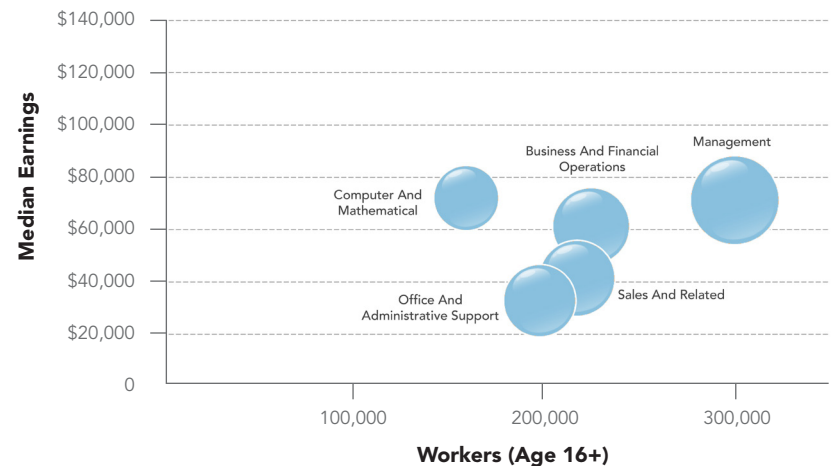
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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

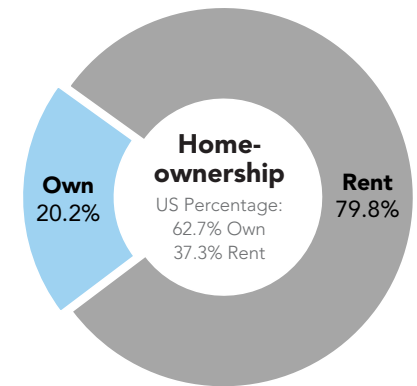
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals

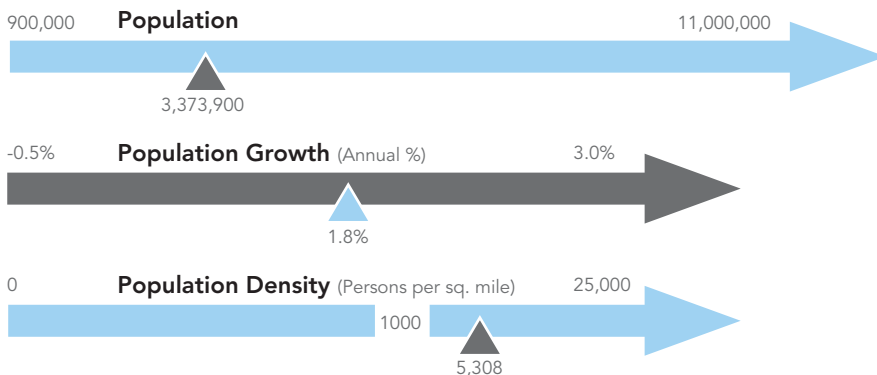
Average Rent:
\$1,430

US Average: \$1,038



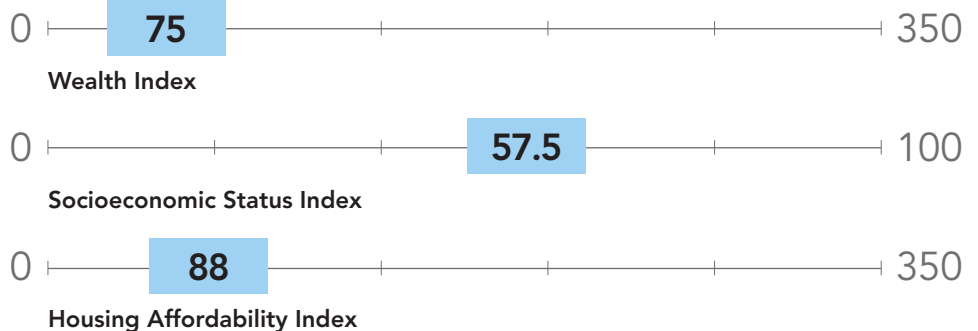
POPULATION CHARACTERISTICS

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.

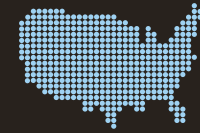


ESRI INDEXES

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

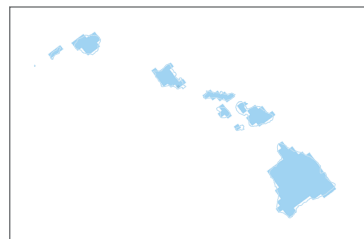
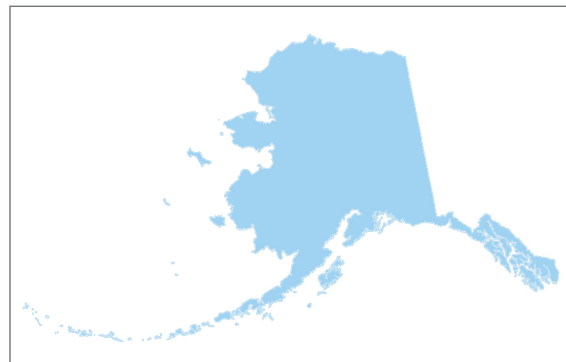
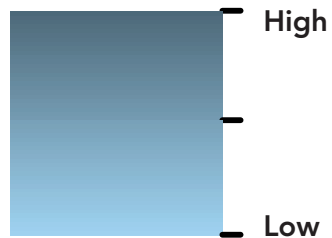
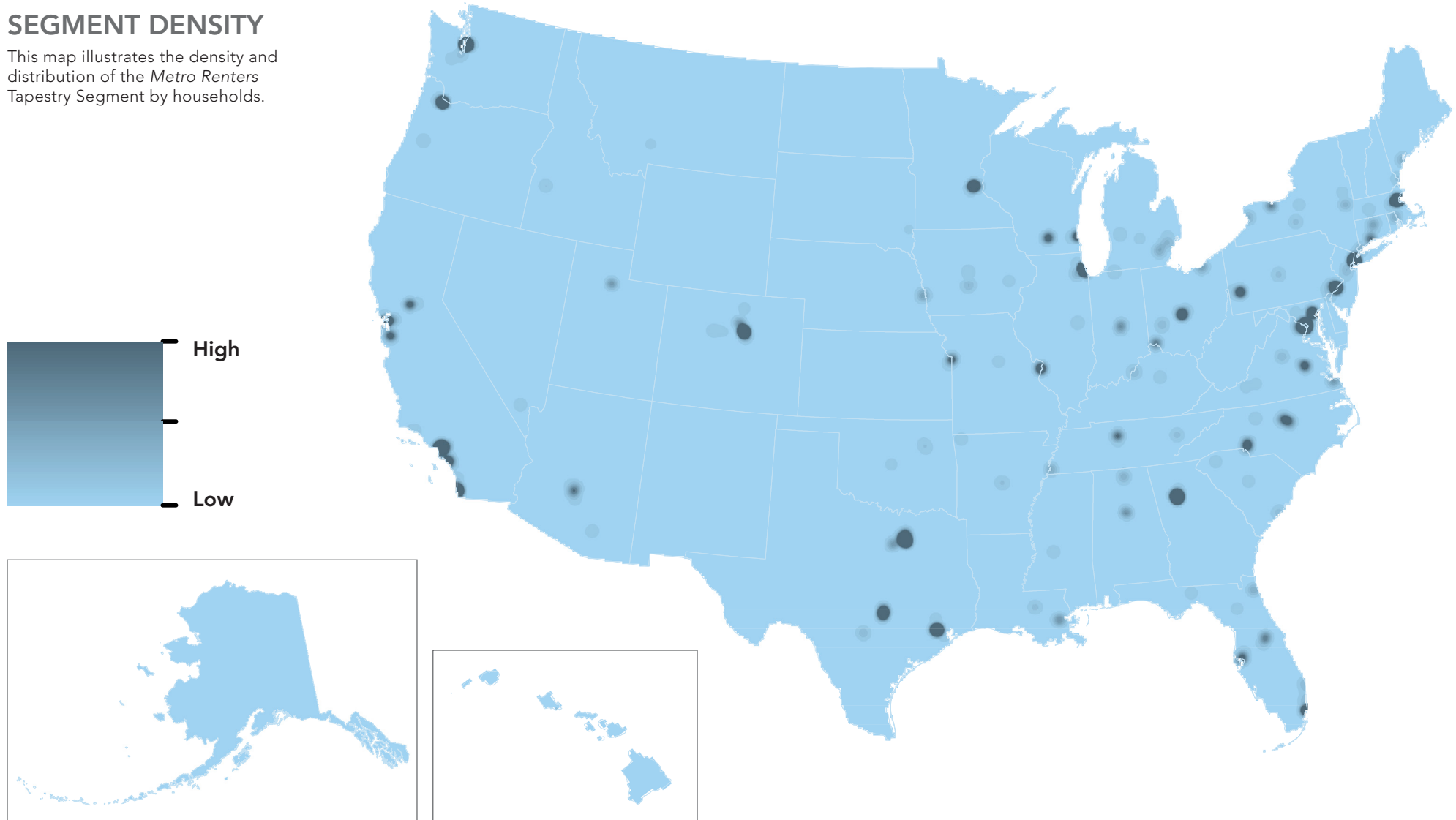


Metro Renters



SEGMENT DENSITY

This map illustrates the density and distribution of the *Metro Renters* Tapestry Segment by households.





LifeMode Group: Midtown Singles

Young and Restless

11B

Households: 2,131,500

Average Household Size: 2.04

Median Age: 29.8

Median Household Income: \$40,500

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and 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 one in five residents move each year. More than 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 typically live in 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: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS

- Education completed: More than two out of three have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of price and demonstrate little brand loyalty.
- 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.



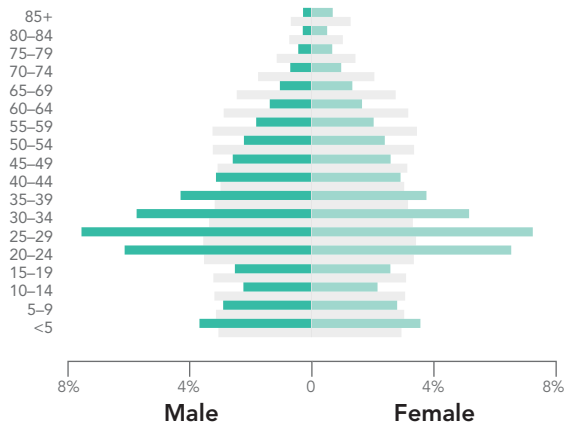
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **29.8** US: 38.2

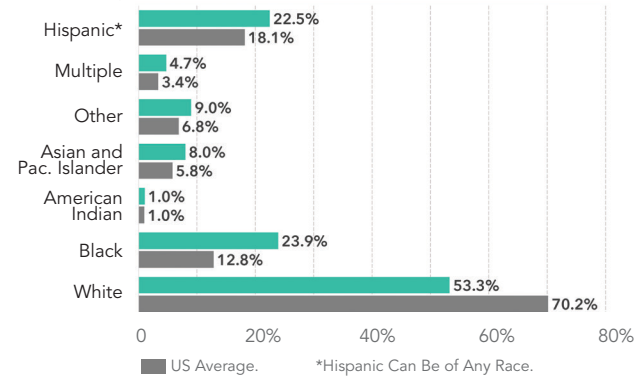
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

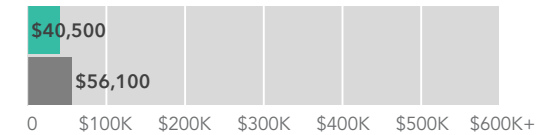
Diversity Index: **77.4** US: 64.0



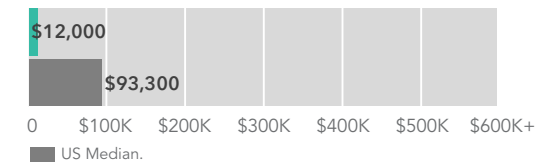
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

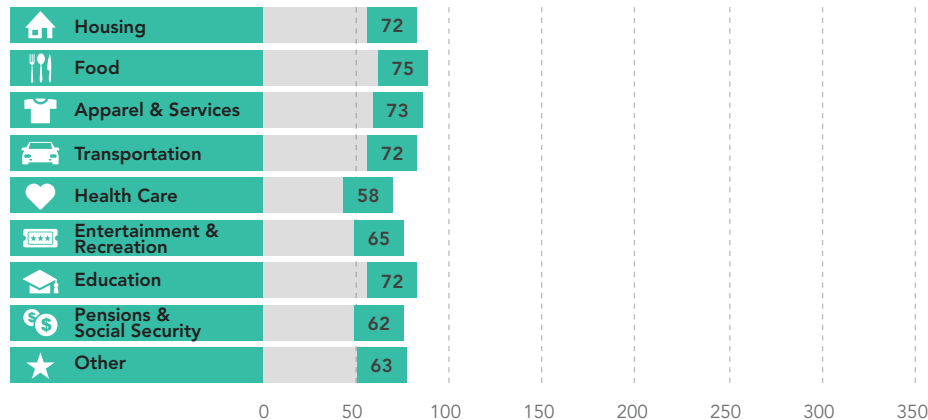


Median Net Worth



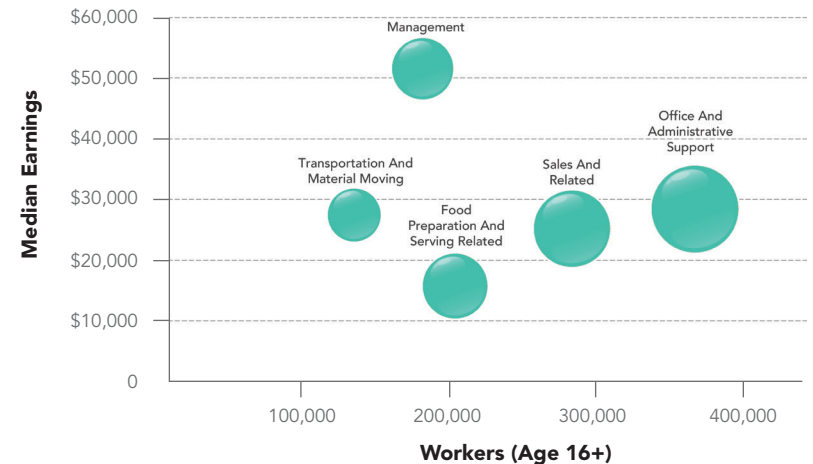
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- No landline telephone for majority of householders, 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 VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip-hop, and dance music.
- Purchase natural and organic food, but frequent fast-food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion to music.

HOUSING

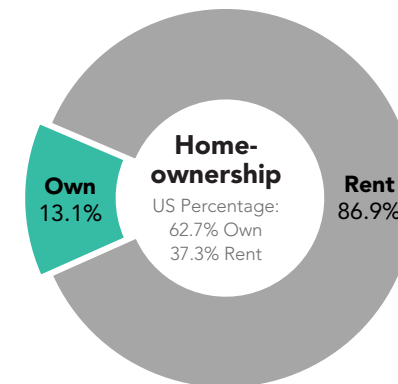
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals

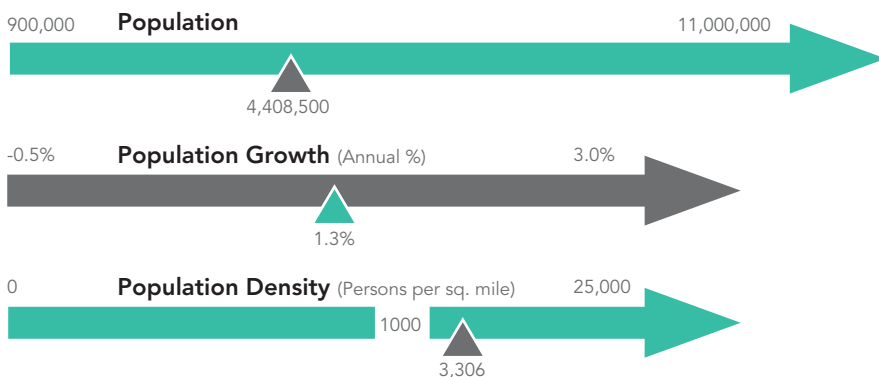
Average Rent:
\$958

US Average: \$1,038



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.



11B

LifeMode Group: Midtown Singles

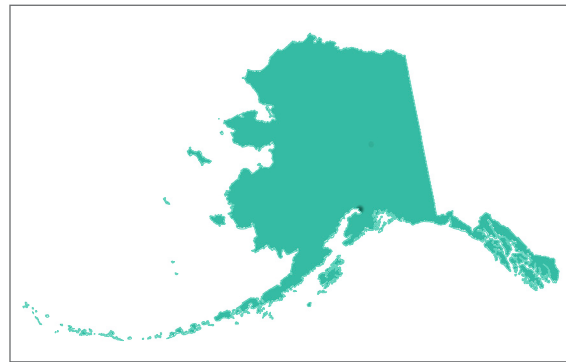
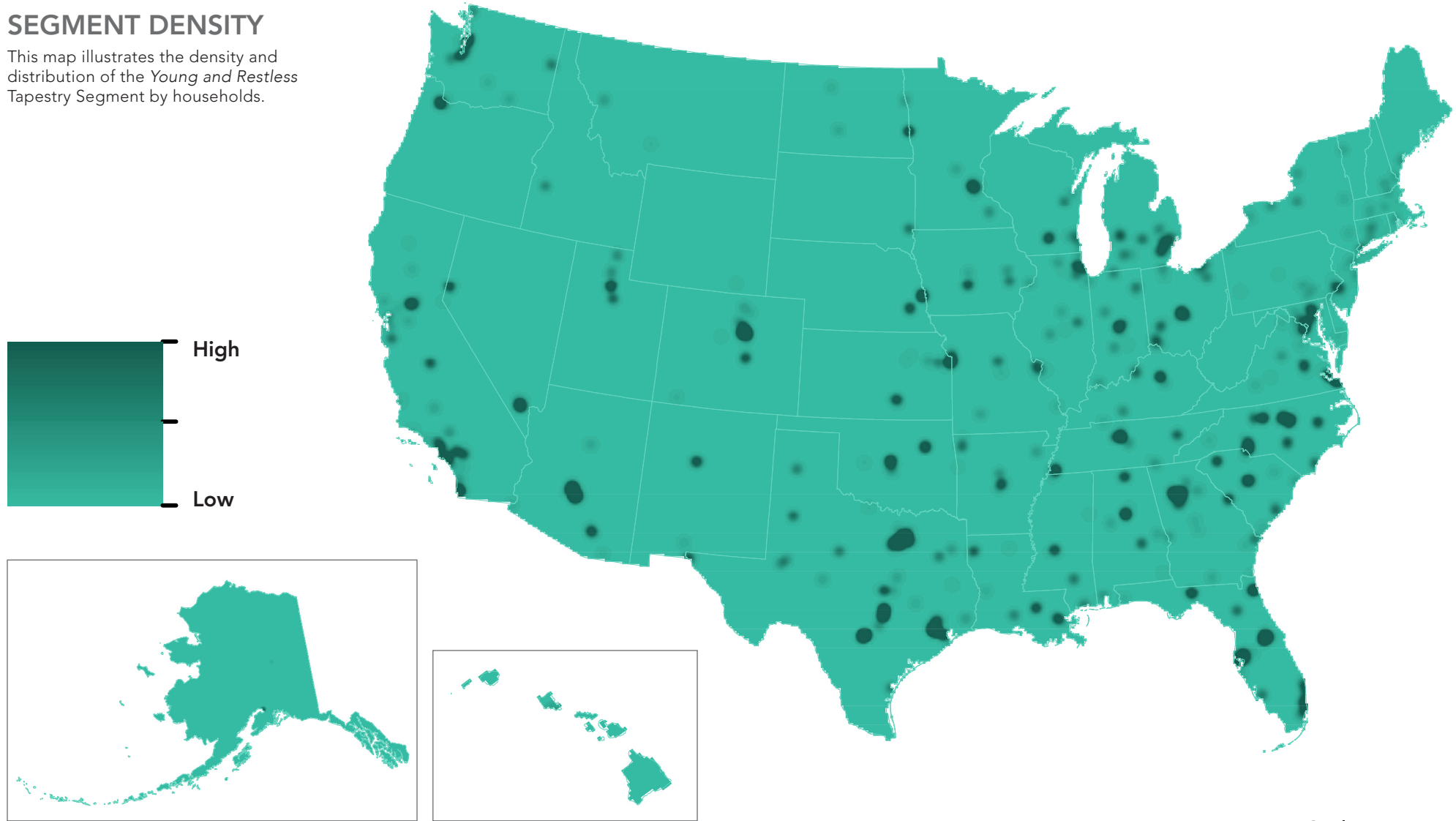
Young and Restless



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Young and Restless* Tapestry Segment by households.



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

For more information
1-800-447-9778
info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Upscale Avenues

Enterprising Professionals



Households: 1,737,200

Average Household Size: 2.48

Median Age: 35.3

Median Household Income: \$86,600

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, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with 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 29% 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; 25% 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.
- Use smartphones 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.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



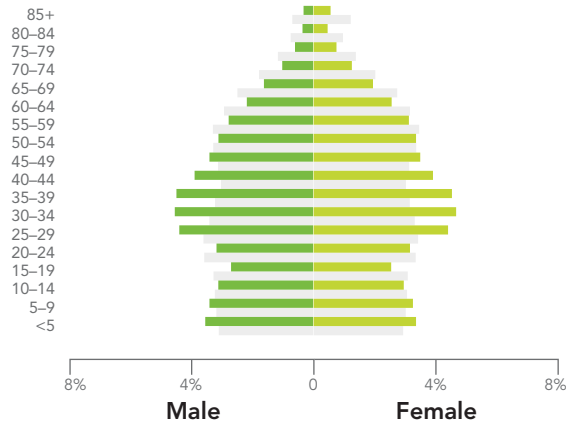
Enterprising Professionals



AGE BY SEX (Esri data)

Median Age: **35.3** US: 38.2

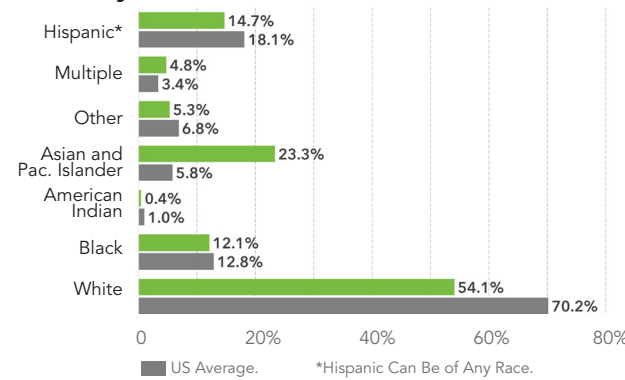
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

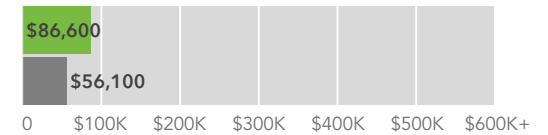
Diversity Index: **73.0** US: 64.0



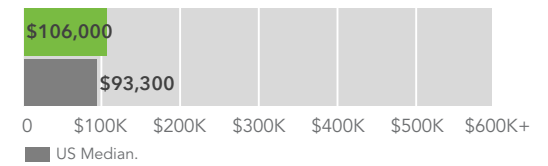
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

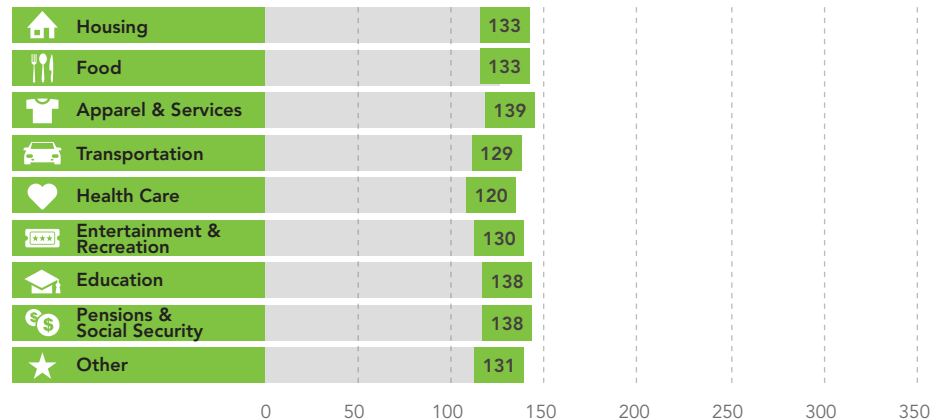


Median Net Worth



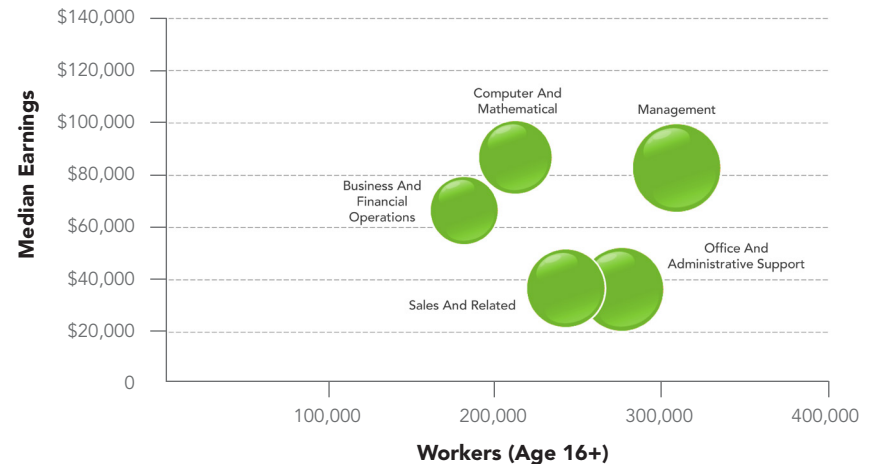
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- 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 medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

HOUSING

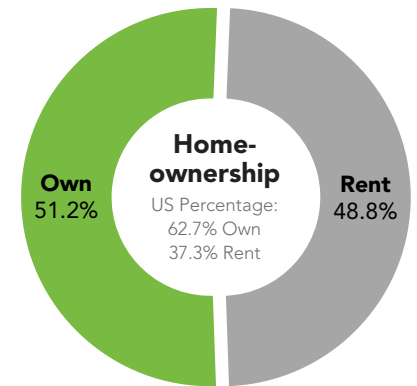
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunits;
Single Family

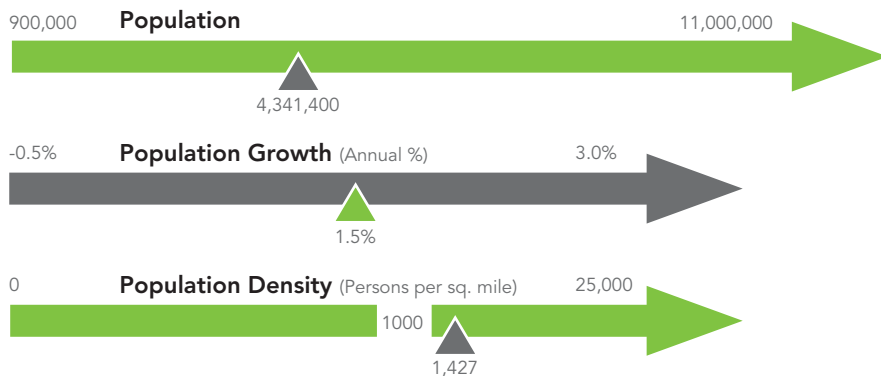
Median Value:
\$340,200

US Median: \$207,300



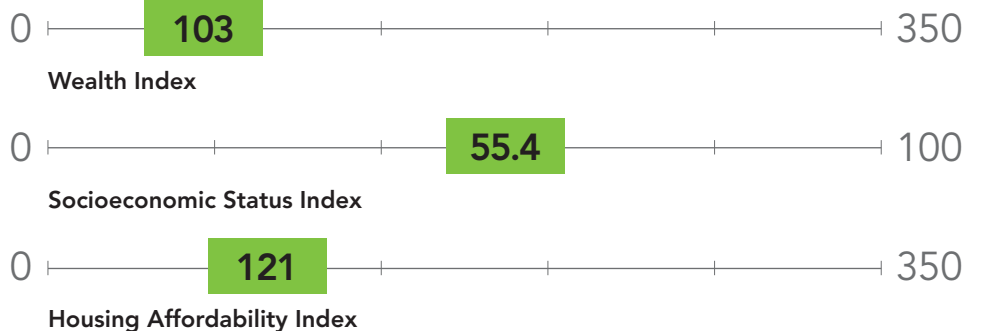
POPULATION CHARACTERISTICS

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.





LifeMode Group: Upscale Avenues

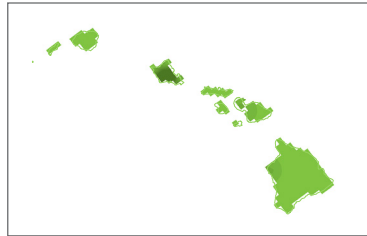
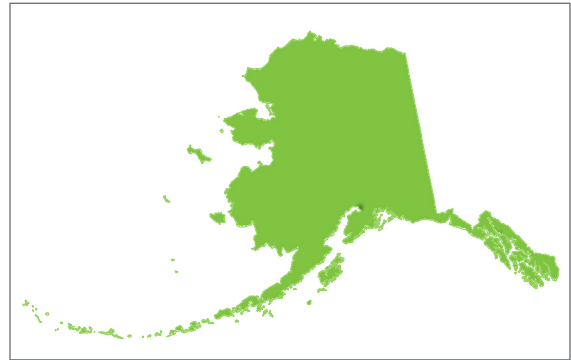
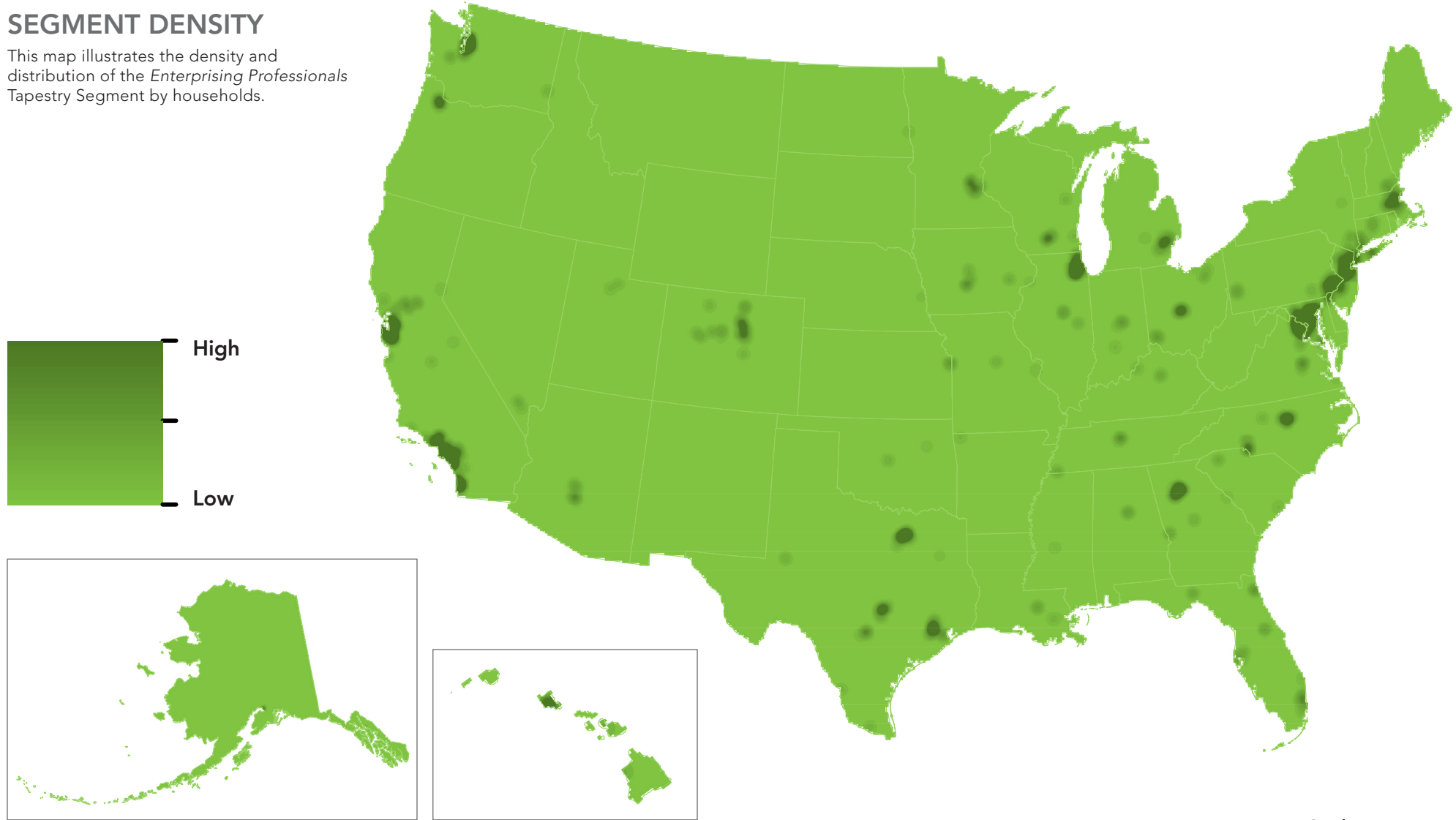
Enterprising Professionals



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Enterprising Professionals* Tapestry Segment by households.



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.
G2831429

For more information
1-800-447-9778
info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Upscale Avenues

Urban Chic

2A

Households: 1,635,200

Average Household Size: 2.39

Median Age: 43.3

Median Household Income: \$109,400

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 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- 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 252).

SOCIOECONOMIC TRAITS

- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).
- Labor force participation is higher at 68%.
- Residents are employed in white-collar occupations—in managerial, technical, and legal positions.
- Nearly 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.



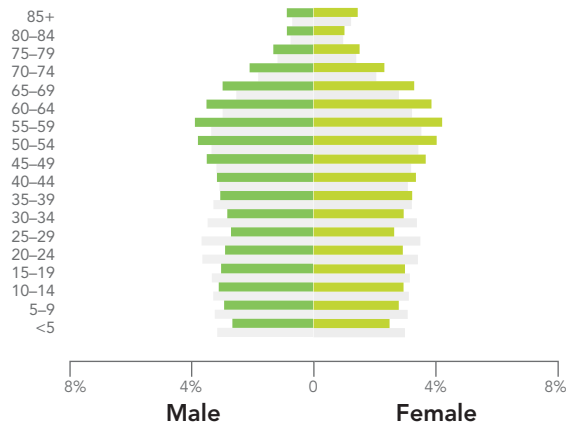
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 43.3 US: 38.2

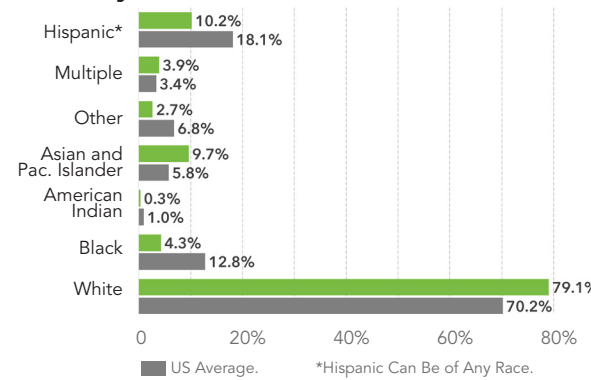
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

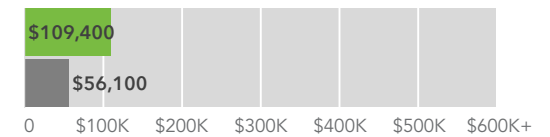
Diversity Index: 48.1 US: 64.0



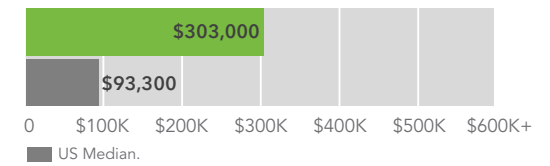
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

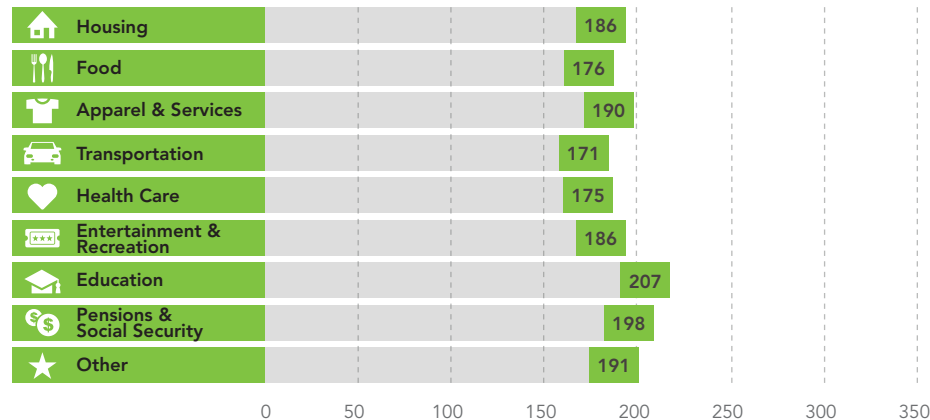


Median Net Worth



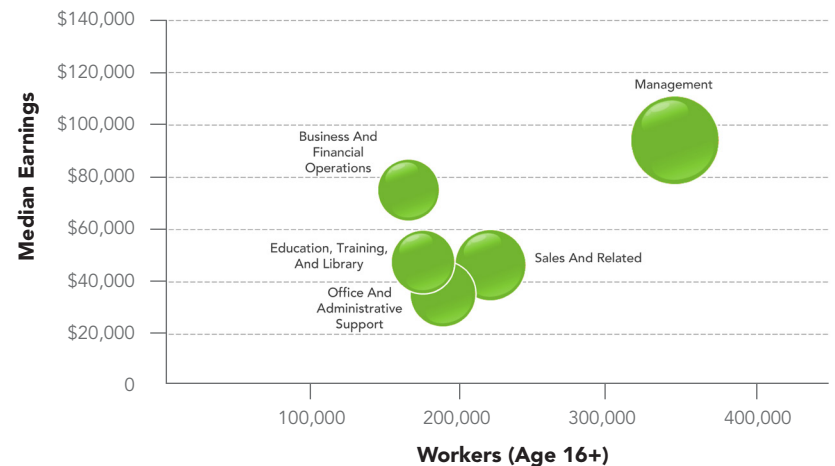
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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.

HOUSING

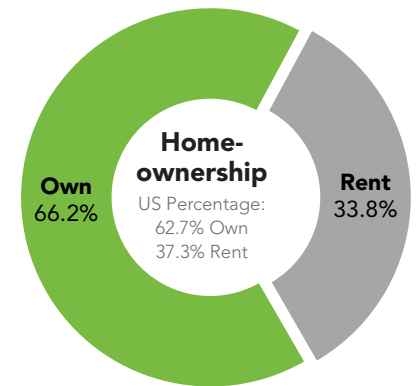
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

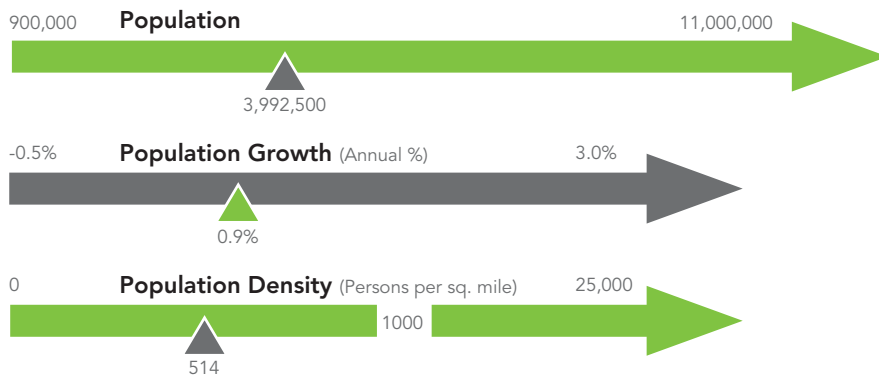
Median Value:
\$623,400

US Median: \$207,300



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

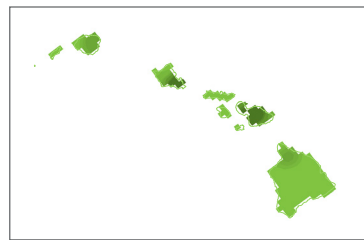
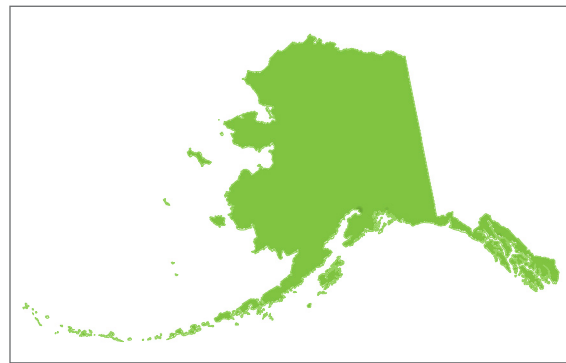
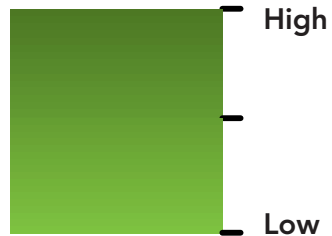
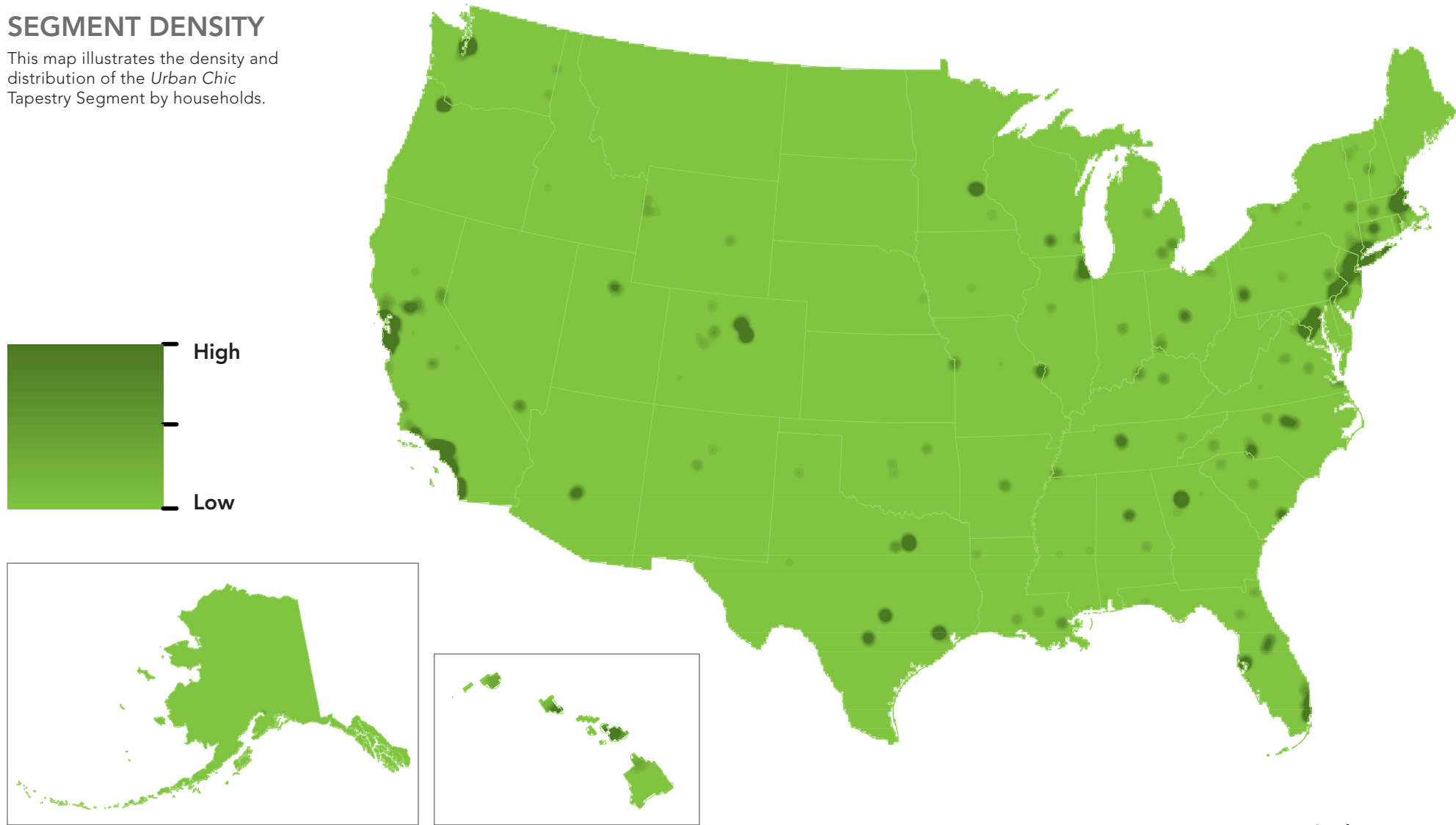
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Urban Chic* Tapestry Segment by households.





LifeMode Group: Middle Ground

Emerald City

8B

Households: 1,748,600

Average Household Size: 2.06

Median Age: 37.4

Median Household Income: \$59,200

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. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, 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 abroad and domestically.

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.

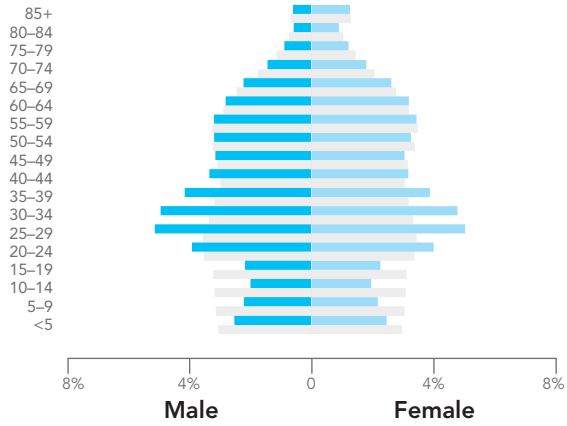
SOCIOECONOMIC TRAITS

- 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.

AGE BY SEX (Esri data)

Median Age: **37.4** US: 38.2

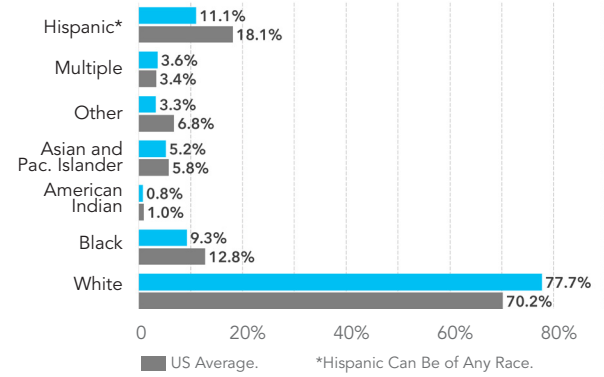
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **50.6** US: 64.0



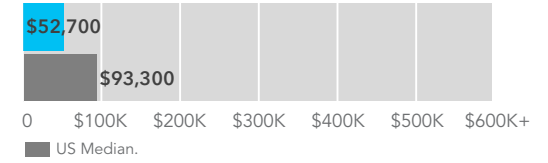
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

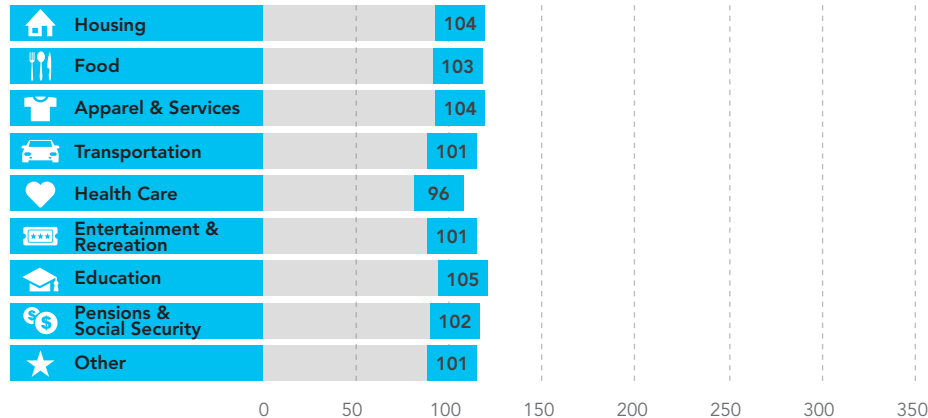


Median Net Worth



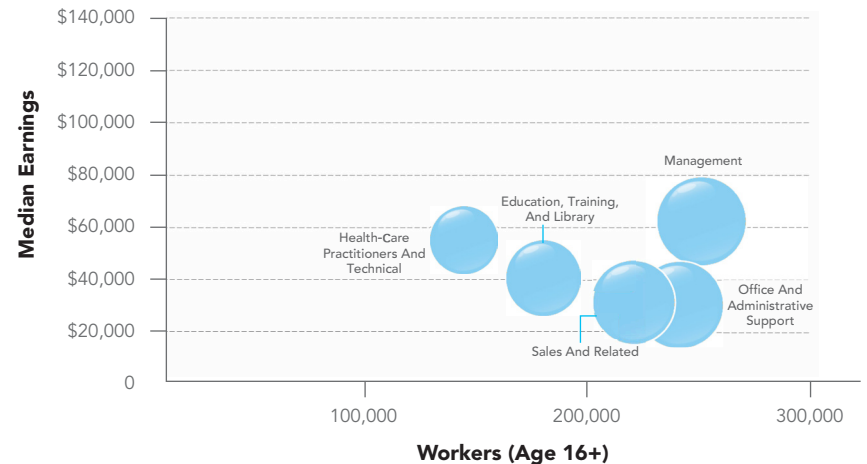
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- 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, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

HOUSING

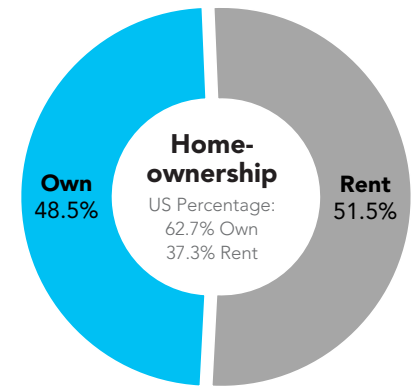
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Single Family;
Multi-Units

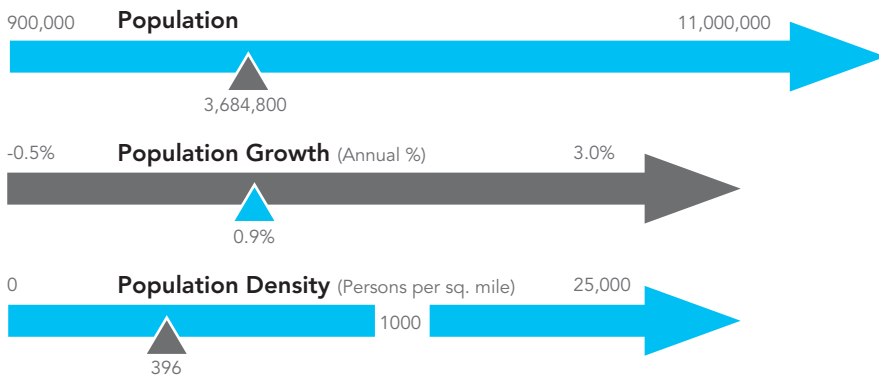
Average Rent:
\$1,087

US Average: \$1,038



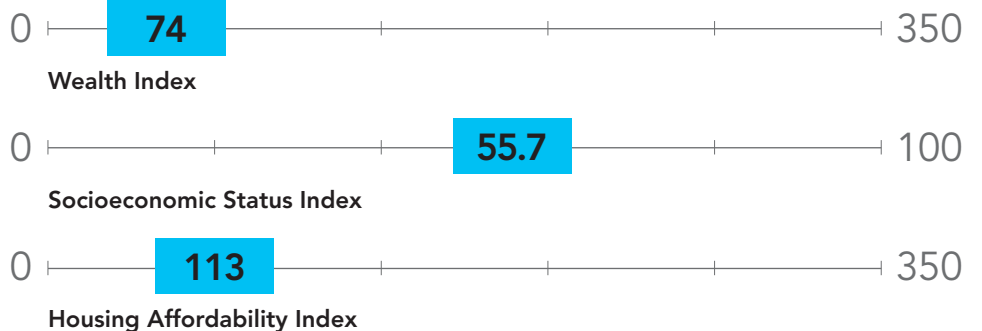
POPULATION CHARACTERISTICS

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

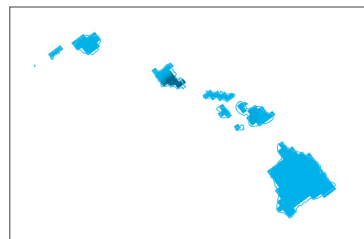
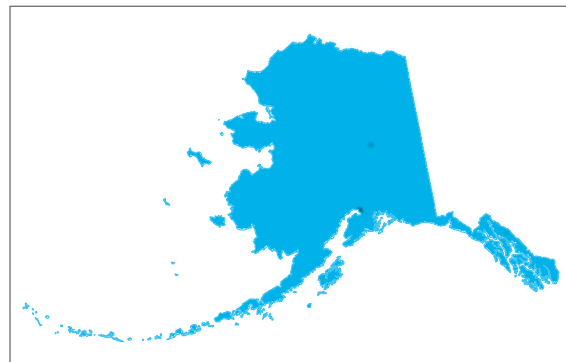
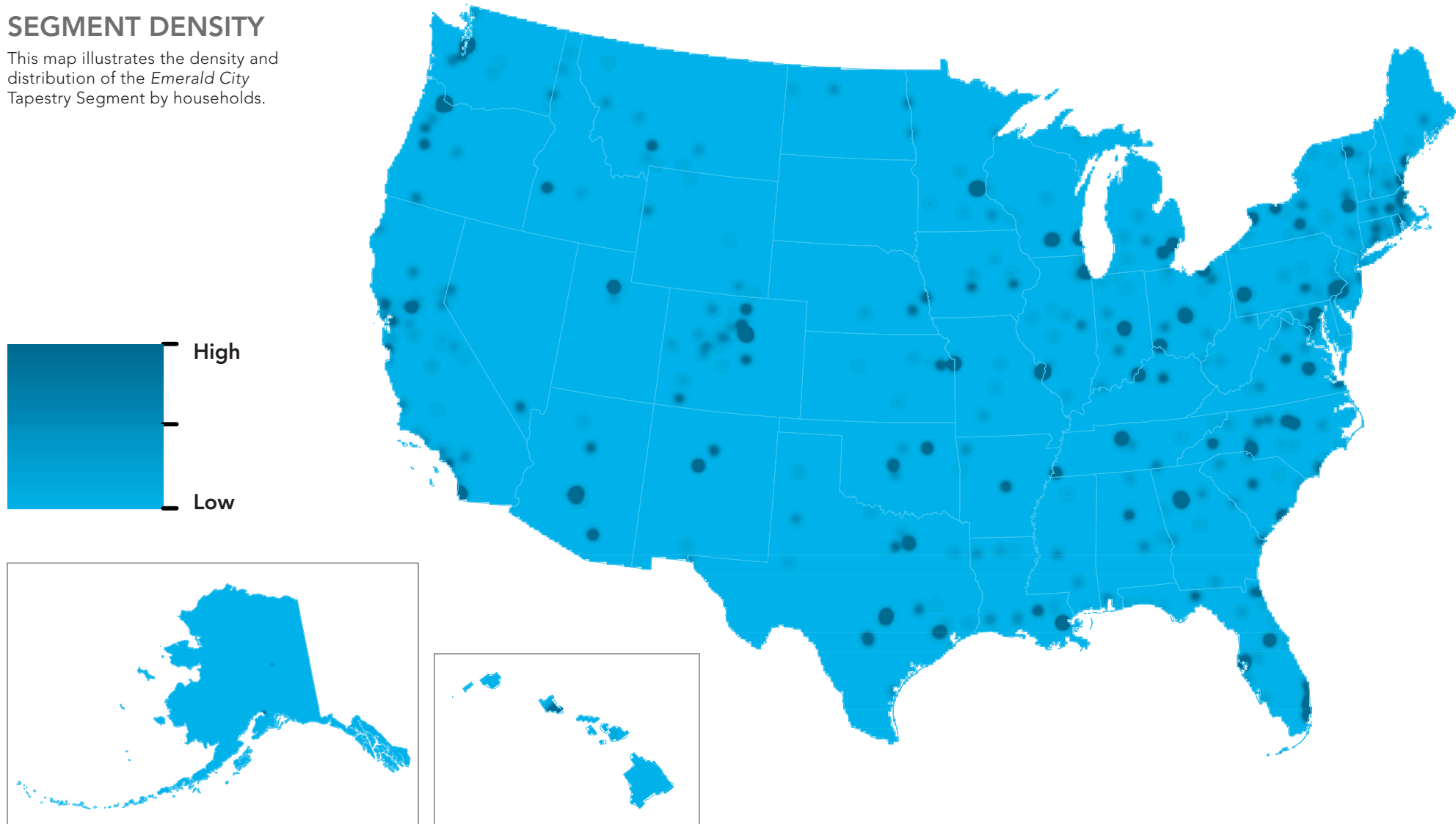
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Emerald City* Tapestry Segment by households.





Tapestry Segmentation Area Profile

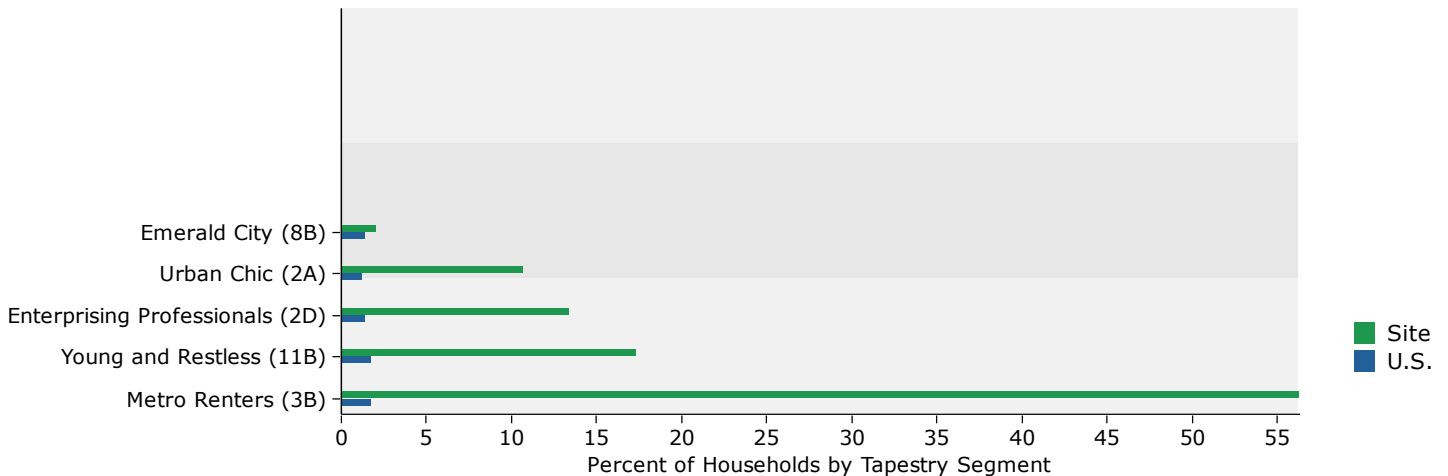
Addison Town, TX
 Addison Town, TX (4801240)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	56.3%	56.3%	1.8%	1.8%	3166
2	Young and Restless (11B)	17.4%	73.7%	1.8%	3.5%	982
3	Enterprising Professionals (2D)	13.5%	87.2%	1.5%	5.0%	918
4	Urban Chic (2A)	10.7%	97.9%	1.3%	6.3%	844
5	Emerald City (8B)	2.1%	100.0%	1.4%	7.7%	149
Subtotal		100.0%		7.8%		
Total		100.0%		7.7%		1297

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

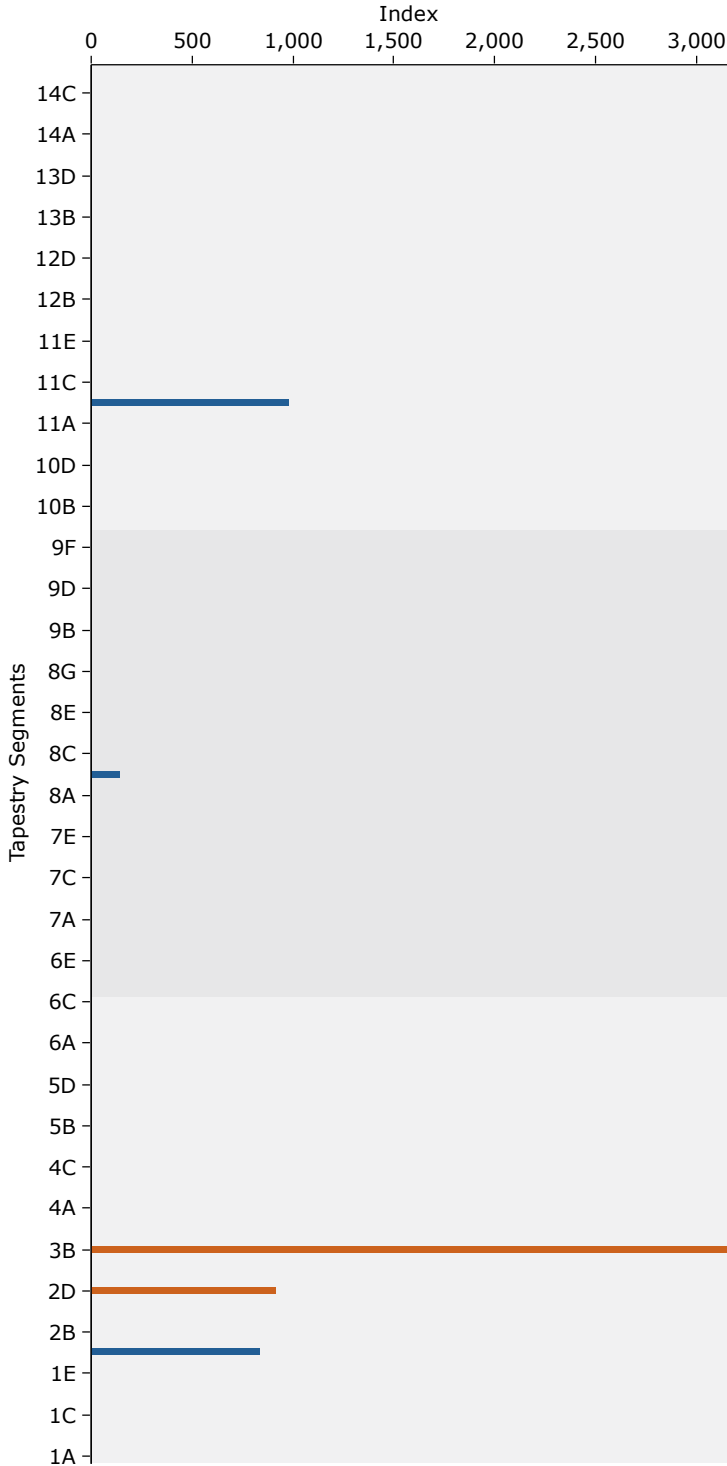


Tapestry Segmentation Area Profile

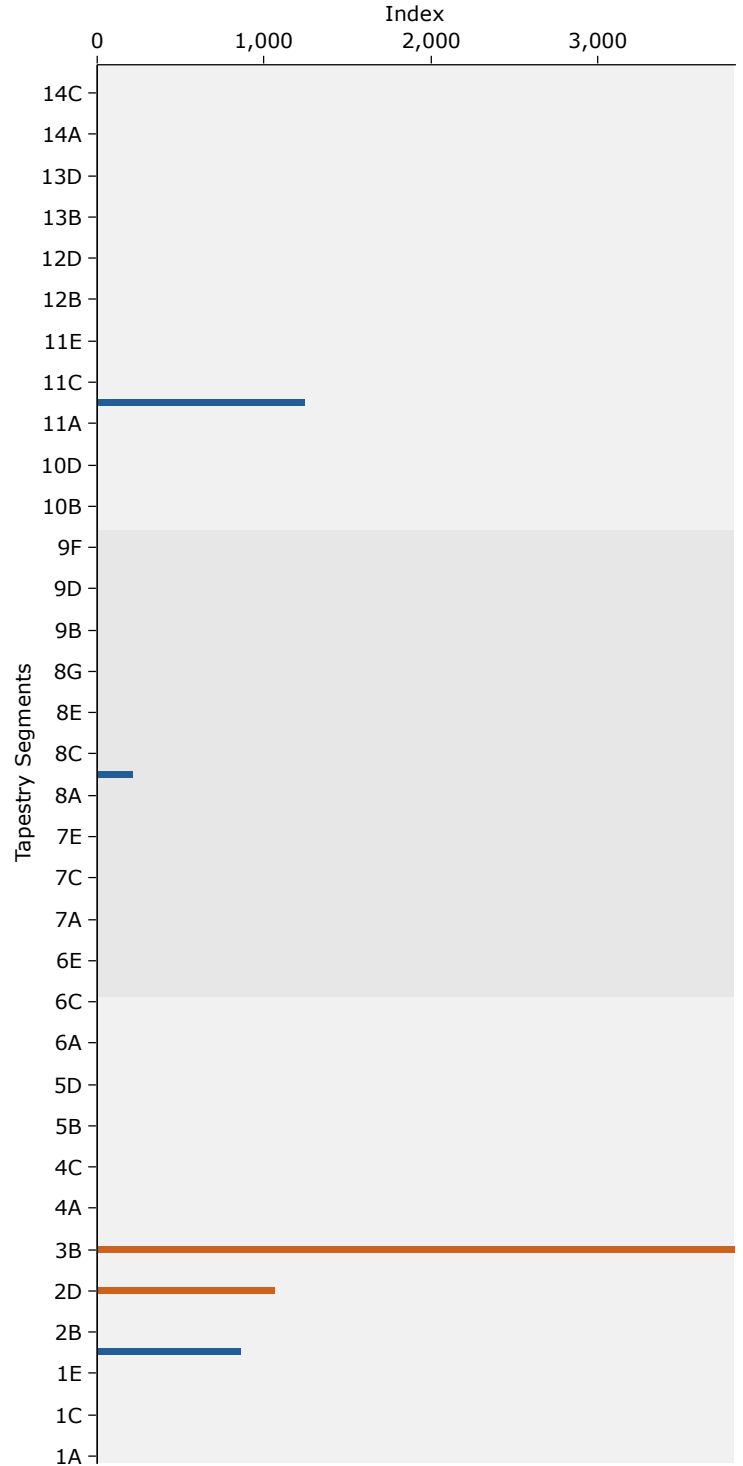
Addison Town, TX
Addison Town, TX (4801240)
Geography: Place

Prepared by Esri

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Addison Town, TX
 Addison Town, TX (4801240)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,296	100.0%		15,560	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	2,489	24.2%	436	3,986	25.6%	436
Urban Chic (2A)	1,104	10.7%	844	1,659	10.7%	863
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,385	13.5%	918	2,327	15.0%	1,072
3. Uptown Individuals	5,800	56.3%	1433	8,368	53.8%	1646
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	5,800	56.3%	3,166	8,368	53.8%	3,825
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Addison Town, TX
 Addison Town, TX (4801240)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,296	100.0%		15,560	100.0%	
8. Middle Ground	218	2.1%	20	424	2.7%	27
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	218	2.1%	149	424	2.7%	220
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,789	17.4%	278	2,782	17.9%	328
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,789	17.4%	982	2,782	17.9%	1,253
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Addison Town, TX
 Addison Town, TX (4801240)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,296	100.0%		15,560	100.0%	
1. Principal Urban Center	5,800	56.3%	772	8,368	53.8%	799
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	5,800	56.3%	3,166	8,368	53.8%	3,825
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	2,007	19.5%	108	3,206	20.6%	123
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	218	2.1%	149	424	2.7%	220
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,789	17.4%	982	2,782	17.9%	1,253
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Addison Town, TX
 Addison Town, TX (4801240)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,296	100.0%		15,560	100.0%	
4. Suburban Periphery	2,489	24.2%	75	3,986	25.6%	77
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	1,104	10.7%	844	1,659	10.7%	863
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,385	13.5%	918	2,327	15.0%	1,072
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



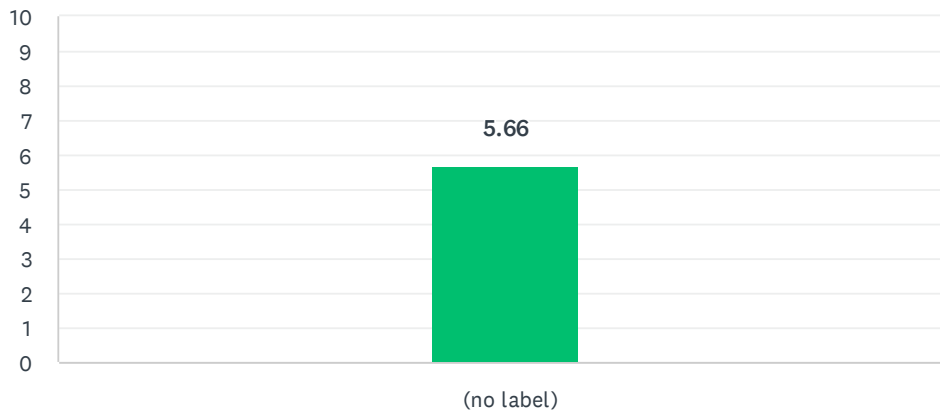
ADVANCE **ADDISON** 2050

SURVEY 1
ALL DATA



Q1 CITIZEN ENGAGEMENT On a scale of 1 to 10, how engaged are your community’s citizens? Score of 1: Few people vote. Even fewer attend public meetings. Few attempts are made to promote dialogue between community leaders and citizens. Most public commentary on local issues has a tone of disillusionment, pessimism, and anger. In the past when people have given their input, they haven’t seen results so they’ve given up trying. Score of 10: Voter turnout is high. Public meetings and events attract a large and diverse crowd. Civic leaders communicate with citizens often and through various avenues. While not everyone agrees on the issues, there’s plenty of spirited debate. There’s a sense of optimism in the air, volunteerism is high, and neighbors reach out and help neighbors.

Answered: 158 Skipped: 0

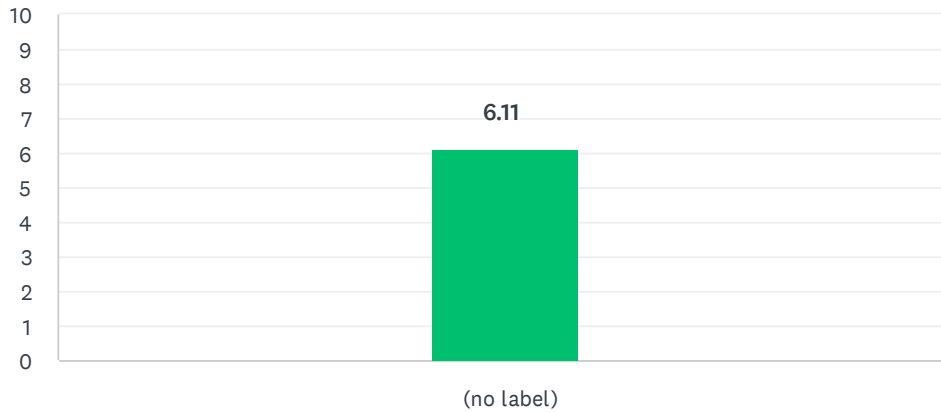


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	2.53% 4	4.43% 7	12.03% 19	12.66% 20	15.82% 25	11.39% 18	18.99% 30	15.19% 24	3.16% 5	3.80% 6	158	5.66

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	10.00	6.00	5.66	2.16

Q2 ABILITY TO KEEP TALENT AT HOME On a scale of 1 to 10, how likely is it that young people will live and work in the community after graduating from high school or college? Score of 1: There are few good jobs and little in the way of nightlife and entertainment. Many young people have already left, so there are few opportunities for a social life. Score of 10: Good jobs are plentiful. The Town is thriving, with an abundance of cool restaurants, bars, and coffee shops. And young people have lots of opportunities to socialize—a healthy population of Millennials/Gen Z already lives here.

Answered: 158 Skipped: 0

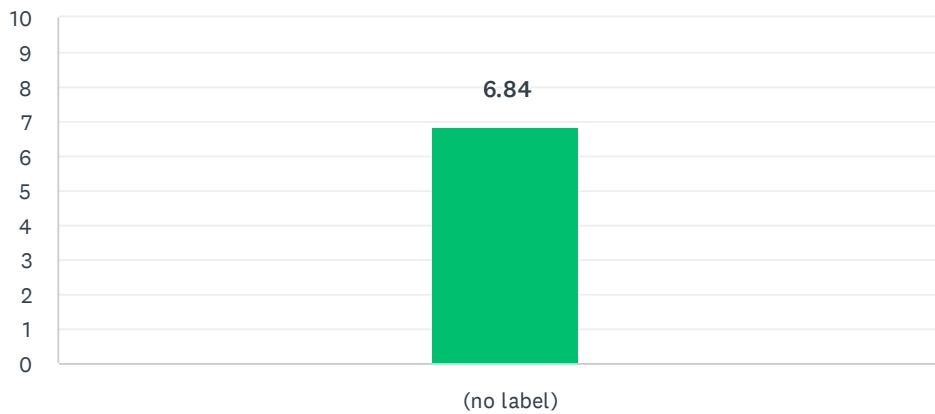


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	3.16% 5	5.06% 8	9.49% 15	9.49% 15	12.03% 19	7.59% 12	16.46% 26	24.68% 39	6.96% 11	5.06% 8	158	6.11

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	10.00	7.00	6.11	2.35

Q3 ABILITY TO ATTRACT NEW BUSINESSES/TALENT On a scale of 1 to 10, how attractive is your town to new businesses and/or talent? Score of 1: We struggle to attract business investment. We don't have the strong economy, education system, vibrant quality of life, or thriving population of young people that companies look for. Score of 10: Companies compete to relocate here, and talent gravitates to us. We have strong schools, a great healthcare system, great neighborhoods, and urban centers. We know our strengths and communicate them well to attract the kinds of businesses we want. In fact, we don't typically have to court investors. Growth here happens organically.

Answered: 158 Skipped: 0

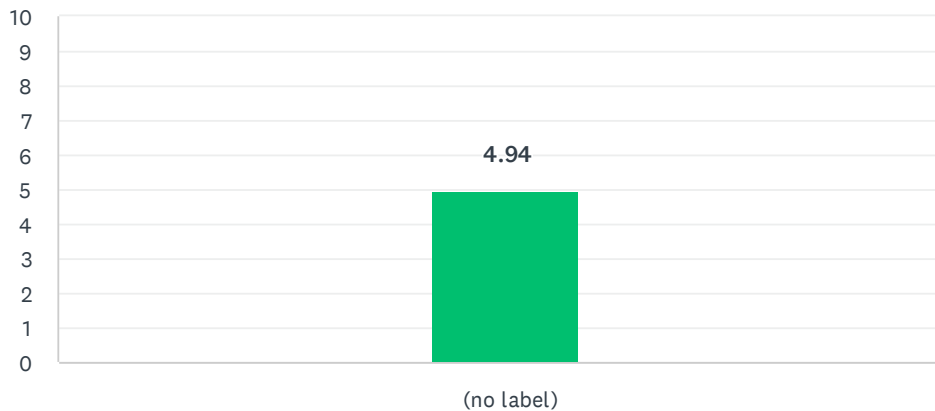


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	1.27% 2	1.90% 3	1.90% 3	6.33% 10	13.92% 22	13.29% 21	16.46% 26	28.48% 45	9.49% 15	6.96% 11	158	6.84

BASIC STATISTICS												
Minimum	Maximum				Median	Mean	Standard Deviation					
1.00	10.00				7.00	6.84	1.94					

Q4 QUALITY OF EDUCATION On a scale of 1 to 10, how strong is your education system? Score of 1: We have high poverty rates and the low kindergarten readiness rates that go along with them. Not surprisingly, our high school graduation rates are low as well. Our schools do little to prepare graduates for the workforce, so it's tough to attract business investment. Score of 10: Education is thriving. There's a strong focus on early childhood development and, as a result, kids enter kindergarten ready to learn. Twelve years down the road, our high school graduation rates reflect this. Our schools are on top of what it takes to prepare young people for the future, making our community attractive to all types of businesses that want to set up shop here.

Answered: 158 Skipped: 0

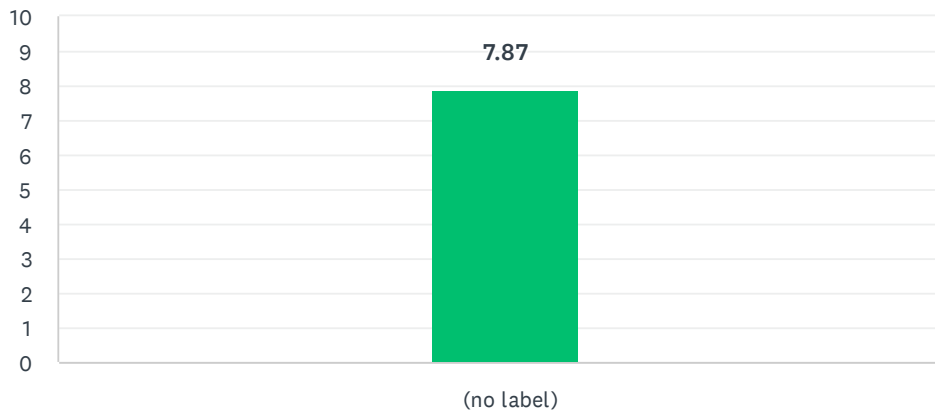


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	11.39% 18	4.43% 7	10.76% 17	12.03% 19	22.15% 35	14.56% 23	8.86% 14	11.39% 18	1.90% 3	2.53% 4	158	4.94

BASIC STATISTICS					
Minimum	Maximum	Median	Mean	Standard Deviation	
1.00	10.00	5.00	4.94	2.29	

Q5 VIBRANCY OF THE TOWN On a scale of 1 to 10, how vibrant is your Town? Score of 1: It's practically a ghost town. There are lots of boarded-up buildings, few restaurants and shops, and very little foot traffic. No one wants to live or work in Addison. Weekends are dead, as people drive out of town en masse to dine and shop in other cities nearby. Score of 10: There's always something going on in Addison: a festival, a concert, a farmer's market. There are tons of places to eat, drink, and shop. Lots of (non-retail) small businesses are moving in too, and the housing market has exploded (it's especially popular with young people and empty-nesters). There's always new construction happening, and tax values are soaring.

Answered: 158 Skipped: 0

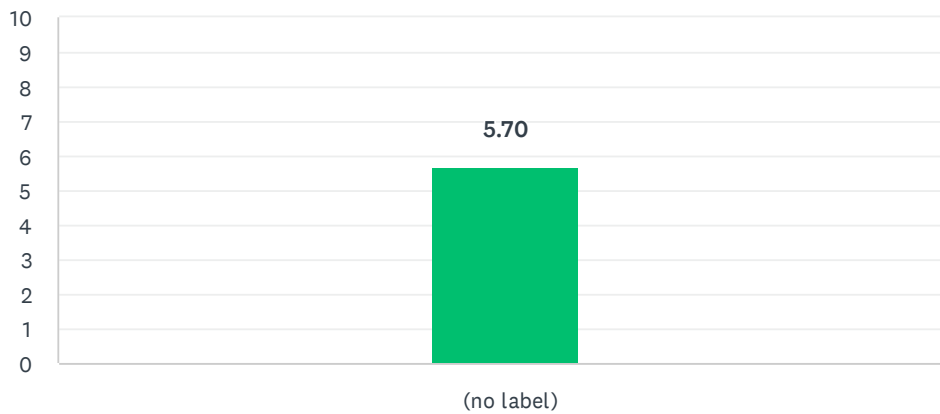


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	0.63% 1	0.63% 1	1.27% 2	3.16% 5	3.80% 6	9.49% 15	12.66% 20	27.22% 43	25.32% 40	15.82% 25	158	7.87

BASIC STATISTICS												
Minimum					Maximum	Median		Mean	Standard Deviation			
1.00					10.00	8.00		7.87	1.75			

Q6 ABILITY TO GET WEALTH OFF THE SIDELINES On a scale of 1 to 10, how successful are you at getting wealth off the sidelines and encouraging people to invest in the community? Score of 1: Community philanthropy is almost nonexistent. There are citizens and businesses with the resources to invest, but no one helps them envision what they could help the community become. Score of 10: Community philanthropy is thriving. Leaders are good at seeking out local sources of benevolent wealth and helping them see the value of investing locally. The satisfaction of helping make life better for everyone is the best return on investment there is.

Answered: 158 Skipped: 0



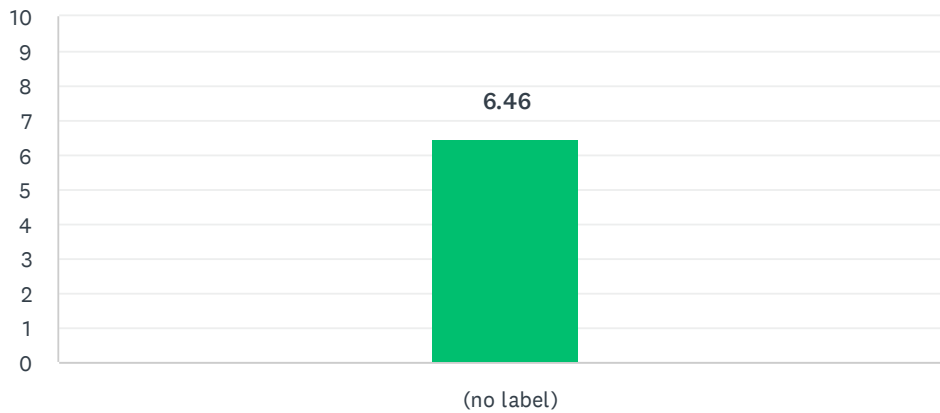
	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	3.80%	5.70%	6.96%	8.86%	14.56%	22.15%	20.25%	10.76%	5.06%	1.90%	158	5.70
	6	9	11	14	23	35	32	17	8	3		

BASIC STATISTICS

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	10.00	6.00	5.70	2.07

Q7 EASE OF DOING BUSINESS On a scale of 1 to 10, how easy is it to create and run a business in your community? Score of 1: It's not easy at all. Government officials are inaccessible to entrepreneurs. Zoning rules are vague, and codes are inconsistently applied and enforced. Incompatible businesses are placed next to each other, and vacant buildings abound. Score of 10: Local government does a great job of establishing clear business processes, smart zoning laws, and unambiguous codes. Everyone knows what to expect. Rules and guidelines are consistently enforced. Officials are accessible and easy to work with. For all of these reasons, we're experiencing brisk economic growth.

Answered: 158 Skipped: 0

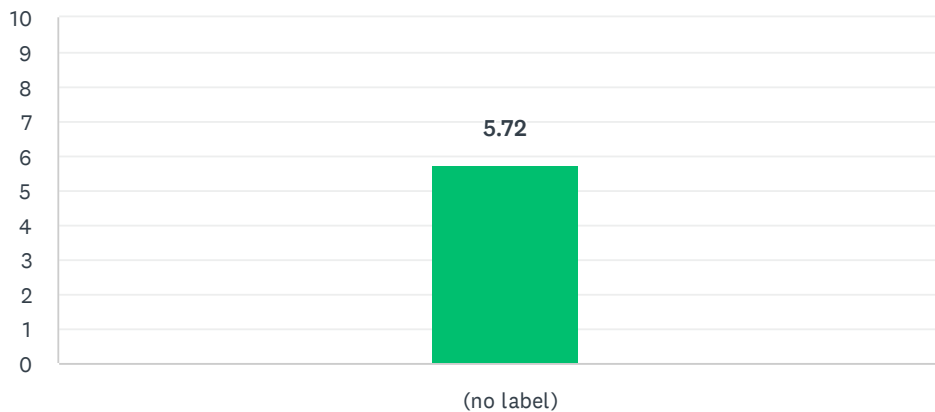


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	0.63% 1	2.53% 4	5.70% 9	4.43% 7	25.32% 40	5.70% 9	20.25% 32	22.15% 35	6.96% 11	6.33% 10	158	6.46

BASIC STATISTICS					
Minimum	Maximum	Median	Mean	Standard Deviation	
1.00	10.00	7.00	6.46	2.01	

Q8 TRAINING AND DEVELOPMENT OF SMALL BUSINESS On a scale of 1 to 10, how likely are small business owners to receive the training and development they need to thrive long-term? Score of 1: There are few, if any, mentors or skill-building resources available to entrepreneurs. As a result, many new businesses fail within a few years. Score of 10: Few entrepreneurs start out with strong business and leadership skills. That's why we make it a priority to provide the support and the resources they need. We have mentorship programs and regular training and development events in place. Local business leaders are galvanized and on fire to help each other and move the community toward vibrancy.

Answered: 158 Skipped: 0

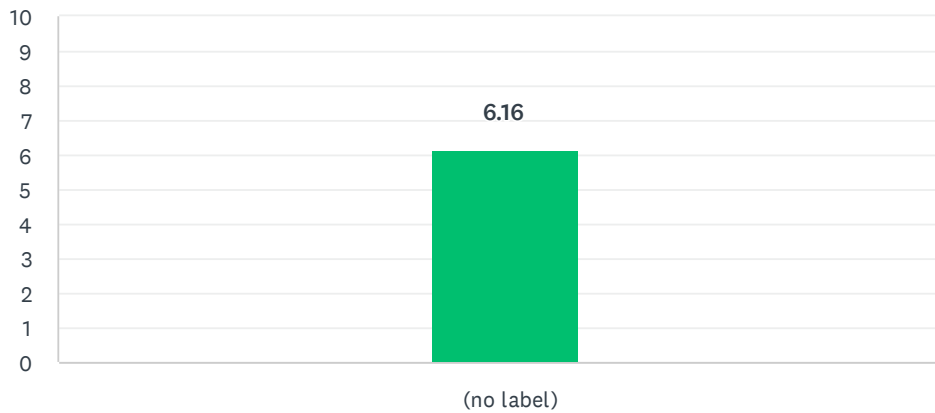


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	2.53%	3.16%	3.80%	8.23%	34.81%	12.03%	18.35%	11.39%	3.80%	1.90%	158	5.72
	4	5	6	13	55	19	29	18	6	3		

BASIC STATISTICS												
Minimum					Maximum	Median	Mean	Standard Deviation				
1.00					10.00	5.00	5.72	1.83				

Q9 OBJECTIVE MEASUREMENT & TRACKING OF OUTCOMES On a scale of 1 to 10, how proficient is your community at measuring, tracking, and reporting outcomes and results and making objective decisions based on them? Score of 1: We don't have a good system in place to gather data and track the metrics that gauge the state of our community. As a result, we make decisions haphazardly, based on opinions or personal preferences rather than pressing problems we face. Score of 10: We religiously measure and track our community's key indicators (graduation rates, per capita income, crime, etc.). We keep critical data updated and on a dashboard so we can see it at a glance. This allows us to share the facts with decision-makers and citizens alike.

Answered: 158 Skipped: 0

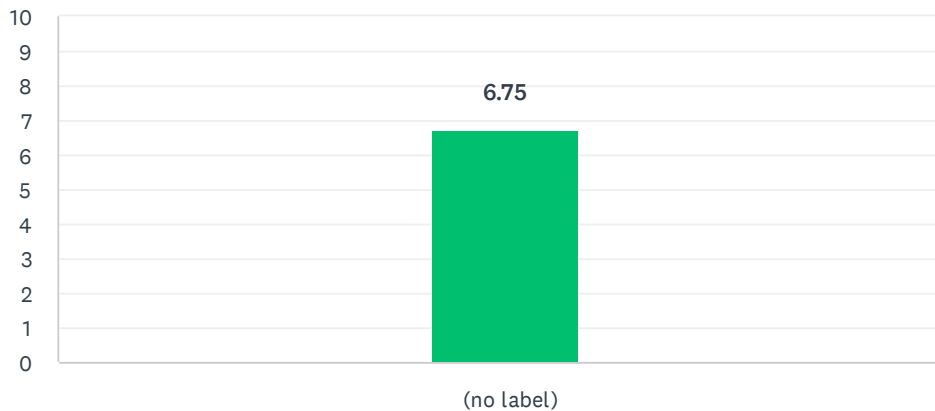


	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	3.80%	2.53%	8.23%	6.96%	18.35%	11.39%	15.19%	17.09%	13.29%	3.16%	158	6.16
	6	4	13	11	29	18	24	27	21	5		

BASIC STATISTICS												
Minimum					Maximum	Median	Mean	Standard Deviation				
1.00					10.00	6.00	6.16	2.25				

Q10 ALIGNMENT OF TOWN PROGRAMS AND SERVICES On a scale of 1 to 10, to what extent are Town programs and services aligned and successful at working together to create a better quality of life for your community? Score of 1: They are not aligned at all. Various departments are siloed in their goal-setting and decision-making. The Town frequently ignores crucial quality of life factors for current residents. Therefore little progress is made. Score of 10: Town leaders do a great job of bringing together various departments to work toward common goals. Leaders share data and regularly communicate and collaborate with each other. There is a strong sense among citizens that Town officials are working hard to create a better quality of life inside the community.

Answered: 158 Skipped: 0



	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	3.80% 6	4.43% 7	3.16% 5	6.33% 10	10.76% 17	8.23% 13	17.72% 28	19.62% 31	15.82% 25	10.13% 16	158	6.75

BASIC STATISTICS					
Minimum	1.00	Maximum	10.00	Median	7.00
		Mean	6.75	Standard Deviation	2.40

Q11 In a short phrase, please describe what you feel the Town's biggest opportunity to improve is.

Answered: 134 Skipped: 24

#	RESPONSES	DATE
1	Quality residents	10/23/2023 4:02 PM
2	Innovation Stay innovative, efficient and maintain the Addison way	10/23/2023 1:31 PM
3	Fewer Apartments Less apartments and more home ownership.	10/23/2023 1:19 PM
4	Innovation Catalysts for innovative growth in the region.	10/23/2023 8:07 AM
5	Updated/new infrastructure Updating and adding needed infrastructure including roads and adequate sidewalks	10/22/2023 8:13 PM
6	Connectivity Walkability/Bikeability More walkability/bike lanes for less congestion	10/22/2023 9:41 AM
7	Connectivity More connectivity between north Addison and central Addison	10/21/2023 1:11 PM
8	Affordable Housing Affordable housing	10/21/2023 7:47 AM
9	Updated/new infrastructure Internet connectivity in residences and public spaces is behind our neighboring cities.	10/21/2023 7:28 AM
10	Not sure	10/20/2023 6:37 PM
11	Safety Keeping Addison safe with good amenities	10/19/2023 8:46 PM
12	Affordable Housing Rental Housing Provide more affordable residential rental options	10/19/2023 1:44 PM
13	Connectivity Transit Walkability/Bikeability Improve internal mobility systems - trails, internal bus, safe bike lanes	10/19/2023 8:16 AM
14	Gov't/Communication All Addison employees.	10/18/2023 10:25 PM
15	Redevelopment Redevelopment of poorer rental units/extended stay hotels.	10/18/2023 9:04 PM
16	Small Businesses Wrap up all construction and bring back more business	10/18/2023 8:02 PM
17	Connectivity Walkability/Bikeability Connect Vitruvian to Addison Circle for bikes/pedestrian to improve town unity.	10/18/2023 7:42 PM
18	Affordable Housing Fewer Apartments Increased home ownership and fewer apartments	10/18/2023 6:24 PM
19	I am a new resident, so I'm not sure.	10/18/2023 4:48 PM
20	Walkability/Bikeability Safer biking routes	10/18/2023 3:40 PM
21	lower taxes	10/18/2023 2:33 PM
22	Gov't/Communication Keeping residents informed of changes going on!	10/18/2023 11:06 AM
23	Redevelopment Walkability/Bikeability Redevelopment of the Inwood Road corridor, and development of the transit oriented development.	10/17/2023 2:07 PM
24	Small Businesses To promote assist small buis. that have helped Addison grow.	10/17/2023 11:11 AM
25	Fewer Apartments STOP BUILDING APARTMENTS! They tower over the streets. It's not a "Town" anymore, it's overbuilt.	10/17/2023 9:51 AM
26	Walkability/Bikeability Developing neighborhoods that make it easy to walk to service businesses. Prepare for World Cup.	10/17/2023 8:16 AM
27	Fewer Apartments Stop bldg apartments	10/17/2023 7:53 AM

Vibrant Community Assessment

28	Walkability/Bikeability More cycling support in city planning	10/16/2023 8:06 PM
29	Education Library/education	10/16/2023 6:32 PM
30	Parking for events at Addison circle.	10/16/2023 6:04 PM
31	Education Public education.	10/16/2023 6:02 PM
32	Fewer Apartments No more rental's	10/16/2023 1:20 PM
33	Take advantage of location Location	10/16/2023 10:56 AM
34	Addison Town Center	10/16/2023 9:54 AM
35	Updated/new infrastructure Addressing climate change and it's impact on utilities.	10/16/2023 9:47 AM
36	Education Need a school system. if we want to attract families with school aged children.	10/16/2023 7:33 AM
37	Affordable Housing Attracting young people/families Fewer Apartments Attracting and keeping young people and families. More long term housing.	10/16/2023 4:26 AM
38	Small Businesses Unique shops and restaurants	10/15/2023 9:06 PM
39	Redevelopment Re-development for office, business, and restaurants. Capitalize on our location in the DFW area.	10/15/2023 8:04 PM
40	Education DISD is lowsy and anyone who wants to send their child to public school does not remain in Addison.	10/15/2023 2:07 PM
41	Fewer Apartments No more apartments	10/15/2023 2:04 PM
42	Fewer Apartments Improve in NOT adding rental properties	10/15/2023 1:45 PM
43	Take advantage of location Addison can become a commercial and financial hub because of its location.	10/15/2023 1:36 PM
44	Innovation Bringing the town into this century	10/15/2023 1:35 PM
45	Updated/new infrastructure Traffic and road systems	10/15/2023 1:09 PM
46	Small Businesses Provide a variety of restaurants and shops in the circle area	10/15/2023 1:09 PM
47	Fewer Apartments Less rental property unit's lessening transients	10/15/2023 12:19 PM
48	Redevelopment Inwood road south of beltline needs re-development.	10/15/2023 11:52 AM
49	Senior Housing/Services (I don't know about big opportunities but) I'd like to see more senior residences, grocery stores	10/15/2023 10:25 AM
50	Gov't/Communication Go back to the way Addison was and listen to citizens. Quit trying to become Dallas!!!!	10/15/2023 9:49 AM
51	Fewer Apartments Less apartments	10/15/2023 8:30 AM
52	Beautification The landscape along Belt Line Road near Midway	10/15/2023 8:24 AM
53	Fewer Apartments Parks & Open Space More parks. Less apartments!!!	10/14/2023 8:18 PM
54	Fewer Apartments No more apartments	10/14/2023 2:48 PM
55	Innovation Transit Updated/new infrastructure Walkability/Bikeability Reduce traffic, provide innovative transportation.	10/14/2023 12:57 PM
56	Connectivity Walkability/Bikeability Walkability to stores and services from residential areas.	10/14/2023 12:05 PM
57	Walkability/Bikeability Further density and walkability	10/14/2023 10:28 AM
58	Large Businesses Continue to encourage expansion/relocation of businesses and other organizations to Addison.	10/14/2023 10:09 AM
59	Rental Housing More apartments	10/14/2023 8:57 AM
60	Attracting young people/families Gov't/Communication Pipeline for young leadership in city	10/14/2023 8:44 AM

Vibrant Community Assessment

	government.	
61	Gov't/Communication Single family homes have no code enforcement	10/14/2023 5:58 AM
62	Small Businesses More shopping, unique businesses	10/14/2023 5:54 AM
63	Walkability/Bikeability Building Dense, complete, communities that minimize the need to Drive	10/14/2023 4:18 AM
64	Senior Housing/Services Housing for senior citizens	10/13/2023 8:29 PM
65	Senior Housing/Services Broaden the scale of businesses, including Senior facilities.	10/13/2023 7:54 PM
66	Redevelopment Transit Walkability/Bikeability Development along the Silver Line	10/13/2023 7:35 PM
67	Transit Hop on and off Trolleys, use of golf carts	10/13/2023 7:04 PM
68	Community Amenities, Character & Diversity Need more community events	10/13/2023 5:30 PM
69	Community Amenities, Character & Diversity Diversity	10/13/2023 4:01 PM
70	Home Ownership Single family one story homes	10/13/2023 4:00 PM
71	Innovation The Addison Way needs to be honestly reviewed in context of post COVID world	10/13/2023 3:39 PM
72	Fewer Apartments Home Ownership Prevent crowding by reducing apartments and increasing single housing	10/13/2023 3:25 PM
73	Fewer Apartments More owners, less renters	10/13/2023 3:11 PM
74	Small Businesses Attracting businesses that are not restaurants/clubs	10/13/2023 3:10 PM
75	Community Amenities, Character & Diversity more diverse governance; city council members are all home-owners (who know each other)	10/13/2023 11:52 AM
76	Connectivity Walkability/Bikeability East-West pedestrian and cycling connectivity	10/13/2023 8:33 AM
77	Safety Walkability/Bikeability Walkability and security. The Town should only hire Addison consultants.	10/13/2023 7:34 AM
78	Everything	10/12/2023 9:03 PM
79	Walkability/Bikeability sidewalks for pedestrian traffic	10/12/2023 8:55 PM
80	Redevelopment Transit Walkability/Bikeability Transit oriented development at the future Dart station	10/12/2023 8:16 PM
81	Fewer Apartments limit apartment growth	10/12/2023 4:02 PM
82	Large Businesses Small Businesses Embrace growing and profitable businesses that bring jobs and economic benefit	10/12/2023 8:44 AM
83	Beautification Parks & Open Space Small Businesses City living such as parks and restaurants	10/11/2023 8:43 PM
84	Walkability/Bikeability More pedestrian friendly trails and walkable areas.	10/11/2023 3:16 PM
85	Fewer Apartments Creative uses of vacant or deteriorating spaces instead of more rentals	10/10/2023 11:47 AM
86	Gov't/Communication Keep up with the "little things". Code enforcement, parking enforcement .	10/9/2023 5:02 PM
87	Fewer Apartments Make Addison a home. Less transient. We are a very unique place; it needs to remain special.	10/9/2023 2:51 PM
88	Innovation Staying relevant with the changing social dynamic.	10/9/2023 2:36 PM
89	Education Small Businesses Education and more businesses in Addison circle	10/9/2023 2:23 PM
90	Large Businesses Redevelopment Small Businesses Attracting redevelopment so that empty businesses and hotels can become thriving business.	10/9/2023 1:43 PM
91	Updated/new infrastructure Infrastructure, roads & traffic	10/9/2023 1:05 PM

Vibrant Community Assessment

92	Fewer Apartments Home Ownership	Less apartments and more single family homes	10/9/2023 1:00 PM
93	Innovation Redevelopment	Revitalizing existing areas that have seen office and retail vacancies	10/9/2023 12:51 PM
94	Rental Housing	Provide more rental housing so people can also live/play in the area.	10/9/2023 10:46 AM
95	Home Ownership	Increased single family residential development.	10/9/2023 9:12 AM
96	Fewer Apartments	Stop new apartment development.	10/9/2023 7:33 AM
97	Redevelopment	Get Addison Cit filled again!	10/8/2023 3:18 PM
98	Large Businesses Redevelopment Small Businesses	We need more Class A office space and we need to resurrect our lower class office space..	10/8/2023 2:05 PM
99	Community Amenities, Character & Diversity	Continue and expand on special events (Kaboomtown, Taste, etc.)	10/8/2023 10:02 AM
100	Safety	More police presence - need more patrols, visibility in neighborhoods.	10/7/2023 4:45 PM
101		Manage construction to a livable level	10/7/2023 1:12 PM
102	Fewer Apartments	No more apartments	10/7/2023 12:53 PM
103	Gov't/Communication	Properly train city council members	10/7/2023 10:45 AM
104	Gov't/Communication	Listening to the residents and voting according to what the residents want.	10/7/2023 10:15 AM
105		Not sure	10/7/2023 7:41 AM
106	Fewer Apartments	Stop building apartments.	10/7/2023 6:22 AM
107	Fewer Apartments	No more apartments so much traffic congestion and crime already	10/7/2023 3:37 AM
108	Fewer Apartments Home Ownership	Reduction in apartments and increasing home, townhomes and condo ownership options.	10/6/2023 9:28 PM
109	Transit Walkability/Bikeability	Walkable and in city transport	10/6/2023 7:54 PM
110	Senior Housing/Services	Focus on seniors too	10/6/2023 7:42 PM
111	Updated/new infrastructure	Infrastructure	10/6/2023 7:04 PM
112	Education	Improved non-private education	10/6/2023 6:33 PM
113	Home Ownership	Raising residential home ownership percentage	10/6/2023 5:03 PM
114	Community Amenities, Character & Diversity	Have some missing community amenities like it's own library	10/6/2023 4:48 PM
115	Fewer Apartments	Less apartments	10/6/2023 4:04 PM
116	Attracting young people/families	To engage youth and encourage families to live here	10/6/2023 3:52 PM
117		Hmmm	10/6/2023 3:47 PM
118	Fewer Apartments Safety	more police presence, stop building non-ownership living (i.e., apts)	10/6/2023 3:18 PM
119	Redevelopment Transit	New development - especially the TOD	10/6/2023 8:14 AM
120	Connectivity	Connectivity between hubs within the city	10/5/2023 10:03 PM
121	Redevelopment	attract developers to fill vacant land and rebuild/improve older areas.	10/5/2023 3:23 PM
122	Fewer Apartments Safety	No more apartments, More Law Enforcement Officers	10/5/2023 3:03 PM
123		Opportunity to make Addison better place to live	10/4/2023 2:19 PM
124	Redevelopment	Some of the towns buildings need to be updated.	10/4/2023 10:39 AM
125	Gov't/Communication	Consolidating as many town services as possible - too spread out	10/4/2023 9:51 AM

Vibrant Community Assessment

126	Gov't/Communication	Employee compensation is abysmal compared to surrounding communities.	10/4/2023 9:02 AM
127	Gov't/Communication	Transparency of information and Town processes used by residents and businesses.	10/4/2023 8:35 AM
128	Beautification Redevelopment	Revitalize older buildings, enforcing appearance codes with penalties for non-compliance	10/3/2023 9:32 PM
129	Redevelopment Small Businesses	Focusing on development on the west side of town to bring vibrant businesses	10/3/2023 9:14 PM
130	Gov't/Communication Redevelopment	Better Public buildings.	10/3/2023 3:53 PM
131	Community Amenities, Character & Diversity	Promote racial reconciliation	10/3/2023 3:39 PM
132	Transit	Cotton Belt Trail and DART Silverline	10/3/2023 3:36 PM
133	Take advantage of location	Town has become infill and centrally located	10/3/2023 2:06 PM
134	Walkability/Bikeability	Better walk ability	10/3/2023 1:01 PM

Tags

Affordable Housing		2.99%	4
Attracting young people...		2.24%	3
Beautification		2.24%	3
Community Amenities, ...		4.48%	6
Connectivity		5.22%	7
Education		4.48%	6
Fewer Apartments		19.4%	26
Gov't/Communication		8.96%	12
Home Ownership		4.48%	6
Innovation		5.22%	7
Large Businesses		2.99%	4
Parks & Open Space		1.49%	2
Redevelopment		11.94%	16
Rental Housing		2.24%	3
Safety		3.73%	5
Senior Housing/Services		2.99%	4
Small Businesses		8.96%	12
Take advantage of locati...		2.24%	3
Transit		5.97%	8
Updated/new infrastruct...		5.22%	7
Walkability/Bikeability		14.18%	19
Untagged		8.21%	11

Q11 In a short phrase, please describe what you feel the Town's biggest opportunity to improve is.

public STOP BUILDING LESS senior live unique restaurants education Improve residential
housing Keeping city Infrastructure areas Single family need buildings
businesses Better apartments parks
Addison homes Town sure residents Provide development new
rental families Attracting shops traffic Addison circle Less apartments roads

Q12 In a short phrase, please describe what you feel the Town's biggest challenge is.

Aging single family homes housing growth Keeping Maintaining building control
businesses Public Traffic restaurants crime residents
apartments Balancing town community need
current Attracting people many apartments employees population
land properties Limited Citizens

Q12 In a short phrase, please describe what you feel the Town's biggest challenge is.

Answered: 134 Skipped: 24

#	RESPONSES	DATE
1	Aging citizens	10/23/2023 4:02 PM
2	Revitalization of unproductive areas and fee simple ownership	10/23/2023 1:31 PM
3	Getting the younger people involved	10/23/2023 1:19 PM
4	We need to make balanced data-driven decisions	10/23/2023 8:07 AM
5	Attracting new large employers	10/22/2023 8:13 PM
6	Ensuring that we keep building apartments and engage renters in local politics	10/22/2023 9:41 AM
7	Balancing amenities with the exploding population	10/21/2023 1:11 PM
8	Senior services	10/21/2023 7:47 AM
9	We need to stand out and differentiate ourselves from Frisco and Plano.	10/21/2023 7:28 AM
10	Too much group think by a small group of residents who want to control this town.	10/20/2023 6:37 PM
11	Vagrants and crime taking over	10/19/2023 8:46 PM
12	Competing with other nearby suburbs	10/19/2023 1:44 PM
13	Traffic management.	10/19/2023 8:16 AM
14	Follow through by leadership and employees.	10/18/2023 10:25 PM
15	Prioritizing funding of projects. Not all can be financially done short term.	10/18/2023 9:04 PM
16	Insufficient number of young people. Current population is mostly aging.	10/18/2023 8:02 PM
17	Preserve town's character and safety while influx of (aging!) rental units.	10/18/2023 7:42 PM
18	Incoming dart line and maintaining current quality of AC Park	10/18/2023 6:24 PM
19	Traffic congestion and thoughtful development of multi-family housing	10/18/2023 4:48 PM
20	Defeating the "not in my backyard" voices so that apartments can be built by investors	10/18/2023 3:40 PM
21	too many town employees	10/18/2023 2:33 PM
22	Reduction in crime	10/18/2023 11:06 AM
23	Staying committed to premium office space.	10/17/2023 2:07 PM
24	Community outreach	10/17/2023 11:11 AM
25	Stop apartment developers from running the show! Do better business developmnt on failed properties!	10/17/2023 9:51 AM
26	Keeping up with infrastructure improvements.	10/17/2023 8:16 AM
27	Too many apartments, rising crimes	10/17/2023 7:53 AM
28	Public school system will prevent young families from staying in the city long term.	10/16/2023 8:06 PM
29	Participation/civic engagement	10/16/2023 6:32 PM
30	Traffic and parking during large events and rush hour	10/16/2023 6:04 PM
31	Public education.	10/16/2023 6:02 PM

Vibrant Community Assessment

32	Traffic	10/16/2023 1:20 PM
33	Too many apartments	10/16/2023 10:56 AM
34	Too many apartments. Lack of ability to build single family homes	10/16/2023 9:54 AM
35	Sustaining our major industry i.e. the restaurant businesses	10/16/2023 9:47 AM
36	Land locked!	10/16/2023 7:33 AM
37	Controlling apartments and growth	10/16/2023 4:26 AM
38	Strips of underused/closed businesses	10/15/2023 9:06 PM
39	Strong competition from newer areas attracting businesses.	10/15/2023 8:04 PM
40	Retaining young families, because of the school situation.	10/15/2023 2:07 PM
41	No more apartments	10/15/2023 2:04 PM
42	The challenge is NOT adding dense rental properties	10/15/2023 1:45 PM
43	To attract the right businesses, and to use the budget wisely.	10/15/2023 1:36 PM
44	How to move the town into the next century and not alienate everyone	10/15/2023 1:35 PM
45	Having people stay in Addison longer term and live here longer	10/15/2023 1:09 PM
46	Traffic on Belt Line	10/15/2023 1:09 PM
47	Crime, population	10/15/2023 12:19 PM
48	Maintaining infrastructure and city services without raising property tax.	10/15/2023 11:52 AM
49	Prioritize businesses, houses; current apartment & condo building seems excessive.	10/15/2023 10:25 AM
50	Finding good town leadership. We certainly don't have it now.	10/15/2023 9:49 AM
51	Alartments	10/15/2023 8:30 AM
52	Some of the older motels/hotels and retail bldgs on Belt Line not visually appealing	10/15/2023 8:24 AM
53	Way too many apartments! Traffic is getting unbearable. Crime is increasing.	10/14/2023 8:18 PM
54	No more apartments	10/14/2023 2:48 PM
55	It has prioritized revenue over other quality of life factors.	10/14/2023 12:57 PM
56	Residential property ownership. Limited availability	10/14/2023 12:05 PM
57	Traffic	10/14/2023 10:28 AM
58	Street repair needs to be pursued vigorously.	10/14/2023 10:09 AM
59	Opposition apartments	10/14/2023 8:57 AM
60	Communication and citizen involvement	10/14/2023 8:44 AM
61	Over seeing out single family home neighborhoods	10/14/2023 5:58 AM
62	Transients -	10/14/2023 5:54 AM
63	Affordability of Housing	10/14/2023 4:18 AM
64	Housing for senior citizens	10/13/2023 8:29 PM
65	No more apartments or restaurants. Revitalize west side of town.	10/13/2023 7:54 PM
66	Aging infrastructure needs to be on a replacement schedule with funding allocated.	10/13/2023 7:35 PM
67	To get easy from A-B without a car or Uber or bycycle	10/13/2023 7:04 PM
68	Better education	10/13/2023 5:30 PM
69	Not sure	10/13/2023 4:01 PM

Vibrant Community Assessment

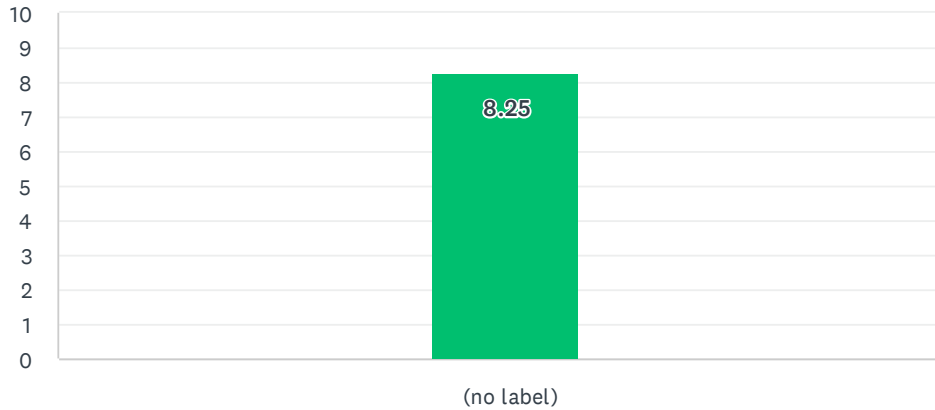
70	Employees need to be challenged to improve their jobs.	10/13/2023 4:00 PM
71	Crime prevention, law enforcement and public safety	10/13/2023 3:39 PM
72	Crime is high	10/13/2023 3:25 PM
73	Involving the renters in the community and government	10/13/2023 3:11 PM
74	Attracting businesses that's not a restaurant	10/13/2023 3:10 PM
75	governance of a majority renter population being governed by a council consisting of home-owners	10/13/2023 11:52 AM
76	The Tollway splitting the Town in half	10/13/2023 8:33 AM
77	Security & the planning department incompetence, it is a shame what it is happening in Belt/Midway.	10/13/2023 7:34 AM
78	New green areas	10/12/2023 9:03 PM
79	Attracting bars and restaurants that appeal to gen Y, Z	10/12/2023 8:55 PM
80	Balance between homes and apartments	10/12/2023 8:16 PM
81	limit apartment growth	10/12/2023 4:02 PM
82	Limited space; older, run down properties that no longer fit the community profile	10/12/2023 8:44 AM
83	Competing with other suburbs	10/11/2023 8:43 PM
84	Village on the Parkway should be more walkable and less surface-lot parking lots.	10/11/2023 3:16 PM
85	No more apartment/townhome rentals even if it means raising taxes	10/10/2023 11:47 AM
86	Remaining relevant and innovative.	10/9/2023 5:02 PM
87	Balancing homeownership vs others; and poor code enforcement. More to say, but no space.	10/9/2023 2:51 PM
88	Keeping your up and coming talent local.	10/9/2023 2:36 PM
89	Rising rent prices	10/9/2023 2:23 PM
90	A minority of outspoken residents who vocally fight redevelopment, apartments, etc.	10/9/2023 1:43 PM
91	With the increase in population, traffic and crime are the biggest challenges.	10/9/2023 1:05 PM
92	Attracting families	10/9/2023 1:00 PM
93	Addison has little undeveloped land so the challenge is to keep existing properties "vibrant"	10/9/2023 12:51 PM
94	unfounded theories from the community about the negative impact rental housing has	10/9/2023 10:46 AM
95	Available developable land.	10/9/2023 9:12 AM
96	Too many apartment residents.	10/9/2023 7:33 AM
97	Too slow to react, setup advocacy group desperately for those w/spec. i.e., disabled...	10/8/2023 3:18 PM
98	We have a few hotels operating like apartments. We need to enforce Town Ordinance NO. 019-010.	10/8/2023 2:05 PM
99	Residential hotels	10/8/2023 10:02 AM
100	Police enforce the current ordinances. Limit apartments.	10/7/2023 4:45 PM
101	Maintaining the small town feel while growing population	10/7/2023 1:12 PM
102	Council listens to staff more than its citizens	10/7/2023 12:53 PM
103	No tax breaks to developers building multi-family housing	10/7/2023 10:45 AM
104	TOO MANY APARTMENTS, NOT ENOUGH CONDOS & SINGLE FAMILY HOMES	10/7/2023 10:15 AM
105	Balancing housing and business needs	10/7/2023 7:41 AM
106	Elected leaders not following the wishes of the people.	10/7/2023 6:22 AM

Vibrant Community Assessment

107	Crime and traffic	10/7/2023 3:37 AM
108	Not enough long term investments	10/6/2023 9:28 PM
109	Density and the city services needed	10/6/2023 7:54 PM
110	Overcome the NIMBY attitude of the most wealthy citizens	10/6/2023 7:42 PM
111	Homeless, drugs, and crime	10/6/2023 7:04 PM
112	Residence owner engagement when it comes to new development	10/6/2023 6:33 PM
113	Encouraging developers to develop fee-simple housing	10/6/2023 5:03 PM
114	Keeping crime fairly low	10/6/2023 4:48 PM
115	Too many apartments	10/6/2023 4:04 PM
116	People who do want to be involved are not effectively utilized	10/6/2023 3:52 PM
117	Hmmm	10/6/2023 3:47 PM
118	Traffic has increased substantially with the growth in apartments - crime along with it.	10/6/2023 3:18 PM
119	NIMBY attitudes of some	10/6/2023 8:14 AM
120	Reducing commercial vacancies	10/5/2023 10:03 PM
121	gain consensus among the residential pockets with very different perspectives and demographics	10/5/2023 3:23 PM
122	Density, congestion and crime	10/5/2023 3:03 PM
123	Reduction of crime	10/4/2023 2:19 PM
124	Land locked. Homeless seems to be on the rise	10/4/2023 10:39 AM
125	Keeping up with growth - funding staffing to continue to meet needs.	10/4/2023 9:51 AM
126	Old, outdated Town buildings. Woefully inadequate facilities.	10/4/2023 9:02 AM
127	Residents desires don't match the market demands.	10/4/2023 8:35 AM
128	N/A	10/3/2023 9:32 PM
129	Residents who attempt to suppress progressive development of the town	10/3/2023 9:14 PM
130	Aging public buildings. Not equipped for the future.	10/3/2023 3:53 PM
131	Attracting churches and a religious community	10/3/2023 3:39 PM
132	Overpopulation of restaurants which eventually die	10/3/2023 3:36 PM
133	Lack of vacant land so we have to redevelop to grow.	10/3/2023 2:06 PM
134	Traffic control	10/3/2023 1:01 PM

Q13 On a scale of 1 to 10, with 10 being the most committed, how committed are you to making your community the best it can be?

Answered: 134 Skipped: 24



	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	TOTAL	WEIGHTED AVERAGE
(no label)	0.75% 1	0.75% 1	0.75% 1	0.75% 1	6.72% 9	5.22% 7	13.43% 18	16.42% 22	24.63% 33	30.60% 41	134	8.25

BASIC STATISTICS

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	10.00	9.00	8.25	1.81

#	IF YOU RATED YOUR COMMITMENT AN 8 OR BELOW, WHAT IS NEEDED TO MOVE IT INTO THE 9 OR 10 RANGE?	DATE
1	More opportunities	10/23/2023 1:19 PM
2	Think it is too difficult to break up the group think of these controlling residents who want to run this town.	10/20/2023 6:37 PM
3	Listen to the citizens who live West of the Dallas Pkwy!	10/18/2023 10:25 PM
4	I am not much of a social person to help and if had more money would support town more, but income is really tight. Tax increase would be good though.	10/18/2023 9:04 PM
5	If by commitment you mean volunteering in the community or joining a committee, I am unable to do so at this time.	10/18/2023 4:48 PM
6	lower taxes, less public employees, lower crime	10/18/2023 2:33 PM
7	Communication	10/18/2023 11:06 AM
8	As the owner of Addison Automotive I want to continue to see Addison grow and expand. Addison Automotive has been a successful small business in Addison for 46 years	10/17/2023 11:11 AM
9	Listen to residents when they show up at meetings to protest apartments. Many people are giving up and don't care now. Is that what the town wants?	10/17/2023 9:51 AM
10	Execution	10/17/2023 8:16 AM
11	Town run by few people, don't act on opinions other than small group of insiders	10/17/2023 7:53 AM
12	I support Addison continuing to improve, but my home/family life is more important to me than	10/16/2023 8:06 PM

Vibrant Community Assessment

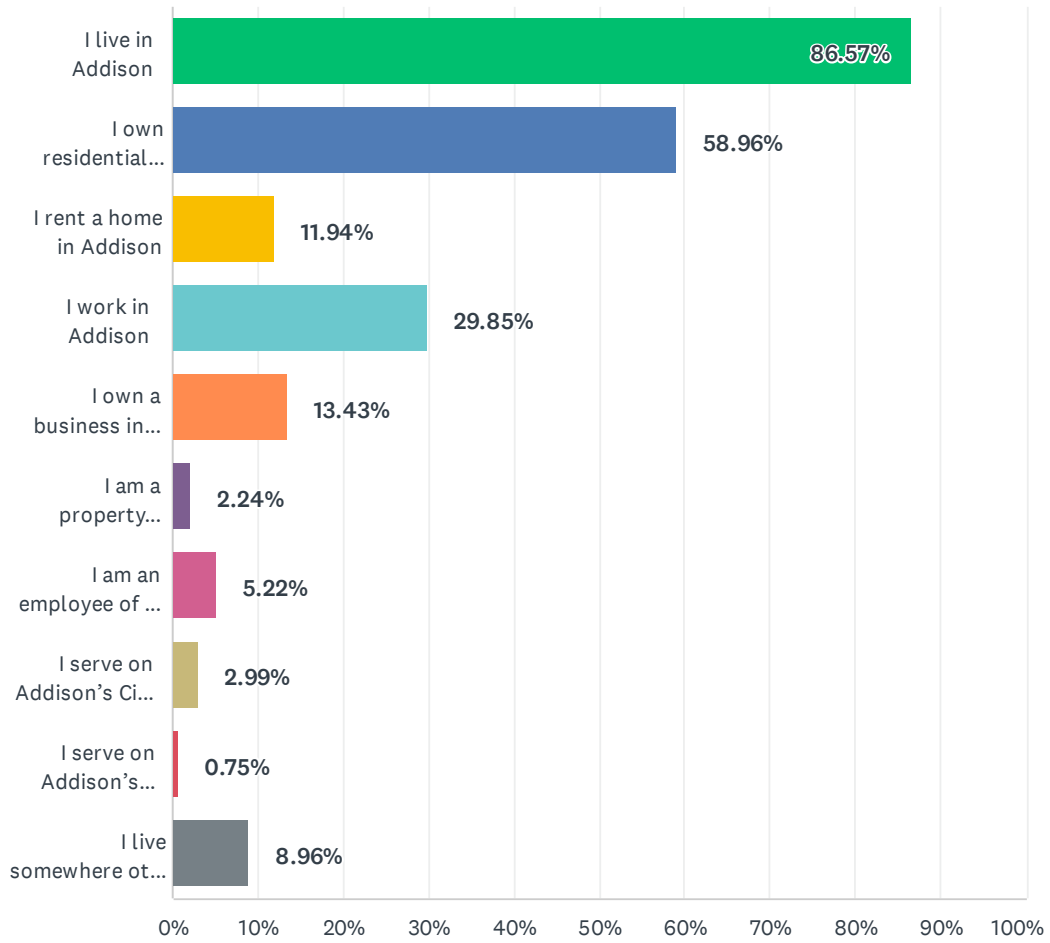
	spending time/energy focused on city engagement	
13	Starting a family here.	10/16/2023 6:32 PM
14	More attention paid by Council to homeowners.	10/16/2023 10:56 AM
15	A little more time. I'm new to the area. Information about opportunities	10/16/2023 9:54 AM
16	Better understanding of direction and commitments needed.	10/16/2023 7:33 AM
17	Have town council listen and act on the citizens' suggestions. Not just give lip service and then do what they want.	10/15/2023 2:04 PM
18	Transparency and better communication	10/15/2023 1:36 PM
19	Finding time	10/15/2023 1:35 PM
20	More resources for the community to grow	10/15/2023 1:09 PM
21	I am a cog a wheel and unless you're connected you are not going to have a chance to move the needle. Sad and true.	10/15/2023 12:19 PM
22	Surveys such as this one that gets my input. Especially surveys from city council folks that should represent the will of the people who elected them.	10/15/2023 11:52 AM
23	I've given up. Town council doesn't listen to citizens and neither do the professionals that work for the city. It's just a waste of time. A losing battle.	10/15/2023 9:49 AM
24	Listen to ALL residents-not just your buddies/upscale neighbors	10/14/2023 2:48 PM
25	I would want to be inspired by efforts by those in city management, including those on Council. You do surveys and let us put little stickers on pictures, but I still don't see enhancement in walkability, beauty, emphasis & efforts for ecosystem quality, reduction in car mess, including during Kaboom Town, etc. Show me real, innovative, vision and I'll be at 9 or 10. I'm turned off by the increase in multi-family construction, in some cases virtually adjacent to the street. If you consider the lovely places to visit, dine, shop, or live, anywhere, it's not where there's concrete upon concrete with lots of cars and few trees. Take more responsibility for reducing carbon emissions in Addison. Show me efforts to encourage businesses to implement recycling. Put bins for recycling in the parks.	10/14/2023 12:57 PM
26	Commitment to improving livability beyond just catering to business interests	10/14/2023 10:28 AM
27	My church, doctors, and other daily activity centers are located outside Addison. These focal points of my life are under the control of others for their choice of location. I would probably be more involved in making Addison the best it can be if equivalent activity centers were located in Addison, but they are not.	10/14/2023 10:09 AM
28	I have reached out to the city about my concerns and I always get the same answer. We can't fix it. We don't have codes that enforce single family homes.	10/14/2023 5:58 AM
29	The Ability to afford a house here	10/14/2023 4:18 AM
30	?	10/13/2023 8:29 PM
31	To be committed to a community, you have to feel part of the community. Addison is no longer a community, it is just another City dealing with the day to day business.	10/13/2023 7:54 PM
32	Take town meetings serious. It seems that voices are not heard, and it seems that decisions have been already reached, e.g. developments	10/13/2023 7:04 PM
33	The public dialouge at these Town meetings is a disgrace. It is a clown show. No shame at all however.	10/13/2023 3:39 PM
34	Faster moving government	10/13/2023 3:11 PM
35	Belief that the Town governance could flex to include representation from among the majority renters.	10/13/2023 11:52 AM
36	I am very committed, but feels like the tools and means are not there; for example, I am architect willing to work with the city, I am sure there are hundreds of professionals willing to do the same within the the Town.	10/13/2023 7:34 AM

Vibrant Community Assessment

37	Looking for more opportunities to become involved in the community	10/12/2023 8:44 AM
38	Change the votes to build even more rentals instead of condo/home ownership units by existing home/condo neighborhoods. Recent votes have me wanting to move as soon as I can.	10/10/2023 11:47 AM
39	Clear definition of mission and vision through the community.	10/9/2023 2:36 PM
40	So much of Addison is business oriented that I feel unqualified to have much effect on economic development. At the residential level, I participate in feedback and elections, but not much engagement beyond that. I guess more free time from job demands would allow more time to commit to communication efforts, but not in the near term	10/9/2023 12:51 PM
41	I don't live in the community.	10/9/2023 9:12 AM
42	Stop new apartment development.	10/9/2023 7:33 AM
43	More business nerd to move here it's so far sfter the peak of COVID19 yet no retail looks like a ghost town figure it out and soon!!	10/8/2023 3:18 PM
44	I expect to move out of state in 3 years.	10/7/2023 1:12 PM
45	Listen to residents not staff	10/7/2023 12:53 PM
46	The council doesn't listen to the desires of the residents: the White Rock Chapel zoning should have been approved and the mixed use/apartments on Surveyor should have been voted down.	10/7/2023 10:15 AM
47	Not sure	10/7/2023 7:41 AM
48	More hours in a day. My full time job is a time eater	10/6/2023 7:42 PM
49	Personal lifestyle changes	10/6/2023 6:33 PM
50	Taking real strategic approaches to overcoming challenges, instead of simply waiving guidelines each time a specific case arises	10/6/2023 5:03 PM
51	Need more time but stay pretty busy	10/6/2023 4:48 PM
52	To feel like it is worth my time	10/6/2023 3:52 PM
53	Hmmm	10/6/2023 3:47 PM
54	N/A	10/3/2023 9:32 PM

Q14 Please check all that apply.

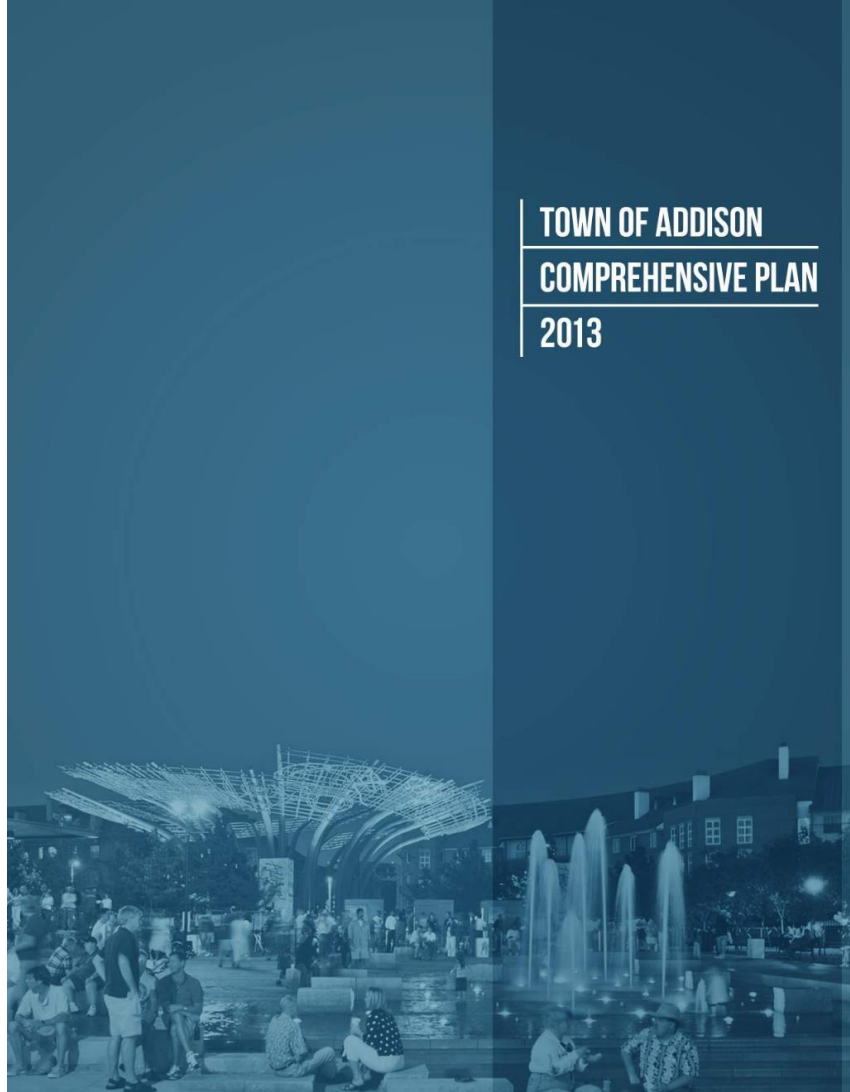
Answered: 134 Skipped: 24



Vibrant Community Assessment

ANSWER CHOICES	RESPONSES	
I live in Addison (1)	86.57%	116
I own residential property in Addison (2)	58.96%	79
I rent a home in Addison (3)	11.94%	16
I work in Addison (4)	29.85%	40
I own a business in Addison (5)	13.43%	18
I am a property developer in Addison (6)	2.24%	3
I am an employee of the Town of Addison (7)	5.22%	7
I serve on Addison's City Council (8)	2.99%	4
I serve on Addison's Planning and Zoning Commission (9)	0.75%	1
I live somewhere other than Addison (10)	8.96%	12
Total Respondents: 134		

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	10.00	2.00	2.70	2.24



TOWN OF ADDISON
COMPREHENSIVE PLAN
2013

2013 Comprehensive Plan
<https://addisontexas.net/dev-services/comprehensive-plan>

EXECUTIVE SUMMARY

The Planning and Zoning Commission was tasked by the Mayor to review and revise Addison's Comprehensive and Strategic Land Use Plan in April of 2012. The Commission began its work shortly thereafter and, as a first step, it carefully and thoughtfully evaluated the Town's existing land use elements, its parks and open space, its community facilities—both public and private, and its public services and utilities.

As the Commission evaluated the Town's various elements, it was pleased to find a description that serves as the theme for this document: *Addison—Better than Ever*. The investments made by previous City Councils have resulted in residential neighborhoods that are tree-shaded and loaded with parks and walking trail, and as a consequence, its citizens are now able to enjoy the fruits of the dreams and labors of citizens that came before them. The vision of the Town's previous leaders regarding Parks and Open space has resulted in world-class parks within walking distance of most residents and businesses alike, and many beautiful trees are in evidence throughout the city. Addison's past willingness to try a new idea has resulted in both Addison Circle and Vitruvian Park, two vibrant and thriving mixed use developments that are the envy of most other cities in the Metroplex. The Town's past willingness to partner with developers has resulted in the re-invention of its two major shopping centers: Village on the Parkway and the Brookhaven Village Shopping Center. Village on the Parkway is currently undergoing a significant re-development with the Brookhaven Village Shopping Center to follow. Addison's past nurturing and support of its restaurant community has led to a long life for many of Addison's finest restaurants.

Some of the Town's restaurants are over 30 years old, but they get more popular with time and still enjoy a good business that brings many diners to Town. The Town's hotel support programs allow the hotels to remain competitive, and the Town's office buildings enjoy a good occupancy, as do its commercial and industrial uses.

The Commission was particularly pleased to find that Addison's Community Facilities have not become dated or passé, but have continued to grow as they add new features and facilities. Addison's jewel, the Addison Athletic Club, is better than ever thanks to the new outdoor pool and Community Garden that have been added to the property. The Conference and Theatre Centre and tourism offerings continue to improve with the addition of the Pavilion in Addison Circle Park and Visit Addison. The Town is in an enviable position with its facilities for employees, and it no longer needs to build facilities, but can focus on providing service to the citizens. Also, the Town's water and sewer facilities are first class and more than adequate to serve the Addison's population now and in the future.

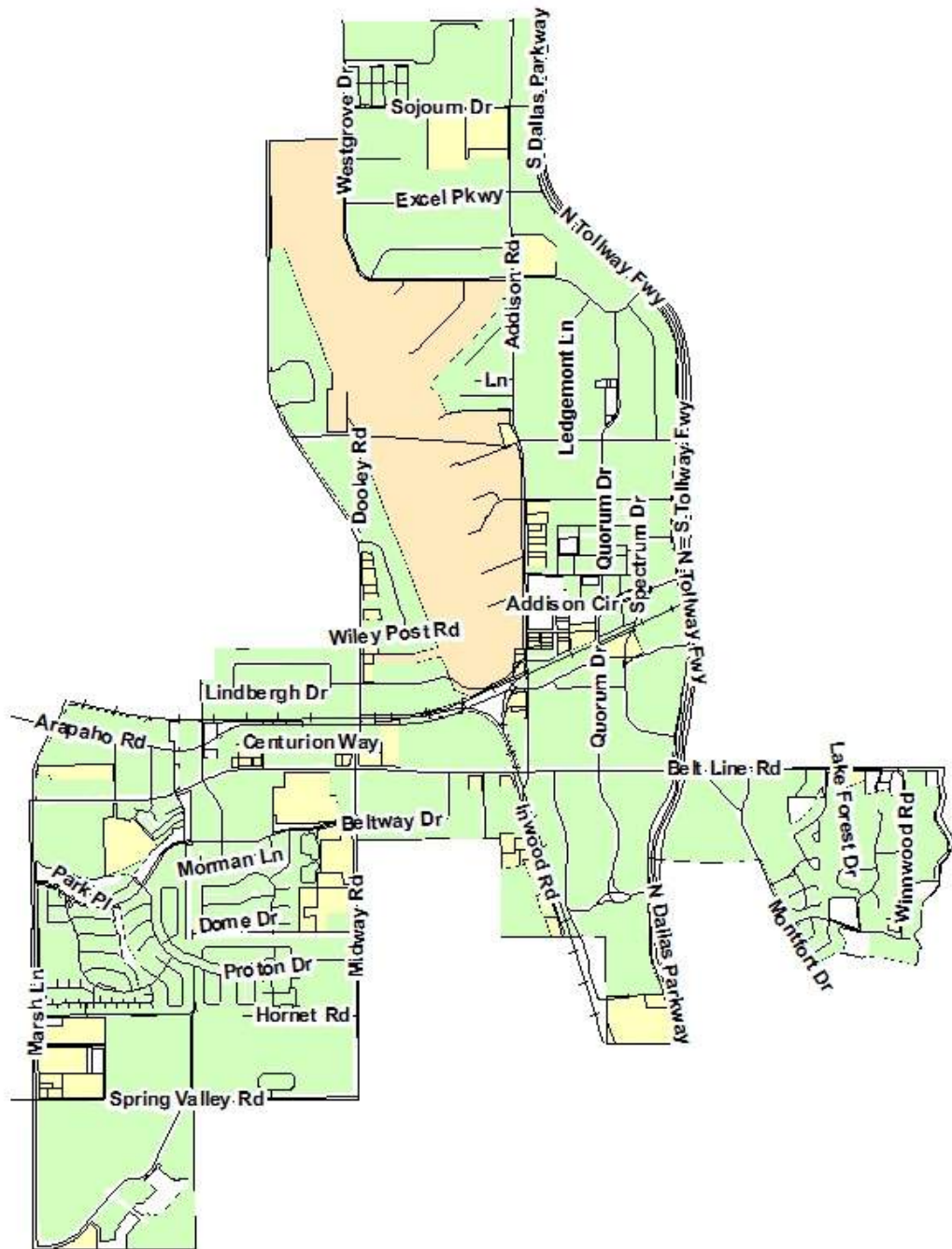
Addison has also dramatically improved in offerings in facilities that are not provided by the Town. It significantly improved its public school situation with the new George HW Bush Elementary School, and its offering for medical care and related services with the new Methodist Hospital for Surgery. In addition, its cultural offerings continue to expand through the success of the Cavanaugh Flight Museum and the major public art pieces that are being added to the Town's landscape through the restoration efforts of the Addison Arbor Foundation,

and the works commissioned by UDR in Vitruvian Park. Indeed, Addison is better than ever, and the Town is fortunate to be in a position to enjoy the results of its previous planning and visioning efforts.

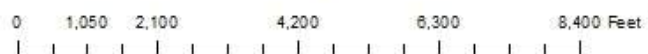
However, while the Commission found the Town to be in very good shape, it did not find it perfect. In some areas, the Town needs to be vigilant and keep its excellent neighborhoods and facilities in first-class condition through a dedicated effort to maintenance and code enforcement. The Commission also noticed areas of Town that need refreshing, remodeling, or complete redevelopment.

The Commission wanted to be able to thoroughly understand areas that appeared to be functioning at less than their “highest and best land use”, so as a second step, it systematically evaluated every parcel of land in Town. The Commission developed its own methodology for evaluating a parcel of land and its current use. It agreed on seven criteria that it labeled the *Attributes of Land Use Success*. A detailed description of these *Attributes* is listed in the *Methodology* section of this Plan.

The Commission then divided the Town into workable sectors and evaluated every parcel in each sector against the *Attributes of Land Use Success*. The detailed evaluations are found in the *Land Use Analysis by Sector* section of this Plan. The map of the Town, showing the compilation of the Sectors, is shown on the next page.



Town of Addison Parcel Assessment



The Commission's findings and parcel assessments regarding Land Use Improvement fell into four major categories:

- **The current land use and density are appropriate, but the product needs refreshing.**

With regard to properties that need refreshing, the Commission recommends that the Council consider a façade grant or low-interest loan program that could help property owners clean up and remodel their properties. In some instances where landscaping needs to be added, but parking would have to be sacrificed to add it (such as on Belt Line and Midway Road), the Commission recommends the Council consider enhanced landscaping in the rights-of-way as those streets are rebuilt.

- **The current land use is appropriate, but the future of the tract is uncertain.** In these instances, the Commission recommends the Town take no action now, but be prepared to consider an alternate use for the properties in the future. In some cases, the Town might even consider purchasing properties where no other suitable land use is feasible.

- **The current land use is no longer appropriate.** Some properties have outlived their useful lives and are in decline. The Commission recommends “Special Studies” for those areas that would include planning, design, and economic consultants, along with citizens, property owners, and support staff. The in-depth studies should consider the assets and detriments those properties would face in converting to another use, and should propose new uses, design solutions, and economic analyses to test possible development scenarios.

- **There might be a better idea out there.**

Some properties are not in decline, but are in strategic locations that might yield a higher return to both the property owners and the Town. Again, the Commission recommends “Special Studies” for those areas that might be in a position to shift to a higher and better land use. Those studies should assess possible redevelopment scenarios and the cost and benefit of undertaking a redevelopment plan. The Special Studies would again include planning, design, and economic consultants, along with citizens, property owners, and support staff.

Given the Commission and Council's categorization of land use concerns, the areas listed below are viewed as candidates for Special Studies.

Inwood Road Corridor, (Sector 2)

West side of Midway Road, south of Beltway Drive, (Sector 3)

Sam's Club tract and adjoining properties on the south side of Belt Line, west of Midway Road, (Sector 3)

North side of Belt Line Road, between Midway Road and Surveyor Boulevard, (Sector 3)

North side of Belt Line between Business Avenue and Marsh Lane (Sector 3)

Midway Road, north of Belt Line Road (sector 4)

Town-owned properties along the

proposed Cotton Belt Rail Line, (Sector 5)

Properties abutting Addison Circle on the east side of Addison Road, between Morris and Airport Parkway, (Sector 5)

Possible Development of Medical District around Methodist Hospital, (Sector 6)

Investigation of Possibilities for Senior Housing, (no Sector)

**APPENDIX:
GOALS, OBJECTIVES
AND STRATEGIES**



THEN

1910
S.S. Noell Family at their
home.



NOW

2013
Morris Avenue
Townhome in Addison
Circle.



GOALS, OBJECTIVES, AND STRATEGIES

LAND USE – OWNER-OCCUPIED RESIDENTIAL

GOAL:

Recognize that quality of neighborhoods should not be sacrificed for quantity. Keep the owner-occupied housing stock in Addison at its current level, and keep the neighborhoods competitive by ensuring they remain safe, well-maintained, and attractive.

OBJECTIVES:

- 1. Keep properties in the neighborhoods well-maintained.**

Strategy: Maintain an active Code Enforcement program to keep individual homes and yards maintained to an acceptable standard.

- 2. Enhance existing neighborhood infrastructure when possible.**

Strategy: Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.

- 3. Provide pedestrian connections within the neighborhoods, between neighborhoods, and from neighborhoods to local services and amenities such as retail uses and recreational facilities.**

Strategy: Require pedestrian connections for any new neighborhoods or redevelopments and include connections from neighborhoods into the Master Trail Plan.

LAND USE – RENTER-OCCUPIED RESIDENTIAL

GOAL:

Keep the renter-occupied housing stock in Addison competitive by ensuring it remains safe and well-maintained, and require that any new multi-family developments, or redevelopments, be built within neighborhoods that are supported with public facilities.

OBJECTIVES:

- 1. Support renter-occupied units with neighborhood amenities such as parks and trails.**

Strategy: Require any new multi-family developments or redevelopments to provide recreational space and amenities for its residents.

2. Where possible, enhance existing amenities in neighborhoods.

Strategy: Institute an annual program for assessing quality and useful life of neighborhood amenities.

Strategy: Allocate funds on an annual basis for replacement or remodels as needed.

3. Improve the quality of Addison's existing multi-family product.

Strategy: Allow higher densities on redevelopment of older properties so that developers can build better quality buildings with structured parking.

4. Keep multi-family properties well-maintained.

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

LAND USE – RETAIL

GOAL:

Explore methods to revitalize Addison's retail offerings in spots that may be tired, dated, or past their useful life. Those methods might include Special Area Studies, which are intense and targeted economic and land use studies including an inter-disciplinary team of: specialized retail consultants to offer expertise and case studies from other cities, architects to explore possible redevelopment schemes, urban planners to provide a framework for implementation, property owners from within the area, and staff members/public officials to explore the feasibility of implementing new ideas.

OBJECTIVES:

- 1. Examine areas, such as Inwood Road, that no longer seem as vibrant as other retail corridors. Explore other possible land uses for those areas.**
- 2. Consider Special Area Studies that target specific areas, identified through the Comprehensive Plan's Methodology. Special area studies should analyze existing conditions and propose new uses and development patterns which are market-tested by retail consultants**

on the study team.

3. Consider façade grants or spruce-up incentives for retailers who need to remodel their centers.

4. Consider increasing the visibility of businesses in Addison Circle through lighting or signage.

5. Study demographics of Addison’s customers and determine if Addison is still importing customers, and if so, from where, and if Addison residents are shopping and dining elsewhere.

LAND USE – HOTELS

GOAL:

Keep Addison’s hotels well-maintained and competitive in the Metroplex hotel market.

OBJECTIVE:

Provide support, both financial and administrative, to keep Addison’s hotels competitive.

Strategy: Provide grants to hotels for refurbishments and remodels so that they can continue to attract customers at a rate that is comparable for the market.

Strategy: Continue to provide special events that encourage visitors to come to Addison and stay in an Addison hotel.

Strategy: Work to encourage the development of new hotels in areas that are suitable for supporting them, such as Village on the Parkway, Addison Circle, and Vitruvian Park.

LAND USE – OFFICE

GOAL:

Recognize that office buildings are a valuable land use asset for the Town and take steps to keep them competitive through code enforcement and Economic Development efforts.

OBJECTIVES:

1. Maintain the quality of buildings through code enforcement efforts aimed at keeping buildings maintained and attractively landscaped.

2. Continue Economic Development efforts to keep Addison competitive with other communities and allow it to compete for large and small tenants.
3. Continue to foster variety among office tenants by encouraging other types of office uses such as call centers and medical offices.

LAND USE – COMMERCIAL/INDUSTRIAL

GOAL:

Maintain the Town’s existing commercial and industrial neighborhoods through Code Enforcement.

LAND USE – MIXED USE

GOAL:

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

PARKS AND OPEN SPACE

GOAL:

Maintain the Town’s standard of excellence in all its parks, trails, and public open spaces, and where possible, improve the quality, quantity, and connectivity of parks and trails while maintaining effective stewardship of land and water resources.

OBJECTIVES:

1. Extend Addison’s trail network beyond the Town’s boundaries so that trails can connect on a regional level.

Strategy: Work with adjacent cities: Dallas, Carrollton, and Farmers Branch, to extend trails between the cities.

Strategy: Actively pursue grant funds to build connections from Addison’s trail system to systems in adjoining cities.

2. Provide a first-class level of amenities for users of the Town’s parks and trails.

Strategy: Adopt standards for trail improvements that include signage, benches, water fountains, and other amenities.

Strategy: Include amenities, as specified in the standards, on all new trails and parks, and add them to existing trails and parks.

3. Acquire and develop open spaces and conservation areas to support the Town's population and preserve natural resources.

Strategy: Look to acquire strategic tracts in neighborhoods that can provide open spaces for more active recreation use, as well as preserve natural areas with scenic amenities such as large trees and water features.

4. Emphasize sustainability and water conservation in all new parks.

Strategy: Continue EarthKind Landscape Management Program.

Strategy: Continue to use drought-tolerant and native species of plants in all new parks and trails, and on all landscape renovations.

Strategy: Continue effective water conservation measures for all irrigation systems.

5. Maximize use and utility of public and private open spaces.

Strategy: Coordinate with Dallas Independent School District, Private Schools, Brookhaven Community College, and other private developments to share use of open spaces, trails, and facilities.

6. Find additional resources to finance new park spaces and enhancements to existing parks.

Strategy: Actively pursue regional, state and national grants. Partner with other cities and agencies, such as Dallas County and Texas Parks and Wildlife, for funding, and work with non-profit groups such as the Addison Legacy Foundation and Addison Arbor Foundation to provide additional funding for park improvements.

7. Seek efficient ways to provide Dog Parks.

Strategy: Use properties owned and operated by other public and private entities to minimize cost.

Strategy: Consider sponsorships to fund development and maintenance.

8. Recognize and enhance the photographic appeal of Addison’s parks and facilities as a way to market the Town.

Strategy: Design park improvements and facilities with an eye to providing dramatic backdrops for commercial photographers and videographers.

Strategy: Add “take photo here” spots for recreational photographers and visitors.

Strategy: Provide a map for photographers that highlights particularly scenic spots in Addison’s parks and other facilities. Make map available on the web page and at the Visit Addison facility.

9. Maintain existing parks and facilities to a first-class standard.

Strategy: Implement an annual park structures and grounds maintenance/renovation program to keep parks looking fresh and new.

COMMUNITY FACILITIES – ATHLETIC CLUB

GOAL:

Maintain the Athletic Club’s excellence.

OBJECTIVES:

- 1. Keep Club facility clean and well-maintained and periodically evaluate the Club’s facilities to determine if new facilities need to be added.**
- 2. Continually update fitness equipment to keep up with advances for cardio weight training.**
- 3. Provide more opportunities for the limited number of kids in the 8-14 age group.**
- 4. Provide ongoing assessment of Club programs to insure currency, relevancy and cost effectiveness.**

COMMUNITY FACILITIES – COMMUNITY GARDEN

GOAL:

Community gardens are great neighborhood builders, and as opportunities arise, the Town should support more gardens in the Town's other neighborhoods.

COMMUNITY FACILITIES – CONFERENCE AND THEATRE CENTRE

GOAL:

Maximize the current size of Addison's Visitor and Event hosting venues by adding facilities that allow them to stay flexible and competitive in their current market niche. Add a parking garage that could support all three facilities as well as possibly support the relocated Cavanaugh Flight Museum.

COMMUNITY FACILITIES – HISTORIC BUILDINGS

GOAL:

Maintain the Addison Town Hall as one of the Town's icons. Maintain and use the Stone Cottage as an auxiliary facility for the Conference Centre. Support the active re-use and re-development of the Town's other historic buildings through private funding.

COMMUNITY FACILITIES – MEDICAL FACILITIES

GOAL:

Continue to support and encourage the expansion of Medical facilities in Addison.

COMMUNITY FACILITIES – MUNICIPAL BUILDINGS

GOAL:

Maintain the level of service to citizens provided by Addison's excellent municipal buildings while looking for ways to consolidate inefficient and out-dated facilities.

OBJECTIVE:

1. In recognition of the cost and operational benefits derived by housing employees in close proximity to one another, consider selling or leasing Finance building and moving those

employees to Town Hall Square. Existing buildings in Town Hall Square could be occupied by city employees, and the out-dated building adjacent to Town Hall (former piano store) could be demolished and replaced with a municipal building. Explore the potential of Town Hall Square as a municipal complex that could include a public green space or Town Square.

COMMUNITY FACILITIES, POST OFFICE

GOAL:

Continue to work toward having the 75001 zip code for all of Addison. Explore possibilities for finding a way for the Post Office to be maintained through private resources such as the Arbor Foundation, the Addison Business Association, or a volunteer group. Also explore an alternative landscaping plan, such as a xeriscape plan, that would require less maintenance.

COMMUNITY FACILITIES, PUBLIC ART

GOAL:

Incorporate public art into the community in a way that is strategic, selective, and impactful.

STRATEGY: Take advantage of the Town's many venues, both indoors and out, for the hosting of temporary and traveling art exhibits.

STRATEGY: When the opportunity for a public art piece arises, seek well-known artists with national reputations for the commission. Develop impactful and significant art works, not just decorative pieces.

STRATEGY: The Addison Arbor Foundation could contact the owners of public art pieces throughout the Town and let them know the Town would accept a tax-deductible donation of an art piece in order to keep it from being scrapped or destroyed.

STRATEGY: Evaluate the Town-owned art pieces on an annual basis to determine if maintenance or repainting is needed, and if so, provide funds for maintenance.

COMMUNITY FACILITIES, SCHOOLS

GOAL:

Continue to support the George H.W. Bush Elementary School by encouraging community

participation and volunteer efforts at the school. Explore options for hosting classes from a local university within the Town. Also support private schools and day care centers. Explore options for hosting classes from a local university within the Town, and for hosting extended training for businesses.

PUBLIC SERVICES AND UTILITIES

GOAL:

Addison has made the necessary investments in infrastructure and technology to provide and maintain first-class water and wastewater utilities. The Town should continue to make the necessary investments to keep its utilities in their current excellent condition.

OBJECTIVES:

- 1. Continue to invest the Utility fund revenue back into water and waste- water facilities so that Addison can maintain its efficient and cost-effective delivery of water utilities.**
- 2. Promote water conservation so that Addison can continue to provide water at a reasonable cost to its customers.**
- 3. Promote effective stormwater retention design and require stormwater detention in all new construction.**

Town of Addison, Texas

Economic Development Strategic Plan

April 2019

608.663.9218 | AdyAdvantage.com



2019 Economic Development Strategic Plan

<https://addisontexas.net/econ-dev/economic-development-plan>

Summary of Goals and Strategies

Addison is the vibrant, active and growing hub of north Texas where both people and businesses thrive.



Goal 1: Promote Addison as a place of choice for **talent** to live, work, and play in the Dallas Fort-Worth region.

Goal 2: Maintain a **business climate** that differentiates Addison and supports the needs of its existing and new corporate audiences in Addison's recommended target industries.

Goal 3: Promote Addison's key assets and points of difference to its **target industries**.

Goal 4: Leverage Addison's **quality of place** to support its "people" audiences (residents, employees, visitors).

GOAL 1: Promote Addison as a place of choice for talent looking to live, work and/or play in the Dallas-Fort Worth region.

Economic Development Strategic Plan

GOAL 1: PROMOTE ADDISON AS A PLACE OF CHOICE FOR TALENT LOOKING TO LIVE, WORK AND/OR PLAY IN THE DALLAS-FORT WORTH REGION.

STRATEGY 1

Create a unified talent attraction brand, messaging and marketing tools that builds off the Town's existing brand and can be used not only by the Town of Addison, but also by its employers to help retain and attract talent to Addison.

TACTICS

1. Create a talent attraction brand that supports the Town's existing brand. A talent attraction brand and messaging, unlike a typical economic development brand, should focus first and foremost on those aspects of Addison that make it attractive to the types of employees that Addison companies need. The messaging for these groups should include things like Addison's unique housing options, proximity to major metro areas, creative culture, transportation assets, etc.
2. Create social media campaigns to promote positive community news in Addison. Create a group of brand ambassadors from the community who will push out news through their social media accounts as well. This could include business leaders, residents, government officials, regional partners, etc.
3. Develop online content that can be used to drive traffic from various talent attraction campaigns. This should include key information on quality of life, as well as general job opportunities and area employers.

ADY INSIGHTS

Mid Iowa Growth Partnership.

The brand and tagline developed for this 10-county region in Iowa is intended to be customized to highlight the particular attribute that is the focus of that any given piece or campaign.



Economic Development Strategic Plan

GOAL 1: PROMOTE ADDISON AS A PLACE OF CHOICE FOR TALENT LOOKING TO LIVE, WORK AND/OR PLAY IN THE DALLAS-FORT WORTH REGION.

STRATEGY 2

Strategically identify and pursue the types of talent that would align with Addison's vision, as well as the needs of existing employers.

TACTICS

1. Using data collected from business visits and/or surveys, determine which positions are most in-demand for existing Addison employers.
2. Create a targeted talent recruitment campaign to support current and anticipated future needs of Addison businesses. The media used for the campaign will depend on the target audience, but may include LinkedIn InMail campaigns, social media campaigns, direct mail, print advertising, etc.
3. Create a marketing campaign focused on recruiting people in the Dallas-Fort Worth region to live and/or work in Addison. The messaging for this campaign should focus on what makes Addison stand out from the Dallas-Forth Worth metro region.
4. Develop and promote programs and activities that support targeted sectors such as industry specific meet up groups and conferences.

ADY INSIGHTS

Choose Scottsdale - #swiperightScottsdale

A campaign created by the City of Scottsdale Economic Development Department to show talented individuals and startup companies that Scottsdale is an amazing place to live, work and do businesses. The campaign was highly successful in garnering media attention and getting people talking about Scottsdale as more than just a great place to visit. Various marketing materials were produced including the Swipe Right Scottsdale T-shirt, print documents promoting Scottsdale and the use of the Twitter #SwipeRightScottsdale.

Come for the opportunities, stay for the VIBE!

Scottsdale Featured Employers

Vanguard, ORION HEALTH, weebly, Mayo Clinic, Nationwide, Jda, SAP, Quicken Loans, SPINDLE, CVS Health, McKesson, PRIMUS, Systems Imagination, Go Daddy, PayPal, theranos, TASER, yodle, yelp

Where You Want Them

Use Twitter/Instagram to Stand Out

In Their Own Words...

Economic Development Strategic Plan

GOAL 1: PROMOTE ADDISON AS A PLACE OF CHOICE FOR TALENT LOOKING TO LIVE, WORK AND/OR PLAY IN THE DALLAS-FORT WORTH REGION.

STRATEGY 3

Address talent attraction and development issues using standard, as well as unique and non-traditional programs and incentives. This may include different strategies for corporate businesses versus commercial/retail/service businesses.

TACTICS

1. Use BRE information collected to continually monitor the talent needs of area businesses.
2. Partner with local educational institutions to ensure talent pipeline is in alignment with business needs. Address gaps as needed.
3. Gain an understanding of regional talent initiatives that may be happening in the Dallas-Fort Worth MSA. Consider partnerships with the Dallas Regional Chamber and other groups to help get messaging out about Addison.
4. Collect information on the landscape of talent incentives options. Conduct a peer analysis to explore the existing landscape of incentives aimed at talent recruitment. Use surveys or other stakeholder engagement activities to understand the level of draw and impact various talent-driven incentives would have on a decision to relocate. Explore potential funding sources that may support these incentives.
5. Create a talent recruitment playbook for area businesses to use when recruiting talent to the region. This should include messaging about "Why Addison", with information on quality of life, networking events/groups, incentives, etc.

ADY INSIGHTS

Newton, Iowa. The City of Newton has used tax revenues to create a slate of housing toolbox incentives. A more non-traditional incentive used to attract new residents provides a grant of \$10,000 to purchase a new home in the city.



GOAL 2: Maintain a business climate that differentiates Addison and supports the needs of its existing and new corporate audiences in Addison's recommended target industries.

Economic Development Strategic Plan

GOAL 2: MAINTAIN A BUSINESS CLIMATE THAT DIFFERENTIATES ADDISON AND SUPPORTS THE NEEDS OF ITS EXISTING AND NEW CORPORATE AUDIENCES IN ADDISON'S RECOMMENDED TARGET INDUSTRIES.

STRATEGY 1

Continually monitor needs of existing businesses and prioritize/address issues as appropriate.

TACTICS

1. Prioritize Addison's corporate audiences and companies within its target industries for business retention and expansion visits on a regular basis. Consider using a survey to monitor the needs of those that you are not able to visit with.
2. Identify partners in the region that can help address business needs that are beyond the scope of the Town of Addison, so that Addison can act as the concierge service for employers. Communicate back to employers once issues are addressed.
3. Act as a facilitator between existing businesses to help encourage networking and local business support.
4. Align economic development incentive policies, including targeted industries, with supportive infrastructure and land use regulations.

Economic Development Strategic Plan

GOAL 2: MAINTAIN A BUSINESS CLIMATE THAT DIFFERENTIATES ADDISON AND SUPPORTS THE NEEDS OF ITS EXISTING AND NEW CORPORATE AUDIENCES IN ADDISON'S RECOMMENDED TARGET INDUSTRIES.

STRATEGY 2

Ensure Addison's policies support the types of attraction and expansion projects that align with Addison's target industries.

TACTICS

1. Help prepare Addison for future opportunities, by facilitating a work session with city leadership that identifies the types of projects that Addison will support, using hypothetical projects. The session should identify high, medium, and low priority projects. Consider types of jobs being created, wages, type and negative externalities of industries, etc.



Economic Development Strategic Plan

GOAL 2: MAINTAIN A BUSINESS CLIMATE THAT DIFFERENTIATES ADDISON AND SUPPORTS THE NEEDS OF ITS EXISTING AND NEW CORPORATE AUDIENCES IN ADDISON'S RECOMMENDED TARGET INDUSTRIES.

STRATEGY 2 (CONTINUED)

Ensure Addison's policies support the types of attraction and expansion projects that align with Addison's target industries.

TACTICS

2. Create an administrative approval process for zoning tools, including but not limited to Form-Based Codes, that implement walkable mixed-use by right.
3. Determine process efficiencies that could shorten approval timelines. Work with planning/zoning authorities to implement the new framework.

ADY INSIGHTS

Chapel Hill-Durham, NC. As a result of a station-area planning initiative to plan for anticipated light rail service, efforts were undertaken to streamline and clarify land use approval processes, including administrative approvals to provide greater transparency and efficiency to the private development and investment markets.



Economic Development Strategic Plan

GOAL 2: MAINTAIN A BUSINESS CLIMATE THAT DIFFERENTIATES ADDISON AND SUPPORTS THE NEEDS OF ITS EXISTING AND NEW CORPORATE AUDIENCES IN ADDISON'S RECOMMENDED TARGET INDUSTRIES.

STRATEGY 3

Maintain and grow the entrepreneurship ecosystem within Addison through gaining knowledge about the needs of this business audience.

TACTICS

1. Conduct an assessment of the Addison Treehouse's competitiveness through input from those individuals/businesses that have accessed Addison's entrepreneurial programs, as well as through an assessment of similar entrepreneurial assets in the region. Using the findings from this assessment, determine the need for additional entrepreneurial resources in Addison.
2. Partner with community organizations to develop a plan around how Addison can provide additional entrepreneurial resources needed to become more competitive for entrepreneurs and startups.
3. Host events that bring Addison's entrepreneurs together for networking opportunities. This will help build the entrepreneurial culture in the region and provide entrepreneurs with the opportunity to learn from each other.

Economic Development Strategic Plan

GOAL 2: MAINTAIN A BUSINESS CLIMATE THAT DIFFERENTIATES ADDISON AND SUPPORTS THE NEEDS OF ITS EXISTING AND NEW CORPORATE AUDIENCES IN ADDISON'S RECOMMENDED TARGET INDUSTRIES.

STRATEGY 4

Create awareness about current business resources provided by the Town of Addison, as well as partner organizations. This will allow Addison to become a one-stop shop for economic development and business needs.


TACTICS

1. Catalogue all existing resources for businesses in Addison, as well as those resources available at the regional and state level. This may include resources that are not provided by the Town, but by a partner organization.
2. Use this information in BRE visits and when talking to prospective businesses to showcase all of the business resources Addison has to support it, as well as its strong business climate. This information should also be catalogued on the Addison economic development website.

ADY INSIGHTS

Johnson County, MO. Johnson County is located an hour away from Kansas City. It is home to a four year public university and the U.S. Air Force's largest bombing squadron. The EDC has recently updated its website and created a resources page that lists all local, regional, state and other partner resources. This allows JCEDC to play a connecting and convening role in helping businesses access the information they need.





GOAL 3: Promote Addison's key assets and points of difference to its target industries.

Economic Development Strategic Plan

GOAL 3: PROMOTE ADDISON'S KEY ASSETS AND POINTS OF DIFFERENCE TO ITS TARGET INDUSTRIES.

STRATEGY 1

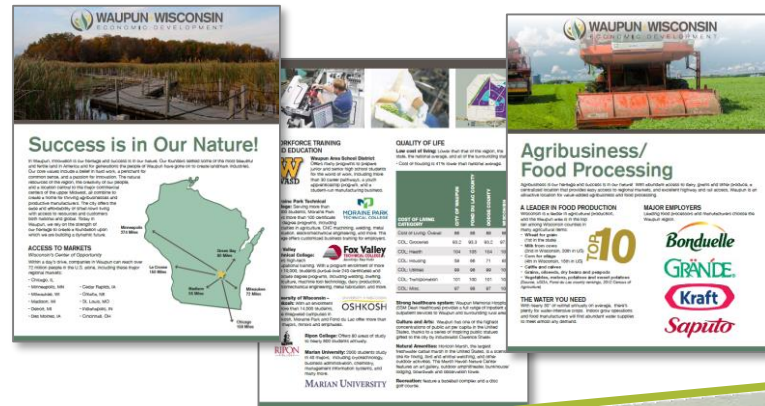
Ensure Addison's brand and messaging resonate with its "business" audiences and marketing materials include the information needed for these companies to make growth decisions.

TACTICS

1. Leverage Addison's airport as a key asset to attract businesses and/or other development that takes advantage of the airport setting.
2. Audit all current marketing materials, including the economic development website, social media pages, digital marketing, print media, etc. to determine its effectiveness in getting Addison's messaging across for various business audiences. This should include looking at the marketing materials from the viewpoint of a company looking to relocate or expand to ensure all necessary data and information is included.
3. Update the economic development website, as needed, to contain messaging and positioning from this report about why Addison is a great place to do businesses. This should also contain information specific to each target industry.

ADY INSIGHTS

Waupun, WI. The City of Waupun is located along the 151 corridor in East Central Wisconsin. It is about 60 miles northeast of Madison and 70 miles northwest of Milwaukee. With a population of about 12,000, it also lays in two adjacent counties: Dodge and Fond du Lac Counties. There is a large manufacturing sector with a focus on metalworking and food and beverage. The Waupun area is one of the top milk producing regions in the world. Ady Advantage worked to develop target industries for the city, as well as a strategic plan to create readiness around these target industries. Deliverables also included branding and marketing materials to ensure all messaging resonated with its new target industries.



Economic Development Strategic Plan

GOAL 3: PROMOTE ADDISON'S KEY ASSETS AND POINTS OF DIFFERENCE TO ITS TARGET INDUSTRIES.

STRATEGY 2

Conduct outreach to companies within Addison's target industries through researching, planning and executing relationship marketing strategies with decision makers in each industry.

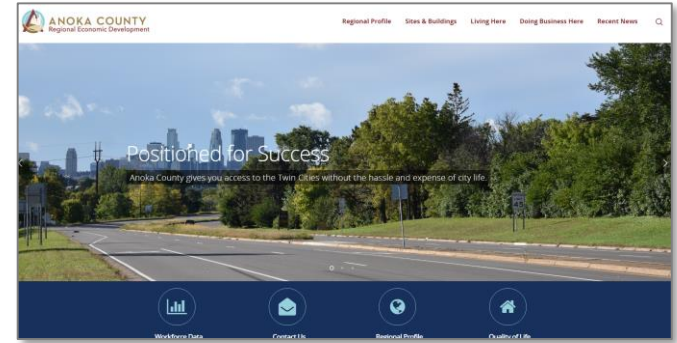
TACTICS

1. Create marketing collateral for each of Addison's target industries that includes Addison's unique assets and positioning points for each industry. This content can be repurposed and used on Addison's website (see Strategy 1).
2. Conduct a lead generation campaign to identify companies within Addison's target industries that are growing and would consider relocating or expanding to the Dallas-Fort Worth Metro area.
3. Gain an understanding of regional business attraction initiatives that may be happening in the Dallas-Fort Worth MSA. Consider partnerships with the Dallas Regional Chamber and other groups to help get messaging out about Addison and its unique business assets.

ADY INSIGHTS

Anoka County, MN. Anoka County Regional Economic Development (ACRED) is a recently formed consortium of municipal economic development organizations serving a county due north of Minneapolis. In December 2017, Ady Advantage produced an Economic Development Business Recruitment Roadmap for ACRED, which included extensive stakeholder interviews and desk research to identify regional positioning, target industry sectors, and an economic development strategic plan that included marketing goals, objectives and tactics.

Ady Advantage created a brand book that summarized the brand story, target audiences, brand promise, brand standards, and sample messaging, as well as provided guidance for the development of the website, regional profile, and target industry sheets.



Economic Development Strategic Plan

GOAL 3: PROMOTE ADDISON'S KEY ASSETS AND POINTS OF DIFFERENCE TO ITS TARGET INDUSTRIES.

STRATEGY 3

Help build capacity among Addison's internal stakeholders and partners to enable them to help facilitate and reinforce Addison's brand and messaging.

TACTICS

1. Create social media campaigns to promote positive economic development news in Addison. Create a group of brand ambassadors from the community who will push out news through their social media accounts as well.
2. Hold an economic development plan roll out and training with all economic development and community development stakeholders to disseminate key findings from this plan. This will help to ensure all partners are aware of Addison's economic development goals and messaging. This can also help create alignment and momentum on key initiatives.

ADY INSIGHTS

Invest Buffalo Niagara. The Invest Buffalo Niagara regional group posts relevant social media stories and encourages all staff to share, with tailored comments. Then, regional partners and stakeholders also push this information out via their social media channels. This shows alignment in the region and encourages the spreading of positive economic development news.

INVEST BUFFALO
NIAGARA

GOAL 4: Leverage Addison's quality of place to support its "people" audiences (residents, employees, visitors).

Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 1

Elevate placemaking as a key element for the next generation of neighborhood developments needed to attract and retain Addison's target audiences, especially today's in demand workforce, by positioning Addison as North Dallas County's "new downtown".

TACTICS

1. Maximize economic development opportunities with a focus on meeting the lifestyle needs of today's workforce by enhancing and creating vibrant, connected places and neighborhoods through development/redevelopment of locations based on adjoining context and market opportunities with a focus on the following prioritized locations:
 - Expansion of Addison Circle neighborhood to points north and south.
 - Evolution of land uses to become more walkable, mixed-use nodes in targeted areas along Belt Line Road to create a sense of place and provide more economic support and social activity to support local businesses. By focusing such efforts along this corridor, new residential, retail and entertainment offerings can add to the Town's tax base, while improving economic competitiveness through enhanced sense of place and the provision of a range of housing options within close proximity to employment centers throughout the Town (a key factor for today's workforce).
 - Leverage investment at oncoming DART/Cotton Belt Train station, to include additional heights and densities, and incorporate residential, for this district as a "once-in-a-lifetime" opportunity to inject new growth and living opportunities within a land constrained municipality.
 - Focus on strategies to harness the regional market within existing constraints re: height and residential limitations along the Inwood Corridor:
 - A focus on high quality development for logistics, destination entertainment, flex light industrial/showroom space
 - Uses that complement and connect to the airport which is within close proximity
 - In light of the Town's limited land that is available for development, we recommend that the Town encourage new residential uses along the Tollway, including opportunities for ownership; in addition to consideration of a range of for ownership housing options in other areas of the Town, including no lot line, smaller parcel single family, townhome and multifamily options. The potential to provide a mix of uses, including owner-occupied residential along the tollway (and where appropriate in other areas of Town) could help drive economic development, as proximity between home and work is of high value to a small, but important segment, of the workforce.

Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 1 (CONTINUED)

Elevate the focus for the next generation of neighborhood developments needed to attract and retain Addison's target audiences, including the positioning of Addison as a whole as the Dallas region's "new downtown".

TACTICS

2. Consider appropriate transitions between existing mature neighborhoods, major corridors and future redevelopment throughout the Town, to retain and enhance existing communities.
3. Encourage development of for-sale multifamily condo and town homes to build upon existing base of apartment living, while providing ownership opportunities for existing and new residents.
4. Emphasize ongoing, neighborhood-oriented activation strategies such as pop-ups and weekly or monthly events to better retain daytime employment base into the evening, and provide additional activities to serve employees, residents and visitors. These could take place in both smaller and larger parks, in public and/or private parking lots, within the Inwood Road Corridor Special Area Study area and potentially at and around the Airport and adjacent properties.

ADY INSIGHTS

Huntington Station, New York. A Master Development strategy was undertaken by the Town of Huntington to upzone vacant and underutilized properties located within close proximity to one of Long Island's busiest train stations. The effort has seen construction of early phases, consisting of a mix of uses, including high density multifamily, with appropriate transitions to adjoining residential neighborhoods.



Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 2

Enhance walkability and connectivity within Addison, including maximizing economic development potential from the recently funded Cotton Belt rail line, to create more synergies for all audiences between and among different neighborhoods and districts.

TACTICS

1. Prioritize walkability and connectivity infrastructure projects as a primary driver for investment and redevelopment.
2. Continue aesthetic and pedestrian improvements along Belt Line Road to encourage infill redevelopment where appropriate, while complementing and enhancing existing businesses.
3. Consider the reinvention of land parcels along Belt Line Road with opportunities to create internal pedestrian connectivity to foster walkable, mixed-use redevelopment.
4. Invest in improved pedestrian, biking and other non-auto related mobility infrastructure, including dedicated biking/mobility lanes forming a convenient commuter network between destinations, along auto-oriented commercial corridors, including and especially Belt Line Road.

ADY INSIGHTS

Roanoke, TX. Building upon a nascent hub of restaurant/hospitality, a downtown plan was conceived and implemented with a focus on walkability and creating an engaging pedestrian experience by essentially recreating a downtown environment. A Form-Based Code guided development activity and, in conjunction with efforts to enhance connectivity within the downtown, resulted in significant new investment and economic development activity including construction of residential and commercial uses adjacent to downtown, and the oncoming opening of the Peabody Hotel.



Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 2 (CONTINUED)

Enhance walkability and connectivity within Addison, including maximizing economic development potential from the recently funded Cotton Belt rail line, to create more synergies for all audiences between and among different neighborhoods and districts.

TACTICS

5. Explore an enhanced aesthetic connection and the provision of new mobility options such as shuttles, including the advancing autonomous mobility services, between the Airport and points east and south (including to Inwood Rd in consideration of the recent Inwood Rd Corridor planning efforts).
6. Examine strategies to provide a more engaging walk between key neighborhoods and destinations, with a focus on creating a more activated experience (i.e. parklets, portable retail offerings at viable locations, programming). These efforts would include enhanced connections from employment centers at the Tollway to Addison Circle, from Addison Circle through the DART station south to Belt Line and from the residential communities south of Belt Line Rd. and east of the Tollway to shopping and retail amenities along Belt Line.

ADY INSIGHTS

Fort Worth, TX. Camp Bowie Boulevard connecting the vibrant Museum District in Fort Worth to Loop 820 is evolving as an urban corridor with walkable, mixed use redevelopment nodes characterized by linking existing neighborhoods to the corridor.

Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 3

In consideration of future rail service at the DART/Cotton Belt station, capitalize on Addison's geography with a focus on intra-regional connectivity and the opportunity to become a hub of regional mobility within the Dallas-Fort Worth market.

TACTICS

1. Examine opportunities to provide intra-Town transit via shuttle to coincide with expected future construction of DART rail to attract new Class A office Tenants with a younger employee profile. New mobility options should be explored to better connect the Airport to areas south and east.
2. Consider partnerships with technology providers within the mobility realm, including companies at the forefront of oncoming autonomous transportation services.
3. Examine potential value-capture opportunities (i.e. creation of a TIRZ) that will arise from introduction of DART service, revenues of which could be directed toward a range of desired community investments, and for regional transportation dollars for targeted quality of life/mobility infrastructure in conjunction with NCTCOG.
4. When prioritizing trails and bike/mobility related improvements, consider a focus on connectivity to regional opportunities such as Veloweb (the regional bike network) and other connections to adjoining cities.

ADY INSIGHTS

New Rochelle, NY. As the first train station north of New York City to host both a Metro North Commuter rail stop and an Amtrak station, a comprehensive mixed-use redevelopment is currently underway with initial phases near completion. Connections to/from the train station, downtown districts, and suburban character neighborhoods were created with a Form-Based Code implemented that included value capture mechanisms to capture anticipated future revenues in an effort to fund and finance necessary infrastructure.

ADY INSIGHTS

Richardson, TX. CityLine development at PGBT and US75 in Richardson harnessed the market opportunity for a corporate campus with urban living and destination retail at previously an underutilized light rail transit station.

Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 4

Continually monitor and be responsive to the needs of residents and employees.

TACTICS

1. Gather input from employees/residents, at least annually, to track how needs change and to identify emerging needs. Use the findings from this study as a baseline to benchmark and track over time. This could be through the development of a community survey, a public input forum, etc.
2. Work with developers and other partners to address needs identified by these audiences. The types of developers and partners needed will be dependent on the findings from the employee/resident input.

ADY INSIGHTS: TOOLS

CityVoice: A place-based call-in system to collect community feedback on places, like vacant properties or public parks, using the telephone.

Textizen: A survey tool that uses text messaging to collect feedback about key issues.

MuniciPal: MuniciPal surfaces upcoming public decisions based on geography, and allows residents to give feedback to their local representatives.

More information here: <https://www.codeforamerica.org/practices/civic-engagement>

Economic Development Strategic Plan

GOAL 4: LEVERAGE ADDISON'S QUALITY OF PLACE TO SUPPORT ITS "PEOPLE" AUDIENCES (RESIDENTS, EMPLOYEES, VISITORS).

STRATEGY 5

Retain and grow Addison's existing base of commercial and retail businesses to continually enhance Addison's quality of place.

TACTICS

1. Starting with a list of all of Addison's commercial and retail businesses, prioritize for business retention and expansion activities based on various factors, such as risk, economic impact, etc. Meet regularly with those high priority businesses to keep a pulse on their needs and challenges, and consider using a survey to monitor the needs of those businesses that you are not able to visit with in-person.
2. Use resident input from Strategy 4 to determine where there are gaps in the types of retail and commercial businesses they would like to see in Addison.
3. Help support local retail and hospitality business owners through promoting business networking events that use their services.
4. Continually monitor potential incentive programs that will help improve the aesthetic appeal of aging commercial centers. (e.g., PACE Programs, façade/remodel incentive programs, etc.).
5. Explore opportunities to work with retail properties to activate and program parking lots, especially for aging and/or struggling locations to provide a more engaging experience through improved aesthetics, connectivity to adjacent properties, and ongoing activities and events that can drive traffic to these locations, provide additional revenue opportunities (e.g., food trucks, or monetized events) and retain customers at the location for longer periods of time for each visit.

ADY INSIGHTS

DeSoto, TX. "Grow DeSoto" reimaged the aesthetic look and feel, and the physical functionality of an aging commercial strip center. By providing a more inviting, pedestrian friendly experience with a focus on local business, new economic and social vitality was created from what had been a dying shopping center.



2021 Trail Master Plan

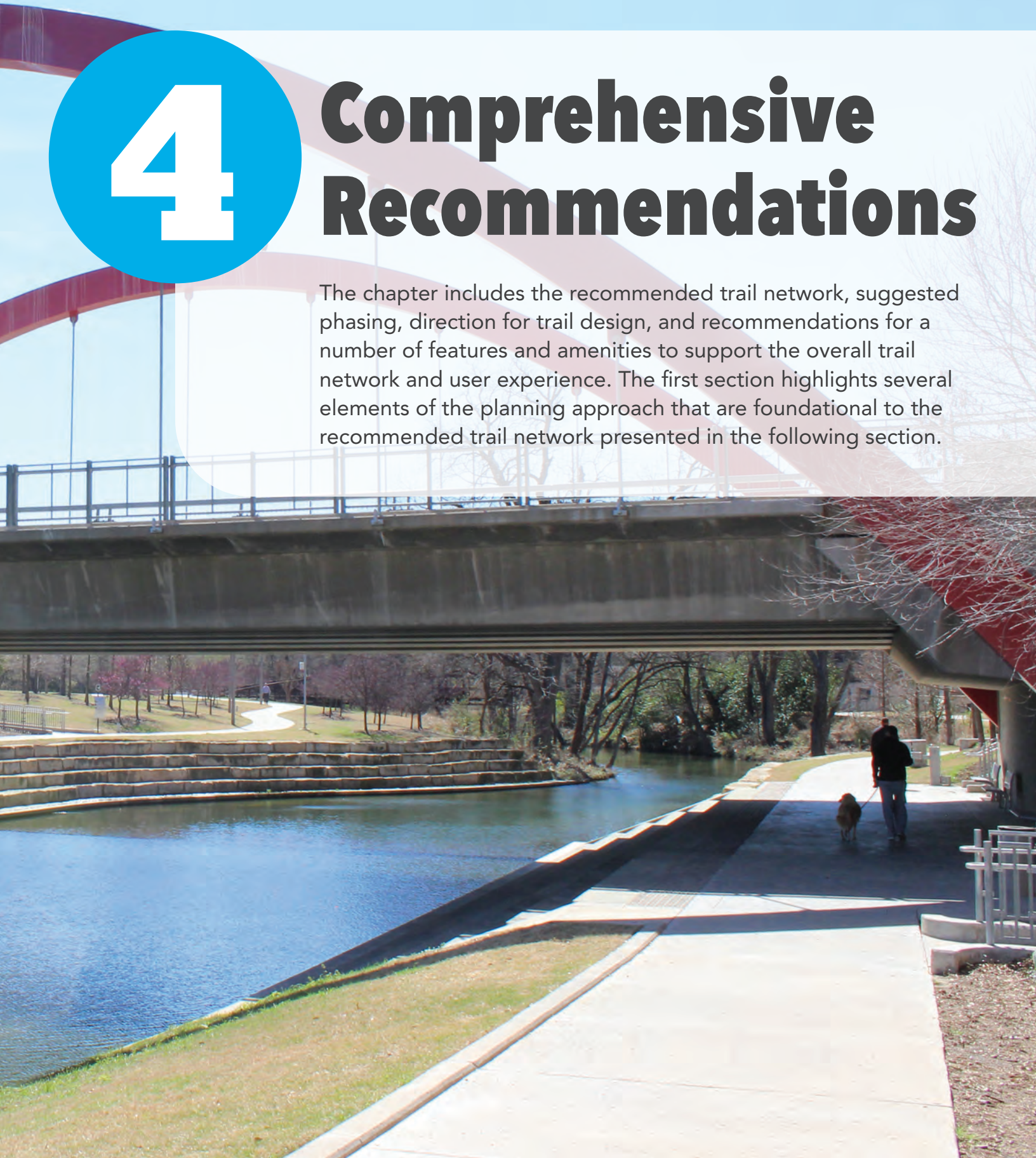
https://addisontexas.net/sites/default/files/fileattachments/parks_and_recreation/page/15253/2021trails_master_plan_adopted_small.pdf



4

Comprehensive Recommendations

The chapter includes the recommended trail network, suggested phasing, direction for trail design, and recommendations for a number of features and amenities to support the overall trail network and user experience. The first section highlights several elements of the planning approach that are foundational to the recommended trail network presented in the following section.





Foundational Elements

The Guiding Principles, Vision and Goals discussed in Chapter 3 provided strong guidance for the development of the recommendations included in this chapter and the remainder of the Trails Master Plan. With that said, several key concepts emerged through community and stakeholder discussions, site touring and on-the-ground exploration, and coordination with Town of Addison departments and partners. These elements are considered foundational to the recommended trail network and aid in understanding both the intent and nuance of the recommendations that follow.

IMPROVEMENTS TO EXISTING TRAILS

When planning for the future, it is sometimes easy to overlook what already exists or take those assets for granted. A foundational element of the City-Wide Trails Master Plan for Addison is maintaining and enhancing the trails that already exist in the community.

Improvements to existing trails should include, but not be limited to, proactively resurfacing trails on a regular maintenance schedule prior to their condition becoming a noticeable and more costly issue; better signing trails, especially where they end or connect to on-street facilities; designating bike free areas and/or dismount trail segments or entire trails if quality bicycle facilities can provide the same or similar connection; and widening trails existing trails where possible to provide greater opportunity to accommodate two-way traffic and a variety of user types.

INTEGRATION WITH MASTER TRANSPORTATION PLAN

With a relatively small number and miles of trails in Addison today, envisioning a complete trail network could have been an overwhelming charge. Fortunately, the *Master Transportation Plan* provided the next foundational element for the Trails Master Plan. The Master Transportation Plan identified a relatively robust network of Active Transportation corridors and connections within the public right-of-way as a part of planning for the transportation network.

Integration with the *MTP* helps to accomplish several important objectives and will significantly contribute to the implementation of the envisioned trail network. First, the *MTP* created an expectation and set of recommendations whereby a large portion of pedestrian and bicycle facilities are integrated into the re-design and construction of roadways throughout the community. As such, the Trail Master Plan is able to fine tune those recommendations and supplement them with additional off-street connections, critical crossing improvements, and trail access and amenities.

The integrated approach to active transportation in the *MTP* also helps in two other important ways. With Addison being largely built out, a network comprised entirely of off-street trails would be relatively sparse and very disconnected. The Trails Master Plan relies on a creative approach that leverages critical pedestrian and bicycle facilities in the street rights-of-way and uses those connections to link off-street facilities. A more integrated approach to transportation and recreation will also help to leverage available resources and provide more funding opportunities when seeking grant dollars, as well as regional, state, and federal allocations.

PROACTIVE PLANNING IN DEVELOPING AND REDEVELOPING AREAS

It was stated above that Addison is largely built out. While that may be true, there are a handful of significant development and redevelopment projects in various stages of implementation in Central and Southwest Addison. It will be important to continue to work with the developers of these important areas to integrate trail connections into development that is still planned and to help realize the larger vision articulated in the Trails Master Plan.

With the planned DART rail line running east and west through Southwest and Central Addison, there is a relatively significant transit-oriented development opportunity between Addison Road and the Dallas North Tollway. As part of this development, additional trail connections should be integrated into the design for the area to provide critical linkages to the DART Station, the Cotton Belt Trail, and existing Addison Circle recreation and entertainment destinations.

Another longer-term redevelopment is planned for the area along and west of Inwood Road. Conceptual plans for this redevelopment include important pedestrian and bicycle connections running parallel to Inwood Road and connecting west from Inwood Road through the future redevelopment. The Trails Master Plan integrates these conceptual alignments and provides recommendations to ensure they are well connected to the larger trail network.

The successful Vitruvian development in Southwest Addison includes additional phases that include trails and pedestrian promenades as key organizing elements tying future development to the completed portions of Vitruvian and the popular trails in and around Vitruvian Park.

CREATION OF NESTED LOOPS

One of the original drivers for the Trails Master Plan was a resounding chorus of input heard during the development of the *Parks, Recreation and Open Space Master Plan* calling for new and improved trails connecting to parks and other destinations throughout Addison. Participants in that planning process began to highlight the benefit of loops within parks, within neighborhoods, and extending out to other neighborhoods. Community and stakeholder input throughout the planning process for the Trails Master Plan underscored the passion around creating a set of interconnected trail loops that can be used for recreation and transportation.

Responding to community input and feedback, a fundamental element of the recommended trail network is the creation of nested trail loops. The general idea is smaller loops are nested within and become part of larger loops. This approach provides the optimal balance of connectivity and choice for trail users. With the number of nested loops achieved in the envisioned future trail network, the variety of trail experiences is nearly endless. The recommended trail network will allow walkers, joggers and bikers to create a range of preferred trail routes with a diversity of trail types, surrounding contexts and lengths.



ENHANCEMENT OF REGIONAL CONNECTIVITY

The footprint of Addison is approximately four-square miles, so it is easy to head in one direction and quickly find oneself in another neighboring jurisdiction. The Trails Master Plan embraces this quality to maximize trail connections to the surrounding communities and maximize regional connectivity.

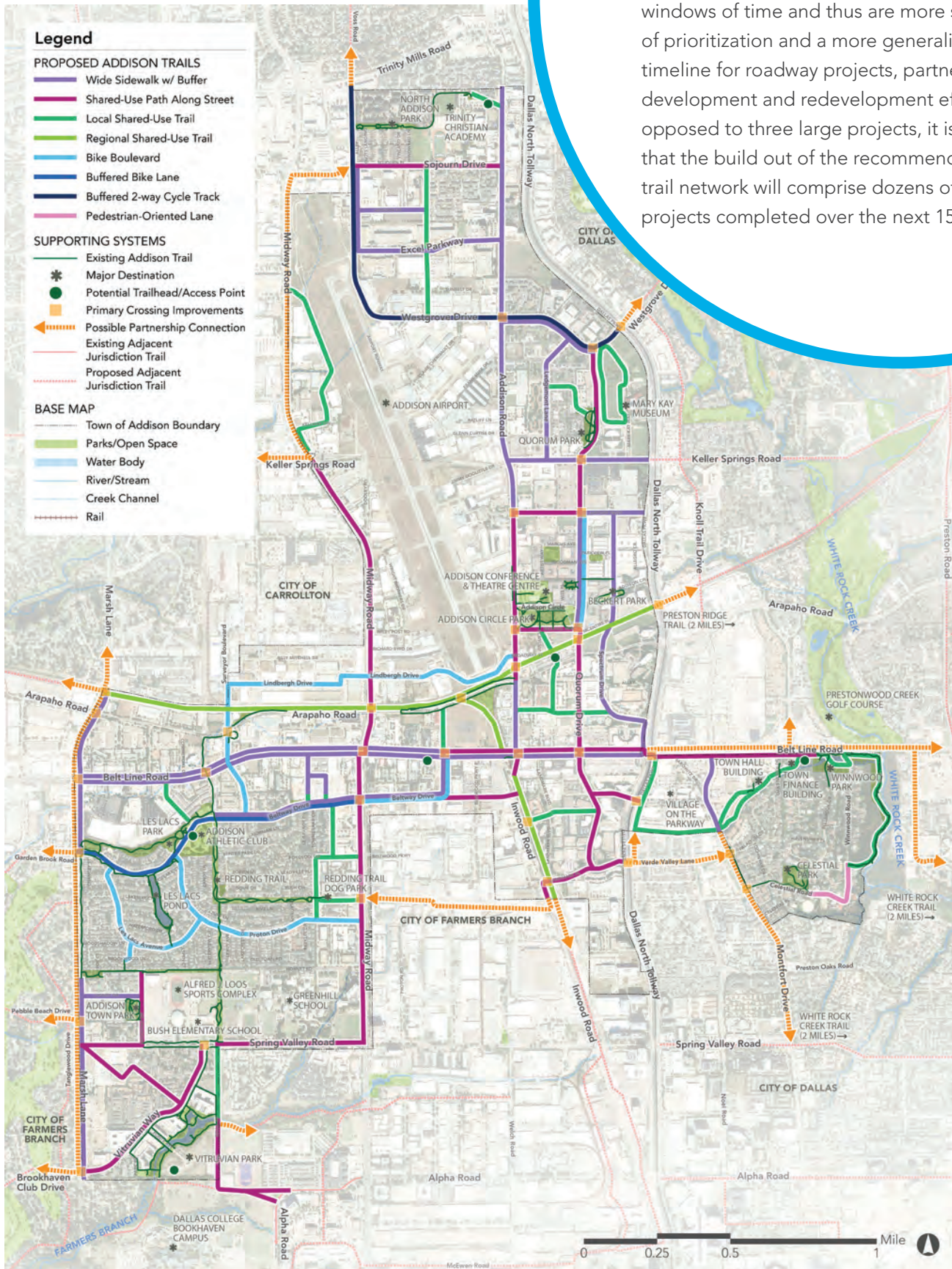
The Cotton Belt Trail along the DART Silver Line will provide a high-quality multi-use trail cutting across the northern part of the region from Dallas-Fort Worth International Airport east to Plano. This important connection will be supplemented with approximately one dozen additional local connections to Carrollton, Farmers Branch and Dallas. These more localized linkages connecting the Addison trail network to those of the trail and active transportation networks of the surrounding communities will maximize the recreation and transportation benefits for Addison residents.

There could be the potential to connect a trail corridor in Southeast Addison to the White Rock Creek Trail System in Dallas. This connection was discussed by residents during pop-up events and due to safety concerns residents were strongly opposed to making this connection to Addison's existing White Rock Creek Trail. Some participants identified that an on-street connection along Belt Line Road or Montfort Drive could be made to the Dallas Trail System. These potential connections would require coordinated efforts between Addison and Dallas, would require extensive neighborhood input and would only be imaginable during implementation of long-range phases of the plan. Therefore, it is listed here in the plan to document the discussions that took place and to help guide future decisions.

Recommended Network

The recommended trail network for Addison builds upon the foundational elements summarized above and is presented in three phases below. The three phases represent windows of time and thus are more suggestive of prioritization and a more generalized timeline for roadway projects, partnerships, and development and redevelopment efforts. As opposed to three large projects, it is anticipated that the build out of the recommended Addison trail network will comprise dozens of smaller projects completed over the next 15 to 20 years.

Map 4-1: Future Trail Network



PHASE 1: SHORT-TERM (0-5 YEARS)

The first phase of the Future Trail Network will establish the primary armature of an enhanced pedestrian and bicycle infrastructure throughout Addison. This initial phase of projects establishes connections between the various areas in Addison and completes many connections within many neighborhoods and districts. It should also be noted that the initial set of recommended improvements includes examples of nearly all trail types and several projects that will be part of roadway improvements that are already underway or scheduled to be in the next several years. Alignments highlighted in yellow on the map of Phase 1 trail improvements are already identified in the 5-Year Capital Improvements Program (CIP) for the Town.

Key aspects of Phase 1 of the Future Trail Network include:

- **Critical east-west and north-south connections** that cross Addison and connect trail users to other areas of the Town, as well as neighboring communities. These connections include:
 - A shared-use path along Spring Valley Road connecting existing paths near Bush Elementary School west to Midway Road.
 - An extension of the Redding Trail alignment westward through a combination of shared-use trails and shared-use path long the street and utilizing partnership connections to extend along an Oncor utility easement through Farmers Branch, through South Quorum along Landmark Place and Quorum Drive and continuing east along Verde Valley Lane in the City of Dallas over to new bike boulevards on Paladium Drive and Oaks North Drive in East Addison.
 - Another east-west alignment connecting Southwest Addison to Central Addison using a combination of bike lanes, bike boulevard, and widened sidewalks with buffers along Beltway Drive and continuing east along Belt Line Road with widened sidewalks and a shared-use path along the street.
 - Implementation of the Cotton Belt Trail with the construction of the DART Silver Line Regional Rail.
 - Bike Boulevard improvements along Lindbergh Drive.
 - Important improvements to Westgrove Drive including a 2-way cycle track that creates north-south and east-west connectivity in North Addison and a connection eastward across the Dallas North Tollway into the City of Dallas.
 - Completion of the Midway Road improvements with the shared-use path along the street.
 - A combination of widened and buffered sidewalks along with shared-use paths along the street extending from Belt Line Road north to Westgrove Drive.
 - Shared-use path along Quorum Drive from Landmark Place in South Quorum north to Festival Way and then bike boulevard treatments complementing the already generous sidewalks extending from Festival Way north to Airport Parkway.
- **New local loops and connections** within several areas of Addison, including:
 - Shared-use path along Woodway Drive along the east edge of Addison Town Park.
 - Bike boulevard improvements along Les Lacs Avenue and Proton Drive in the Les Lacs Pond area.
 - Widened sidewalks extending through the new development between Beltway Drive and Belt Line Road.
 - Bike boulevards in East Addison along Celestial Road, Palladium Drive, Oaks North Drive, and portions of Bellbrook Drive and Winwood Road.
 - Sidewalk improvements to Montfort Drive south of Belt Line Road within the Town of Addison.
 - A combination of shared-use path and widened sidewalks along Airport Parkway.
 - Widened and buffered sidewalks along Keller Springs Road.
- **Partnership connections** connecting Phase 1 trail improvements to surrounding jurisdictions. In addition to those already noted above as part of the Cotton Belt Trail and other east-west crosstown connections, these include:
 - A connection to the Brookhaven Campus and Farmers Branch trails with an extension of Bella Lane.
 - A crossing of Marsh Lane at Garden Brook Road.
 - An improved crossing of the Dallas North Tollway along Westgrove Drive.
 - An improved crossing of Trinity Mills Road to make a connection north from Westgrove Drive to Voss Road.

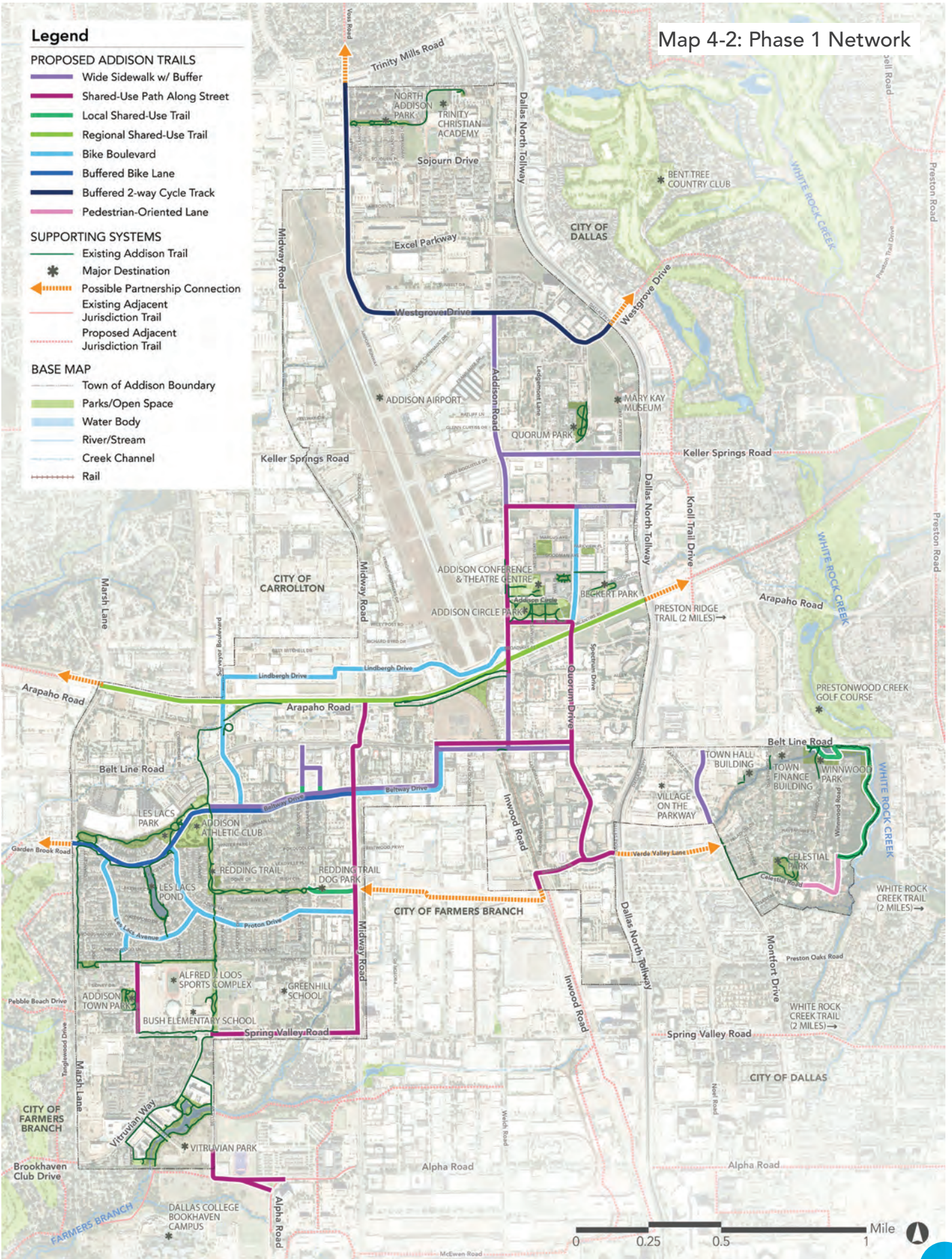
Map 4-2: Phase 1 Network

Legend

- PROPOSED ADDISON TRAILS**
- Wide Sidewalk w/ Buffer
 - Shared-Use Path Along Street
 - Local Shared-Use Trail
 - Regional Shared-Use Trail
 - Bike Boulevard
 - Buffered Bike Lane
 - Buffered 2-way Cycle Track
 - Pedestrian-Oriented Lane

- SUPPORTING SYSTEMS**
- Existing Addison Trail
 - Major Destination
 - Possible Partnership Connection
 - Existing Adjacent Jurisdiction Trail
 - Proposed Adjacent Jurisdiction Trail

- BASE MAP**
- Town of Addison Boundary
 - Parks/Open Space
 - Water Body
 - River/Stream
 - Creek Channel
 - Rail



PHASE 2: MEDIUM-TERM (6-10 YEARS)

The second phase of the Future Trail Network includes a number of improvements that largely fall into two categories. The first are projects along major roads that will require an additional level of coordination with Public Works and neighboring jurisdictions. The second are projects that create additional connections and loops within the various areas of Addison.

Key aspects of Phase 2 of the Future Trail Network include:

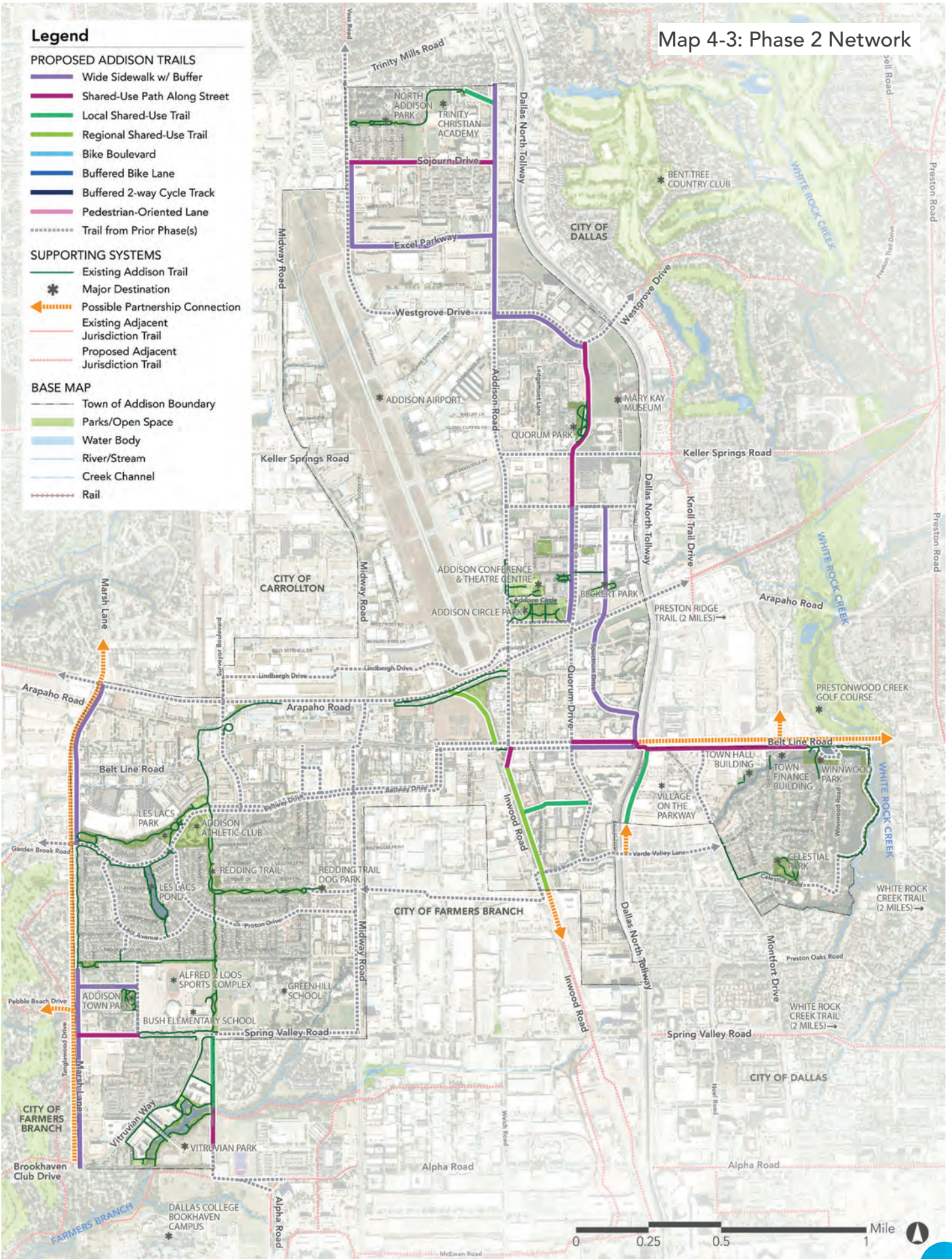
- **Improvements along several principal and minor arterials**, including:
 - Widened sidewalks with buffers along Marsh Lane, as well as an improved crossing at Pebble Beach Drive.
 - Widened sidewalks with buffers and shared-use paths along Belt Line Road extending from Quorum Drive east to Winnwood Park, as well as an improved connection across Belt Line Drive at Prestonwood Boulevard.
 - Shared-use path extending north along Quorum Drive from Airport Parkway to Westgrove Drive.
 - Widened sidewalks with buffers along Addison Road from Westgrove Drive north to Trinity Christian Academy.
- **Improvements to complete loops and create additional connections** within several parts of Addison, including:
 - Southwest Addison:**
 - Extension of shared-use paths along Spring Valley Road from Woodway Drive to Marsh Lane.
 - Wide sidewalks with buffers along Sidney Drive from Woodway Drive to Marsh Lane.
 - South Quorum:**
 - Regional shared-use trail connection along the railroad east of Inwood Road.
 - A local shared-use trail running east and west across South Quorum in partnership with landowners.
 - East Addison:**
 - A local shared-use trail along the Dallas North Tollway frontage road on the east side of the tollway.
 - Central Addison:**
 - Widened sidewalks with buffers along Spectrum Drive.
 - North Addison:**
 - Widened sidewalks with buffers along Excel Parkway from Westgrove Drive to Addison Road.
 - Shared-use path along Sojourn Drive extending from Westgrove Drive to Addison Road.
 - A local shared-use trail connecting Addison Road to existing trails west on the Trinity Christian Academy campus and in North Addison Park.

Map 4-3: Phase 2 Network

Legend

- PROPOSED ADDISON TRAILS**
- Wide Sidewalk w/ Buffer
 - Shared-Use Path Along Street
 - Local Shared-Use Trail
 - Regional Shared-Use Trail
 - Bike Boulevard
 - Buffered Bike Lane
 - Buffered 2-way Cycle Track
 - Pedestrian-Oriented Lane
 - Trail from Prior Phase(s)
- SUPPORTING SYSTEMS**
- Existing Addison Trail
 - Major Destination
 - Possible Partnership Connection
 - Existing Adjacent Jurisdiction Trail
 - Proposed Adjacent Jurisdiction Trail

- BASE MAP**
- Town of Addison Boundary
 - Parks/Open Space
 - Water Body
 - River/Stream
 - Creek Channel
 - Rail



PHASE 3: LONG-TERM (11+ YEARS)

The last phase of the Future Trail Network primarily includes a collection of connections that will require longer term coordination and collaboration with neighboring jurisdictions and individual property owners as properties develop or redevelop.

Key aspects of Phase 3 of the Future Trail Network include:

- A large collection of desired **connections that can enhance the trail network resulting from Phases 1 and 2 implementation**, but requiring coordination with individual redevelopment projects, including:
 - Shared-use paths along Vitruvian Way and new roadways included in future phases of the Vitruvian development.
 - Shared-use paths extending east and west connections south of Beltway Drive from and through South Quorum generally along the Beltway Drive alignment.
 - Local shared-use trails throughout portions of Southwest Addison connecting to Midway Road and Belt Line Road, East Addison through Village on the Parkway and running along the drainageway behind the Town Hall and Town Finance Buildings, Central Addison as part of the Addison Circle transit-oriented development, and in North Addison west of the airport, linking Sojourn Drive to Westgrove Drive and at and near the Mary Kay Campus.
 - Widened sidewalks with buffers along Belt Line Road from Beltway Drive west to Marsh Lane.
- Contribution to **a loop around the Addison Airport**:
 - Shared-use path along Midway Road from the Cotton Belt Trail north to Keller Springs Road, in conjunction with local shared-use trail connections identified above and partnership connections identified below.
- **Longer-term connections** working with neighboring jurisdictions:
 - Connections east and west from Vitruvian at Brookhaven Club Drive and along Farmers Branch Creek.
 - Improvements south along Montfort Drive linking to Spring Valley Road.
 - A possible connection of the Addison White Rock Creek Trail to White Rock Creek Trail in Dallas.
 - Roadway improvements west of the airport along Midway Road, Keller Springs Road and Sojourn Drive.
- **Completion or enhancement of local trail loops** in North Addison:
 - Widened sidewalks along Airborn Drive.
 - Widened sidewalks along Ledgemont Lane.

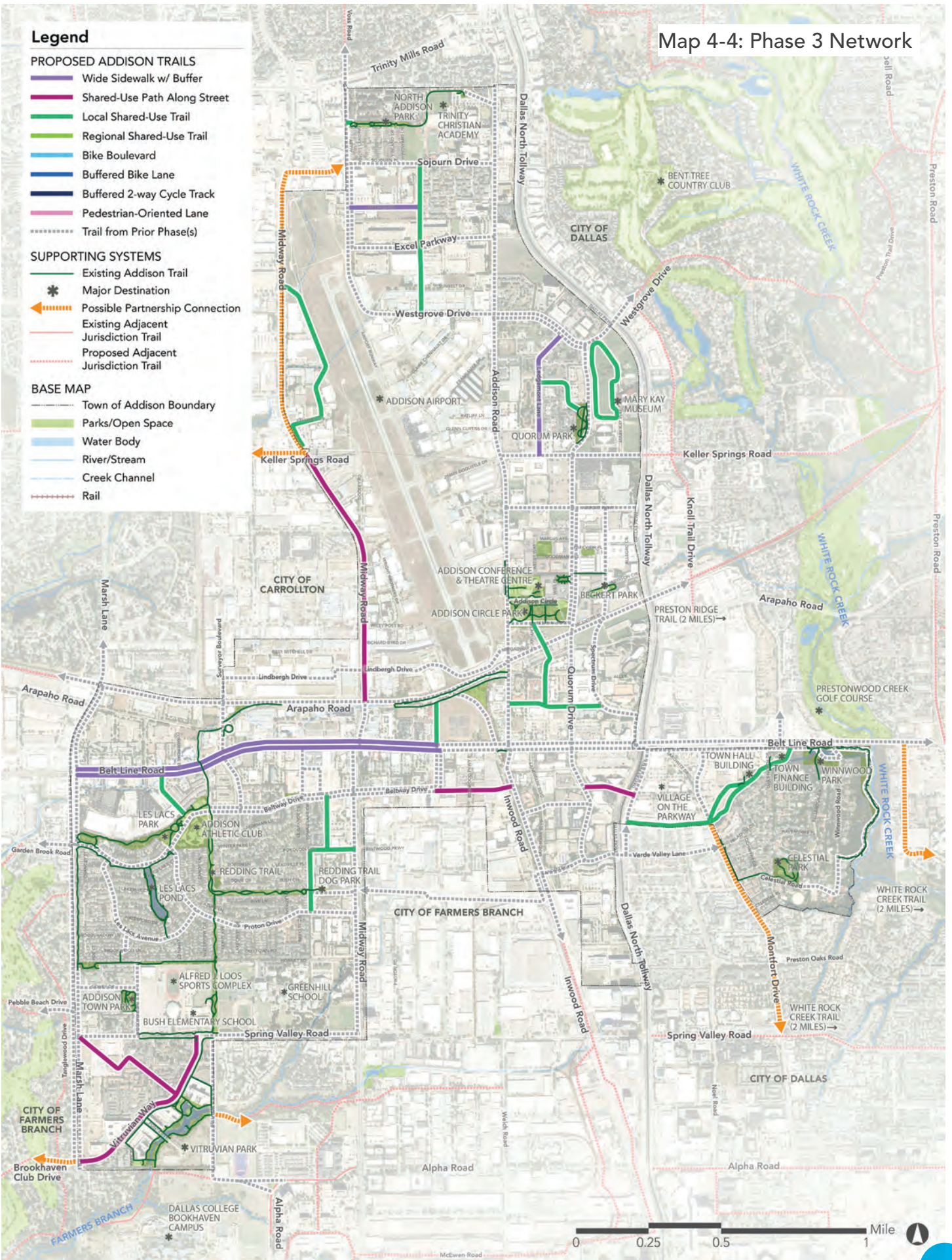
Map 4-4: Phase 3 Network

Legend

- PROPOSED ADDISON TRAILS**
- Wide Sidewalk w/ Buffer
 - Shared-Use Path Along Street
 - Local Shared-Use Trail
 - Regional Shared-Use Trail
 - Bike Boulevard
 - Buffered Bike Lane
 - Buffered 2-way Cycle Track
 - Pedestrian-Oriented Lane
 - - - Trail from Prior Phase(s)

- SUPPORTING SYSTEMS**
- Existing Addison Trail
 - * Major Destination
 - - - Possible Partnership Connection
 - - - Existing Adjacent Jurisdiction Trail
 - - - Proposed Adjacent Jurisdiction Trail

- BASE MAP**
- - - Town of Addison Boundary
 - Parks/Open Space
 - Water Body
 - River/Stream
 - Creek Channel
 - - - Rail




Trail Design Standards and Guidelines

The following core attributes are needed for quality Addison Trails.

TRAIL TYPOLOGIES

Wide Sidewalk with Buffer

Sidewalks provide great pedestrian facilities and can also accommodate joggers and bicyclists if they are wide enough. New sidewalks in Addison should be 8-10 feet wide wherever feasible and include a landscaped buffer between the back of curb and the sidewalk. The buffer should be a minimum of 3 feet, but a buffer width of 8 feet is preferred.

Map Color Guide: 
see Maps 4-1 through 4-4

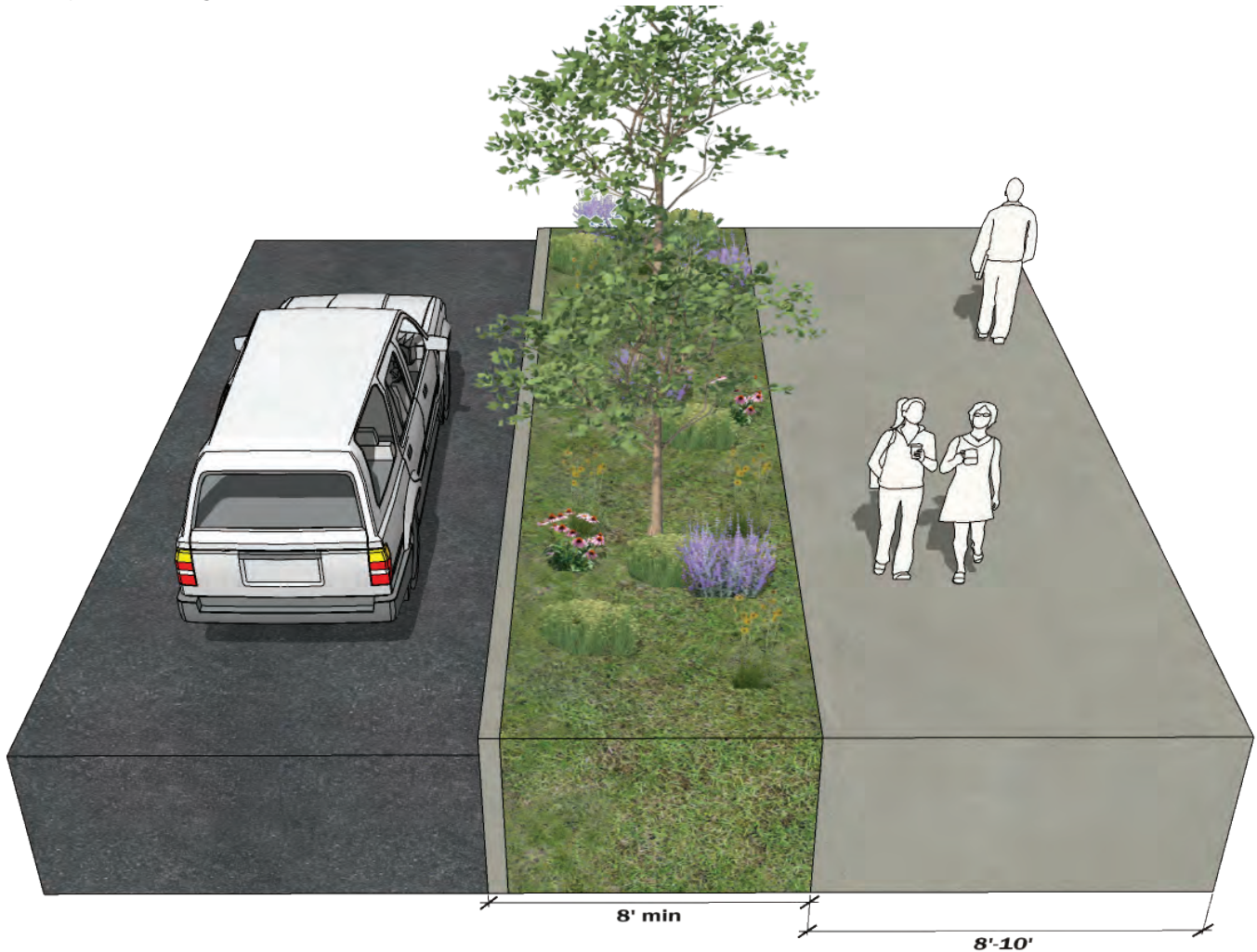
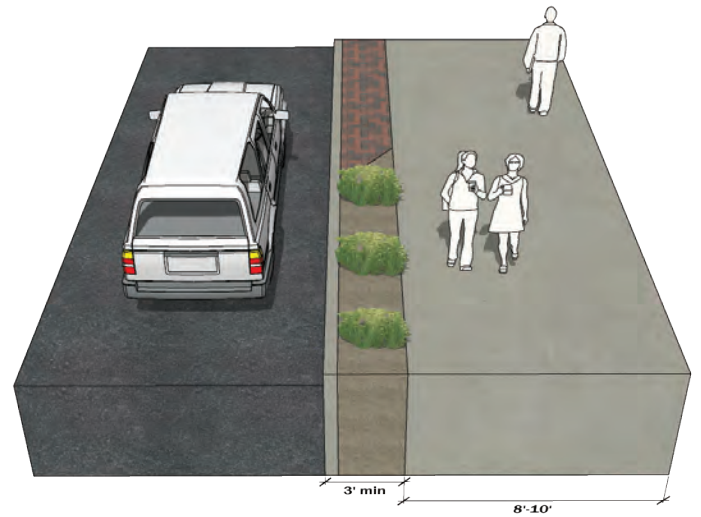


Figure 4-1: Wide Sidewalk with Buffer Typology

Separated Shared-Use Path Along Street

Separated shared-use paths along streets are a key element of the Master Transportation Plan's Active Transportation Network. Shared-use paths are great for pedestrians, joggers and cyclists. Shared-use paths along streets should be 10-14 feet wide and include a landscaped buffer between the back of curb and the path. The buffer should be a minimum of 3 feet, but a buffer width of 8 feet is preferred.

Map Color Guide:
see Maps 4-1 through 4-4

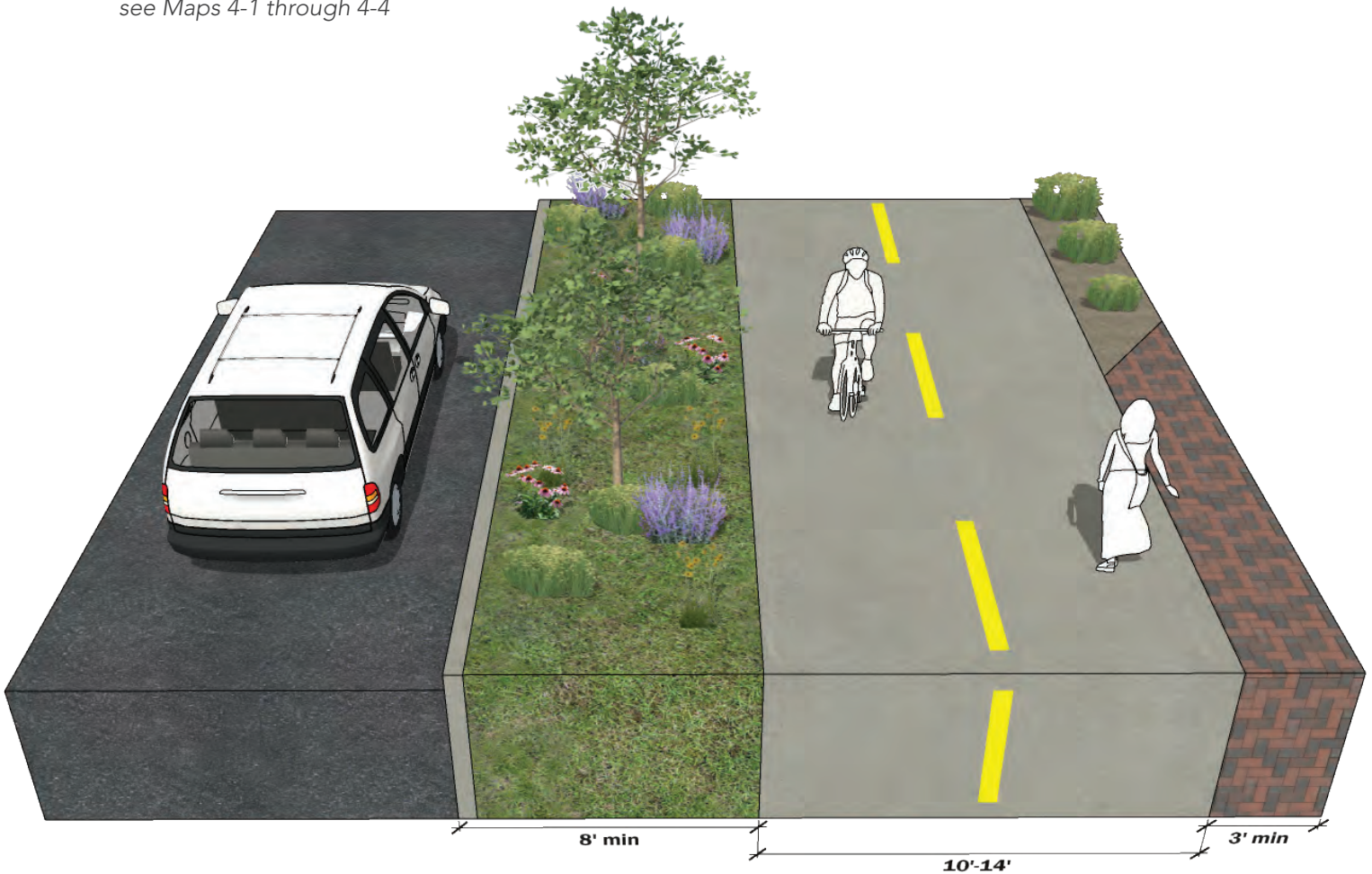
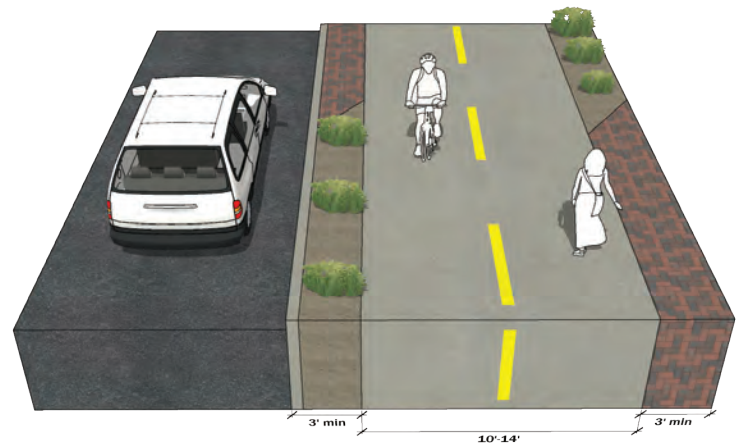


Figure 4-2: Separated Shared-Use Path Along the Street Typology

Local Shared-Use Trail

Local shared-use trails are typically the safest and most comfortable facilities for pedestrian, joggers and bicyclists. They provide full separation from motor vehicles, except at street crossings. Local shared-use trails should be 10-12 feet wide and include buffers on both sides of the trail. Per AASHTO requirements the buffers should be a minimum of 2 feet, but wider buffers with landscaping and screening are highly encouraged. Landscaped buffers of 10-15 feet are highly desirable.

Map Color Guide:
see Maps 4-1 through 4-4

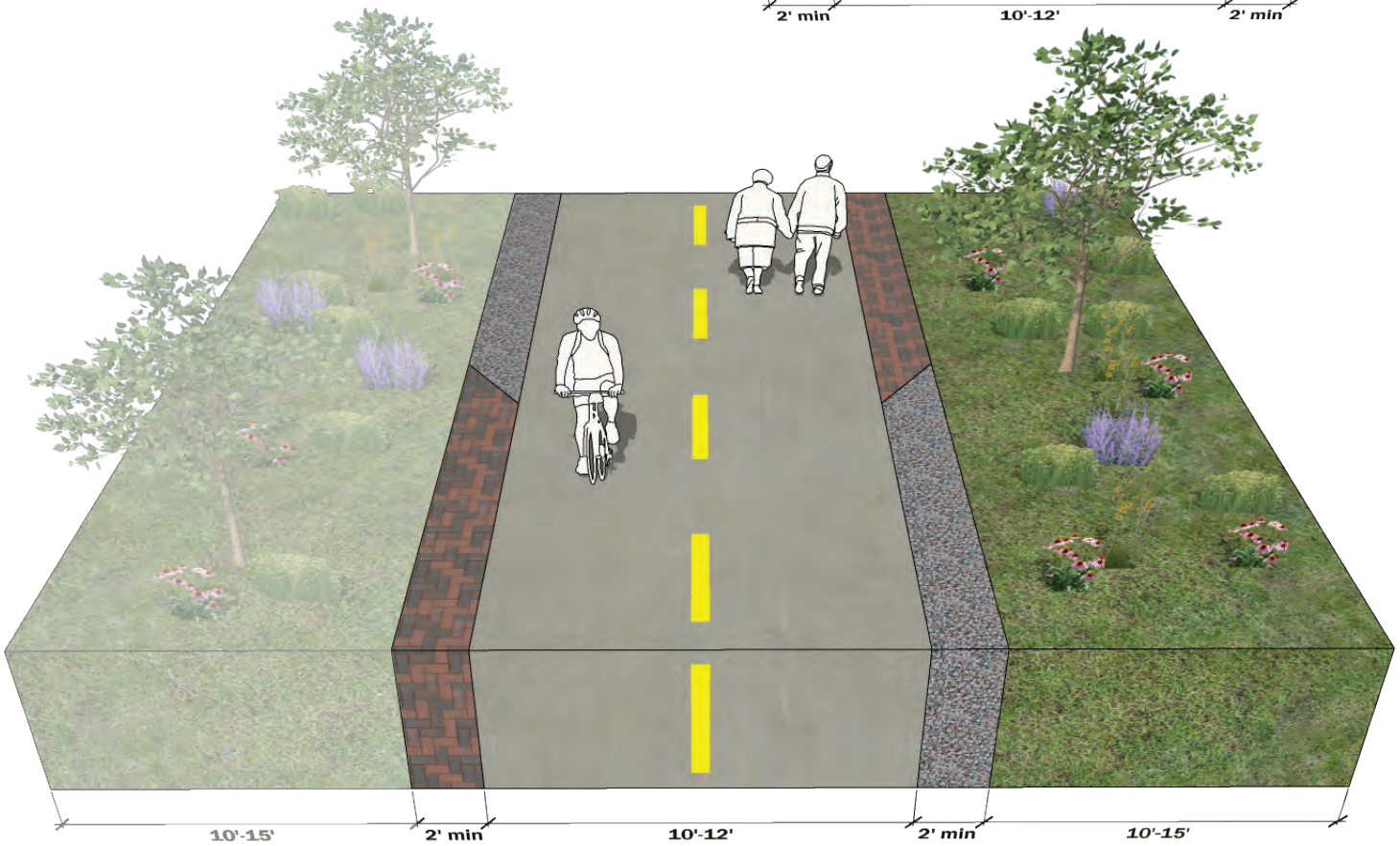
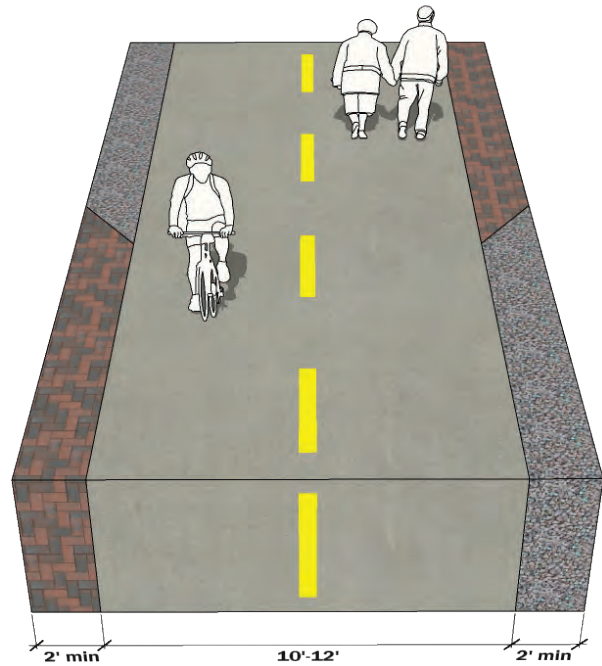
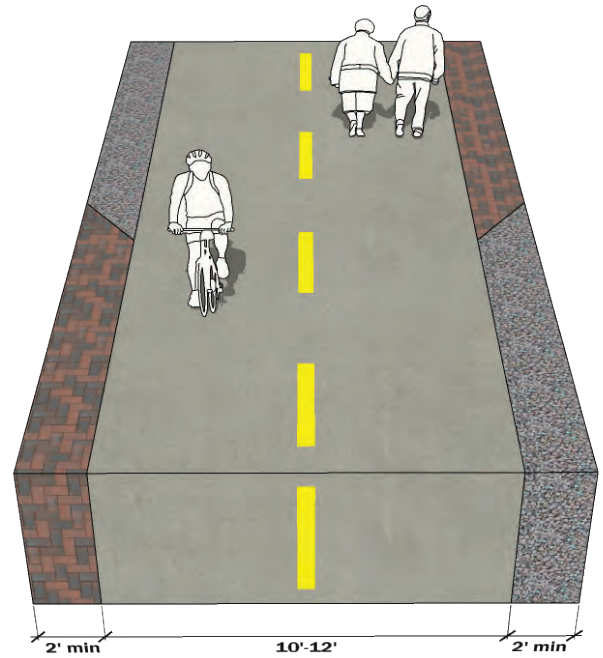


Figure 4-3: Local Shared Use Trail Typology

Regional Shared-Use Trail

Regional shared-use paths are also very safe and comfortable for pedestrian, joggers and bicyclists. Like local shared-use trails, they provide full separation from motor vehicles, except at street crossings. Due to their regional nature, they tend to cross busier roadways and must navigate other natural and man-made obstacles. At a minimum, regional shared-use trails should be 10-12 feet wide and include at least 2 foot buffers on both sides of the trail, per AASHTO requirements. When possible, 6-10 feet of additional trail width to separate walkers from joggers and bicyclists is recommended. Landscaped buffers with screening of 10-15 feet are highly desirable.



Map Color Guide:
see Maps 4-1 through 4-4

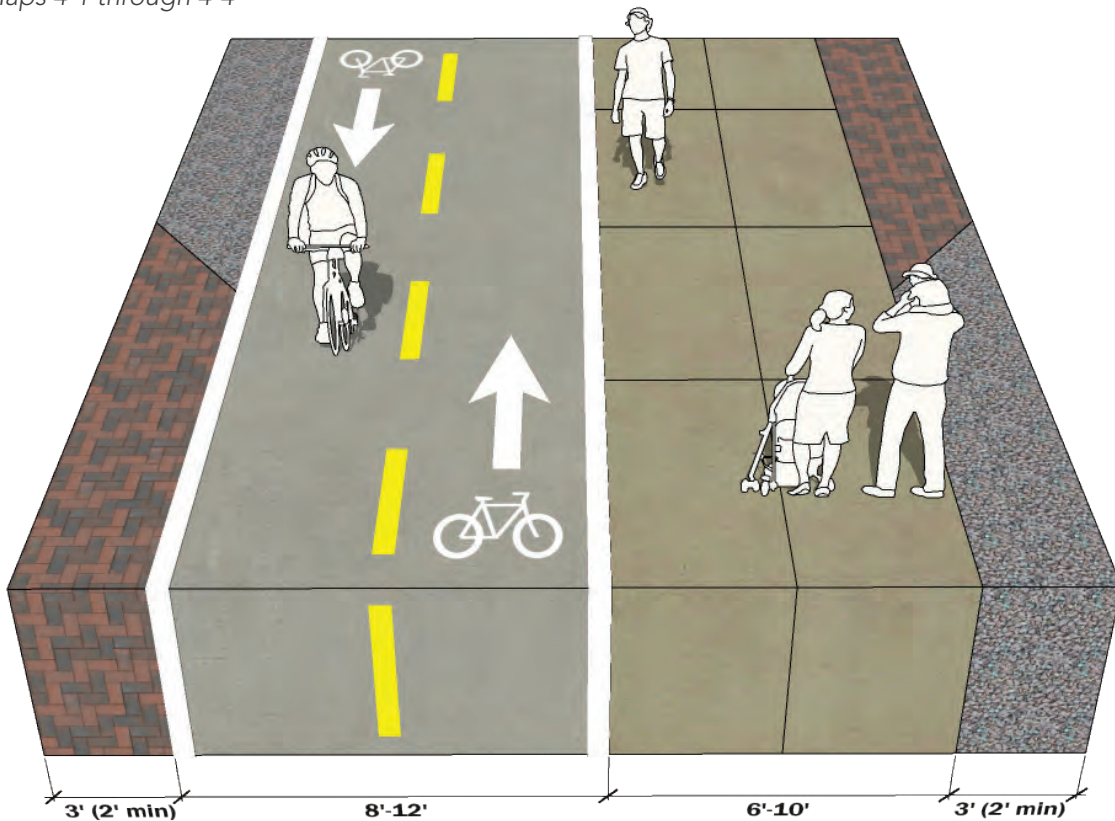


Figure 4-4: Regional Shared-Use Trail Street Typology

Pedestrian-Oriented Lane

Pedestrian-oriented lanes are striped on-street lanes for pedestrian use only. These are typically used in rural areas or in neighborhoods with a low level of automobile traffic. Improvements often include lane markings and stenciling indicating pedestrian only activity and street intersection detractable warnings.

Map Color Guide:
see Maps 4-1 through 4-4



Bike Boulevard with Wayfinding

Bike boulevards are a unique treatment, typically reserved for lower traffic and often narrower streets. Improvements associated with a bike boulevard include sharrow markings on the roadway and signage. Sharrow markings should be in the flow of traffic when stenciled on streets with on-street parking. Additional traffic calming measures are also recommended on routes with faster moving traffic.

Map Color Guide:
see Maps 4-1 through 4-4

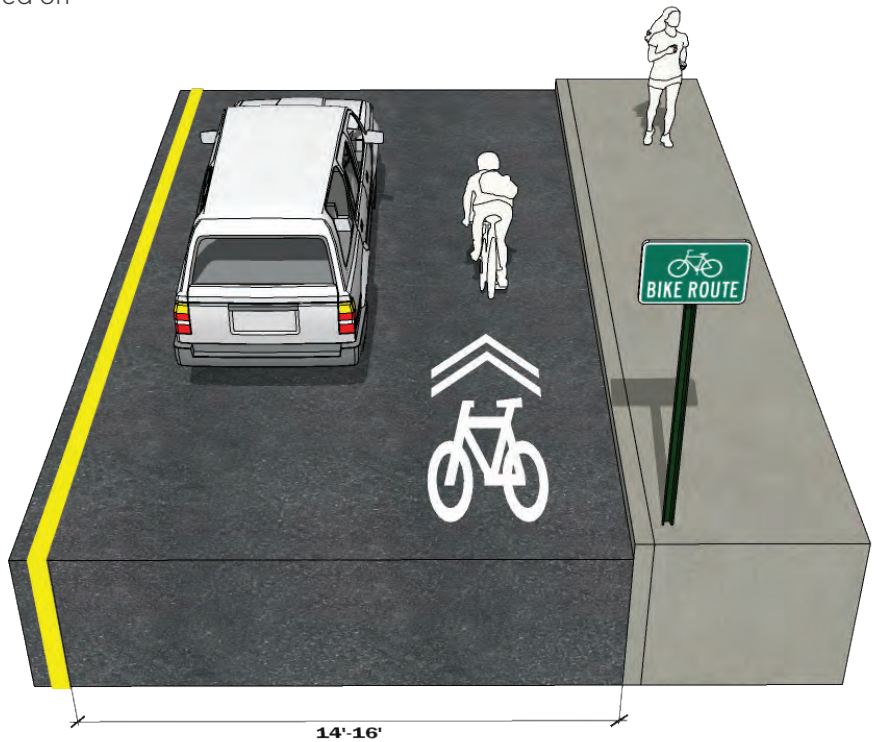



Figure 4-5: Bike Boulevard with Wayfinding Typology

Bike Lane

Bike lanes are one of the most traditional types of dedicated bike facility. The preferred application in Addison is a 6 foot width with bicycle stencils, a 6 inch stripe and bolted plastic reflectors at regular intervals on the stripe. Solid or hatched green paint or thermoplastic applications can be used to indicate potential conflict areas.

Buffered Bike Lane

Buffered bike lanes are a preferred alternative to traditional bike lanes where space allows. They should include a bike lanes with a width of 5-7 feet, bicycle stencils in the bike lane and a minimum striped buffer of 3 feet. The striped buffer should include bolted plastic separators or another physical barrier. Solid or hatched green paint or thermoplastic applications can be used to indicate potential conflict areas.

Map Color Guide: 
see Maps 4-1 through 4-4

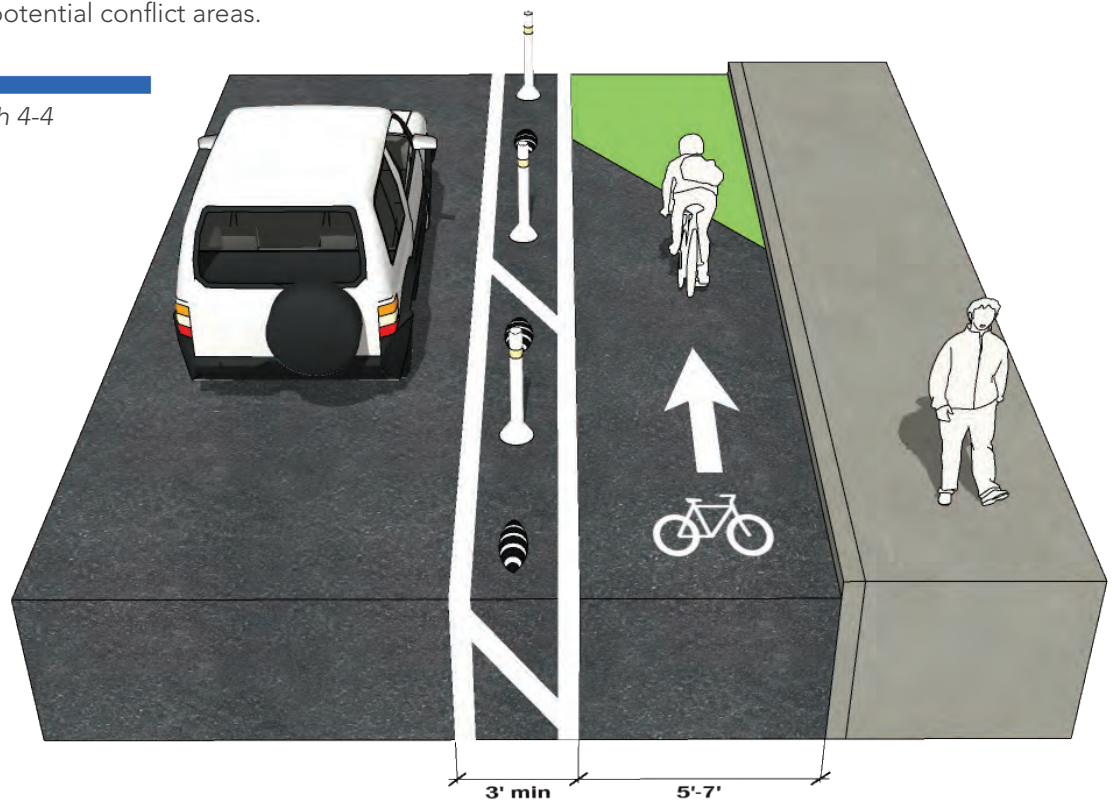
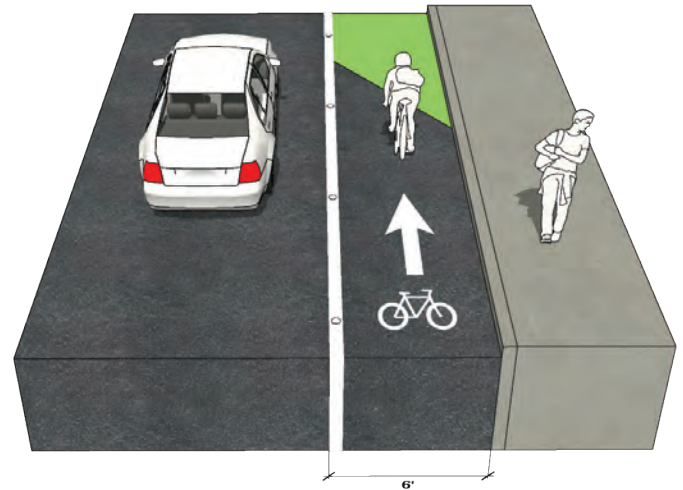


Figure 4-6: Bike Lane Typologies

Two-Way Cycle Track

Cycle tracks have become a relatively popular bicycle facility type in certain circumstances, especially when a buffered separation of the bike facility is desired, but space is too constrained to provide buffered bike lanes on both sides of the street. The two-way cycle track should be at least 8-12 feet in width with stencils and striping delineating the two directions of travel. A striped buffer of at least 3 feet should include bolted plastic separators or another physical barrier such as a durable planter box, plastic lane dividers or breakaway bollards.



Map Color Guide:
see Maps 4-1 through 4-4

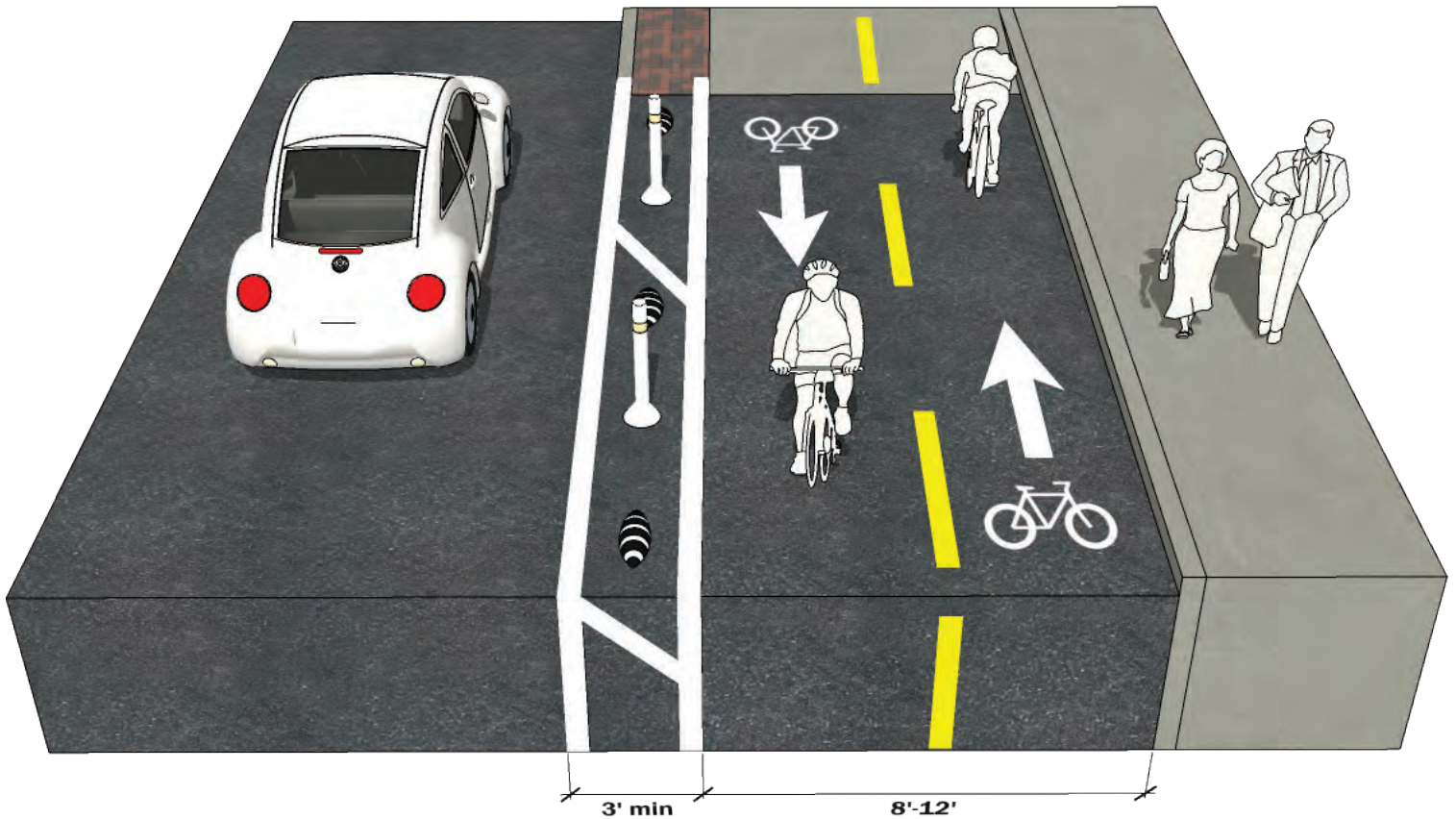


Figure 4-7: Two-Way Cycle Track Typology

Soft Surface Park Trail

Soft surface park trails are a highly desirable surface for walking and jogging because it causes less strain on joints. The preferred treatment for soft surface park trails is a decomposed granite surface with a width of at least 4-6 feet.

Paved Park Trail

Paved park trails should be concrete and at least 6-8 feet wide. A decomposed granite buffer or apron is desired and should be at least 1-2' on both sides of the trail when possible. A wider decomposed granite path of at least 4' on one side of the paved trail can provide a desirable option for slower moving trail users.

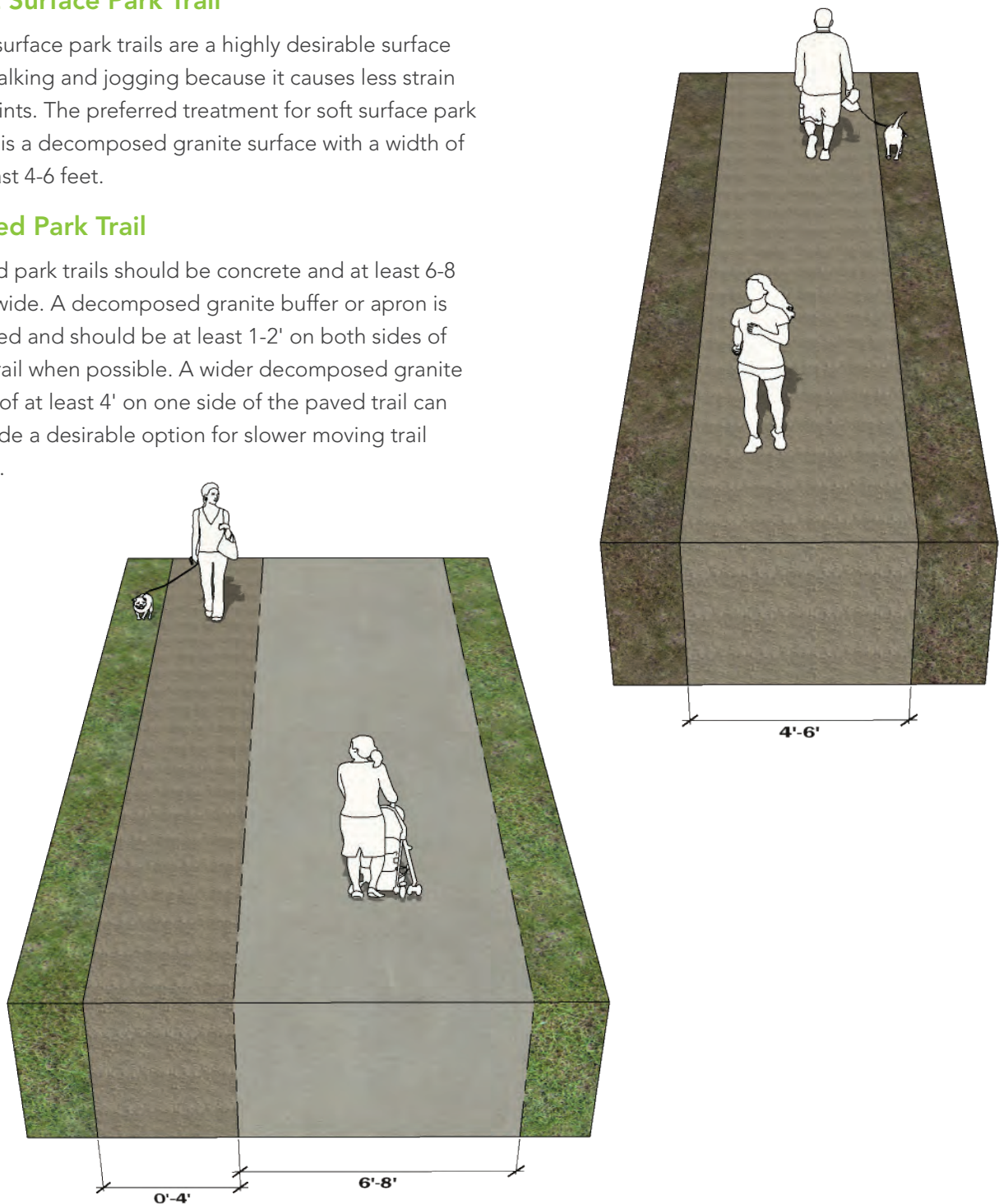


Figure 4-8: Park Trail Typologies



2019 Parks, Recreation, and Open Space Master Plan

https://addisontexas.net/sites/default/files/fileattachments/parks_and_recreation/page/15253/addison_pros.pdf

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.

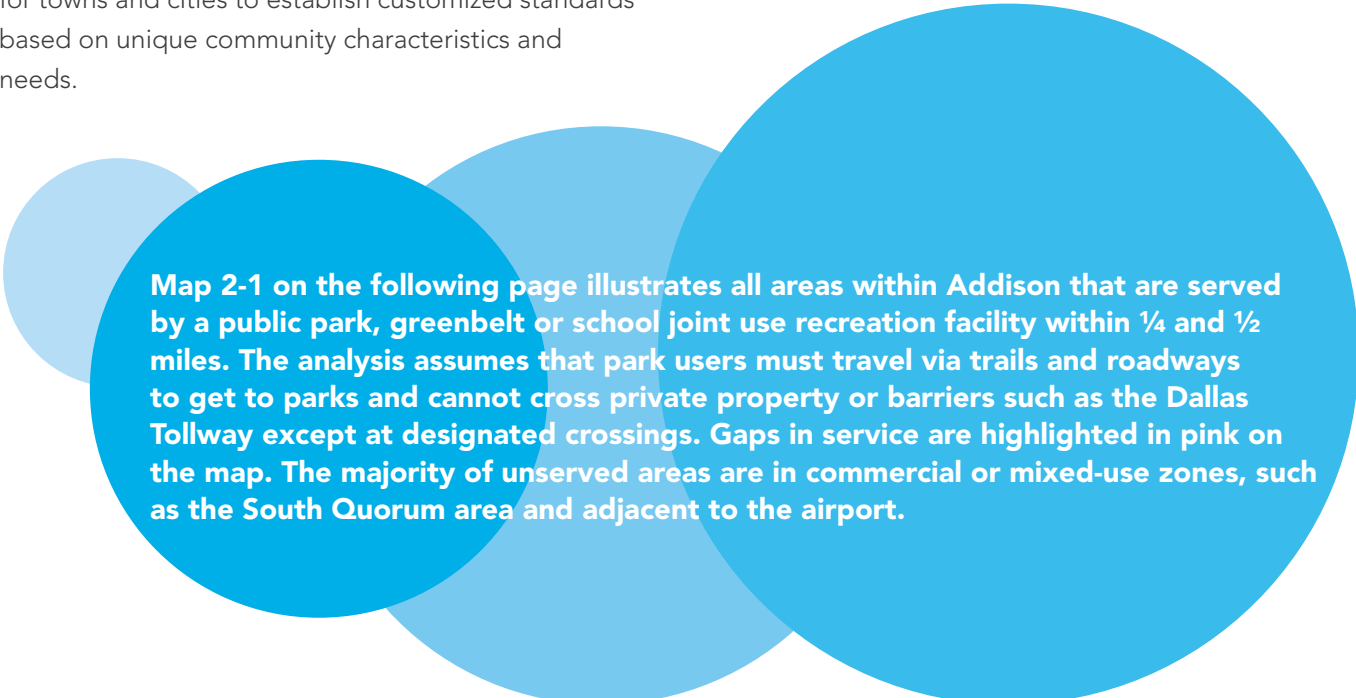
- Objective 5a.** Implement placemaking techniques that influence park, trail and public space design, renovation, development and maintenance. (See Supporting Systems in Chapter 3 and the Design and Development Guidelines in Appendix E).
- Objective 5b.** Improve interaction and synergies between adjacent 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

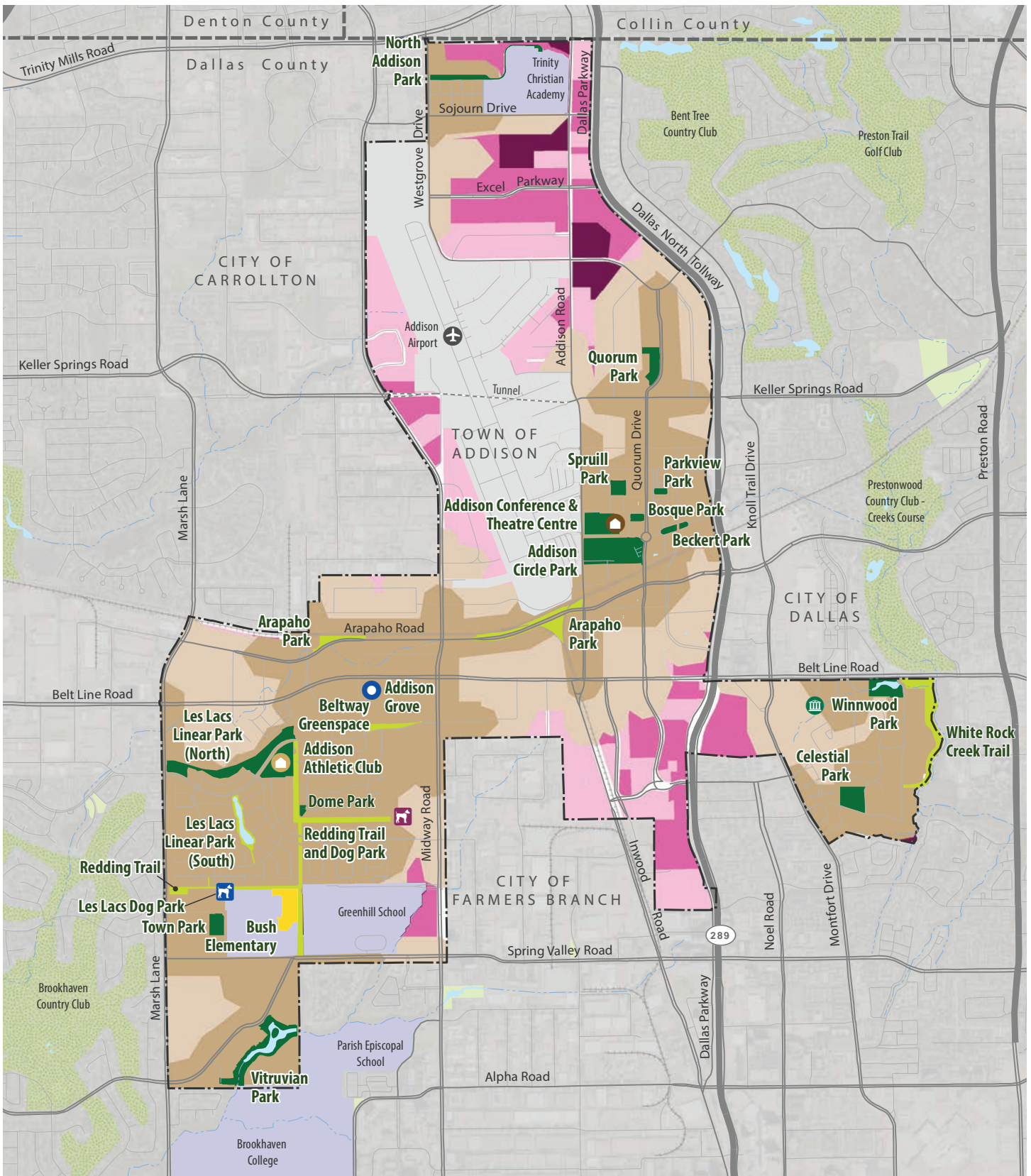
To carry out Master Plan objectives, the Town of Addison will need to renovate existing parks and acquire and develop new parks and trails. Appendix E introduces new Design and Development Guidelines to guide high-quality systemwide park design, plus the development and renovation of parks by classification 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
- Greenbelts
- Planned Parks
- Addison Athletic Club
- Les Lacs Dog Park
- 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.

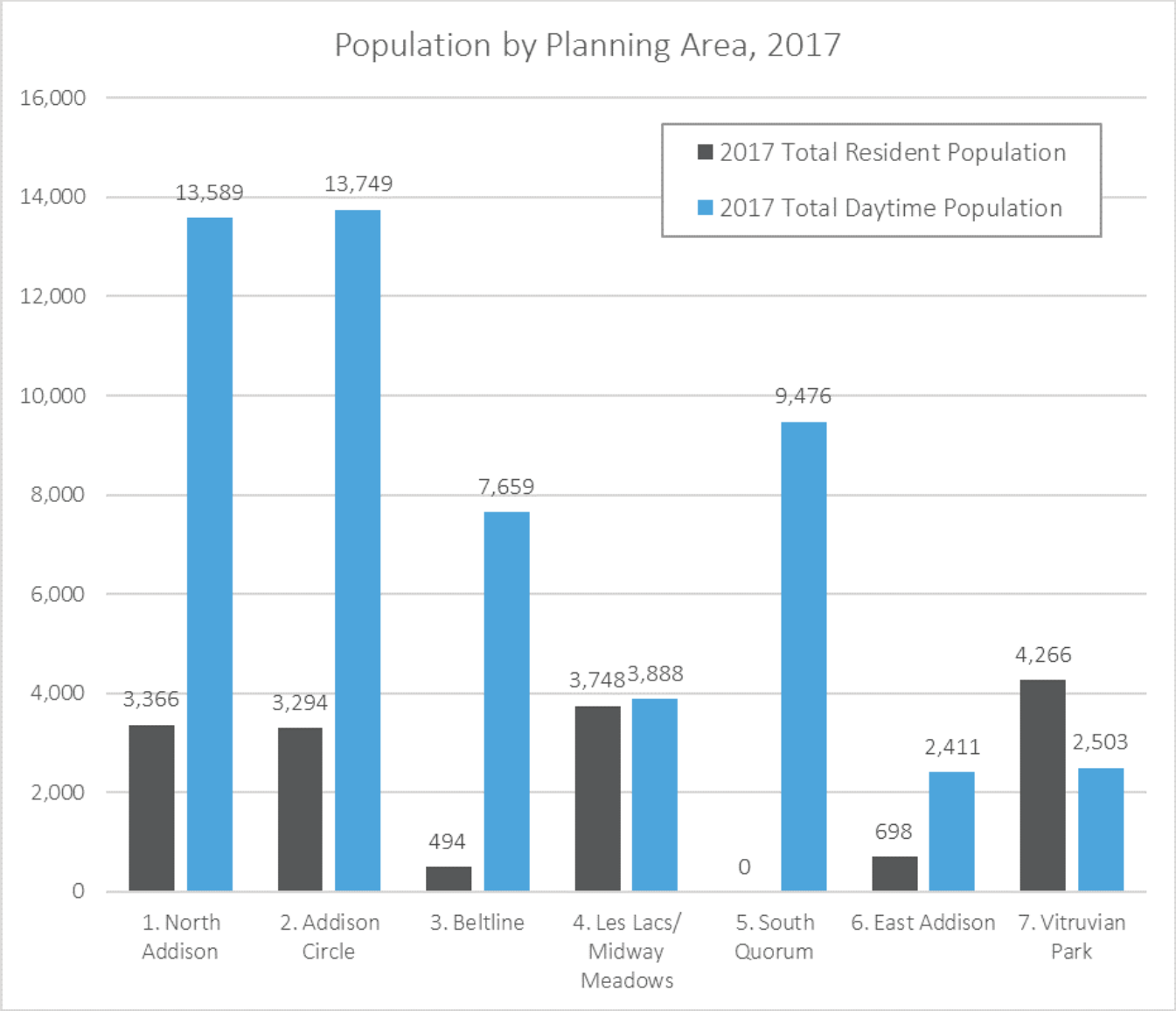


Figure 2-8: Addison Resident and Daytime Population by Planning Area (2017)

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)

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



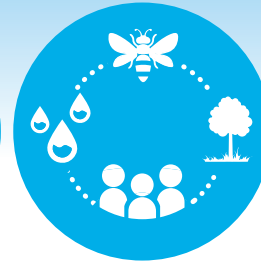
Recreation



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

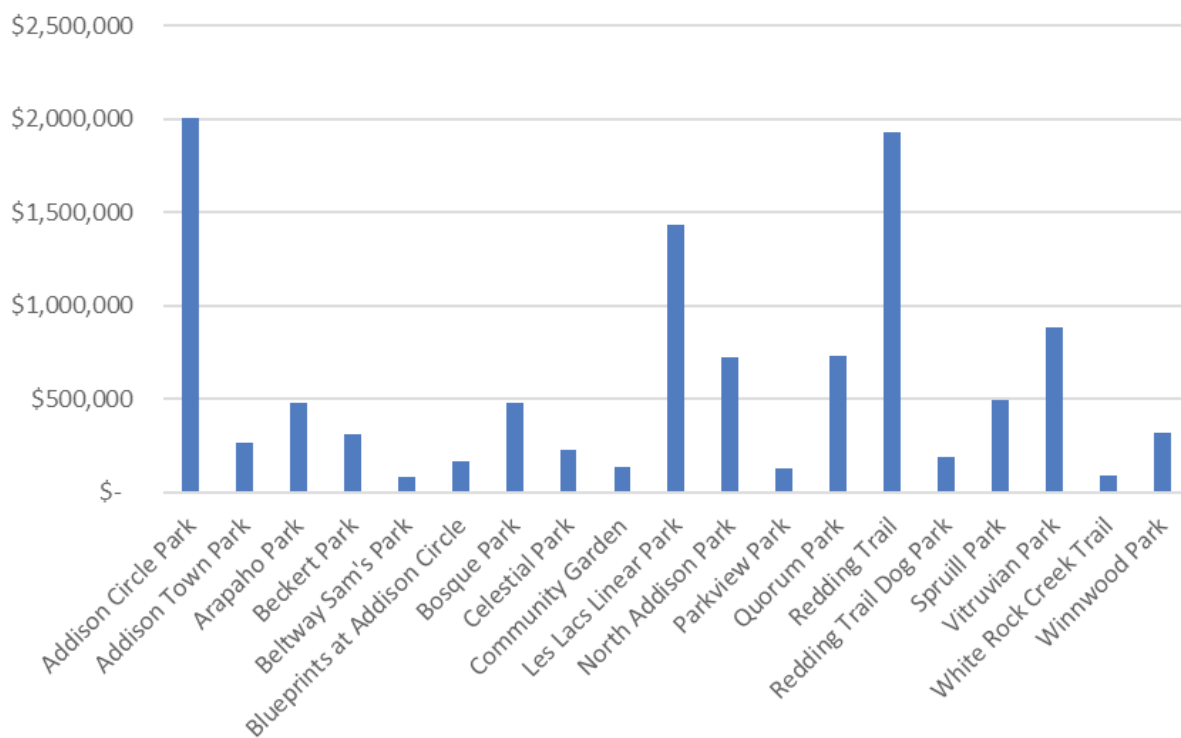


Figure 3-3: Costs of Assets Requiring Replacement or Rehabilitation in the Next 10 Years by Park/Trail

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.

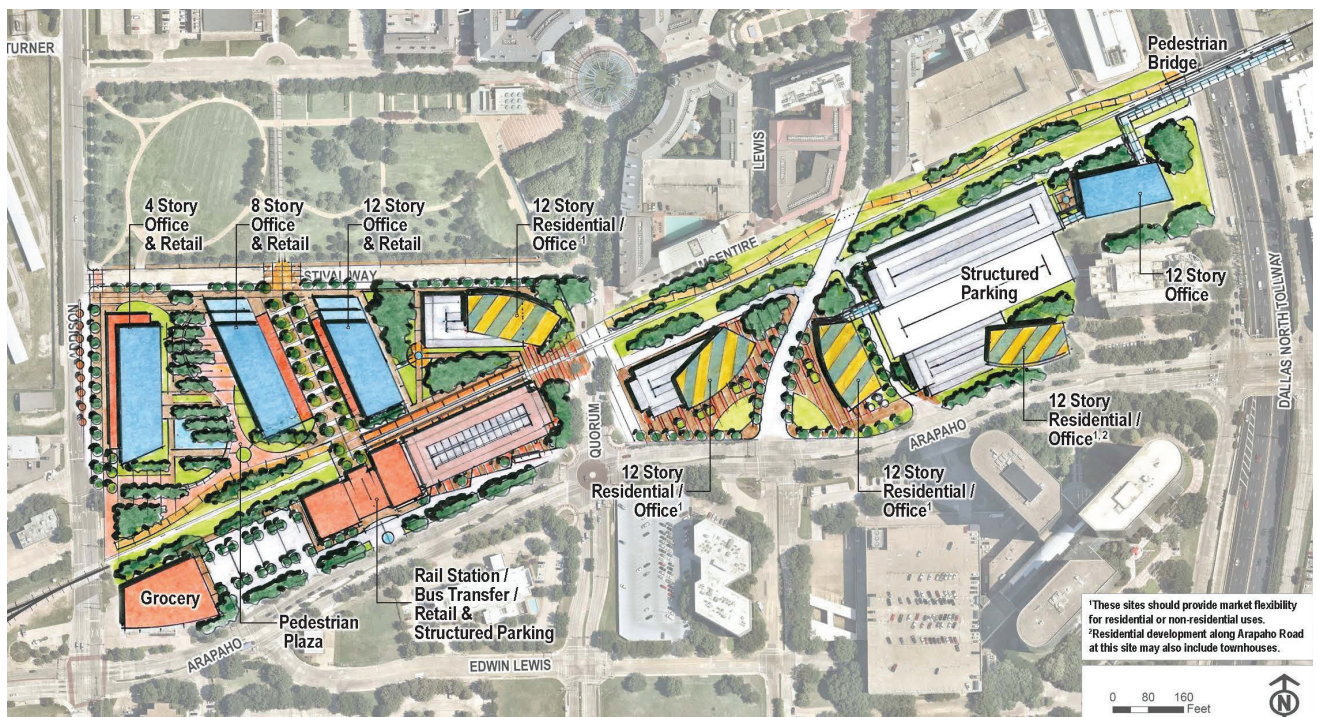


Figure 3-4: Addison Central Preferred Development Plan

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

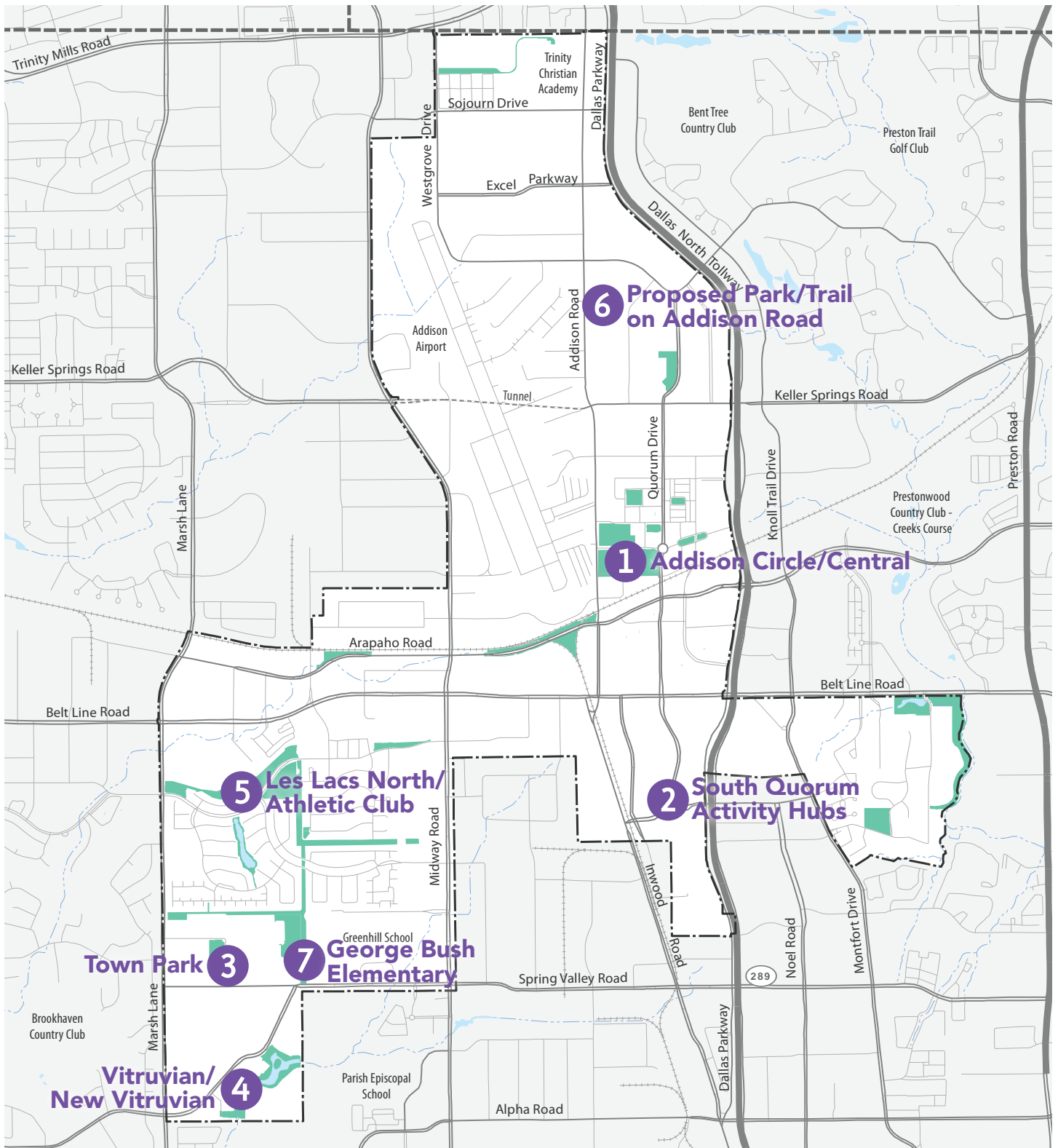
- Use hotel tax funds to support tourism-related special events and park improvements at sites that are regional attractions or located near hotels, and thus serving out-of-town visitors.
- In new residential or mixed-use development, strive to acquire larger park sites as per Design and Development 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

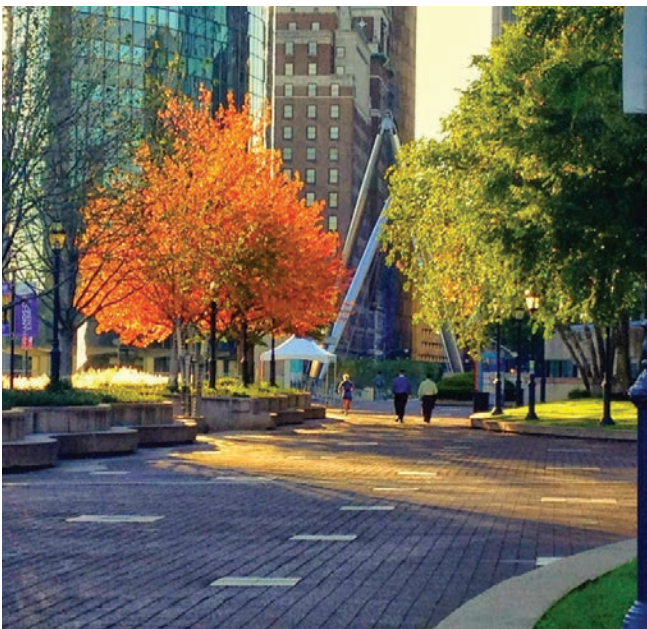


Map 2-1: Transformative Project Locations



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.

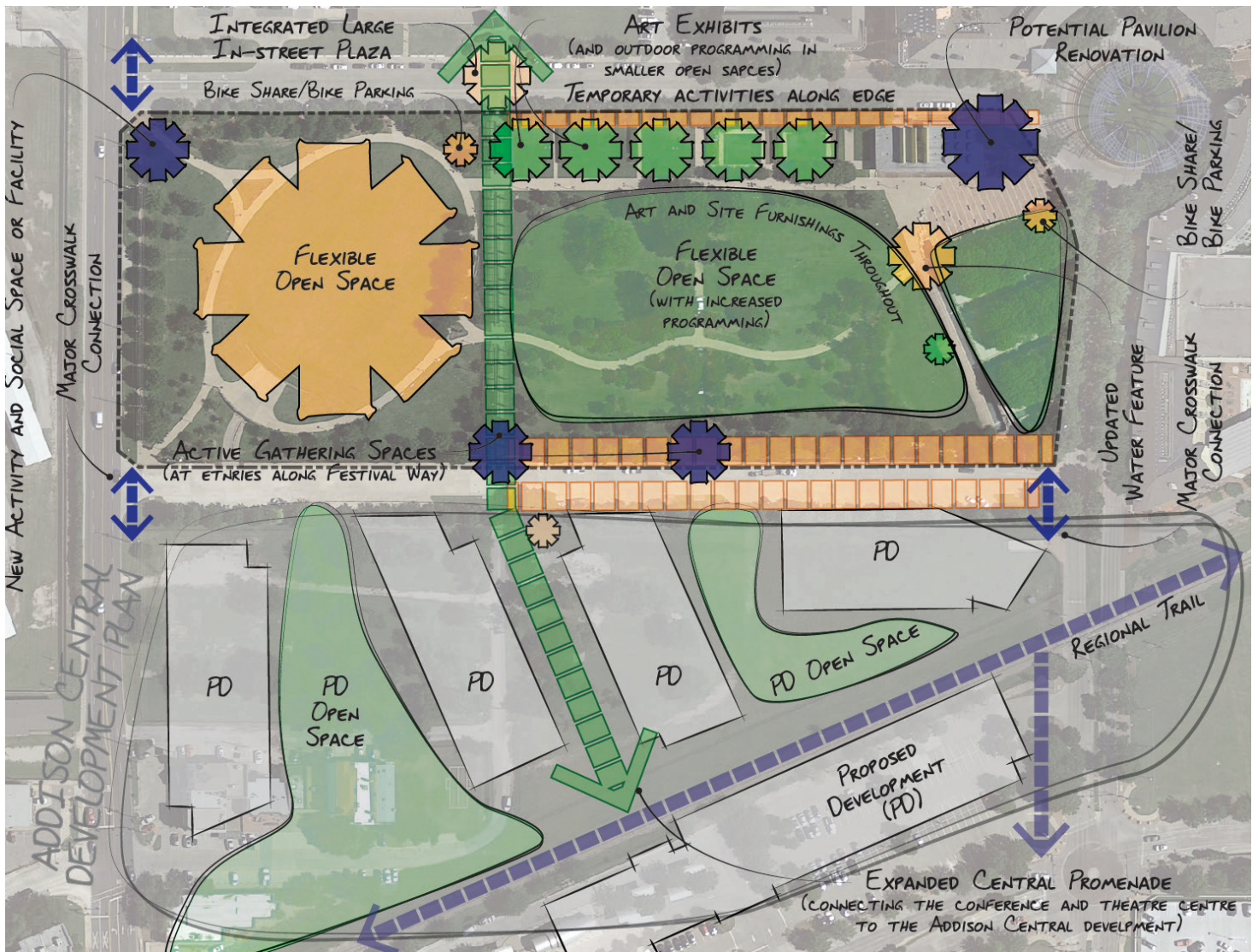


Figure 3-5: Addison Central/Circle Diagram

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.

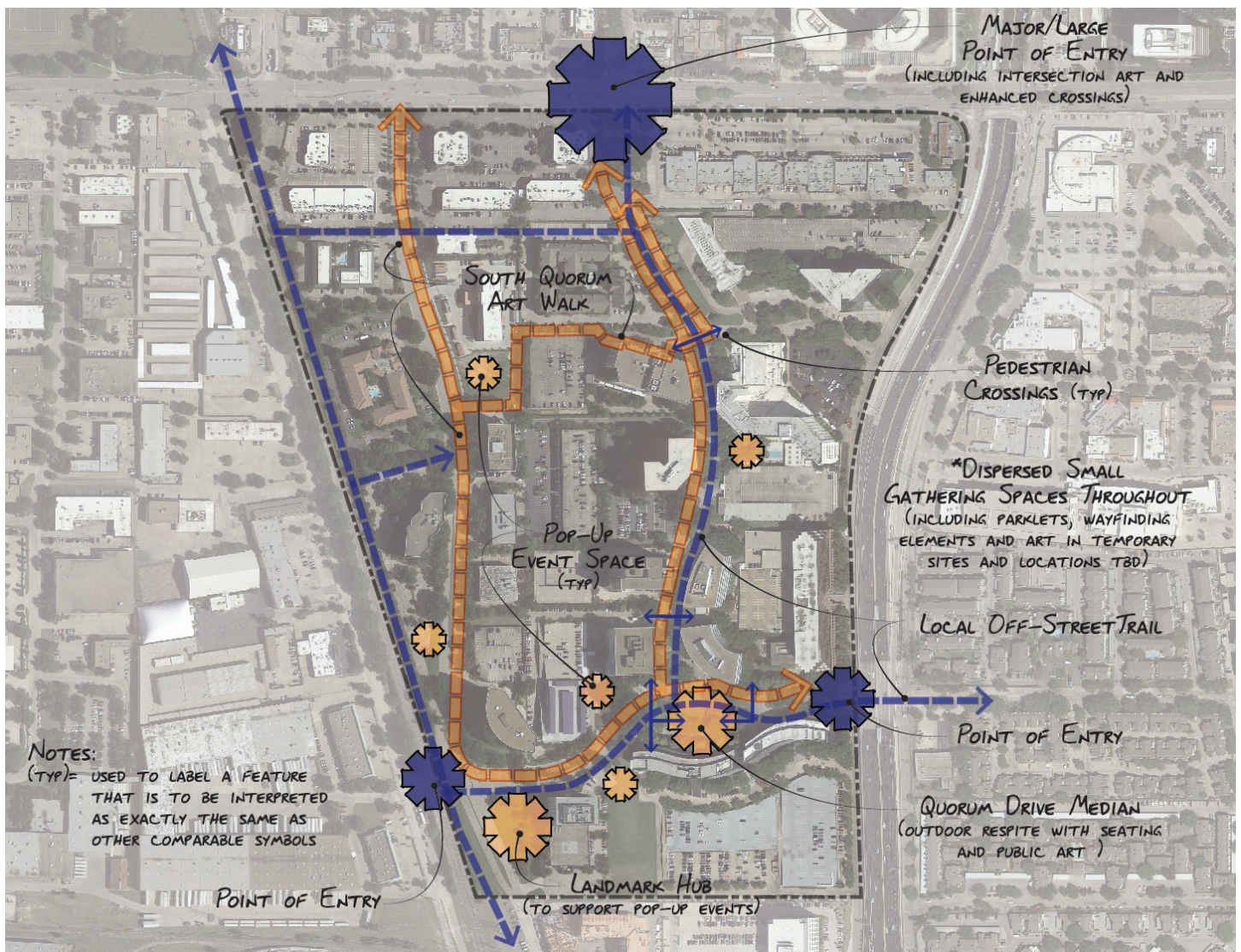


Figure 3-6: Quorum Activity Hubs Diagram

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.

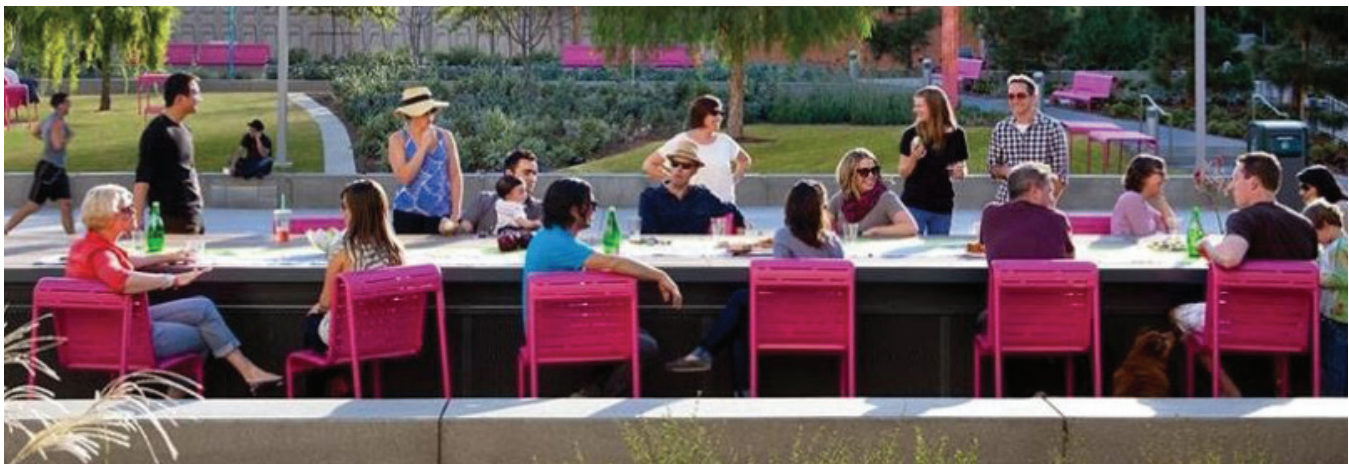


SUPPORT ACTIVE AND PASSIVE RECREATION

- 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.



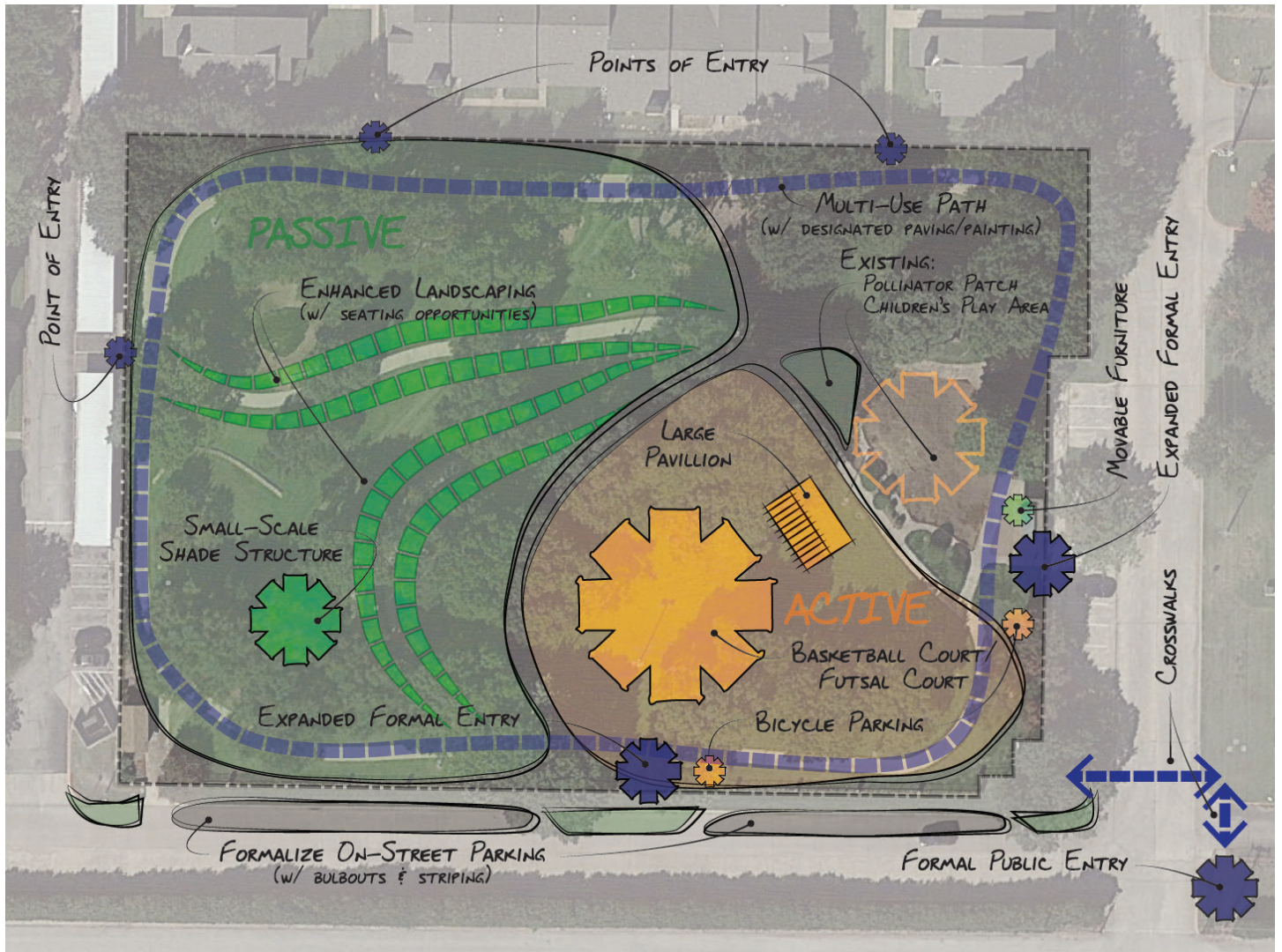
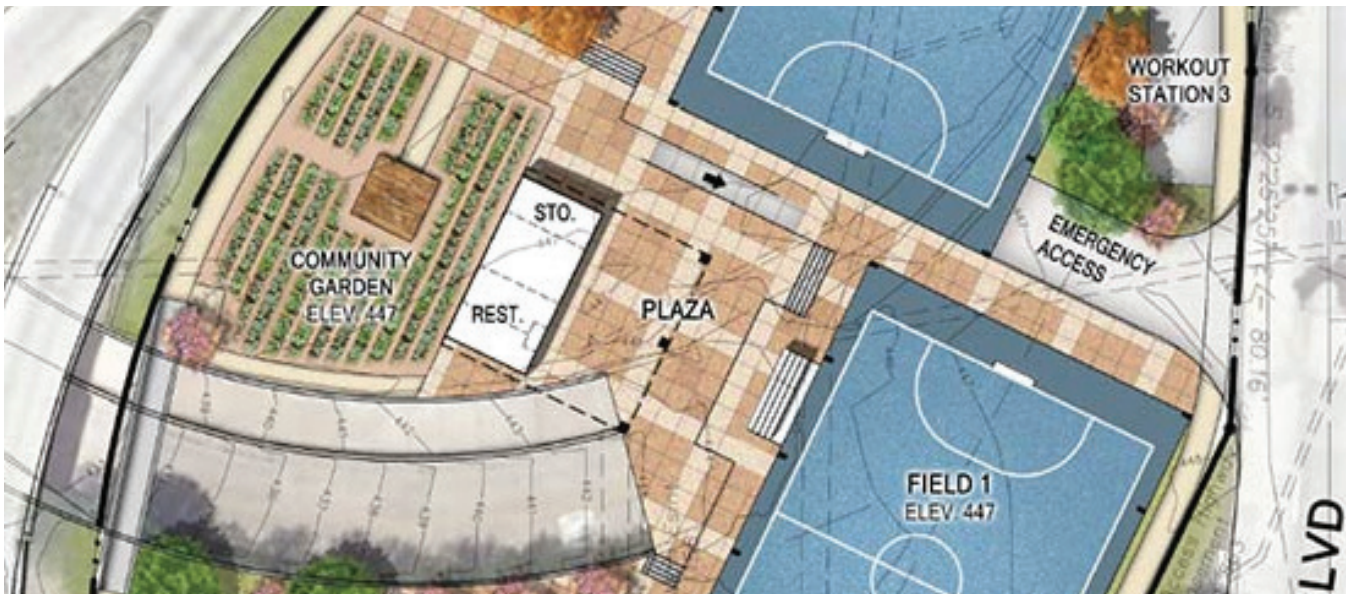


Figure 3-7: Town Park Diagram



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.



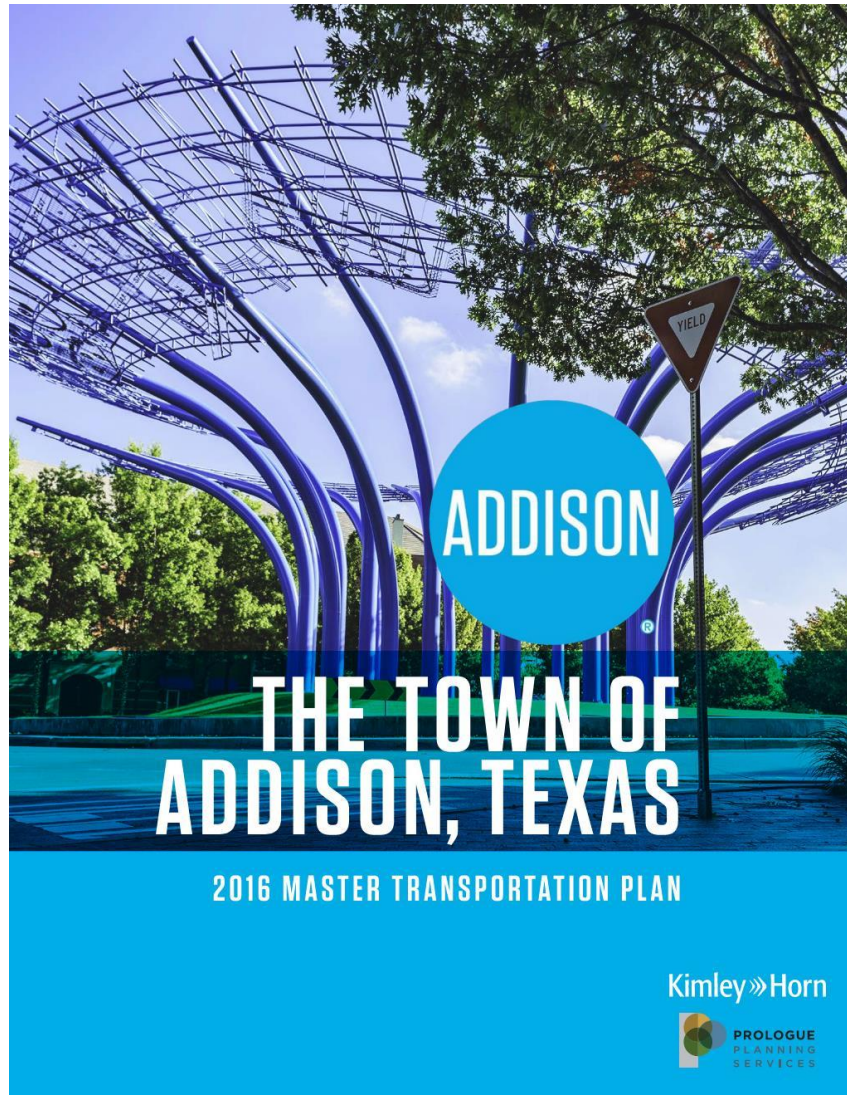
Art and Placemaking

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.



2016 Master Transportation Plan
<https://addisontexas.net/dev-services/master-transportation-plan>

MASTER TRANSPORTATION PLAN

The Master Transportation Plan is the tool that enables the Town to preserve future roadway corridors and to protect or acquire the necessary right-of-way to improve the local transportation system. The MTP includes information related to roadway classification, right-of-way requirements, basic design criteria (including lane and median widths), and the number of through travel lanes for each thoroughfare in the Town. This plan identifies a number of future thoroughfare connections and introduces alternative solutions for thoroughfare design, but it does not propose any changes to existing functional classifications.

Future Connections

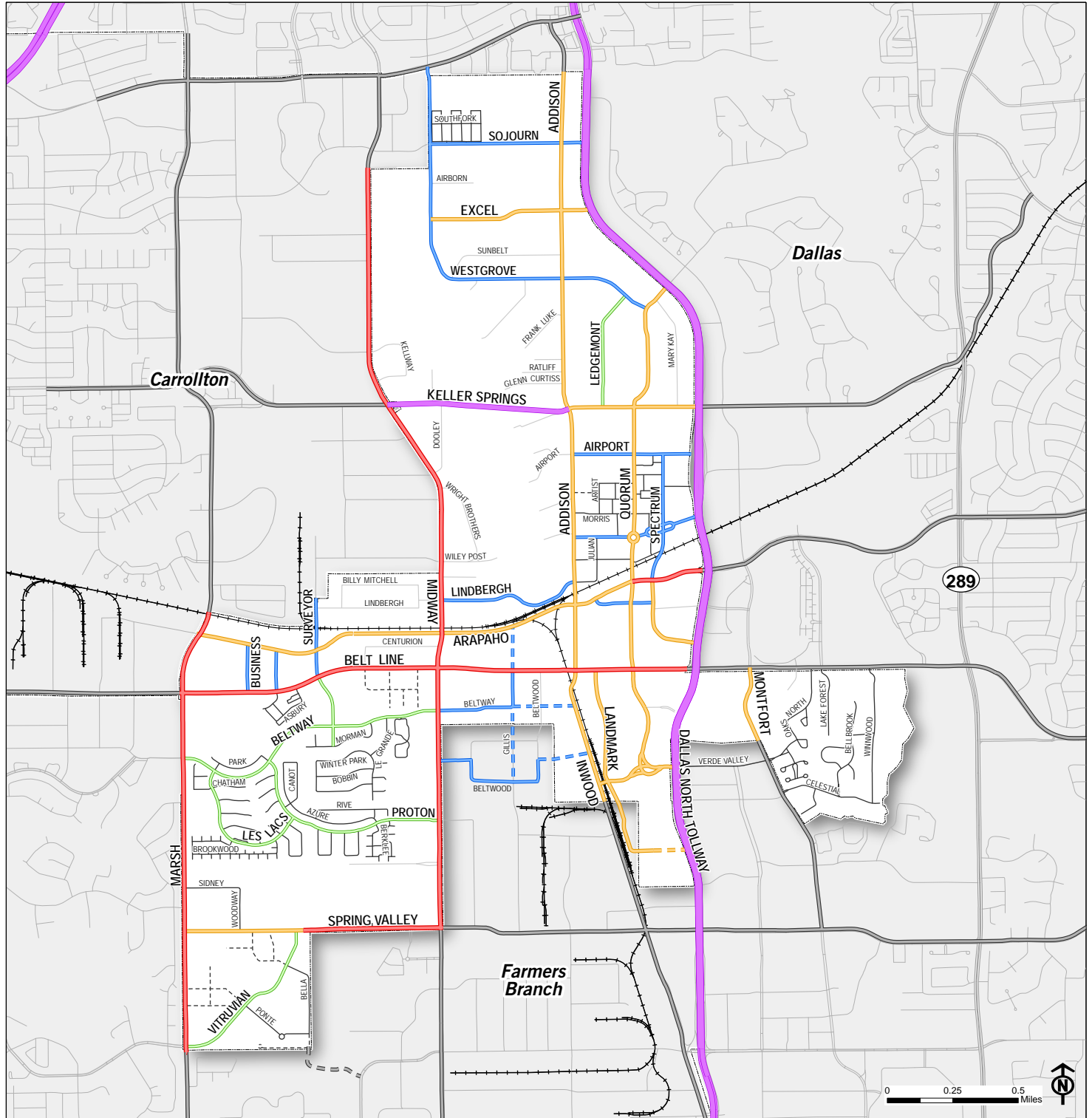
While much of the Town's thoroughfare capacity and network connectivity has been built out, there are still additional connections that can be made to support local trip circulation, multi-modal alternatives, and future property redevelopment. In particular, areas south of Belt Line Road have limited east/west route options due to a variety of barriers. A number of factors—the mix of often conflicting and incompatible development patterns between Addison and adjacent cities, the presence of existing rail lines, the manner in which the Dallas North Tollway creates a physical barrier between east and west Addison—all combine to reduce route choices and increase the reliance on the arterials for the distribution of local trips.

New minor arterial and collector connections that could improve local circulation include extensions of Landmark Boulevard, Beltwood Parkway, and Beltway Drive. Access to the Vitruvian development could also be improved with an additional entry point between Bella Lane and Alpha Road. This connection has been studied and design started. The decision to move forward rests with the City of Farmers Branch. The updated plan also documents other future connections in the Vitruvian Park and Addison Grove areas in the southwest corner of the Town and a future connection between Addison Road and Artist Way, in the Addison Circle area. All of these connections are expected to be constructed with future development projects.

Master Thoroughfare Plan Map

ADDISON

Addison Master Transportation Plan



LEGEND

Functional Classification

- Toll Road
- Principal Arterial

- Minor Arterial
- Future Minor Arterial
- Commercial Collector

- Future Commercial Collector
- Residential Collector

- Residential Local
- Future Residential Local
- Local

- Major Roadway Outside Addison
- Future Connection Outside Addison
- Rail Lines

STREET CROSS SECTIONS

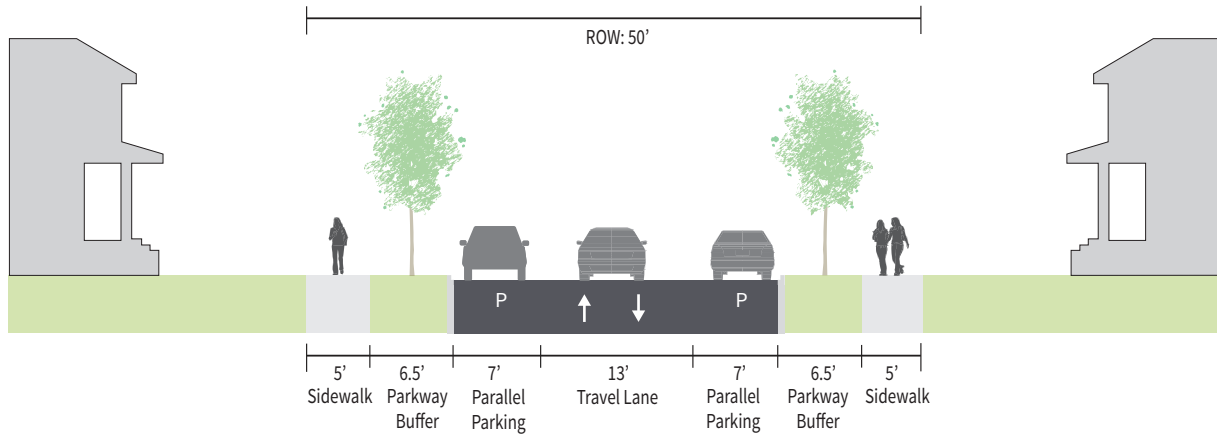
Most Addison streets have been planned and constructed based on one preferred design for each functional classification. While a standard street design, known as a typical cross section, may be appropriate in many cases, and no changes in classification are being recommended for any existing Addison streets, in some areas, an alternative design may be more appropriate. There is not a single solution for improving all streets and enhancing mobility throughout the Town. Street design that is context-sensitive, by definition, will vary in its cross section based on the existing physical constraints, the character of the land use in the surrounding area, and the preferences of the community.

Context Sensitive Solutions (Cross Section Alternatives)

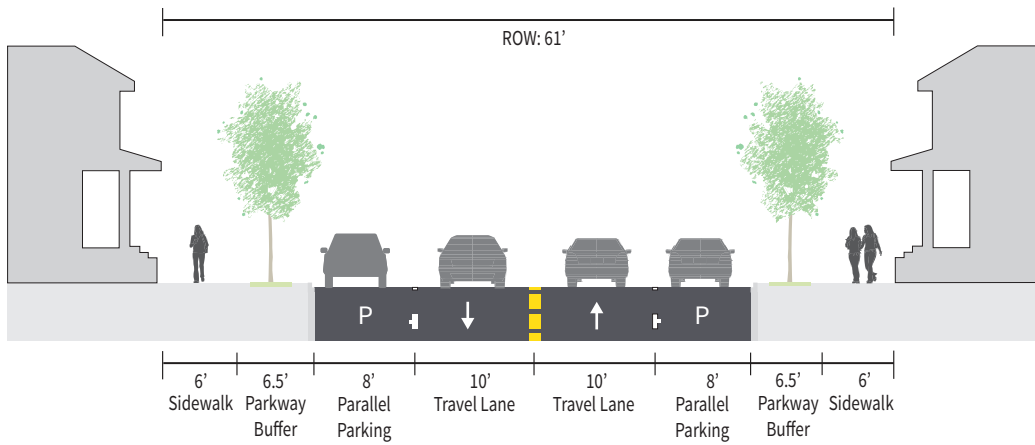
For each of the functional class categories, a set of Typical Cross Sections and Alternative Cross Sections has been developed to allow Town staff some flexibility as opportunities for mobility improvements arise. This flexibility must be based on an evaluation of the development context throughout the Town and the priorities expressed by the community. These cross sections are not intended to be rigid, but rather to act as templates that can be adapted to fit the local context, the adjacent land use and development type, and the physical and economic constraints of each future roadway project.

For example, on the Minor Arterial Cross Section, the preferred median width is 16 feet to accommodate median-protected turn lanes and to allow area for enhanced landscaping; however, in constrained areas, where adequate right-of-way is not available or can only be secured through purchase, a median or center turn lane design that is between 10 feet and 16 feet in width can be implemented. The objective of providing the median is still met, but a narrower design is applied because of the limited space available. This same flexibility can be applied to roadway lane widths, sidewalks, and other features within the overall street realm so long as the minimum requirements are met and the corridor goals are satisfied.

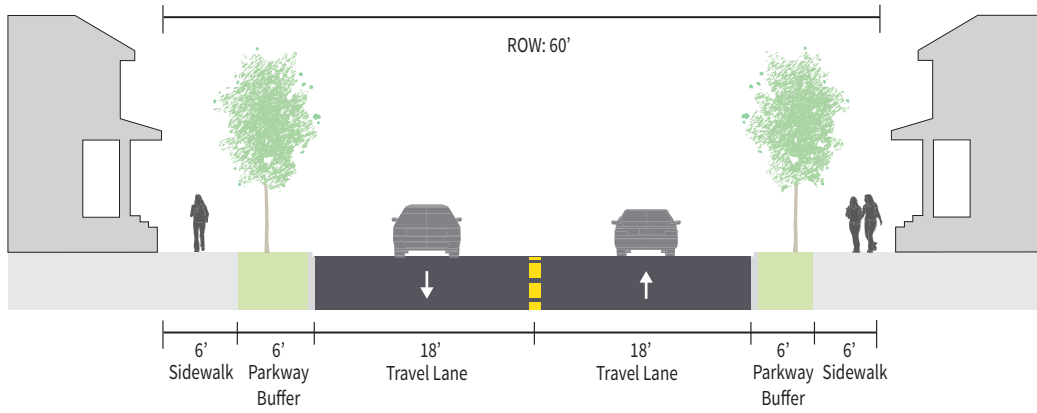
TYPICAL



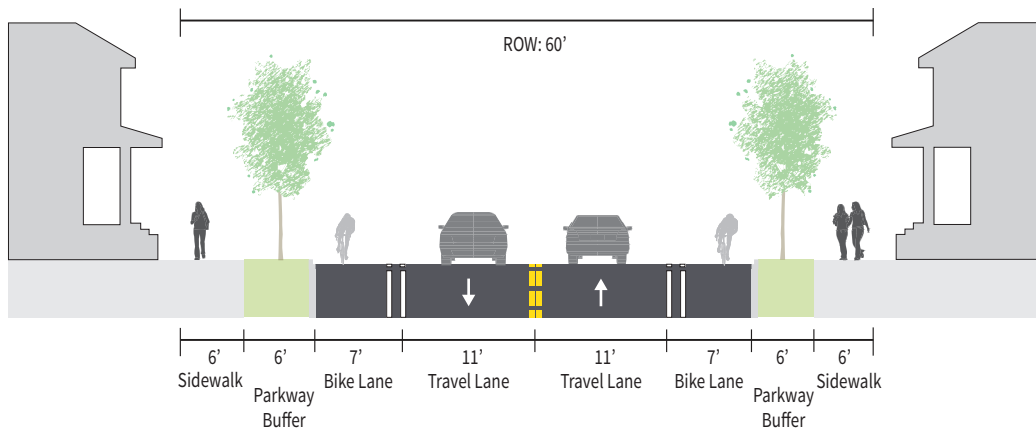
URBAN/MIXED-USE



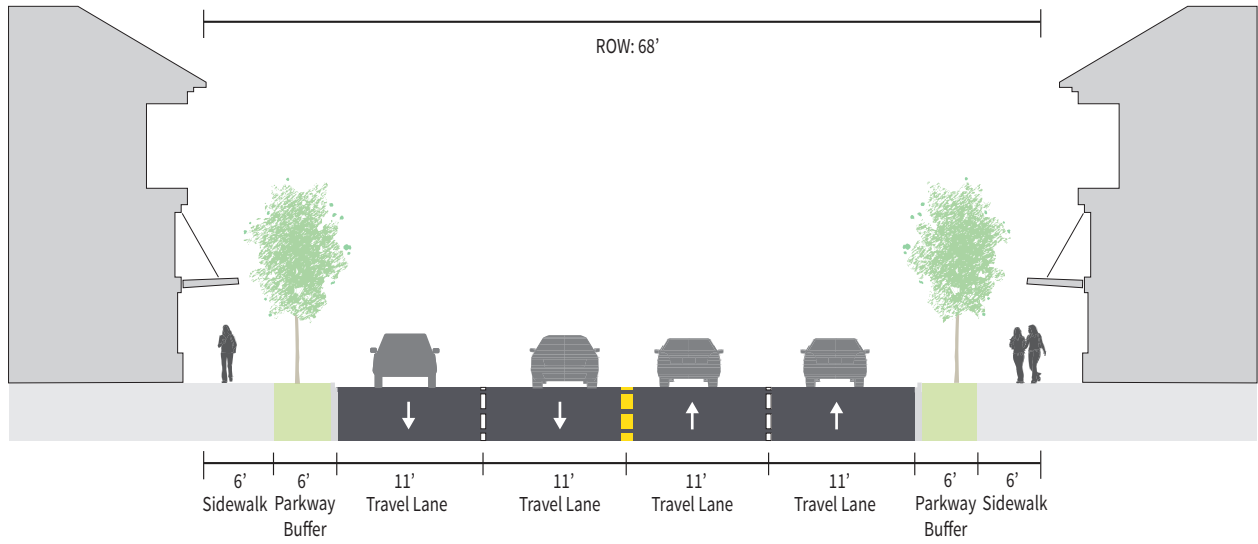
TYPICAL



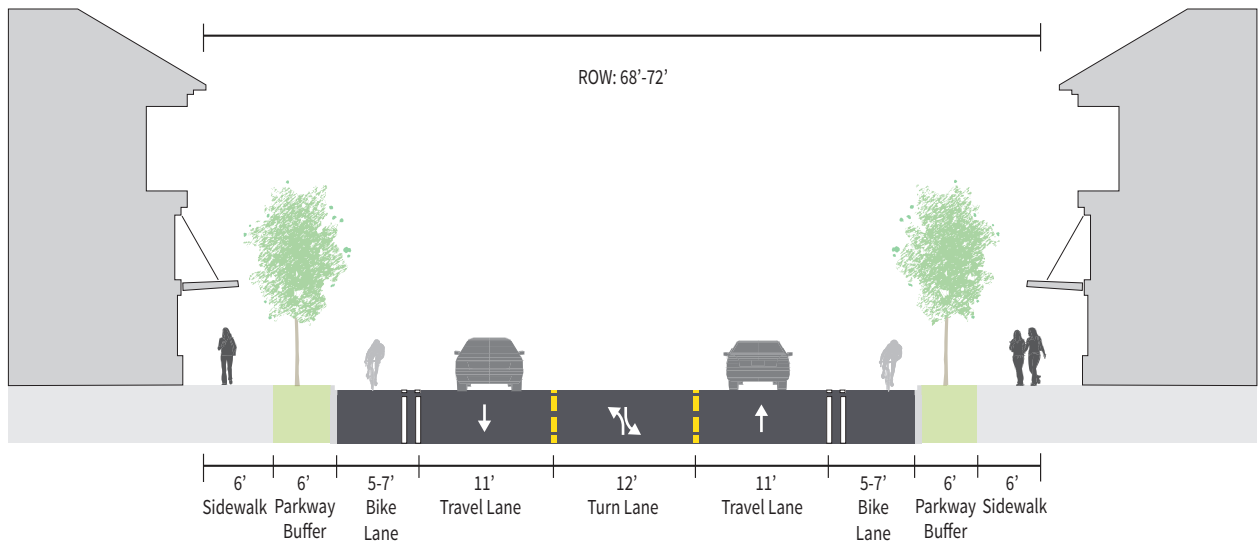
BIKE LANE



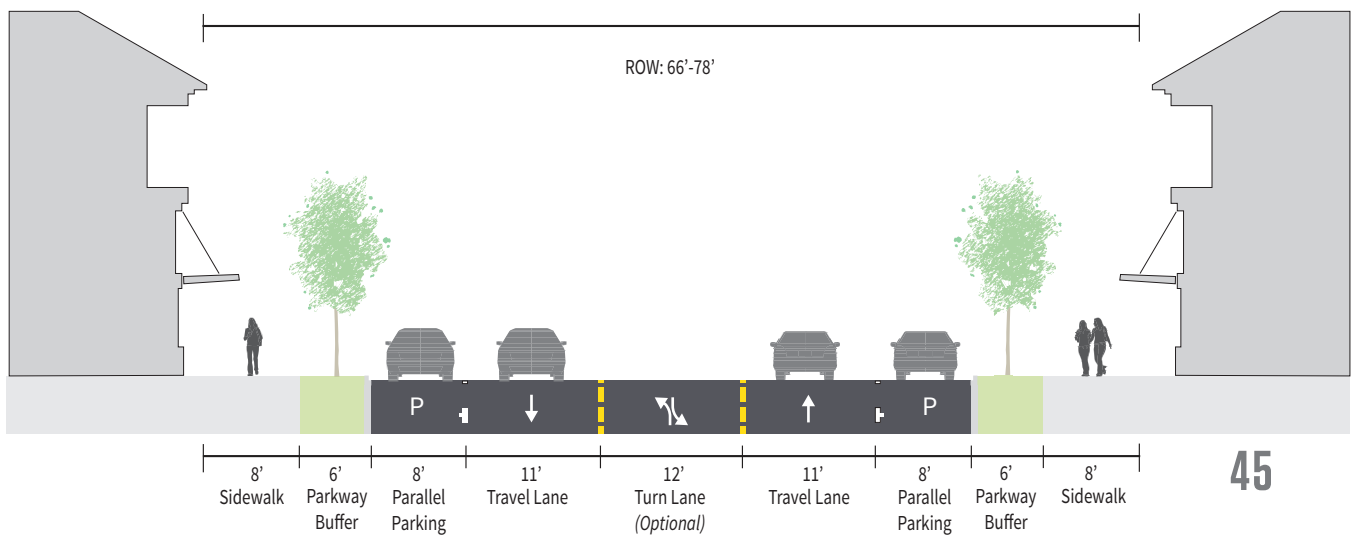
TYPICAL



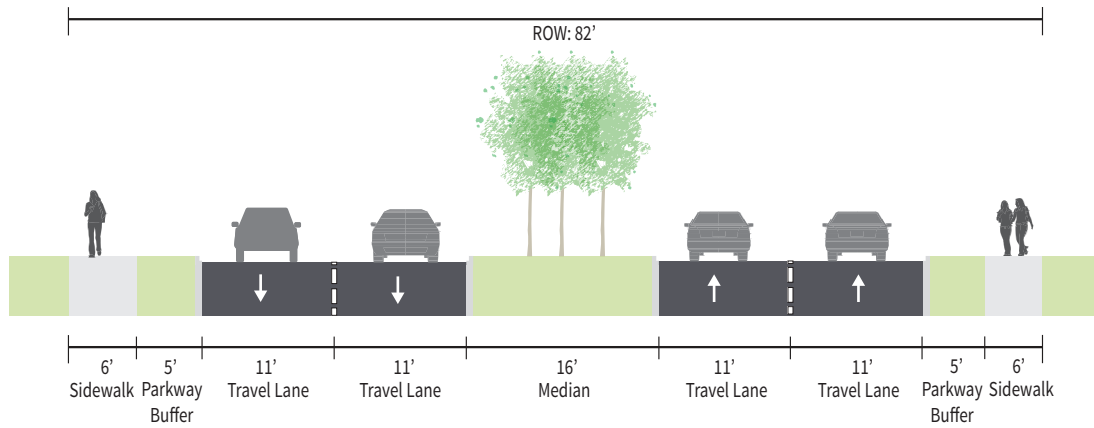
BIKE LANE



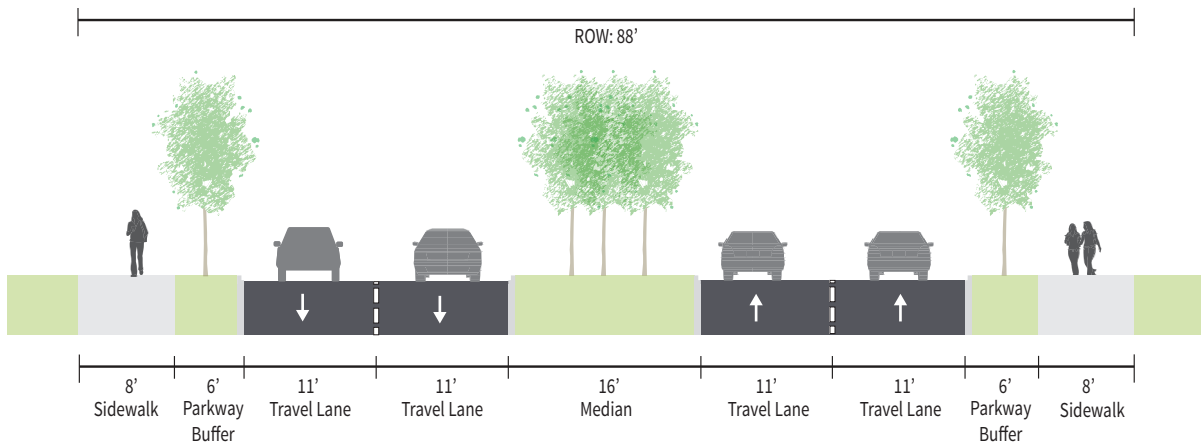
URBAN PEDESTRIAN



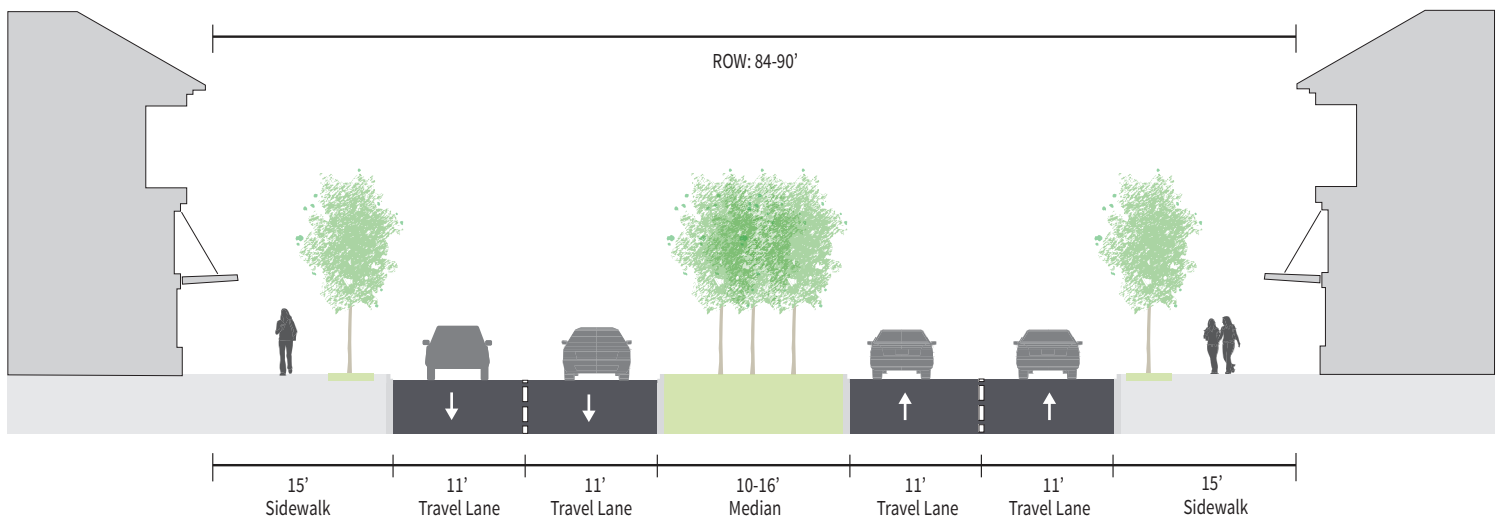
TYPICAL



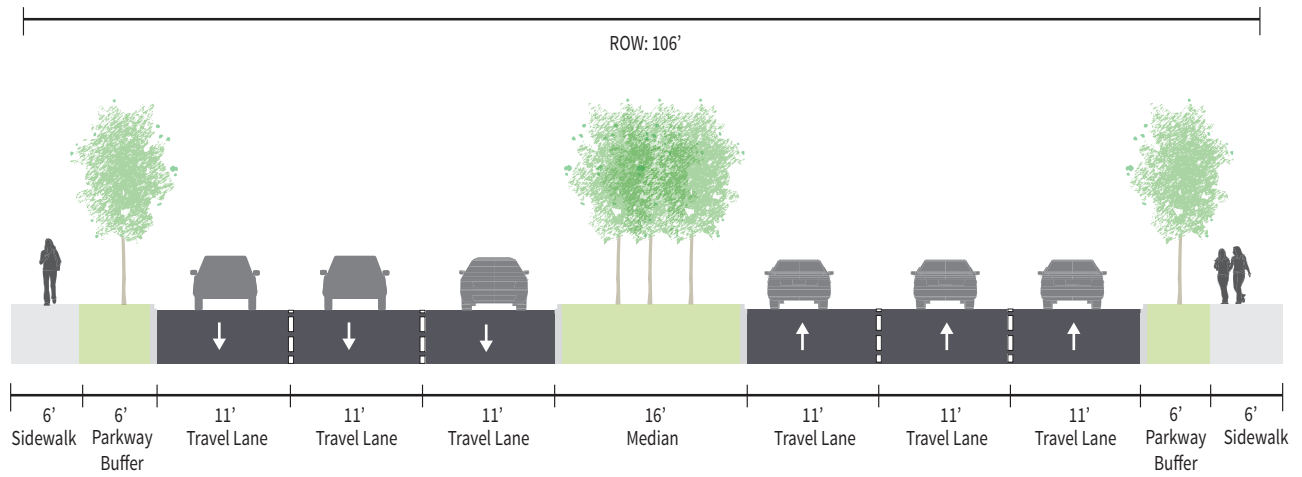
ENHANCED PEDESTRIAN



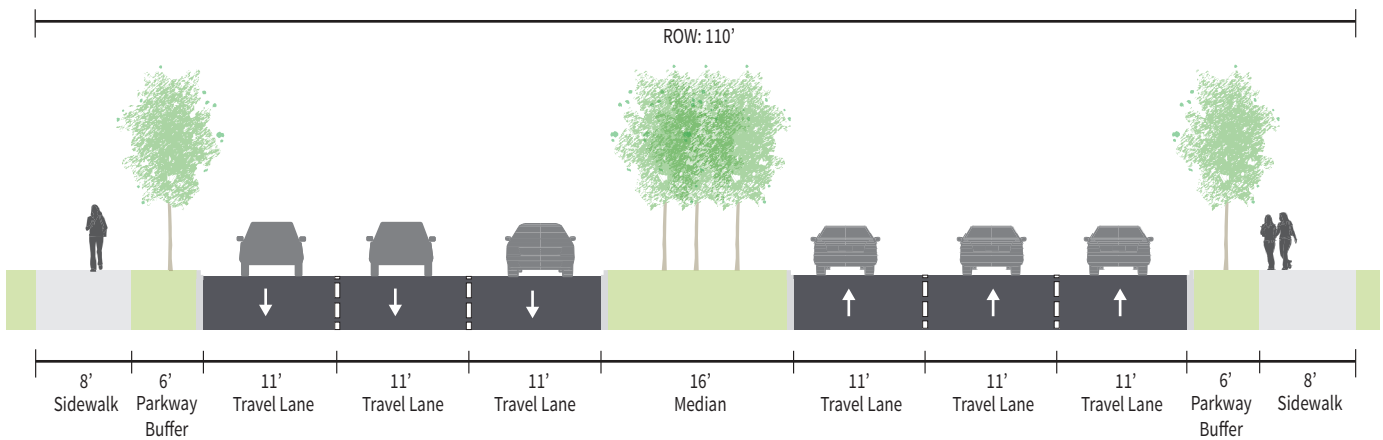
URBAN PEDESTRIAN



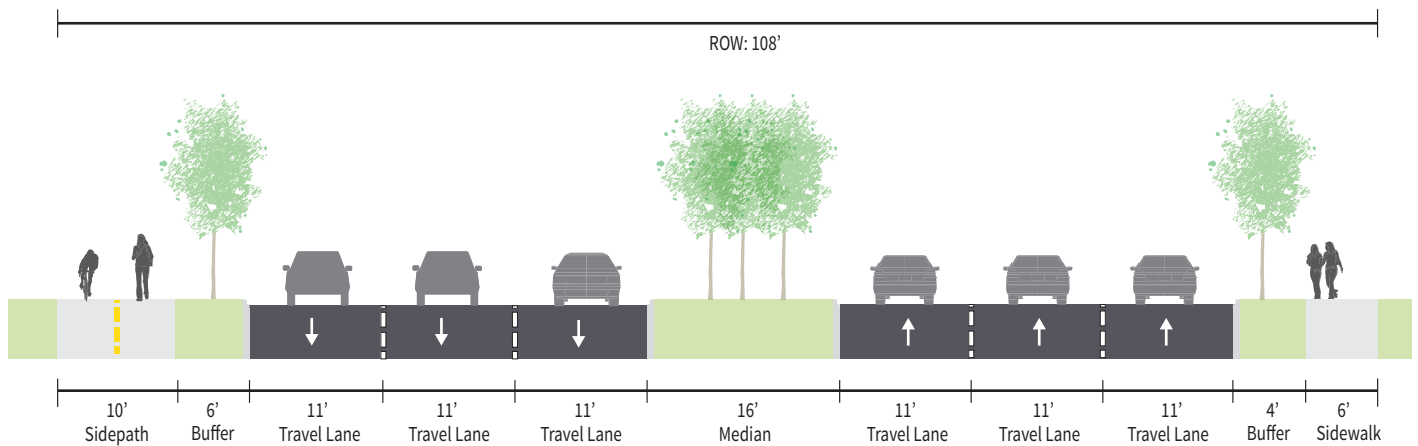
TYPICAL



ENHANCED PEDESTRIAN



SIDEPATH TRAIL



MULTI-MODAL CONNECTIVITY

Planning for a street involves a balance between modal priorities for the particular roadway and the desired street design elements. The connectivity plans provide guidance for situations where additional travel modes and design elements may need to be prioritized so that the appropriate alternative cross section and right-of-way width can be determined for a street reconstruction project. The connectivity maps in this plan indicate how and where pedestrian, bicycle, and transit can be better integrated with the roadway network to create more trip choices.

Active Transportation

Addison's most recent 2012 Conceptual Trails Master Plan, which identifies possible trails, pedestrian corridors, and bikeways, was reviewed as part of this Master Transportation Plan update. Using input from community members on their transportation priorities, an Active Transportation Connectivity plan was developed to reflect the desire for safe, comfortable, and well-connected pedestrian pathways and potential locations for future on-street and off-street bikeways.

Three facility types have been identified on this plan:

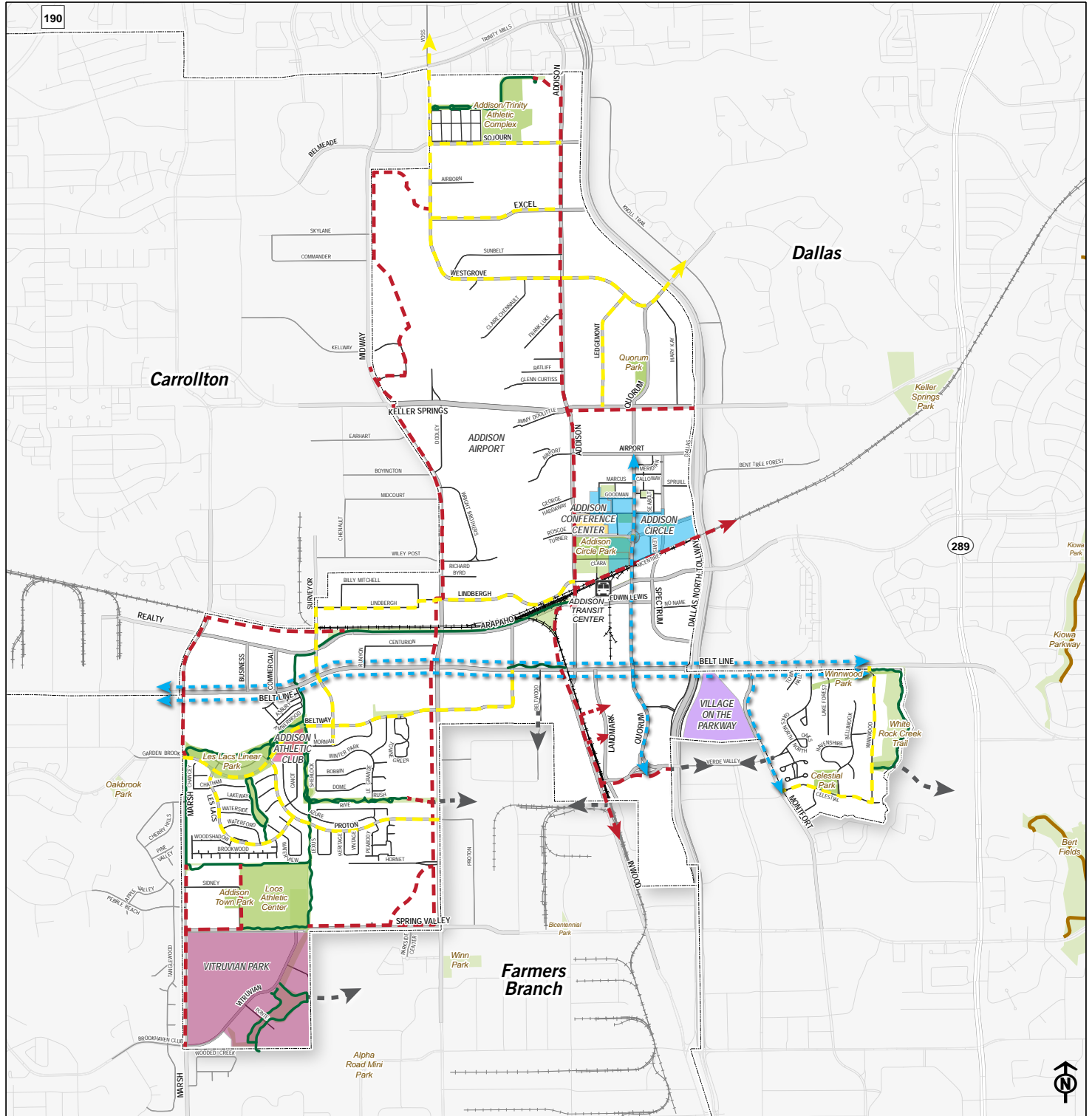
- **Off-Street Trail** - Shared-use paths separated from the roadway, where possible, that provide recreation and transportation opportunities for a variety of user groups, including pedestrians and bicyclists.
- **Enhanced Pedestrian Path** - Corridors designed to encourage pedestrian use with wider sidewalks, enhanced streetscaping, parkway buffers from moving traffic, and improved access to adjacent businesses.
- **Active Transportation Corridor** - Streets, suited to pedestrian and on-street bicycling activity due to their lower traffic volumes and speeds, that can be enhanced with a variety of design treatments to create a comfortable active transportation environment.

Potential off-street trail or active transportation corridor connections with neighboring cities have also been identified on the plan map as "**Preferred Future Connectivity**". The Town of Addison should work with adjacent communities, especially Farmers Branch and Dallas, to create a continuous and interconnected active transportation network.

Active Transportation Connectivity

ADDISON

Addison Master Transportation Plan



LEGEND

Existing Connections
— Off-Street Trail

Potential New Connections
- - - Off-Street Trail
- - - Enhanced Pedestrian Path
- - - Active Transportation Corridor
- - - Preferred Future Connectivity

■ Parks
■ Transit Center
— Existing Dallas Trails

Transit

DART's most recent plan for frequent and express bus service in the Addison area was used to identify the priority routes on the Transit Connectivity map. These routes are intended to provide bus service with weekday peak wait times (headways) of 15 minutes or less, and may be appropriate locations for enhanced shelters, seating, improved pedestrian connections, or other design features that support transit use.

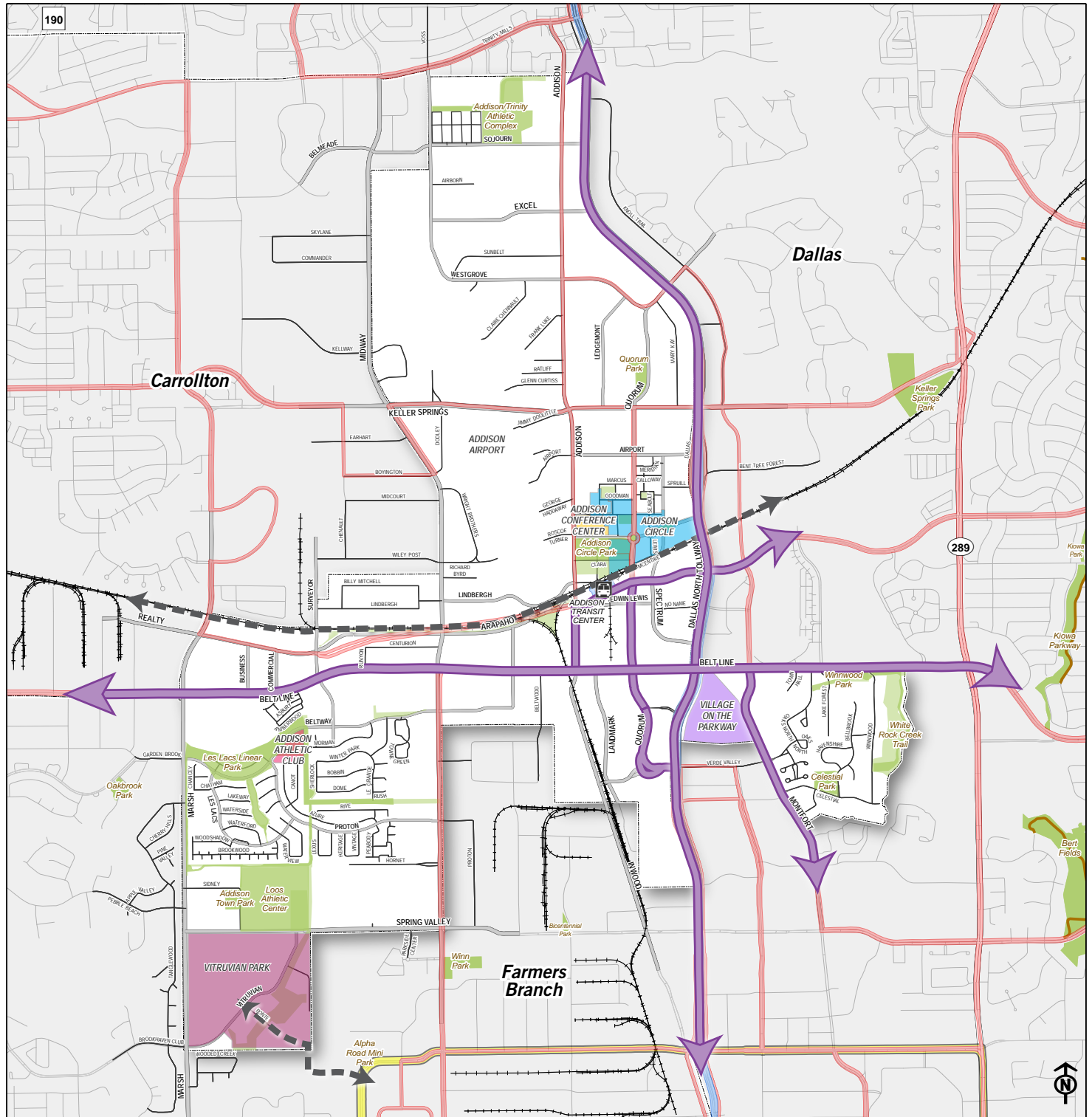
Future transit service enhancements are also identified on the map. These enhancements reflect potential transit connectivity improvements between Addison and the surrounding region, including better bus connectivity to Vitruvian and rail service along the Cotton Belt corridor.



Addison Transit Center

Transit Connectivity

Addison Master Transportation Plan



LEGEND

- | | | |
|---|---------------------------------|----------------|
| Priority Addison Transit Corridors | Existing DART Bus Routes | Parks |
| Frequent/Express Service | Local & Feeder Routes | Parks |
| Preferred Future Service Improvements | Express Routes | Transit Center |
| | Rapid Ride Shuttle | |

CORRIDOR CASE STUDIES

In order to demonstrate the process and potential for creating unique, flexible street designs, five different corridors were selected to represent a variety of transportation issues, street design challenges, and development contexts throughout Addison. The corridor concepts offer examples of how the various transportation themes and goals discussed in the MTP could be implemented on specific streets. While these corridor concepts can be seen as recommendations for mobility improvements along these specific thoroughfare segments, they are also intended to provide guidance for developing design solutions for street projects in other locations.

A summary of the Corridor Case Study locations and primary challenges are provided below:

Addison Road

- Street Type: Commercial/Commuter Minor Arterial
- Primary Challenge: Determining reconstruction options within limited right-of-way

Quorum Drive

- Street Type: Commercial/Mixed-Use Minor Arterial
- Primary Challenge: Improving walkability and creating a design transition between Addison Circle and Belt Line Road

Montfort Road

- Street Type: Commercial/Commuter Minor Arterial
- Primary Challenge: Improving sidewalk connectivity and addressing access issues along a primary retail activity center

Le Grande Drive

- Street Type: Residential Collector
- Primary Challenge: Constructing sidewalks in a developed residential neighborhood

Belt Line Road

- Street Type: Commercial/Commuter Principal Arterial
- Primary Challenge: Providing connectivity improvements along one of the Town's most highly-traveled and economically active corridors

The process for developing these design alternatives included reviewing existing street conditions and major challenges, prioritizing mobility and design goals, and developing a preferred corridor cross section that accomplishes as many of the goals as possible. Goals for each corridor were determined through an exercise with the Advisory Committee where they were asked to select and rank their top six priorities for future transportation improvements out of a set of nine possible priorities: **vehicles, transit, pedestrians, bicycles, parking, economic vitality, aesthetics/sense of place, environment, and safety.**

Detailed Corridor Case Study exhibits and recommendations are provided on the following pages.

Addison Road Corridor Concept

Concept Limits: Addison Circle to Arapaho Road



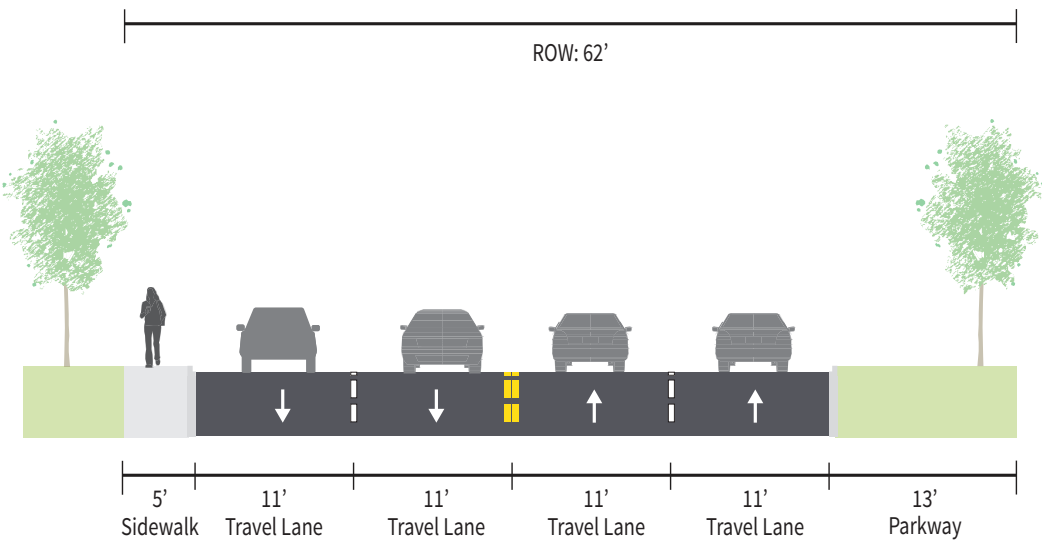
- Corridor Improvement Priorities (from Advisory Committee)**
- | | |
|---------------|----------------------|
| 1. Aesthetics | 3. Economic Vitality |
| 2. Vehicles | Transit |
| Pedestrians | Bicycles |

- Small areas of enhanced streetscaping and seating to add visual interest along the corridor for pedestrians and provide additional comfort from moving traffic and the elements
- Connect sidewalk improvements to existing Addison Circle Park pathways
- Enhance landscaping adjacent to the Addison Airport where possible
- Widen the roadway from a 4-lane undivided to a 4-lane divided roadway with a raised median to separate opposing directions of travel and provide designated locations for turning movements*
*The median width may vary from 10-16 feet depending on available right-of-way
- Eliminate gaps in sidewalk connectivity by providing continuous pathways along both sides of Addison Road
- In constrained areas, a narrow raised median or painted hatched median may be used
- Provide enhanced landscaping and street trees along existing parking areas
- Potential regional bicycle/pedestrian trail connection along the Cotton Belt rail corridor
- Planned Cotton Belt DART commuter rail service

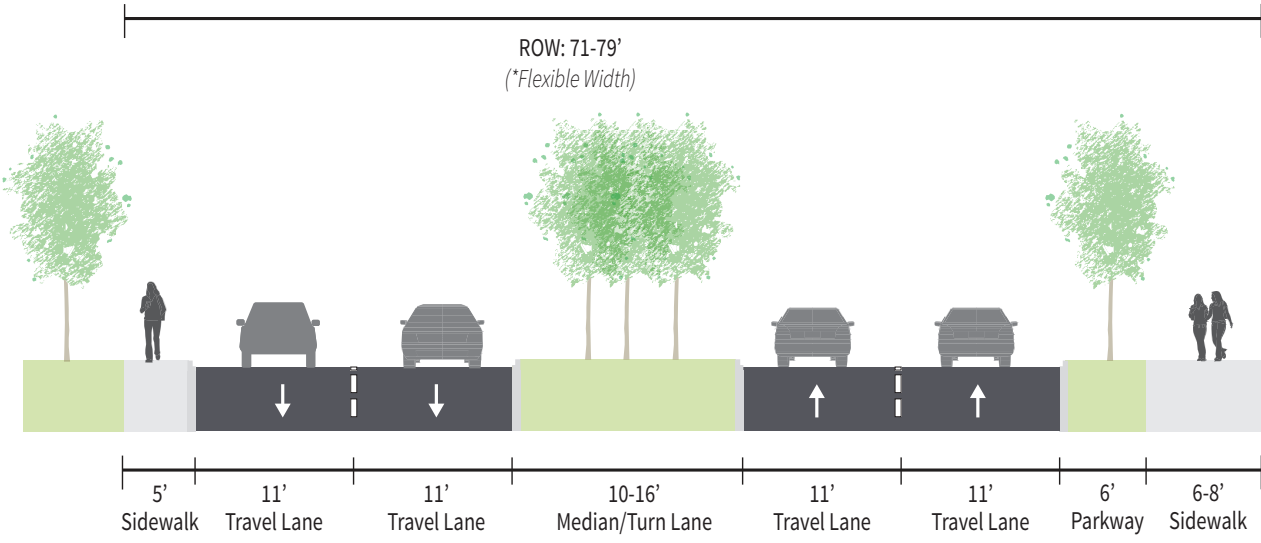
- LEGEND**
- Existing Tree
 - Proposed Street Tree
 - Proposed Ornamental Tree

Cross Section Summary

EXISTING



ALTERNATIVE



*Flexible width right-of-way and median width to accommodate potential ROW constraints.

Quorum Drive Corridor Concept

Concept Limits: Arapaho Road to Belt Line Road



Corridor Improvement Priorities (from Advisory Committee)

- | | |
|-------------------|--------------------|
| 1. Aesthetics | 3. Vehicles Safety |
| 2. Pedestrians | Environment |
| Economic Vitality | |

Add enhanced landscaping or street trees where possible to screen existing parking structure

Small areas of enhanced streetscaping and seating to add visual interest along the corridor for pedestrians

Provide a continuous wide pedestrian pathway with a tree-lined buffer from moving traffic




Maintain existing travelway and median width

Potential future pedestrian pathway connecting Quorum Drive and Spectrum Drive

Utilize median to create a high visibility midblock pedestrian crossing across Quorum

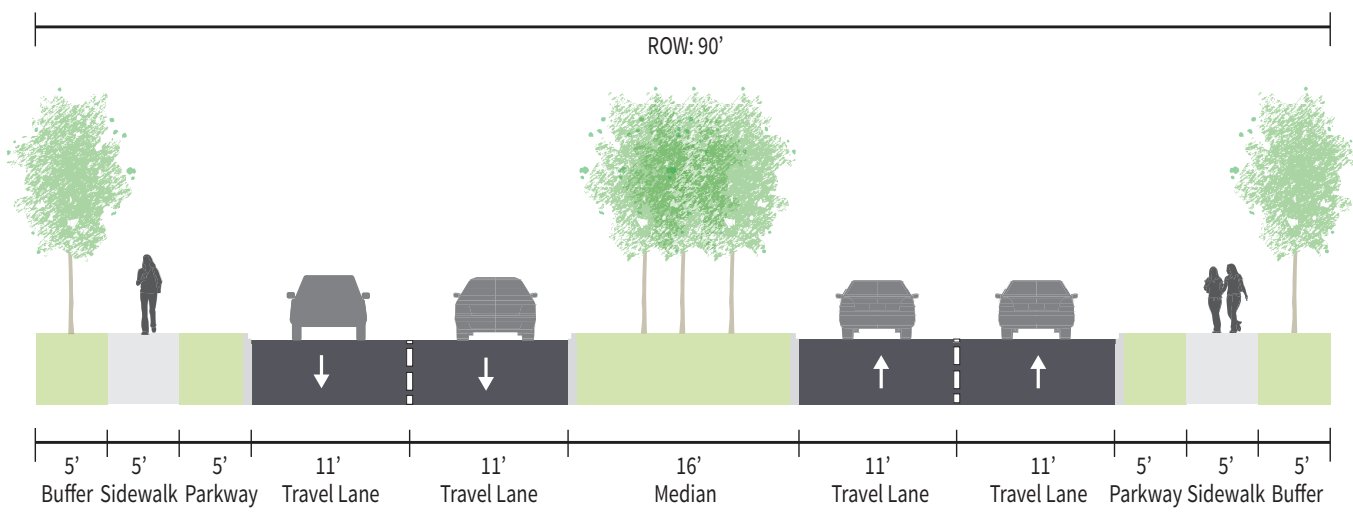
Streetscaping concept proposed as a blend of plantings, trees, and hardscape elements to create a visual transition between the urban development of Addison Circle and the tree-lined section of Quorum south of Belt Line

LEGEND

-  Existing Tree
-  Proposed Street Tree
-  Proposed Ornamental Tree

Cross Section Summary

EXISTING

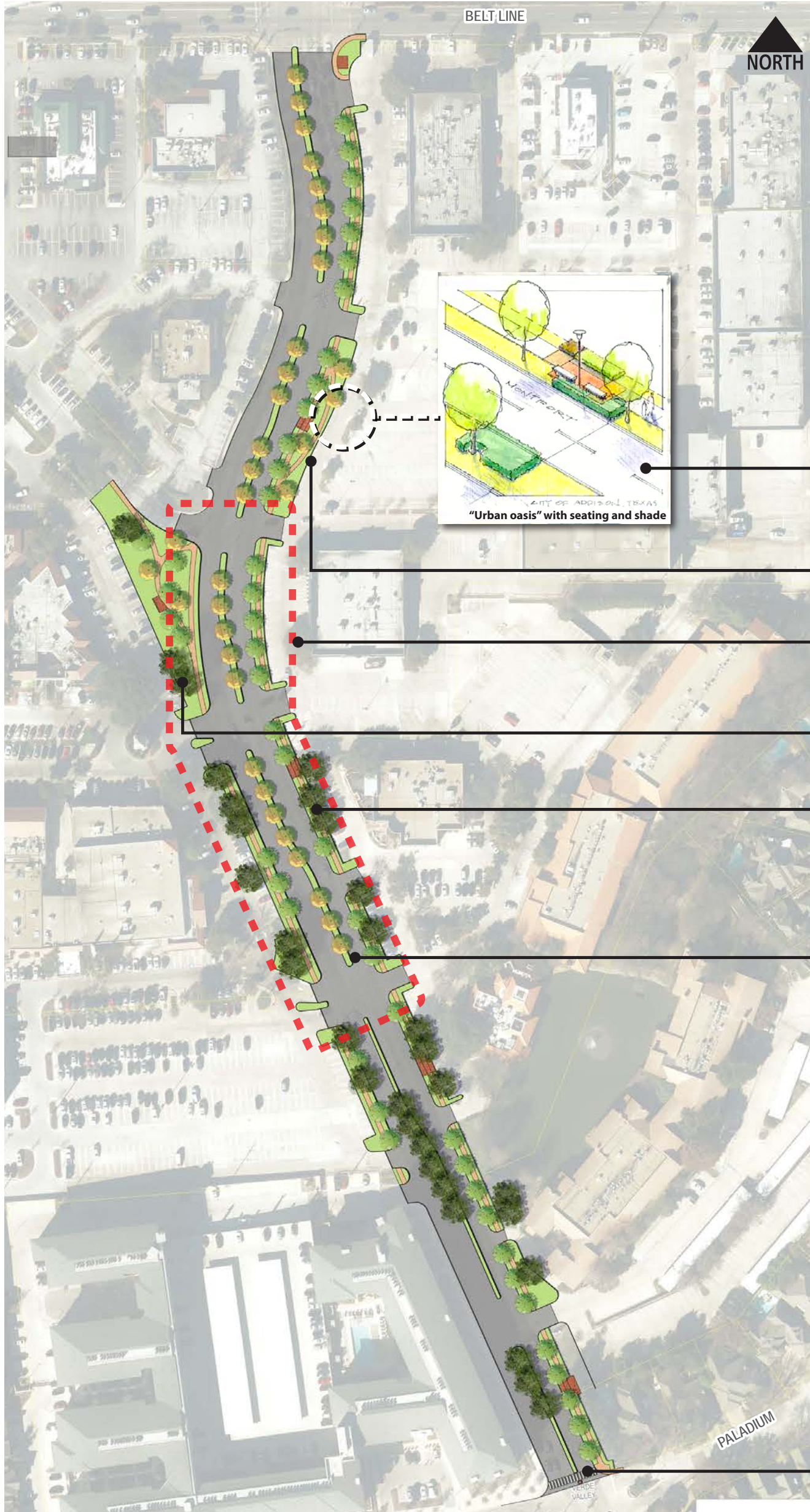


ALTERNATIVE



Montfort Drive Corridor Concept

Concept Limits: Belt Line Road to Verde Valley Lane



Corridor Improvement Priorities (from Advisory Committee)

- | | |
|-------------------|---------------|
| 1. Vehicles | 3. Aesthetics |
| 2. Pedestrians | Bicycles |
| Economic Vitality | Transit |

Small areas of enhanced streetscaping and seating to add visual interest along the corridor for pedestrians

Repurpose underutilized parking areas for small linear parks, increased landscaping, or additional sidewalk pathway improvements

Additional traffic signal and pedestrian crossings, if warranted and feasible (location likely within outlined area)




Pedestrian access into the retail areas can be improved with sidewalk connections through the existing landscape island

Create a continuous sidewalk pathway along the east side of Montfort. Additional ROW may be needed for landscape and sidewalk improvements.

Narrowing the travel lanes can allow for a wider median with areas for street trees

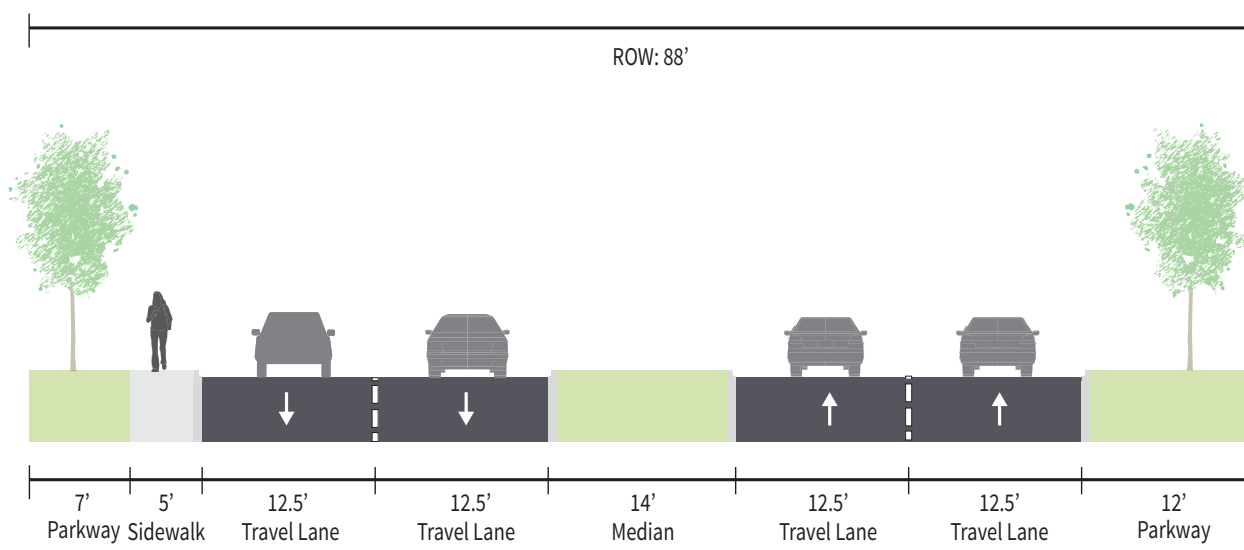
Increase pedestrian crossing visibility at the Montfort/Paladium intersection

LEGEND

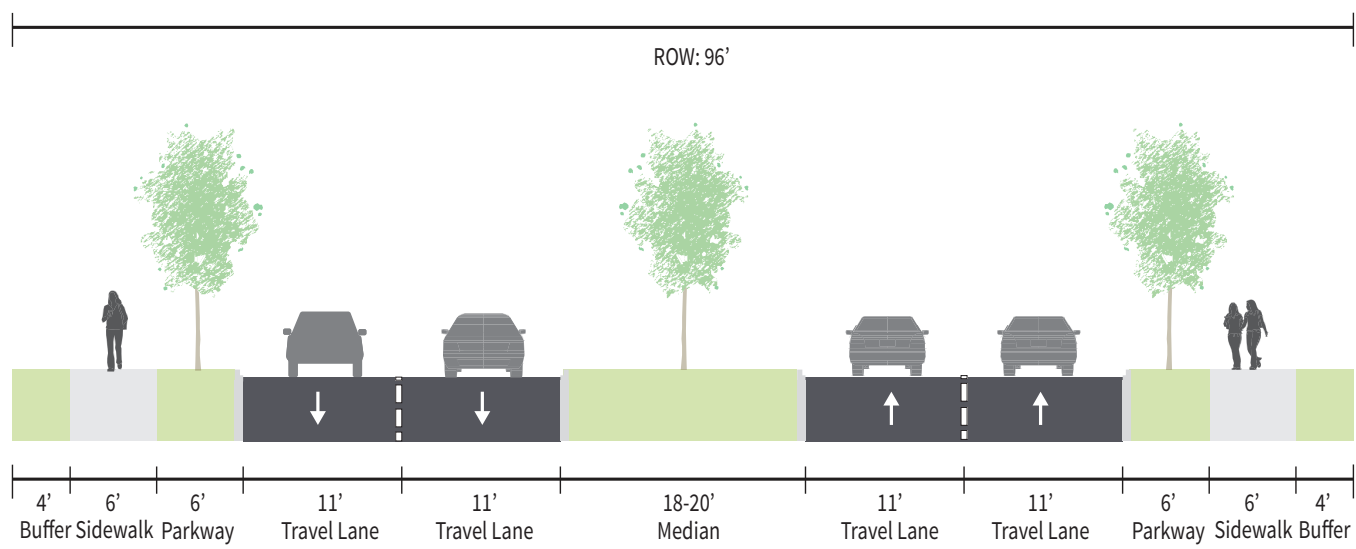
-  Existing Tree
-  Proposed Street Tree
-  Proposed Ornamental Tree

Cross Section Summary

EXISTING



ALTERNATIVE



Le Grande Drive Corridor Concept

Concept Limits: Beltway Drive to Winter Park Lane



Corridor Improvement Priorities (from Advisory Committee)

- | | |
|----------------|-------------|
| 1. Pedestrians | 3. Bicycles |
| 2. Safety | Environment |
| Aesthetics | Parking |

Connect new sidewalk to the existing sidewalks along Beltway and create a high visibility pedestrian crossing across Beltway. Curb extensions may be used to reduce the crossing distance across Beltway.

Reduced travelway from 36' to 26' allows for the addition of sidewalks to both sides of Le Grande within the existing right-of-way




Reduced travelway width accommodates on-street parking and may encourage slower travel speeds

Potential opportunities for some areas of new landscaping

Sidewalk placement outside the existing curb line reduces the impact to existing neighborhood landscaping

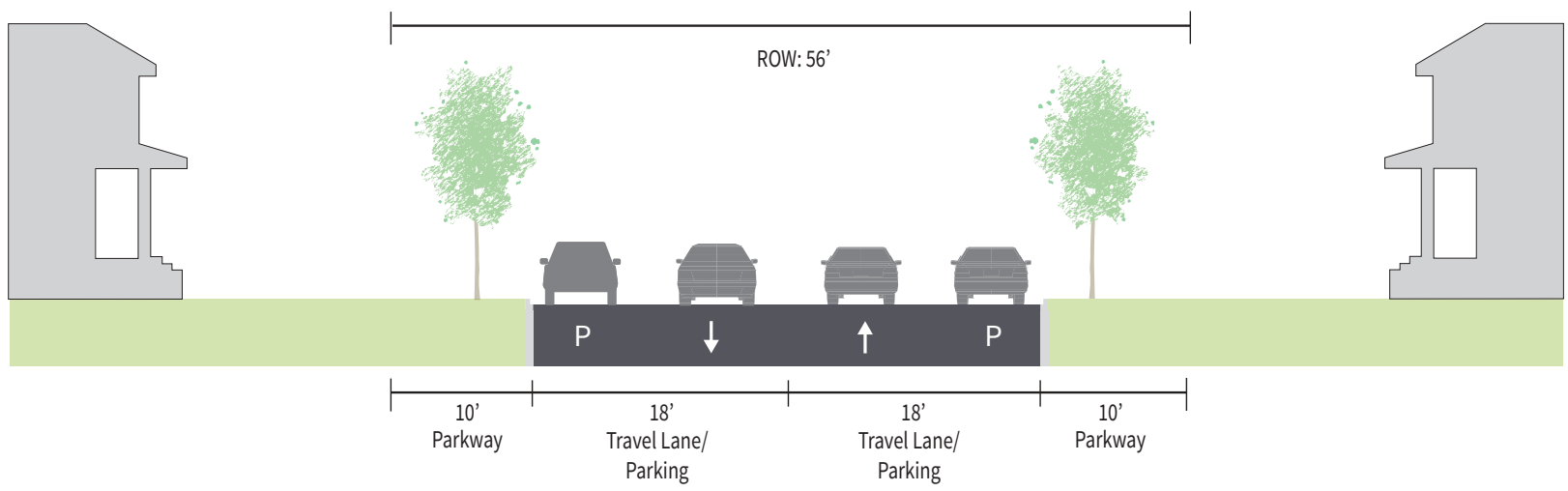
Note: The impact on mailboxes and ADA accessibility will need to be studied should the project be investigated further

LEGEND

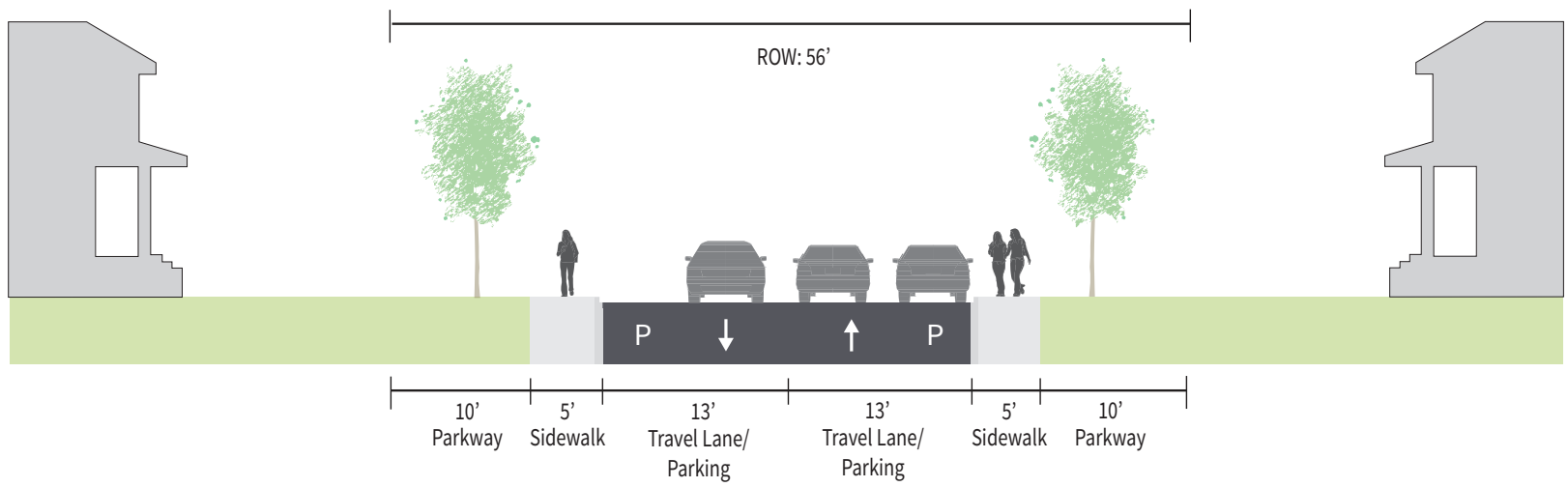
-  Existing Tree
-  Proposed Street Tree
-  Proposed Ornamental Tree

Cross Section Summary

EXISTING



ALTERNATIVE



Belt Line Road Corridor Concept

Concept Limits: Midway Road to Beltway Drive

Corridor Improvement Priorities (from Advisory Committee)

- | | |
|---------------|-------------------|
| 1. Vehicles | 3. Pedestrians |
| 2. Aesthetics | Economic Vitality |
| | Safety |



Dedicated right-turn lane to increase intersection capacity at the Belt Line/Midway intersection




Enhanced 20-foot parkway with a continuous 8-foot sidewalk on both sides of Belt Line

Double row of trees may be possible in some wider parkway sections

Cross access drive between adjacent developments allows vehicles to easily circulate between businesses without re-entering Belt Line

Potential enhanced pedestrian crossing to improve connectivity between the north and south sides of Belt Line

LEGEND

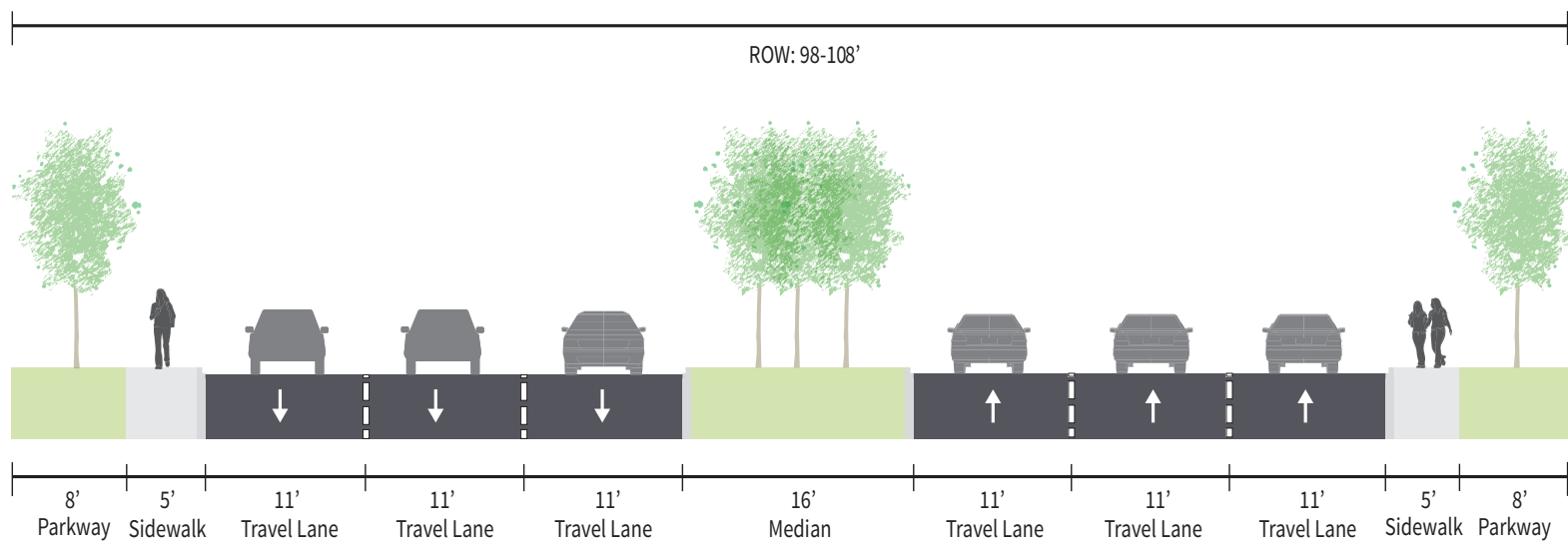
-  Existing Tree
-  Proposed Street Tree
-  Proposed Ornamental Tree

Belt Line Road Corridor Concept

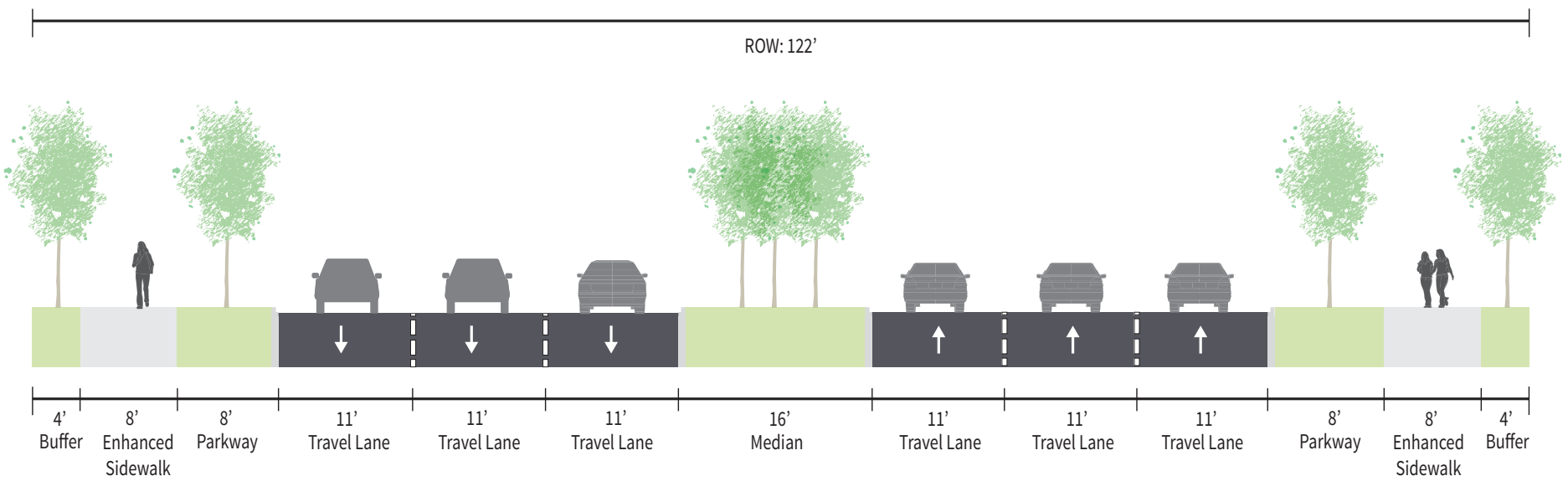
Concept Limits: Midway Road to Beltway Drive

Cross Section Summary

EXISTING



ALTERNATIVE



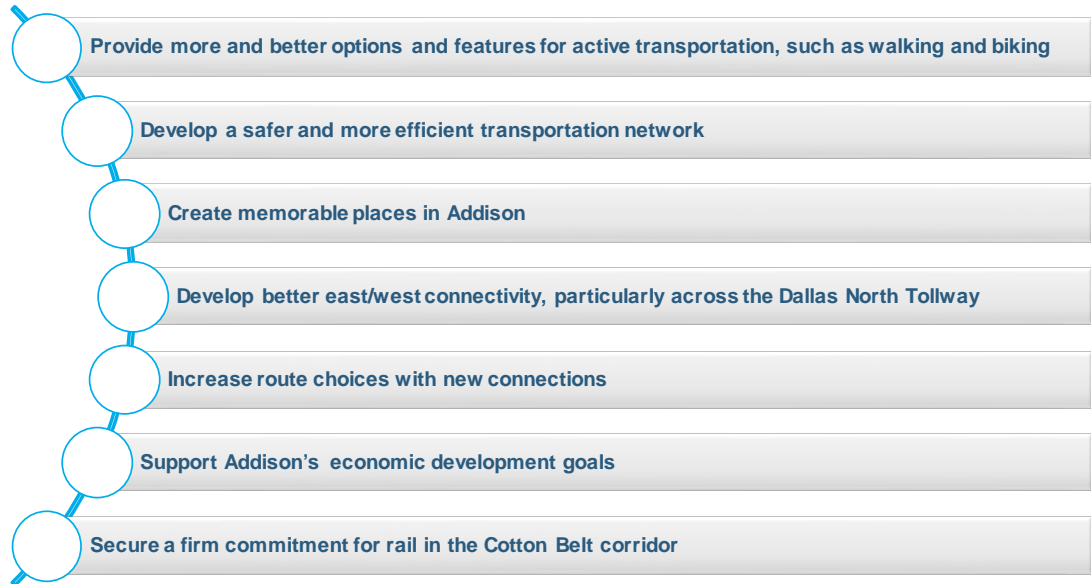


Quorum Drive

RECOMMENDATIONS

OVERALL TRANSPORTATION PRIORITIES

The new plan is structured around the transportation priorities identified by the community during the planning process. In summary, those were to:



Alternative modes of transportation are means of commuting or traveling other than driving alone in a car. Options include walking, biking, and taking transit. While passenger cars and trucks will continue to be an important part of the transportation system in the future, nearly any trip that is shifted to a different mode has the potential to lower congestion, reduce air pollution, make the street safer, preserve open space, reduce noise, and even promote better health if the person traveling chooses to walk or bike.



Particularly noteworthy in this process has been the emergence of a strong desire for better pedestrian and cycling improvements and better transit service, especially rail. By addressing these goals and the community's wishes for quality aesthetics, better connectivity, and more route choices, Addison will continue to attract the residents, businesses, workers, and visitors that will help keep the Town economically viable in the years to come.

RECOMMENDATIONS

The 1998 Thoroughfare Plan

As part of this update, the actions recommended in the 1998 plan were reviewed. Changes in traffic conditions since that time, and changes projected through the year 2040, were also studied. Several of the most important recommendations from the earlier plan have been completed, in whole or in part—Arapaho Road has been extended, the Keller Springs Toll Tunnel is in place, the Landmark Place connection to Inwood Road has been constructed, and Spectrum Drive has been improved north of Arapaho Road. Other improvements recommended in the 1998 plan are being carried forward because they have not been completed and are still important to the overall system.

In many cases, where the improvements have not been fully implemented, progress has been made, but the lack of the necessary right-of-way has proven to be an obstacle. In other situations, traffic conditions have stabilized or changed over the years, and concern over future roadway capacity is not as intense as it once was. The opening of the President George Bush Turnpike and the recent improvements to LBJ Freeway have taken some of the pressure off of local east/west arterials, for example.

2016 Master Transportation Plan Recommendations

The recommendations below address these new community priorities as well as improvements that will respond to the needs of drivers. These recommendations are divided into six categories:

Street Modifications

Changes to existing streets

Pedestrian and Cycling Enhancements

Features to encourage walking and biking

New Street Segments

New roadway connections

Major Connectivity Project

A new pedestrian/bike connection across Dallas North Tollway

Transit Projects

DART rail service and a possible shuttle/circulator system

Other

Minor maintenance and repair projects

The tables on the following pages includes a list of improvements, their general location, a brief description of current conditions, and the recommended action items.

Street Modifications			
Improvement	Project Limits	Existing Condition	Recommended Action
Addison/Inwood Road*	North Town Limit to South Town Limit	4U and 4D	Widen to 4D in the remaining locations as right-of-way becomes available
Arapaho Road*	Quorum to Dallas North Tollway	Mostly 6D	Widen to 6D in the remaining locations as right-of-way becomes available
Quorum Drive*	Westgrove to Dallas North Tollway	Quorum 4D Westgrove 2U	Reconfigure the intersection when the adjacent property develops so that Quorum is the through movement at Westgrove

D = Divided **U= Undivided**

*Carried forward from the 1998 Transportation Plan

Addison/Inwood Road: Addison/Inwood Road stretches from the north to the south town limits. North of Belt Line, the street is called Addison Road; south of Belt Line, it becomes Inwood. In almost all areas, the roadway is a 4-lane undivided street. Because Addison Road improvements may be included in a future bond program, the consultant team was asked to develop a new street section for community comment (the Addison Road Corridor Case Study). The section that was developed for a portion of the road north of Arapaho Road included a new 10-16 foot median (width could vary based on surrounding conditions) and an enhanced streetscape. A roadway of this type would address the highest priorities for Addison Road based on the Advisory Group's input (aesthetics/sense of place with consideration for vehicles and pedestrians).

Arapaho Road: Arapaho Road within Addison is a 4-lane divided street except in the Midway/Marsh vicinity. In the few areas where the street is not divided, if right-of-way becomes available, a median could be constructed where one does not currently exist.

Quorum Drive: A reconfiguration of the Quorum/Westgrove intersection is planned when the adjacent property develops. The new design would create a T-intersection giving Quorum, a four-lane divided street, the predominant through movement.

New Street Segments

Improvement	Project Limits	Existing Condition	Recommended Action
Gillis Road/Beltway Drive*	Arapaho Road to South Town Limit	2U where in place as Beltway; no road to the north and south	Extend Gillis as a 3U or 4U Collector to connect to Gillis Road/Maxim Drive if extended in Farmers Branch; Extend Beltway as a 3U or 4U between Belt Line and Arapaho
Landmark Boulevard*	Current terminus east of Inwood Drive to Dallas North Tollway	No road	Extend to Dallas North Tollway as a 4D
Beltwood Parkway	Current terminus of North Beltwood Parkway to Inwood Road	No road	Extend North Beltwood Parkway from East Beltwood Parkway to Inwood Road as a 4U street
Beltway Drive	Current terminus to Inwood Road	No road	Extend Beltway east to Inwood Road as a Commercial Collector
Artist Way Connection	Addison Road to Artist Way	No road	Develop a new connection between Addison Road and Artist Way with the development of the adjacent property
Alpha Road/Bella Lane	Near Vitruvian and Brookhaven College	No road	Develop a new street segment to connect Alpha Road with Bella Lane in the Vitruvian area

D = Divided

U = Undivided

*Carried forward from the 1998 Transportation Plan

Gillis Road/Beltway Drive: There is a desire on the Town's part to extend the north/south segment of Beltway south to connect to Gillis Road/Maxim Drive in Farmers Branch and to extend Beltway from Belt Line north to Arapaho. The Gillis Road construction would most likely require the demolition of all or portions of several buildings and parking lots, but it would open up a new north/south connection from Beltway to Spring Valley Road. This street also has the potential to provide more active transportation opportunities between the two cities.

The extension of Beltway to the north would most likely occur along with development of the property at the northeast corner of the intersection and would provide a new connection to Arapaho Road between Addison Road and Midway.

Landmark Boulevard: Landmark Boulevard currently terminates east of Inwood Road, where it takes a 90 degree turn to the north and transitions into a private driveway. Extending Landmark Boulevard to the east would provide an additional connection to Dallas North Tollway between Landmark Place/Quorum Drive and Spring Valley Road.

Beltwood Parkway: North Beltwood Parkway currently terminates at East Beltwood Parkway. Extending North Beltwood to Inwood Road would provide a new east/west connection between Midway and Inwood Road south of Beltway, and if the Gillis Road/Maxim Drive connection is made, would create an internal grid system to help distribute traffic in the surrounding area.

Beltway Drive: Extending Beltway Drive eastward to Inwood Road would provide another east/west reliever to help disperse traffic in the area south of Belt Line Road and further reinforce the internal grid system described above under the Beltwood Parkway recommendation.

Artist Way Connection: There is a desire for a new street between Addison Road and Artist Way to provide another connection to the Addison Circle area from the west. This street would likely be constructed as part of the redevelopment of some of the property on Addison Road.

Transit Projects

Improvement	Project Limits	Existing Condition	Recommended Action
DART Cotton Belt Rail	Extends east to west through Addison along the Cotton Belt rail right-of-way	Right-of-way and Transit Center in place	Continue to advocate for the timely construction of rail to connect Addison with points east and west
Addison Shuttle/ Circulator System	In the area(s) generating the most demand (along Belt Line Road, in Addison Circle, and near major employers)	No system	Explore the possibility of a partnership between DART, the Town, area hotels and restaurants, and major employers to develop a local shuttle/circulator system
DART Service to Vitruvian	See New Street Segments, Alpha Road/ Bella Lane above	No service	Explore the possibility of a pilot project to provide DART bus service to the Vitruvian area via the proposed Alpha Road/ Bella Lane connection
Bus Stop Improvements	Various locations	Some shelters and improvements in place	Upgrades to shelters and other pedestrian amenities

Cotton Belt Rail Service: The Town of Addison continues to be a staunch supporter of DART rail in the Cotton Belt corridor. The proposed alignment would connect Addison to Downtown Plano, Richardson, North Dallas, and DFW Airport. Town officials should continue to advocate for the construction of rail in the shortest time frame possible to address the community's desire for connections to DFW Airport and entertainment and recreation destinations served by the DART line.

Addison Shuttle/Circulator System: During the community meetings, some of those attending suggested that the Town look into establishing a local shuttle or circulator system to provide frequent service with extended hours (for restaurant and bar patrons) to some of the more popular destinations in Addison. Systems such as these often require the participation of multiple parties and may still be financially infeasible; however, contacts could be made with DART and some of the potential users to discuss the possibility of a pilot project.

DART Service to Vitruvian: The Vitruvian area in Addison is currently not well-served by transit. The growing number of residents and plans for more development in the area will increase the pool of potential bus riders. A test of the demand for bus service to this area should be pursued through a pilot program utilizing a proposed new street that would connect Alpha Road at the Addison/Farmers Branch border near Brookhaven College to Bella Lane, Ponte Avenue and Vitruvian Way.

Bus Stop Improvements: Better accommodations for transit users can help attract new riders and retain existing ones, improving DART's performance measures and decreasing congestion on city streets. A partnership between the Town of Addison and DART could focus on the creation of safe, attractive, and comfortable bus shelters and pedestrian amenities. Modern shelters that better reflect the Addison "brand" could be installed with better lighting, upgraded benches, trash receptacles, and possibly public art installations at key locations.

Pedestrian and Cycling Enhancements

Improvement	Project Limits	Existing Condition	Recommended Action
Pedestrian Enhancements Along Belt Line Road	All sections	Inconsistent pedestrian infrastructure; no mid-block crossings	Rebuild the parkway to include wide sidewalks, street trees, and other pedestrian-friendly amenities
Walkability Improvements on Quorum Drive	Arapaho Road to the southern end of Quorum Drive	Narrow sidewalks; limited lighting	Add pedestrian and landscape enhancements to transition from the Addison Circle environment to the southern end of Quorum Drive
Pedestrian Enhancements on Montfort Road	Belt Line Road to South Town Limit	Inconsistent pedestrian infrastructure; narrow sidewalks located back of curb; no mid-block crossings	Add pedestrian enhancements along the street; potential installation of a new traffic signal with pedestrian crossing at one of the drives at Village on the Parkway
On-street Bicycling Pilot Project	One or more of the Active Transportation Corridors	No marked on-street bike lanes	Develop a concept and implement a pilot program of cycling oriented improvements in one or more of the Active Transportation corridors
Trail Markers and Wayfinding Improvements	Various locations throughout the Town	No markers or wayfinding signs	Install markers/signs to direct walkers and cyclists to active transportation corridors and other trails
Le Grande Drive Sidewalks (optional)	Beltway to Winter Park	No sidewalks	Explore the possibility of adding sidewalks and street trees within the existing right-of-way if supported by the residents

Belt Line Road: Belt Line Road improvements compatible with existing plans for this corridor could include parkways of up to 20 feet along both sides of the street, with 8 foot sidewalks and street trees contained therein, creating a pedestrian-friendly walking environment. One or more enhanced pedestrian crossings could be developed to allow safe north/south crossing.

One other concept worth investigating is the development of a system of cross access between the commercial properties on the north side of Belt Line. This system, essentially a major driveway, could be located in front of the buildings or behind them. The goal would be to eliminate the need for drivers to enter onto the public roadway in order to circulate between properties. (See Corridor Case Study)

Quorum Drive: To provide a pleasing transition from Addison Circle to the southern end of the corridor, Quorum Drive could be improved with street trees and other plantings, wide sidewalks, appropriate hardscape elements, and pedestrian plazas, perhaps including public art, at key locations. (See Corridor Case Study)

Montfort Road: To respond to the community's desire for better, safer pedestrian access from neighborhoods east of Montfort Road to the Village on the Parkway, the travel lanes in the roadway could be narrowed slightly to increase the width of the median for landscaping, and pedestrian enhancements such as street trees, continuous sidewalks, a safe crossing haven, and small pedestrian plazas at key locations could be added adjacent to the roadway. The possibility of a new traffic signal at one of the Village driveways should also be studied. A project such as this should include a pedestrian crossing with enhanced paving or markings, and perhaps pedestrian actuation of the signal. (See Corridor Case Study)

On-street Bicycling Pilot Project: Although the desire for bicycling accommodations was not as strong as the desire for pedestrian improvements, about half of the people that took part in the Online Survey indicated they would ride a bicycle often or occasionally if cycling features were in place. To respond to this input, the Town could select one of the Active Transportation Corridors, tailor the cycling improvements to the surrounding land use context, and develop a pilot project. This project would be relatively easy and inexpensive to implement, and if monitored properly, would allow the Town to determine whether there is enough demand in the community for more improvements of this type.

Trail Markers and Wayfinding: At the community meetings, the suggestion was made that the Town install markers along the active transportation corridors to identify the preferred on-street trails, including distances to other trails, parks, and popular destinations. Additional steps could include adding other wayfinding information and even developing a bicycling app. Improvements of this type could be a relatively low-cost first step; however, even for projects of this type, ongoing maintenance costs will be incurred.

Le Grande Drive (optional): There are neighborhoods or portions of neighborhoods in Addison that were constructed without sidewalks. Where these neighborhoods front on a collector roadway, there may be enough room to construct sidewalks within the existing right-of-way. This would require a slight narrowing of the travel lanes and placement of the sidewalks adjacent to the roadway, and the impact of the reconstruction on existing mailboxes and Americans with Disabilities Act (ADA) requirements for accessibility will need to be studied if the projects moves forward. A project of this type should only be considered, however, if there is sufficient support from the affected neighborhood. (See Corridor Case Study)

Major Connectivity Project

Improvement	Project Limits	Existing Condition	Recommended Action
Connection over/under the Dallas North Tollway	Belt Line Road at Dallas North Tollway and/or Quorum/Verde Valley at Dallas North Tollway	Belt Line - 6D Quorum/Valley Verde - 4D	Begin discussions with NTTA and the City of Dallas about a crossing of the Tollway to allow safe walking and biking between east and west Addison

Connectivity at Dallas North Tollway: Throughout the update process and in the feedback opportunities, the community expressed a strong interest in a safe east/west connection across the Tollway for pedestrians and bicyclists. Potential locations are at Belt Line and at Quorum/Verde Valley. One of the difficulties with this concept is that Addison controls very little of the right-of-way that would be required for such a project. The North Texas Tollway Authority and the City of Dallas would need to participate in a project like this; nonetheless, discussions with the other entities should be initiated so that the possibilities, potential design challenges, and preliminary cost estimates can be considered.

Other Improvements

Improvement	Project Limits	Existing Condition	Recommended Action
Intersection Modifications	Various	Varies	Install ADA improvements, right-turn turn lanes, dual left-turn lanes, etc. where missing
Sidewalk Gap/Sidewalk Repair Program	Various	Varies	Develop a program to address missing sidewalk links and repair needs

Intersection Improvements: The need for minor modifications to roadway intersections should be monitored on an ongoing basis. The addition of right-turn lanes and dual left-turn lanes can add significant capacity to an intersection, reducing congestion, delay, and air pollution. These types of projects also provide an opportunity to make ADA improvements where they are needed.

Sidewalk Gap/Repair Program: Participants at the community meetings and in the Advisory Group noted locations along important roadways where sidewalks are missing or in disrepair. Existing conditions should be inventoried so that a program can be developed to address these deficiencies. This is likely to be a multi-year project funded through the sale of bonds. Locations and specific needs should be prioritized and coordinated so that contractor mobilization costs can be minimized.

2017 Housing Policy

[https://library.municode.com/tx/addison/
munidocs/munidocs?nodeId=15f11b4ff1
e01](https://library.municode.com/tx/addison/munidocs/munidocs?nodeId=15f11b4ff1e01)

TOWN OF ADDISON, TEXAS

RESOLUTION NO. R17-03

A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TX APPROVING AND SUPPORTING A HOUSING POLICY WITHIN THE TOWN OF ADDISON PURSUANT TO THE LAWS OF THE STATE OF TEXAS AND THE ADDISON CODE OF ORDINANCES; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council has researched the current housing stock and discussed and deliberated a wide range of housing alternatives for the Town of Addison, Texas; and

WHEREAS, the City Council desires to make a policy statement to guide City Staff and potential developers as new housing developments are proposed and brought forward for City Council consideration.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. Addison Housing Policy. When new housing is proposed in Addison, the Addison City Council encourages it to be developed according to the following principles:

1. Where feasible and appropriate, new housing should increase the proportion of fee-simple ownership in Addison's housing mix. Apartment-only rezoning is unlikely to be approved, as currently the ratio of rental to ownership properties is higher than desired.
2. A proposal should offer a 'best fit' mix of uses and housing choices within the context of the surrounding Addison community. The Town may use a study area committee (with staff, elected, and appointed members such as area residents and business representatives) to evaluate a proposal's fit in Addison.
3. New housing should create or enhance neighborhoods of urban character rather than locate on a stand-alone, nonintegrated property and should continue the high quality design and walkability that make Addison's existing neighborhoods distinctive,
4. Proposals for independent and/or assisted living may be considered by the Town of Addison. Since there are no assisted living housing units in Addison today, the Town will conduct research to understand how this housing could or should be included in Addison's future.
5. The City Council acknowledges that there may be exceptional projects that do not comply with elements of this policy. The Council encourages developers and staff to pursue projects that represent the highest and best use of each property and that advance portions of this policy or other Town goals.

Section 2. Recitals. The above and forgoing recitals are true and correct and are incorporate herein and made part hereof for all purposes.

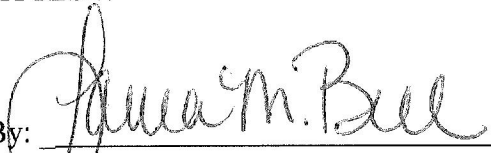
Section 3. Effective Date. This Resolution shall take effect upon its passage and approval.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas this the 10th day of January, 2017.




Todd Meier, Mayor

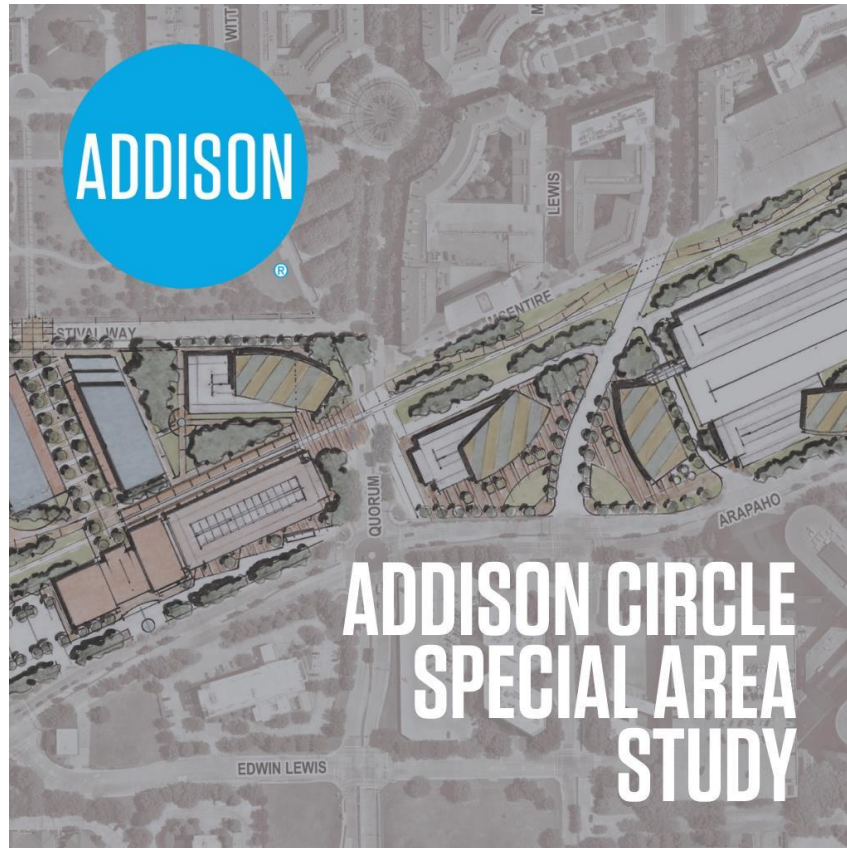
ATTEST:

By: 
Laura Bell, City Secretary



APPROVED AS TO FORM:

By: 
Brenda N. McDonald, City Attorney



DECEMBER 17, 2018

Kimley»Horn



Addison Circle Special Area Study
<https://addisontexas.net/dev-services/addison-circle-special-area-study>



Addison Circle Expansion, (Sector 5)

DRAFT COMPREHENSIVE PLAN AMENDMENT

In 2017, the City Council approved a contract with Kimley-Horn and Associates, Inc. to facilitate a special study process that would propose a future for two groups of properties in and around Addison Circle. The study process included two community meetings, four meetings with an advisory committee of Town residents and business/property owners in order to receive a variety of public input. A summary of the study’s findings was presented to the City Council in August and November of 2018. At that time, staff was directed to bring the study findings back as part of a Comprehensive Plan amendment for formal consideration.

Area of Study:

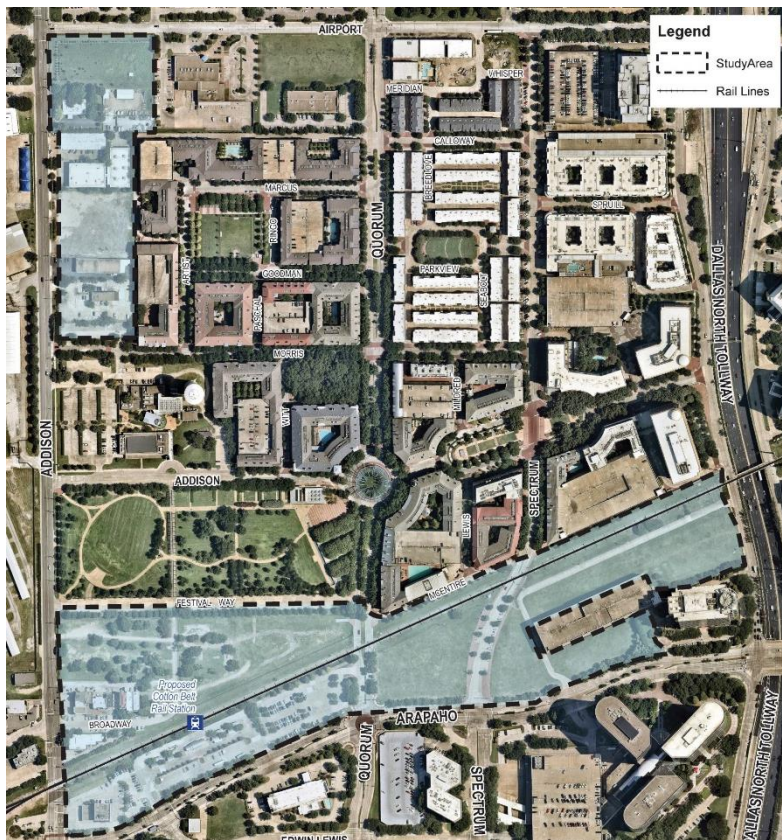


Figure 1: Area of Study

The limits of the study area are shown in Figure 1.

The study looked at two groups of properties. Area One, referenced here as Addison Circle West, is located at the northwest edge of Addison Circle. It is bounded to the north by Airport Parkway and to the west by Addison Road. Addison Circle West consists of approximately 8 acres, and, at the time of study, included 9 parcels.

Area Two, referenced here as Addison Central, is located along the Cotton Belt Rail Line and is bounded to the south by Arapaho Road, to the west by Addison Road, and to the east by Dallas Parkway. Addison Central consists of approximately 29 acres, and, at the time of the study, included 29 parcels.

The following goals, guiding principles and district strategic direction are intended to guide future policy and land use decisions regarding the study area.

Vision Statement:

The Vision Statement describes the area's future desired by the Addison community. It is an aspirational statement. It is not intended to describe the current situation; instead, it is designed to create an inspiring image of the future that participants seek to achieve. The Vision Statement for the Addison Circle Special Area Study is:

These special study sites contribute to Addison's future by making Addison a major destination on the Cotton Belt, enhancing Addison Circle's reputation as a desirable place to live, work and play, and strengthening the Town's tax base.

Guiding Principles:

Guiding Principles provide overall guidance for future development of the area. They explain the most important general principles that should be followed to achieve the Vision. These Guiding Principles shape the more detailed concepts and recommendations on matters of policy, design, land use, infrastructure, development, and other topics of importance to the community. The guiding principles for the Addison Circle Special Area Study are as follows:

1. **Desired Character.** The places to be created by development in Addison Circle West and Addison Central should continue the look and feel that exist in Addison Circle today, including similarly scaled development, mix of uses, high quality of design and attractive open spaces and sidewalks.
2. **Relationship to Addison Circle.** New development, along with its roads, paths, public spaces and other infrastructure, should connect seamlessly to the existing Addison Circle neighborhood.
3. **Relationship to Addison Airport.** The Addison Airport is a vital economic asset for the Town of Addison. New development should generally be consistent with the restrictions resulting from the airport's safety and noise contours. Future uses should support the success of aviation and aviation-related activities at the Airport. Development uses and intensities near the Airport must be compatible with Airport operations.
4. **Relationship to the Addison Cotton Belt Station.** The future land uses, development pattern and intensity in the Addison Central area should create a successful Transit-Oriented Development (TOD) area. A successful TOD area includes market-supported uses that benefit from a location near transit, property values that increase tax revenues to the Town and activities that generate strong levels of ridership for the DART system.
5. **Economic Development.** Development in the Special Study Area should diversify Addison's residential and non-residential products and its employment base. Development should generate sufficient tax revenues to contribute resources to the Town's General Fund.
6. **Tourism.** Addison Circle has become known for its entertainment events, and the Town should continue to support events within existing public areas and as part of future development that make both Addison Circle and the Town of Addison a regional entertainment destination for locals and visitors.

7. **Open Space Design.** Public and private open spaces within the Special Study Area should continue the Town of Addison's tradition of designing unique parks, plazas and open spaces that create destinations for individuals, small groups and large events or festivals.
8. **Public Art.** As in Addison Circle, public art should be incorporated in the Special Study Area's development to create distinctive landmarks, gateways and destinations. Special public art installations at the Cotton Belt Station should convey the character of the Town of Addison to rail system users.
9. **Gateways and Connectivity.** Development at the Cotton Belt Station should create an inviting gateway to this Special Study Area, Addison Circle, Belt Line Road and the larger Addison community. This gateway should connect to these destinations in ways that are appealing and understandable to people who are walking, biking, driving or using other transportation modes.
10. **Mobility for People.** Addison Central and Addison Circle West are intended to be places that focus on people before cars. Mobility plans for the area should emphasize walking and biking. Trolleys, shared use vehicles and other travel modes should be readily available and should reduce the need for automobile travel between locations in the Special Study Area. These networks should support the use of DART by area residents and visitors for travel to destinations outside this area.
11. **Automobile Use.** The roadway network should facilitate trips by auto into and out of the Special Study Area. Within the Special Study Area, other transportation modes should take priority. Sufficient parking for vehicles should be included, but it should be located and designed so it does not dominate the character of the area.
12. **Environment & Sustainability.** The design of public and private developments and infrastructure in the Special Study Area should reduce the use of energy, water and other non-renewable resources. It should increase the long-term sustainability of these developments and of the Addison community.
13. **Town Involvement & Investment.** The Town of Addison should continue its involvement in the design and development of the Special Study Area to ensure that future development creates the greatest benefit for the Addison community. The Town's past and future investments in the Special Study Area should generate tax revenues and create places that achieve the Town's vision for this area.

District Strategic Direction:

Addison Circle West

The Strategic Direction for Addison Circle West focuses on a simple but important primary concept: **extend the character of the Addison Circle neighborhood to Addison Road.** This strategic direction includes four additional concepts that add detail to this direction:

- Residential uses along Addison Road should be of a more urban scale and design (compared to the townhomes in Addison Circle itself) because of the traffic along Addison Road, noise from the road and the Airport, and proximity to the Airport.
- The high-quality design and amenities of Addison Circle's existing residences should be included in these new residential developments as well.

- Immediately adjacent to the Addison Conference Centre, new uses that support tourism, conferences and events are an appropriate extension of Addison Circle's character and activities.
- At the intersection of Addison Road and Airport Parkway, some neighborhood-serving non-residential uses may be appropriate, continuing Addison Circle's mixed-use character. The buildings at this intersection should be designed to be flexible so that the ground floor is 'retail ready' – that is, it should be able to accommodate retail uses when those are supported by the market in the area.

Addison Central:

The Strategic Direction for Addison Central **maximizes the benefits of the new DART Cotton Belt Station to Addison and creates a destination with opportunities for appropriate and successful new development on some of the last remaining undeveloped land in Addison.**

This strategic direction includes nine additional concepts that add detail to this direction:

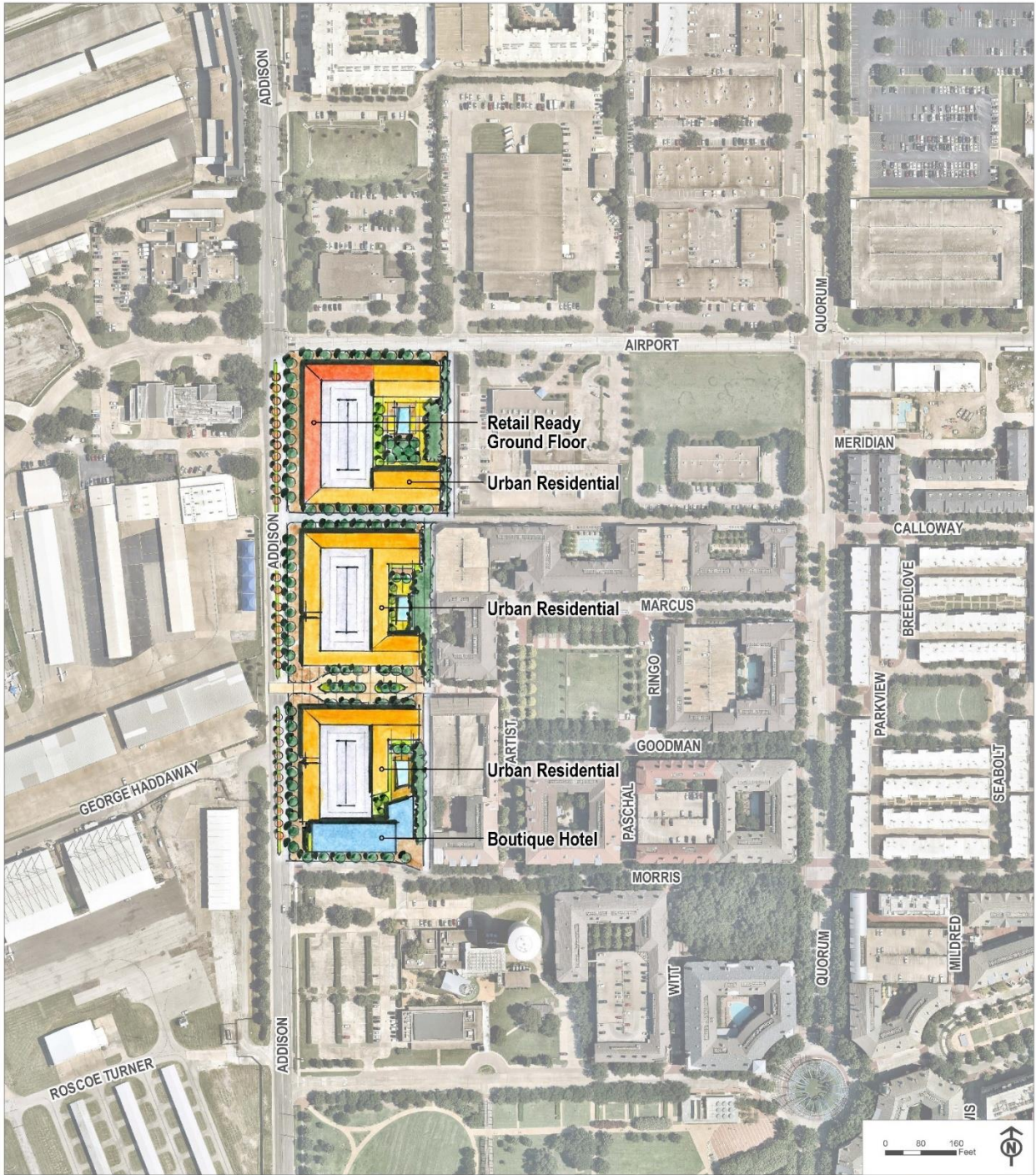
- Uses and character of development should create a unique, mixed use, integrated regional destination with a preference that this occur under a master development plan.
- The uses and activities at the Cotton Belt Station must make this a distinctive and appealing regional destination.
- Between the Cotton Belt Station and Addison Circle Park, new development should be designed so that these two appealing amenities contribute to residential or business locations unlike anything else in the region.
- The parks and plazas of Addison Circle should extend into the Central area as interconnected 'fingers of green'.
- Development intensity in these areas should respect the Airport noise and safety constraints while delivering the economic and fiscal returns needed for the Town's long term fiscal health.
- Multi-story development is appropriate east of Quorum, but the Town should provide market flexibility for property owners by considering either residential or non-residential uses in these areas.
- Development along the Dallas North Tollway should continue the existing pattern of high-rise office development.
- In residential developments, ownership units are preferred over rental units.
- Underground parking, is preferred where feasible between the rail station and Addison Circle Park, to maximize the pedestrian experience.

Aspirational Concepts:

As part of the study process, Kimley-Horn created conceptual development plans showing how the study areas could develop based on the vision, guiding principles and strategic direction. These concepts are aspirational in nature and are included here only as possible examples. They do, however, show the Town and potential developers examples of how issues raised during the study process could be successfully addressed in a development proposal. The Town should work with property owners and potential developers to determine exactly how any redevelopment project would be designed.

ADDISON CIRCLE WEST

Addison Circle Special Area Study



INFRASTRUCTURE & DEVELOPMENT SERVICES

16801 Westgrove Drive
Addison, TX 75001

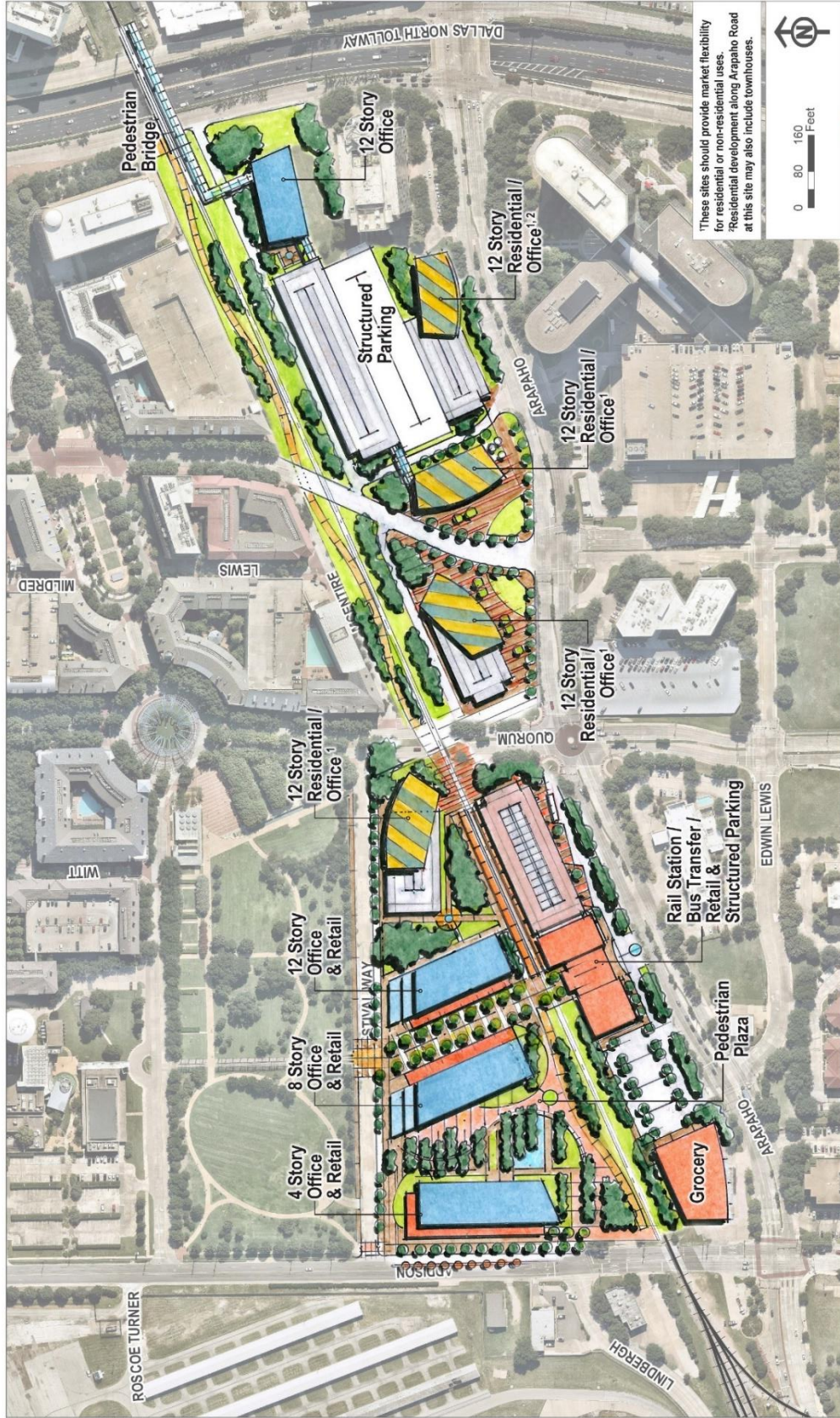
P.O. Box 9010
Addison, TX 75001

phone: 972.450.2880
fax: 972.450.2837

ADDISONTXAS.NET

IT ALL COMES TOGETHER.

ADDISON CENTRAL
 Addison Circle Special Area Study



Kimley **Horn** & Associates, Inc. PLANNING ENGINEERS ARCHITECTS

INWOOD ENHANCEMENT ZONE

10 April 2017



Gensler

Inwood Corridor Special Area Study
<https://addisontexas.net/dev-services/inwood-road-enhancement-zone>



The Inwood Road Corridor, (Sector 2) – COMPREHENSIVE PLAN AMENDMENT

In 2016, the City Council approved a contract with M. Arthur Gensler Jr. And Associates, Inc. (Gensler) to facilitate a special study process that would propose a future for Inwood Road. The study process included two community meetings and involved an advisory committee of Town residents and business/property owners in order to receive a variety of public input. A summary of the study's findings were presented to the City Council in January of 2017 and staff was directed to bring the study findings back as part of a Comprehensive Plan amendment for formal consideration.

Area of Study:



Figure 1: Area of Study

The limits of the study area are shown in the Figure 1.

The area consists of approximately 60 acres bounded by Belt Line Road to the north, Inwood Road to the east, Beltway Drive to the west, and the Addison/Farmers Branch city limit line to the south and west.

At the time of study, this area consisted of 29 parcels.

Inwood Road Corridor Goals:

The goals for the Inwood Road Corridor are organized into four categories – Transportation, Economic Development, Urban Design, and Open Space:

Transportation Goals:

- Make Inwood Road safer, especially for northbound left-turn movements
- Improve east/west access connectivity
- Improve pedestrian linkages, sidewalks and walkability
- Allow on-street parking along East Beltwood Parkway and Beltway Drive
- Allow shared parking as appropriate
- Incentivize denser development through the provision of publicly-funded parking facilities

Economic Development Goals:

- Improve financial revenue to Town through encouragement of new and diverse development
- Promote redevelopment of vacant and underused parcels
- Consider new forms of zoning to encourage economic investment and greater density
- Consider publicly-funded catalyst projects as a means to encourage new development
- Encourage adaptive reuse of existing buildings as appropriate

Urban Design Goals:

- Make the Study Area safe and attractive
- Provide a unique and diverse collection of uses
- Promote human-scale development
- Create a memorable and brandable district/neighborhood

Open Space Goals:

- Salvage mature trees
- Create green space
- Create a system of pathways that connect public spaces and private developments
- Provide sidewalks and associated amenities (such as landscaping and street lighting) throughout the Study Area

Character Districts:

A logical way to implement change within the study area will involve revising the current development standards for the study area. Currently, properties within the study area include a mix of Local Retail, Commercial-1, Commercial-2, and Industrial-1 zoning designations. In the future, the study area should be divided into four character districts that would likely provide the foundation for a Planned Development. Each character district could have slightly different regulations that would allow for a variety of land uses and architectural styles. This would allow flexibility to address the needs and realities of each District while ensuring standards are complementary between Districts that would reinforce an overall sense of place for the area.

The proposed character districts are as follows:

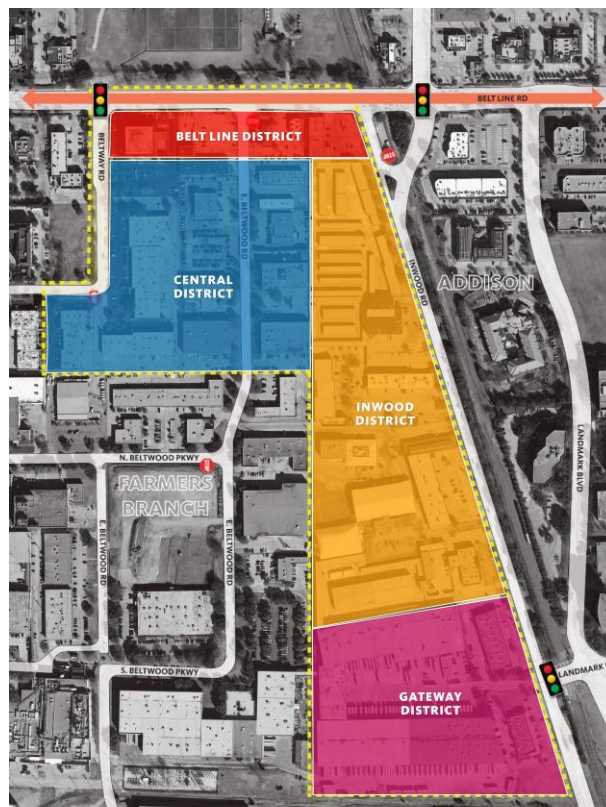


Figure 2: Character Districts

Belt Line District:

The Belt Line District extends along the southern portion of Belt Line Road between Beltway Drive and Inwood Road. It includes those parcels with frontage along Belt Line Road and is intended to build upon the success of restaurant development along the corridor. The Belt Line District's principal uses are envisioned to be Dining, Retail, Office and Hotel, eventually transforming from mostly single-story structures to 2 to 4 story buildings (as allowed by height restrictions associated with Addison Airport). Multi-level buildings would be encouraged to have street-level dining and/or retail with upper-level office uses.

Inwood District:

The Inwood District runs south of the Belt Line District along Inwood Road to the Gateway District. It extends west to the Addison/Farmers Branch city limit and to parcel boundaries fronting East Beltwood Parkway.

Developments in the Inwood District are expected to include destination Dining/Retail, Mixed-Uses (mixed both horizontally and vertically), Office, and Hotel. Existing buildings are mostly single-story structures which could transition to multi-level buildings (2 to 4 floors, as allowed by Addison Airport height restrictions).

Mobility improvements in this District could include the limited use of channelized left-turn lanes for northbound Inwood traffic, as well as pedestrian improvements both within the area and linking eastward to the railroad tracks and across to other existing development areas.

Central District:

The Central District is adjacent to the Belt Line and Inwood Districts and is defined on the south by the Addison/Farmers Branch city limit line and the west by Beltway Drive. It is intended to build upon the success of the existing office-oriented development pattern, which is currently mostly single-story office/flex buildings.

The Central district is projected to include Office/Flex buildings, Medical Office/Retail, street-level Retail/Dining and Mixed-Use (mixed both horizontally and vertically). Existing buildings could eventually grow to between 2 and 6 stories.

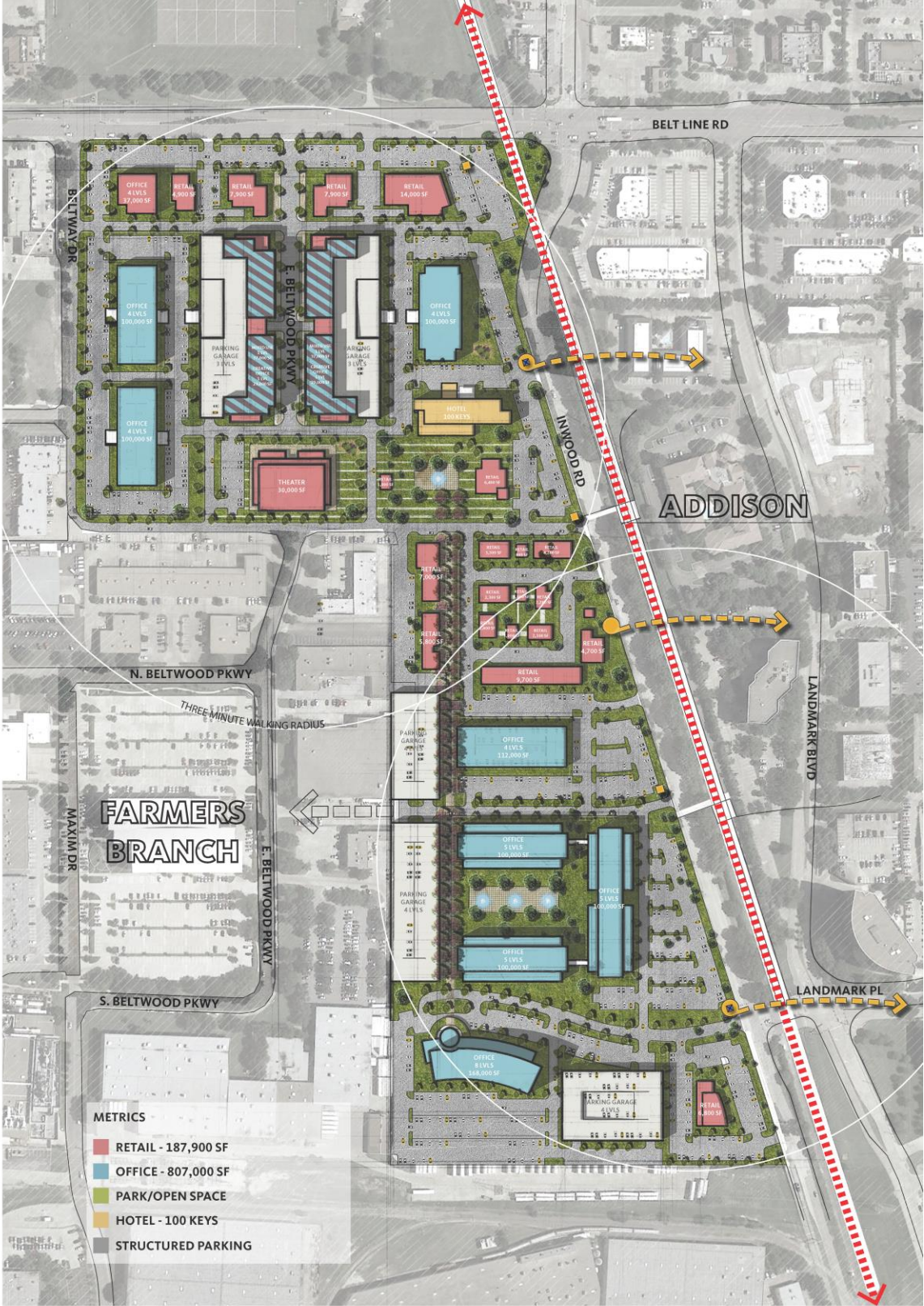
Gateway District:

The Gateway District is located along Inwood Road at the southern boundary of the Study area. It is currently the site of a warehouse/distribution complex with a few small retail parcels facing Inwood Road. As one of Addison's principal entry points, the Gateway District serves as an important marker for both the Town and Study Area and should include appropriate design standards based on its prominent location.

The Gateway District could develop primarily as Office/Industrial, Medical Office/Retail, some stand-alone Retail and a Hotel. New development in the Gateway District would be up to 6 floors tall.

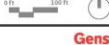
Aspirational Concepts:

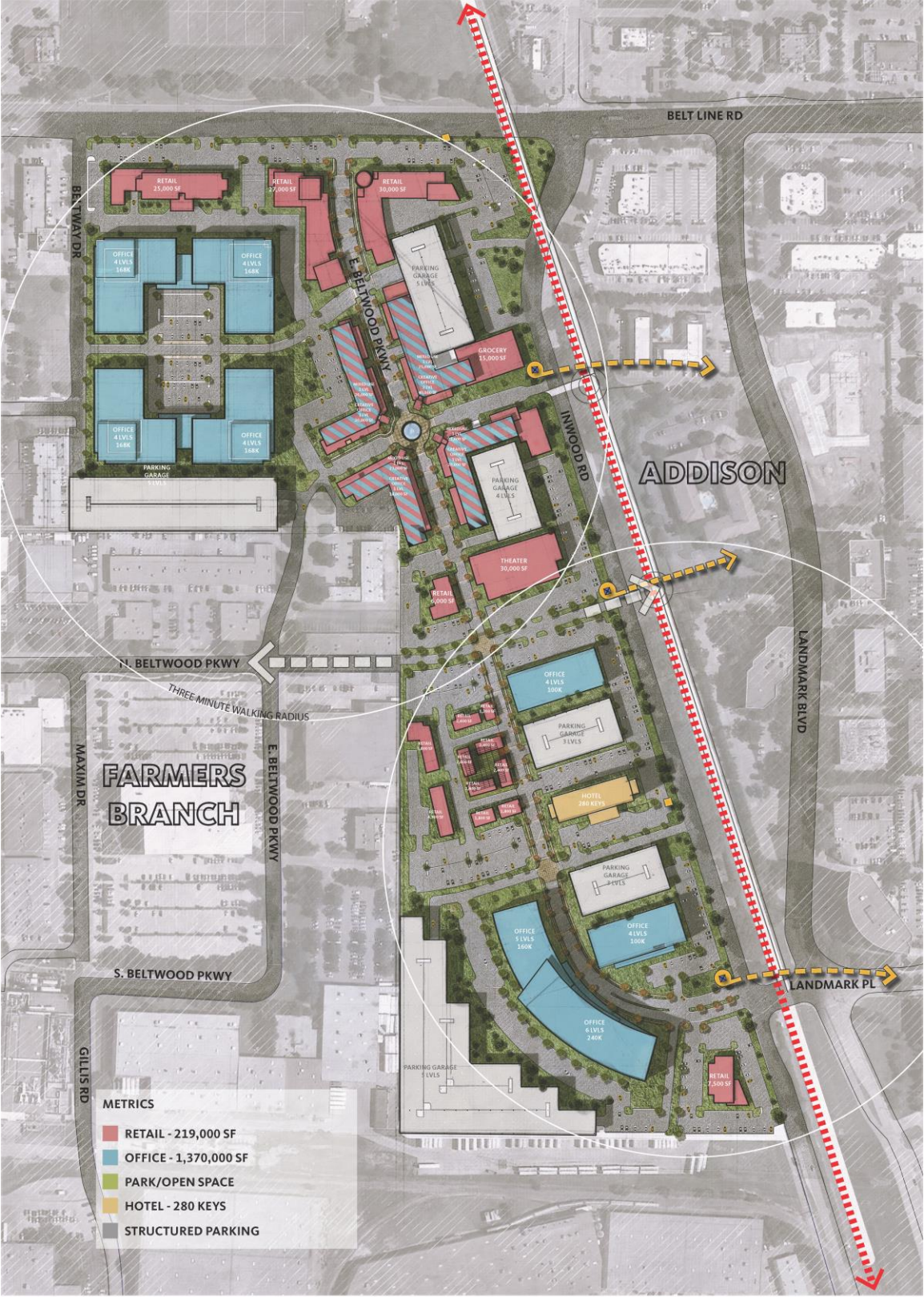
As part of the study process, Gensler created two concepts showing how the study area could redevelop under the Character District approach. These concepts are aspirational in nature and are included here only as possible examples. The Town should work with property owners and potential developers to determine exactly how any redevelopment project would layout.



INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

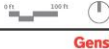
#1 - CIVIC SQUARE
OCTOBER 06, 2016





INWOOD ENHANCEMENT ZONE
TOWN OF ADDISON, TEXAS

#2- VILLAGE
OCTOBER 06, 2016



Gensler



MIDWAY SOUTH SPECIAL AREA STUDY

Approved by a unanimous vote of the Addison City Council on August 11, 2022.

Midway South Special Area Study
**[https://addisontexas.net/dev-
services/midway-south-special-area-
study](https://addisontexas.net/dev-services/midway-south-special-area-study)**

Overall Objectives

Future development, reuse, and redevelopment in the Sam's Club Special Study Area should help the Town achieve these overall objectives for the area's future:

1. Strengthen the area as a distinctive Addison destination.
2. Support new development with uses, character, buffering, and social amenities that respect surrounding neighborhoods.
3. Include useable public green space throughout the area and in each major phase of reinvestment.
4. Provide opportunities for uses, development patterns, and pedestrian connections that complement the options available in Addison now.
5. Build in flexibility to allow for phased reinvestment and to accommodate current and future market conditions.



Design Principles, Form and Character Policies

These design principles and underlying form and character policies should guide decisions related to new development, redevelopment, or the reuse of existing buildings, design of the public realm, and the public investments that support the desired future character of the Study Area. These policies are particularly important to Town oversight of rezoning requests related to private development activity in the Study area.

Design Principles

These principles shape a design concept that achieves the overall objectives through future reinvestment in this area:

1. Create a network of **connected trails and open spaces** and orient development to engage and activate public open space destinations.
2. Make **vehicular connections** where they add benefit but not where they cause concern.
3. Allow **building heights and uses** that respect the existing neighborhoods and recognize market potential.
4. Maximize **flexibility** for buildings fronting on Midway Road in order to allow uses and building form that elevate this corridor as a prominent gateway to Addison.
5. Accommodate **lifecycle housing options** for a broad range of household types and leverage any investment in housing to serve as a catalyst for broader reinvestment in the Study Area.

Form and Character Policies

Development Form, Land Use, and Housing Mix

1. Redevelopment areas should be organized with a focus on pedestrian-scale blocks and walkability. Streets, trail corridors, parks, and civic spaces should serve as neighborhood focal points and should be engaged as much as possible by active building frontages such as porches, patios, and balconies.
2. Future development patterns should accommodate projects of varied density and uses in order to achieve more efficient use of the land and to support an economically resilient mix of land uses.
3. Implementation should establish a medium density, horizontal mixed-use development pattern that is compatible with surrounding lower density residential neighborhoods, and that is differentiated from large scale urban centers such as Addison Circle and Vitruvian Park.
4. The inclusion of additional housing in the Study Area should be carefully considered in order to maintain opportunities for the employment, service, retail, restaurant, and entertainment uses that are also needed components of a true mixed-use environment. Policy implementation should consider and protect future demand for these uses.
5. Where housing is accommodated, Missing Middle Housing Types such as small lot detached homes, duplexes, townhomes, cottage courts, triplexes, fourplexes, and live/work units should be prioritized.
6. Where higher density housing options are considered, neighborhood compatibility must be achieved, and the project should serve as an economic catalyst for the overall redevelopment needs of the Study Area. Emerging trends in condo development should be closely monitored for applicability to the Study Area and the Town should examine opportunities to mitigate any existing barriers to that model of home ownership.

Neighborhood Compatibility

1. Implementation should not discourage the continued operation of existing businesses that are self-sustaining. Where market conditions necessitate adaptive reuse or incremental redevelopment, staff and city leadership should work with development teams to achieve high quality outcomes that best meet the intent of this study.
2. The western edge of the Study Area should serve as a residential transition zone to protect the privacy of adjacent neighborhoods. A defined open space area/trail corridor should be established at this boundary as a buffer, in accordance with the [Residential Transition Zone Exhibit](#). As redevelopment occurs, a multi-use trail should be constructed in accordance with the recommendations of this Study and the Town's Trail Master Plan, and new development should positively engage and be located outside of the transition zone.
3. Existing mature trees along the edges of existing residential neighborhoods should be maintained and supplemented to create a continuous green buffer. Where tree health is degraded, replacement of existing canopy should be accommodated with new development, where feasible.



Mobility and Connectivity

1. Streets throughout the new development/redevelopment areas should be designed as walkable, pedestrian-friendly streets with design features that provide traffic calming and encourage slow vehicular movement. Pedestrian paths such as sidewalks or trails should be buffered from vehicle traffic by street tree plantings in the parkway, and on-street parking, where feasible.
2. Driveway spacing along Midway Road should support convenient and safe vehicle movement within the Study Area and surrounding areas.
3. As parcels redevelop along Midway Road, consolidation of driveway access to Midway Road may be allowed or required by the Town. Slip lanes should provide parking (either head-in, angle, or parallel) to support ground floor commercial uses at the Midway Road Priority Frontage Zone.
4. To maintain compatible conditions with nearby residential neighborhoods in the Beltway Drive corridor, new vehicular connections shall not be allowed between Addison Grove and the parcels fronting Midway Road, or between Addison Grove and Beltway Drive.

Note: A consensus of the committee felt strongly, in keeping with a previous Council decision related to limiting the connection between the Addison Grove development and Beltway Drive for only Public Safety purposes, that the Council should memorialize a policy statement that limits the ability to connect the Addison Grove development to Beltway Drive. It is the committee's strong desire that Council set policy direction that preserves the integrity, privacy, and safety of the nearby residential neighborhoods.

5. Vehicular connectivity between the parcels south of Beltway should be required where such connections are beneficial to the overall design of the area. When new street connections are introduced, the block patterns should be designed to limit cut-through traffic. Vehicle connections to Proton Drive, crossing the Redding Trail corridor, and new vehicle connections to Hornet Road should be avoided.

Trails and Open Spaces

1. Future development/redevelopment areas should provide new open spaces programmed with a range of active and passive recreation activities.
2. The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
3. The new open spaces should also be accessible to existing residents of surrounding neighborhoods through walkable and bikeable connections along existing thoroughfares and existing connections to the Redding Trail.
4. “Trail-oriented” development should be facilitated by providing connectivity between and focusing building frontages towards the Residential Transition Zone and the Midway Road multiuse trails.



Placemaking

1. Flexible treatment of development form and function at the Priority Frontage Zone (Midway and Belt Line Road frontages) should be considered in future development/redevelopment plans. Site and building design should treat this area as a gateway and should carefully consider the design needs of successful retail, dining, and social spaces.
2. Ground floor uses should be activated with wide sidewalks accommodating amenity areas that support the adjacent ground floor use (i.e., outdoor dining areas for restaurants, sidewalks for commercial shopfronts or live/work units or landscaped areas for residential uses).
3. Residential mixed-use buildings should have commercial uses such as office, co-working space, restaurants, and retail on the ground floor of building frontages at the Priority Frontage Zone and at other frontages where the condition is market supported. “Retail Ready” treatments are not preferred.
4. New development should preserve existing mature trees as development focal points as much as possible, and should fully mitigate trees lost due to challenging redevelopment conditions.
5. Parking should be oriented to balance business access needs and to mitigate the aesthetic impact of accommodating required parking supply. With the exception of slip lanes and on-street parking, parking should be screened by buildings and landscape treatments. Shared parking should be evaluated to reduce unneeded parking supply.
6. Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.

Physical Development Framework Map

The Physical Development Framework Map establishes parameters for how new development will interact with the surrounding area, while allowing for a mix of uses and flexibility to respond to changing market conditions. With fragmented property ownership and varying redevelopment timelines, this physical planning framework will help shape a cohesive development pattern as this area evolves.

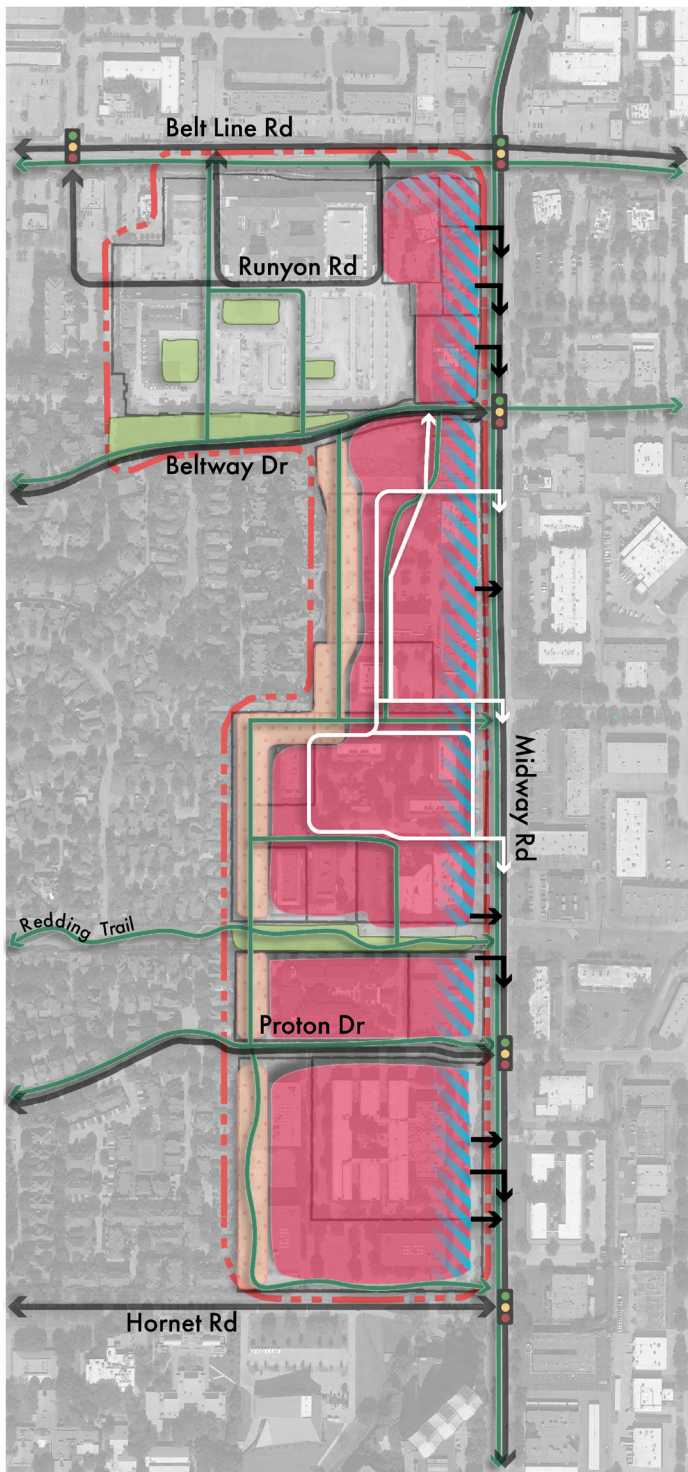
Framework Map Components – Mix of Uses

This study envisions a future development pattern that comprises a horizontal mix of uses where buildings supporting employment, retail, dining/entertainment, services, and a range of housing options are cohesively integrated and connected by a pedestrian friendly network of streets, trails, civic and open spaces.

The envisioned Mix of Uses includes:

- Employment and Service Uses
- Restaurant and Retail Uses
- Missing Middle Housing
- Multiunit Housing
- Social Amenities

Framework Map



Physical Development Framework

Legend

Placetypes

- Mix of Uses
- Residential Transition Zone
- Priority Frontage Zone
- Existing/Planned Open Space

Trails

- Trail Connections

Base Map Information

- Existing Roads
- New Vehicle Connections
- Driveway Cuts (Post Midway Construction)
- Traffic Signals
- Study Area Boundary



Note: Depicted “new vehicle connections” are illustrative in nature. Final street layout will depend on the nature of individual redevelopment plans. Limitations on through traffic must be accommodated in all development proposals.

Employment and Service Uses

Building Form and Orientation



Employment and service uses can be accommodated in single- or multi-tenant buildings providing work-space for large employers and small businesses. These uses may be located in single-use, freestanding buildings or within a portion of a vertical mixed use building. These buildings are generally larger in scale and are best situated at corridor frontages.



Streetscape

Buildings engaging the street or slip lanes, wide sidewalks, street trees, patios.

Parking

Parking structure, on-street parking, slip lanes, ride share, surface parking lots.

Restaurant and Retail Uses

Building Form and Orientation



Restaurant and retail uses can be accommodated in small, freestanding buildings or on the ground floor of vertical mixed use buildings. These buildings may be single or multi-tenant, and are most likely to serve residents of surrounding neighborhoods, but may include anchor/destination tenants that capture more demand, such as a specialty grocer or a prominent dining option. These uses are best situated at highly visible/accessible corridor frontages.



Streetscape

Buildings engaging the street, a slip lane or surface parking lot, wide sidewalks, street trees, patios, sidewalk cafes.

Parking

Surface lots, slip lanes, valet and ride share, shared parking structure.

Missing Middle Housing

Building Form and Orientation



Missing Middle Housing includes a variety of different low and medium density housing types that are primarily single-family (ownership and rental). Housing options include townhomes, small lot detached homes, duplexes, triplexes, fourplexes, cottage courts, and live/work units. Close proximity to small communal open spaces and fronting buildings with stoops, porches, and patios on public streets and open spaces are critical design considerations. These housing options are best utilized adjacent to neighborhood transition areas.



Streetscape

Buildings with porches or stoops and small yards at the street or fronting open space, wide sidewalks, street trees.

Parking

Individual garages, on-street visitor parking, common surface parking.

Multiunit Housing

Building Form and Orientation



Multiunit housing includes a variety of medium to high density housing types such as apartments, condominiums, independent and assisted living facilities. These larger building types should front on major corridors, with active uses (retail, restaurants, services, co-working, and/or amenity areas) on the ground floor of the primary building frontage. These buildings should have access to open space and trails and should be buffered from less intensive uses.



Streetscape

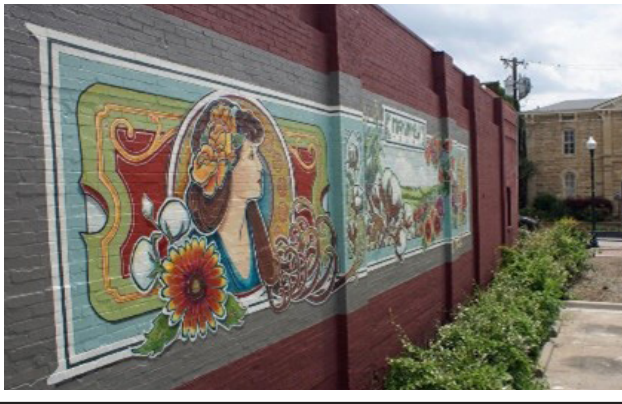
Buildings with patios/ small courtyards at the street, wide sidewalks, street trees.

Parking

Parking structure, on-street, slip lanes, Individual garages.

Social Amenities

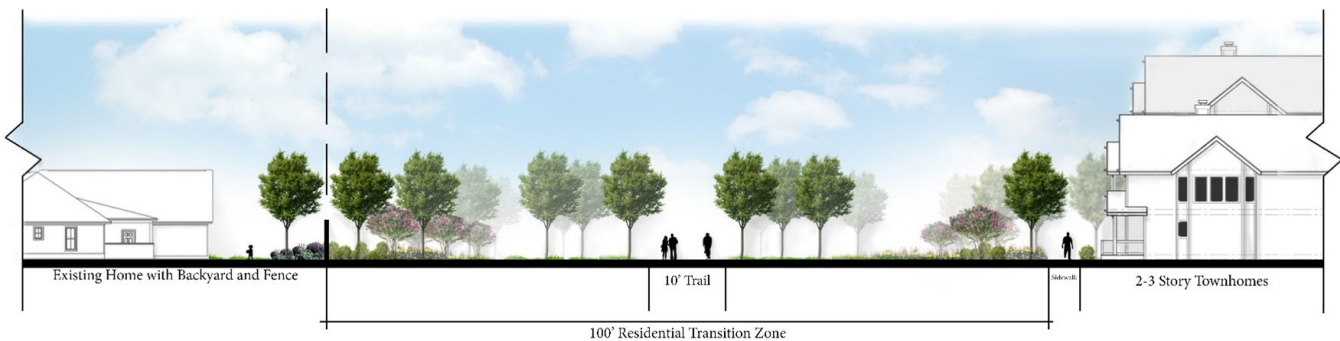
Form and Orientation



Framework Map Components – Residential Transition Zone

As new development and redevelopment occurs at the western edge of the study area, it is anticipated that this may result in changes in use and development density. To achieve this, property owners and developers would likely need to seek approval from the Town for new zoning entitlements.

Where these rezoning requests are made, the Town should seek to establish a Residential Transition Zone at the western edge of the study area.



Design Principles

These principles shape a design concept that achieves the overall objectives through future reinvestment in this area:

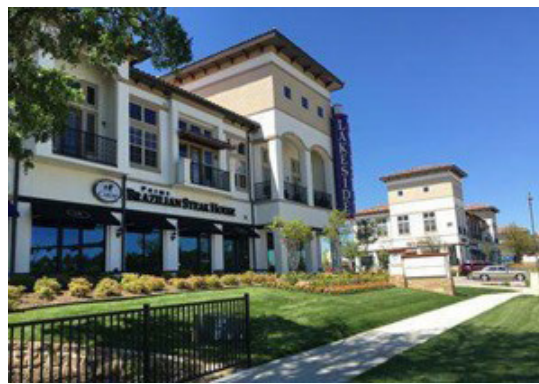
1. 100 feet in width measured from the western boundary of the Study Area.
2. Dedicated to or acquired by the Town to support consistent maintenance practices.
3. Publicly accessible.
4. Serves as a trail corridor, with a 10' multiuse trail constructed as new development occurs.
5. Amenitized with landscaping, shade trees, public art, recreation features, and other unique design treatments.
6. New development adjacent to the Residential Transition Zone should orient toward and activate that area, creating a sense of safety and comfort for pedestrians throughout the day and early evening. Building scale and design in this area should be compatible with neighborhoods adjacent to the Study Area.

Framework Map Components – Priority Frontage Zone

As new development and redevelopment occurs in the Study Area, treatment of properties fronting Midway Road and Belt Line Road should be carefully considered, as those frontages are critical gateways to Addison and are the areas best suited for employment, retail, and services uses, as well as buildings that are more prominently scaled.

When development proposals are considered for this Priority Frontage Zone, the following elements should be carefully considered in the design of these sites:

1. Buildings should front towards the major roadway and should feature prominent façade design elements to create an inviting presence along these corridors. Taller, multistory buildings should be encouraged at these frontages.
2. The ground floor of buildings should be appropriately scaled and articulated to create a shopfront façade for retail, restaurant, and services uses. Key considerations include ground floor ceiling height, signage, glazing, and landscape treatments that compliment, but do not overwhelm.
3. A single slip lane of head-in or angled parking should be provided between the building and the street where retail, restaurant, or service uses are planned for current conditions or future retrofit.
4. Appropriate access should be provided for building services and deliveries, and buildings should be designed to allow for flexible use, addressing issues such as the provision of grease traps, building ventilation systems, and any other potential retrofit needs.
5. Safe and inviting pedestrian connections should be extended from the Priority Frontage Zone to the interior of the Study Area and the surrounding pedestrian network, to allow for convenient pedestrian access to this area.



**Comprehensive Plan Advisory
Committee**

4.

Meeting Date: 12/14/2023

Agenda Caption:

Present and discuss future community engagement opportunities for the Comprehensive Plan Advisory Committee (CPAC).
