



**COMPREHENSIVE PLAN ADVISORY COMMITTEE  
MEETING #9**

**WEDNESDAY, NOVEMBER 6, 2024**

**AMENDED 11/6/24: Updated Agenda Item 1 Minutes and Agenda Item 2  
Presentation**

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

**6:00 P.M. MEETING**

The Comprehensive Plan Advisory Committee meeting will be held at the Addison Conference Center, 15650 Addison Road, Addison, Texas 75001 on Wednesday, November 6, 2024 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](mailto:jbroadnax@addisontx.gov). For more detailed instructions on how to participate in this meeting, visit our Agenda Page. The meeting will be live streamed on Addison's website at [www.addisontexas.net](http://www.addisontexas.net).

Call Meeting to Order

Pledge of Allegiance

Regular Agenda:

1. Consider action on the minutes from the August 8, 2024 Comprehensive Plan Advisory Committee Meeting.
2. Present and discuss the draft Comprehensive Plan review process.

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 CPAC 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

NOTE: The Comprehensive Plan Advisory Committee reserves the right to meet in Executive Session closed to the public at any time in the course of this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including §551.071 (private consultation with the attorney for the City). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

**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.**

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POSTED BY: \_\_\_\_\_  
Jade Broadnax, Comprehensive Planning Manager  
DATE POSTED: \_\_\_\_\_  
TIME POSTED: \_\_\_\_\_  
DATE REMOVED FROM BULLETIN BOARD: \_\_\_\_\_  
REMOVED BY: \_\_\_\_\_

**Comprehensive Plan Advisory  
Committee Meeting**

1.

**Meeting Date:** 11/06/2024

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**Agenda Caption:**

Consider action on the minutes from the August 8, 2024 Comprehensive Plan Advisory Committee Meeting.

**Staff Report:**

The minutes from the August 8, 2024 Comprehensive Plan Advisory Committee Meeting have been prepared for consideration.

**Recommendation:**

Administration recommends approval.

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**Attachments**

Revised Meeting Minutes for Approval - CPAC Meeting #8 August 8, 2024

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# DRAFT

## OFFICIAL ACTIONS OF THE ADDISON COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

August 8, 2024

6:00 P.M. - Council Chambers

Addison Conference Center, 15650 Addison Road, Addison, TX 75001

Present: Susan Halpern, Chair; Kathryn Eriksen, Vice Chair; Aaron J. Benjamin; Sharon Simmons; Al Cioffi; Carol Rennesund; Conrad Ornstein; Denise Fansler; James (Jim) Decuir; Jim Peck; Joseph Hornisher; Kathryn Wheeler; Liz Oliphant; Taylor Bowen; Tom Braun; Tyler Sommers; Tyler Wright

Absent: Al Angell; Britton Wells; David Collins; Kris Brown; Kris Hannon; Mark Godfrey; Patrick Arzen

### Call Meeting to Order

Susan Halpern, Chair, called the meeting to order.

### Pledge of Allegiance

### Regular Agenda:

1. Consider action on the minutes from the May 30, 2024 Comprehensive Plan Advisory Committee Meeting.

Tyler Wright motioned to approve the May 30, 2024 Comprehensive Plan Advisory Committee Meeting minutes. Taylor Bowen seconded the motion.

Passed unanimously.

2. Consider action on the minutes from the July 11, 2024 Joint Meeting of CPAC, Planning & Zoning Commission, and City Council.

Tom Braun motioned to approve the July 11, 2024 Joint Meeting of CPAC, Planning & Zoning Commission, and City Council Meeting minutes. Kathryn Wheeler seconded the motion.

Passed unanimously.

3. Present and discuss the Advance Addison draft development scenario renderings, and recommended plan actions activity.

Susan Halpern, Chair, introduced Kevin Shephard, Founder and Project Manager of Verdunity, to present the draft renderings and introduce the plan actions activity to capture CPAC's preferences for specific policy options related to Town goals, land use and development character, housing and neighborhoods, mobility. No further action was required.

*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 CPAC action or discussion may take place on any matter until such matter has been placed on an agenda and posted in accordance with law.*

No citizens requested to address the Committee.

Adjourn Meeting

NOTE: The Comprehensive Plan Advisory Committee reserves the right to meet in Executive Session closed to the public at any time in the course of this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including §551.071 (private consultation with the attorney for the Town). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

There being no further business before the Commission, the meeting was adjourned.

**Comprehensive Plan Advisory  
Committee Meeting**

**2.**

**Meeting Date:** 11/06/2024

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**Agenda Caption:**

Present and discuss the draft Comprehensive Plan review process.

**Staff Report:**

The Advance Addison 2050 project team will present and discuss the process and timelines for CPAC to review the draft Comprehensive Plan in preparation for City Council adoption in April 2025.

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**Attachments**

Revised Presentation - CPAC Meeting 9 November 6, 2024

Comprehensive Plan Draft - November 2024

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# ADVANCE **ADDISON** 2050

## COMPREHENSIVE PLAN

Comprehensive Plan Advisory Committee (CPAC) #9

November 6, 2024

# AGENDA

- ❖ Timeline Overview
- ❖ Plan Overview
- ❖ Reviewing the Plan
- ❖ Planning Process Survey
- ❖ Final Thoughts and Takeaways
- ❖ Remaining Steps and Schedule

# 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

## EXPLORE PHASE 3

DEC JAN FEB MAR

## ORGANIZE PHASE 4

APR MAY JUN

## PRIORITIZE PHASE 5

JUL AUG SEP OCT

## ADOPT PHASE 6

NOV DEC JAN FEB MAR APR

2023 | 2024

| 2025

- 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



\* Comprehensive Plan Advisory Committee (CPAC): meetings held roughly once/month throughout the project

# REMAINING STEPS AND SCHEDULE

- **Nov 7 – Dec 5, 2025:** Review of full Comp Plan by Staff, CPAC, P&Z, & Council
  - Verdunity updates document based on feedback and returns to staff for review in January 2025
- **Monday, Jan 13, 2025:** CPAC Meeting (Plan Recommendation)
- **Thursday Jan 16, 2025:** Community meeting to introduce Comp Plan for public comment
  - Public comment open Jan 16-30, 2025. Staff/Verdunity incorporate comments through Feb 28, 2025
- **Wednesday March 5, 2025:** P&Z Special Work Session to discuss edited AA2050
- **Tuesday March 18, 2025:** P&Z Takes action on AA2050 during Regular meeting
- **Tuesday April 8, 2025:** City Council Adoption
  - City Council Work Sessions reserved for March 19 and March 25, 2025

# PLAN OVERVIEW

# A COMMUNITY-INFORMED PLAN



Used to Synthesize:

**VISION STORY**

This diagram shows a light blue rounded rectangle containing the text 'VISION STORY' in bold black letters. A dark grey arrow points from the right side of this box towards the central 'DECISION-MAKING PRINCIPLES' box.

**DECISION-  
MAKING  
PRINCIPLES**

A central maroon square box containing the text 'DECISION-MAKING PRINCIPLES' in white, bold, uppercase letters. It is flanked by two dark grey arrows pointing towards it from the left and right.



# PLAN ORGANIZATION

## Introduction

- Plan Purpose & Process
- Community Context
- Educational Concepts
- Intro to Addison
- Addison's Identity
  - Values/Assets/Aspirations
  - Vision Story
  - Decision-Making Principles

## Planning Components

- Land Use & Development Character
- Housing & Neighborhoods
- Mobility & Connectivity
- Related Plans

## Implementation

- Recommendations
- Actions
- Timing
- Resources

# REVIEWING THE PLAN

# REVIEWING THE PLAN

## **Who is reviewing it?**

- Staff, CPAC, Planning & Zoning Commission and City Council

## **How long do I have to review it?**

- November 7<sup>th</sup> through December 5<sup>th</sup>

## **How are you to review it?**

- [TownofAddison.Konveio.com](https://TownofAddison.Konveio.com) – online document review software

# REVIEWING THE PLAN

## What to review

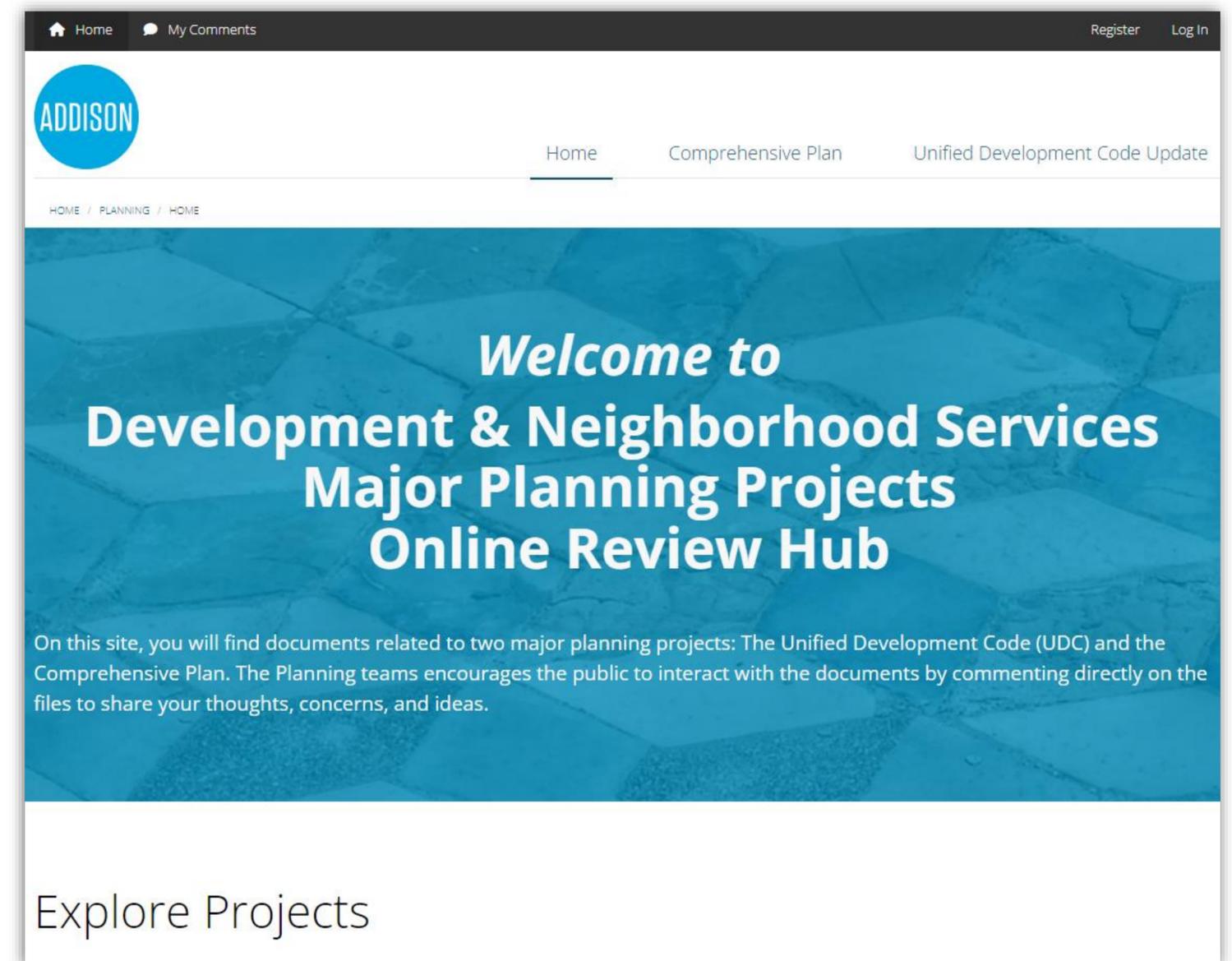
- **Readability** – long or confusing sentences, word/phrase repetition, etc.
- **Content** – missing information, information that is not detailed enough, specific actions/recommendations, maps labels incorrectly, etc.
- **Logic** – ideas do not connect well, contradictory statements, etc.
- **Accuracy** – incorrect street names, etc.

## What not to review

- **Spelling errors** – to be reviewed again by project team
- **Grammar and punctuation** - to be reviewed again by project team

# USING KONVEIO

- Remember to use Konveio to record your comments on both projects!
- [townofaddison.konveio.com/](http://townofaddison.konveio.com/)
- Jade Broadnax will email you the Document Password
- Questions? Contact the Comprehensive Planning Manager Jade Broadnax at [jbroadnax@addisontx.gov](mailto:jbroadnax@addisontx.gov)



# PLANNING PROCESS FEEDBACK

**ON YOUR PHONE OR TABLET GO TO:**

**LINK TO BE PROVIDED**

**QR CODE  
TO BE PROVIDED**

**OR SCAN THIS QR CODE**

# FINAL THOUGHTS

# CPAC MEMBER TAKEAWAYS

Please share one or two final thoughts with the group. Suggested topics to comment on include:

- Your experience during the process
- Something you've learned
- What you're most excited about
- What you're most concerned about
- Action(s) that you would like to volunteer for/spearhead within the community

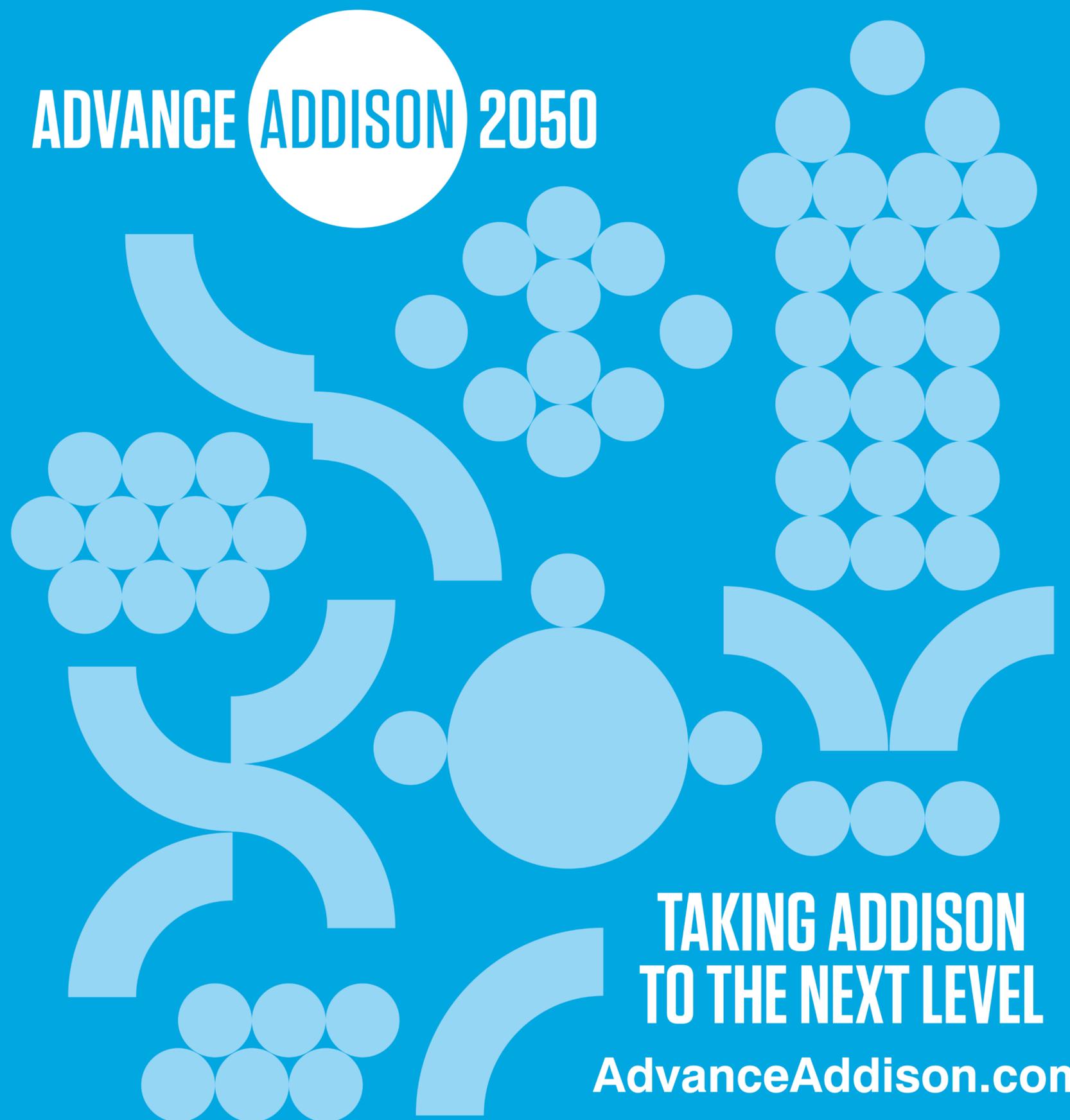
# NEXT STEPS

# REMAINING STEPS AND SCHEDULE

- **Nov 7 – Dec 5, 2025:** Review of full Comp Plan by Staff, CPAC, P&Z, & Council
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- **Monday, Jan 13, 2025:** CPAC Meeting (Plan Recommendation)
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**THANK YOU!**

**ADVANCE ADDISON 2050**



**TAKING ADDISON  
TO THE NEXT LEVEL**

**[AdvanceAddison.com](http://AdvanceAddison.com)**

# ADVANCE ADDISON 2050 COVER







**ADVANCE ADDISON 2050**

A Comprehensive Plan for the Town of Addison, TX

# ACKNOWLEDGEMENTS

PREPARED BY:

WITH:



**CivicBrand**



**ARCADIS**

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 Jade Broadnax, **AICP** **COMPREHENSIVE PLANNING MANAGER**

## CITY COUNCIL

Bruce Arfsten  
 Darren Gardner  
 Nancy Craig  
 Chris DeFrancisco  
 Howard Freed  
 Dan Liscio  
 Marlin Willesen  
 Eileen Resnik  
 Guillermo "GQ" Quintanilla

## PLANNING AND ZONING COMMISSION

**MAYOR** Denise Fansler **CHAIR**  
**MAYOR PRO TEMPORE** Diane Chavez **VICE CHAIR**  
**DEPUTY MAYOR PRO TEMPORE** Jimmy Barker **MEMBER**  
**MEMBER** Tom Bruan **MEMBER**  
**MEMBER** Ed Copeland **MEMBER**  
**MEMBER** Chelsey Smith **MEMBER**  
**MEMBER** Tyler Sommers **MEMBER**  
**FORMER MEMBER** Zachary Faircloth **FORMER MEMBER**  
**FORMER MEMBER** Robert Catalani **FORMER MEMBER**  
 John Meleky **FORMER MEMBER**

## COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

Susan Halpern **CHAIR** Denise Fansler  
 Kathryn Eriksen **VICE CHAIR** James "Jim" Decuir  
 Aaron J. Benjamin Jim Duffy  
 Al Angel Jim Peck  
 Al Cioffi Joseph Hornisher  
 Britton Wells Kathryn Wheeler  
 Carol Rennesund Kris Brown  
 Conrad Ornstein Kirs Hannon  
 David Collins Liz Oliphant

Mark Godfrey  
 Patrick Arnzen  
 Sharon Simmons  
 Taylor Bowen  
 Tom Braun  
 Tyler Sommers  
 Tyler Wright  
 Abigail Stoddart

## CONSULTANT TEAM

### Verdunity

Kevin Shepherd, **PE, ENV-SP**  
 Marshall Hines, **CNU-A**  
 Katherine Linares, **AICP, CNU-A**  
 Maddie Capshaw, **AICP**  
 Antonela Stoica  
 AJ Fawver, **AICP, CNU-A, CPM**  
 Matthew Meals, **EIT**  
 Tim Wright, **PE**  
 Lexie Schrader

### CivicBrand

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 Farrell Buller

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Craig Lewis, **FAICP, LEED AP, CNU-A**  
 Shelly Zhu, **AICP, LEED GA**  
 Jony Abis  
 Diego Garcia

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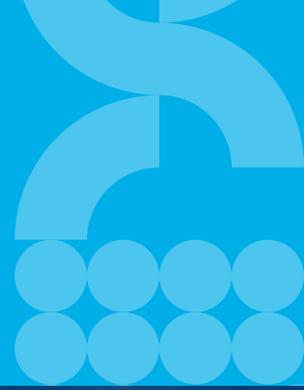
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# EXECUTIVE SUMMARY

To be completed after review modifications

# INTRODUCTION



This section lays the foundation of our Comprehensive Plan by giving you a clear understanding of what the plan is all about; how it was crafted, who was involved, and what we as a town intend to achieve together.

We start by exploring key concepts that shape our town's future. You'll learn about the economics of land use - how the rate and pattern of development impact Addison's fiscal health, affordability, and prosperity. We also highlight the importance of walkability, envisioning a community where getting around on foot is easy, enjoyable, and accessible to everyone. By understanding these concepts, you'll see the *why* behind the recommendations found in the planning components of this plan.

This section also paints a picture of where we are today: our town's history, current growth patterns, and the financial productivity of our development. We consider the people of Addison—their demographics, preferences, and aspirations—and summarize our unique position in the market. Finally, we outline Addison's values, assets, and dreams, shaping a collective vision for the future. With decision-making principles that prioritize thoughtful growth and community well-being, this introduction sets the stage for how the brightest future for Addison can be built.



# INTRODUCTION TO THE PLAN

## THE WHAT AND WHY BEHIND THIS PLAN



### What is a Comp Plan?

Leading a city is a daunting task, both daily and long term. As the name suggests, this plan outlines a “comprehensive”, or all-inclusive, picture of city needs and desires. It summarizes the vision and values that are critical to a city, and outlines the path forward.

Elected and appointed officials change over time, so this document serves as the constant guide. It lays out the game plan for Addison. It expresses the goals and direction of the community. Clear expectations and responsibilities are outlined so meaningful progress can be made. It is Addison’s official statement on policy and direction related to future growth and development.

Comprehensive plans have two components: a visual component and a text component. The visual component maps out where to place future land uses. It provides informative graphics and illustrations

to help readers understand concepts and how and where to apply them. The text component begins by summarizing the community’s context, including existing conditions and opinions of current residents and businesses. From there, it outlines the desired future of the city, weaving in analysis and additional context for land use and development character, housing and neighborhoods, and mobility. This plan’s structure also allows for integration of support components for other aspects of the community, such as parks and recreation, facilities, and infrastructure. The final product ends in an implementation strategy to achieve the community’s shared vision. Success is wholly reliant on Town officials and residents, who must embrace and take ownership of the plan and commit to its execution. Neither the Town organization nor the town’s residents can do this alone.

### Notes

*Section 213 of the Texas Local Government Code (originally created in 1997) outlines the authority delegated to cities as it relates to comprehensive plans.*

*Section 213.002 specifically authorizes a city to adopt a comprehensive plan in accordance with its charter or by ordinance. It also authorizes them to amend it regularly. The comprehensive plan is intended to be kept updated so it will stay relevant to the environment and challenges of the city it is written for.*

## Why Do we Need a New Plan?



### TO MAKE GROWTH WORK FOR, NOT AGAINST US.

Growth doesn't always lead to sustainable prosperity. Some growth creates liabilities beyond a city's capacity or drives up housing costs. Addison's compact development has led to a higher tax base, walkable neighborhoods, and strong fiscal health. However, residents are concerned about more apartments and aging commercial areas. This process is about determining residents' goals for growth and setting a framework to guide it. That framework should guide growth while addressing concerns. It should achieve the desired outcomes while making the necessary compromises.



### TO GET MORE BANG FOR OUR COLLECTIVE BUCK.

Today's infrastructure and development decisions have future financial consequences. Some projects create surplus revenue, while others add liabilities. The type and amount of housing will affect values and affordability. Town leaders need a plan to maximize return on investments - in land, infrastructure, and resources. Property values can grow while keeping housing attainable, managing long-term liabilities, and improving the quality of life. In a mostly built-out community like Addison, coordinating resources with infill and redevelopment opportunities is crucial.



### TO KEEP THE CITY PROACTIVE, AND NOT REACTIVE.

The Town's outdated Comprehensive Plan has led staff to rely on newer master plans and small area plans while updating the Unified Development Code. Without an overarching vision, project evaluation can reduce staff efficiency, limit investment returns, and complicate expectation management. A new Plan that reflects current community context, integrates recent plans, and streamlines infill and redevelopment is key to proactive decision making across development and operations.



### FOR CONSISTENCY, COMMUNICATION, & ACCOUNTABILITY

Managing expectations of residents during growth can be extremely challenging, time consuming and frustrating. Establishing a cohesive vision, values, planning principles, policies and prioritized implementation actions will clarify roles and expectations. This provides guidance to City Council, staff, local businesses, and residents. It empowers everyone in the community. Action items and decisions will be measured and tied back to this plan, providing transparency and accountability.

## What Does a Comprehensive Plan Do?

- 1 Documents current needs and forecasts future challenges. If done well, Addison can leverage growth that yields only the highest returns for the community. This leads to a stronger community that thinks ahead - becoming more proactive, and less reactive.
- 2 Improves effectiveness and communication. Creating a plan puts leaders in a position to eliminate duplicative efforts and be effective decision-makers across all aspects of the Town's operations while maximizing limited resources.
- 3 Identifies and captures in writing what is important to the community. Having a clear identity and set of values will help Addison preserve what's important to today's residents and businesses and prioritize opportunities that move the community closer to its desired future.
- 4 Establishes clear expectations. Elected officials and staff are best equipped to make consistent, predictable recommendations and decisions.
- 5 Creates an informed and engaged citizenry. Engaged residents support leadership and bring ideas forward. They actively participate in decisions and the work required to achieve more. They represent their neighborhoods and wishes. Most importantly, they contribute to positive change and develop future leaders.

## Who's Been Involved?

### PUBLIC

Provided input on community strengths, areas for improvement, and desired future; gave feedback on land use, development, mobility, housing, and neighborhood priorities; supported and engaged in implementation activities.

### STAKEHOLDER GROUPS

Participated in interviews, shared insights, and provided input from various perspectives.

### COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

Engaged in extensive data analysis, participated in all public and specialized input activities, and met almost monthly since November 2023.

### TOWN STAFF

Provided ongoing input and review to ensure the plan is accurate and actionable.

### PLANNING & ZONING COMMISSION (PZ)

Gave input and conducted interim reviews at key milestones; recommended the final plan to the City Council.

### CITY COUNCIL

Provided ongoing input and community feedback; approved the final plan for adoption.

### CONSULTANT

Conducted analysis; coordinated with Staff, PZ, and Council; facilitated public meetings and charrettes; designed a practical plan for daily decision-making.

## What Are the Goals of this Plan?

### WE AIM TO ACCOMPLISH...

#### UNDERSTANDING OUR CURRENT NEEDS AND FORECASTING FUTURE ONES

To remain fiscally solvent, a town must develop in a manner that generates sufficient revenue to cover liabilities, not just today, but in the future.

#### TELLING THE STORY OF ADDISON

Having a clear identity and set of values helps Addison avoid becoming "just another city" in the Dallas - Fort Worth Metroplex and distinguishes it from the surrounding communities.

#### GETTING THE BIG STUFF RIGHT

Creating priorities for land, infrastructure, and economic development decisions is essential. Doing so maximizes return on investment. It also builds a high quality of life today and for years to come.

#### ESTABLISHING CLEAR EXPECTATIONS AND CONSISTENT, PREDICTABLE DECISIONS

A process that leads to elected officials, staff, and partners acting in a unified, efficient and proactive manner is critical.

#### CREATING AN INFORMED AND ENGAGED PUBLIC

Engaged residents and business leaders support Town leadership and bring ideas forward. They actively participate in decisions. They represent their neighborhoods and wishes. Most importantly, they contribute to positive change.

### WE DO THIS BY ASKING...

**What can the Town, and its residents, afford?**



**What defines Addison today, and in the future?**



**How, why, and where do we want to grow?**



**What does a successful implementation program look like?**



**How do we empower our residents to contribute to this process and share in its successes?**



## Why should this matter to you as an Addison Community Member?

- 1** ***You have time, talent, and/or treasure and a heart for Addison.*** There is a place for every community member to step up and contribute to the shared vision. In doing so, they also become a part of the solutions. This input is critical to achieving the vision expressed in this plan.
- 2** ***You want and expect accountability. You seek transparency from your decision-makers.*** Your decision-makers likewise rely on insights and assistance from you. This plan creates the common language necessary to connect decision-makers and stakeholders. With this common language there will be more productive dialogue between groups. This common language makes it simple to measure the success of implementing the plan. These measures can be shared in an open and transparent way.
- 3** ***You care about the future.*** You may have frustrations about the current situation in your community. Yet, you choose to live, work, or visit Addison. You may have loved ones who rely on the future of Addison. Shaping the future of the community is a collective duty and a mutual effort. This plan contains a path to that future.
- 4** ***You believe in being proactive rather than reactive.*** If Addison embraces this Plan, it will be the conduit for proactive action. This action can keep the Town in a position of leadership and influence in the region rather than falling behind. It can keep it on a path of community pride and engagement rather than apathy. Lastly, it can place Addison on a path of connection rather than disconnection.
- 5** ***You want to understand how decisions are made.*** Upon adoption, the Town of Addison should be getting to work implementing the path laid out here. Every discussion and decision reached should have a strong relationship to this plan. By being familiar with its contents, you will have insight into why and how Town officials make judgment calls. In addition, you will be well-equipped to participate in those processes.

## UTILIZING THIS PLAN

### Plan Organization

This Comprehensive Plan has been organized so as to be useful to the Town staff and elected officials who will use the document to underpin and support their day-to-day work – but special consideration has been made to ensure that the plan is understandable and approachable to the community it aims to serve. The document is organized into three main parts.

# 1 Introduction

This first section is designed to do a few things. First, it provides the reader with an understanding of the plan itself: how it was written, who participated in its creation and what it aims to accomplish. Second, it provides foundational concepts that the plan relies heavily on. The economics of land use are explained, including how the rate and pattern of development directly impacts the fiscal health, affordability, and long-term prosperity of a community. The elements and importance of walkability are also introduced. The overview of these concepts helps citizens to understand the why behind the recommendations in each planning component. Third, this section includes background information on the community, including how the town has grown and developed over time, the fiscal (tax) productivity of current development, the demographic makeup and preferences of residents (current and future), and a summary of the town's market position. Finally, it outlines the community's values, assets, and aspirations and organizes important input on the town's past, present, and future into a vision story.

The Introduction section wraps up with a series of decision-making principles that were used to inform the development of this plan and should be used to inform and guide future decisions about growth and development.

Hold for Introduction Render when complete.

## 2 Planning Components

The second section includes a series of components (sub-sections) for elements that typically align with Town departments and functions. While the content of each element is customized to best represent the information related to that respective subject, each component is generally organized in the same structure. Each component begins with a list of recommendations, followed by a snapshot of existing conditions. Next, maps and strategies that support the community's shared vision and priority outcomes are presented. Finally, each component closes with anticipated barriers to success and suggested solutions to address them.

Today, the Comprehensive Plan includes three planning components: *Land Use & Development Character* <sup>(LU)</sup>, *Housing & Neighborhoods* <sup>(HN)</sup>, and *Mobility & Connectivity* <sup>(MC)</sup>. The Town may choose to create additional components in the future to integrate elements including but not limited to Facilities, Parks and Trails, Infrastructure, and/or Economic Development. Additionally, a *minor* component called *Related Plans & Initiatives* <sup>(RP)</sup> has been provided to give these important planning items a place under the Comprehensive Plan's umbrella. For each of these plans, a brief summary of key information and recommendations are communicated.

### LAND USE & DEVELOPMENT CHARACTER

*This component establishes the Town's overall land use pattern and identifies the type and character of development desired for the future. It also identifies the spectrum of change anticipated for different areas of the town so those currently or considering living in the vicinity have an understanding of how much (or little) development activity could occur in the future.*

### HOUSING & NEIGHBORHOODS

*This component provides guidance on the building blocks of different neighborhoods and the contextualized features that can make them more successful. Cues for arranging blocks and accommodating residents are included.*

### MOBILITY & CONNECTIVITY

*This component looks at how the residents of Addison get around and provides an approach that improves walkability and multimodal connectivity within neighborhoods and throughout the town. Enhancing the walkability of the community was identified as the most important, overarching goal of future development in Addison. Making neighborhoods and commercial areas more walkable, human scale, and experience oriented directly affects both the economic productivity of the city and the health and happiness of current and future residents.*

### RELATED PLANS & INITIATIVES

*This minor component provides a home for other planning initiatives that the Town has undertaken. Summaries of these plans, as well as an overview of each's recommendations is included.*

## 3 Implementation

The final section focuses on how to work toward the recommendations in each major component. Utilizing the principles to guide discussions and investments, and focusing resources toward implementing the recommendations of the Comprehensive Plan is perhaps the most important job of the Town's leaders and staff.

This section includes an explanation as to how implementation practices should be approached. Particular focus is given to how implementation should be a community process which is centered around neighborhoods and the people who live in them.

It is important to understand that every recommendation, and subsequently every action that makes up those recommendations has been vetted to ensure that they align with the community's input, goals, identity, and values. Recommendations and actions are coupled in this section to provide a checklist that, when completed, indicates that recommendations have been accomplished.

Hold for Implementation Render when complete.

## Knowing Where to Start with the Plan

While a comprehensive plan is a community-wide resource, there are a variety of distinct users who have different purposes in referencing it. Each user group is outlined below, and the areas which they should find most relevant are highlighted for quick reference. This Plan is formulated with all of them in mind.

### DEVELOPMENT & BUSINESS COMMUNITY

The *Market Competitiveness Report* (available as an appendix) and the three major *Planning Components* will contain a great deal of relevant information to provide an understanding of how the Town wants to grow and what kind of projects are most beneficial to its collective future. *The Foundation of Addison's Identity* and *Decision-Making Principles* can help to align your projects with the broad directional statements that are at the heart of the adopted focus for the future.

### ADDISON RESIDENTS

If you are a resident and reading this document for the first time, it's best to acquaint yourself with the Introduction section, specifically the subsections on *The Planning Process*, *Educational Concepts (Economics of Land Use and Elements of Walkability)*, and *Addison's Identity*. These parts provide the contextual knowledge to help you understand how the plan components were drafted. Then you can skip around to the major component that you are most interested in to see the direction and plans the community has identified.

### TOWN STAFF

Since staff will frequently reference the recommendations, they have been compiled in the *Implementation* section, grouped by component. This section also includes the accompanying actions, Decision-Making Principles, and Council Focus Areas for staff to consider when preparing items for decision-makers. Understanding and internalizing the community's Values and Aspirations is crucial, as new recommendations should always align with progress toward the community's priority outcomes.

### ELECTED & APPOINTED OFFICIALS

Elected officials must constantly strive to understand and apply the community's will to their decisions. *Addison's Identity* and *Decision-Making Principles* should guide the evaluation of proposed projects, policies, and programs, balancing present benefits with the community's values, character, and desired future. A foundational understanding of how development decisions affect fiscal sustainability and affordability, as outlined in the *Economics of Land Use* section, is essential. Additionally, familiarity with recommendations on housing and enhancing commercial areas to improve walkability and multimodal connectivity is crucial for attracting and retaining businesses and residents.

## How You Can Use this Plan

When a plan is adopted, the work of a community truly begins, not ends. There is a part for every person in Addison to play, and that begins with a complete understanding of how each person can participate. Below are ways that community members and leaders can act, starting today.

### Residents and Other Locals

- ① Be familiar with the Plan and its contents, and ensure any groups or associations you are part of are as well. Knowledge is power.
- ② Volunteer to get involved. Coordinate events, set goals, and address issues in line with the Plan. Connect with those assigned to tasks you're interested in—collaborating helps overcome resource constraints.
- ③ Rally local wealth for community projects. Invest collectively in small businesses, and work together to revive buildings or lots, rather than waiting for outside developers. Create more opportunities for local businesses to thrive.
- ④ Participate in the Town's Plan reviews. This is a great chance to propose new ideas, solutions, and highlight changing community needs to adapt the path forward.
- ⑤ Recognize that progress depends on both Town officials and locals like you. Contribute, celebrate achievements, and support open assessments of what isn't working—without framing it as government versus residents.

### Town Staff and Officials

- ① Be familiar with the Plan's contents, and align the budget, capital improvements, regulations, agendas, and reporting accordingly. This happens less when vision, values, and long-term priorities are central to every discussion.
- ② Facilitate resident and local group involvement. Encourage participation, tapping into local resources. Many want to help but don't know where to start.
- ③ Use the Plan as the primary guide in Town discussions, demonstrating leadership's commitment. Integrate it into meetings, reports, and public resources.
- ④ Commit to an annual review of the Plan, updating it regularly. Mark completed items, add new goals, and gather input from neighborhoods and diverse groups.
- ⑤ Share the Plan widely, making it accessible. Show how it informs decisions to help citizens connect the vision to actions.
- ⑥ Reference the Plan for special projects and opportunities, basing decisions on the Future Land Use Map and ensuring vision, values, and principles guide all choices.

## Refining and Updating this Plan

### AN ONGOING PROCESS

This Plan, and all of its parts, should be regularly reviewed and updated to reflect the changing nature of the Town of Addison and its goals. Though any part of the Plan can be updated, serious thought should be given before amending, or editing the foundational elements that represent feedback collected from Addison's citizens. If these do need to be updated, a process of exhaustive public engagement designed to hear and incorporate diverse voices must be completed.

In executing an incremental implementation program with focused, resource-efficient actions and shorter timeframes, recommendations and their actions require frequent review. As existing recommendations are completed, new ones should be introduced to guide the Town toward its envisioned future. Staff's frontline work offers valuable insight for necessary adjustments, while the City Council should conduct an annual review of recommendations.

Public input should also be gathered on a regular schedule to help inform staff and Council's work. An inexpensive way of doing this would be to solicit feedback on a specific element of each major component during high-turnout public events. For example, "What matters most to you when new commercial growth happens near your neighborhood?" The answers to this single question could be gathered and presented to Council. Then, the Council would determine what new recommendations should be added to the *Land Use & Development Character* component.

Whenever considering new recommendations, it's important to ask three key questions: Does this recommendation align with the community's vision and identity? Is it consistent with the adopted decision-making principles? And does it support the City's fiscal goals, both in the short and long term?

The Comprehensive Plan Life Cycle



## PLANNING COMPONENTS

This Comprehensive Plan serves as the central hub for all of Addison's major and minor planning efforts. Major planning initiatives should be incorporated as distinct planning components. These could include (but are not necessarily limited to) areas such as *Facilities & Infrastructure*, *Coordination & Governance*, *Sustainability*, *Economic Development*, and *Parks & Natural Resources*.

To integrate a planning initiative into the Plan, it must follow the established framework of the existing planning components. The Plan can then be amended by City Council, which involves adding the new component and integrating its recommendations and actions into the implementation section of the plan.

## RELATED PLANS & INITIATIVES

Smaller, more targeted planning initiatives that will not become full planning components should still be included in the Comprehensive Plan through the amendment process.

For these items, a summary should be provided, describing the purpose, key findings, and recommendations. These elements should be added to the dedicated minor component *Related Plans and Initiatives*.

As older, related plans are replaced by newer ones, the amendment process should remove outdated references. For example, when the 2016 Master Transportation Plan is updated, the reference to the older plan will be replaced with the updated plan in the same format.

## Planning Component Framework

- 1 **Introduction** - Clearly states the purpose of the component and the topics it will address.
- 2 **Recommendations** - Lists and explains the improvements identified through the planning process.
- 3 **Snapshot** - Provides an overview of the current state of affairs relevant to the component, giving readers context about Addison's challenges and opportunities.
- 4 **Strategic Frameworks & Concepts** - Outlines the tools, techniques, and knowledge needed by the Town to achieve the listed recommendations.
- 5 **Barriers to Success** - Identifies and explains potential obstacles that could hinder the implementation of the component's recommendations.

## Implementation Updates

When new planning components are adopted and added to this plan or new planning initiatives are undertaken and the resulting plans are adopted (and added to the minor component *Related Plans & Initiatives*), it is essential that their recommendations and associated actions (see page 16 for more details on drafting these) are also included in the Implementation section through the same amendment process. The *Implementation* section must serve as a central location for all planning recommendations Town-wide. Either through specific recommendations and actions being in this Plan, or the recommendations of other plans being pointed to by the *Related Plans* recommendations.

## MEANINGFUL RECOMMENDATIONS

Recommendations, while broad, exist along a spectrum of generality. Some are highly overarching, setting a wide-reaching vision, while others are somewhat more focused, offering clearer guidance within a specific area. Each recommendation serves to move the community forward and is often aligned with a specific planning component. For instance, a recommendation aligned with *Land Use & Development Character* might be: **Design neighborhood streets to prioritize people, place, and productive development.** In the subsequent phase, these recommendations are further broken down into actions. Similar to recommendations, these actions vary in their level of specificity, ranging from detailed, step-by-step initiatives to more adaptable, high-level directives. This approach ensures Addison's vision and implementation are effectively addressed in different contexts.

### Implementation Hierarchy



## USEFUL ACTIONS

Actions are specific tasks that serve to accomplish recommendations. It is easy to think of these as a checklist that, when finished, allows the community to call a recommendation complete. The example recommendation to redesign neighborhood streets could have the following actions:

- ① *Prepare and adopt a Complete Streets policy that applies across the Town.*
- ② *Implement traffic calming elements on local residential and collector streets that slow traffic to provide a safer experience for non-auto users.*
- ③ *Build and maintain sidewalks of 5' minimum width on every local street.*
- ④ *Construct bulb-outs at intersections to reduce pedestrian crossing distances and force vehicles to slow down and make more controlled turning movements.*

## THE PLANNING PROCESS

This Comprehensive Plan was broken up into six major phases. Major milestones in each phase are listed on the right side of this page. After adoption of the Plan, successful implementation and meaningful and measured refinement should take place over time.

A variety of methods were used to collect input and feedback. The engagement approach was intentionally organized to balance information sharing (education and awareness), information gathering (listening), and discussions to explore topics in more detail and capture context. Options were also balanced to provide opportunities for the community to engage online, in person, in group settings, and through private one-on-one discussions. Most importantly, multiple presentations and discussions were held throughout the process. These explained connections between development and fiscal health/affordability. They also emphasized the importance of reimagining some of Addison's commercial areas. Lastly, these presentations and discussions helped explain how improving walkability benefits all current Addisonites. In addition, walkability will make Addison attractive to future residents and businesses.

### Project Timeline

#### Phase 1

September 2023

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

#### Phase 2

October – November 2023

- *Plan and Data Review*
- *Community Tour*
- *Land Use Fiscal Analysis (LUFA)*
- *Community Project Kick-Off Events*
- *Community Surveys*

#### Phase 3

December 2023 – March 2024

- *Visioning Events (Pop-Up Events, Community Event, Town Leadership Workshops)*
- *Stakeholder and Focus Group Interviews*
- *Online Mapping Tool*

#### Phase 4

April – June 2024

- *Virtual Activity Rooms*
- *Community Event (Visioning Recap, Maps, Recommendations)*
- *Strategy Brainstorming & Refinement (Maps, Policy Recommendations, Actions)*

#### Phase 5

July – October 2024

- *Strategy Refinement (Stakeholders & Agencies Interviews, Actions)*
- *Map Production*
- *Draft Plan Production & Refinement*

#### Phase 6

November 2024 – April 2025

- *Public Review*
- *Final Plan Delivery*
- *Adoption Meetings*

## How Engagement Informed This Plan

### Vibrant Community Assessment



**BASELINE  
ESTABLISHED**

### Engagement Opportunities



**IDENTIFIED**

**Values**

**Assets**

**Aspirations**

### Work Sessions COUNCIL, PLANNING COMMISSION, & CPAC



**REFINED** RECOMMENDATIONS & ACTIONS  
**INFORMED** DECISION MAKING PRINCIPLES



# EDUCATIONAL CONCEPTS

## ECONOMICS OF LAND USE

### The Value of Different Development Patterns

Where, when, and how a city develops has a direct impact on a city's fiscal health. The form and process by which property develops in a community is its development pattern. Development patterns are caused by varied wants, needs, and desires amongst community leaders, residents, and developers. Below are three of the most common development patterns seen in Texas and across the United States: rural, suburban, and urban. Each of these patterns accommodates a certain amount of people, requires different amounts of infrastructure and public services, and consumes varying amounts of land.

Understanding the economic constraints these patterns present is key to helping build a resilient and fiscally sustainable place. The economics of land use, at a high level, pertains to how these different development patterns generate revenue back to the city in the form of property tax, sales tax, and other revenues. The development patterns also generate costs and liabilities in the form of services, property, and infrastructure that require maintenance over time. *To be financially sustainable, a City's development pattern and taxing structure must generate sufficient revenue to pay for services and infrastructure; not just today, but over time.*



RURAL	
Value Per Acre	<b>LOW</b>
Infrastructure Costs	<b>LOW</b>
Service Levels	<b>LOW</b>
Population Per Acre	<b>LOW</b>
Cost Per Household	<b>LOW</b>

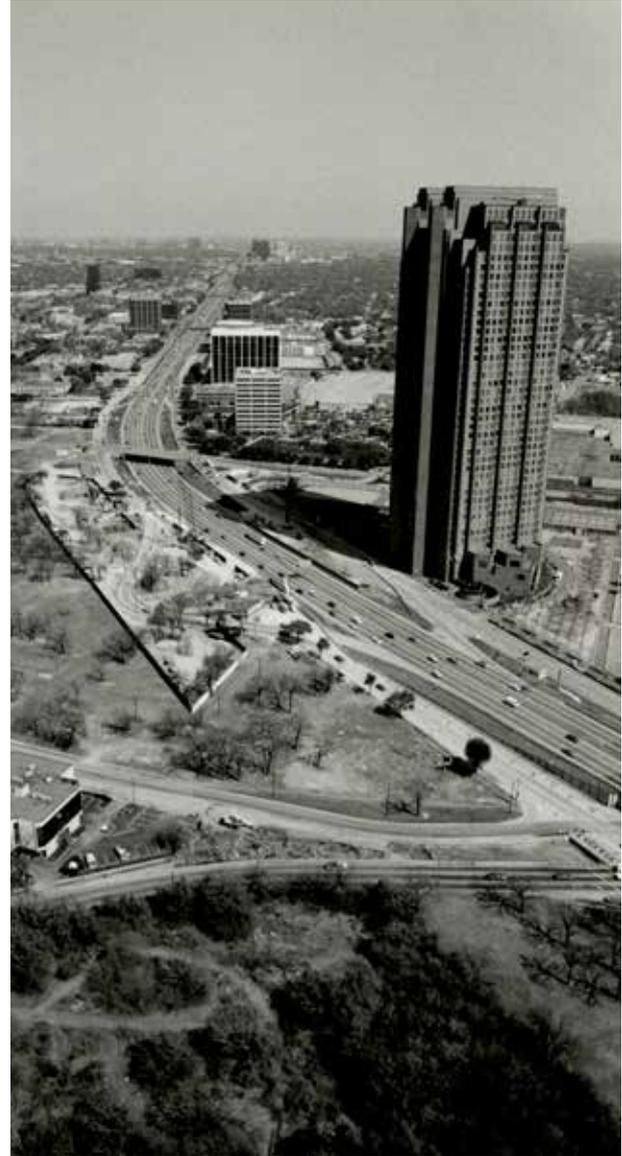
SUBURBAN	
Value Per Acre	<b>MID</b>
Infrastructure Costs	<b>HIGH</b>
Service Levels	<b>HIGH</b>
Population Per Acre	<b>MID</b>
Cost Per Household	<b>HIGH</b>

URBAN	
Value Per Acre	<b>HIGH</b>
Infrastructure Costs	<b>HIGH</b>
Service Levels	<b>HIGH</b>
Population Per Acre	<b>HIGH</b>
Cost Per Household	<b>LOW</b>

## The Suburban Growth Experiment

For thousands of years, cities all over the world were built and grew incrementally out (horizontally), up (vertically) and more intensely (higher density) as resources allowed. This traditional pattern of development was characterized by a compact grid, narrower streets, and diverse building types (whose uses were flexible) all geared toward a human scale, and it was built in increments when the demand and money were available. New structures or streets were built next to existing buildings or infrastructure, because this was the most cost-effective way of growing.

When the automobile was invented, it led to what engineer and Strong Towns founder Charles Marohn coined the “suburban experiment.” The creation of the highway system, increasing car ownership, and mass-scale housing programs rolled out after WWII combined to create a new environment where developers were able to purchase and develop land out on the edge for lower costs, and the suburbs were born. Streets and buildings became more spread out than ever before, and residential, commercial, and other uses were separated. Fewer buildings were designed with unique character or built to last. Instead they were designed to be cost-effective and mass-produced. Unlike the previous incremental growth, cities began to see massive amounts of housing, streets, and infrastructure being built over a much larger area in a short amount of time - typically just one or two decades.



Cityplace Tower and US 75 Looking North. Early 1990s. The Dallas-Forth Worth Metroplex has been in a massive suburban growth mode for more than half a century. The pattern of development that accompanied this mode was significantly auto-oriented in nature.

w

1972

## 75 Years of Autocentric Expansion in the Metroplex

North Texas, and the Dallas-Fort Worth Metroplex in particular, has experienced remarkable growth since 1950. It has transformed from a largely rural area into a bustling metropolitan region. The majority of this development followed a suburban pattern. Single-family detached homes and subdivisions dominated the residential landscape. Auto-oriented commercial centers with big box anchors and large parking lots filled the commercial landscape. This combination created - and has continued to necessitate - the construction and expansion of local roadways and highways across the region. Over time, this has made it more difficult and less safe to move around without a vehicle. Today, the region is dominated by autocentric development and subdivisions with small pockets of walkable mixed-use development. Population growth, traffic, and funding challenges continue to grow. Combined with the evolving demographic makeup of the region, this is prompting more discussion and investment in public transit, active transportation, and mixed-use neighborhoods

2022

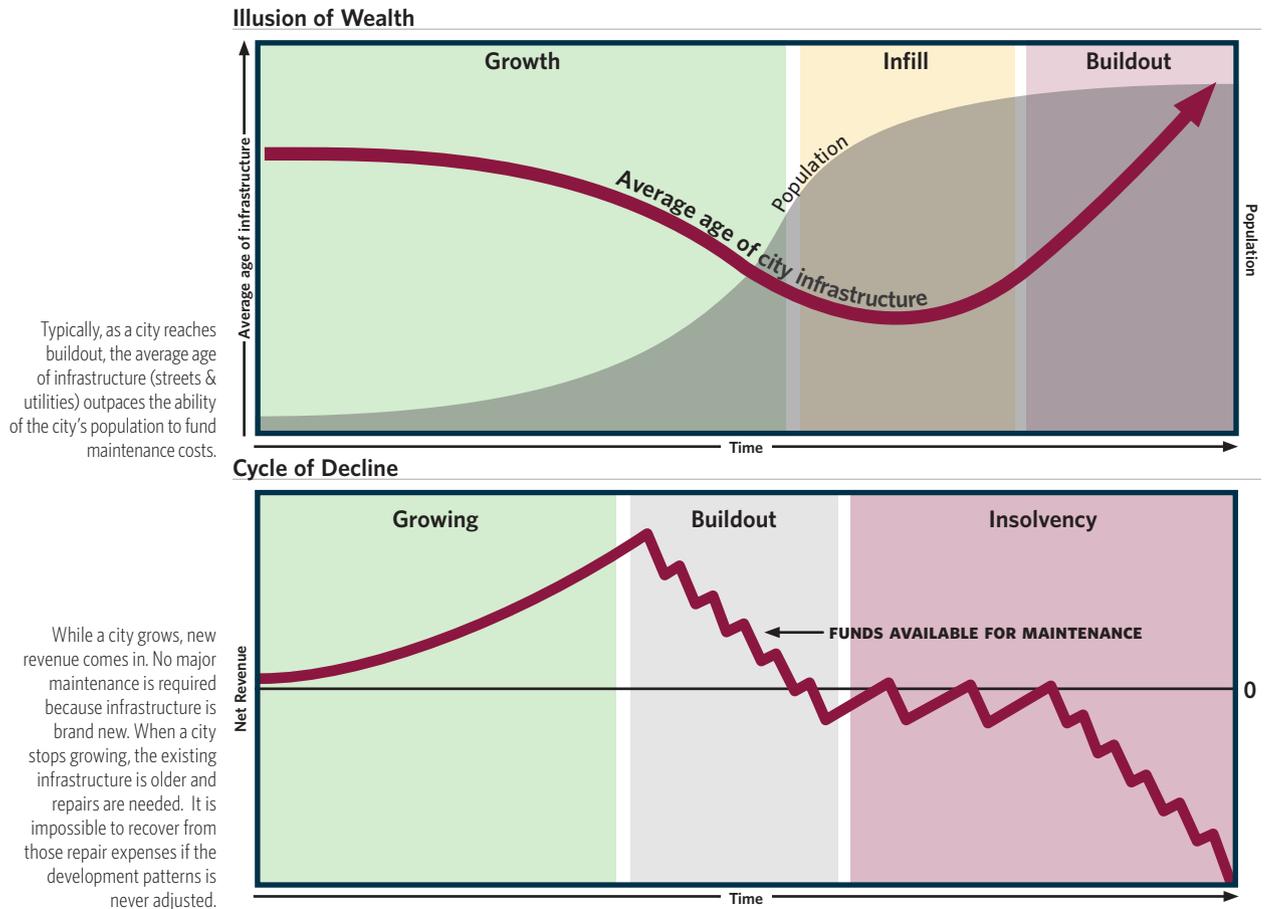
These are false-color images from the satellites Landsat 1 (1972), and Landsat 9 (2022) showing the massive outward expansion of human development visible in green. The vast majority of that development was done in an autocentric pattern.

Source: United States Geological Survey

## The Effects of Rate and Pattern of Growth

As the suburban growth model gained popularity, cities across the country embraced rapid growth without fully considering its long-term impacts. Developers built subdivision after subdivision, adding miles of new infrastructure “at no cost to the city,” luring cities with the promise of additional rooftops and tax revenues. This created what Marohn calls an “illusion of wealth,” where the community appears new and affluent. There was also pressure to keep property taxes low, while sales tax revenues fluctuated with market conditions.

Today, the costs of this approach are becoming clear. As cities age and expand, the revenue boost from new development slows, and infrastructure built decades ago requires replacement. Community leaders struggle to meet expectations for basic services with limited resources, leading to a cycle of patching what they can and postponing the rest. Eventually, neighborhoods deteriorate, prompting those who can afford it to leave, while others are left in declining conditions.



## Land Use Fiscal Analysis

### WHY IT'S IMPORTANT

To align development, services, and revenues, cities need a common framework to address challenges and develop shared solutions. Land use fiscal analysis is a powerful tool for guiding discussions and informing decisions on land use, development, infrastructure, and budgeting. This analysis examines property taxes and general fund service costs at a parcel level, using property tax revenue per acre and net revenue per acre to map the fiscal productivity (revenue minus service costs) of each property in the city. By quantifying revenues and costs per parcel and per acre, it reveals how different land uses and development patterns perform and identifies which parcels generate enough revenue to cover service costs, versus those that require subsidies from other parts of the city.

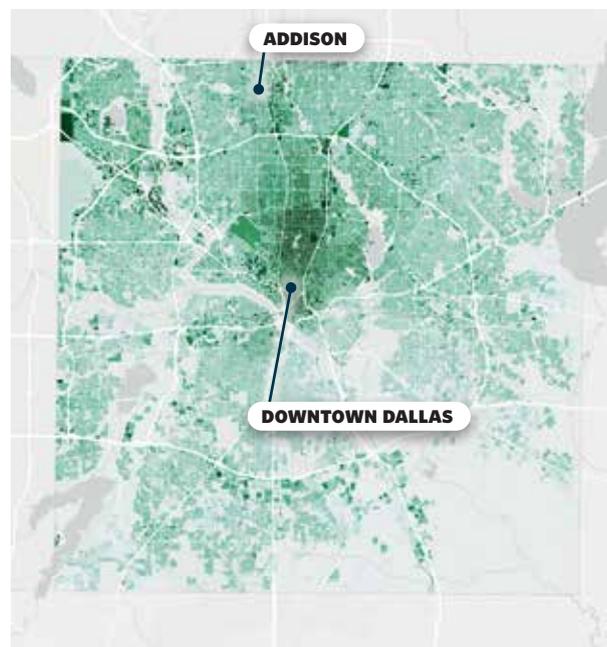
Dallas County Parcels, Assessed Value



### MEASURING THE VALUE OF DEVELOPMENT PATTERNS

Not all types of development yield the same return on investment. Our most financially productive areas, measured by property tax revenue per acre, are often clustered around older downtown developments and walkable neighborhoods. Studies nationwide show that small-lot, street-front businesses in compact, walkable areas—like historic main streets—are far more productive per acre than suburban, auto-oriented sites with larger lots and parking areas. This development style requires less infrastructure and adapts easily to new uses, unlike big box and strip centers, which consume more land, need more infrastructure, and are harder to repurpose as markets change.

Dallas County Parcels, Assessed Value per Acre



### Notes

The parcel-level analysis of Dallas County's assessed values (left map) shows a fairly even distribution across the county. However, the right map, illustrating value per acre, reveals a strong concentration in the urban core, particularly downtown Dallas, extending north into Highland and University Parks—and notably, Addison stands out as a concentrated value hub even at this scale.

## Creating a Fiscally Informed Plan

This document is intended to be a plan for the future of Addison that is directly informed by, and adapted to, the fiscal realities of the community. Addison's past commitment to compact, urban style development has put the Town in a fairly strong fiscal position, but there are parts of the town that are aging and in need of reinvestment. Intentionally guiding development and redevelopment into certain areas of the town and in particular patterns can increase revenues, improve service efficiency and limit costs, and strengthen the Town's fiscal position even further over time. In order to create this type of plan and recommend strategies to ensure a resilient future for the Town, there are a few questions to consider:

- 1** What policies support a fiscally productive and resilient pattern?

*This is crucial. In many areas, the most fiscally productive development patterns are either restricted by current codes and design standards or face strong "Not in My Backyard" (NIMBY) opposition. This Comprehensive Plan emphasizes educating the community and refining policies to enable these productive development approaches.*
- 2** How are the current development patterns in the town performing?

*More frequent financial reports on land use performance and future infrastructure liabilities will inform the Town of each development type's financial impact and contribution to overall fiscal health.*
- 3** What people and organizations can partner with the Town to build quality infill and small projects?

*Over the past 60 to 80 years, much of the rapid growth, especially in North Texas, has been driven by large multi-regional and national firms. Addison has benefited from these larger developers, but to continue thriving, small infill and redevelopment projects will become increasingly important. This requires actively seeking local developers willing to build one building, parcel, or block at a time and connecting them to the necessary resources for success.*
- 4** How can the current development pattern change to provide more value per acre?

*The fiscal analysis identifies properties with the highest and lowest values per acre. High-value properties generate enough tax revenue to cover service costs, while low-value properties do not. Understanding the financial impact of each development type helps the Town capitalize on infill, redevelopment, or greenfield opportunities to maximize returns on public investments and offset service costs of underperforming properties.*

## Commercial Development Pattern Values

Different patterns of commercial development can produce significantly different values on a per acre basis. Since value per acre gives the most apples-to-apples comparison of properties, it is a useful metric to understand what patterns are going to help Addison become a more financially strong and sustainable place without overburdening taxpayers. Denser commercial patterns with vertical buildings

and structured parking provide a sizable increase in revenue per acre over those that are more spread out with large parking lots. Addison has a healthy mix of commercial patterns. Continuing to evaluate and encourage a commitment to walkable, mixed-use commercial development will further strengthen Addison's tax base and relieve tax pressure on residents.

Suburban Strip Center  
**KROGER SHOPPING CENTER**

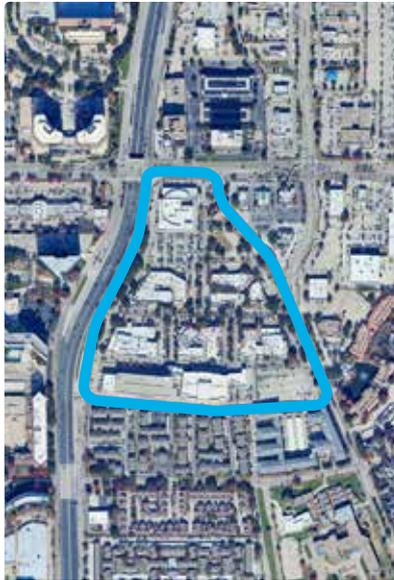


Total Assessed Value  
**\$ 42,042,920**

Total Acres  
**40.86**

Assessed Value Per Acre  
**\$ 1,028,951**

Semi-Walkable Commercial Center  
**VILLAGE ON THE PARKWAY**



Total Assessed Value  
**\$ 109,441,910**

Total Acres  
**31.70**

Assessed Value Per Acre  
**\$ 3,452,426**

Commercial Mixed-Use Town Center  
**LEGACY WEST, PLANO**



Total Assessed Value  
**\$ 605,093,413**

Total Acres  
**38.86**

Assessed Value Per Acre  
**\$ 15,571,112**

### Note

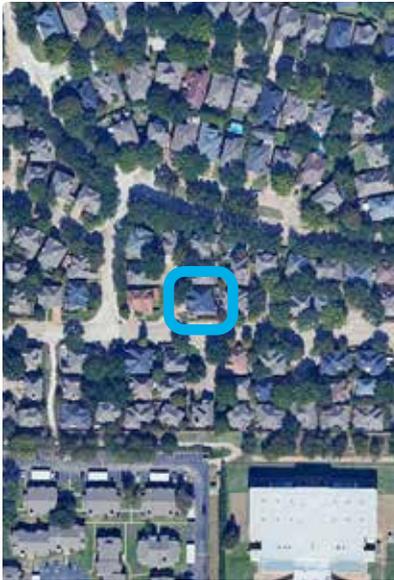
Acres shown are rounded to the hundredth of an acre, and values per acre are calculated from these rounded parcel sizes. Parcel measurements at the central appraisal district can be more precise than this, and calculating value per acre to the thousandth or ten-thousandth of an acre will result in very slightly different values.

## Residential Development Pattern Values

The incorporation of diverse residential products can also impact the town’s taxable value in a positive way. Residential development is often described as a “loss leader” that costs more to serve than it produces in revenue, with the expectation that commercial development will make up the difference. However, there are some residential typologies that are more productive in terms of

revenue per acre while still being affordable, such as townhomes and smallplexes. Making room for more higher producing residential options is an extremely effective way to grow the taxbase without having to increase the tax rate.

Suburban Single-Family  
LES LACS



Total Assessed Value	Total Acres
<b>\$ 473,739</b>	<b>0.13</b>
<b>Assessed Value Per Acre</b>	
<b>\$ 3,644,146</b>	

Urban Townhomes  
ADDISON CIRCLE



Total Assessed Value	Total Acres
<b>\$ 22,179,540</b>	<b>2.22</b>
<b>Assessed Value Per Acre</b>	
<b>\$ 9,990,784</b>	

Residential, with Mixed-Use Component  
ADDISON CIRCLE



Total Assessed Value	Total Acres
<b>\$ 96,278,330</b>	<b>7.05</b>
<b>Assessed Value Per Acre</b>	
<b>\$ 13,656,501</b>	

### Note

Acres shown are rounded to the hundredth of an acre, and values per acre are calculated from these rounded parcel sizes.

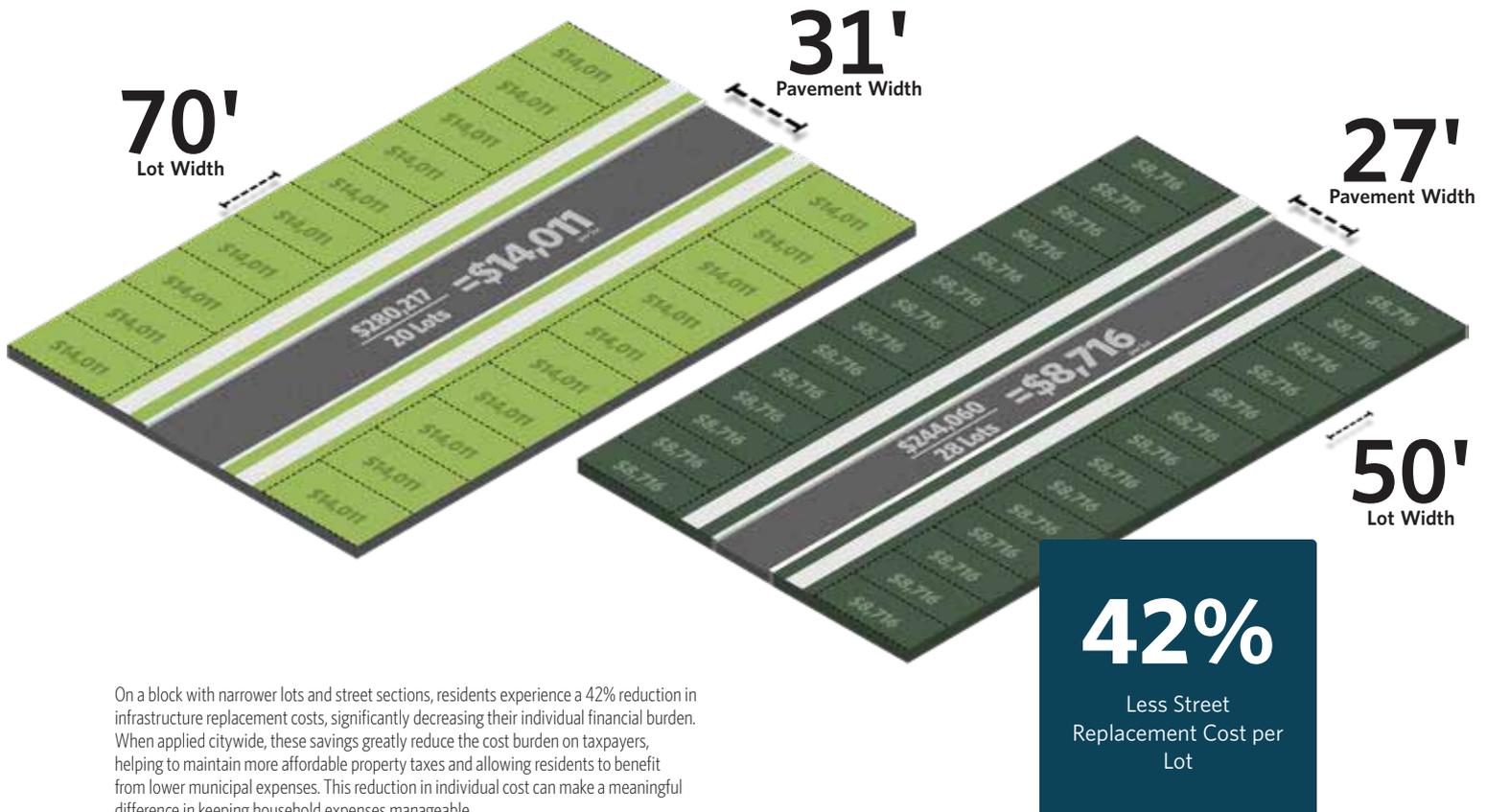
Parcel measurements at the central appraisal district can be more precise than this, and calculating value per acre to the thousandth or ten-thousandth of an acre will result in very slightly different values.

## Factors Affecting Affordability and Fiscal Sustainability

### STREET AND LOT WIDTHS

The width of a street and the number of lots located along that street directly impact the cost each lot or household must contribute to maintain the street. The wider the street, the more expensive it is to maintain and rebuild - anywhere from \$750,000 to \$2 million per 11' lane-mile, depending on if the street is asphalt or concrete, sidewalk widths, and other features.

The household or lot's share of the replacement cost is impacted by the number of properties fronting the street. The greater the lot width (70' in this example) the fewer lots on the street, resulting in a higher share of the street cost per lot. Smaller lot widths (50' in this example) mean more lots can be created on the same length of street, spreading the cost among more lots, which reduces each lot's share.



On a block with narrower lots and street sections, residents experience a 42% reduction in infrastructure replacement costs, significantly decreasing their individual financial burden. When applied citywide, these savings greatly reduce the cost burden on taxpayers, helping to maintain more affordable property taxes and allowing residents to benefit from lower municipal expenses. This reduction in individual cost can make a meaningful difference in keeping household expenses manageable.

**BUILDING HEIGHT**

Building additional stories on a parcel significantly increases its value by expanding usable space without requiring more land. Adding a second story almost doubles the improvement value, and each additional story further boosts it, substantially raising the total taxable value of the property. For the city, this means a multiplier effect on tax revenue, providing crucial funding for public services like schools, parks, and infrastructure. Simply put, building upwards greatly enhances property value and generates significant tax revenue to support community needs.

Single Story



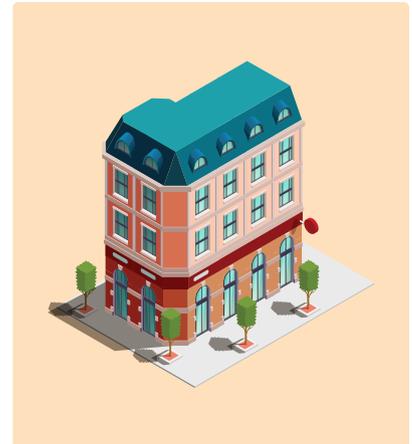
<b>.57</b>	Acres
<b>100%</b>	Lot Coverage
<b>\$150,000</b>	Appraised Value
<b>\$263,158</b>	Value Per Acre

Two Story



<b>.57</b>	Acres
<b>100%</b>	Lot Coverage
<b>\$250,000</b>	Appraised Value
<b>\$438,596</b>	Value Per Acre

Three Story



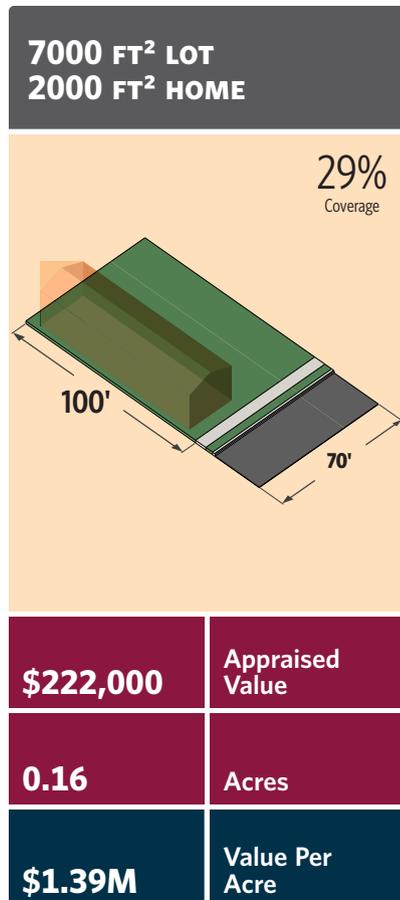
<b>.57</b>	Acres
<b>100%</b>	Lot Coverage
<b>\$350,000</b>	Appraised Value
<b>\$614,035</b>	Value Per Acre

**LOT COVERAGE**

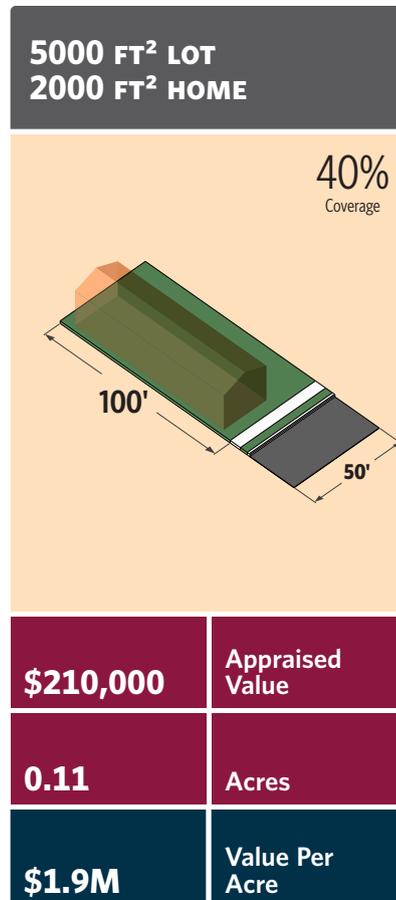
When more of a parcel of land is developed, the overall property value increases because value is created by the improvements made on the land. The taxable value of a property is the sum of the land value and the improvement value, so a larger building results in a higher taxable value. This means the city collects more in property taxes, generating additional revenue that funds public services such as parks, infrastructure,

and schools. In essence, maximizing the use of a parcel increases property value, leading to higher tax revenues that support community services and further development.

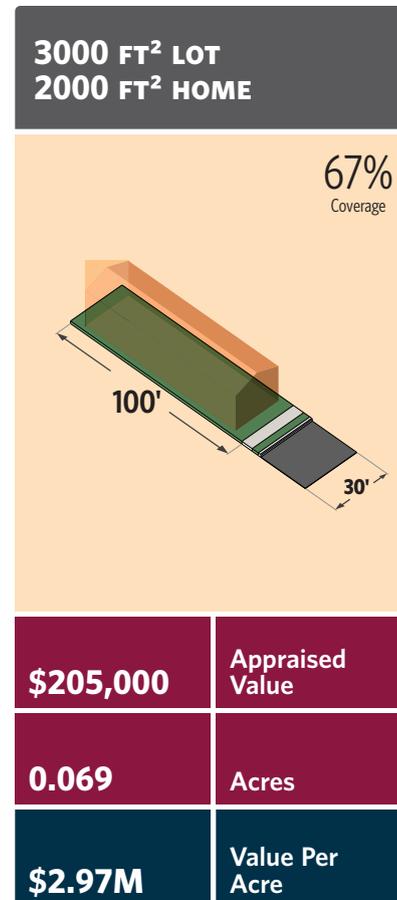
Low Lot Coverage



Mid-Level Lot Coverage



High Lot Coverage

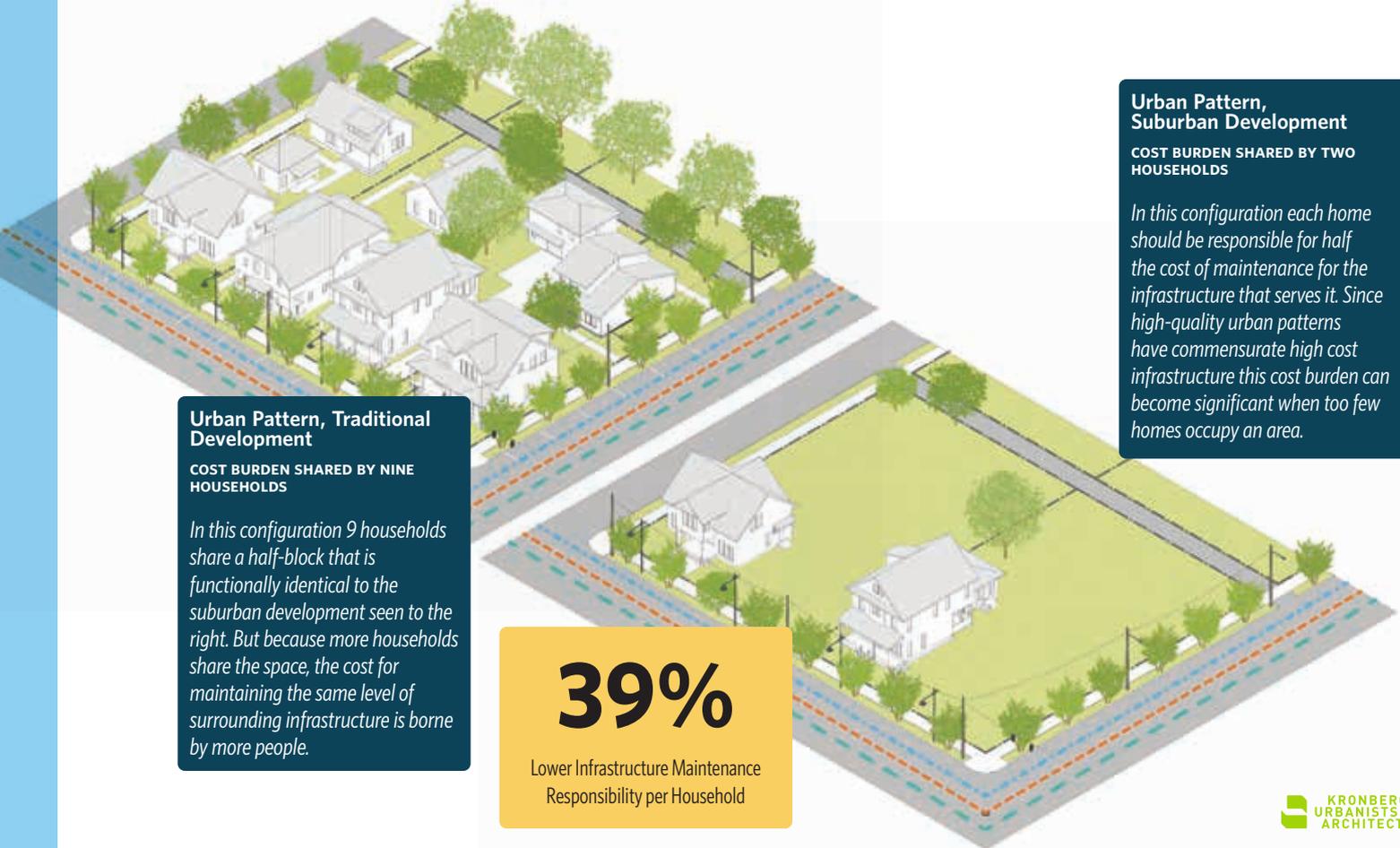


## INTENSITY OF DEVELOPMENT

The intensity of a development pattern significantly affects the city's ability to cover its costs. In the graphics below, Kronberg Urbanists + Architects illustrate how two similar blocks incur the same infrastructure costs for power, water, and wastewater access. However, one block spreads these costs across two properties, while the other distributes them across many more, resulting in a different tax burden for residents. When costs are distributed over more properties, the individual tax burden is lower, making it easier for residents to manage expenses. Additionally, housing types like backyard cottages (most often referred to as

Accessory Dwelling Units, or ADUs) and duplexes offer an added benefit by creating a revenue stream for property owners, enabling them to age in place or maintain quality of life as they grow older.

Many residents assume that higher-density development leads to a crowded and unpleasant neighborhood. However, as illustrated, a higher intensity of development can still create a neighborhood that feels similar to the streets many of us grew up on—provided that the building form is scaled appropriately to the people who inhabit it.



### Urban Pattern, Traditional Development

COST BURDEN SHARED BY NINE HOUSEHOLDS

*In this configuration 9 households share a half-block that is functionally identical to the suburban development seen to the right. But because more households share the space, the cost for maintaining the same level of surrounding infrastructure is borne by more people.*

### Urban Pattern, Suburban Development

COST BURDEN SHARED BY TWO HOUSEHOLDS

*In this configuration each home should be responsible for half the cost of maintenance for the infrastructure that serves it. Since high-quality urban patterns have commensurate high cost infrastructure this cost burden can become significant when too few homes occupy an area.*

**39%**

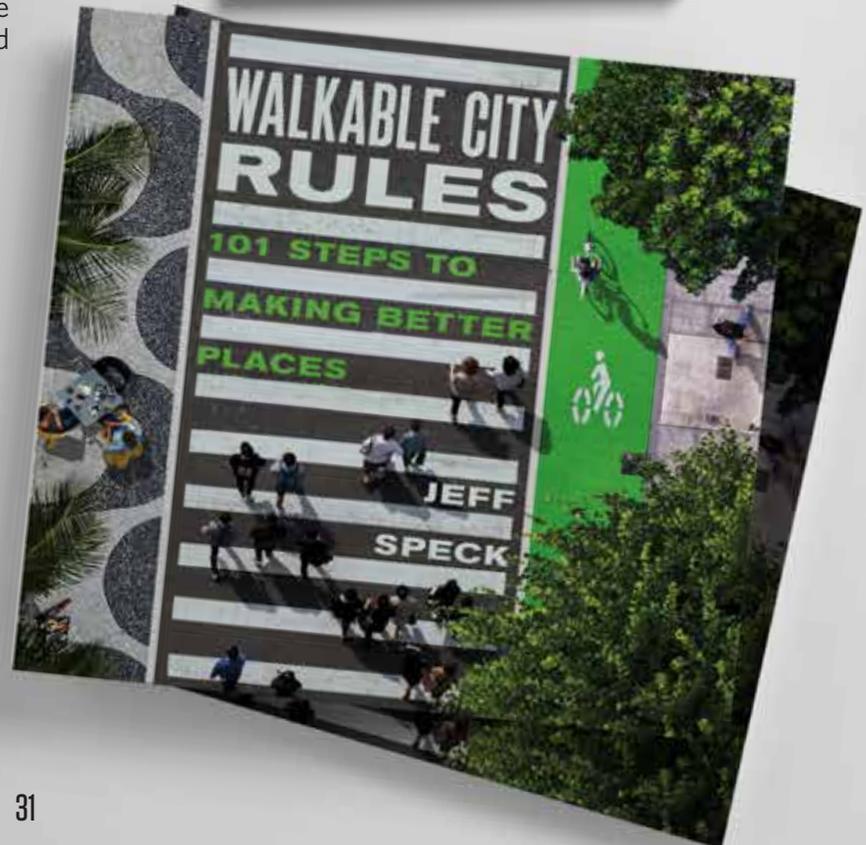
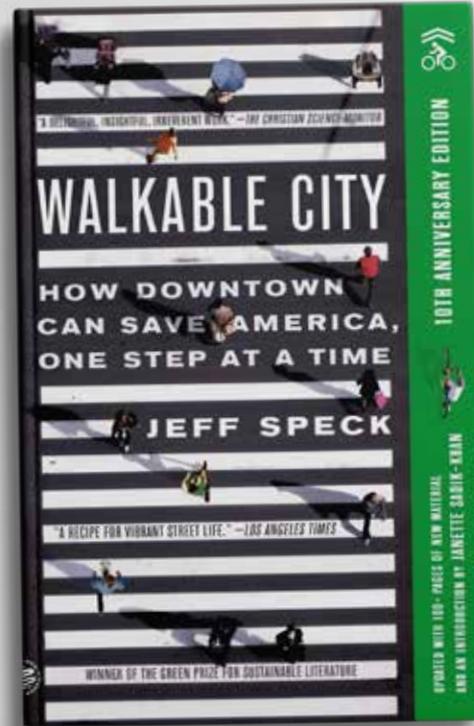
Lower Infrastructure Maintenance Responsibility per Household

## ELEMENTS OF WALKABILITY

Throughout the planning process, residents and business stakeholders emphasized the need for greater walkability in Addison. Residents want better connections between neighborhoods, commercial centers, and public spaces, while employers view walkability as a key factor in business location decisions. Studies by AARP and the National Association of Realtors also highlight the growing importance of walkability, especially for aging populations and young professionals.

Creating a walkable community requires more than just building sidewalks. Jeff Speck, a renowned urban planner, outlines four essential elements of walkability in his *General Theory of Walkability*: ① usefulness, ② safety, ③ comfort, and ④ interest.

By focusing on these four elements simultaneously, cities can create environments that encourage walking, leading to healthier, more vibrant, and sustainable communities.



# Element 1 USEFULNESS

## Notes

According to the 2023 Community & Transportation Preference Survey commissioned by the National Association of Realtors, respondents who strongly agree that there are "lots of places to walk nearby" are more likely to be satisfied with their quality of life.



For a walk to be useful, it must connect people to the places they need to go, such as work, shops, parks, and schools. This means having a mix of land uses within walking distance, so that daily errands can be accomplished on foot. A walkable city ensures that essential amenities are conveniently located, reducing the need for car travel.

## Element 2 SAFETY



Safety in walkability involves protecting pedestrians from traffic and crime. This can be achieved through well-designed crosswalks, pedestrian signals, and traffic calming measures like narrower streets and speed bumps. Additionally, good lighting and active street fronts with plenty of eyes on the street contribute to a sense of security.



### Notes

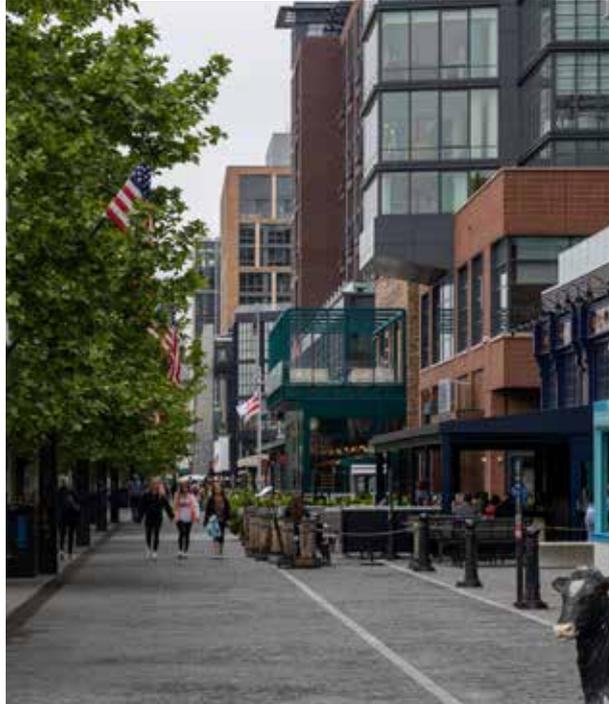
*Millennials, more than any other generation, want their community leaders to provide convenient alternatives to driving - such as walking, biking, and public transportation. This comes from the 2023 Community & Transportation Preference Survey.*

# Element 3 COMFORT



Comfort refers to the walk's physical environment. Sidewalks should be wide, well-maintained, shaded, and offer seating. Buildings should create a sense of enclosure, making the street feel like an outdoor living room. Comfortable walks encourage outdoor activity and strengthen community bonds.

# Element 4 ENGAGING

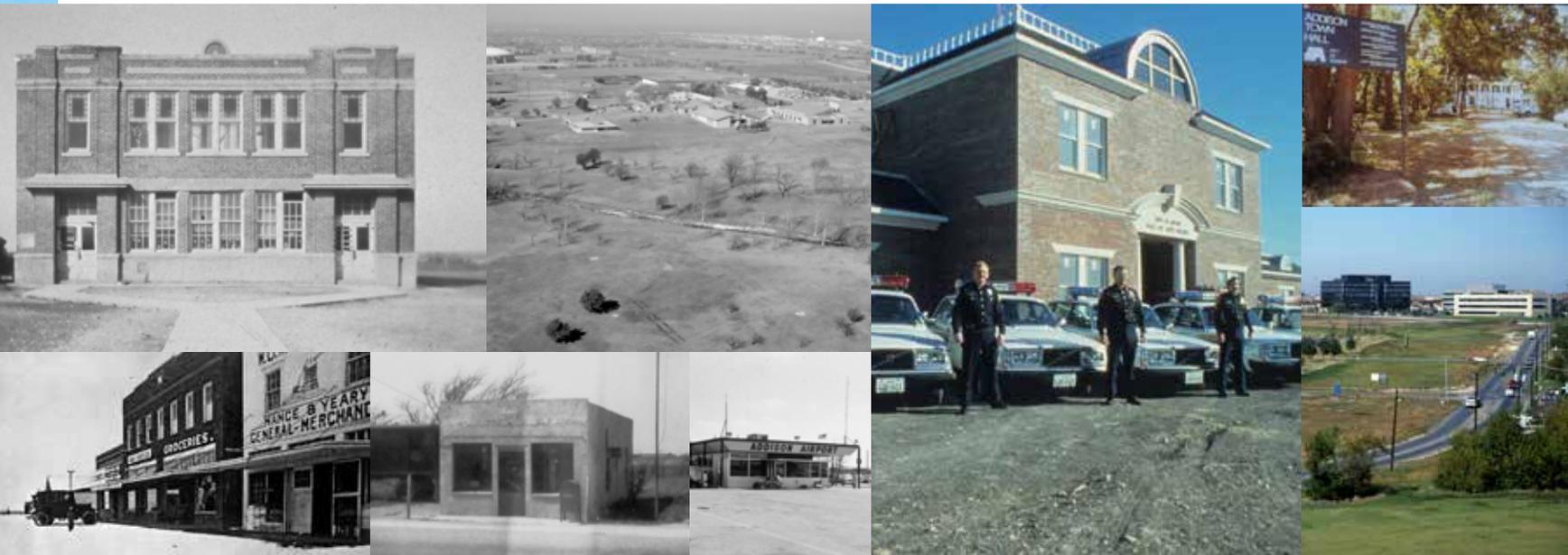


## Notes

According to the 2023 Community & Transportation Preference Survey, Gen Z is willing to spend more for a dwelling in a walkable community - more so than any other generation.

A walk must be engaging, with diverse, visually appealing buildings, public art, and lively streets. Unique shops, cafes, and attractions along the way enhance the experience, making walking more appealing than other transportation options.

# INTRODUCTION TO ADDISON



## A HISTORY OF INNOVATION

Addison has always been an innovative and progressive place. Throughout the Town's history, Town leaders have routinely made decisions that intentionally differentiated Addison from other cities in the region.

The Town of Addison was settled as early as 1846 but was not incorporated until June 1953. The foundation of Addison's development started with construction of the Cotton Belt rail line in 1888 and expanded in 1956 with the construction of Addison Airport. In the early 1970s, the Dallas North Tollway (DNT) was being extended to the north and proposed to run through Addison. With Addison well positioned to capitalize on growth but with a limited land footprint, this is when the first progressive decisions were made by Town leaders. First, the Town paid to have the Tollway

constructed underground versus at grade, which would have effectively cut the community in half and consumed valuable land. Second, in 1975, town leaders held a special liquor sales election which would allow the sale of alcoholic beverages. With many of the surrounding communities still "dry", this was seen as a progressive decision that turned out to be a great economic catalyst for the Town. This decision and subsequent approval vote set the foundation for Addison to develop a premier group of quality restaurants and hotel destinations in the region with the intersection of Belt Line and the DNT as the epicenter. Finally, beginning in 1975 the Town began the process of purchasing the Addison Airport with a Federal Aviation Administration (FAA) grant, making it an asset the Town would control and benefit from going forward.



The Town has also been visionary and progressive in the residential development realm. After some research and careful consideration of the existing office and retail uses and limited land area available, Town leaders found aspects of New Urbanism development to be a good fit for the Town. This approach prioritized placemaking, walkability, and mixing of uses and residential types. This was in stark contrast from the suburban pattern being built throughout the region, which prioritized single-family detached homes on larger lots and autocentric commercial in the form of strip centers and “big box” retail. The first development to incorporate these principles was Addison Circle. Higher-density housing in a mixed-use environment with office, retail and other commercial uses took root, and this became the default approach used for new residential and commercial developments throughout the Town. Developments have been

enhanced with high quality public spaces and parks, and the Town continues to work to expand the network of trails and public art that further enhances the appeal, safety, and vibrance of the community. Newer developments like Vitruvian continue to embrace this approach.

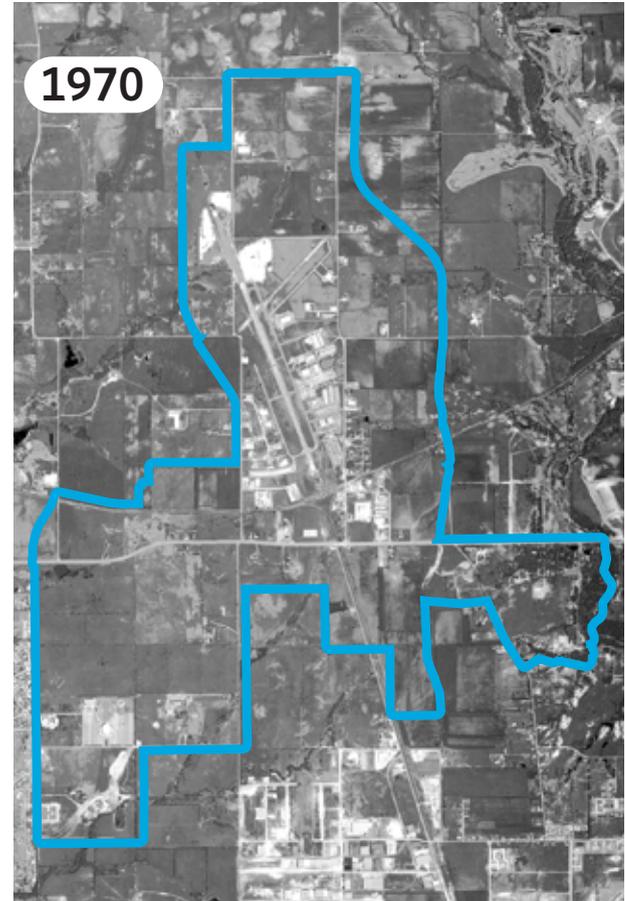
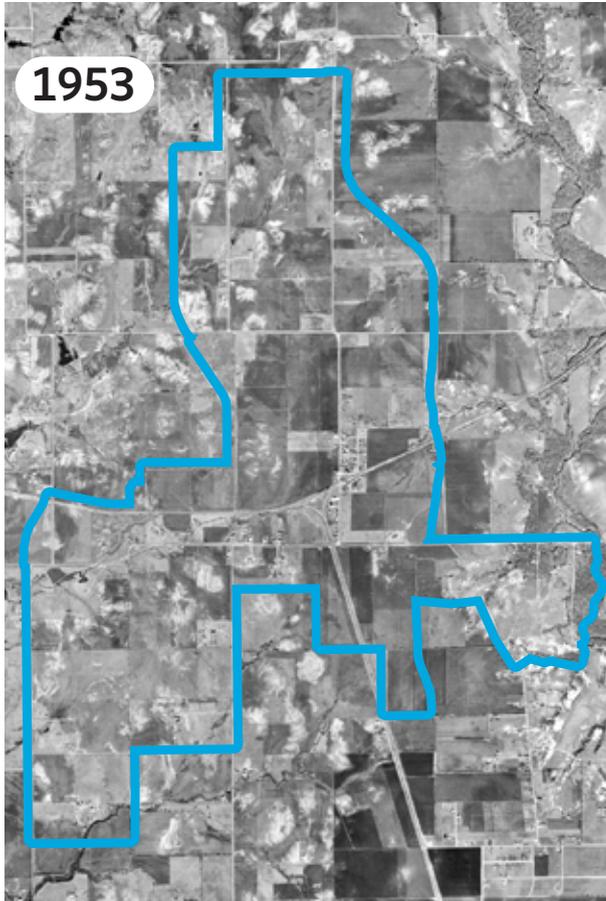
In the last decade, development has transitioned to more of a redevelopment and infill context. The 2013 Comprehensive Plan identified specific areas that needed to be redeveloped and reinvented as well as areas that needed to be preserved and protected. The roadmap laid out in the Comprehensive Plan was followed up with several special area studies that provided more detailed analysis and development guidelines for areas including the Addison Circle Special Area, the Inwood Road Enhancement Zone, and the Midway South Special Area.

## Notes

*Addison's commitment to innovation with walkable urbanism began in the 1970s, was illustrated at Addison Circle, and was further cemented with the 2013 Comprehensive Plan.*

*Information for this historical narrative pulled from the 2013 Town of Addison Comprehensive Plan.*

## ADDISON, PAST &amp; PRESENT



**1953** Addison is incorporated  
**1953** Much of Downtown destroyed by fire  
**1956** Construction begins at Addison Airport  
**1956** First street light installed  
**1957** Addison Airport opens  
**1959** Greenhill School opens  
**1961** Addison Airport gets FAA Tower  
**1964** Addison School closes  
**1967** First shopping center opens at  
 Marsh & Spring Valley

**1970** DNT extended through Addison  
**1970** Addison Methodist and Addison Baptist close  
**1972** Walden School opens with 110 students  
**1975** Local option for liquor by the drink passes  
**1976** Trinity Christian moves to Addison  
**1964** Addison School closes  
**1979** TX Supreme Court awards White Rock Chapel  
 Church ownership title

**Note**

*Aerial imagery from 1953 to 2023 is shown on these pages, with today's Town Limits superimposed across each, for context. Nearly every acre of Addison's current area has been developed in that time.*



Aerial Imagery Sources: United States Geological Survey, Maxar

- 1980** Intercontinental Hotel opens
- 1982** City Charter names "Town of Addison"
- 1985** First Kaboom Town event held
- 1988** Water Town Theater Opens
- 1988** Council-Manager government adopted
- 1989** Grand Prix of Dallas held at Airport grounds
- 1991** Addison 2020 Vision Project was created
- 1995** Mary Kay buys Sunbelt Savings building
- 1999** Toll tunnel dedicated
- 1999** Transit center opens

- 2000** Blueprints sculpture dedicated
- 2001** First Shakespeare in the Park
- 2003** Addison Circle and fountain opens
- 2009** Methodist Hospital construction begins
- 2013** Whole Foods opens in Village on the Parkway
- 2013** Comprehensive Plan Adopted
- 2016** Master Transportation Plan Adopted
- 2019** Beltline Master Plan Adopted
- 2021** Trail Master Plan Adpoted
- 2022** Midway South Special Area Study Adopted

HISTORICAL DATA SOURCES: 2013 ADDISON COMPREHENSIVE PLAN, TOWN OF ADDISON

## ADDISON'S REGIONAL CONTEXT

The Dallas-Fort Worth-Arlington metro area has experienced significant growth in the past decade, with an almost 17 percent increase from 2010 to 2020. This trend of growth is anticipated to continue for the next 25 years. Per the North Central Texas Council of Governments (NCTCOG) 2045 Mobility Plan, the Dallas-Fort Worth-Arlington metro area population is projected to reach 11.4 million people in 2045. As more people begin to call North Texas home, impacts to housing, transportation and utilities will be felt throughout the region.

Availability and affordability of housing has been a nationwide topic in recent years. While North Texas continues to be more affordable than many parts of the country, home prices throughout the region have been rising at a rapid rate, and the supply is not keeping up with demand. In order to keep pace with demand while also keeping housing affordable at different levels, it's imperative for communities throughout the region to build a more diverse mix of housing types, sizes, and price options.

From a mobility standpoint, North Texas is evolving. The region's road system will not support the projected population growth on its own. Coordinated efforts to design local neighborhoods and cities to be more compact and walkable can help reduce vehicular trips. Expanding the region's public transit system to connect cities and regional destinations together is also a critical next step for the evolution of the region.

# 11.4 MILLION

Residents Expected in the Metroplex Between 2020 and 2045

# 859

Jobs per Square Mile Projected for 2045

# 42%

Increase in Total Jobs Projected by 2045

# 11

of the 12 NCTCOG counties **exceed** the affordability threshold for housing and transportation costs. (45% of HH Income)

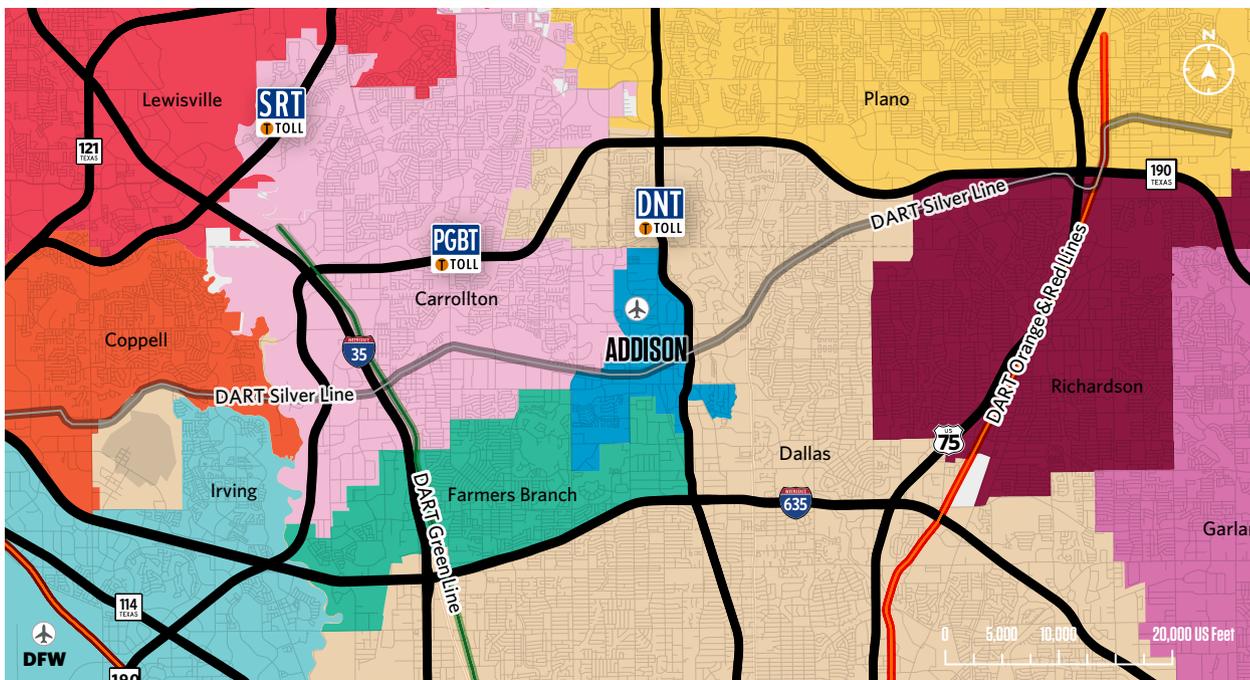
SOURCE: NCTCOG MOBILITY 2045 PLAN

## Addison's Prime Location in the Region

Addison is an “oasis” in the middle of the bustling DFW region. Located roughly halfway between downtown Dallas and Frisco at the crossroads of the Dallas North Tollway, President George Bush Turnpike, and Interstate 635, Addison is attractive to employers and residents alike. Businesses and major employers can pull from the most populated part of the region in less than a 15 minute drive radius, and residents have quick access to major highways in any direction. The Addison Airport, which is owned and operated by the Town, is a general aviation airport that is consistently ranked one of the busiest airports of its kind by the Federal Aviation Administration (FAA). These mobility options will be enhanced even further when the DART Silver Line and Addison Station open in

2026. The Silver Line will connect Addison directly to Dallas-Fort Worth (DFW) International Airport via a short 30 minute ride, and provide access to the rest of the DART system that connects cities and destinations throughout the Dallas side of the Metroplex. Addison's past commitment to a more walkable, urban development pattern combined with the multimodal connectivity and access DART will provide will make it possible for those wanting to live, work, and play without a car to do so comfortably in Addison. This puts Addison in a truly unique position in the region, should it choose to capitalize on these assets.

### Regional Context Map



## RELATED PLANS AND INITIATIVES

Addison's last Comprehensive Plan was completed in 2013. That document recommended a number of special studies to explore areas of the town in more detail. Additionally, the Town has completed several master plans and an economic development strategic plan. Each of these documents are valuable, and while some are in need of updating, they contain recommendations that are still relevant. A cursory review of these plans was completed to develop a base understanding of the development context and history in the community and identify key themes and recommendations that needed to be explored and considered for integration into the new Comprehensive Plan.

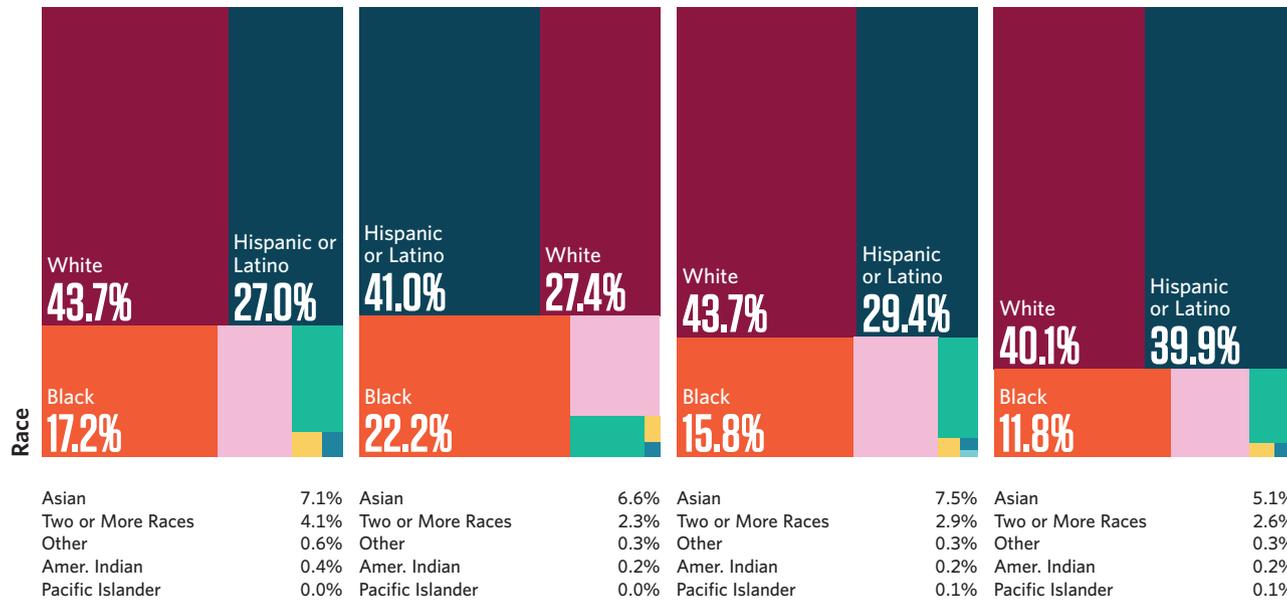
In order to facilitate better integration of these existing plans as well as future updates or new master plans with this Comprehensive Plan, the *Planning Components* section has been formatted to allow for insertion of these documents. This Plan includes a series of pages summarizing the significant takeaways from each of these adopted documents and recommendations that were integrated into the *Implementation* section. In the future when updates or new master plans are created for areas such as parks, facilities, transportation, infrastructure, drainage, or special areas, they can be inserted into the *Planning Components* section of this document, and other parts of the main document can be amended as necessary. This will ensure that this Comprehensive Plan becomes even more "comprehensive" over time.



## ADDISON'S RESIDENTS

### 2022 Key Demographic Statistics

	ADDISON	DALLAS COUNTY	DFW-ARLINGTON METRO <sup>1</sup>	TEXAS
Population	17,026	2,604,053	7,673,379	29,243,342
Households	AVERAGE SIZE 1.8 9,561	AVERAGE SIZE 2.7 959,184	AVERAGE SIZE 2.7 2,759,356	AVERAGE SIZE 2.7 10,490,553
Median Age	34.0	33.8	35.3	35.2



**Note**  
<sup>1</sup>This item represents the Metropolitan Statistical Area named Dallas-Fort Worth-Arlington, Texas Metro Area

SOURCE: ACS 2022 5-YEAR ESTIMATES, S0101, S1101, DP05

## Quick Facts about Addison

Median Household Income



Male to Female Ratio



Mean Travel Time to Work



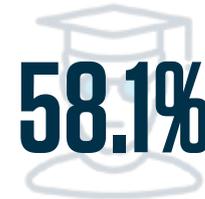
High School Graduate or Higher  
*PERSONS OVER 25*



Labor Force Participation  
*PERSONS OVER 16*



Bachelor's Degree or Higher  
*PERSONS OVER 25*



Households with Access to a Computer



Poverty Rate

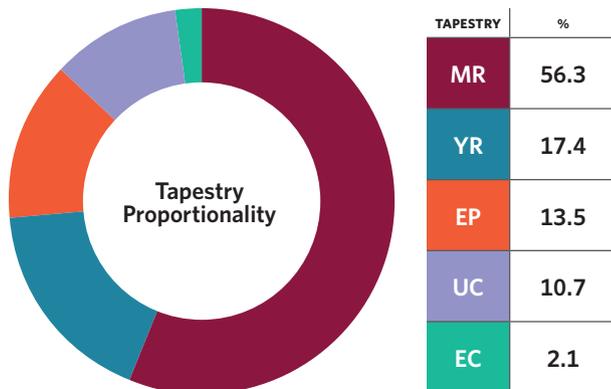


SOURCE: ACS 2022 5-YEAR ESTIMATES, S0101, S0801, S1501, S1701, S1901, S2801, DP03

## ESRI Tapestry Segmentation

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. There are 67 segments that are further divided into fourteen LifeMode groups, which share similar demographic characteristics and consumer behavior patterns, and six Urbanization groups that are based on the segment’s geographic and physical features. ESRI compiles this information using a combination of data from communities across the country and proprietary formulas. This information was used in conjunction with the census data and community surveys to develop a holistic picture of community residents and their preferences.

At first glance, the senior population in Addison may not seem to be represented in these segments. However, seniors in Addison specifically are likely embedded in the *Enterprising Professionals* and *Urban Chic* categories, as their lifestyle habits and median incomes are more aligned with these segments than the LifeModes and criteria that represent most seniors across the country and in most communities.



### Metro Renters (MR)

*Young urban professionals, prioritize city living, spending significantly on rent, tech, and fashion. They embrace technology for daily tasks and prefer walking or taxis for commuting.*

HH SIZE  
**1.67**

MEDIAN AGE  
**32.5**

MEDIAN HH INCOME  
**\$67,000**

### Young & Restless (YR)

*Young urban professionals, under 35 and striving for success, heavily use tech and live in rental housing. Their incomes lag behind the national average, with a significant presence in the Southern US.*

HH SIZE  
**2.04**

MEDIAN AGE  
**29.8**

MEDIAN HH INCOME  
**\$40,500**

### Enterprising Professionals (EP)

*STEM professionals, often on the move, opt for urban rentals. Earning well above average, they supplement income with investments and enjoy premium digital entertainment.*

HH SIZE  
**2.48**

MEDIAN AGE  
**35.3**

MEDIAN HH INCOME  
**\$86,600**

### Urban Chic (UC)

*Urban Chic professionals, mainly married or single and around 43, lead sophisticated lives, enjoying culture, environmentalism, and financial stability.*

HH SIZE  
**2.39**

MEDIAN AGE  
**43.3**

MEDIAN HH INCOME  
**\$109,400**

### Emerald City (EC)

*Young, educated Emerald City residents favor urban living, internet, healthy lifestyles, “foodie” culture, and the arts, with frequent travel.*

HH SIZE  
**2.06**

MEDIAN AGE  
**37.4**

MEDIAN HH INCOME  
**\$59,200**

SOURCE: ESRI

## Indexes

ESRI also establishes measures (indexes) to better explain certain characteristics in a community. Some examples are listed below. When compared to the region (both Dallas County and the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA) in which Addison resides), Addison is less affordable and has slightly lower average income. This is a somewhat unique position due to Addison’s combination of more affluent seniors and retirees that reside in more expensive homes and young professionals with lower incomes who rent. Addison’s residents are slightly less diverse than the region.

### Housing Affordability Index (HAI)

An index greater than 100 indicates that homes are affordable. An HAI less than 100 indicates homes are less affordable and median income is insufficient for purchase of a home with a median (or mid-point) value.

### Wealth Index (WI)

The Wealth Index is compiled from a number of indicators of affluence that include average household income and average net worth. The index represents the wealth of an area relative to the national level. Values exceeding 100 represent above-average wealth.

### Diversity Index (DI)

The Diversity Index from ESRI represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. Values above 100 indicate an above average level of diversity compared to the US. Values below 100 indicate a below level of diversity occurring compared to the US.

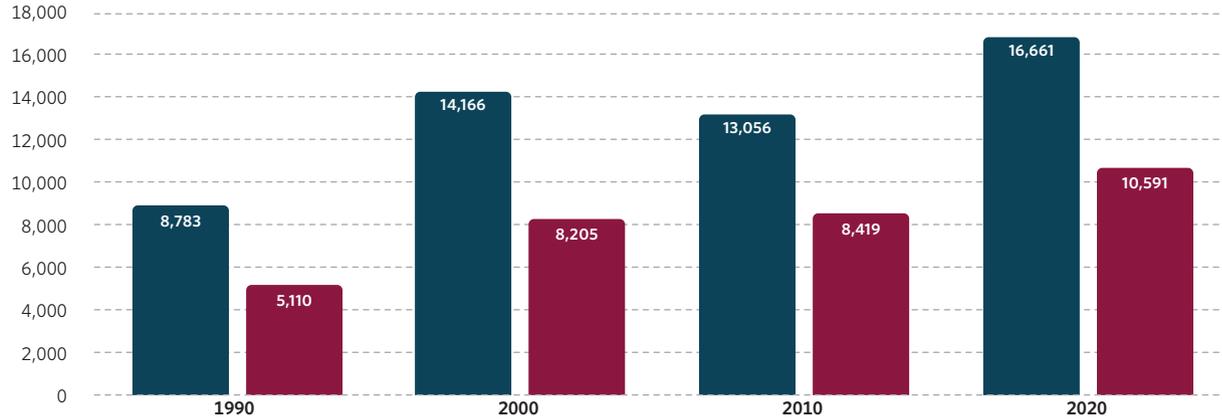
<b>82</b>	<b>69</b>	<b>80.2</b>	<b>ADDISON</b>
<b>88</b>	<b>85</b>	<b>88</b>	<b>DALLAS COUNTY</b>
<b>91</b>	<b>105</b>	<b>82.6</b>	<b>DFW-ARLINGTON METRO</b>

SOURCE: 2023 ESRI BUSINESS ANALYST

## Demographic Trends in Addison

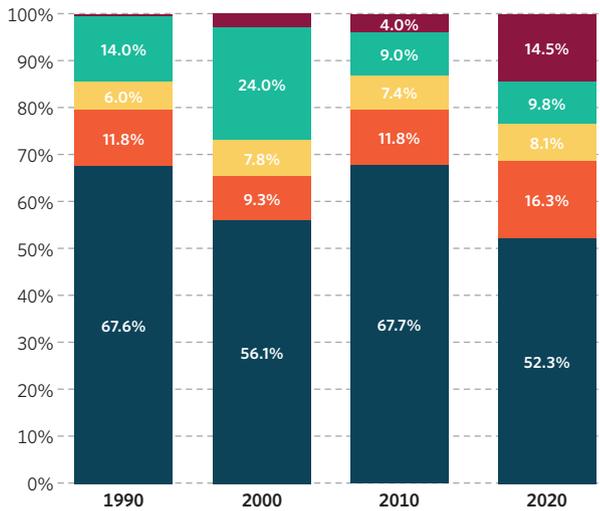
### Population & Housing

POPULATION DWELLING UNITS



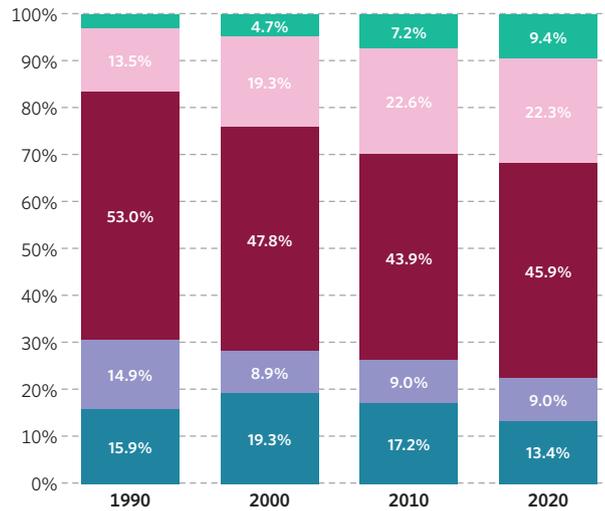
### Race & Ethnicity

WHITE HISPANIC OR LATINO  
ASIAN BLACK OTHER



### Age Makeup

19 & UNDER 20-24  
25-44 45-64 66 & OVER



Year	1990	2000	2010	2020
Median Age	29.7	31.6	32.5	33.3

SOURCE: DECENNIAL US CENSUSES, P1, H1

## HOUSING IN ADDISON

Addison's residential context is unique compared to other communities in the region and state. Overall, the Town has a higher renter occupancy rate and lower owner occupancy rate than the surrounding county, the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA), and the state. This reflects Addison's commitment to developing in a more urban form than most communities in the Metroplex. The Town has a wide variety of housing and neighborhood options ranging from large lot single-family homes to condos, townhomes, and apartments in a mixed-use context. The majority of Addison residents are renters, but there has been a focused effort in recent years to increase ownership options.

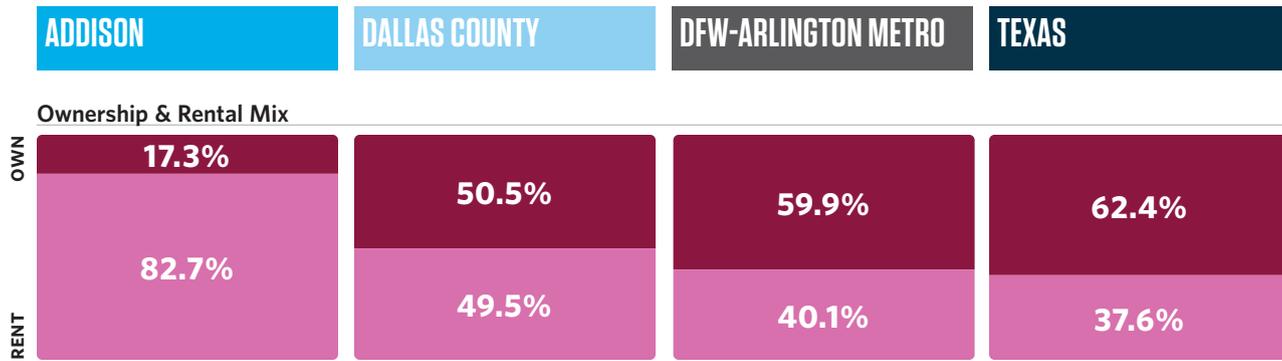
When comparing housing statistics of Addison to other geographies, there are some points that stand out. The amount of income devoted to housing costs in Addison is higher than the surrounding county, the MSA, and the state. While affordability is not a major concern of residents who own homes in Addison, renters frequently

mentioned the absence of affordable ownership options and rising rental rates as a major concern and something that might force them to leave Addison. Vacancy rates in Addison are higher than the surrounding county and MSA, reinforcing the concern of affordability in Addison.

There continues to be a strong interest from the community in providing more ownership options. Expanding single-family homes is not likely due to the lack of land, but there are opportunities to add more individually owned condos and smaller homes that fit the town's high-density, walkable context such as cottages and townhomes. As redevelopment of properties within the Town continues, opportunities for development of varying housing types that meet the needs and affordability of residents will be considered. Maintaining a level of affordability and variety for all populations is key to keeping Addison vibrant and affordable long term.



## 2022 Key Housing Statistics



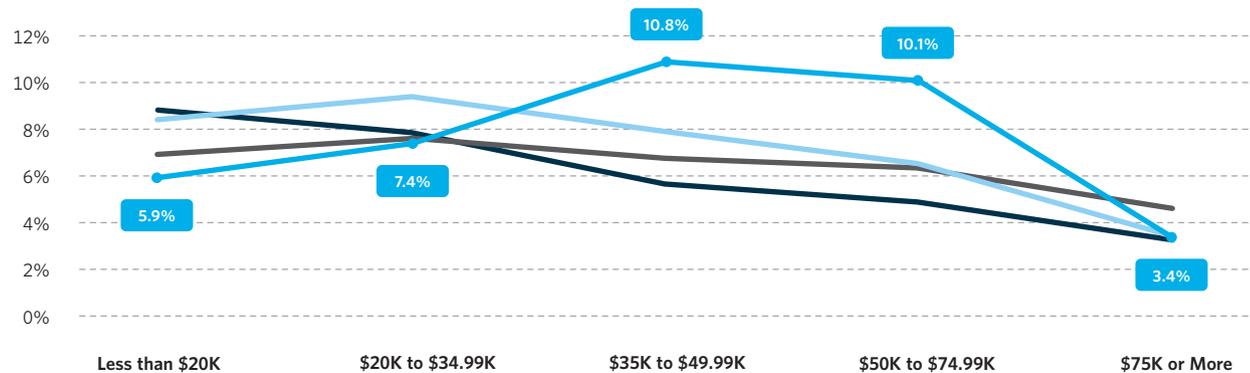
### Median Home Value



### Housing Vacancy Rate



### Percent of Income Bracket Where Housing Costs Exceed 30% of Income



SOURCE: ACS 2022 5-YEAR ESTIMATES, DP04, S2503

## 2022 Housing Quick Facts About Addison

Current Housing Units



Median Home Value



Approved Housing Units



Median Monthly Mortgage Cost



Median Number of Rooms in Home



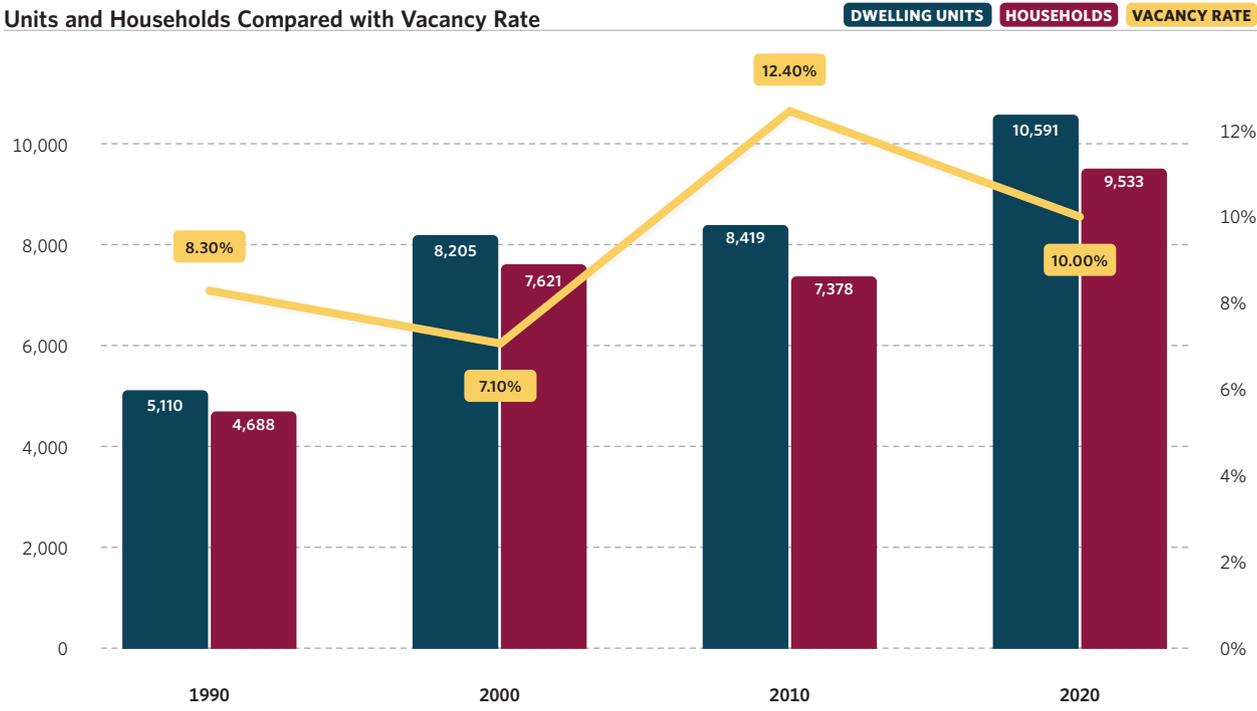
Median Gross Rent



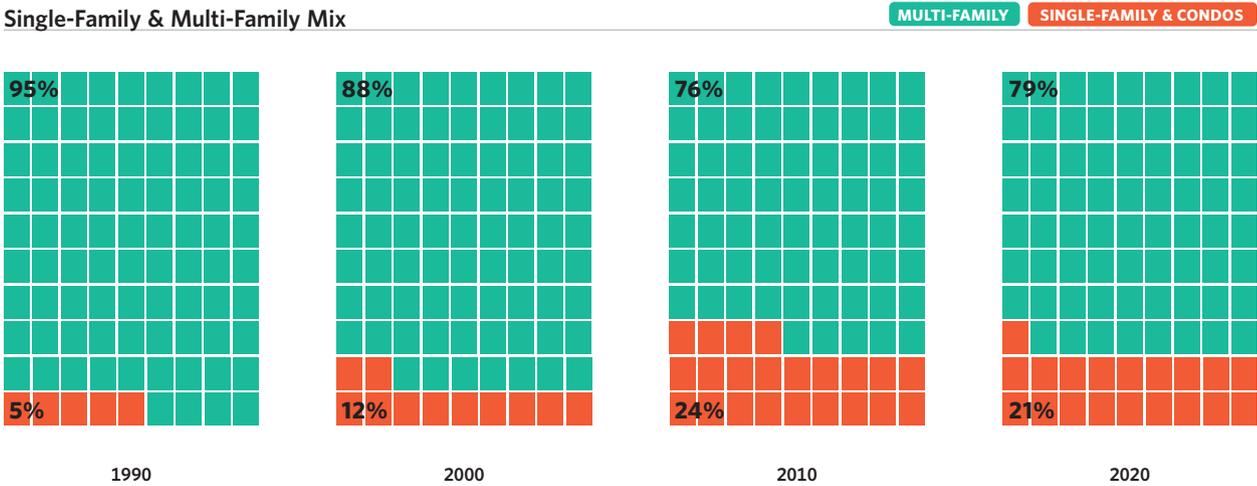
SOURCE: TOWN OF ADDISON, DECEMBER 2023, ACS 2022 5-YEAR ESTIMATES, DP04

### Housing Trends In Addison

Units and Households Compared with Vacancy Rate



Single-Family & Multi-Family Mix



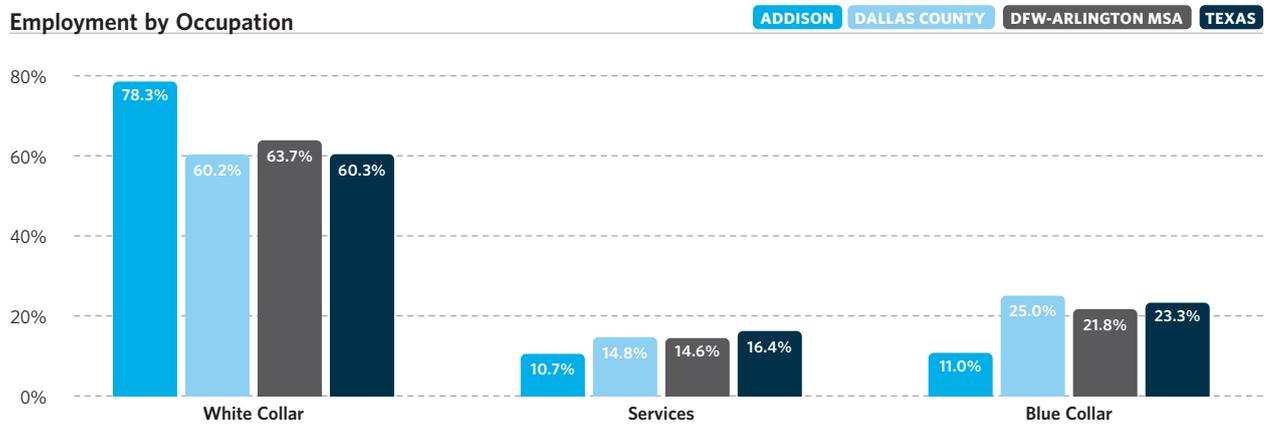
SOURCES: DECENNIAL US CENSUSES, H001, DP1, H003, TOWN OF ADDISON, DECEMBER 2023

## THE BUSINESS ENVIRONMENT IN ADDISON

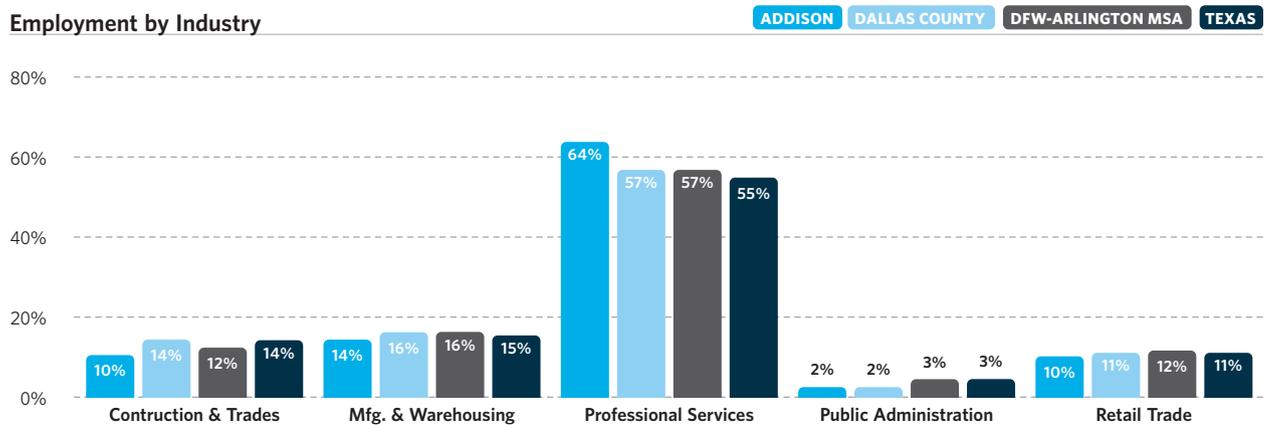
A Market Position Report was prepared by Hawes Hill & Associates as part of the planning process. This report summarizes where the Town currently stands in the overall marketplace and where it has potential to be if it were to build upon its unique set of strengths. It provides a detailed assessment of Addison’s performance across common residential and commercial metrics as compared to six “peer places” that were identified by Town staff. Finally, the report provides recommendations to nudge

Addison in a direction that will keep it competitive for decades to come. Highlights from this report are summarized across the following pages. The full report is included in the *Appendices*.

### Employment by Occupation



### Employment by Industry



SOURCE: ACS 2022 5-YEAR ESTIMATES, S2401, S2403

## Understanding Market Position

Communities are in constant competition. They are consistently vying to bring in new residents, businesses, and employment opportunities. At the same time, they compete to keep their current population, business owners and employees content. They also make an effort to draw in visitors along with their sales tax revenue and their hotel occupancy tax revenue. Those communities that are competitive in the marketplace will enjoy a level of stability or growth. Those that do not are risking stagnation and loss.

The Town of Addison knows that to be successful it must be market competitive. To best be competitive it must understand its current market position - where it sits in today's marketplace and what it is capable of becoming. From the perspective of the marketplace the Town of Addison is the sum of two parts: the products it has to offer and the perceived level of satisfaction that the investor thinks will result from investing in the **products** and services offered by the community, or Addison's **experiences**.

Addison's market position is the combination of what it offers and the level of investment it draws. This is particularly true in comparison to peer places, as well as Addison's own potential.

## The Perspective of the Marketplace



**PRODUCTS**



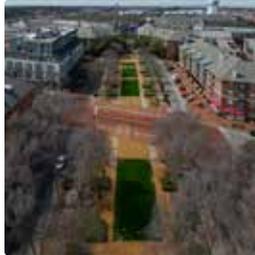
**EXPERIENCES**



## ADDISON'S INTERNAL AREAS OF STUDY

Discussions with investors highlighted a number of key areas within Addison; each area performs a different role for the community. In addition to analyzing peer communities, these key areas were also measured.

### Addison Circle



*The mixed-use heart of the community and soon to be home to the DART Silver Line station and accompanying transit oriented development.*

### Office Corridor



*The area primarily along the North Dallas Tollway that features the majority of highly visible office buildings in Addison.*

### Village on the Parkway



*The well-known and highly frequented development featuring many of Addison's highest performing restaurants clustered within a single area.*

### Restaurant Row



*The commercial strip along Belt Line Road that has historically been known to house Addison's restaurants and shopping opportunities.*

### Airport Centric



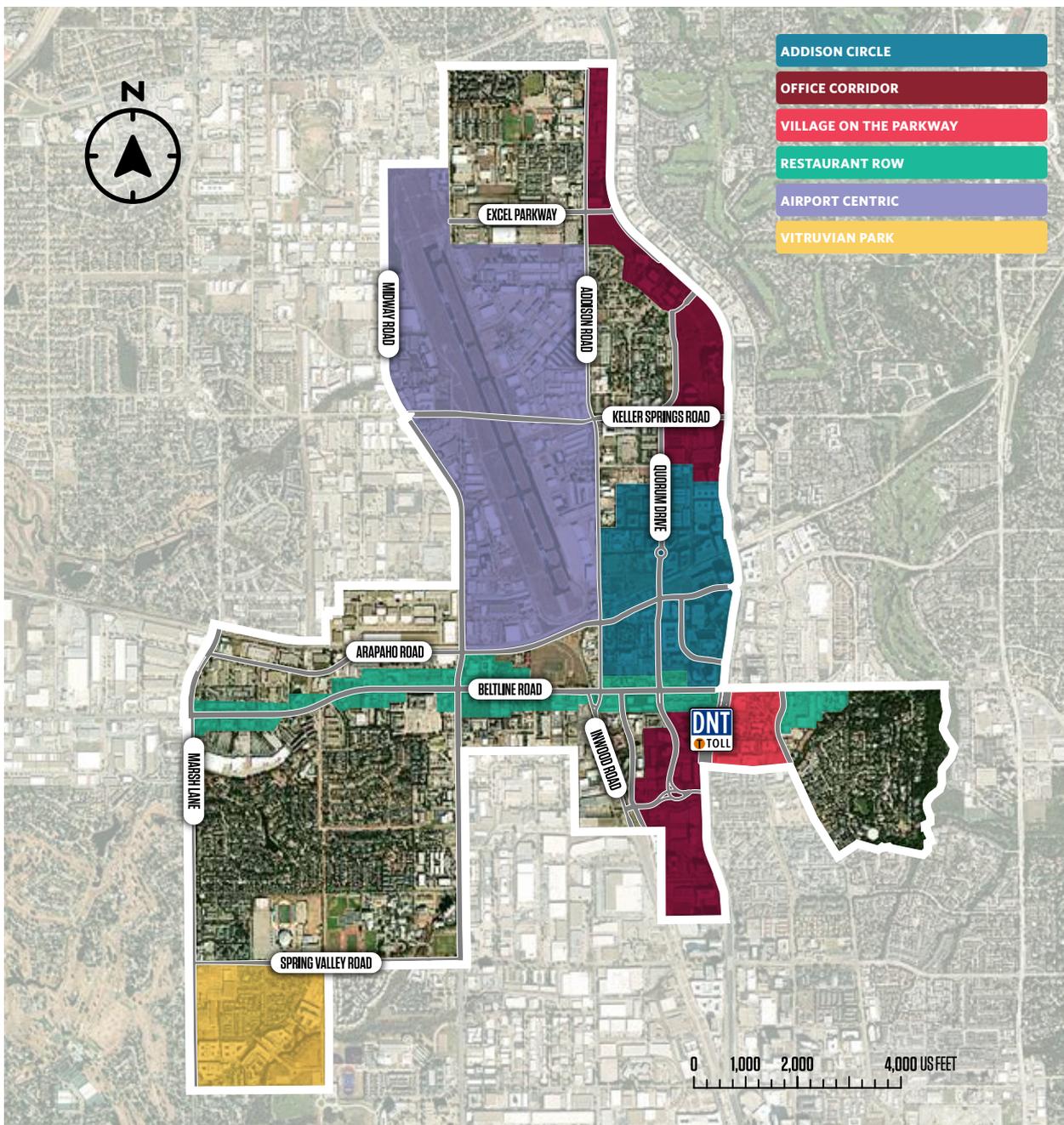
*The large area that includes the airport as well as surrounding industrial and heavy commercial activity.*

### Vitruvian Park



*The ongoing, large scale mixed-use development located along the edge of Addison near Farmer's Branch*

Key Areas Map



## PEER PLACES

Traditionally a community is measured against other communities as peers. Addison is different - literally by design. Put simply, analysis against other communities would be complicated by the traits of Addison and its core in Addison Circle. For that reason, peer analysis for Addison is place-based.

The list of select places identified as competition were compiled based upon the perceptions of staff and key local investors. In total, six development areas were selected based upon commonalities in some cases and local competitive conditions in others.

Analysis was based upon the core of each place and comparative data was pulled for the area located within a five minute drive time of the core's center. For example, Legacy Town Center and the area surrounding it is expansive, as is Las Colinas. However, each has a central core. In Addison, the core is Addison Circle.

### Las Colinas, Irving TX



*Las Colinas is a master planned community in all senses of the term. Initiated in 1973, the community offers a large scale mix of residential and commercial uses, including office, retail and dining. The core of Las Colinas includes amenities such as Mandalay Canal and the Toyota Music Factory. Las Colinas is served by DART and accessible by SH 114. Visit Irving dubs Las Colinas as the "Ultimate Entertainment District" for its numerous restaurants and activities, including trails and numerous lakes.*

### Legacy Town Center (LTC), Plano TX



*As noted by the Congress for New Urbanism, "Legacy Town Center represents the first instance of a new urban town center being applied to an existing corporate office development." Constructed in 2001, LTC is a highly walkable location that injects a dynamic mix of shopping, dining, and entertainment, urban residential and office space combined with outdoor activities and open spaces. The strong success of LTC has spurred similar development in nearby areas including LTC North and Legacy West.*

**Preston Center, Dallas TX**



*Preston Center has been an established office and retail center for north Dallas since the 1950s. The area has evolved over that time to adapt and remain competitive. Like Addison, Preston Center is located along the North Dallas Tollway. Unlike other peer areas, the core of Preston Center currently lacks an urban residential component; however, a recent proposal for redevelopment could add both residential and additional office space.*

**The Domain, Austin TX**



*The Domain was constructed in 2007 on property previously owned and occupied by IBM. Described by local economic development leaders as “transformative”, The Domain introduced a new luxury retail and dining center to Austin with a unique mix of national and local brands. Built over three phases, The Domain includes a mix of residential, office and retail activities as well as ample open space that together make it a successful destination both day and night.*

**West 7th Street, Ft. Worth TX**



*The core of West 7th Street was constructed in 2010 on property that previously served in part as the headquarters for Acme Brick. Redevelopment helped to transform West 7th into a pedestrian-focused mixed use center that has become one of Fort Worth’s key areas for entertainment. The success of the initial development continues to make surrounding properties ripe for reinvestment, including interest for additional residential. The area of study includes redeveloped and adjacent areas.*

**Buckhead Village, Atlanta GA**



*Buckhead Village was developed in 2014 as part of a master plan to create a “heart” of Buckhead that features urban densities and a vibrant mix of uses intended for live, work and play. Buckhead Village benefits by its location at the intersection of several major roadways, as well as the buying power of surrounding Buckhead neighborhoods. The area of study selected for analysis is a reflection of both old and new development and is part of recent efforts to remain competitive.*

## WHAT INVESTORS ARE SAYING

Understanding local market position begins with what people say and think about Addison, particularly those parties that have historically or actively invested their time, effort, and/or money in the community. A series of surveys, interviews, and focus groups were held with business owners, brokers, developers and other

partners to get feedback on Addison’s current and prospective future market position. Together they represent investors in a variety of products in Addison, including housing, office space, retail and restaurants, and the airport. Six clear themes were identified from these discussions.



## CATEGORIES OF COMPETITIVENESS

The Market Position of Addison is measured by analysis of three key areas:

### Audiences

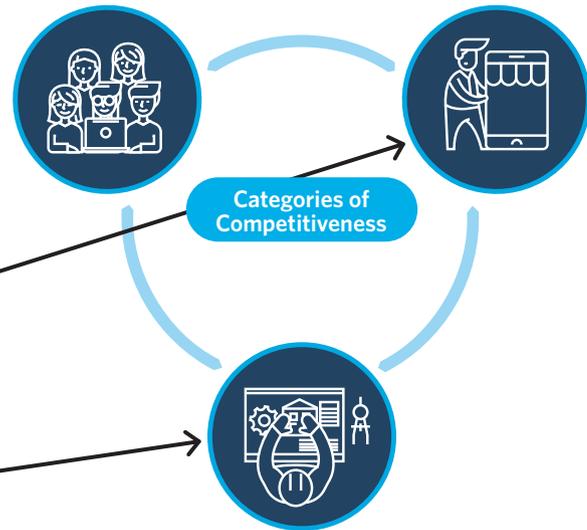
Represents the residents and employees that invest in Addison.

### Business Environment

Represents traits of local businesses, including local destinations, major employers, business composition, and sales.

### Built Environment

Represents all physical aspects from location and proximity to various traits of office, retail, multifamily and industrial structures.





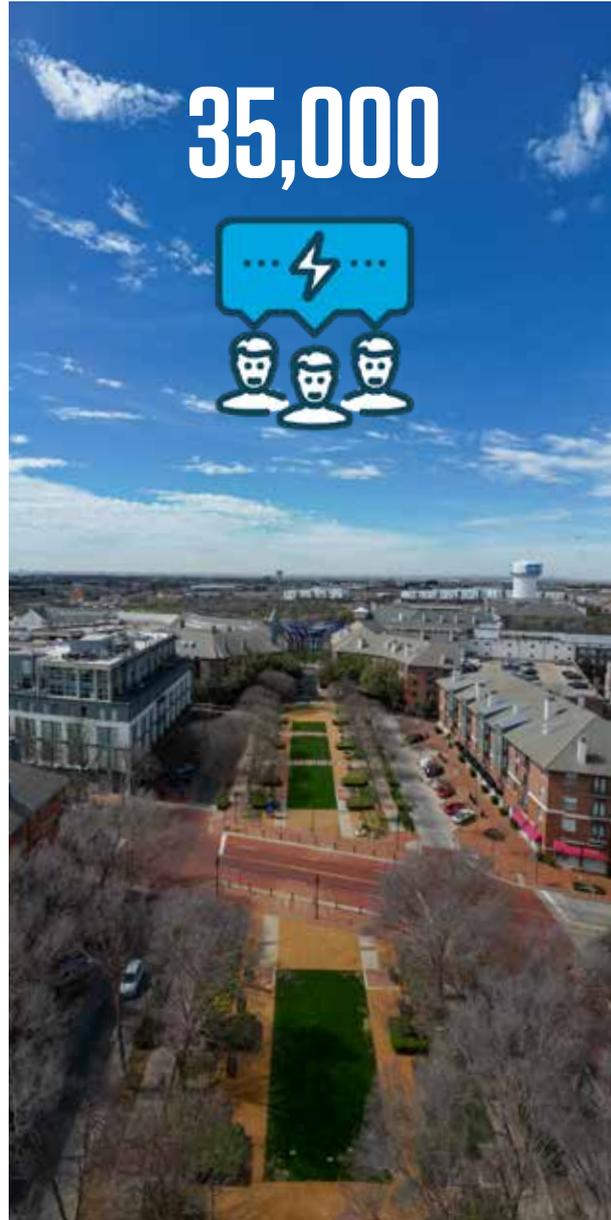
## ANALYSIS OF CATEGORIES OF COMPETITIVENESS

### Audiences

Residents within a five minute drive of Addison Circle tend to be young, well-educated, more likely to live alone and have less disposable income in comparison to *Peer Places*. While well-educated, the resident pool surrounding Addison Circle rated nearly last in population with a bachelors degree or higher. A comparison of income and wealth variables consistently place Addison Circle next to last with The Domain at the bottom. Median household income in the area surrounding Preston Village exceeds \$180,255 in comparison to \$71,295 around Addison Circle. The Wealth Index in the area surrounding Addison Circle is 64 - well below comparison to the national average. People surrounding Addison Circle are more likely to work in finance, healthcare support, protective service, office administration, or installation/maintenance repair than peer places.

The number of employees surrounding Addison Circle helps to confirm the community's role as an employment focused community. The area within a five-minute drive of Addison Circle includes approximately 88,977 employees providing an employee to resident ratio of 2.5 to 1. Only the area surrounding Legacy Town Center had a higher number of employees. The daytime population surrounding Addison Circle is a very impressive 123,230 people, placing the area highest among peers.

Approximate Number of People Residing Within a Five-Minute Drive of Addison Circle



### Note

Full Investor notes and quotes are provided in the full Market Position Report located in the Appendix, or on the Town Website, or in the Comprehensive Plan Baseline Assessment & Engagement Summary published in June 2024.



## Business Environment

Visitors and locals alike are drawn to a variety of places. Depending upon the strength of the attraction, that draw can result in retail sales, overnight stays, or the decision to live or work in a particular area. For purposes of measuring economic potential, places are defined as attractors, nodes and destinations.

The Town of Addison has a wide array of attractors, including a number park spaces in walkable areas. It has two very strong nodes in Addison Circle and Village on the Parkway with the possibility of a third node at Vitruvian Park. Addison Circle, while well designed, currently lacks the critical mass sufficient to be considered a destination but that may change once the DART station and transit-oriented development are in place. Similarly, Village on the Parkway is exceptional in its ability to draw traffic but it lacks

the boutique shopping component, comfortable walkability, and common outdoor space that promote lingering.

Approximately 6,590 businesses are located within five minutes of Addison Circle, a number that is easily highest among peer places. The average business surrounding Addison Circle is likely to be smaller than in other peer places. Sales are also healthy in the area around Addison Circle. In 2023 total sales registered within a five minute drive time reached \$16.4 billion – again the highest among peer places. Sales figures for retail, food and beverage service within five minutes of Addison Circle are also strong, however not as strong as some other peer places. However, when measured on a per acre basis, only Buckhead Village fared better. Thus, while the Town may lack a strong destination, it continues to see strong retail sales.

### Attractors, Nodes, and Destinations



An **attractor** can be a park, a very popular restaurant or business, an entertainment venue, or other amenity that is sufficiently unique and interesting that it draws a people regularly on its own.



A **node** is a combination of one or more attractors and complementary uses or amenities in a highly walkable, clustered area. The combination amplifies the magnetic draw of the place and the amount of time often spent there.



A **destination** is a node with strong appeal, offering at least 10 boutique shops, 10 unique restaurants, and 10 businesses open past 6pm, plus amenities like outdoor or social spaces. This mix increases the chances guests will spend 4-6 hours and visit multiple spots.



## Built Environment

Addison is recognized for its office environment and restaurants, serving as a regional employment hub. However, its buildings and sites are aging, with limited new office and retail development since 2000. Much of the Office Corridor along the Mid Tollway dates back to the 1980s. While Addison's location remains prime, it is no longer the prime location, as newer developments elsewhere draw more demand.

Rental and vacancy rates reflect this shift. Addison Circle ranks fifth in office rents and last in rental rates compared to peers like Legacy Town Center and Preston Center, and has the second-highest office vacancy rate. However, clustered, walkable areas like Addison Circle and Village on the Parkway command higher rents than more linear developments along major roads. Office rents in Addison Circle are notably higher than the rest of the Office Corridor and the Town overall, though retail rents in Addison Circle lag behind other areas, despite its central, walkable appeal.

The multifamily market, boosted by new construction in Vitruvian Park, is strong but still offers some of the lowest rental rates compared to peer communities. Addison's hotel sector underperforms significantly in both Revenue per Available Room (RevPAR) and Average Daily Rate compared to Dallas. Addison's industrial space, largely built in the 1970s, is aging and considered lower quality, though it remains a steady, if quiet, strength. Addison Airport continues to be recognized as a high-quality alternative to Love Field and Dallas Executive Airport.

*Addison continues to offer an excellent location with proximity along the Mid Tollway that places it prominently between Dallas and the growing areas to the north, but while it is a prime location, it is no longer the prime location.*



### Built Environment, continued

Addison commands higher rents in comparison to similar linear development along Addison's main thoroughfares. Office rents in Addison Circle are higher than the remainder of the Office Corridor and the town as a whole. Similarly, retail rents in Village on the Parkway are higher than the rest of Restaurant Row or the town. Unfortunately, the same cannot be said of retail rents in Addison Circle, despite being considered the heart of the community and the most walkable area of town.

With the exception of the hotel industry, other segments of the built environment perform well. The multifamily market has performed well in Addison thanks in part to new construction in Vitruvian Park and other locations. However,

here too, rental rates are among the lowest in comparison to peer communities. The hotel sector in Addison has been less successful. In terms of both Revenue per Available Room (RevPAR) and Average Daily Rate, local hotels were significantly outperformed by those in Dallas. Local industry is a longstanding and quietly aging strength for Addison; however, the majority of the 2.8 million square feet of industrial space was constructed in the 1970s and is considered of lower quality to the commercial real estate industry. Addison Airport takes up a substantial portion of the built environment but continues to be recognized as a high-quality alternative to options at Love Field and Dallas Executive Airport.



## MARKET ANALYSIS TAKEAWAYS

Addison Circle was a groundbreaking, first-of-its-kind development in the Dallas region. It paved the way for a renaissance of place-based, pedestrian-focused development that was supported by a strong office presence along the North Dallas Tollway and a thriving retail scene along Restaurant Row (Belt Line Road). Today, the community and Addison Circle face much stiffer competition. New development in the region has learned from both the elements done well in Addison Circle and its shortcomings, and master-planned urban mixed-use projects like Legacy Town Center have emerged.

The Town of Addison remains a popular and marketable location, but its built environment is aging in a time when trends in all of the major industries are rapidly evolving, and the average age of residents is also gradually increasing. Addison must reinvent some of its aging commercial places to continue to attract and retain businesses, workers, and residents. Steering redevelopment in a manner that embraces the emerging trends of place, experience, and walkability can not only keep Addison competitive, but differentiate the Town by further enhancing the authentic, human-scale level of mixed-use Addisonites have come to love.

Recommendations in the *Market Position Report* focus generally on place-based economics, maintaining and enhancing the local workforce and Addison as a place for work, and diversifying the market and civic revenue streams. Suggested strategies and actions are organized by each of Addison's geographic areas. However, all recommendations can be traced back to seven overarching themes.

### **1 New Addison, better than the old Addison and different from the pack.**

*Addison's future success depends on continuing to be distinct rather than trying to catch up with surrounding areas.*

### **2 Placemaking, attractions, and destination building.**

*Addison needs to evolve its existing spaces and create new activity hubs in areas like Restaurant Row and the Office Corridor.*

### **3 Walkability, connectivity, and corridors.**

*Addison must focus on becoming a highly walkable, connected, and marketable community by revitalizing key areas like Restaurant Row and the Office Corridor.*

### **4 Addison as "The Office."**

*Addison can become known as a place where people work from anywhere, by enhancing public spaces and promoting the town's unique office alternatives.*

### **5 Addison Airport as an Economic Engine.**

*The airport offers a strategic advantage and revenue source that Addison should leverage to grow both air traffic and local business.*

### **6 Industry - Addison's Secret Weapon.**

*Addison's industrial sector is a major economic asset, poised for growth as technology and distribution trends evolve.*

### **7 Be Aggressive - Both Fast and Slow.**

*Addison should act swiftly on high-impact projects like Addison Circle, while allowing more gradual development in industrial areas.*

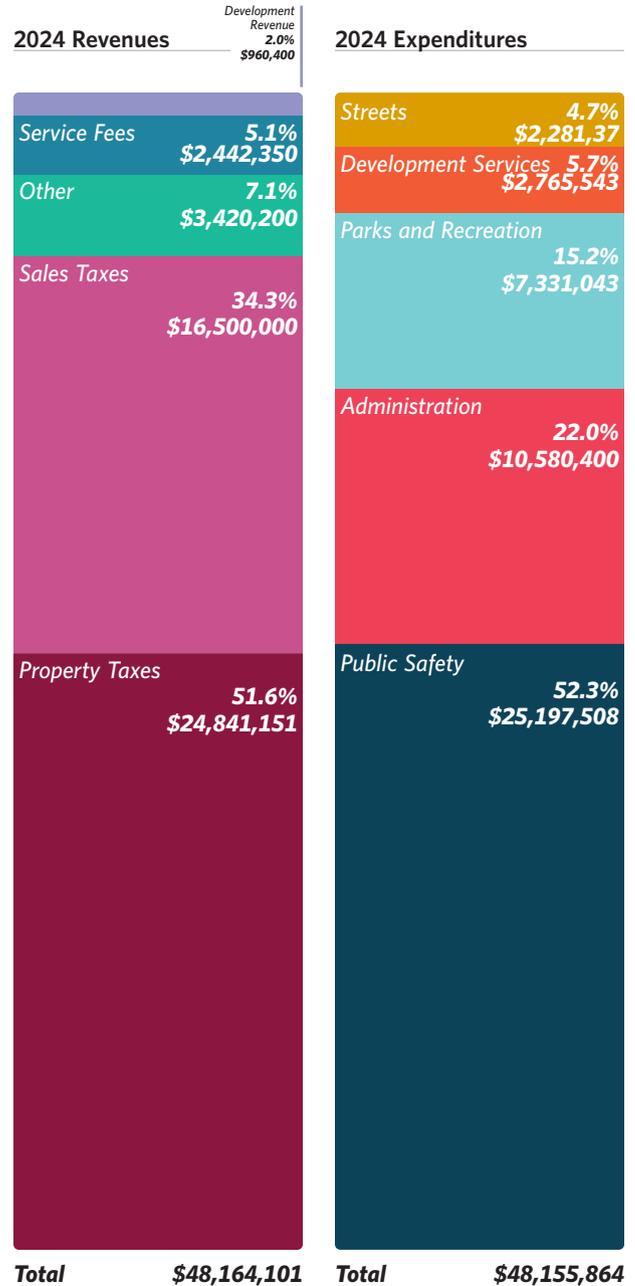
## Note

A more detailed explanation of these seven themes are covered in the full *Market Position Report* viewable in the Appendix of this *Comprehensive Plan* or on the *Town of Addison* website.

## ADDISON'S BUDGET AND FISCAL HEALTH

### The Current Budget

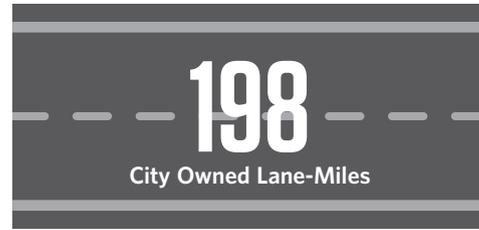
Addison is in a much stronger fiscal position than most communities thanks to its more compact, semi-urban development pattern, vibrant neighborhoods (and property values), and sound fiscal policies. General fund revenues have been steadily growing over the past five years. While the amounts from property tax and sales tax have both been increasing year over year, the percentage of the general fund revenues coming from property tax has been rising while the sales tax share is dropping. Property tax is a more stable and predictable revenue stream, so having more than half of the general fund come from property tax puts the Town in a financially strong and resilient position. This means sales tax, fees, and other more volatile revenues can be invested in quality of life and economic development (instead of having to cover basic services and infrastructure). Expenses have also been growing over the past five years, but they are in line with revenues and distributed equitably and sensibly between departments. Additionally, the Town has done a good job of managing its infrastructure assets and planning for future replacement costs, so funding for future liabilities should not be a major challenge as long as the Town continues to keep this a priority with policymakers and taxpayers.



## QUANTIFYING ADDISON'S STREET REPLACEMENT COSTS

Based on information provided by staff, Addison has roughly 81 centerline miles of city-owned streets today, or nearly 200 11' lane-miles. Using a replacement cost of \$1.5M per 11' lane mile means that it would require over \$297M to replace the existing streets when they reach the end of their life cycle. Averaged over a 50-year life cycle period, this would require the Town to be saving or spending an average of \$5.9M per year on street reconstruction. Addison is mostly built out, so this number should remain relatively flat going forward (except to adjust for inflation).

In the current budget, the Town has allocated roughly \$2.3M from the general fund toward street maintenance. The Capital Improvement Program funded by the recent bond election provides additional money to cover more significant reconstruction projects. Going forward, continuing to implement an aggressive preventative maintenance program and utilizing surplus funds and debt responsibly for larger projects should enable Addison to maintain public streets and sidewalks in good condition for years to come.




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**\$297M**  
Total Replacement Cost

$$\begin{array}{c}
 \text{\$297M} \\
 \text{Total Replacement Cost} \\
 \hline
 \text{50 YEARS} \\
 \text{Street Life Cycle}
 \end{array}
 =$$



## BASELINE LAND USE FISCAL ANALYSIS

An in-depth analysis of the fiscal productivity of Addison's development pattern and service model was performed as part of the comprehensive planning process. A parcel-level analysis of the property taxes and general fund service costs for the various land uses and development patterns in the Town provides a glimpse into which perform better than others in terms of their ability to generate sufficient property tax revenue to cover their share of service costs, including long-term roadway maintenance. The analysis used the metrics of property tax revenue per acre and net revenue per acre to map the net fiscal productivity (revenue minus each parcel's proportionate share of service costs) of all parcels in the city.

Three levels of analysis were completed to understand the fiscal performance of development today and when costs for future infrastructure replacement are considered. Each of those levels are explained on this and the pages immediately following.

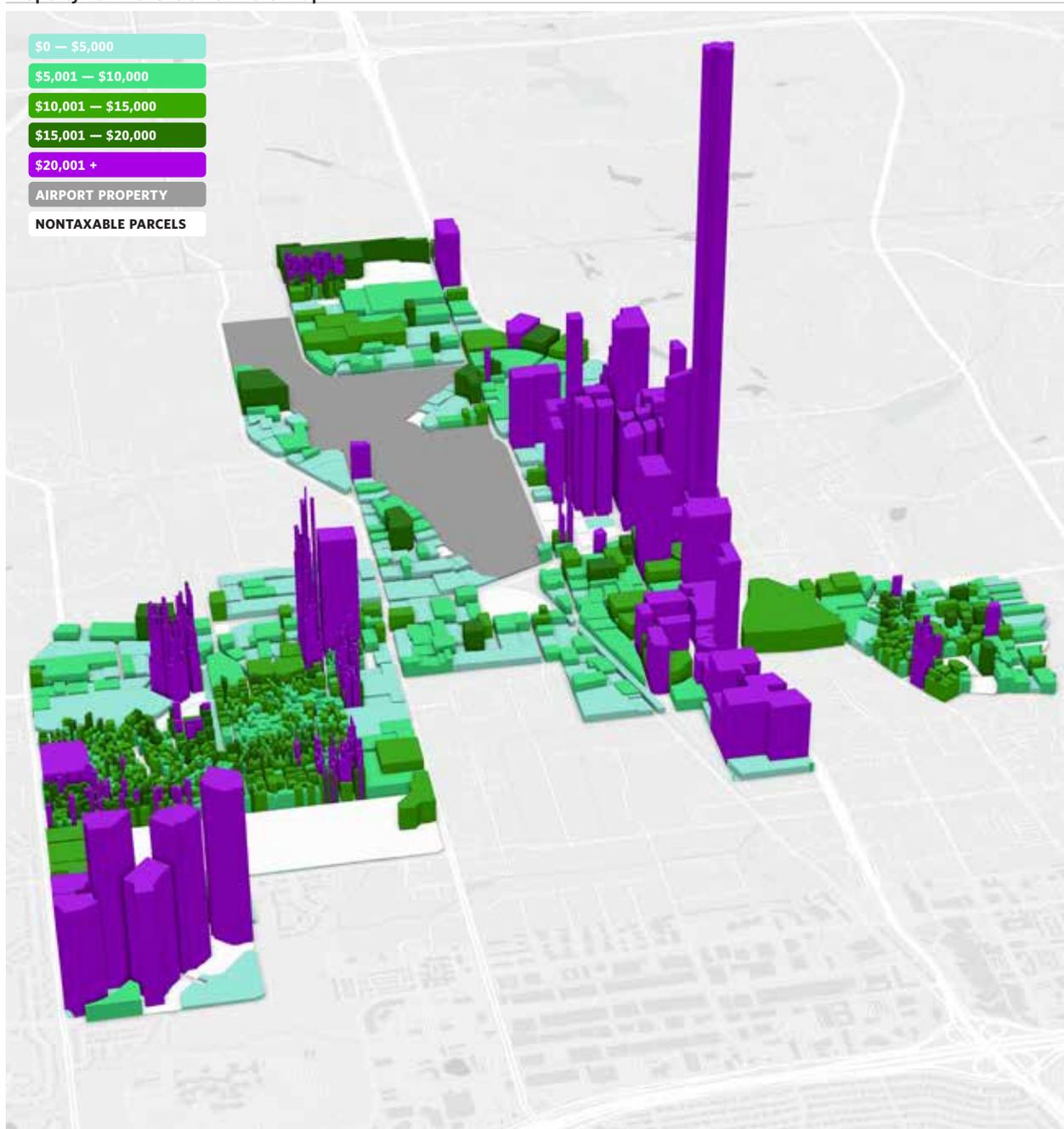
Certain development patterns will hold their value and remain positive, even with the additional cost burden, while others will decrease significantly. The following pages provide the maps and additional detail on each level of the analysis, followed by a summary of key takeaways from the analysis. Results of this baseline modeling and context helps explain the connection between Addison's compact, semi-urban development pattern and its strong fiscal health.

### Level 1 Analysis: Property Tax Revenue Per Acre

The first level of the analysis process involves mapping the revenue side of the fiscal equation. Property data and property tax levy amounts were pulled directly from the 2023 certified tax roll data obtained from the Dallas County Appraisal District. Levy amounts were verified with the Town of Addison's FY23/24 budget and then the appraised value, assessed value, and actual levy paid after exemptions were mapped to the parcel level. Exempt parcels such as government-owned properties, churches, and other tax-exempt areas such as street rights-of-way were removed from the analysis.

The map on the adjacent page illustrates the property tax levy per acre for parcels in Addison, ranging from \$0/acre to more than \$20,000/acre. As expected, properties along the Tollway and in and around Addison Circle are the most productive.

Property Tax Revenue Per Acre Map



## Level 2 Analysis: Net Value Per Acre with Current Budget Expenditures

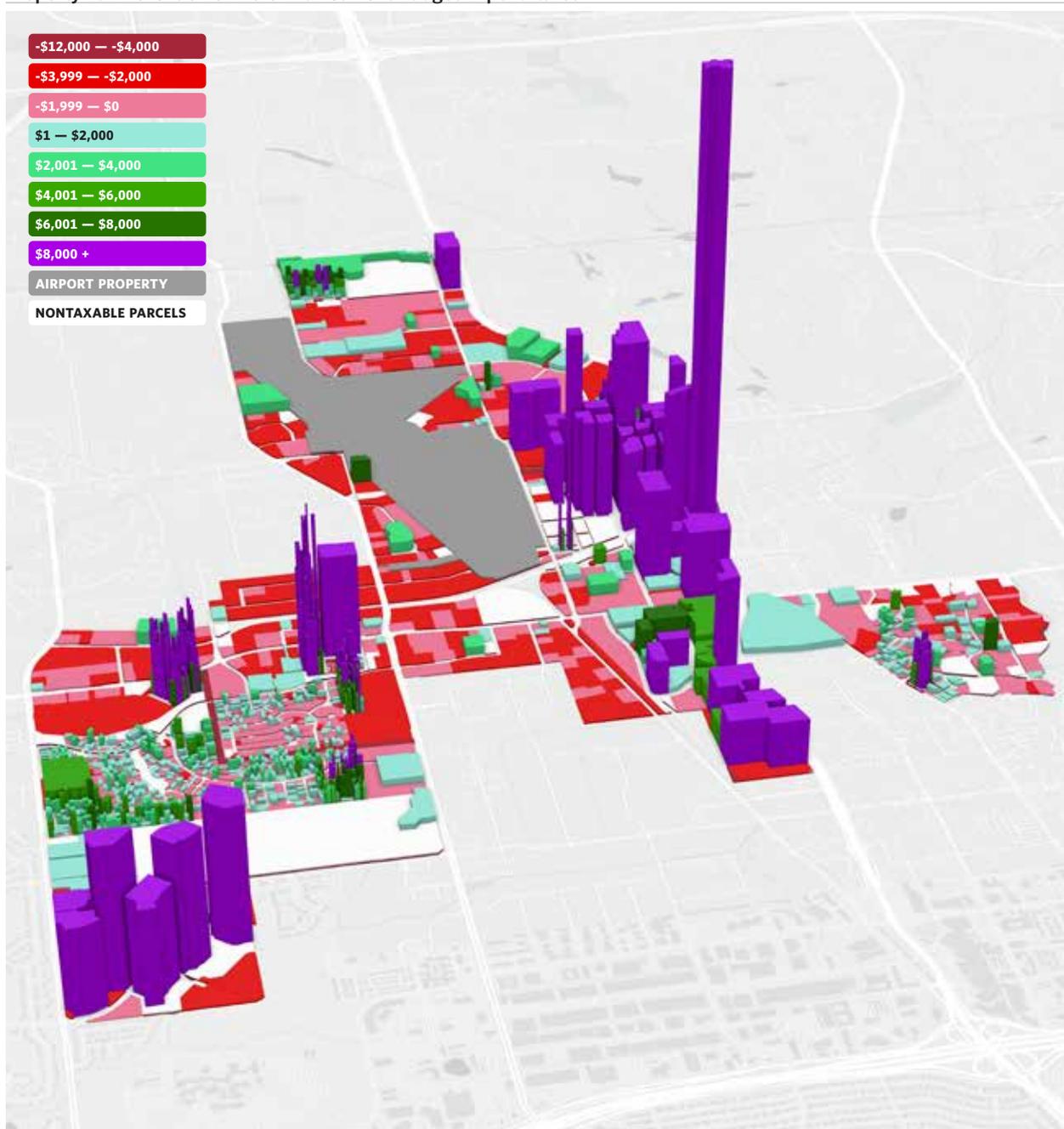
The revenue per acre mapping alone does not tell the full story. In order to understand the fiscal impacts of different development patterns, costs for services and infrastructure must also be taken into account. The second level of fiscal analysis focuses on allocating general fund service costs from the current year's budget to the parcels. As an initial step, the general fund costs (\$48.1M) were split into public service costs (\$38.5M) and infrastructure (street and park related) costs (\$9.6M). After this, the amount being covered by property tax was determined using the ratio of general fund revenues coming from property taxes in the city's budget (51.6%), which equals \$19.9M for public services and \$5M for infrastructure. Developed properties were assumed to carry 88% of the public service (non-infrastructure related) costs, while undeveloped properties carried the other 12%. These amounts were then allocated to individual parcels based on proportionate area. Infrastructure costs were allocated to individual parcels based on their proportionate area, so the larger properties have higher infrastructure cost burdens than smaller properties.

This analysis considered only costs covered by the general fund and property taxes. Water and wastewater, solid waste, and other fee-based utilities were not factored in, as those are funded through a separate enterprise fund tied to rates and consumption. It's important to note that just like streets, as more of the town's utilities reach the end of their life cycle, funds will be needed to replace them. Council and staff should take these future costs into consideration when setting utility rates.

Adding these costs generates a "red/green" or "profit/loss" map that illustrates the net value per acre for each parcel when you take the revenue

it generates from property tax and subtract the proportionate costs from the current budget as calculated above. Any parcels shown in red cost more to serve than they generate in property tax, while those in the other colors (green and purple) on this map are generating a surplus amount to cover current conditions. This map and the supporting data and analysis behind it demonstrate that under the current budget and tax rate structure, there are some development patterns and properties in the Town that generate a significant surplus, while roughly half of the properties do not generate enough revenue from property tax to cover the proportionate costs. In current budget conditions, these gaps are made up with revenue from other funding sources, most notably sales tax.

Property Tax Revenue Per Acre with Current Budget Expenditures



### Level 3 Analysis: Net Value Per Acre with Current Budget and Projected Future Street Costs

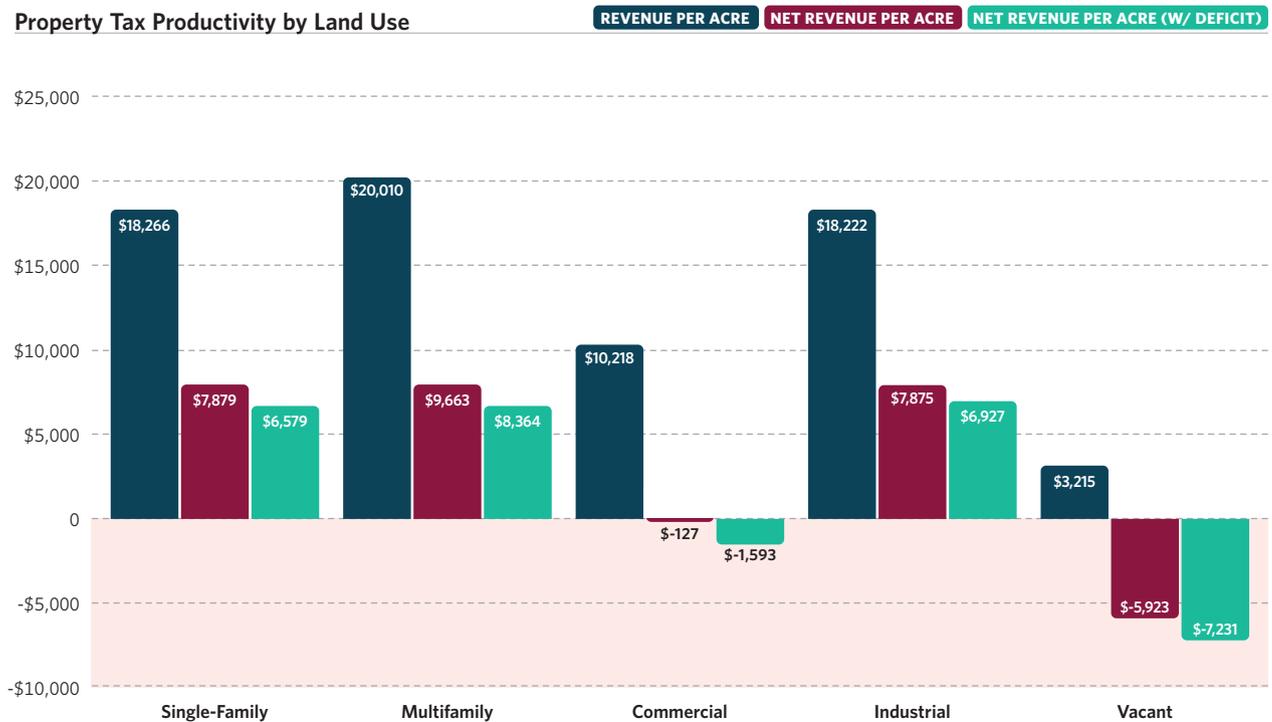
The third and final step in the baseline analysis projects what additional revenue the Town would need to replace existing streets when they reach the end of their life cycle. Typically, cities budget an annual amount for preventative maintenance and fund a few capital improvement plan (CIP) projects through surplus sales tax revenue or bond programs every 3-5 years, but these only address a portion of the overall street network. While the majority of these costs are often out in the future, having a plan to reserve and build up funds annually will ensure the funding is there when it's needed.

The amount it would take for the city to replace existing street infrastructure was estimated as roughly \$297 million over 50 years. A straight

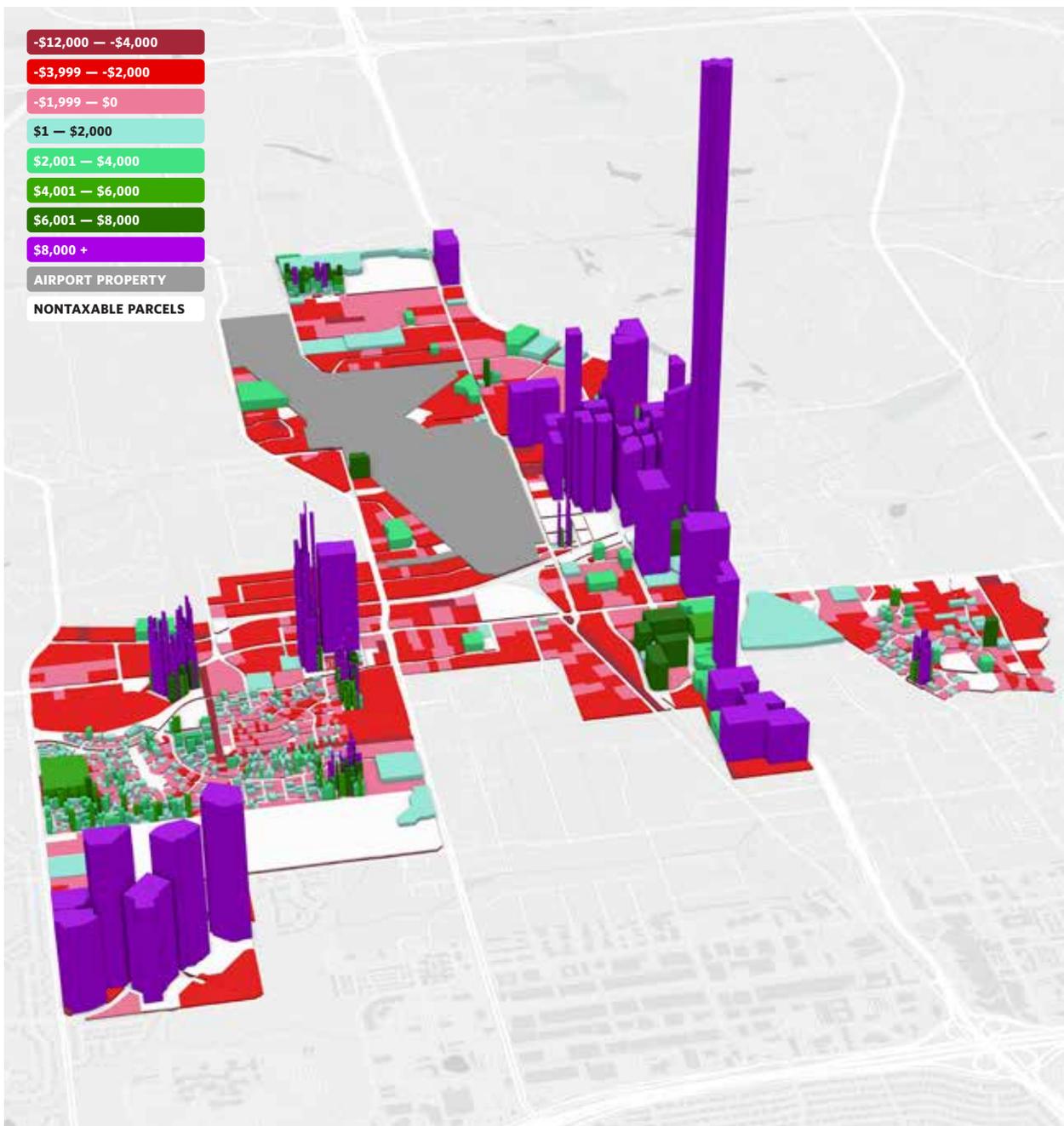
average over a 50-year life cycle for concrete pavement was calculated to be roughly \$5.9M per year, and then these additional costs were allocated to each parcel based on a similar proportionality process. This second version of the "red/green" map shows how different parcels and development patterns perform fiscally when considering the true infrastructure burden and assuming 100% of these additional costs are covered from property tax revenue.

This step only accounts for replacement of existing streets. Addison is mostly built out, so if there are additional local streets built with new development, the additional costs would be minimal.

Property Tax Productivity by Land Use



Net Property Tax Revenue Per Acre with Current Budget and Projected Future Street Costs Map



## FISCAL ANALYSIS TAKEAWAYS

Addison is in a much stronger fiscal position than most cities. Addison's strong commercial base and associated sales tax revenue is part of the equation, but the Town's development pattern also plays a significant and arguably more important role. The Town's smaller footprint and more compact, semi-urban development has limited the amount of streets and infrastructure to be maintained and improves efficiency of public services. The Town has a significant amount of high-density development along the Tollway and in Addison Circle that produces much higher tax revenue per acre than lower density autocentric development typically found in suburban style cities. This high-density development boosts the Town's property tax revenues without having to rely on a high tax rate, which keeps the cost burden on residents more affordable. This same pattern also supports more businesses and employers in the local area, which also contributes to the sales tax.

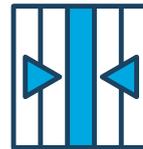
Addison's decision to build in a more urban manner while other surrounding cities embraced the more spread out, autocentric suburban model could also become a strong differentiator in the years ahead. Whereas Addison's infrastructure and service costs are manageable and aligned with revenues and residents' ability to pay today and well into the future, many suburbs are facing skyrocketing infrastructure costs that current budgets, property values and tax rate structures will not cover. As values and/or costs continue to rise in these communities, some of these residents may look to relocate to a community like Addison that is in a more financially stable and resilient position and offers a high quality of life for a reasonable cost.

### Factors Contributing to Addison's Fiscal Productivity



#### Small City Footprint & Service Area

*The entire Town measures 4.4 square miles. This compact and defined footprint limits infrastructure and service costs and allows the Town to focus resources on quality.*



#### Compact Lots

*Even in Addison's most exclusively residential areas, lots are generally more compact. This creates more value from a given area and spreads infrastructure costs across more properties.*



#### High Percentage of Lot Coverage

*A high ratio of building footprint to lot size increases taxable value of property. Addison's code provides the opportunity for high lot coverage in many situations.*



#### Multi-Story Buildings

*Especially in urban parts of Addison, building up is common. This means that a single parcel of land often has a lot more building on it, increasing its overall taxable value.*



#### Narrow Streets & Short Blocks

*Narrow streets cost less to maintain, and short blocks make for a more pleasant pedestrian experience which raises property values.*

## CURRENT REGIONAL AND NATIONAL TRENDS

As technology, market conditions, and other factors continue to evolve, Addison will also need to evolve to keep and attract people and businesses to the Town. While focusing on local context and resources are the starting point, it's also important to be aware of regional, national, and global trends that are impacting where and how people choose to live, work, shop, and play.

### The Importance of Place and Human Interaction



Place is of great importance to Gen Xers (1965-1979) to Gen Alpha (2010-2024), and everyone in between. In particular, the “third place”, a term coined by Ray Oldenburg. Third places are places outside of home or work where people like to gather and interact, such as coffee shops, cafes, sports bars, pubs, and bookstores. Connectedness is a priority for these groups, and walkable neighborhoods are greatly valued. They seek the celebration of differences in people, cultures, and neighborhoods. Authenticity is a high priority, and many cities do not offer this.

### Retail



The Global Pandemic took an already fracturing retail structure into hyperdrive. Convenience focused brick and mortar retail and many national brands restaurants have proven to be most susceptible to two major trends: E-commerce and the growing demand for experience, particularly outdoors. The result has been a maturing renaissance for place-based retail that began at the larger scale with major destinations but is now being pushed to smaller scale clustered commercial within walkable or bikeable distance. Local business will continue to be the greatest potential beneficiary of these trends. Not only do they have the opportunity to market and sell online to expand their reach, but the path to brick and mortar or a viable alternative has never been easier. Retailers now have opportunities to ease beyond the home through incubators, trucks, markets, kiosks, shared retail, community kitchens, ghost kitchens and more - many of which are also a strong means of adding value to existing places.

## Office



The office sector experienced the greatest and most obvious upheaval of any market as a result of the Global Pandemic by accelerating trends that were underway and proving to many that a new way to “office” was not only possible but inevitable. Today’s market will continue to adapt as employees, particularly those of the Gen Z and Millennial generation, have actively embraced the concept of “work from home”. Companies and property owners will continue to adapt as the trend matures. The “flight to quality” was already underway and it only continues at the same or a faster pace as employees demand a location that is walkable and highly experiential. More employees seek a different workplace lifestyle with more amenities, opportunities for socialization (but also greater demand for personal space) and the chance to be either close to home or at home. At the same time, a younger generation has increased interest in entrepreneurship and small business ownership, providing an additional push for home-based business and affordable entry into the office market. With the pandemic dust settling, property owners are responding by including office options for coworking, flex space, and satellite offices that make office space attractive to a broader audience; adding amenities to enhance the office experience; and in some cases, bringing in additional uses such as residential and institutional.

## Industry



While not as obvious as retail and office, the industry sector will continue to witness substantial changes with the greatest continuing to be in technology and automation. From augmented intelligence and robotics to the industrial version of the “Internet of Things” companies will continue to discover ways to operate more efficiently and, equally important, with the ability to pivot to adapt to market demands. Reshoring continues to drive opportunities for growth as does the move toward greater sustainability. The global pandemic and international conflicts are driving the sector to push for multi-sourcing to avoid market disruptions which, combined with new technology, is spurring a trend toward microfactories. The drive to smaller, smarter facilities creates an opportunity for a new brand of business incubation and a potential merger into areas such as the Inwood Corridor where innovative industrial activity at a smaller scale could be developed incrementally in spaces alongside other activities.

## Mobility



Mobility preferences are changing as people shift how they live, shop, dine, and work. The National Association of Realtors' Community and Transportation Preferences Survey shows growing demand for walkable, bikeable, and transit-friendly communities, with Gen Z and Millennials willing to "pay a lot more" for these features. This trend toward walkability aligns with preferences for experience-based shopping, dining, and entertainment over convenience-based strip malls, pushing communities to redesign roads with safer speeds and enhanced bike/pedestrian infrastructure.

Consumer preferences are also impacting air travel, including the airport in Addison. The ability to navigate by car, transit, bike, or on foot is increasingly important, with a growing desire for stronger "first mile to last mile" connections, including ties to local transit. Executive services will continue expanding, leading to facility upgrades, while technology such as unmanned aircraft and artificial intelligence (AI) will further disrupt the airline industry.

## Housing



Many cities are finding that retaining talent requires offering a variety of housing types to meet diverse needs. However, most places have not adapted to changing demographics, with shrinking household sizes and a growing desire for appropriately sized homes. Housing diversity also supports affordability and allows for the mixing of socioeconomic groups, which appeals to Millennials, Gen Z, and Gen Alpha.

Missing middle housing includes styles between single-family homes and mid-rise apartments, blending into neighborhoods while offering more units and boosting the tax base without raising service costs. These housing types, such as townhouses, duplexes, and courtyard apartments, were common before the 1940s and are being rediscovered today as a way to create high-value properties that generate more tax revenue than they cost to serve.

## ADDISON'S IDENTITY

The identity of Addison is articulated through a vision story that tells a clear and compelling narrative about how the Town of Addison and its residents envision their future. This vision serves as a guiding light, reflecting the community's shared understanding of who they are and where they aim to be in the years ahead.

To ensure that Addison's future aligns with this vision, a set of decision-making principles has been crafted. These principles offer a framework for making choices that keep the community on track toward realizing the future they have collectively envisioned.

The foundation of Addison's identity is rooted in community input. Through the public engagement process of the Plan, residents, business owners, employees, Town visitors, and the CPAC were invited to identify their values, assets, and aspirations. This feedback has shaped and informed both the vision story and the decision-making principles, ensuring that Addison's future reflects the priorities and desires of its people.



### Note

*Members of Addison's Comprehensive Plan Advisory Committee, Planning Commission, and City Council collaborated to craft and refine the Vision Story, drawing from the community's identified Values, Assets, and Aspirations gathered through the engagement process. This thoughtful approach to shaping Addison's identity ensures that the resulting Vision is an authentic and accurate reflection of the community as a whole.*

## Vibrant Community Assessment

A modified version of the Vibrant Community Assessment, a tool created by Quint Studer and referenced in his book, *Building a Vibrant Community*, was used at the outset of this process. The assessment included ten questions that asked respondents to rank the town's performance in key aspects of a vibrant community on a 1-10 scale. Three additional questions explored the Town's biggest opportunity, challenge, and citizens' commitment to improving their community. While the Town could elect to use this survey on an annual basis to evaluate progress, the main purpose of this initial survey was to give the planning team a baseline and context as to how the community feels about different elements of a vibrant community.

### NOTABLE TAKEAWAYS

Most responses ranged from 5.7 to 6.8, indicating a gap between participants' perception of the town and their ideal version of its performance. The lowest score (4.94) concerned the Town's education system, understandable as Addison lacks its own school district. The next lowest scores (5.66 and 5.70) related to citizen engagement and community investment, highlighting an opportunity validated in the planning process. Respondents rated Addison well for overall vibrancy (7.87) and attractiveness to new businesses and talent (6.84), and believe the Town's programs and services generally enhance quality of life (6.75). Housing issues, especially reducing apartments, were seen as the top challenge and opportunity, followed by improving walkability and bikeability. Finally, respondents expressed strong commitment to Addison's success, with an average score of 8.25.

## VCA Summary Results

1	How engaged are your community's citizens?	5.66
2	How likely is it that young people will live and work in the community after graduating from high school or college?	6.11
3	How attractive is your town to new businesses and/or talent?	6.84
4	How strong is your education system?	4.94
5	How vibrant is your Town?	7.87
6	How successful are you at getting wealth off the sidelines and encouraging people to invest in the community?	5.70
7	How easy is it to create and run a business in your community?	6.46
8	How likely are small business owners to receive the training and development they need to thrive long-term?	5.72
9	How proficient is your community at measuring, tracking, and reporting outcomes and results and making objective decisions based on them?	6.16
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?	6.75
11	Please describe what you feel the Town's biggest opportunity to improve is.	<div style="display: flex; flex-direction: column; gap: 2px;"> <div style="background-color: #e91e63; color: white; padding: 2px;">Fewer Apartments</div> <div style="background-color: #e91e63; color: white; padding: 2px;">Walkability &amp; Bikeability</div> <div style="background-color: #e91e63; color: white; padding: 2px;">Redevelopment</div> <div style="background-color: #e91e63; color: white; padding: 2px;">Government &amp; Communication</div> </div>
12	Please describe what you feel the Town's biggest challenge is.	<div style="display: flex; flex-direction: column; gap: 2px;"> <div style="background-color: #e91e63; color: white; padding: 2px;">Apartments</div> <div style="background-color: #e91e63; color: white; padding: 2px;">Traffic</div> <div style="background-color: #e91e63; color: white; padding: 2px;">Crime</div> </div>
13	How committed are you to making your community the best it can be?	8.25

## Notes

A complete summary of the Vibrant Community Survey results is included in the Plan Appendix. For some questions, such as questions 11 and 12, respondents provided their answers in short phrases. The answers presented here are the words and phrases that appeared more frequently, but some responses are understandably more nuanced than a few words. Therefore, for greater clarity, reviewing the full results is recommended.

## THE FOUNDATION OF ADDISON'S IDENTITY

The foundation for the Vision Story and Decision-Making Principles was laid through three elements: *Values, Assets, and Aspirations*. Through extensive public engagement, the community identified its qualities, key strengths, and future goals. These insights not only reflect what the community members of Addison care about but also what

they hope for in the future. By incorporating this feedback, the Vision Story captures the Town's collective ambitions, while the Decision-Making Principles provide a structured approach to ensure that future actions align with the community's priorities and long-term goals.

### Values

- A Fiscal Responsibility and Financial Sustainability.** *Services, development, and resources must be managed to ensure quality services remain affordable for taxpayers now and in the future.*
- B Connectivity, Walkability, and Pedestrian Safety.** *Most residents value the human-scale design and enjoy the ability to walk through neighborhoods and public spaces.*
- C Innovation.** *Addison's commitment to innovation has been, and should continue to be, a core community value.*
- D Safety and Comfort.** *The Town's public safety presence and well-designed environment help residents and visitors feel secure.*
- E Economic Opportunity and Prosperity.** *Maintaining Addison's strong commercial base is essential to attract residents, workers, and visitors while keeping property taxes manageable.*

### Assets

- F Mix and Availability of Dining, Entertainment, and Shopping.** *Addison's dining and entertainment options are a strength, with room to grow in boutique shopping and arts businesses.*
- G Quality Design, Materials, and Aesthetics in the Built Environment.** *High-quality design in urban development, parks, and buildings enhances the safety and appeal of Addison.*
- H History of Innovation in Walkable Development.** *Addison has led in creating walkable, neighborhoods that stand out from more auto-centric developments in the region.*
- I Addison Airport.** *Addison's centrally located airport is a significant asset, with growing opportunities in private and advanced aviation.*
- J Location and Proximity to Regional Destinations.** *Addison's central location and access to highways and the upcoming DART Silver Line keep it well-connected for development and employment.*

### Aspirations

- K Dramatically increase walkability, bike connections, and transit options.** *Expanding trails and transit will meet growing demand for car-free movement and benefit both residents and employers.*
- L Become a place where more experience-based and locally-owned businesses can thrive.** *There is a strong preference for local boutique businesses, especially in arts and entertainment, with interest in developing a creative, makerspace vibe in areas like Inwood corridor.*
- M Increased diversity of housing options.** *Expanding ownership and rental options for all ages while maintaining high-quality neighborhoods is a priority for both renters and homeowners.*
- N Build on prior successes through innovation to make Addison more competitive.** *To stay competitive, Addison must embrace walkability and leverage assets like the airport and DART to capitalize on trends in mobility and human-scale development.*

## ADDISON'S VISION STORY

- J** Addison is an urban town in the heart of the
- H** DFW Metroplex. We are the pacesetter for walkable, mixed-use communities in Texas and beyond, creating a town which is fully
- B** connected to itself and the region. We set the standard by prioritizing multimodal mobility options for moving in and around Addison, including walking, biking, and internal public
- L** transit options, creating a people-first design to foster a diverse and thriving community and local economy in a safe, vibrant, and connected environment.

As we look ahead to 2050, we recognize that our strength lies not in emulating others or in appealing to all, but in embracing what sets us apart. We understand that we may not be the sprawling community that appeals to everyone, but we offer something far more valuable: a

- C** distinct flavor of walkability, safety, opportunity, and quality of life that resonates with those who prioritize human interaction, community connection, innovation and environmental
- A** sustainability over mere suburban sprawl.

We're doubling down on what it has always meant to be Addison, attracting a diverse range of individuals who share our vision and values. Together, we're shaping a future where Addison stands as the leader in providing the highest quality of life and service to our residents and business partners: this is the Addison Way.

Our history as an innovative leader drives us to build on our past success and continue being the

- N** best place to live, work, and visit. We aim to

- further our competitive edge by investing in a
- E** safe and complete mobility network, place- and
- M** experience-based businesses, and a diversity of housing options so that residents of all ages will have the highest quality of life available.
- G** We are intentional with our development, choosing projects, designs, and materials that
- D** live up to our high standards because we know that how safe we feel in our community has just as much to do with the care we put into developing and maintaining our built environment as the capabilities of our emergency response units.

By further connecting our neighborhoods and

- I** destinations, leveraging our community's location and transportation assets, and building an increased sense of place and vibrance,
- F** we will be uniquely positioned to attract and retain businesses, residents, commuters and visitors in the emerging place-based economy. In an increasingly competitive context, with new mixed-use districts being built all over the Metroplex, we can establish ourselves as the benchmark for decades to come by better connecting our most vibrant parts of town and redeveloping our aging suburban places to
- K** become more walkable, bikeable, and navigable by public transit - organically evolving into the next level of walkable community that has been our vision from the Town's inception.

## DECISION-MAKING PRINCIPLES

The Decision-Making Principles are a set of guidelines designed to ensure that everyday choices made by the Town of Addison align with the community's long-term vision. These principles act as a compass, helping decision-makers consistently evaluate actions through the lens of the values, assets, and aspirations identified

by the community. When applied consistently, the principles will guide Addison toward a future that reflects the Vision Story, ensuring that progress is purposeful and aligned with the collective ambitions of the town's residents.

### 1 PEOPLE FIRST

*In Addison, people come first. We prioritize our residents and visitors over their cars.*

### 2 AESTHETICS MATTER

*We have built and continue to improve upon a place which has a high caliber of design and materials.*

### 3 LEADERSHIP

*Our community has been an innovative leader its entire history. We intend to lead far into the future.*

### 4 HIGH QUALITY OF LIFE

*Our residents expect, and our leaders desire to provide the highest quality of life in North Texas.*

### 5 ECONOMIC PROSPERITY

*Access to local employers, retail and entertainment is critical to Addison's cultural and fiscal health. We prioritize development and investments that keep Addison positioned as a place where businesses and talent want to be.*

# PLANNING COMPONENTS

This section of the Plan includes a series of components for elements that typically align with city departments and functions. While the content of each element is customized to best represent the information related to that respective subject, each component is generally organized in the same structure. Each component begins with a list of recommendations, followed by a snapshot of existing conditions. Next, maps and strategies that support the community's shared vision and priority outcomes are presented. Finally, each component closes with anticipated barriers to success and suggested solutions to address them.

This Comprehensive Plan includes three Planning Components: *Land Use & Development Character*, *Housing & Neighborhoods*, and *Mobility & Connectivity*. The Town may choose to create additional components in the future to integrate elements including but not limited to *Facilities*, *Parks and Trails*, *Infrastructure*, and/or *Economic Development*. A *minor* component called *Related Plans & Initiatives* also houses summaries of other more targeted planning initiatives. For these, a brief summary of key information and recommendations that are integrated into the *Implementation* section has been included.

## LU

The **Land Use & Development Character** component establishes the Town's overall land use pattern and identifies the type of development and housing desired for the future.

## NH

The **Housing & Neighborhoods** component provides guidance on the building blocks of different neighborhoods and the features that will make them more successful. Cues for arranging blocks and accommodating residents are included.

## MC

The **Mobility & Connectivity** component looks at how people get around and provides an approach that works toward improving walkability and multimodal connectivity across the city.

## RP

The *minor* component, **Related Plans & Initiatives** operates as a home within the comprehensive plan for Addison's other planning efforts. This part of the plan is expected to be updated every time a new related plan is adopted or updated.



PLANNING COMPONENT

# LAND USE & DEVELOPMENT CHARACTER



## ADDISON'S LAND USE & DEVELOPMENT CHARACTER

### SUMMARY

Addison does not have much vacant land left, so the context of development is shifting to revitalization and infill. For any member of the community, understanding how development works and the dynamics and economics that underpin it is critical. This planning component, Land Use & Growth Management, begins by laying out recommendations to guide growth and development in Addison. A snapshot of the town's existing land use breakdown and zoning districts provides additional insight into where and how certain types of development can be built today.

The heart of this Comprehensive Plan focuses on continuing to enhance the walkable, mixed-use development pattern that has put the Town in a strong financial position and made it attractive to businesses and residents. Strategically guiding addition of commercial uses and more residential units into existing areas and connecting them with transit and trails will make neighborhoods more complete and the entire town even more walkable and vibrant. Place types are introduced, which are crafted to guide Addison's character and development pattern. Appropriate locations for these place types are presented on the Future Land Use Map (FLUM). The place types and the FLUM were shaped by extensive community feedback.

Alongside the FLUM and the place type descriptions, a Spectrum of Change map uses



categories of preserve, enhance, and (re)develop. These categories illustrate the amount of change that can be expected in different areas. The combination of existing context and market demand for infill and/or redevelopment influences the amount of expected change. Finally, examples of transitional development to improve walkability are explored for four of the most common contexts in Addison. These include arterial roadway corridors, auto-oriented commercial centers, high-density urban office and mixed-use development along the Tollway, and industrial properties like those located along the Inwood Corridor and around Addison Airport.

Prioritizing walkability in North Texas can bring certain challenges, so a few of the anticipated barriers to success that Addison may encounter are highlighted and discussed at the end of the component.

## RECOMMENDATIONS

LU1

**Utilize Place Types, Spectrum of Change, and complete neighborhoods as the primary land use planning tools.**

Mixed-use developments can enhance quality of life and economic growth by reducing commutes and fostering social connections. Incremental neighborhood evolution promotes sustainability without dramatic changes.

LU2

**Encourage infill and small-scale redevelopment to fill the missing needs in neighborhoods across Addison.**

Working with developers and leveraging infrastructure will provide needed housing, services, and entertainment, meeting neighborhood needs through infill and redevelopment.

LU3

**Transform autocentric places into more pedestrian friendly, mixed-use destinations.**

Many commercial areas are aging. Revitalizing these spaces into pedestrian-friendly destinations with open spaces and varied businesses will help foster a unique local identity.

LU4

**Leverage the upcoming DART Transit Oriented Development (TOD) as a catalyst site that enhances the surrounding area.**

The Silver Line Station, set to begin operation in 2026, should serve as a community asset to attract residents, visitors, and businesses, catalyzing the next level of development in the surrounding area.

LU5

**Improve and enhance the design of the public realm across the Town.**

The appeal of the public realm has long set Addison apart. As the Town recommits to pedestrian-oriented needs and developments, the public realm should remain a focus for safety, comfort, and interaction.

LU6

**Encourage remaining undeveloped land along the Dallas North Tollway (DNT) to be utilized for higher-density development.**

The remaining undeveloped land along the Dallas North Tollway has great potential for high-intensity office and residential development that competes with other urban mixed-use centers in the region.

LU7

**Built environment/redevelopment should be contextually designed to interact with and respond to the adjacent land uses.**

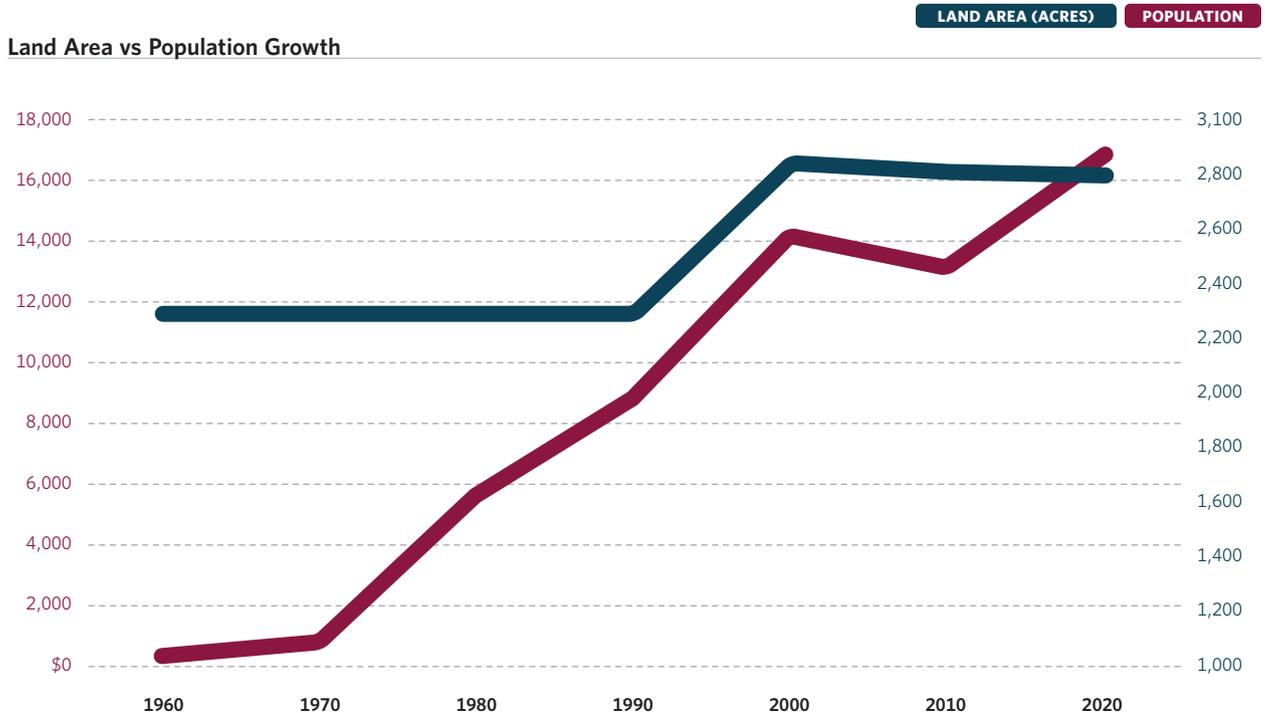
All development, whether infill or new, should be context-sensitive to enhance the area and nearby neighborhoods, rather than disrupting the character and fabric of the surrounding area.

# SNAPSHOT

## WORKING TOWARD SUSTAINABLE, INCLUSIVE GROWTH

Land is the most valuable resource a city has. When land is developed, it is often done with current conditions and immediate benefits in mind, such as additional rooftops, businesses, and the tax base that comes with them. However, what is built also has long term impacts on the community. Housing mix and affordability, pedestrian safety and walkability, infrastructure condition, water quality and supply, and the financial health and resilience of the city are all examples of things that are impacted by development decisions over time. Therefore, decisions about where and how development occurs must look at both short and long-term implications.

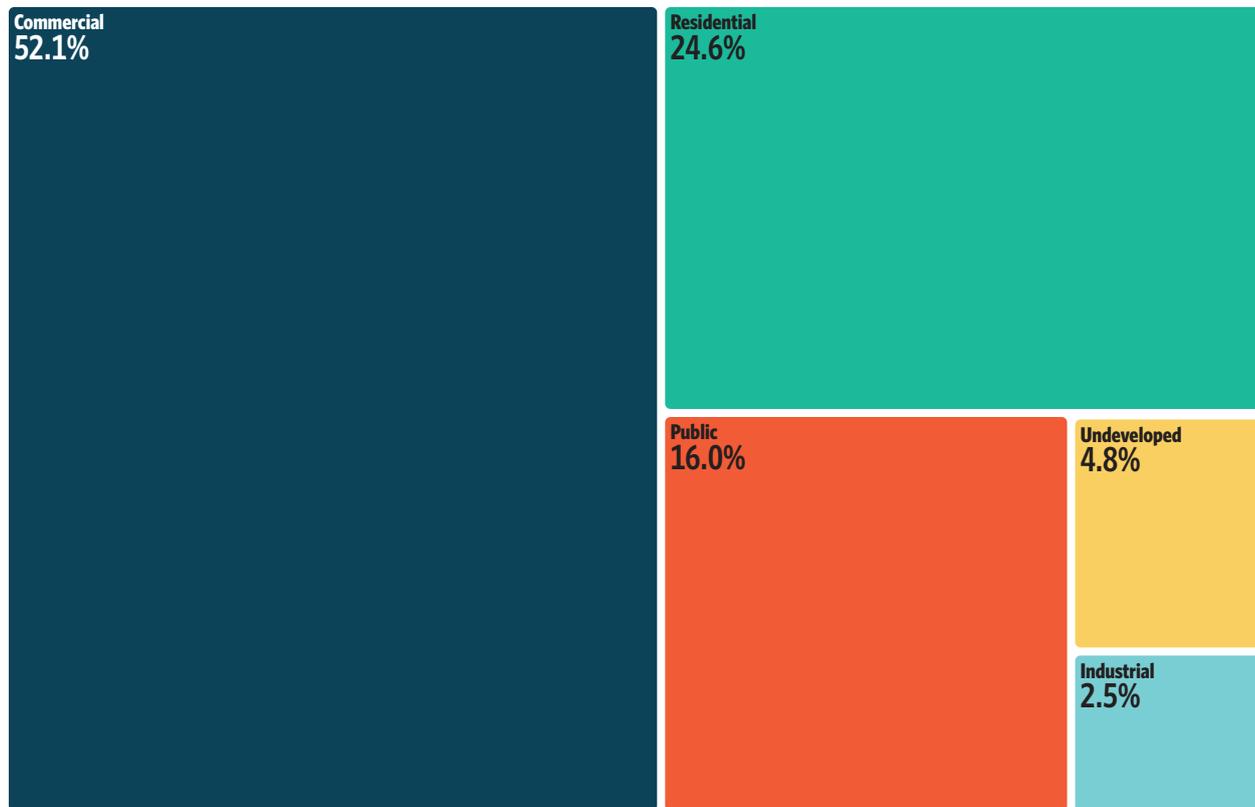
Addison’s past development has put the Town in a good position to balance these demands. Going forward, Addison’s challenge will be guiding infill and redevelopment efforts in a manner that continues to keep the community and its neighborhoods vibrant, sustainable, and affordable for those seeking to live, work, and visit here. The Land Use & Development Character component of this Plan provides the framework for guiding decisions and setting policy about what will be built, where, and when so the Town can capitalize on near term opportunities while also ensuring long-term sustainability and affordability.



## CURRENT LAND USE BREAKDOWN

The majority of Addison's land area is dedicated to non-residential development. Commercial developments are a balance between a walkable, mixed-use context and more auto-oriented, corridor style. Getting to these areas on foot feels dangerous. The commercial uses generally follow the major traffic corridors. Residential development makes up essentially one quarter of the town's footprint, and is split between single family detached neighborhoods and urban living, mainly townhomes and apartments.

### Current Land Uses



SOURCE: TOWN OF ADDISON

### Vacant Lot Analysis

Undeveloped land is limited to just a few parcels scattered across the town, and makes up less than 5% of the town’s total land area. Of the 133 acres of vacant property, more than 100 acres is zoned for commercial use. Just 6% of land (8 acres) is zoned for single-family residential and senior housing, with an equal split between them (3% each). The lack of property zoned for single-family is one of the reasons it’s been difficult for the Town to get more single-family ownership housing developed.

### Distribution of Vacant Land Area by Zoned or Planned Land Use



### Vacant Land Map

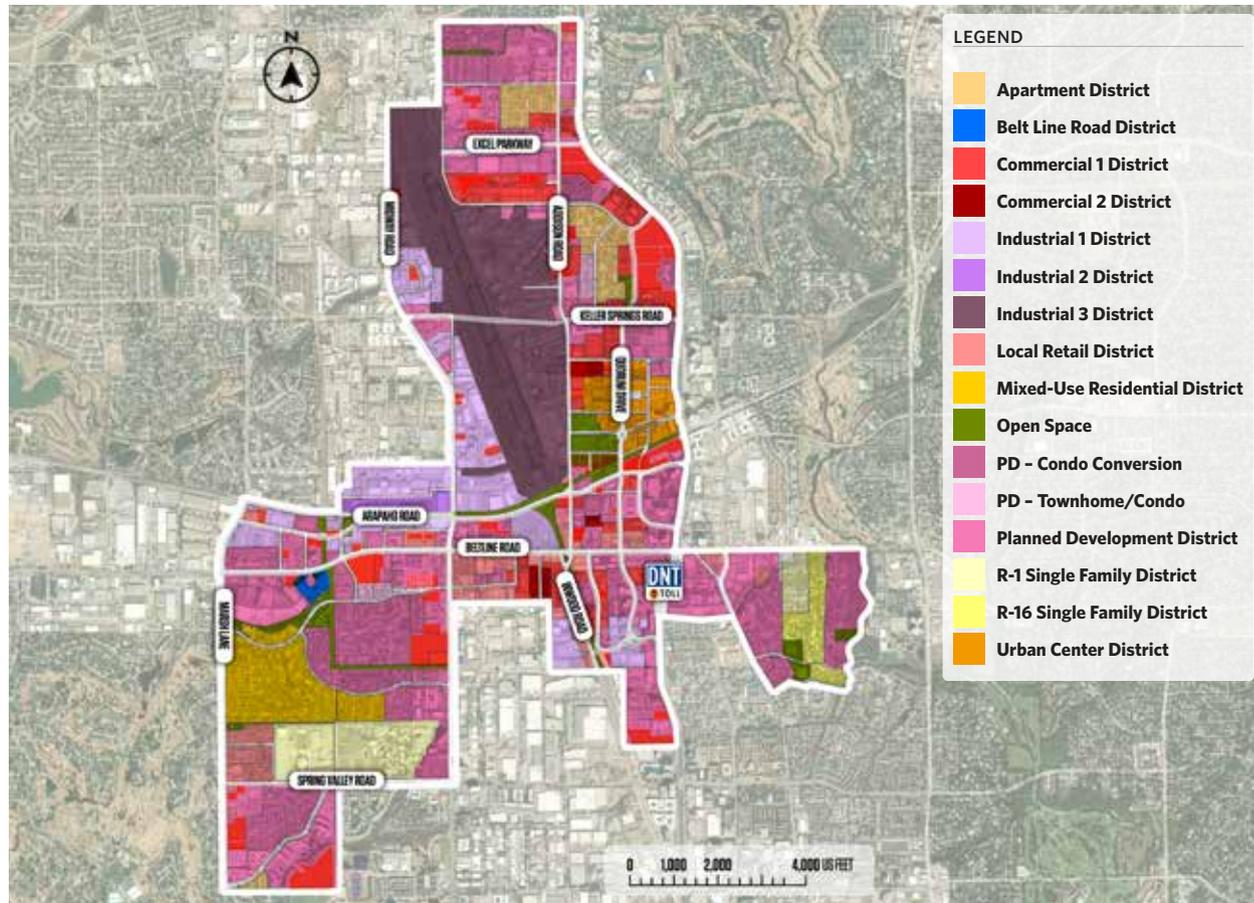


## CURRENT ZONING

A city's zoning code controls the types of land uses allowed within a certain area of a city. The zoning map shows what type of development is allowed by right on every parcel in the city, and the accompanying regulations outline parameters such as setbacks, building coverage, building heights, and parking. Addison's zoning regulations establish 16 zoning districts, including the PD designation. Many PDs have been approved with

unique development standards. Aside from the PD zoning district, there are 3 residential districts, 6 commercial districts and 3 industrial districts. It should be noted that during the Comprehensive Plan planning process, Town staff were also undergoing a Unified Development Code (UDC) adoption, where amendments to existing zoning districts and additional zoning districts and uses were proposed.

Zoning Map



SOURCE: TOWN OF ADDISON

## LAND USE PRODUCTIVITY

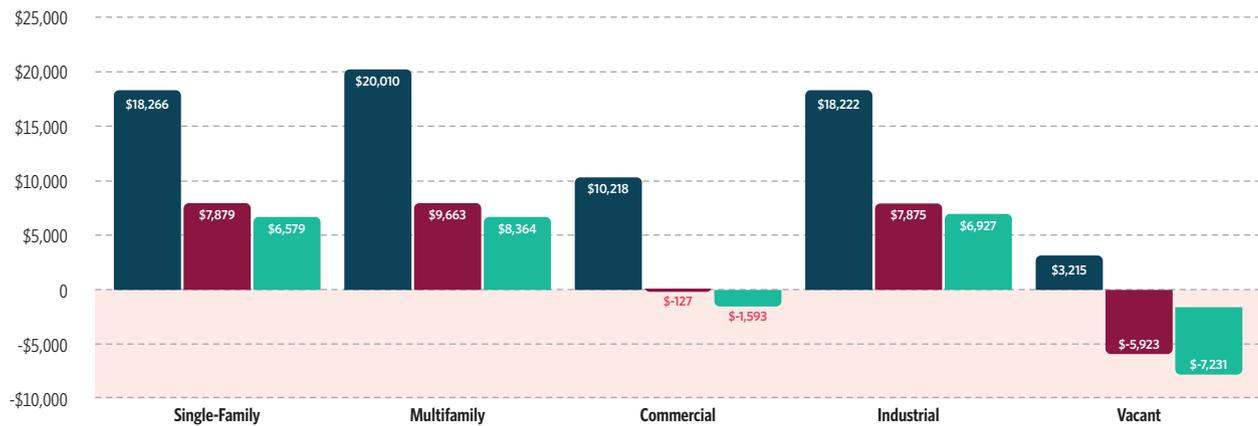
Some development patterns generate more property tax revenue per acre and are net positive when accounting for general fund and street replacement costs. Single-family homes, multi-family units, and industrial developments all generate positive revenue, even when considering deferred street liabilities. Commercial development falls slightly short in property tax but compensates with significant sales tax contributions.

loss for the town, despite generally having high value homes built on them. Smaller lots, especially those under 3,000 square feet, drive the overall positive performance of single-family homes and are also the most affordable. Most multi-family properties generate enough revenue to cover their costs, with newer developments featuring structured parking being more fiscally productive than older, surface-parked complexes.

Within residential types, single-family homes on lots over 5,000 square feet result in a net financial

REVENUE PER ACRE    NET REVENUE PER ACRE  
NET REVENUE PER ACRE (W/ DEFICIT)

### Property Tax Productivity by Land Use



### Single-Family Productivity by Parcel Size

Smaller lots provide a win-win for Addison, offering the highest net revenue per acre while being the most affordable for residents. Some of the largest single-family residential lots are a net loss for the city, effectively requiring other development to subsidize these 7,000-50,000 ft<sup>2</sup> lots.

Parcel Sizes (ft <sup>2</sup> )	Average Revenue	Parcel Count	Average Improvement Value	Average Rev/ Acre	Net Rev/ Acre COVERING BUDGET	Net Rev/ Acre COVERING BUDGET & UNFUNDED STREETS
0 - 3,000	\$684,704	496	\$350,820	\$35,832	\$25,485	\$24,206
3,000 - 5,000	\$405,198	296	\$366,027	\$14,802	\$4,455	\$3,221
5,000 - 7,000	\$840,361	554	\$417,931	\$11,326	\$980	\$(299)
7,000 - 10,000	\$468,592	284	\$456,847	\$9,009	\$(1,338)	\$(2,675)
10,000 - 25,000	\$288,681	83	\$928,030	\$8,890	\$(1,452)	\$(2,913)
25,000 - 50,000	\$302,469	42	\$1,598,873	\$8,598	\$(1,749)	\$(3,321)
>50,000	\$790,190	26	\$7,405,582	\$15,684	\$5,337	\$3,744
<b>Total</b>	<b>\$3,780,195</b>	<b>1,781</b>	<b>\$550,451</b>	<b>\$18,226</b>	<b>\$7,879</b>	<b>\$6,579</b>

# STRATEGIC FRAMEWORKS & CONCEPTS

## PLACE TYPES

After the Industrial Revolution, cities began focusing on separating different land uses to protect quality of life. Zoning laws formalized this approach, and the rise of cars contributed to sprawling development patterns. While still common, this model is evolving as cities adopt more flexible, organic land use regulations. The shift is driven by the recognition that strict separation of uses limits how buildings and neighborhoods can adapt to market changes. It also increases the need for costly infrastructure (roads, water, sewer), putting pressure on city resources. Car dependence, in particular, strains roads and makes driving unavoidable.

Recently, there's been a growing demand for "complete" neighborhoods that blend residential, office, and retail spaces. This change, influenced by shifting demographics and social behaviors, has proven more fiscally productive, flexible, and resilient. These developments often take the form of mixed-use zoning districts, planned developments (PDs), or areas guided by form-based codes.

Switching from single-use zoning to *place types* allows cities to incorporate key zoning concepts while creating neighborhoods that meet a variety of needs close to home. This approach fosters fiscal productivity, flexibility, and resilience, and encourages walkable, vibrant places where multiple transportation options exist. Active streetscapes, with pedestrians and cyclists alongside cars, build a sense of community. Design elements such as landscaping, open space, building scale, and

sidewalks help blend different uses and densities, making higher-density areas more inviting. As mentioned earlier, higher density is advantageous as it maximizes revenue per acre, reduces maintenance costs, and enhances a city's fiscal resilience.

In Addison, past development has included both walkable, mixed-use neighborhoods and car-centered commercial and residential areas. The 2013 Comprehensive Plan, along with Special Area Studies, zoning, and development standards, have guided this high-quality development. However, the process has been time-consuming and resource-intensive.

This Plan adopts the place type approach. When combined with updated zoning and standards that align with this Comprehensive Plan, Town staff will be better equipped to efficiently guide future development, helping Addison achieve its long-term vision.

Render of place type layout, render before publication.

## Place Type Attributes

As you navigate the place types themselves you will find the specific attributes of each defined. They include a definition of the place type, along with a series of criteria that help define its character. These definitions were collaboratively crafted and refined with community input. There are also photos that visually represent these places today, as well as aspirational images from similar cities. These photos serve as inspiration rather than prescribing a specific architectural design or style, and many were selected through votes by CPAC, P&Z, and Council members, and the community during various engagement activities in-person and online.

Each of these place types, along with the Future Land Use Map (FLUM), is the result of months of study, research, and discussions with Town staff, elected and appointed officials, the CPAC, and local community. At the top of each place type spread, you will notice a colored title ribbon whose color corresponds to the FLUM. The FLUM shows where these place types are expected to continue

## APPROPRIATE BUILDING TYPOLOGIES

The design and aesthetics of the buildings are some of, if not the most important elements of how a particular place looks and feels. The range of building typologies referenced in the place type spreads are explained further on page 94.

### INTENSITY LEVEL

#### LOW INTENSITY

*At this level, there is more space between buildings compared to medium and high intensities. It is reflective of the suburban residential neighborhoods seen in Addison today, with lower building heights and a focus on private yards and vehicle access. Pedestrian infrastructure is minimal, as the development pattern prioritizes individual lot space and lower overall densities.*

#### MEDIUM INTENSITY

*At this level, buildings are moderately spaced but may begin to include more compact layouts. Building heights are generally between two to four stories, and pedestrian pathways become more prominent alongside vehicle access. This intensity level balances private space with shared public or commercial spaces, supporting a mix of uses.*

#### HIGH INTENSITY

*High-intensity development is characterized by tall, closely spaced buildings, maximizing land use efficiency. Structures are often multi-story and densely packed, creating a more vertical urban form. This development pattern emphasizes pedestrian access, public transit, and shared spaces, as parking becomes more constrained and vehicle dependence decreases.*

### MAXIMUM BLOCK LENGTH

Shorter blocks make an area more walkable and human-scaled by increasing the number of intersections and interaction points. In contrast, longer blocks are typical of auto-oriented development and facilitate faster travel across larger areas. The block length values in the Place Type spreads are targets, while specific measurements are defined in the Town's Unified Development Ordinance.

### TYPICAL BUILDING HEIGHT

This metric refers to the average height of the buildings that should be expected in the area for it to have the appropriate density and character. Ultimately, specific values for minimum and maximum building heights are defined in the Town's Unified Development Ordinance and based on the zoning of a given parcel.

### THOROUGHFARE TYPES

The design of street and thoroughfares and how the right-of-way is allocated between travel lanes, bike and pedestrian facilities, and streetscape has an impact on the walkability of an area, but also the type and character of adjacent development. Current typical sections and additional details for the referenced thoroughfare types can be found in pages 42-47 of the 2016 Master Transportation Plan.

### PUBLIC PARKS AND FACILITIES

The 2019 Parks, Recreation and Open Space Master Plan provides details on the location and characteristics of current and proposed parks and public facilities. Details for the referenced park typologies can be found in the *Appendices*. Future development should be designed to support and enhance these facilities.

### PARKING TYPES



#### DRIVEWAY

*Vehicles are parked in private driveways, typically associated with a residence.*



#### STREET

*Streets are designed to accommodate parallel or head-in parking spaces.*



#### SURFACE

*Surface parking lots that vary in size depending on the size of building(s) they are serving.*



#### HIDDEN SURFACE

*Hidden surface parking lots should be placed behind buildings, rather than just screened by trees or shrubs, to improve the street experience for pedestrians.*



#### STRUCTURED

*Multi-story parking garages that are designed to accommodate higher volumes associated with larger buildings and higher intensity development.*

## Building Typologies

A building typology groups buildings based on shared characteristics. Each section describing a building typology includes a brief overview of its features along with representative photos. These images are not exhaustive but provide a sample showing the variety of buildings that fit within the typology. Not every image is meant to suggest that its specific architecture or aesthetic is suitable for Addison; rather, the goal is to illustrate the diversity in style, scale, and design within each category.

Additionally, offering a diverse mix of housing, non-residential, and mixed-use buildings is essential for achieving various price points and home sizes to meet the needs of today's and tomorrow's Addisonites. Addison residents have expressed support for attracting and retaining people at different life stages and socioeconomic levels, making it crucial to encourage a wide range of building typologies in the Town.

### RESIDENTIAL

#### SINGLE-FAMILY DETACHED

The most common housing style which can be found in a wide range of development types. These vary from small modular, prefabricated homes on compact lots to large estate-style houses on large lots. Multiple single-family homes on one lot can be a good way to reduce infrastructure cost while adding housing capacity.



RESIDENTIAL

(SOMETIMES NON-RESIDENTIAL)

**ACCESSORY UNIT**

Accessory Units are typically found with detached single-family homes, which often have unused land. However, they can be added to any building typology with available space. In residential areas, they are known as Accessory Dwelling Units (ADUs). A variation is the Accessory Commercial Unit, used for business purposes.



RESIDENTIAL

**TOWNHOMES**

Townhouses typically consist of two to eight small- to medium-sized single-family units attached side by side, with each unit usually having its own street frontage.



RESIDENTIAL

**SMALLPLEX**

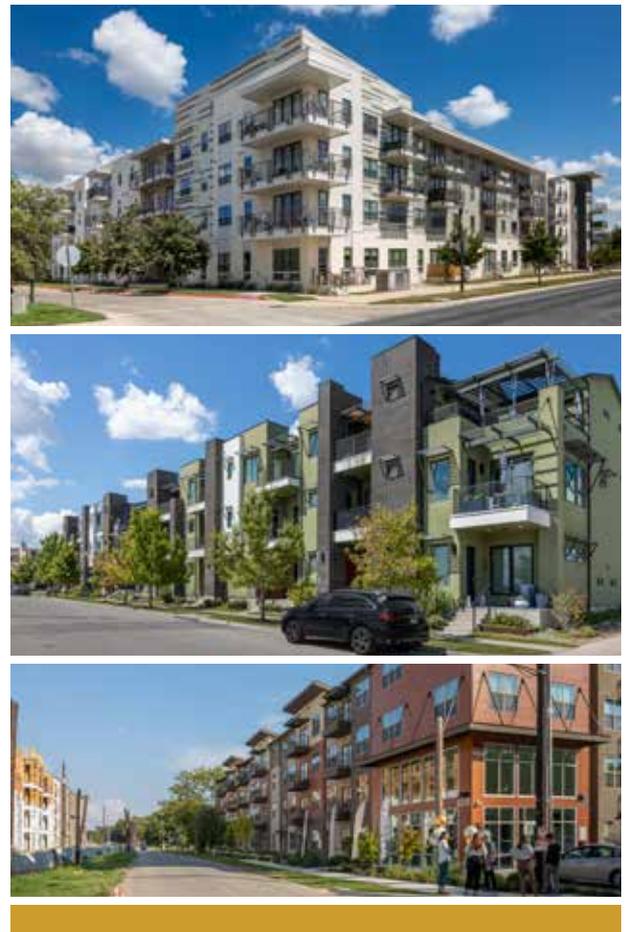
A smallplex, or small multiplex, is a single structure with 2 to 10 units. The smallest types include duplexes, triplexes, and quadplexes. Units can be arranged side by side or stacked. Thoughtfully designed smallplexes blend well into residential neighborhoods. In quadplexes, for example, a single entry door often leads to a hallway with access to first-floor units and stairs to the second floor, making the exterior resemble a large single-family home. Larger smallplexes may have individual or shared entrances along the front.



RESIDENTIAL

**URBAN APARTMENTS**

In Addison, apartments should align with an urban context. In mixed-use or high-intensity areas, urban multi-family types and townhomes, with buildings brought up to the street and parking hidden, are more appropriate and effective than suburban-style apartments. These urban forms offer better integration with the surrounding environment and support walkability and access to services. In less intense neighborhoods smaller apartments with 16-20 units are preferred to blend with existing homes. In no areas should large *suburban* complexes be encouraged.



## RESIDENTIAL

**CONDO TOWER**

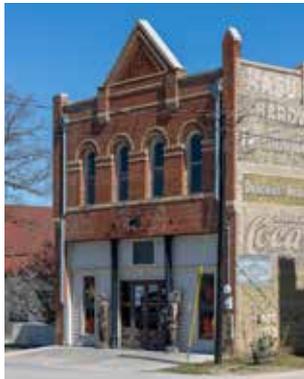
A residential condo tower is a high-rise building consisting of individually owned units, often with shared amenities such as parking, fitness centers, and common areas. These towers are typically located in urban or high-density areas, with ground-floor retail or services to enhance street activity. The design prioritizes vertical living, with convenient access to public transit, services, and recreation, making them ideal for walkable, mixed-use environments.



MIXED-USE

**LIVE-WORK**

These are small- to medium-sized structures that include a dwelling unit above or behind a non-residential unit. These structures may be attached or detached. The non-residential use has the flexibility of being used for a variety of commercial uses that are compatible with the residential use. Both units are owned by the same entity and occupied by the same tenant or property owner.



MIXED-USE

**FEW-OVER**

Few-Over describes a mixed-use building where a small number of units, either office or residential, are on a floor above a commercial use (generally retail). Office over retail is common in downtowns and main streets where there is not presently a demand for residential use. For these spaces to adapt and change over time to suit the needs of the community, it is important that the uses allowed inside these buildings be as broad as possible. Generally these buildings will not be more than three stories, and often not more than two.



MIXED-USE

**MANY-OVER**

Many-Over describes a mixed-use building where a large number of units, either office or residential, are on floors above a commercial use (generally retail). Office over retail is common in downtowns and Main Streets where there is not a large demand for residential presently. In modern mixed use developments, these are generally retail on the ground floor with apartments above. This allows an immediate and nearby group of patrons for the commercial uses downstairs.



MIXED-USE

**MIXED-USE TOWER**

A Mixed-Use Tower is a high-rise building that combines residential units with other uses, such as retail on the ground floor or offices integrated within the structure. This typology promotes active street-level engagement through shops, restaurants, or services, while upper floors are dedicated to residences or commercial spaces. Mixed-Use Towers are expected in Addison's High Intensity Urban Center place type.



NON-RESIDENTIAL

**NEIGHBORHOOD SCALE**

These are light- to medium-intensity commercial uses, located within and around neighborhoods to serve the surrounding communities; easily accessible by foot or car. These uses consist of those that are essential to the community such as restaurants, general retail stores, medical offices, and fuel stations, and sometimes small residential units.



NON-RESIDENTIAL

**REGIONAL SCALE**

These areas serve nearby neighborhoods and attract larger tenants from the broader region, featuring a mix of restaurants, entertainment, retail, office campuses, and higher-density residential. While similar developments in other cities are often auto-oriented, Addison prioritizes pedestrian comfort and safety. Parking needs to be integrated into a more urban context, with hidden or structured parking. Many of these auto-oriented developments can be adapted into mixed-use projects, allowing residential to be added to previously commercial-only spaces, with some overlap in the Many-Over building type.



NON-RESIDENTIAL

**INDUSTRIAL**

Industrial buildings consist of primarily intense commercial or industrial uses that may not be compatible with lower intensity and residential uses. At a slightly lower scale these building can house technology industries, light to mid-level manufacturing, and outdoor operations and storage.



# RESIDENTIAL LIVING

## Description & Criteria

This place type is generally comprised of existing exclusively residential places in Addison. Housing types in this place are generally single-family and detached. Townhomes and low-density multifamily housing types are also appropriate in more intense parts of the place type. Some properties, like those adjacent to Lake Forest, Bellbrook, and Winnwood areas, are typically situated on larger lots, presenting a unique opportunity for multi-generational living. These properties are more likely to accommodate the construction of accessory dwelling units or modifications to the main home to include additional living spaces.

Commercial activities visible from the street are generally not suitable in this place type. However, home-based businesses should be allowed. Large, car-centric commercial developments are not compatible with the character of this area.

Improving connectivity is crucial, with a focus on making walking and biking more convenient. This includes designing streets to accommodate pedestrians and cyclists, connecting to town-wide trails, and providing access to small local parks. Parking should be on-street or accessible via driveways or alleys. In any redevelopment, avoiding creating dead-end streets or cul-de-sacs is essential. Instead, streets should be interconnected, offering multiple routes to destinations. Redevelopment efforts should contemplate creating pedestrian shortcuts with aesthetic and landscape enhancements to provide access to nearby commercial or public areas.

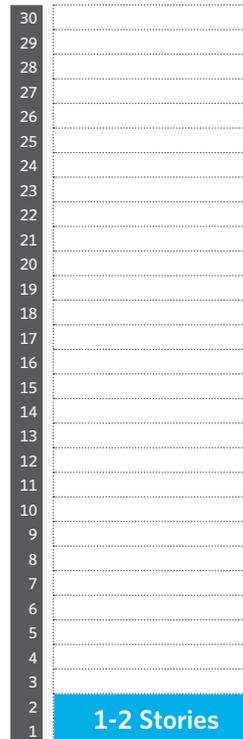
### Maximum Block Length

300 Feet

### Intensity Level

Low

### Typical Building Height



### Parking Types

Driveway

### Appropriate Thoroughfare Types

Residential Local

Residential Collector

### Appropriate Parkland Types

Neighborhood Parks

Community Facilities

Greenbelts

### Appropriate Building Typologies

Residential			Mixed Use		Non-Residential
Single-Family Detached	Accessory Dwelling Units	Townhomes	Live-Work	Few-Over	Neighborhood Scale
			Many-Over	Mixed Use Tower	Regional Scale
					Industrial

Representative Imagery



Aspirational Imagery



# URBAN VILLAGE

## Description & Criteria

Addison's Urban Villages are bustling hubs prioritizing pedestrian-friendly environments and dense development, leading to significant financial returns and resilience. Opportunities to expand these types of development through aging areas will enhance local character and reduce traffic. Streets here are designed for comfort, with narrower lanes and on-street parking. Major roads focus on safety and traffic flow, while parking designs emphasize pedestrian priority and seamless integration of spaces. Ground-level commercial spaces feature large windows to blend public and private areas effectively. Especially in redevelopment contexts, pedestrian needs such as ensuring interconnectivity between places is perhaps the single most important factor across the entirety of the Urban Village place type.

Because this place type covers such a large portion of Addison it's important to understand how Urban Villages operate in different contexts.

In areas where the existing pattern is largely suburban in nature and often heavily commercial (for example, along portions of Belt Line and Midway Roads), the key focus of redevelopment should be improving the public and private interface by bringing new buildings close to the roads and hiding or reducing parking when possible. Better pedestrian facilities along these corridors should be a priority as well.

In areas that are either directly adjacent to the Residential Living place type or filled with aging suburban residential development, incremental adjustments to become more like the intent of this place type are welcome. Should major redevelopment occur near these areas, we would expect lower intensity of urban village development as appropriate.

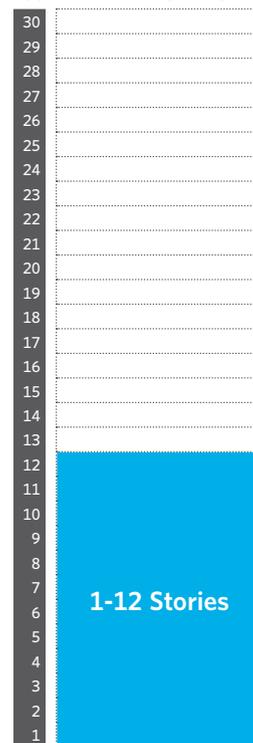
### Maximum Block Length

250 Feet

### Intensity Level

Medium/High

### Typical Building Height



### Parking Types

Street Structured

Hidden Surface

### Appropriate Thoroughfare Types

Commercial Collector

Minor Arterial

Residential Collector

### Appropriate Parkland Types

Destinations Parks

Neighborhood Parks

Urban Parks

Community Facilities

Greenbelts

Beautification Areas

### Appropriate Building Typologies

Residential			Mixed Use		Non-Residential
Single-Family Detached	Accessory Dwelling Units	Townhomes	Live-Work	Few-Over	Neighborhood Scale
Smallplex	Urban Apartments	Condo Tower	Many-Over	Mixed Use Tower	Regional Scale
					Industrial

Representative Imagery



Aspirational Imagery



# HIGH-INTENSITY URBAN CENTER

## Description & Criteria

An Urban Center is the next increment of development intensity above Urban Village. This place maintains the urban form of Urban Village, with gridded streets and multimodal connectivity, but allows for larger and often denser developments.

In Addison, this place type generally hugs the western boundary of the Dallas North Tollway, and the largest buildings should orient themselves closest to this corridor. Allowing for very high-density condominium towers in this area provides more users for nearby businesses while keeping these highest-intensity uses geographically restrained. All commercial uses make sense in these areas as long as the building form treats pedestrians as the principal user. Active ground-floor interfaces between the building and the public realm will be an important part of making this area feel logically connected to existing developed urban villages like Addison Circle.

### Maximum Block Length

200 Feet

### Intensity Level

High

### Typical Building Height



### Parking Types

Street Structured

### Appropriate Thoroughfare Types

Commercial Collector

Minor Arterial

### Appropriate Parkland Types

Urban Parks

Community Facilities

Greenbelts

Beautification Areas

### Appropriate Building Typologies

Residential			Mixed Use		Non-Residential
Single-Family Detached	Accessory Dwelling Units	Townhomes	Live-Work	Few-Over	Neighborhood Scale
Smallplex	<b>Urban Apartments</b>	<b>Condo Tower</b>	<b>Many-Over</b>	<b>Mixed Use Tower</b>	<b>Regional Scale</b>
					Industrial

Representative Imagery



Aspirational Imagery



# AVIATION & INDUSTRY

## Description & Criteria

This place type consists primarily of commercial or industrial uses in larger and less expensive building types on and surrounding the Addison Airport. Historically, the nuisance-laden nature of industry encouraged the far-flung placement of industrial operations. Today, thanks to technology, these uses have evolved, improved efficiencies, and become better neighbors. In Addison, this place type includes technology industries, light to heavy manufacturing, warehouse showrooms, warehousing, distribution centers, and aviation-related uses.

These areas should be located along roadways that have adequate capacity to serve their daily vehicle trip generation which include employees, customers and larger industrial vehicles. However, it is important that the ability to mix uses inside an industrial building is maintained as well as allowing supportive commercial businesses nearby.

In arranging sites, the placement of more human-scale elements like showrooms, offices, and lodging should be located along the property edges, intersecting roadways and other place types to aesthetically enhance the site from a user perspective and act as buffers from the heavier operations. Parking requirements should be determined by the users of the development but should generally be placed behind structures and away from roadways.

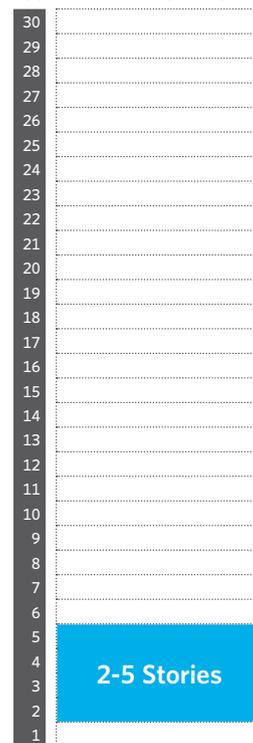
### Maximum Block Length

600 Feet

### Intensity Level

Medium/High

### Typical Building Height



2-5 Stories

### Parking Types

Street Surface

### Appropriate Thoroughfare Types

Commercial Collector

Minor Arterial

### Appropriate Parkland Types

Urban Parks

Community Facilities

Beautification Areas

### Appropriate Building Typologies

Residential			Mixed Use		Non-Residential
Single-Family Detached	Accessory Dwelling Units	Townhomes	Live-Work	Few-Over	Neighborhood Scale
Smallplex	Urban Apartments	Condo Tower	Many-Over	Mixed Use Tower	Regional Scale
					Industrial

Representative Imagery



Aspirational Imagery



# INWOOD INNOVATION AREA

## Description & Criteria

Much of Inwood Road is primarily made up of storage and industrial buildings with retail uses directly along the frontage of Inwood. These uses utilize large amounts of parking surrounding them and little in the way of pedestrian connectivity between them. There is a desire for this area to adapt and redevelop in a way that creates more connectivity across the area and is generally more pleasant for the public to inhabit. All development approaches in the 2017 Inwood Enhancement Zone study promoted better connectivity both for automobiles and pedestrians.

This area has the capacity to grow into a destination with a unique character if more flexibility is allowed in redevelopment. Small-scale redevelopment that operates one parcel at a time should be encouraged, with the principal concern of the Town being that each new development provides an incremental improvement to connectivity and the built environment. While a significant redevelopment opportunity that creates a more urban and mixed-use character should be encouraged, smaller-scale opportunities are more likely to be owned and operated by locals, something many residents consider a priority.

In transforming Inwood Road's frontage, there's a shared vision to create a vibrant, interconnected space that supports small businesses and emerging entrepreneurs. The Town's departments are exploring innovative uses for the area, such as business incubators, a transition of warehouses into design districts, food truck parks, and venues for emerging sports like e-gaming and pickleball. These initiatives aim to cultivate dynamic places, encouraging local ownership and incremental development. By offering incentives for these types of projects, the Town seeks to foster an environment where creativity and entrepreneurship can thrive, making the Inwood Innovation Area a unique and engaging destination.

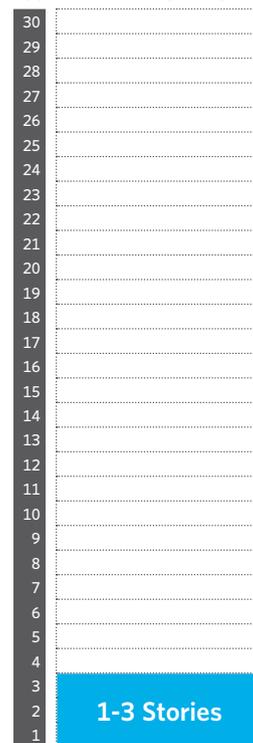
### Maximum Block Length

300 Feet

### Intensity Level

Medium/High

### Typical Building Height



### Parking Types

Street Structured

Hidden Surface

### Appropriate Thoroughfare Types

Commercial Collector

Minor Arterial

Residential Collector

### Appropriate Parkland Types

Destinations Parks

Neighborhood Parks

Urban Parks

Community Facilities

Greenbelts

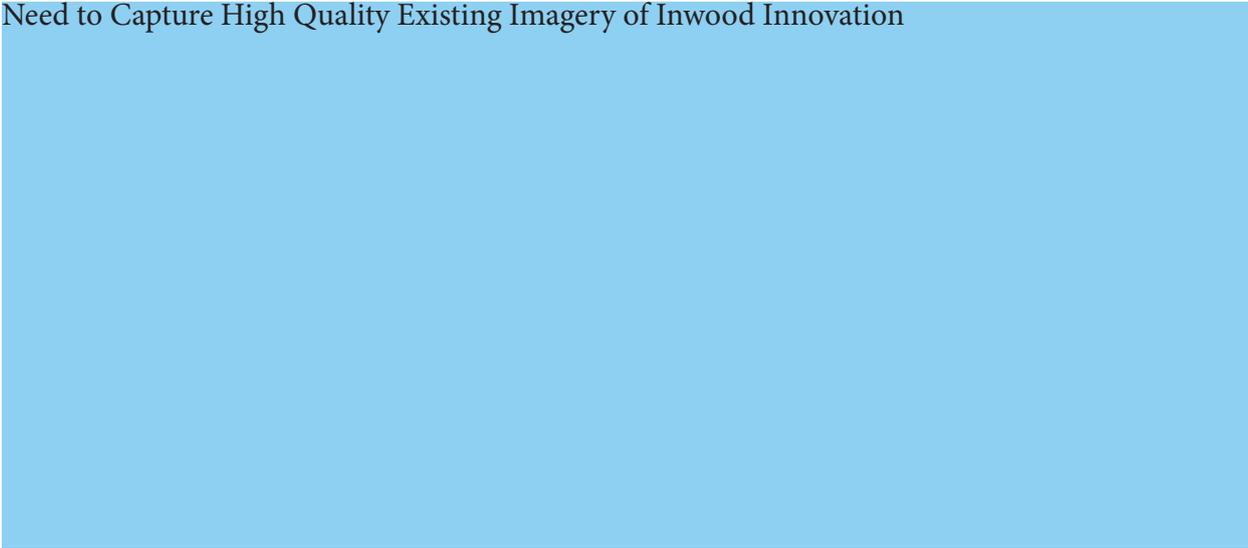
Beautification Areas

### Appropriate Building Typologies

Residential			Mixed Use		Non-Residential
Single-Family Detached	Accessory Dwelling Units	Townhomes	Live-Work	Few-Over	Neighborhood Scale
Smallplex	Urban Apartments	Condo Tower	Many-Over	Mixed Use Tower	Regional Scale
					Industrial

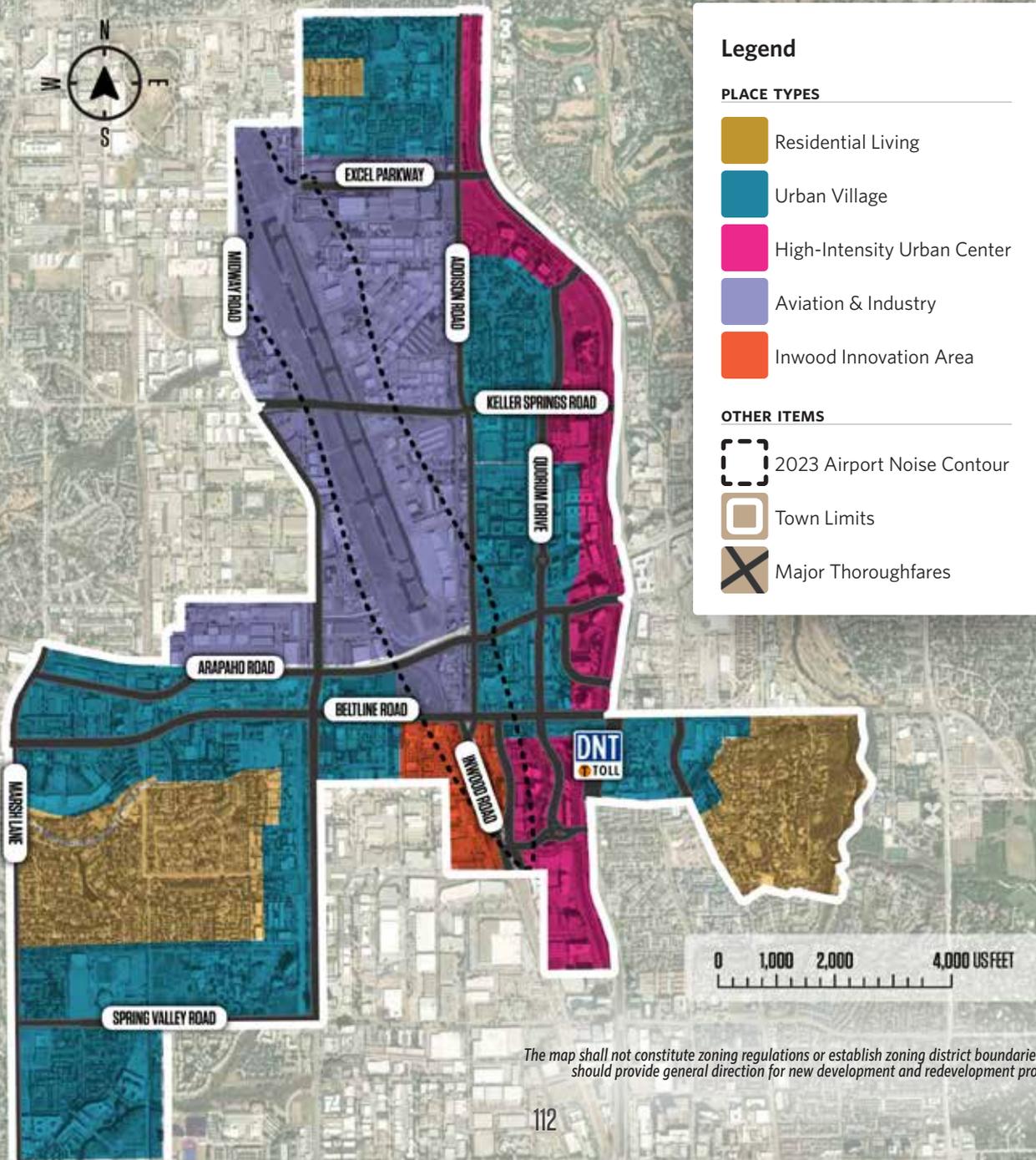
Representative Imagery

Need to Capture High Quality Existing Imagery of Inwood Innovation



Aspirational Imagery





**Legend**

**PLACE TYPES**

- Residential Living
- Urban Village
- High-Intensity Urban Center
- Aviation & Industry
- Inwood Innovation Area

**OTHER ITEMS**

- 2023 Airport Noise Contour
- Town Limits
- Major Thoroughfares

*The map shall not constitute zoning regulations or establish zoning district boundaries, but should provide general direction for new development and redevelopment projects.*

## SPECTRUM OF CHANGE

Managing development in a mostly built-out community like Addison differs from guiding growth in cities with abundant vacant land. Addison's location, development pattern, and focus on high-quality services, amenities, and design have made it an attractive place for both businesses and residents. As a result, land, homes, and commercial properties have appreciated in value, increasing the cost of living and doing business.

Today, some areas of Addison are aging and need reinvestment to maintain their appeal, while other areas are ripe for enhancement or more intensive development. Context-sensitive strategies are essential to preserving, enhancing, and redeveloping properties in a way that balances residential, employment, and commercial needs.

At the same time, current property owners seek confidence in the level of development activity around them.

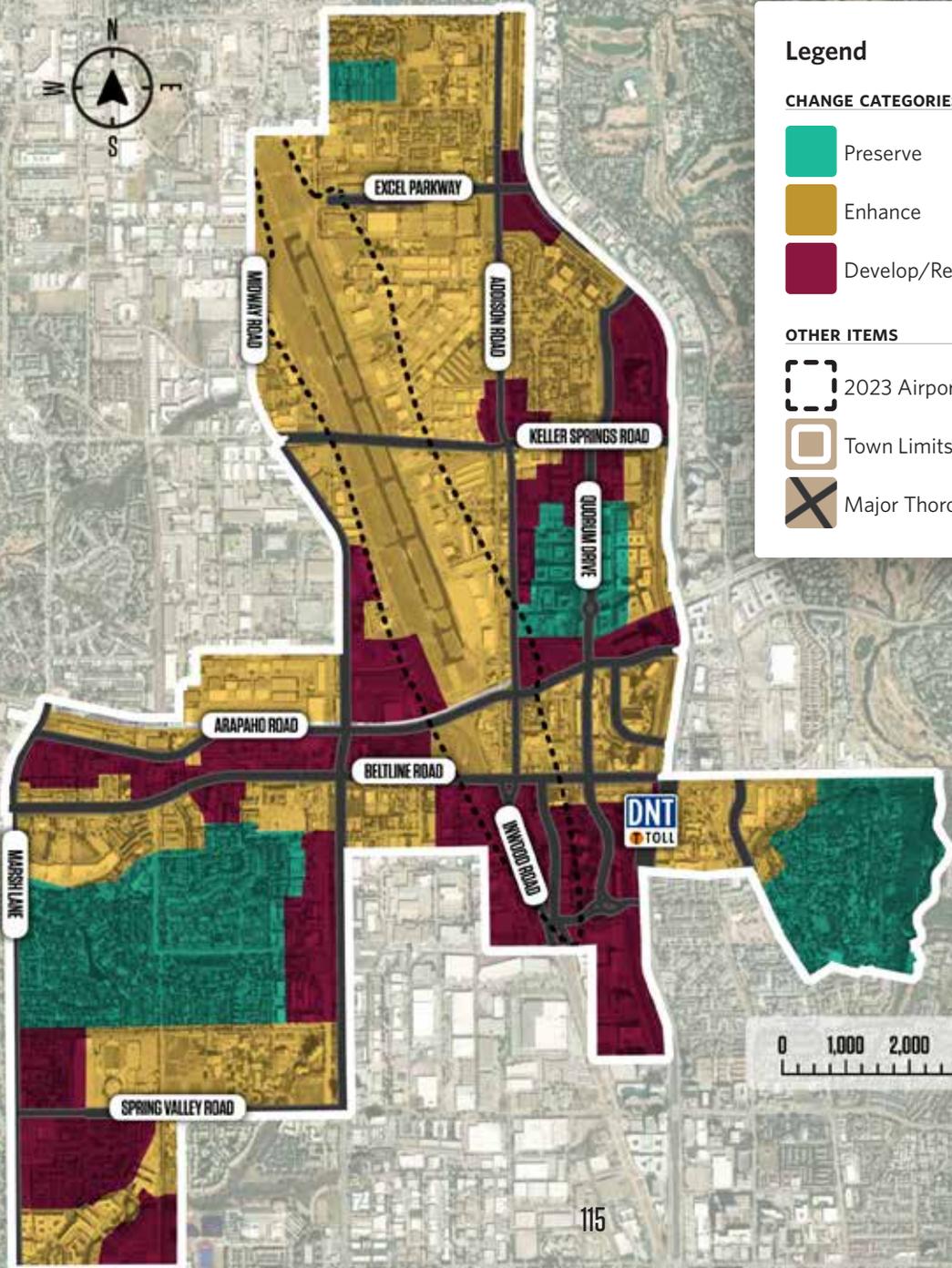
By focusing growth in certain areas and preserving the character of others, Addison can continue to offer diverse lifestyle options, maintain property values, increase tax revenues, ensure reliable services, and promote more complete, walkable neighborhoods.

The Spectrum of Change classifications and accompanying map outline the expected rate of change across different sites in the town. The three classifications, detailed on the next page, align with the map on page 115, which reflects Addison's growth management approach.



**Spectrum Classifications**

<p><b>Preserve</b></p>	<p><b>Enhance</b></p>	<p><b>Develop/Redevelop</b></p>
<p><i>These areas are expected to retain their current character, with occasional infill or maintenance to preserve value and appeal. Most properties are in single-family subdivisions and Addison Circle. In single-family areas, improvements may include enhancing streets for pedestrian safety and connectivity, and adding ADUs where allowed. In Addison Circle, efforts will focus on maintaining buildings, uses, and public spaces consistent with the current form and character.</i></p>	<p><i>These areas are expected to evolve gradually, becoming more economically viable, walkable, and pedestrian-friendly through moderate infill and public realm improvements. Development may include building renovations, adding mixed uses (residential, commercial, or both), creating public spaces and amenities, and upgrading local streets for better pedestrian safety and connectivity to nearby services.</i></p>	<p><i>Properties in these areas are expected to undergo significant development or redevelopment, increasing the mix and intensity of uses to align with the area’s envisioned place type. This may include adding a substantial population in diverse housing types, higher development intensities, and creating local streets to improve pedestrian safety and connectivity within the development and to nearby services.</i></p>
<p>Aerial Image from Preserve Location</p>	<p>Aerial Image from Enhance Location</p>	<p>Aerial Image from Develop/Re-develop Location</p>



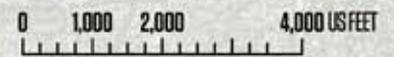
### Legend

#### CHANGE CATEGORIES

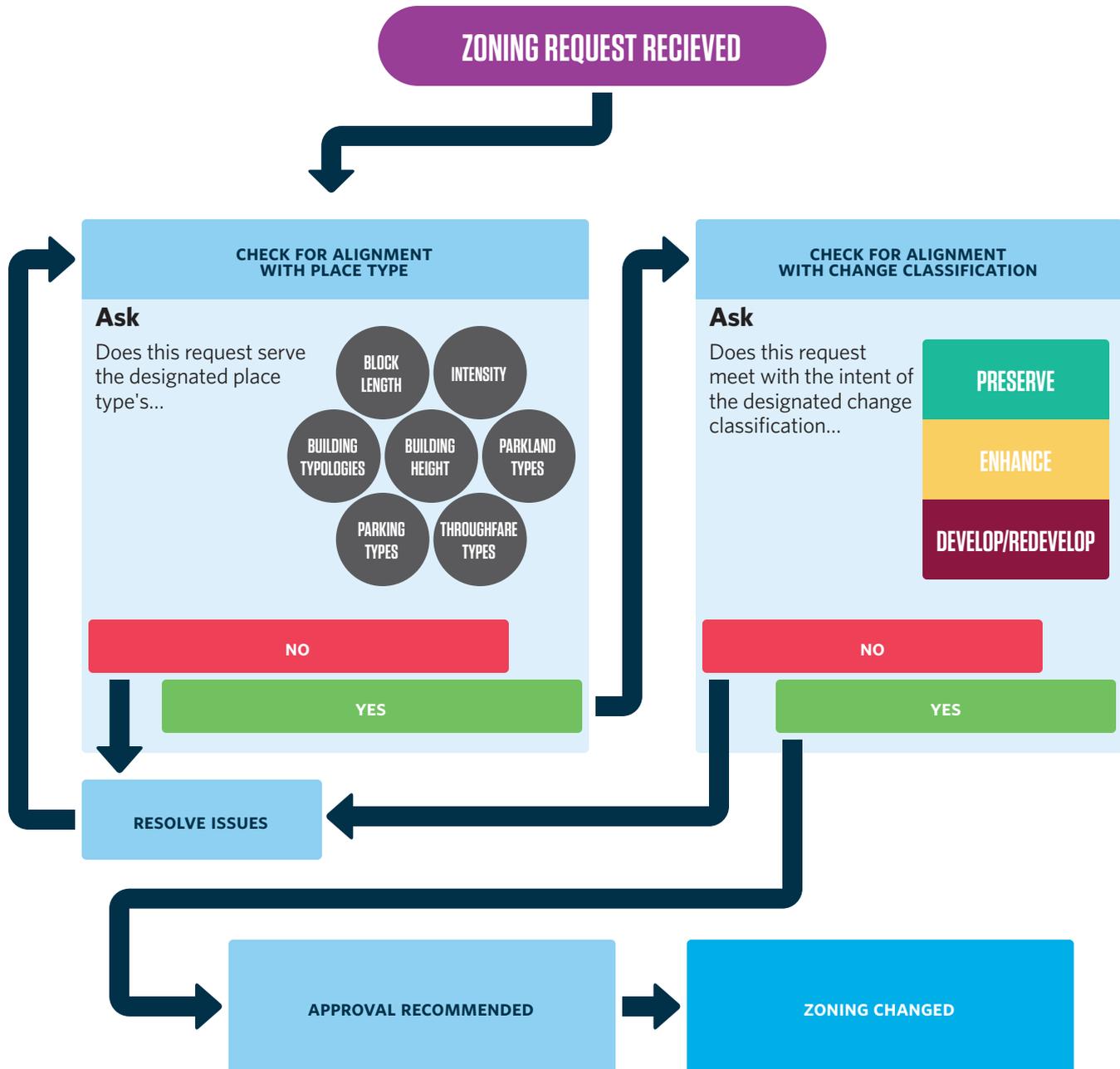
-  Preserve
-  Enhance
-  Develop/Redevelop

#### OTHER ITEMS

-  2023 Airport Noise Contour
-  Town Limits
-  Major Thoroughfares



Applying Place Types, and a Spectrum of Change to Zoning



## TRANSITIONAL DEVELOPMENT

The transition to a more walkable Addison will occur at different paces depending on owner preference and market conditions. Some properties may see gradual, incremental improvements, while vacant parcels or high-demand areas may undergo more rapid redevelopment. The four primary contexts for this transition are described below and illustrated on the following pages. While specific sites are highlighted, these concepts can apply to similar properties throughout the town.

### 1 Auto Corridor to Complete Street

*Several arterial corridors in Addison are currently designed primarily for vehicles. To become a more walkable, connected community, these corridors must evolve to provide safe mobility options for all users, including walkers, bikers, and transit riders. Enhancements could include adding on-street parking, transit stops, buffered bike lanes, wider sidewalks, trees, and improved streetscapes. Adjacent properties should be encouraged to move buildings closer to the street to enhance the pedestrian experience.*

### 2 Industrial Redevelopment

*The areas around Addison Airport and Inwood Road are primarily industrial and likely to stay autocentric. However, they offer opportunities to attract new businesses like microfactories, sports-related ventures, and incubators for entrepreneurs and creatives. Many residents expressed interest in a more artsy, gritty destination mixing art, food, and entertainment. The Inwood area, in particular, offers potential for smaller, incremental changes in the north and larger redevelopment in the south.*

### 3 Dense Urban Greenfield Development

*This example is intended to show how undeveloped property adjacent to the Tollway can be built out as a high intensity urban neighborhood. Properties such as those around the existing Mary Kay building provide opportunities to build multi-story office and residential buildings along with higher intensity mixed-use and programmed public spaces designed to attract larger employers and their workforce.*

### 4 Aging Commercial to Urban Village

*Addison has several autocentric shopping centers that can be enhanced to serve as mixed-use centers for the surrounding neighborhoods. Small, subtle enhancements such as parklets and increased landscaping can be made to improve the safety, aesthetics, and walkable experience for users once they get out of their cars. Over time, market opportunities will likely emerge to make more significant improvements to these sites with the addition of buildings and uses, replacement of surface parking with garage parking, and enhanced public spaces and amenities.*

## Transitional Building Blocks

The development concept renderings, beginning on page 122, incorporate and highlight a spectrum of improvements to buildings and the public realm to help those places transition to higher levels of walkability. These building blocks range in scale, and type and articulated here to illustrate and explain their purpose.

Not every item enumerated here is shown on the development concept renderings but all of these are elements that can be used to help a place transition to a more walkable, and pedestrian environment. Thus, when any development, or redevelopment is being considered taking note of how many of these building blocks are a meaningful part of the project is a useful way to assess how walkable it might be.

### SITE-SPECIFIC & BUILDING ELEMENTS

#### 1 ADDED 'MISSING MIDDLE' HOUSING



Townhomes, or smaller multiplexes, cottage courts, to put more patrons closer to business to provide added support to them.

#### 2 BUILDINGS/PATIOS BROUGHT UP TO STREET



This creates a more intimate feel on the street, like a walkable main street, and hides parking behind the buildings.

#### 3 ADAPTIVE FLEXIBLE SPACES



These are spaces that serve many purposes: studio, office, or minor industrial uses (such as breweries and tap houses).

#### 4 ART STUDIOS/PUBLIC ART DISPLAYS



These displays often repurpose older buildings, providing for the creation, display, and sale of artwork.

#### 5 INTEGRATED OR COMMON SERVICE AREA



A central area for services like deliveries and services like dumpsters so that these elements are not spread across the property.

**BENEFICIAL/ACTIVE USES**

**6 HIGH INTENSITY HOUSING (TYPE 1)**



Many-over, podium-style buildings – often mixed use, often apartments.

**7 HIGH INTENSITY HOUSING (TYPE 2)**



Tower condominiums, often dozens of stories, are typically individually-owned units, though they may also be leased.

**8 GARAGE (STRUCTURED) PARKING**



Parking studies should be used to determine real demand, and that demand can be met with structured parking.

**9 REDUCED SURFACE PARKING**



Limited surface parking lots.

**10 SMALLER, MORE COMPACT BLOCKS**



Google Earth

These blocks provide for more pedestrian connectivity and increases choices for alternate routes.

**11 EXPERIENTIAL RETAIL**



Dining and retail uses are designed to create memories of exciting experiences for patrons. Food halls are a common concept in this category.

**12 DAILY SERVICE BUSINESSES**



Businesses such as grocery stores, pharmacies and clinics that meet daily needs closer to where people live.

**13 OUTDOOR ENTERTAINMENT SPACES**



Places where performances can happen outside.

**14 COWORKING/INCUBATOR SPACE**



Locations for small and new businesses to get a start in a low risk environment.

**PARKS/OPEN SPACE**

**15 SHARED KITCHEN, FOOD HALL, FOOD TRUCK PARK**



These function effectively as an incubator for restaurant concepts, allowing Addison to be a bigger part of the DFW Metroplex food scene.

**20 POCKET GREENS & GATHERING SPACES**



Small spaces that function as places to gather without an obvious intention to sell a product.

**16 MAKER/CREATIVE SPACE**



A space with tools and equipment to allow people to build and create in a community environment.

**21 OUTSIDE AMENITIES**



Furniture, shade structure, interactive water fountains, sports facilities and public art that simply make the space more pleasant to inhabit.

**17 RESTAURANT/ENTERTAINMENT HYBRIDS**



Indoor activity centers, brewpubs, and concepts that blend new ideas together.

**22 MIX OF SMALL AND LARGE PUBLIC GREENS**



Public spaces which are lined with retail and commercial spaces at various sizes.

**18 MORE DIVERSE MIX OF USES ALLOWED**



By allowing most uses, including specialty uses like local breweries and bars, diverse mixes are possible.

**MAJOR MOBILITY ELEMENTS**

**19 LARGE EMPLOYMENT USES**



Large corporate campus development, or office buildings.

**23 INTERNAL RIDE-SHARE/CIRCULATOR**



A dedicated network to circulate people on a shuttle system, and/or designated ride-share drop-off/pick-up zones.

**SMALLER MOBILITY ELEMENTS**

**24 NARROW LANES TO SLOW TRAFFIC**



Wide lanes inherently create faster, and more unsafe traffic flow for pedestrians. Narrower lanes produce the opposite effect.

**25 ON-STREET PARKING**



Parking that lines the street, and protects pedestrians on the sidewalk from automobiles traveling at speed.

**26 DEDICATED BUS/CIRCULATOR LANE**



Safe and comfortable transit stops integrated into the street landscape.

**27 MULTI-USE MEDIAN**



A flexible space that can be used for many purposes like parking, activities, festivals but would be planted and pleasant year-round.

**28 FULLY MULTIMODAL SUPPORT**



Bike, transit, and microtransit support throughout development.

**29 PEDESTRIAN PROTECTIONS**



Collin Brown

Design elements like mid-block pedestrian crossings, raised crosswalks, extended bulb-outs.

**30 MORE, WIDER, AND HIGHER QUALITY SIDEWALKS**



More pleasant places to walk, or rest with elements like furniture, awnings, and lighting.

**31 DEDICATED, BUFFERED BIKE LANES**



Lanes with some protection built between them and the faster automobile traffic.

**32 SHARED USE PATHS**



"These 10'+ wide paths are often used as a combination bike lane and sidewalk, carrying all non-automobile traffic.

**33 BETTER PEDESTRIAN INFRASTRUCTURE**



Improved walkways, lighting, signage, and landscaping.

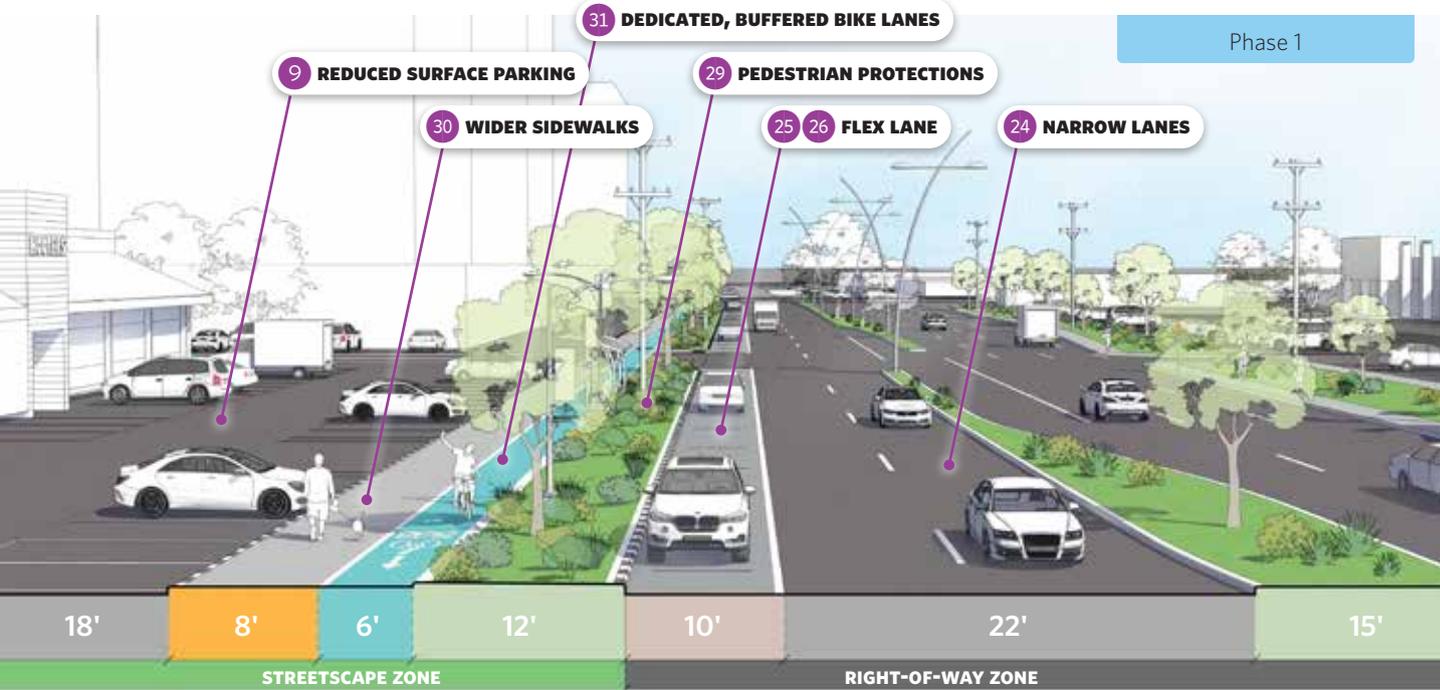
**Transitional Development: Auto Corridor to Complete Street****Converting Auto-Oriented Corridors to Better Serve Addison's Residents**

Addison's arterials, like Belt Line and Midway, are currently six-lane roads carrying high-speed traffic, making them unsafe for pedestrians and cyclists. Adjacent development is auto-oriented, with surface parking lots separating buildings from the street. These corridors offer the Town a chance to enhance multimodal mobility and partner with businesses to create more people-friendly, experience-focused environments.

Transformation can happen in phases. These graphics show incremental change over time by first converting an outer lane into on-street parking, transit stops, enhanced landscaping, and separated bike lanes and sidewalks to slow traffic and encourage walking and biking.

Eventually, buildings can move closer to the street, sidewalks can be expanded for a more pleasant pedestrian experience, and restaurants can add outdoor seating. Relocating parking behind buildings or into hidden lots or garages is the final step in making these auto-oriented places the kind of locations where people want to be out, about, and enjoying Addison.

STRATEGIC FRAMEWORKS & CONCEPTS

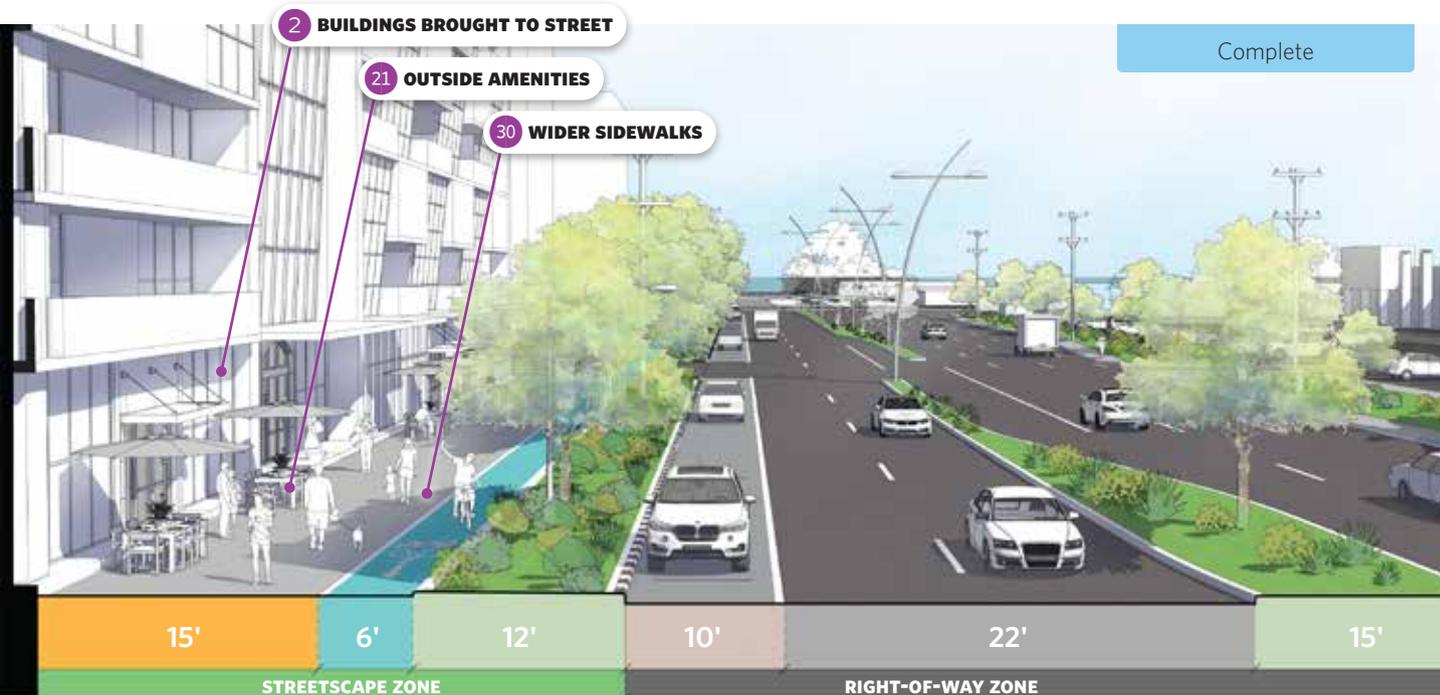


Context Map



LEGEND

- Featured Site
- Similar Locations



Transitional Development: Industrial Redevelopment



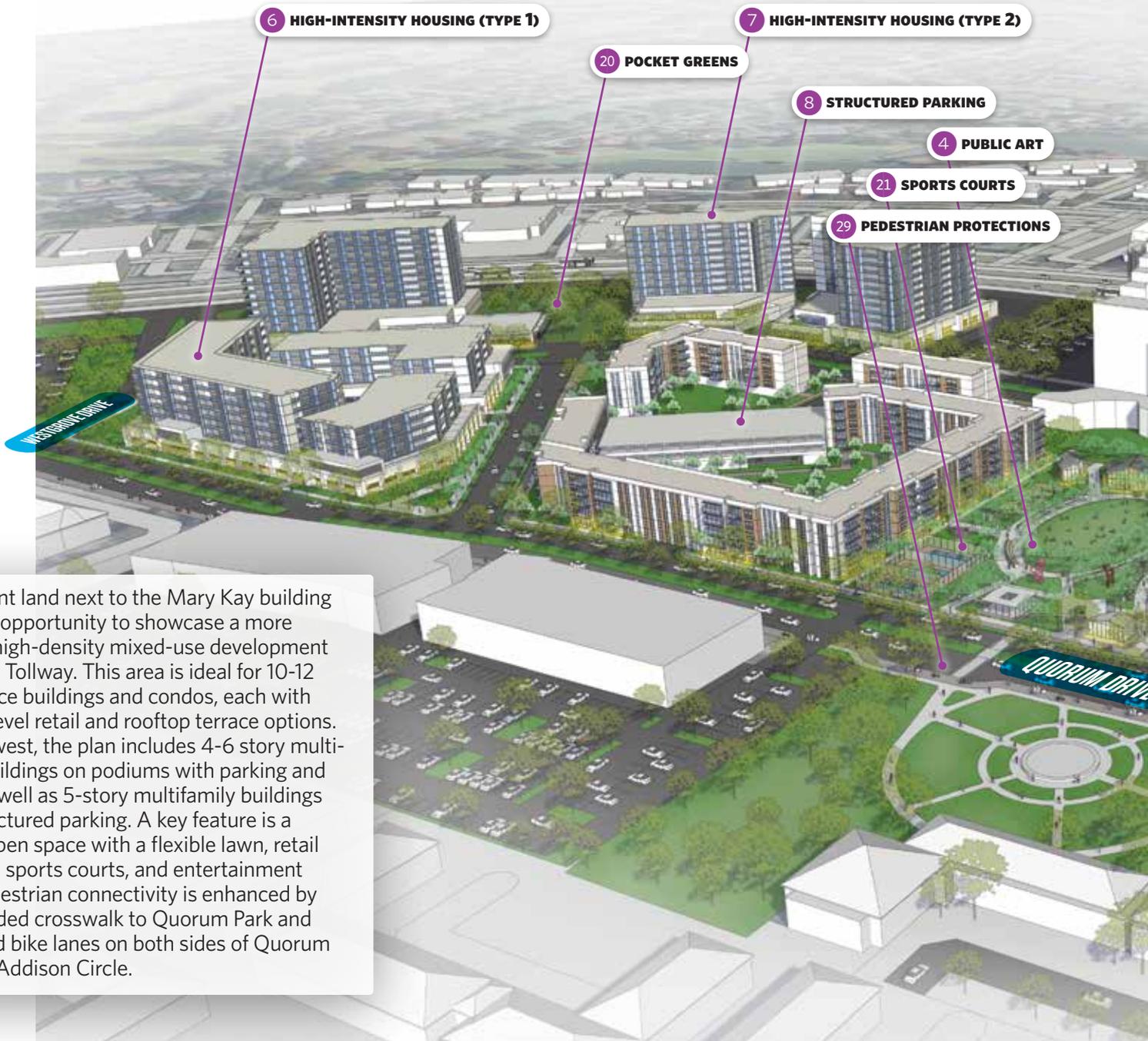


- LEGEND
- ▀ Featured Site
  - Similar Locations

These renderings of an imagined development along the Inwood corridor show the adaptive reuse of an industrial area for flexible uses like art studios, co-working spaces, breweries, or sports facilities. The first image highlights updated facades, a shared parking structure, and new retail pads. Each of the other views provides a more detailed look at these improvements. Elements such as a central open space for activities, enhanced pedestrian infrastructure, and areas for sports and entertainment, like pickleball courts and murals, are visible. This part of Addison is ripe for smaller incremental improvements.

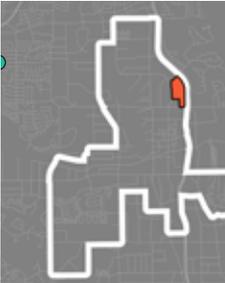


Transitional Development: High-Intensity Urban Greenfield Development



The vacant land next to the Mary Kay building offers an opportunity to showcase a more intense, high-density mixed-use development along the Tollway. This area is ideal for 10-12 story office buildings and condos, each with ground-level retail and rooftop terrace options. Moving west, the plan includes 4-6 story multifamily buildings on podiums with parking and retail, as well as 5-story multifamily buildings with structured parking. A key feature is a central open space with a flexible lawn, retail pavilions, sports courts, and entertainment uses. Pedestrian connectivity is enhanced by an upgraded crosswalk to Quorum Park and dedicated bike lanes on both sides of Quorum down to Addison Circle.

Context Map



LEGEND

- Featured Site
- Similar Locations

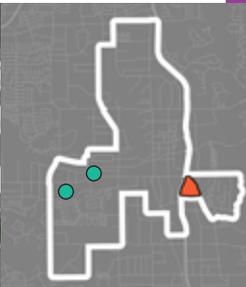


**Transitional Development: Aging Commercial to Urban Village**

Transitioning auto-oriented commercial centers to mixed-use hubs that enhance surrounding neighborhoods is a key challenge and opportunity for Addison. Big box sites can evolve through master-planned redevelopments or incremental changes, while areas like Village on the Parkway will require phased, intensive investment.

In each phase, more elements are added. Early improvements include updated facades, enhanced materials, and rebuilding existing retail with creative office space. Parking spaces are strategically removed to expand pedestrian-friendly paseos. Later phases mirror these upgrades on adjacent blocks, adding new ground-level retail, creative offices, and green spaces. The final phase introduces mixed-use multifamily and office over retail, replaces parking lots with new developments, and widens pedestrian areas by reconfiguring street sections. A new park and green corridor create space for public programming, anchored by experiential retail and entertainment uses.





LEGEND

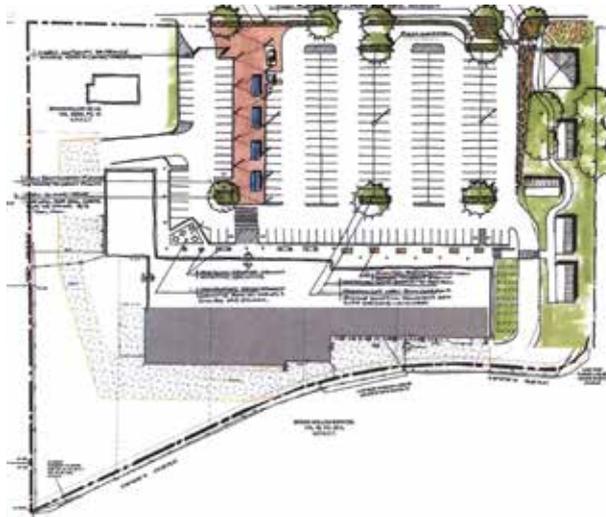
- Featured Site
- Similar Locations



## LOCALISM & INCREMENTALISM

### Supporting Small Developers

There has been a recent resurgence of small developers—local residents interested in adding housing, owning property, or starting businesses in their neighborhoods. Unlike large developers who acquire big tracts and build multiple lots at once, small developers focus on unique, context-sensitive projects on single lots that can revitalize commercial centers and aging neighborhoods. Organizations like the Incremental Development Alliance and Neighborhood Evolution support this growing group. The Town should encourage incremental development, especially for infill projects and adaptive reuse where more intense redevelopment is not desired.



**Above:** This project in DeSoto, Texas, is converting a vacant Ace Hardware building and parking lot into a neighborhood commercial node with the main building redone as a business incubator for office, retail, and restaurants, and the parking area filled in with a food trailer plaza, kiosks, open space, and micro apartments.



**Top:** This project provided a new mixed-use building in the heart of downtown Duncanville, Texas. The building is designed to frame the street corner with parking behind the building, and includes a mix of office, art, restaurant, and residential spaces.

**Bottom:** This new urbanist style neighborhood in Midlothian, Texas incrementally over 20 years. A neighborhood commercial urban center has been built one building at a time, and a combination of single and multifamily residential and public space is being built in phases around it.

## Making Tactical Placemaking Improvements

It can sometimes take a while for redevelopment to happen. That doesn't mean there aren't things that can be done right now to enhance the pedestrian experience with minimal resources. Sometimes just a little bit of paint, plantings, signage, lighting, or outdoor seating is all that's needed to get started and build support for more robust improvements.



- ① Parklet/outdoor seating
- ② Temporary/demonstration bike lane
- ③ Painted Crosswalk



- ④ Temporary Curb Bumpout & Landscaping
- ⑤ Food Trucks
- ⑥ String/Bistro Lights

## BARRIERS TO SUCCESS

Every community faces challenges that can make it harder to achieve its stated goals. Listed here are several obstacles that could hinder Addison's progress toward meeting its Land Use & Development Character recommendations. By recognizing these barriers and actively working to overcome them, Addison can better position itself to achieve its broader, town-wide objectives.

### COMPLEX CODES & DEVELOPMENT PROCESSES

*Addison residents desire attractive developments that preserve quality of life while enhancing visual appeal and walkability. However, piecemeal approaches and complex zoning regulations—such as reliance on negotiated standards like Planned Development (PD) Districts—create uncertainty and are difficult for developers to interpret. This suppresses innovation, extends timelines, increases costs, and hinders cohesive integration of existing and new developments. Navigating this complexity requires extensive community knowledge and significant time from Town staff. Updating the Unified Development Code (UDC) to align zoning and design standards with the Comprehensive Plan's vision will optimize resources and ensure developments meet community expectations.*

### AUTOCENTRIC CORRIDORS & COMMERCIAL DEVELOPMENT

*Addison Circle was designed as a walkable, mixed-use hub, but most of Addison caters to vehicular traffic. Belt Line and Midway, major roads with many dining, retail, and entertainment businesses, handle high traffic volumes. While some aging strip centers need reinvestment to stay competitive in the experience-based economy, they remain popular. Making these corridors safer and more walkable will require a gradual, coordinated effort with property owners, businesses, and developers.*

### RISING HOUSING COSTS & RESISTANCE TO ALTERNATIVES

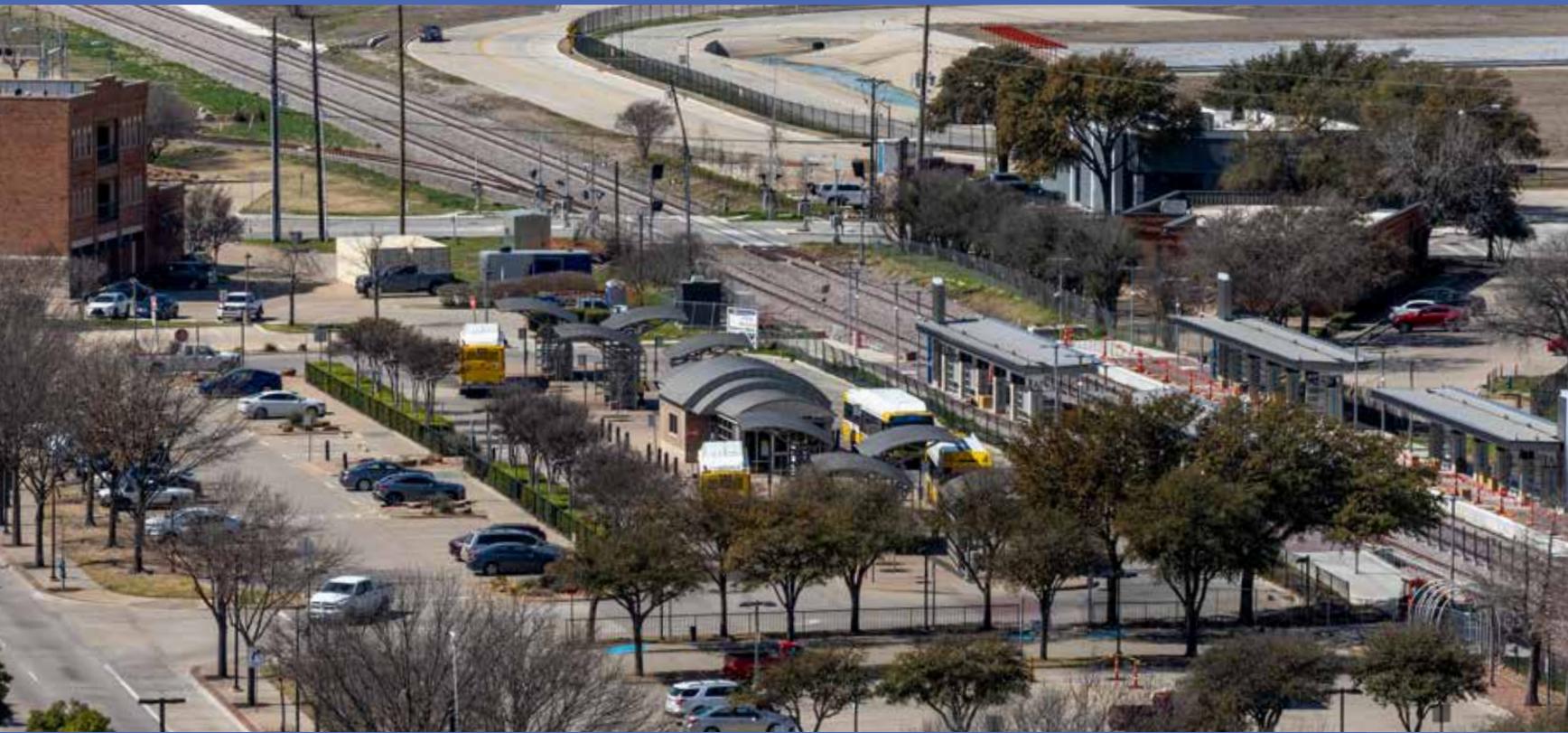
*Addison seeks attractive developments that enhance appeal, walkability, and quality of life. However, a fragmented approach creates uncertainty for property owners and developers. Complex zoning and reliance on PD Districts stifle innovation, prolong timelines, and raise costs. Misalignment between guidelines, market conditions, and community goals challenges cohesive development. Updating the Unified Development Code (UDC) to align with the Comprehensive Plan will streamline processes and ensure developments meet community expectations.*

### INCOMPLETE FISCAL ANALYSIS OF PROPOSED DEVELOPMENT

*Currently, when new development is presented to the Town, there is not a complete process to evaluate the short- and long-term fiscal impacts on revenues, services, and infrastructure liabilities for its taxpayers. As discussed earlier in this plan, this means that the costs associated with long-term maintenance are not fully accounted for, if considered at all. Without a robust fiscal analysis on incoming development projects, officials are deprived of a complete and honest picture of any given project and thus hindered in their ability to determine what will fit with the Town's finances today and in the future.*

PLANNING COMPONENT

# HOUSING & NEIGHBORHOODS



# ADDISON'S HOUSING & NEIGHBORHOODS

## SUMMARY

Addison's approach to residential development stands out from much of North Texas. There are fewer subdivisions with single-family detached homes, and more urban offerings in a mixed-use context. The split between owner and renters skews heavily toward renters, and portions of the community have been advocating for more ownership options. Most of Addison's neighborhoods exhibit some degree of walkability, but there are opportunities and interest from residents to enhance the biking and walking experience and connectivity within and between neighborhoods, parks, and commercial centers.

The Housing and Neighborhoods planning component offers an overview of Addison's current housing and neighborhood conditions and provides recommendations for guiding the town toward more diverse, walkable, and complete neighborhoods at various scales. The Snapshot provides supplemental information and context that builds on the housing data presented in the introduction, most notably the town's challenges concerning housing attainability, ownership options, and evolution of existing neighborhoods. This component delves into the distinction between neighborhoods and subdivisions, the hierarchy and design characteristics of different types of neighborhoods, and the importance of continuing to increase the supply and diversity of housing types in the town. Strategies to enhance existing neighborhoods to align with the *place types* and make them more complete, walkable, and connected are also discussed. The final section discusses some of the barriers that are likely to be encountered as the Town works to build more housing and neighborhoods to meet the needs of current and future residents.



## RECOMMENDATIONS

HN1

**Support the creation of complete and cohesive neighborhoods throughout the town.** For neighborhoods to be complete, they must contain elements of housing, commerce, outdoor space, streets, and programming. They are flexible places that evolve and change, with a unique character that unites people. This can be accomplished in both existing and new neighborhoods around the Town.

HN2

**Encourage the addition of service businesses in Addison's neighborhoods that meet with the scale of each neighborhood.** Addison's mixed-use development strategy combines various activities in one space, reducing vehicular trips, stimulating economic growth, fostering sustainability, and promoting social connections.

HN3

**Make it more safe, comfortable, and convenient for Addisonites to get around their neighborhoods, and to nearby services.** By enhancing active transportation, pedestrian and cycling paths, and mobility systems, the Town can ensure easy access to services and amenities. Strategically linking neighborhoods boosts convenience and quality of life, reduces traffic, and supports local economic development.

HN4

**Provide for changing household types that support makeup and the ability for residents to age in place within Addison.** Expanding housing options is key to building a diverse, sustainable community that attracts and retains residents of all family sizes and lifestyles, fostering vibrant neighborhoods.

HN5

**Provide denser housing options in Addison's urban and transitional areas.** Allowing dense housing is essential for offering alternatives to single-family units. Options like condo towers, townhomes, and live-work spaces fit well in Urban Village and High-Intensity Urban Center areas.

HN6

**Maintain a high standard of quality design, materials, and aesthetics in new neighborhood development.** Addison's reputation for high-quality, contextually appropriate design attracts new development and residents. Recommitting to this standard will continue to drive growth.

HN7

**Create more places for gathering and recreation within existing and new neighborhoods.** Residents value gathering spaces for connection and vibrancy. The Town can transform underutilized areas and new developments into dynamic hubs for recreation and socializing, becoming the community's heartbeat and reflecting Addison's unique appeal.

# SNAPSHOT

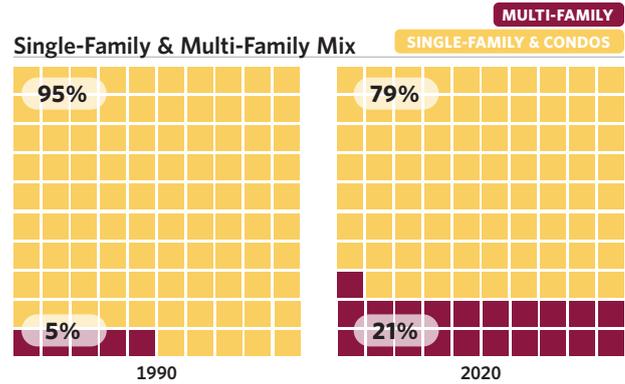
## 30 YEARS OF PROGRESS TOWARD ADDING MORE SINGLE FAMILY, OWNERSHIP HOUSING

In 1990, Addison’s residential mix consisted of 95% multifamily units and just 5% single-family homes. The Town’s early focus on multifamily housing in a mixed-use setting played a key role in attracting a significant number of businesses and commercial developments. Addison Circle, a highly innovative and progressive development when it was built, was and still is reliant on a high concentration of residents in a compact area, which naturally demands more multifamily housing. Most of the multifamily developments from that time were urban, apartment-style buildings, which typically cater to renters rather than homeowners.

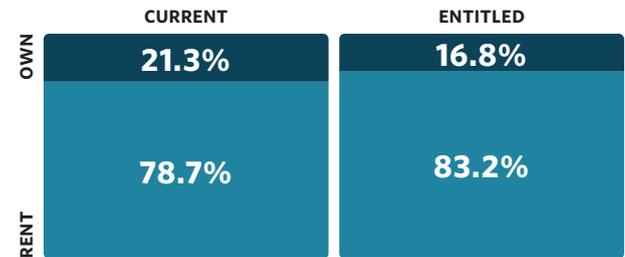
While this strong focus on urban living units was crucial for attracting commercial growth and highly educated young professionals, some Addison residents began to express a desire for more single-family homes and ownership opportunities. Over the past 30 years, Town staff and leadership have made concerted efforts to increase the number of single-family residential units. Developments like Vitruvian Park have contributed to raising the percentage of single-family homes to 21% of the town’s housing supply, as reported by the 2020 Decennial Census. According to 2023 data from the Town, the current own-to-rent ratio for residential units is 21:79, and when accounting for approved (entitled) units, the ratio shifts to 17:83.

Looking ahead, a combination of high land values, limited vacant land zoned for single-family development, and market demand for more high-quality rental units will constrain the Town’s ability to further expand ownership options.

SOURCE: TOWN OF ADDISON, DECEMBER 2023

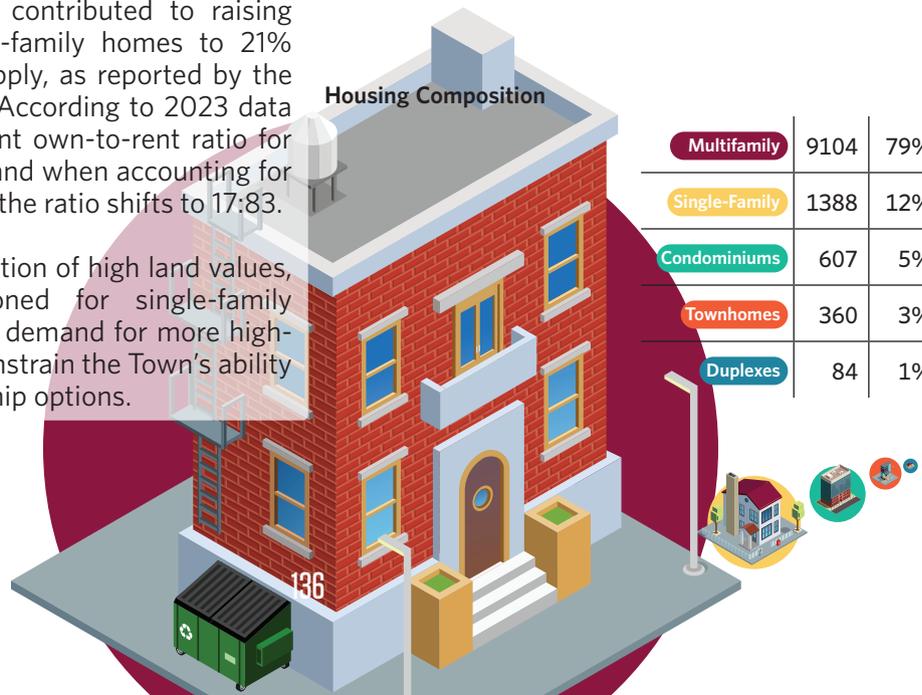


### Current & Approved (Entitled) Rental Mix



### Housing Composition

Multifamily	9104	79%
Single-Family	1388	12%
Condominiums	607	5%
Townhomes	360	3%
Duplexes	84	1%



## INCREASING AFFORDABILITY CONCERNS

The term “affordable housing” is often understood as housing that is subsidized in some way to make it accessible to people who otherwise couldn’t afford the same space at market rates. However, housing affordability in a broader sense refers to whether a person has the means to afford a given home, either for rent or purchase.

It is generally accepted that a household can afford to spend up to 30% of its income on housing, including rent or mortgage payments and utilities. In 2022, the median household income in Addison was \$78,153, meaning housing costs for someone earning that amount should not exceed \$1,954 per month. This same method applies to home buying: a household can typically afford a home priced at up to 2.5 times their annual income. In this case, a buyer could afford a home priced at \$195,383. However, according to Realtor.com Economic Research, the median price was \$527,725, which is \$332,342 beyond the reach of a median-income household.

One of the primary factors impacting housing affordability is the trend toward building mostly

single-family detached homes that are much bigger and on larger lots. Larger homes cost more to build, live in, and maintain, and the larger lots require more infrastructure that cities need more tax revenue to maintain. The combination of these results in higher home values, property taxes, and maintenance burdens on homeowners.

Addison’s residents are primarily divided into two groups: more affluent, older homeowners living in high-value single-family homes, and younger individuals, couples, or retirees renting in more urbanized areas like Addison Circle. Approximately 83% of homes in Addison are rentals, which is about double the percentage in the DFW region (40%) and the state (38%). Since 1990, the town has more than doubled its number of dwelling units, from 5,110 in 1990 to 10,591 in 2020, and its households, from 4,688 to 9,533 during the same period. While this housing mix has worked well so far, both homeowners and renters have voiced concerns about rising housing costs. To retain and attract residents, Addison will need to continue expanding and diversifying its housing options in the future.

### Big houses are being built, small houses are needed

Do we really need more than three times as much living space per person as we did in 1950? Can we afford to buy or rent, heat, cool and care for such large homes?

	1950	2020	CHANGE
Median square footage of new single-family homes	<b>983</b>	<b>2,261</b>	<b>↑ 2.3×</b>
Number of people per household	<b>3.8</b>	<b>2.5</b>	<b>↓ 1.5×</b>
Square feet of living space per person	<b>292</b>	<b>904</b>	<b>↑ 3.1×</b>

Fact: ADUs house more people per square foot of living area than single-family homes do.

#### Notes

Graphic Redrawn and modified from AARP’s *The ABCs of ADUs*, 2nd Edition

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## SUBDIVISIONS, OR NEIGHBORHOODS?

Most large developers in Texas focus on building subdivisions. They buy land, subdivide it, and build and sell single-family homes before moving on. Depending on city codes and market demand, they may also include parks or amenity centers for recreation. However, subdivisions typically exclude commercial uses and other housing types, forcing residents to drive for daily needs and limiting options for those who can't afford or don't want a single-family home. While sidewalks are included and streets are intended to be pedestrian-friendly, wide streets and longer blocks lead to higher vehicle speeds, making the environment less safe for walking, biking, or children playing.

In contrast, neighborhoods are designed to mix residential, commercial, and recreational uses in a compact layout where most daily needs are within a walkable distance, typically a quarter mile or a 15-minute walk. These mixed-use neighborhoods can vary in scale and adapt over time as mobility infrastructure and community needs evolve. They tend to generate higher value per acre and tax revenue for cities than subdivisions, while offering a variety of housing options for all life stages and income levels. Full life-cycle housing includes different types and sizes of homes—such as large and small lots, townhomes, lofts, multifamily units, and assisted living facilities—to accommodate everyone from young singles to seniors.

Non-residential uses like coffee shops, corner stores, and neighborhood services with limited parking are encouraged. Streets and public spaces prioritize walkability and social interaction over cars, featuring narrower lanes, a grid network with shorter blocks, and ample sidewalks, trails, bike paths, and pocket parks.

A Residential Subdivision



A Neighborhood



## NEIGHBORHOOD TYPOLOGIES

Addison has long prioritized neighborhood design over the more common subdivision approach, recognizing that the built environment plays a key role in shaping how people interact. This focus on creating cohesive neighborhoods has given Addison a unique character, where public spaces, housing design, and proximity to amenities foster a sense of community. However, while the Town has embraced a neighborhood-centered approach, many areas still lack the pedestrian infrastructure, variety of housing, and local commercial spaces needed to create truly “complete” neighborhoods. These gaps can hinder the sense of connection between residents and limit opportunities for people to live, work, and shop within their own neighborhoods.

As Addison continues to grow, being intentional about the scale, design, and pace of infill development and redevelopment is critical. Thoughtful planning can enhance the quality of life by improving walkability, increasing housing diversity, and introducing local businesses that serve daily needs. This strategy will not only strengthen community ties but also keep Addison both attractive and affordable for a broader range of residents. Achieving these goals requires balancing modern development trends with Addison’s unique character, ensuring that neighborhoods evolve in ways that benefit all.

### A Continuum of Walkability

Neighborhoods in Addison can be understood along an auto-oriented to pedestrian-oriented continuum. At one end of the spectrum are suburban neighborhoods, designed primarily for car travel, with homes spaced further apart and limited walkable destinations. On the other end are “complete” neighborhoods, fully pedestrian-oriented, where residents can walk or bike to nearby shops, parks, and services. Between these two extremes are transitional neighborhoods, which blend elements of both, offering some walkable amenities but still requiring cars for many daily activities.

The goal for Addison is to gradually move more neighborhoods along this continuum toward becoming more complete, enhancing walkability and reducing car dependency. This shift can be achieved by investing in infrastructure such as sidewalks, bike lanes, and street trees, and by encouraging mixed-use development that places homes, businesses, and services close to people’s homes. As neighborhoods become more pedestrian-friendly, they not only become safer and more inviting but also foster stronger social connections among residents..

#### Neighborhood Continuum



## SUBURBAN NEIGHBORHOODS

These neighborhoods are located exclusively in the Residential Living place type. Amenities and non-residential uses in suburban areas are limited and usually require driving to get to. Those living in suburban areas can expect to have fewer neighbors, private yards, and less cyclists and pedestrians.



## TRANSITIONAL NEIGHBORHOODS

Today, *Transitional Neighborhoods* are most commonly found in the Urban Village place type and are intended to have a mix of residential options with pockets of neighborhood scale commercial located within walking distance. Because of the focus on residential, some commercial uses will be consolidated into larger neighborhood and regional commercial nodes that are accessible via a short drive. Streets and public space in these neighborhoods should prioritize pedestrians and walkability with a few collector style corridors that balance slow speed vehicular access and shared use trail connections to the larger citywide network.



## COMPLETE NEIGHBORHOODS

Today, *Complete Neighborhoods* are most commonly found in a few places designated as Urban Village, namely around Addison Circle, and are most complete in terms of use mix, access, and activity. But all future development in Urban Village, and High-Intensity Urban Center should endeavour to meet the intent of the *Complete Neighborhood*. Those living in these neighborhoods should expect constant change where the scale and use of properties is incrementally evolving to meet the residential and commercial needs of those living and working there. Residential and commercial uses can be

mixed on the same block or grouped into small nodes that make the majority of needs convenient and accessible by biking or walking. Streets and public spaces are designed to prioritize pedestrians, walkability, and human interaction. Where higher levels of vehicular access are required, streets are designed to be slow-speed and accommodate on-street parking. It's important to understand that the goal of any *Transitional Neighborhood* is to become incrementally more complete over time.



# STRATEGIC FRAMEWORKS & CONCEPTS

## EMBRACING HIGHER INTENSITY OWNERSHIP OPTIONS

There continues to be a desire for more ownership options in Addison, both from current owners desiring a different option and renters who would like to own but cannot afford current options. There is an understanding, though, that more single-family homes are not realistic due to lack of vacant land and land values that necessitate higher density development. Continuing to prioritize options like duplexes and townhomes of different scales and price points, particularly in the Urban Village place type, can help close this gap. The addition of condo tower style residential along the Tollway is another option worthy of exploring further.



In Addison, condo towers and townhomes are the most viable forms of ownership housing due to high land costs and limited undeveloped land. Major undeveloped areas will likely support only condo or mixed-use towers, while infill development offers the best opportunities for building townhomes. These types of housing provide ownership options that align with Addison's evolving urban landscape.



## EXPANDING HOUSING OPTIONS TO ENSURE AFFORDABILITY FOR ALL

As housing prices rise in both Addison and across the state, it is crucial for the Town to ensure a sufficient supply of housing with a diverse range of options that align with the needs and preferences of those looking to live here. Attainability and quality of life vary from person to person, so it's essential for the Town and its developer partners to work together to understand and meet these differing expectations. In a semi-urban community like Addison, where land values are high and most land is already developed, this likely involves allowing new development in existing neighborhoods, such as accessory units and smallplexes, and building higher-density condo-style buildings in the more urbanized areas along the Tollway.

It's important to note that quality and affordability don't have to be mutually exclusive. Quality housing can be provided at different price points. One

approach is to reduce the size of units or increase the number of units to meet market value. Smaller, high-quality units in compact neighborhoods with smaller lots can still meet demand and price expectations. Additionally, bringing new units to market can have a down-market effect, freeing up lower-cost housing options for those at the bottom of the economic ladder. Higher-end buyers and renters can benefit from urban townhomes or condos in walkable, human-scale areas.

To curb escalating housing costs and maintain affordability, Addison should focus on increasing the overall housing supply, diversifying the housing stock, and expanding options for both owners and renters—all while maintaining the high design quality that is a hallmark of Addison's identity.



Diverse housing options create affordability by offering homes at various scales, from compact units to larger residences. This range allows for greater flexibility in pricing, meeting the needs of different income levels and fostering a more inclusive, accessible community.

## COMPLETING NEIGHBORHOODS

Addison's aim is to be a neighborhood-centric community. From a planning perspective, this means shifting thinking from what all residents need at the townwide scale to what is needed by people in different parts of the town at a more local scale, and then mixing different types of neighborhoods together across the town to offer a variety. The neighborhood should become the central planning unit—and the Town's goal needs to be making every neighborhood a complete neighborhood.

Neighborhood planning needs can typically be categorized into the following three tiers. However, due to Addison's small size, the development and townwide zones are blended together.

### NEIGHBORHOOD SCALE

At the neighborhood scale, residents meet most daily needs and spend much of their time. Amenities are often within walking distance, and traffic should prioritize pedestrians and cyclists. Housing and uses are mixed. Since neighborhoods vary, planning must incorporate significant resident input to address local needs.

### DEVELOPMENT ZONE

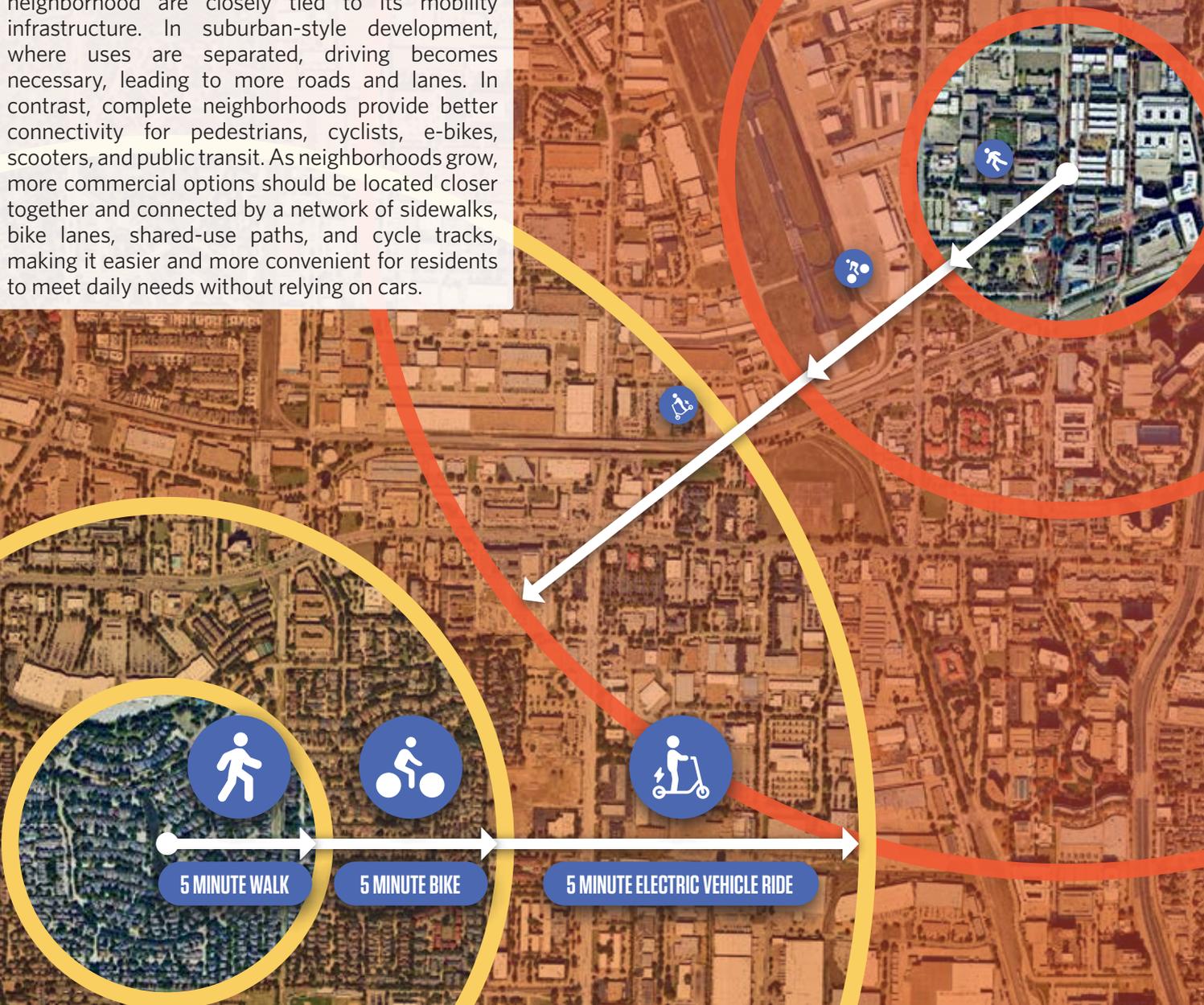
The development zone is the midpoint between the neighborhood and citywide scales, offering services not available locally, like fire stations, community parks, and libraries. It should also provide commercial services that fill gaps in nearby neighborhoods, such as supermarkets.

### TOWNWIDE SCALE

At the citywide scale are services and amenities that serve the entire population, and sometimes the broader region. These include City Hall, the post office, regional retail and commercial centers, large parks and conservation areas, athletic complexes, high schools, and regionally connected trails.

## NEIGHBORHOOD MOBILITY AND CONNECTIVITY

The scale and mix of housing and uses in a neighborhood are closely tied to its mobility infrastructure. In suburban-style development, where uses are separated, driving becomes necessary, leading to more roads and lanes. In contrast, complete neighborhoods provide better connectivity for pedestrians, cyclists, e-bikes, scooters, and public transit. As neighborhoods grow, more commercial options should be located closer together and connected by a network of sidewalks, bike lanes, shared-use paths, and cycle tracks, making it easier and more convenient for residents to meet daily needs without relying on cars.



## BARRIERS TO SUCCESS

Every community faces challenges that can make it harder to achieve its stated goals. Listed here are several obstacles that could hinder Addison's progress toward meeting its Land Use & Development Character recommendations. By recognizing these barriers and actively working to overcome them, Addison can better position itself to achieve its broader, town-wide objectives.

### OPPOSITION TO INFILL FROM EXISTING RESIDENTS

*Addison needs additional housing and commercial development within and adjacent to existing neighborhoods. Residents have sometimes opposed past projects that sought to do this, citing concerns about additional traffic and negative impact on property values. Efforts should continue to be made to listen to these concerns, but also to educate about how incremental evolution of neighborhoods is critical to making them more complete and walkable, as well to ensuring housing remains attainable for those seeking to live and work in Addison well into the future.*

### COMPLEX CODES AND DEVELOPMENT PROCESSES

*The majority of development in Addison occurs through Planned Developments, or PDs. These take a significant amount of time for developers and staff to negotiate. Updating development processes and regulations to allow the next increment of development by right and allow more development approaches that support walkability, intensification of housing options, and integration of more local retail and commercial within neighborhoods could help expedite work with developers, saving staff time and developers money.*

### LACK OF NEIGHBORHOOD-SCALE COMMERCIAL USES

*Most of Addison's commercial areas outside Addison Circle are heavily auto-focused, making access by bike, foot, or public transit challenging and often unsafe. Educating on the benefits of neighborhood-scale commercial development, refining development regulations, and supporting local small developers can help bring appropriately scaled commercial spaces closer to residential areas.*

### MARKET PRESSURE THAT FAVORS LARGER DEVELOPERS AND PROJECTS

*The land values and opportunities in Addison lend themselves to larger projects and the developers that specialize in these. However, there is still a need to build smaller scale projects incrementally to evolve existing neighborhoods without displacing current residents or having adverse impacts on property values, parking, and traffic. Education efforts in the community about Incremental Development Alliance, Neighborhood Evolution, and the small development model with locals can help identify and cultivate a network of people who want to build smaller projects in their community.*

PLANNING COMPONENT

# MOBILITY & CONNECTIVITY



# MOBILITY & CONNECTIVITY IN ADDISON

## SUMMARY

Transportation and land use work together to shape the look and feel of a community. If a city develops around auto-oriented neighborhoods, it will have a more spread-out form with separated residential, shopping, and employment areas, requiring more infrastructure and generating more traffic. By prioritizing walkable, complete neighborhoods, more uses are integrated into a compact form, reducing driving trips and the need for extensive roadway infrastructure. As more people seek to move around without a car, this type of development makes a town more attractive to both residents and employers.

The Mobility and Connectivity component addresses these concepts and provides recommendations to move Addison toward a truly multimodal system. It highlights the need for

balance between corridor functions and design and introduces the concept of “Stroads,” explaining how to transform these hybrids into functional roads (for moving people and goods) or economic engines (as streets). Supported by detailed research, the component explores the relationship between thoroughfare design and pedestrian safety and references the Town’s Master Transportation Plan, which offers a strong foundation for building a multimodal network. This system complements the place types and complete neighborhood goals outlined in previous components, helping the city progress toward its collective vision.

The final section outlines potential barriers to transitioning to a multimodal system in the autocentric environment of North Texas.



## RECOMMENDATIONS

- MC1** *Make the DART Silver Line station the hub of an incrementally-built out local multi-mobility system.* The upcoming DART Silver Line rail station provides an incredible opportunity to make Addison more walkable locally and more connected regionally. Existing and future mobility options should complement the Silver Line Station to make it the mobility heart of Addison.
- MC2** *Improve bike and pedestrian safety and connectivity between neighborhoods, commercial centers, and other community destinations.* Building and maintaining a well-connected network of sidewalks and bike facilities will ensure those who want or need to get around the community without a car can do so safely and conveniently.
- MC3** *Develop better east/west bike/ped connectivity, particularly across the Dallas North Tollway* There are limited opportunities to move between the east and west parts of the Town. Residents have expressed traffic and safety concerns with the Dallas North Tollway. Further analysis is necessary to identify appropriate solutions to create viable connections.
- MC4** *Improve the north/south bike/ped connectivity, including crossing Belt Line Road.* There are limited opportunities to move between the north and south parts of the Town. Residents have expressed traffic and safety concerns with crossing Belt Line Road. Further analysis is needed to identify appropriate locations and methods to create safe crossings.
- MC5** *Reimagine Addison's arterial roadways as integral elements of the built environment that are visual show pieces for the Town and complement the redevelopment we seek along them.* Currently, most arterial roadways have an auto-centric feel. These corridors present opportunities to evolve into multimodal, complete streets that are more aesthetically attractive and support mixed-use development and human-scale places.
- MC6** *Make safe movement of vehicles on arterials the priority, not the speed of vehicles through Addison.* Historically, arterial corridors have prioritized efficient movement of vehicles across a city. However, Addison envisions its arterials as corridors for all modes of transportation, ensuring the safety of all users.
- MC7** *Design neighborhood streets to prioritize people, place and productive development.* To build complete neighborhoods and mixed-use centers that generate above-average value per acre, streets in these areas must prioritize human interaction, pedestrian mobility, and placemaking over traffic speed.
- MC8** *Facilitate build-out of Addison as a major North Dallas transportation Hub.* With direct access to the Dallas North Tollway, proximity to 635, Addison Airport, above-average walkability, and the new DART station coming online, Addison is well-positioned to attract a wide range of employers and their workforce.

# SNAPSHOT

## BECOMING A WALKABLE CITY

Today, many Addisonites still get around primarily by car. Residents are active walkers, but in more of a recreational context. Cyclists in Addison are limited to more experienced riders who are comfortable navigating the auto dominated environment. Vehicular traffic in the town is a combination of commuters driving through Addison, and local residents moving about the town. While Addison's central location and proximity to several regional highways does make it a convenient place to reach by car, the town itself has been committed to a development pattern that prioritizes people and place more than the automobile.

Addison desires to be a more walkable and connected community where people can access anything they need safely and conveniently without a car. The town's development pattern is highly walkable in some places, but other areas are particularly unwalkable. The Town's 2016 Master Transportation Plan and 2019 Trails Master Plan provide an excellent framework for building out the envisioned mobility system. With continued investment in expanding the trail system and reconfiguring of its arterial corridors, Addison has the potential to be fully connected and safe for residents to move around the entire town without a car.

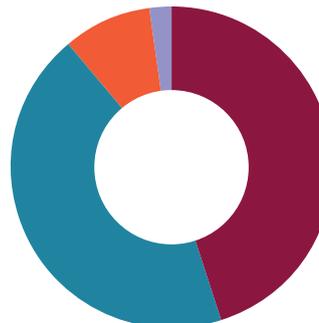
Proportion of Addisonites that Commute to Work



Median Travel Time to Work



Household Access to Vehicles



VEHICLES AVAILABLE	%
2 Vehicles	45.1
1 Vehicle	43.7
3 or More Vehicles	9.1
No Vehicles	2.0

## TRAVEL SPEEDS & SAFETY

The speed at which automobiles travel (as opposed to the designated speed limit) has a direct effect on how safe that roadway is. Multiple studies have shown that the likelihood of a fatal injury to someone hit by a vehicle drastically increases when speeds exceed 30 mph. Designing a road

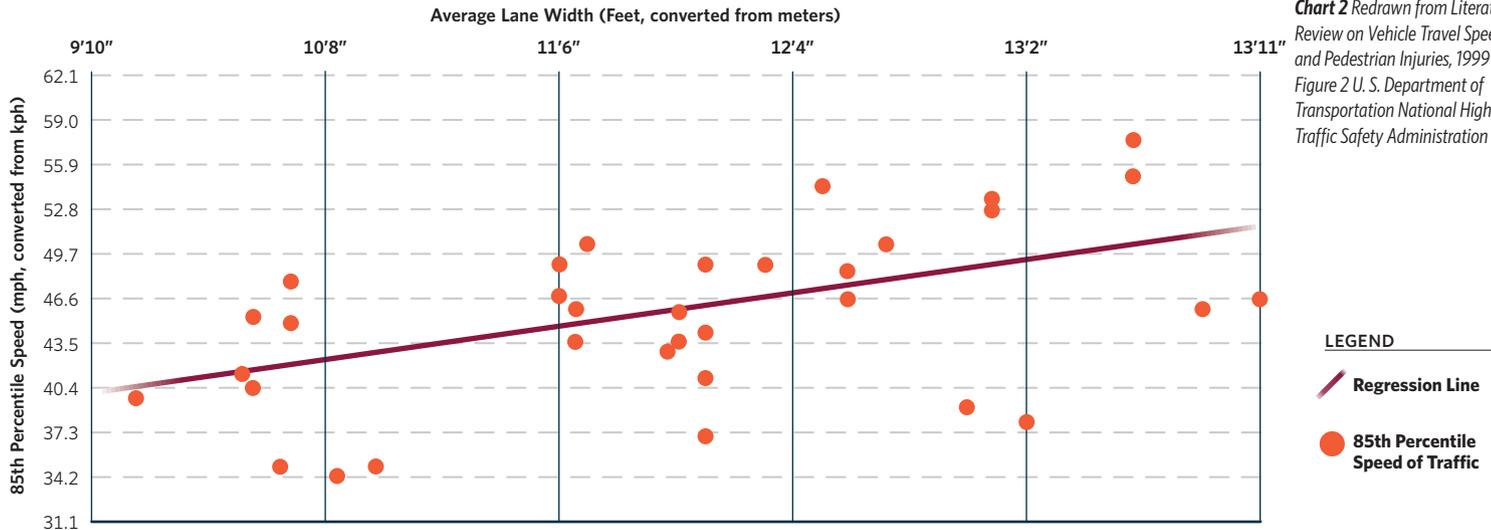
with narrower lanes and physical objects in close proximity to the street that naturally make drivers travel at slower speeds is a far more effective way of reducing crashes and serious injury than very high enforcement, 'tack-on' traffic calming like speed humps or speed limit reductions.

### Notes

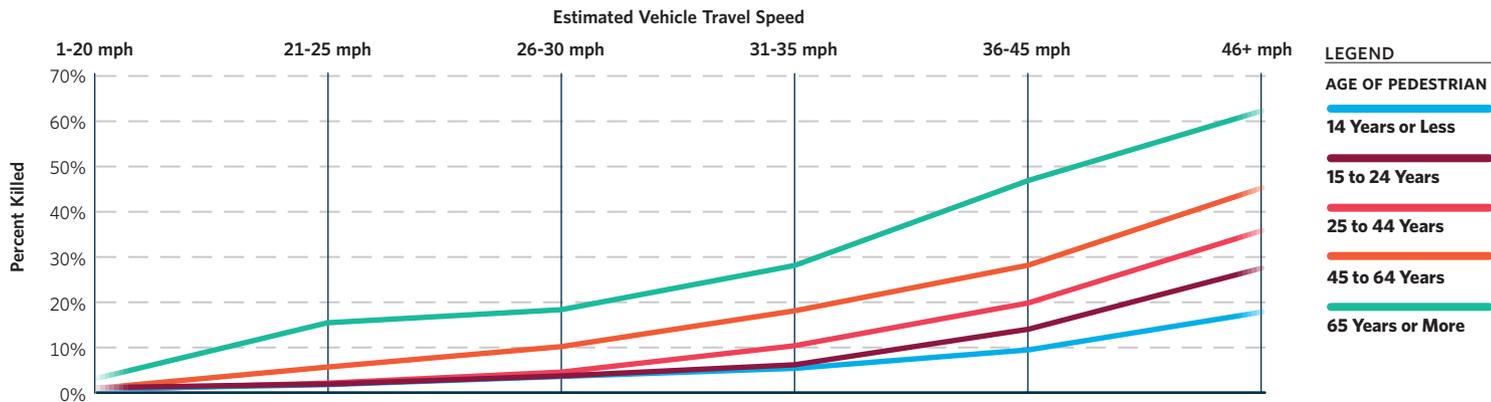
**Chart 1** Redrawn from NACTO's *Urban Street Design Guide* - Chart source: Fitzpatrick, Kay, Paul Carlson, Marcus Brewer, and Mark Wooldridge. 2000. "Design Factors That Affect Driver Speed on Suburban Streets." *Transportation Research Record* 1751: 18-25.

**Chart 2** Redrawn from Literature Review on *Vehicle Travel Speeds and Pedestrian Injuries, 1999* Figure 2 U.S. Department of Transportation National Highway Traffic Safety Administration

**Correlation Between Lane Width and Auto Speeds**



**Correlation Between Auto Speed and Pedestrian Injury**



## AUTO SPEED AND HUMAN REACTION TIME

At higher speeds, the driver of an automobile is required to focus their attention farther down their intended path. This reduces their effective field of vision significantly. In areas with large numbers of pedestrians such as downtown and residential neighborhoods, street design should slow cars down to widen the field of vision. Where the

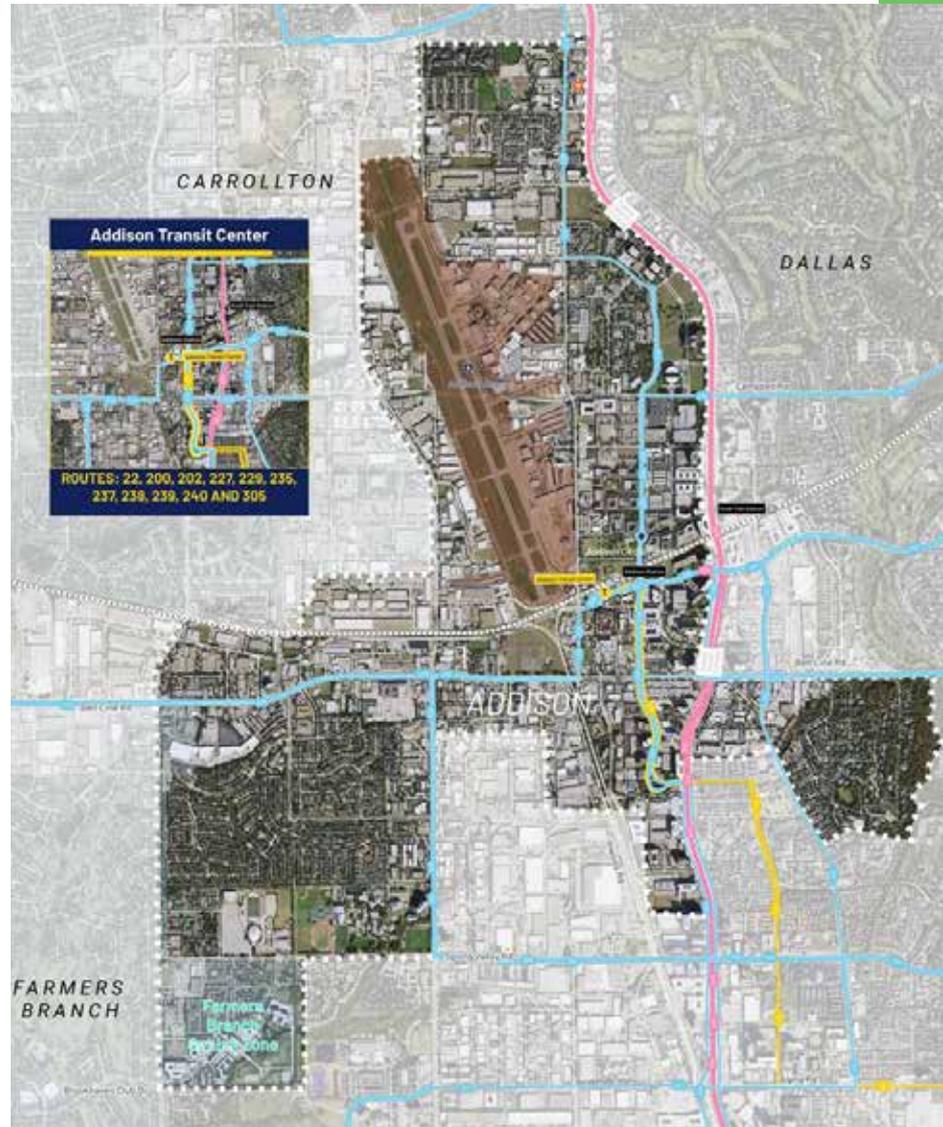
environment is designed for cars to move at higher speeds, pedestrian crossings and facilities should be minimized as much as possible. When they are included, extra care should be taken to incorporate physical barriers and increased buffer distances to separate pedestrians from vehicles.

### Drivers' Visual Cone at Various Speeds



## PUBLIC TRANSIT IN ADDISON

The Town joined DART (Dallas Area Rapid Transit) in 1983. Today the town is served by 13 local service bus routes and the Addison Transit Center located at Arapaho Road and Quorum. Long awaited light rail service is coming in 2025 with the opening of the Silver Line. The opening of the Silver Line and Addison station will make it possible for residents to commute to DFW Airport and other parts of the region without a car, further enhancing Addison’s walkability potential. Despite these resources, it can still be difficult for residents on the outskirts of the town to get to and from the Transit Center and DART station.



# STRATEGIC FRAMEWORKS & CONCEPTS

## BUILDING OUT A GRID OF WALKABLE BLOCKS

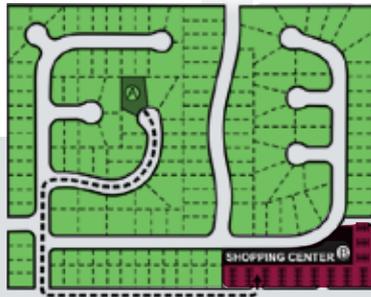
Transportation networks are generally built around a system of arterial streets, which allow both connectivity and continuity. Inside this arterial street framework is a more local network of thoroughfares, which tend to be designed in one of two ways, conventional, or traditional.

Addison's current network is a hybrid of these two systems. Addison Circle and many of the mixed-use developments are designed with a traditional grid network, while the towns overall thoroughfare grid and single-family neighborhoods follow the suburban pattern. Regardless of the area, the overall system should include a network of parallel

bicycle facilities that connect to major destinations.

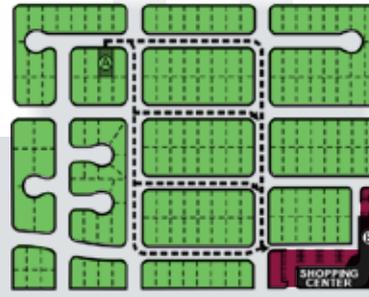
In order for Addison to become the fully walkable city it aspires to be, these two systems need to be better integrated to enable those seeking to move around by bike or foot to safely reach areas of town that are currently located on high traffic, high speed arterials. As some of the more auto-centric commercial areas redevelop into mixed-use, it will support incremental transformation of the arterial corridors into more multimodal, complete streets, and vice versa.

### Conventional



While conventional suburban networks reduce through traffic in the inner parts of the network (on curvilinear residential streets and cul-de-sacs, for example), they funnel and magnify traffic on the main arterial network, which requires larger, more expensive roads. Major arterials in a conventional suburban area can be spaced up to a mile apart, where the Town is willing to accept roads of up to six lanes, and these are supplemented by minor arterials spaced at most a half-mile apart. This is an auto-centric mobility pattern that requires most trips to be completed by driving.

### Traditional



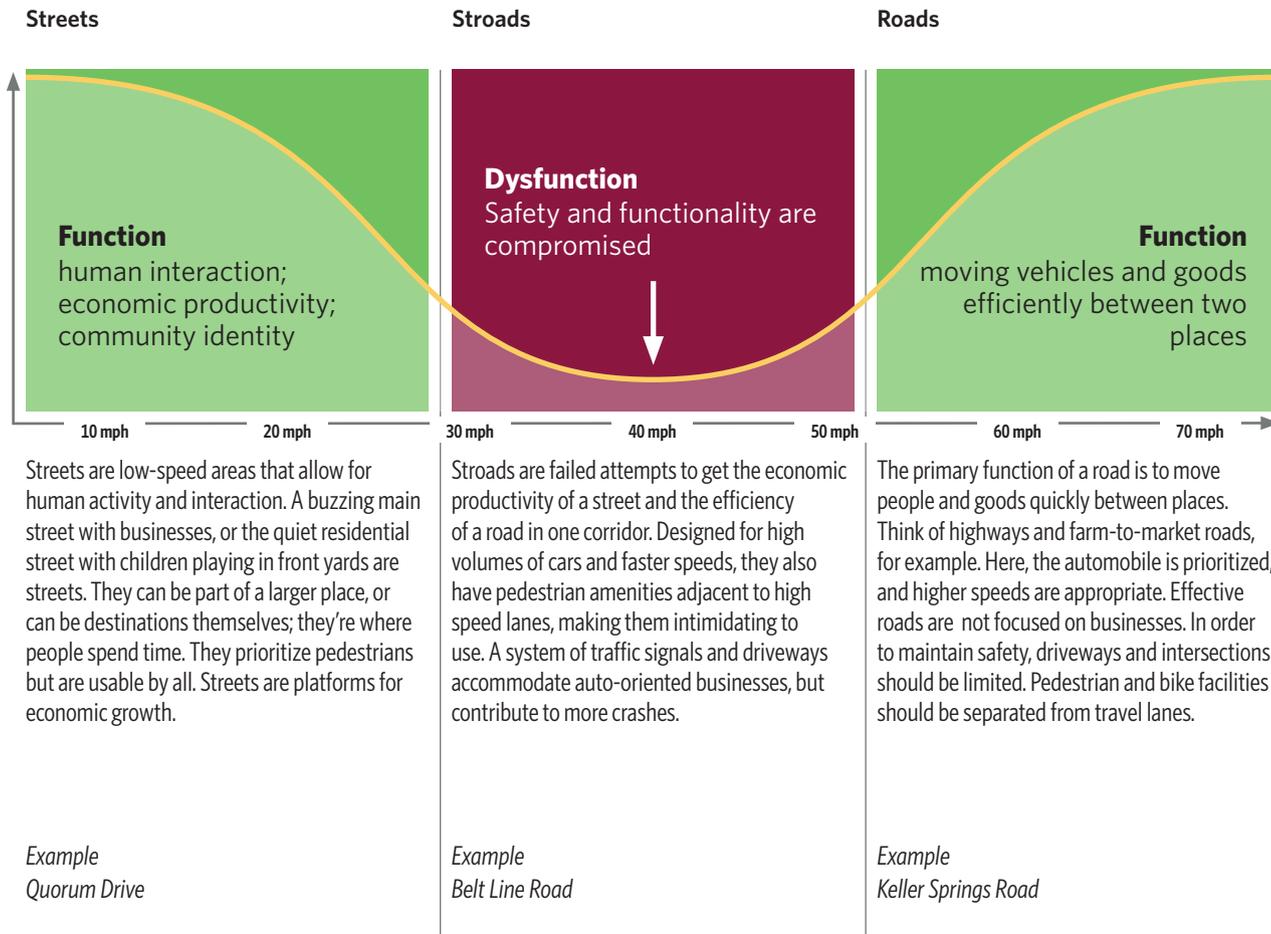
Traditional street networks distribute traffic across a connected grid, which may increase traffic on some streets but reduces the need for large arterials and heavy traffic congestion. These areas are designed to be walkable, often featuring a mix of uses with shorter blocks and a tighter street grid. Major arterials are minimal, and minor arterials are generally closer together, spaced less than a half-mile apart. Some streets, known as collectors, serve as key corridors for cycling and neighborhood commercial areas with on-street parking. The compact, walkable layout helps reduce vehicle trips, allowing local streets to prioritize pedestrians and slower speeds.

## ALIGNING DESIGN WITH FUNCTION

A mobility network must serve two purposes simultaneously. First, to provide the capacity for economic productivity; second, to get people and goods to the places they need to be. The network must allow movement throughout the community—whether by car, public transit, walking, or biking.

key is in understanding that different parts of the transportation network serve fundamentally different purposes. First, streets and roads are not interchangeable. They are both necessary in a mobility network, but are inherently different tools.

The transportation system can either help create the kind of safe, walkable community residents desire, or it can get in the way. The



## CONVERTING STROADS

A stroad is not an unsolvable issue. It can be converted into either a road, designed for moving people and goods between destinations, or a street, which serves as an economic hub and space for human interaction. The process is straightforward, but successful implementation requires commitment from both the community and its governing bodies to make a clear choice between these two options.

Addison's Principal Arterials, like Belt Line and Midway, primarily function as roads today but have the potential to be transformed into more complete streets as surrounding development progresses. Minor Arterials, such as Quorum Drive, already have development nearby that can support a wider range of transportation modes. Therefore, more proactive efforts should be made to right-size these corridors to better accommodate multi-modal transportation options.

### HOW TO CONVERT A STROAD TO A

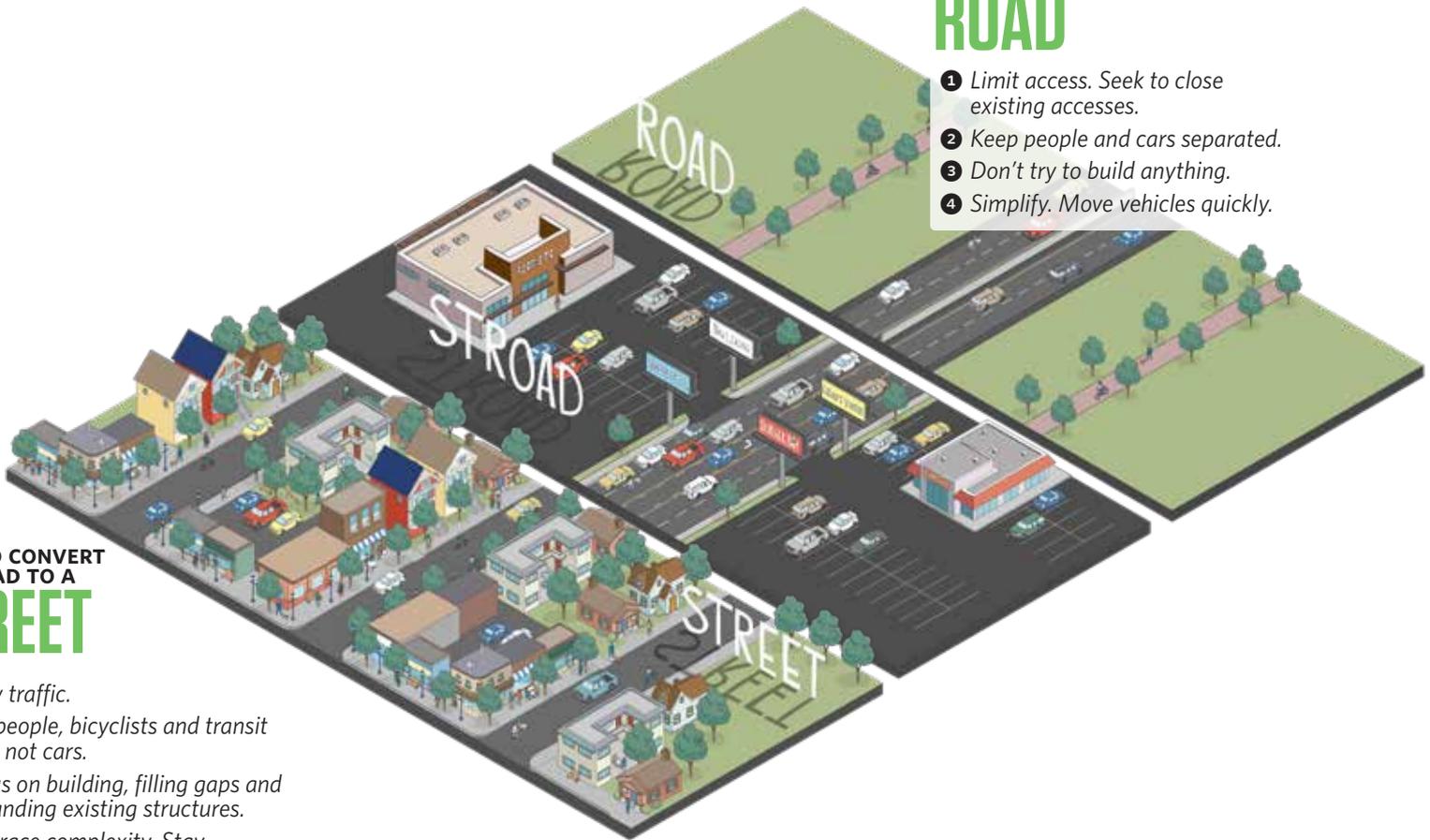
## ROAD

- 1 Limit access. Seek to close existing accesses.
- 2 Keep people and cars separated.
- 3 Don't try to build anything.
- 4 Simplify. Move vehicles quickly.

### HOW TO CONVERT A STROAD TO A

## STREET

- 1 Slow traffic.
- 2 Put people, bicyclists and transit first, not cars.
- 3 Focus on building, filling gaps and expanding existing structures.
- 4 Embrace complexity. Stay adaptable.



## BALANCING FUNCTION AND CONTEXT

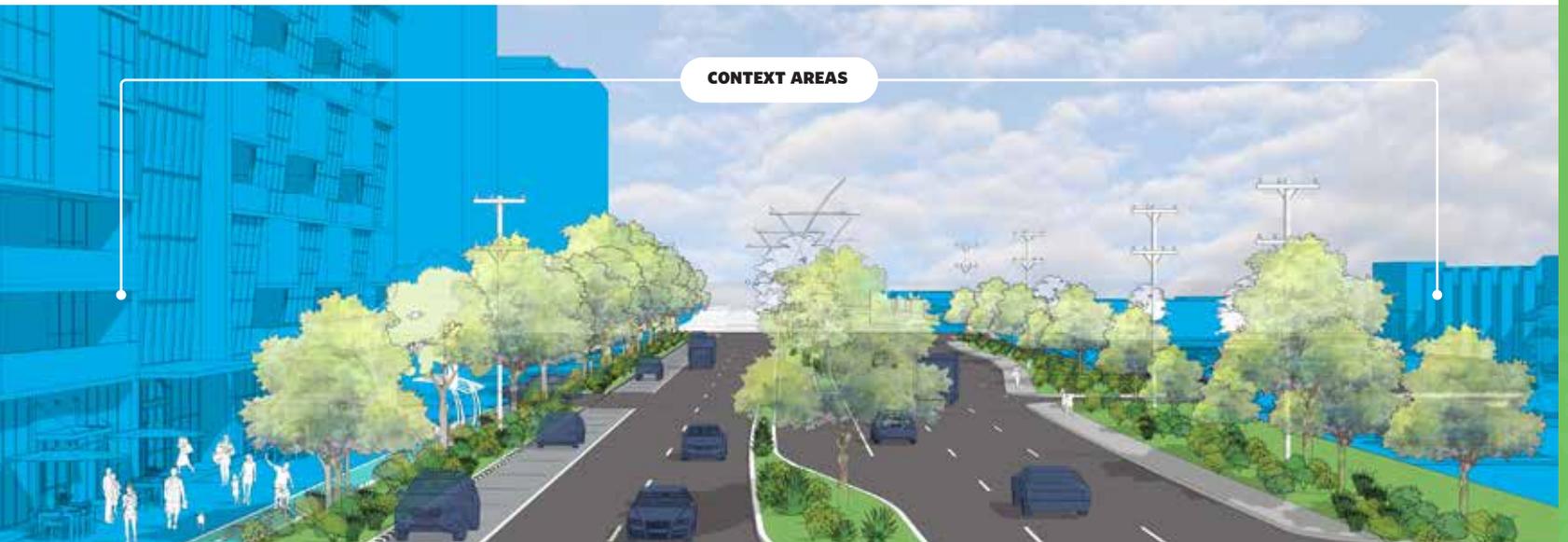
Designing well-functioning streets within the thoroughfare network depends on understanding their surroundings, or their context. Key features that create context are:

- 1 Land use;
- 2 Site design and urban form (including building orientation and setback, parking type and orientation, and block length); and
- 3 Building design (including building height and thoroughfare enclosure, building width, building scale and variety, and building entries).

Context influences what thoroughfare type is appropriate, but the design of a thoroughfare itself also has a significant impact on shaping the context of a place. What may be appropriate for a farm-to-market road wouldn't make sense

on a main street. The design of a corridor may need to evolve as the development adjacent to it changes. For example, a corridor may begin with one story commercial buildings that require auto access and on-street parking. Over time, as multi-story residential and parking garages are added, the right-of-way may need to shift to facilitate more bus, bike, and pedestrian mobility. This Plan focuses first on the context—understanding and defining place types—and then on transportation planning to support that context.

New classifications and design criteria supporting this combination of function and context sensitive design have been released in recent years by CNU-ITE, NACTO, and MUTCD. However, the hierarchical network and associated terminology (arterial/collector/street) is still the norm in transportation design, especially when coordinating with TxDOT, regional MPOs, and counties.



## ADDISON STATION TOD

In order to be a truly walkable city, quality public transit service is a must. The opening of Addison Station and the DART Silver Line in 2025 will make this possible. Addison Circle has long been known as the heart of the town, but it is aging a bit and in need of some reinvestment to keep it market competitive. The opening of the nearby DART station, expansion of Addison Circle Park, and future new high-intensity mixed-use development will do this, so completing all of these is a major step forward to making Addison a more walkable and connected community for people seeking to live without a car.



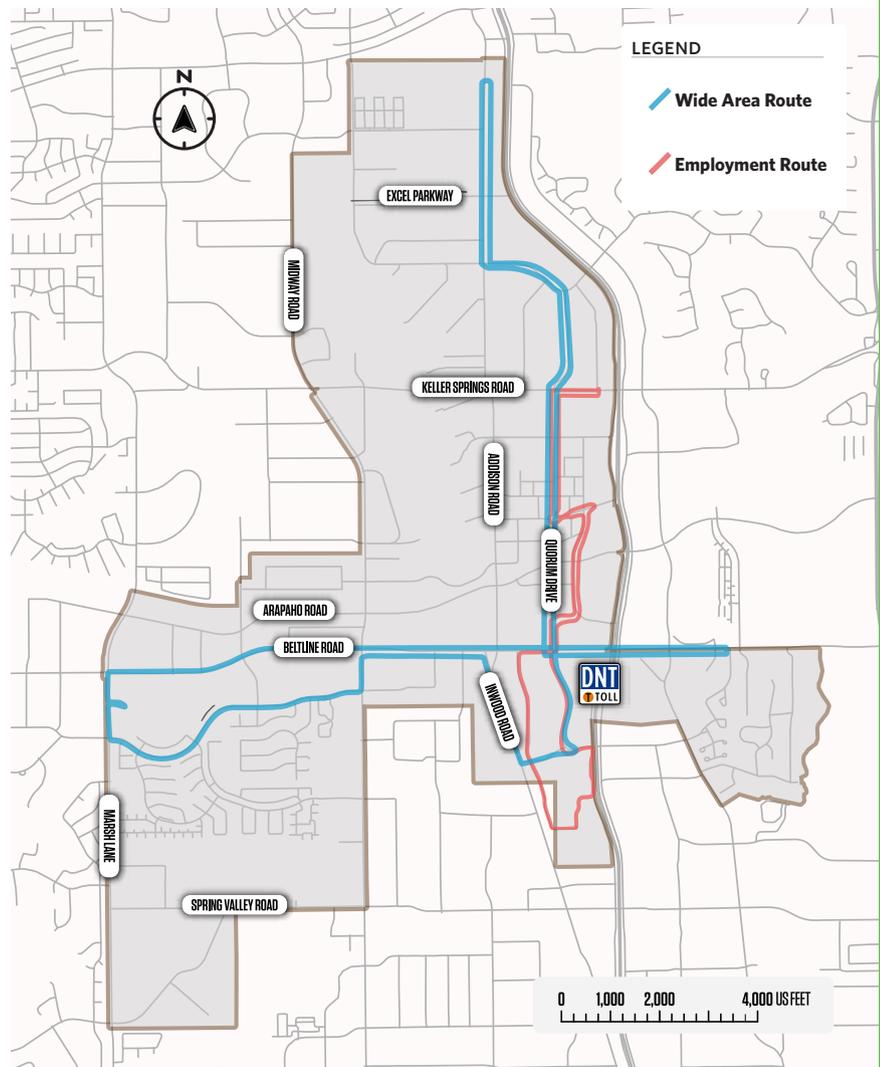
## CREATING A LOCAL CIRCULATOR

Once the new station is operational, expanding public transportation options beyond the TOD will be a key focus. Addison's residents and employers understand the importance of moving around town safely and conveniently without relying on a car. Whether it's workers commuting from offices in north Addison to Addison Circle for lunch, or residents from Les Lacs heading to Village on the Parkway for a night out, the need for reliable transportation is clear. While rideshare services like Uber are available, both employers and residents have expressed strong support for an Addison-branded circulator service during recent engagement activities.

The map on this page shows two potential routes for such a circulator service. The blue route would provide wide area coverage, connecting many parts of Addison, while the red route focuses on the employment areas, providing frequent service where it's needed most. A locally branded circulator with these strategically planned routes could not only address mobility needs but also become an attraction in itself, much like the McKinney Avenue Trolley has for Uptown Dallas. Key destinations like Addison Circle, the DART TOD, Village on the Parkway, and major employment hubs along the Tollway were frequently mentioned as high-priority stops.

DART is currently updating its strategic plan, which includes evaluating existing and potential services in communities like Addison. Recent discussions between DART and town officials highlighted the importance of routes 229 (Belt Line Road) and 239 (Quorum Drive), identifying them as prime candidates for increased frequency as "express lines." As Addison updates its Master Transportation Plan, further discussions with DART and other potential partners will be essential in making this circulator service a reality.

Possible Circulator Routes



## PROVIDE MORE ACTIVE TRANSPORTATION OPPORTUNITIES TO IMPROVE BIKE AND PEDESTRIAN CONNECTIVITY

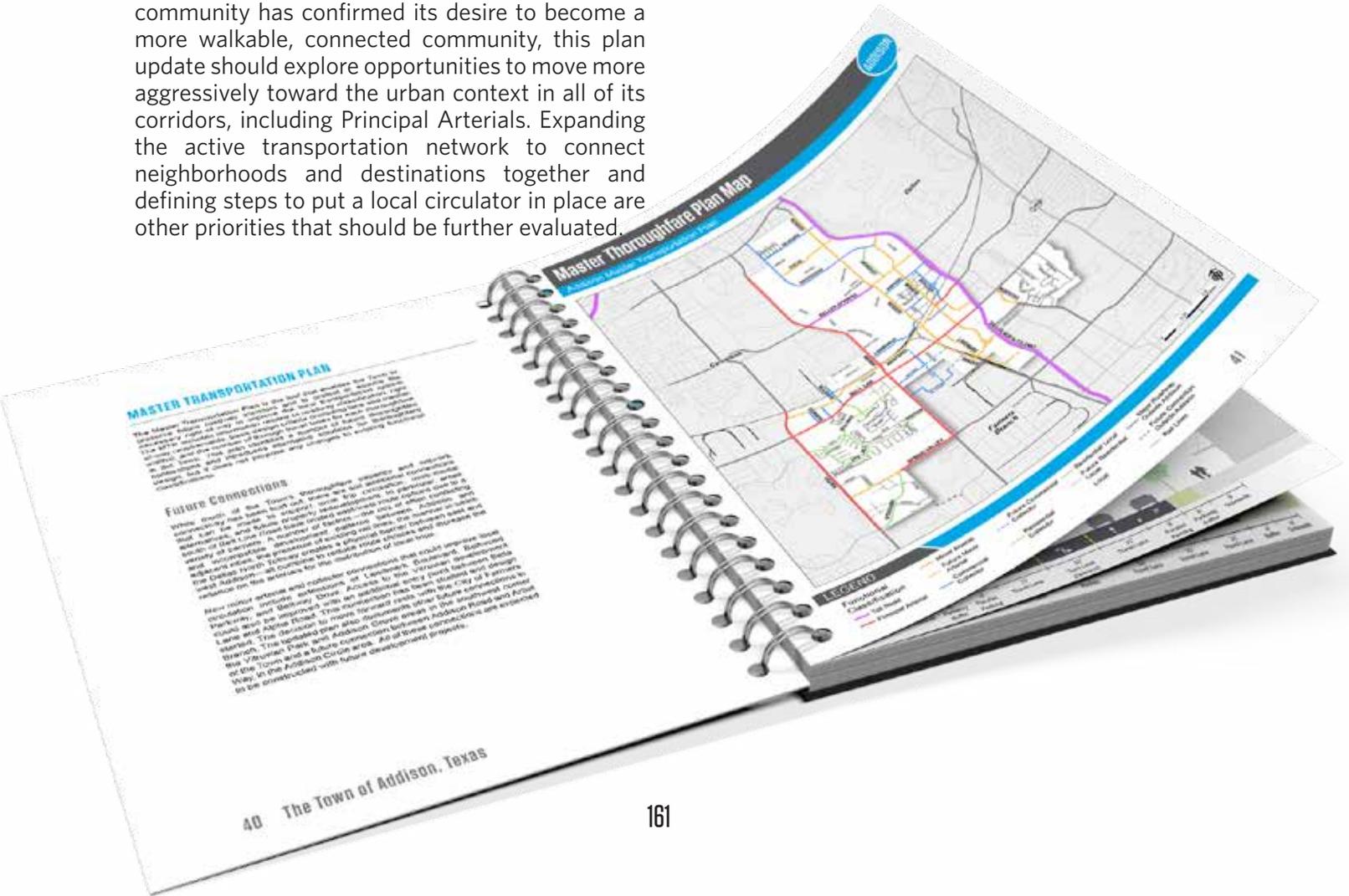
Addison is an active community that enjoys being outside and interacting with neighbors, so expanding opportunities for people to get around more on foot or bikes would be welcomed. Building out a safe, accessible, and functional bike and pedestrian network requires a combination of on-street and off-street facilities. Addison's 2019 Trails Master Plan supplements active transportation info from the 2016 Master Transportation Plan to provide the framework for building out a fully balanced and integrated network throughout the town. The Town has been working with developers to acquire easements and build out portions of this network. A soon-to-be adopted Park Development Fee will provide additional funds to continue aggressive implementation of this plan.

The Atlanta BeltLine Trail demonstrates how an active transportation network can transform a community, providing safe, accessible paths for walking and biking. Similar efforts in Addison, guided by the 2019 Trails Master Plan and supported by ongoing collaboration with developers, aim to create a balanced, connected network that enhances outdoor mobility and strengthens community ties.



## UPDATING THE 2016 MASTER TRANSPORTATION PLAN

The Town’s current master transportation plan was adopted in 2016. This plan provides maps, typical sections, and additional guidance for building out a multimodal mobility system in Addison that is generally in accordance with the vision and priorities outlined in this Comprehensive Plan. The 2016 plan includes a range of typical roadway sections that serve the spectrum between more autocentric context and a more urbanized, walkable context. Additionally, the plan speaks to the importance of context sensitive design, active transportation, and public transit. The master transportation plan is scheduled to be updated in 2025. As the community has confirmed its desire to become a more walkable, connected community, this plan update should explore opportunities to move more aggressively toward the urban context in all of its corridors, including Principal Arterials. Expanding the active transportation network to connect neighborhoods and destinations together and defining steps to put a local circulator in place are other priorities that should be further evaluated.



## BARRIERS TO SUCCESS

Every community faces challenges that can make it harder to achieve its stated goals. Listed here are several obstacles that could hinder Addison's progress toward meeting its Mobility & Connectivity recommendations. By recognizing these barriers and actively working to overcome them, Addison can better position itself to achieve its broader, town-wide objectives.

### OVER-RELIANCE ON HIGH-VOLUME ROADWAYS AS THE ONLY OPTION FOR CONNECTIVITY

*The reliance on Belt Line Road and the Dallas North Tollway as the primary means of regional connectivity poses a significant mobility-related barrier to success. While these highways have traditionally served as the default routes for commuting, commerce, and travel, their overwhelming usage has resulted in congestion, restricted accessibility, and uneven traffic flow distribution. The heavy traffic concentration on these two roadways creates bottlenecks, prolongs travel durations, and puts excessive pressure on the existing infrastructure. It is essential to consider diversifying the transportation network to improve regional connectivity and mobility within Addison.*

### POOR ACCESS MANAGEMENT AND CONFLICTING ROAD FUNCTIONS

*Several arterials and major collectors in the Town, in particular Belt Line Road, are intended to move large volumes of vehicles quickly but don't function as well as they could due to the frequency of traffic signals, driveways, and median openings. In these cases, having too many access points and adjacent development negatively impacts the flow of traffic.*

### A MOBILITY NETWORK INSUFFICIENT FOR THE INTENSIFYING DEVELOPMENT PATTERN

*The current state of the street infrastructure, while suitable for the present development pattern, falls short of the demands of future densification efforts. Upgrading the street infrastructure, even in an incremental way, will prove to be important in accommodating the increased traffic volume, enhancing connectivity, and ensuring the smooth flow of pedestrians and vehicles in the envisioned denser environment.*

### STREET DESIGN OPTIMIZED EXCLUSIVELY FOR CARS

*One of the primary concerns expressed by residents during the planning process was safety. The current thoroughfare design standards prioritize vehicular traffic over people, place, and safety. More specifically, many of the minor arterials, collectors, and local streets are wider than they need to be.*

*From a fiscal perspective, the wide pavement sections are extremely costly to build and maintain. One of the top priorities of this plan is to evaluate and retrofit corridors throughout the town to either move vehicles more effectively by making them more pedestrian-focused by reducing the number and width of vehicle lanes, adding bike facilities, and enhancing pedestrian paths and connectivity within neighborhoods.*

MINOR COMPONENT

# RELATED PLANS & INITIATIVES



# ADDISON'S RELATED PLANS & INITIATIVES

## OVERVIEW

Over the past decade, Addison has undertaken multiple significant planning initiatives. While some of these plans require updates, many recommendations remain relevant. Key insights from these documents are summarized in this minor component and integrated into the overall implementation strategy.

## INCORPORATION OF OTHER PLANNING INITIATIVES

This Comprehensive Plan is intended as a central hub for all of Addison's planning efforts. If and when older plans are updated *and expanded* they should be incorporated into the Comprehensive Plan as *Planning Components*. To be integrated, each initiative must follow the same framework as current components. City Council can then amend the Comprehensive Plan by adding new components, removing outdated references, and incorporating new recommendations and actions.

More detailed plans, like targeted master plans and small area plans are incorporated into the Comprehensive plan via this minor planning component. For each new initiative, a summary page should be created, outlining key findings and recommendations. Then, actions should be generally added to recommendation **RP1** to indicate, within the Comprehensive Plan, that the tenets of that newly adopted detailed plan are a focus of this plan as well.

## PLAN TYPES FOUND IN THIS MINOR COMPONENT

### Master Plans

Large-scale master plans, like transportation plans, address specific community needs by outlining infrastructure and mobility strategies. They guide the development of efficient transportation systems, supporting growth and sustainability. In a comprehensive plan, these plans are crucial references, ensuring that mobility solutions align with broader goals, such as land use and economic development, while enhancing connectivity and accessibility.

### Small Area Plans

Small area plans focus on specific neighborhoods or districts, offering targeted solutions for localized issues such as land use, infrastructure, and community needs. These plans address unique challenges and opportunities in particular areas, allowing for more detailed, site-specific strategies. Incorporating small area plans into a comprehensive plan ensures that broader goals are tailored to local contexts, showing how city-wide visions translate into concrete actions and improvements in individual areas. This helps bridge the gap between larger strategies and on-the-ground implementation.

## RECOMMENDATIONS

RP1

***Continue to implement recommendations outlined in existing plans per the specified timelines.*** The Town has several existing master plans and small area plans that were recently completed and support the vision, principles, and goals outlined in this plan. The Town should continue to implement the recommendations and projects outlined in these plans.

RP2

***Update outdated plans to reflect the vision, principles, and goals outlined in this Comprehensive Plan.*** Some of the Town's plans are older and need updating. As these plans are revised, they should include recommendations and projects that support the vision, principles, and priorities included in this Comprehensive Plan.

## 2021 MASTER TRAILS PLAN



The Town's 2021 Master Trails Plan outlined safe and comfortable pedestrian and bicycle facilities to connect local and regional recreation, amenities, and destinations. Through community engagement, stakeholder interviews, and analysis, a Future Trail Network was created for implementation. The plan includes a vision, guiding principles, and goals for city-wide trails, with each proposed segment and trail typology aligned to these elements.

The Future Trail Network provides a long-term vision for a fully developed trail system that fills gaps and connects Addison's residents and visitors to key destinations. The network features various trail typologies that specify preferred widths, accommodate different users, promote compatibility with the surroundings, and recommend buffers. Implementing this network will significantly improve connectivity within Addison and the broader region.

### SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 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.
- 2 Improvements to complete loops and create additional connections within several parts of Addison
  - **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.

# 2019 PARKS, RECREATION, AND OPEN SPACE MASTERPLAN



The Parks, Recreation, and Open Space Plan analyzed Addison's current park and recreation system while considering evolving community needs. This Master Plan serves as a blueprint for enhancing and managing the Town's recreational assets, proposing forward-thinking initiatives, desired programming, and strategic investments in both existing and new amenities, as well as a range of transformative projects.

The plan aims to achieve five key goals: recreation, social cohesiveness, economic vitality, environmental stewardship, and placemaking. Recommendations are divided into three categories: game-changing initiatives, transformative projects, and supporting strategies. The five game-changing initiatives identified include asset management, the Cotton Belt Rail Station and Addison Central, trail connectivity, programming, park activation, and economic development.

## SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 Use the new asset management tool to reevaluate costs, track the lifecycle of park assets, and implement an annual replacement schedule.
- 2 Set aside funds for the future replacement and refreshing of parks, facilities, and landscaping that will all need attention in a small timeframe.
- 3 Enhance pedestrian/bike connectivity from the Cotton Belt to other trails and destinations in Addison as per trail and connectivity recommendations.
- 4 Acquire easements, plan, and develop approximately 10 miles of hard-surface off-street trails to enhance bike and pedestrian connectivity and improve access to key parks.
- 5 Provide pedestrian crossings across Quorum Drive and Landmark Place to allow for safe points of connection between nodes of activity.
- 6 Partner with local offices and businesses to program South Quorum with indoor and outdoor pop-up events, social activities, and programs.

## 2019 ECONOMIC DEVELOPMENT STRATEGIC PLAN



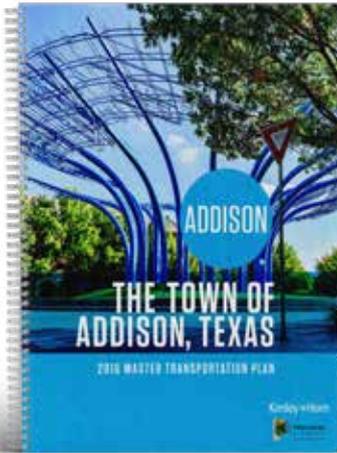
The 2019 Economic Development Strategic Plan is a document that outlines Addison's economic goals and strategies for a local self-sustaining economy as well as the capitalization of regional opportunities. The Economic Development Strategic Plan included a regional assessment as well as an assessment of the Town's zoning, land use, infrastructure, and mobility. By doing this, the strategic plan could conduct an educated target industry analysis along with the Town's regional positioning.

The strategic plan also included community input from several different audiences ranging from stakeholders and employers to residents to the City Council. This allowed for the production of an updated vision and goals for the Town of Addison's economic development department. The four goals produced in this plan focused on talent, business climate, target industries, and quality of place. The following recommendations are some that reflect the intent of the Comprehensive Plan and do not reflect the entirety of strategies and tactics listed in the Economic Development Strategic Plan.

### SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 Create an administrative approval process for zoning tools, including but not limited to Form-Based Codes, that implement walkable mixed-use by right.
- 2 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.
- 3 Catalog 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.
- 4 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 content and market opportunities.
- 5 Consider appropriate transitions between existing, mature neighborhoods, major corridors, and future redevelopment through the Town, to retain and enhance existing communities.
- 6 Prioritize walkability and connectivity infrastructure projects as a primary driver for investment and redevelopment.

## 2016 MASTER TRANSPORTATION PLAN



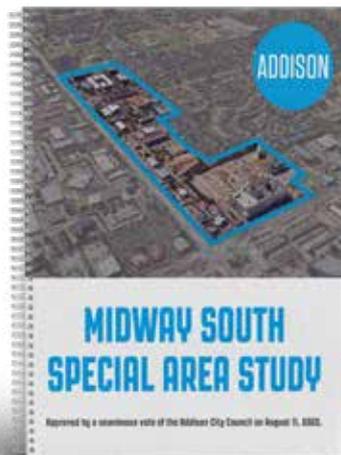
The Master Transportation Plan (MTP) is the guiding document for major transportation improvements in Addison. It covers all modes of transportation—automobile, pedestrian, bicycle, and public transit—setting goals and standards for each. Since Addison is largely built out, the MTP focuses on strategic investments to improve connectivity, boost network efficiency, and expand alternative transportation options.

The plan's goals include enhancing active transportation options like walking and biking, creating a safer and more efficient transportation network, improving east/west connectivity (especially across the Dallas North Tollway), increasing route options, supporting economic development, and securing rail service in the Cotton Belt corridor. The MTP's elements, including the street classification system, multi-modal options, and recommended improvements, aim to achieve these objectives. While these recommendations align with the Comprehensive Plan, they do not encompass the full scope of the Parks, Recreation, and Open Space Master Plan recommendations.

### SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 Continue to advocate for the timely construction of rail to connect Addison with points east and west.
- 2 Explore the possibility of a partnership between DART, the Town, area hotels and restaurants, and major employers to develop a local shuttle/circulator system.
- 3 Rebuild the parkway along Belt Line Road to include wide sidewalks, street trees, and other pedestrian-friendly amenities.
- 4 Add pedestrian and landscape enhancements to transition from the Addison Circle environment to the southern end of Quorum Drive.
- 5 Develop a concept and implement a pilot program of cycling-oriented improvements in one or more of the Active Transportation corridors.
- 6 Develop a program to address missing sidewalk links and repair needs.

## 2022 MIDWAY SOUTH SPECIAL AREA STUDY



This study reviewed and analyzed the existing conditions and potential scenarios of developments of the area that is bounded by Belt Line Road on the north, Midway Road on the east, Hornet Rd. on the south, and the easterly boundaries of the existing residential developments on the west. This study focused on enhancing area attractiveness, compatibility with the existing adjacent neighborhoods, incorporating usable public green space, and built-in flexibility for current and future market conditions.

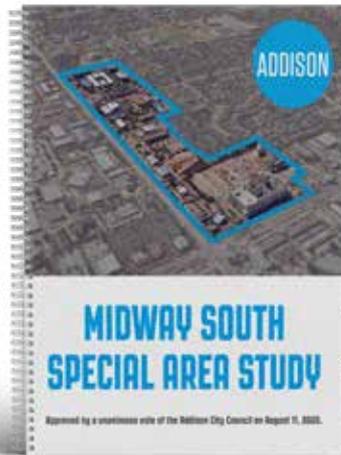
This area plan study produced policies related to design principles and form and character that would elevate the area while also being mindful of the residential development that it borders. Additionally, descriptions with illustrative images of the building form and orientation, streetscape, and parking elements for different place types within the area were included. The following policies and recommendations reflect the intent of the Comprehensive Plan but does not reflect the entirety of policies and recommendations stated in the 2022 Midway South Special Area Study.

### SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 Create a network of connected trails and open spaces and orient development to engage and activate public open space destinations.
- 2 Allow building heights and uses that respect the existing neighborhoods and recognize market potential.
- 3 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.
- 4 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.
- 5 The new open spaces should be accessible to residents and business patrons of the new developments through walkable and bikeable connections within the developments.
- 6 Public art and elevated landscape design treatment should be utilized to create focal points within the Study Area.

## SMALL AREA PLAN

## 2018 ADDISON CIRCLE SPECIAL AREA STUDY



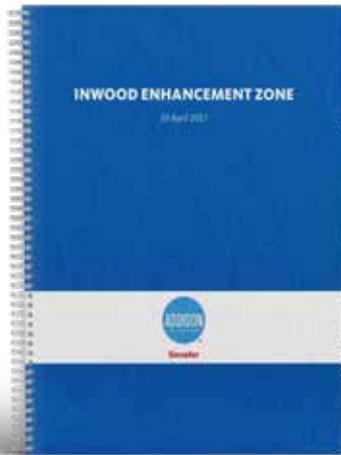
This study looked at an area of undeveloped and underdeveloped properties near Addison Circle and the soon-be-operating DART Silver Line rail station. The study identified two sub-areas within the Addison Circle area: Addison Central and Addison Central West. This special area study established a desired vision or goal for these areas, while also documenting the unique challenges and opportunities that exist.

The focus for the Addison Central sub-area was the establishment and preliminary guidance for the area to develop as a regional destination with the upcoming DART Silver Line Rail Station and the construction of the Cotton Belt regional trail. The analysis of the Addison Central West sub-area consisted of the extension of the Addison Circle neighborhood to and north along Addison Road. Additional supporting tourism, conference, and event uses were considered in this area. The following policies and recommendations reflect the intent of the Comprehensive Plan but not the entirety of the recommendations stated in the 2018 Addison Circle Special Area Study.

## SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 Maximize the benefits of the new DART Cotton Belt Station to Addison and create a destination with opportunities for appropriate and successful new development on some of the last remaining undeveloped land in Addison.
- 2 Development along the Dallas North Tollway should continue the existing pattern of high-rise office development.
- 3 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.
- 4 The high-quality design and amenities of Addison Circle's existing residences should be included in new residential developments as well.
- 5 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.

## 2017 INWOOD ENHANCEMENT ZONE



This study conducted an existing conditions analysis, community engagement for desired outcomes, and potential scenarios of desired developments in the area bounded by Belt Line Road on the north, Inwood Road on the west, and Farmers Branch on the west and south sides. This area has experienced deterioration and underutilization but is the southern gateway into the Town of Addison. Therefore, the redevelopment of this area in a vibrant manner is of great importance to the Town of Addison and the community, overall.

Two different scenarios (*Civic Square and Village*) were produced with the established transportation, economic development, urban design, and open space goals in mind. The study provided goals for future development to meet as well as zoning and financial strategies to be utilized by the Town.

### SUMMARY OF THIS PLAN'S RECOMMENDATIONS

- 1 The four zoning strategies that were identified in the study were standard zoning, creation of an overlay district, implementation of a form-based code, or planned development approach.
- 2 Several financing strategies were identified, such as developer-financed, Public Improvement District (*PID*), Public-Private Partnership (*P3*), and Tax Increment Finance (*TIF*, also referred to as *Tax Increment Reinvestment Zone* or *TIRZ*). The study took a deeper dive into the TIF approach as a viable option for activating development in the area.

# IMPLEMENTATION

This section outlines the approach for implementing Advance Addison 2050, outlining the path needed to achieve the plan's recommendations. It provides a thorough explanation of the key elements of the implementation plan, including the strategies, timelines, and responsible entities involved. The section also includes detailed matrices that offer step-by-step guidance for turning recommendations into actionable steps. Successful implementation will require collaboration between the Town, its residents, local businesses, and regional agencies, ensuring that policies, programs, and projects align with Addison's long-term goals.



# ADDISON'S IMPLEMENTATION PLAN

## PLANNING FOR SUCCESS

The success of this plan depends on adopting policies, launching programs, and executing projects that achieve the recommended outcomes. This process is known as plan implementation. Implementing the Comprehensive Plan is not the sole responsibility of the Town—it requires ongoing collaboration between the Town, its citizens, community organizations, and other governmental agencies in the region.

The proposed implementation program includes a set of general recommendations covering a wide range of topics and recommendations specific to each planning component as well as recommendations that deal with Addison's related plans and initiatives. Each recommendation is supported by a narrative to provide further clarity. Since recommendations can be broad, a series of actions has been provided to break them down into more manageable parts. Detailed implementation tables accompany these actions, offering key information such as action timing, alignment with Addison's decision-making principles, direct connection to the Council's Key Focus Areas, the responsible Town department, and the type of action needed for successful completion.

## IMPLEMENTATION APPROACH

### INCREMENTAL

Achieving the Town's larger objectives begins with manageable, small actions that build momentum over time. By focusing on early successes, the Town can gain confidence and establish a pace suited to its resources, creating a foundation for accelerating progress. An incremental approach ensures that each action, however small, contributes meaningfully toward broader goals without overwhelming capacity or budget.

This implementation plan is organized into logical groupings aligned with the plan's components. As a first step, the Town should review and prioritize actions designated for 2025, creating specific plans to address these in the coming year. Alongside these annual goals, the Town can assess continuous actions—those without a specified completion year—and incorporate them into everyday operations, building a good operational habits.

This dual approach—focused yearly planning combined with embedded, ongoing actions—creates a resilient framework for achieving the Town's vision. By addressing immediate priorities while seamlessly integrating long-term, continuous actions into daily routines, the Town can build sustainable momentum, making it adaptable to future needs and capable of steady improvement.

### NEIGHBORHOOD CENTRIC

The principal organizational strategy of this implementation plan is designed to maximize its effects at the neighborhood level. This is done by ensuring that recommendations are logically grouped together by planning component so related elements are aligned for meaningful, cohesive change. By structuring recommendations in this way, the plan supports a neighborhood-centric model that benefits the entire community by enhancing quality of life locally, leading to higher property values, increased city revenues, and improved health and well-being for residents.

This model prioritizes achievable improvements that align well with both city resources and community interests, allowing residents, businesses, and community partners to actively contribute to neighborhood enhancements that reflect their aspirations for a thriving community.

## ELEMENTS OF THE IMPLEMENTATION PLAN

### RECOMMENDATIONS

Recommendations can also be read as goals for the Town of Addison. While recommendations are generally broad, they serve to illuminate needs of the citizens and the community at large. As recommendations are completed, new ones with accompanying actions that align with Addison's *Vision Story*, and are filtered through Addison's *Decision-Making Principles* should be created. See *Refining and Updating this Plan* in the *Introduction Section* for more information on this process.

### ACTIONS

Actions are specific tasks designed to achieve the recommendation they support.

### ACTION TYPES

#### GUIDELINES

Plans and design guidelines (such as technical standards) that are used to guide development of the functional and visual environment throughout the city or within certain areas.



#### TACTICAL/COMMUNITY

Low budget projects that can be executed by residents and other partners to address safety and quality of life issues and test out ideas while waiting for funds to become available for more permanent improvements.



#### PARTNERSHIPS

Specific partnerships and collaborative efforts that are needed or that can help to achieve the desired vision for Addison.



#### EDUCATION & COMMUNICATION

Programs and activities that inform, engage and connect residents, local businesses and agency partners, and help with promotion of the community to prospective residents, developers and employers.

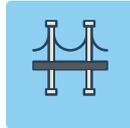


**ACTION TYPES, CONTINUED****REGULATIONS**

Ordinances and adopted policies that are used to guide and enforce development patterns in the city, most notably the zoning and subdivision ordinances.

**CAPITAL INVESTMENTS**

Infrastructure projects and other city investments that help preserve and enhance economic growth, property values and quality of life.

**FINANCIAL & PROCESS INCENTIVES**

A city can encourage desired development with incentives like reduced fees, tax rebates, grants, and faster approvals to save developers time and money.

**ECONOMIC DEVELOPMENT**

A city can cultivate a robust environment for entrepreneurship through programs, plans, and events that generate support or offer assistance. While the size of businesses varies, they are all reliant on local assistance and investment.

**DECISION-MAKING PRINCIPLES**

These five principles (viewable on page 80) were utilized in the creation of the proposed recommendations and implementation actions. When these principles are applied to Town initiatives and projects, they advance progress towards the larger goals and intentions of the Plan. The principles applicable to each action are indicated in the matrix.

**CITY COUNCIL STRATEGIC PLAN KEY FOCUS AREAS**

The implementation actions in the Advance Addison Comprehensive Plan have been crafted to tightly integrate with the Addison City Council's strategic objectives. This Plan's actions are aligned with the Council's Key Focus Areas. This results in a cohesive, future-oriented approach that meets Addison's evolving needs and aspirations.

**TIMING**

The Year column indicates the recommended completion year for each item (represented as a two-digit year). For recurring actions, it lists the initial completion year, with the repetition schedule noted in the following columns. If no year is listed, the action *could* be started immediately and *should* continue regularly. Flexibility has been allowed for Town staff to determine the best timing to begin on this particular subset of actions.

**CHAMPIONS AND SUPPORTERS**

Each entity that can lead or support an action is identified in the implementation tables. Town Departments designated to lead appear in the Champion column by name. For supporting entities, which are often numerous, each is represented by a unique two- or three-character code in the Support column to simplify identification.

**TOWN DEPARTMENTS**

**Airport (AIR)** The Town department that oversees compliance, operation and maintenance of the Addison Airport facilities and tenants.

**Building Safety Safety Division (BSD)** The Town division, which is housed under the Department of Development and Neighborhood Services, that oversees review of building plans, issuance of permits and inspections.

**City Council (CC)** The group of elected officials who enact legislation, adopt budgets, determine policies and maintain the best interests of their residents and Town at the forefront.

**City Manager's Office (CMO)** The Town department which houses the chief administrator of the Town and ensures that the Council's policies are executed.

**Economic Development (ED)** This Town department works to stimulate Addison's economy by attracting new businesses and supporting existing ones.

**Engineering and Construction Inspections Division (ENG)** The Town department, which is housed under the Department of Public Works and Engineering, that oversees implementation of capital improvements and provides engineering review of all new developments and inspection services.

**Finance (FIN)** This Town department is in charge of financial reporting, procurement, and budget management.

**Fire (FD)** The Town Department that provides fire protection and emergency services across Addison.

**Marketing and Tourism (MKT)** The Town department that manages comprehensive marketing efforts and initiatives that foster community engagement and support economic growth.

**Neighborhood Services Division (NS)** The Town division, which is housed under the Department of Development and Neighborhood Services, that oversees code compliance, environmental health, short-term rental registration and signs.

**Planning Division (PLN)** The Town division, which is housed under the Department of Development and Neighborhood Services, that oversees long-range land use planning and reviews platting, zoning and other development requests.

**Planning and Zoning Commission (P&Z)** The Town advisory body that considers and makes recommendations in matters related to land use, zoning and platting.

**Parks and Recreation (P&R)** The Town Department that oversees the maintenance and creation of parks, trails, recreational facilities and special programming.

**Police (PD)** The department that is the law enforcement branch which maintains the public safety of the Town of Addison.

**Streets and Traffic Services Division (STS)** The Town department, which is housed under the Department of Public Works and Engineering, that provides maintenance of the Town's streets, sidewalks, traffic signal system and street lights.

#### SUPPORT GROUPS

**Community Volunteers (VOL)** Individuals with Addison that will contribute their time and effort to improve the Town via volunteerism, promotion of events and initiatives and engaging other residents.

**Developers/Business Community (DEV)** Developers and business owners/operators that would come together to share insights, collaborate and offer mutual support.

**Local Non-Profit Organizations (NPO)** These organizations will be located in Addison or adjacent cities that provide services, advocate for causes and build community.

**Regional Planning/Transportation Agencies (RA)** These are agencies that the Town should communicate and coordinate efforts and initiatives with regularly to ensure that actions and important goals are being accomplished. Agencies may include but are not limited to North Central Texas Council of Governments (NCTCOG), Dallas Area Rapid Transit (DART), North Texas Tollway Authority (NTTA), and Texas Department of Transportation (TxDOT).

## RECOMMENDATIONS

### GENERAL

- 1 Embrace the Comprehensive Plan as the centerpiece for all plans and decision-making.
- 2 Establish and apply tools to collect data and assess projects and initiatives.
- 3 Leverage Addison's location and assets to cultivate and expand a more resilient and self-sustaining local economy and workforce.
- 4 Design the Town's public safety fleet and response approaches to support a people- and place-based community.
- 5 Seek opportunities to make the Town more environmentally resilient.
- 6 Cultivate a culture of trust and collaboration in the community.
- 7 Continue to invest in and maintain Addison's infrastructure systems.
- 8 Explore opportunities for consolidating and/or expanding Town facilities.

### RELATED PLANS & INITIATIVES

- 1 Continue to implement recommendations outlined in existing plans per the specified timelines.
- 2 Update outdated plans to reflect the vision, principles, and goals outlined in this Comprehensive Plan.

### LAND USE

- 1 Utilize *Place Types*, *Spectrum of Change*, and *Complete Neighborhoods* as the primary land use planning tools.
- 2 Encourage infill and small-scale redevelopment to fill the missing needs in neighborhoods across Addison.
- 3 Transform autocentric places into more pedestrian friendly, mixed-use destinations.
- 4 Leverage the upcoming DART Transit Oriented Development (TOD) as a catalyst site that enhances the surrounding area.
- 5 Improve and enhance the design of the public realm across the Town.
- 6 Encourage remaining undeveloped land along the Dallas North Tollway (DNT) to be utilized for higher-density development.
- 7 Built environment/redevelopment should be contextually designed to interact with and respond to the adjacent land uses.

## RECOMMENDATIONS, CONTINUED

### HOUSING & NEIGHBORHOODS

- 1 Support the creation of complete and cohesive neighborhoods throughout the town.
- 2 Encourage the addition of service businesses in Addison's neighborhoods that meet with the scale of each neighborhood.
- 3 Make it more safe, comfortable, and convenient for Addisonites to get around their neighborhoods, and to nearby services.
- 4 Provide for changing household types that support makeup and the ability for residents to age in place within Addison.
- 5 Provide denser housing options in Addison's urban and transitional areas.
- 6 Maintain a high standard of quality design, materials, and aesthetics in new neighborhood development.
- 7 Create more places for gathering and recreation within existing and new neighborhoods.

### MOBILITY & CONNECTIVITY

- 1 Make the DART Silver Line station the hub of an incrementally built out local multi-mobility system.
- 2 Improve bike and pedestrian safety and connectivity between neighborhoods, commercial centers, and other community destinations.
- 3 Develop better east/west bike/ped connectivity, particularly across the Dallas North Tollway
- 4 Improve the north/south bike/ped connectivity, including crossing Belt Line Road.
- 5 Reimagine Addison's arterial roadways as integral elements of the built environment that are visual show pieces for the Town and complement the redevelopment we seek along them.
- 6 Make safe movement of vehicles on arterials the priority, not the speed of vehicles through Addison.
- 7 Design neighborhood streets to prioritize people, place and productive development.
- 8 Facilitate build-out of Addison as a major North Dallas transportation Hub.

## GENERAL RECOMMENDATIONS

- 61** **Embrace the Comp Plan as the centerpiece for all plans and decision-making.** A unified community vision and shared objectives are essential for effective governance. By aligning everyday decisions with this plan, the Town can balance economic growth, well-being, and sustainable development to create a prosperous and inclusive Addison.
- 62** **Establish and apply tools to collect data and assess projects and initiatives.** The Town can enhance decision-making efficiency by incorporating tools that measure fiscal impacts and consider residents' priorities. Proactive reviews will help identify successes, challenges, and areas for improvement.
- 63** **Leverage Addison's location and assets to cultivate and expand a more resilient and self-sustaining local economy and workforce.** Addison's prime location attracts regional businesses. As the market shifts toward a place-based economy, cultivating more local businesses while supporting existing ones will ensure community and economic resilience.
- 64** **Design the Town's public safety fleet and response approaches to support a people- and place-based community.** Traditional fire responses require large roads. To become more walkable, the Town should adapt its vehicles and approaches to an urban, pedestrian-friendly context, enhancing community safety and accessibility.
- 65** **Seek opportunities to make the Town more environmentally resilient.** Development policies should adopt environmentally resilient practices that balance function, stewardship, and placemaking, supporting the Town's long-term sustainability.
- 66** **Cultivate a culture of trust and collaboration in the community.** Strong communities have transparent, communicative leaders; developers aligned with the community's vision; and engaged residents. Building this culture strengthens Addison's vibrancy and inclusivity.
- 67** **Continue to invest in and maintain Addison's infrastructure systems.** Quality infrastructure underpins the Town's quality of life and competitiveness. Leveraging asset management can ensure service reliability and enhance the Town's visual appeal.
- 68** **Explore opportunities for consolidating and/or expanding Town facilities.** As Addison grows, modernizing and expanding public facilities will become necessary. A master plan can help locate and design facilities for service efficiency and resident accessibility.

GENERAL RECOMMENDATIONS

G1

Embrace the Comp Plan as the centerpiece for all plans and decision-making.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.	Infra Dev. & Maint.			Fin., Health & Org. Ex.	Comm. Engagement
G1.A	Reference the decision-making principles and implementation priorities from this Plan in Board/Council agenda reports and recommendations																		All Town Departments	CC P&Z
G1.B	Implement a proactive action plan to provide regular progress updates, recommendations, and actions to the Planning and Zoning Commission and City Council regarding the comprehensive plan.																		Planning Division	CC P&Z
G1.C	Design and implement a comprehensive communication strategy using social media, Town website, and an annual meeting schedule to foster open communication and transparency around the comprehensive plan.																		Marketing & Tourism	PLN
G1.D	Use the annual budget report and process to communicate how financial decisions and priorities align with this Plan.																		Finance	CC P&Z BS CMD ED ENG FIN FD MKT NS PLN P&R STS
G1.E	Conduct an implementation kickoff summit to inform elected and appointed officials, staff, agency partners, and community members about the Plan's vision, principles, goals, and top priorities for immediate action.		25																Planning Division	CC P&Z
G1.F	Create a checklist or summary matrix staff can use to communicate how proposed projects align with the decision-making principles, Council Focus Areas, and objectives from this Plan		25																Planning Division	CC P&Z
G1.G	Update the Unified Development Code to reflect the principles, vision, and strategies outlined in this Plan.		25																Planning Division	CC P&Z
G1.H	Administer the Vibrant Community Assessment (survey 1 of this planning effort) annually to all local citizens and track ratings while using them to inform governing decisions.		26																Marketing & Tourism	PLN
G1.I	Publish and distribute a biennial progress report on implementation items from the Comp Plan and other active Master Plans (MTP, Trails, etc) to the community.		26																Planning Division	CC P&Z
G1.J	Ensure that adopted plans are consistent with this Plan; when they are not, coordinate edits to bring them in line until new versions can be pursued. New versions should use this Plan as their foundation.		27																All Town Departments	CC
G1.K	Integrate Master Plans, Small Area Plans, and other Town planning documents into the Minor Component, Related Plans & Initiatives the Comp Plan relevant and assist in coordinating and communicating progress across all Town efforts		27																All Town Departments	CC

**G2** Establish and apply tools to collect data and assess projects and initiatives.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS				CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
G2.A	Apply fiscal impact analysis to development projects and integrate the findings into memos and presentations for the Planning and Zoning Commission and City Council.																	Planning Division	ENG FIN DEV
G2.B	Ensure that the UDC contains regulatory incentives for incremental redevelopment and high-yield development.		25															Planning Division	CC CMO FIN
G2.C	Establish fiscal performance targets for new development and capital projects and regularly update them as necessary.		25															Finance	CC P&Z ENG PLN STS
G2.D	Perform a comprehensive evaluation of the development review process, to identify gaps in data and areas of needed improvement in data sharing.		25															City Manager's Office	CC
G2.E	Set up a utility council to allow all utility companies to be kept informed about developments and proactively coordinate.		26															Planning Division	ENG

GENERAL RECOMMENDATIONS

63

Leverage Addison's location and assets to cultivate and expand a more resilient and self-sustaining local economy and workforce.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
G3.A	Promote Addison public art, placemaking, programming and dining options to attract visitors to Addison.																	Parks & Recreation	ED MKT
G3.B	Create development-funded incentives for incremental improvements in the Inwood Innovation Area.																	Economic Development	CC PLN
G3.C	Set up a local "12 Steps to Town Making" group using the <i>Neighborhood Evolution</i> model and use the meetings to cultivate an ecosystem of local developers who can build small, neighborhood-scale infill projects.		25															Planning Division	ED VOL DEV
G3.D	Review the Market Competitiveness Report and 2019 Economic Development Strategic Plan (EDSP) to build individual 2-year plans to identify and implement highest priorities for areas; Addison Circle, Village on the Parkway, Restaurant Row, Office Corridor, Addison Airport, and Inwood Road.		26															Economic Development	AIR CC P&Z CMO PLN
G3.E	Create a local business incubator program in collaboration with local investors to offer participants tools, training, and support.		26															Economic Development	CMO PLN DEV
G3.F	Adopt a Tactical Revitalization Plan focused on existing underutilized buildings and areas.		26															Economic Development	CC PLN
G3.G	Create a new economic development advertising strategy and campaign that market's Addison's brand, uniqueness and "Addison Way" for the attraction of new businesses.		27															Economic Development	CC MKT

**G4** Design the Town’s public safety fleet and response approaches to support a people- and place-based community.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.	Infra Dev. & Maint.			Fin., Health & Org. Ex.	Comm. Engagement
G4.A	Train and upgrade the Town’s EMS personnel and fleet equipment to support more human-scale neighborhoods and redevelopments.																		Fire Department	CC PD
G4.B	Collaborate and cross train with neighboring departments to strengthen response timing and approaches.																		Fire Department	CC PD
G4.C	Conduct a feasibility study with regard to reducing fire lanes and turning radii.		26																Fire Department	ENG PLN
G4.D	Set up a test course with reduced widths and tighter radii for emergency vehicle trial.		26																Fire Department	ENG
G4.E	Generate, and share with City Council, a report of all code violations reported, and their outcomes.		26																Neighborhood Services Division	PLN
G4.F	Conduct a workshop with public safety staff to discuss and outline ways to prepare for increased density		27																Fire Department	CC PD
G4.G	Study the potential for on-street police walking a beat in most dense multi-use areas.		30																Police Department	CC

GENERAL RECOMMENDATIONS

**65** Seek opportunities to make the Town more environmentally resilient.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT					
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
65.A	Update development standards within the UDC to increase buffers along floodplain and incentivize developers to incorporate green infrastructure and other stormwater BMPs to maximize functional, aesthetic, recreational, and economic benefits of open space.		25	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>							Parks & Recreation	<input checked="" type="checkbox"/>	
65.B	Prepare a Sustainability Plan that includes climate resilience, natural resource stewardship, and disaster mitigation elements.		28		<input checked="" type="checkbox"/>														Parks & Recreation	<input checked="" type="checkbox"/>	
65.C	Evaluate and consider a Zero Net Energy (ZNE) code for all new buildings and substantial renovations.		28																Building Safety Division	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
65.D	Achieve Level 2 Airport Carbon Accreditation at Addison Airport for carbon reduction operations.		28																Airport	<input checked="" type="checkbox"/>	

**66** Cultivate a culture of trust and collaboration in the community.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT					
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
66.A	Promote Addison's culture and story by ensuring that access to this plan is accessible widely. Make sure bound copies are available at all town facilities, including public libraries.																		City Manager's Office	<input checked="" type="checkbox"/>	
66.B	Partner with Town adjacent organizations to communicate Addison's vision and story. Make sure that the organizations have an open line of communication to both Town staff, and elected officials.																		City Manager's Office	<input checked="" type="checkbox"/>	
66.C	Begin a dialog with Brookhaven College to create a Civic Leadership Academy for Addison, modeled on the Harris School of Public Policy and University of Chicago Office of Civic Engagement CLA program.		26																City Manager's Office	<input checked="" type="checkbox"/>	
66.D	Use Pensacola's CivicCon program as a model to create a civic education program that provides regular opportunities to share best practices on community development, municipal finance, city governance, and other topics with residents to raise the "civic IQ" of Addisonites.		26																City Manager's Office	<input checked="" type="checkbox"/>	

**67** Continue to invest in and maintain Addison's infrastructure systems.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
67.A	Continue to utilize the Town's asset management system to track the quantity and condition of infrastructure and proactively manage maintenance and replacement projects.																	Engineering & Construction Inspections Division	PLN FIN
67.B	Conduct a fiscal impact analysis on infrastructure investments, and update the future land use plan if those expenditures require higher returning development to remain solvent.																	Engineering & Construction Inspections Division	PLN
67.C	Conduct a citywide assessment of existing utilities to determine where additional capacity will be required to support the increased density proposed in the various Place Types.		26															Engineering & Construction Inspections Division	PLN
67.D	Create a Facilities & Infrastructure Planning Component using the framework outlined in the Introduction of this plan.		27															Engineering & Construction Inspections Division	CC CMO PLN

**68** Explore opportunities for consolidating and/or expanding Town facilities.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
68.A	Conduct a study to identify strategies to consolidate, enhance, and adequately locate Town services within the most efficient collection of Town buildings.		26															General Services	CC BS ED ENG FIN FD MKT NS PLN P&R STS
68.B	Strategically locate Town facilities in areas where higher density is desired by identifying key areas that align with the Town's growth and key planning objectives.		30															General Services	CC BS ED ENG FIN FD MKT NS PLN P&R STS

## LAND USE & DEVELOPMENT CHARACTER RECOMMENDATIONS

LU1

**Utilize Place Types, Spectrum of Change, and complete neighborhoods as the primary land use planning tools.**

Mixed-use developments can enhance quality of life and economic growth by reducing commutes and fostering social connections. Incremental neighborhood evolution promotes sustainability without dramatic changes.

LU2

**Encourage infill and small-scale redevelopment to fill the missing needs in neighborhoods across Addison.**

Working with developers and leveraging infrastructure will provide needed housing, services, and entertainment, meeting neighborhood needs through infill and redevelopment.

LU3

**Transform autocentric places into more pedestrian friendly, mixed-use destinations.**

Many commercial areas are aging. Revitalizing these spaces into pedestrian-friendly destinations with open spaces and varied businesses will help foster a unique local identity.

LU4

**Leverage the upcoming DART Transit Oriented Development (TOD) as a catalyst site that enhances the surrounding area.**

The Silver Line Station, set to begin operation in 2026, should serve as a community asset to attract residents, visitors, and businesses, catalyzing the next level of development in the surrounding area.

LU5

**Improve and enhance the design of the public realm across the Town.**

The appeal of the public realm has long set Addison apart. As the Town recommits to pedestrian-oriented needs and developments, the public realm should remain a focus for safety, comfort, and interaction.

LU6

**Encourage remaining undeveloped land along the Dallas North Tollway (DNT) to be utilized for higher-density development.**

The remaining undeveloped land along the Dallas North Tollway has great potential for high-intensity office and residential development that competes with other urban mixed-use centers in the region.

LU7

**Built environment/redevelopment should be contextually designed to interact with and respond to the adjacent land uses.**

All development, whether infill or new, should be context-sensitive to enhance the area and nearby neighborhoods, rather than disrupting the character and fabric of the surrounding area.

**LU1** Utilize place types, Spectrum of Change, and complete neighborhoods as the primary land use planning tools.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement
LU1.A	Ensure new development incorporates the characteristics defined for each place types in the comprehensive plan (e.g. scale, building typologies, housing types, etc.).																		Planning Division	CC P&Z
LU1.B	Ensure that all building typologies deemed appropriate in the place types are allowed by zoning districts that will be approved in those places types in the UDC Update.																		Planning Division	CC DEV
LU1.C	Calibrate development standards to allow the type of development envisioned within each place type.																		Planning Division	CC P&Z
LU1.D	Create a series of informational tools that explains what development is encouraged in each place type, and in what context so that property owners can look for development/redevelopment opportunities that comport with the community's goals.		26																Planning Division	CC ED MKT
LU1.E	Proactively rezone properties to incentivize revitalization - such as Urban Village and Inwood Innovation Area place types - to more flexible zoning districts.		27																Planning Division	CC P&Z
LU1.F	Evaluate and update Recommendations, Future Land Use Map (FLUM), Spectrum of Change Map, and accompanying elements of this Plan to reflect current conditions.		30																Planning Division	CC P&Z

LAND USE & DEVELOPMENT CHARACTER RECOMMENDATIONS

**LU2** Encourage infill and small-scale redevelopment to fill the missing needs in neighborhoods across Addison.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
LU2.A	Encourage a mixture of land uses in infill and small-scale development areas that would meet the needs in adjacent neighborhoods.																	Planning Division	CC
LU2.B	Update UDC to remove minimum lot sizes.		25															Planning Division	CC
LU2.C	Update UDC to remove or reduce parking requirements for small-scale and infill developments.		25															Planning Division	CC
LU2.D	Generate an online map to direct developers and realtors to potential infill and small-scale development areas within Addison, emphasizing advantages and existing infrastructure capacity.		26															Planning Division	CC, BS, CMO, ED
LU2.E	Develop an online development aide specifically tailored to educate and attract developers interested in small-scale projects.		26															Planning Division	ED, CC
LU2.F	Adopt a Strategic Hotel Activation Plan to leverage aging hotel real estate into more active and vibrant uses, or to redevelop these spaces into needed amenities.		28															Marketing & Tourism	PLN, ED

**LU3** Transform autocentric places into more pedestrian friendly, mixed-use destinations.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.	Infra Dev. & Maint.			Fin., Health & Org. Ex.	Comm. Engagement
LU3.A	Encourage transition of parking spaces into outdoor space and green space where appropriate.																		Planning Division	P&R
LU3.B	Promote creation of more outdoor dining options but also common spaces for small music or limited scale activities.																		Planning Division	ED MKT
LU3.C	Ensure that density limits do not make surface parking more financially practical than structured parking or limited market-driven parking for developers.																		Planning Division	CC ED STS
LU3.D	Remove barriers to temporary uses of 6 months or less that activate otherwise auto-oriented spaces.		25																Planning Division	CC
LU3.E	Undertake a program to regularly conduct feasibility studies regarding converting a suburban commercial auto-centric shopping center to a walkable mixed-use place. Operate from Addison's largest retail centers to its smallest. Aim for one study per year initially.		26																Planning Division	CC ED
LU3.F	Develop a strategic action plan to repurpose aging office buildings into adaptable spaces and additional housing while providing high-quality amenities.		26																Planning Division	CC ED
LU3.G	Collaborate with property management entities to conduct pilot programs of parklets and other public spaces on commercial, auto-oriented properties.		27																Planning Division	ED P&R
LU3.H	Activate underutilized areas and areas whose primary use fluctuates that use with temporary strategies such as food trucks, farmer's markets, pop-ups, and so on.		27																Planning Division	ED
LU3.I	Adopt a tactical activation plan to make small investments in the Quorum South area to create energy and activity. Newly visible improvements, regardless of size should happen bi-annually.		27																Parks & Recreation	CC ED MKT PLN

**LU4** Leverage the upcoming DART Transit Oriented Development (TOD) as a catalyst site that enhances the surrounding area.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin. Health & Org. Ex.	Comm. Engagement
LU4.A	Actively pursue uses and development called for from the Addison Circle Area that will bolster activity within the TOD.																		Economic Development	CC P&Z
LU4.B	Ensure that multimodal facilities are integrated into TOD developments. Bike parking, accessible connections to Addison's trail systems, and high-quality lighting are key to a pleasant pedestrian experience.																		Planning Division	CC ED
LU4.C	Consider a location for food trucks, kiosks or other "pop-up" opportunities to activate more pedestrian activity in the area to activate the area as soon as the Silver Line opens.		26																Parks & Recreation	CC ED MKT PLN
LU4.D	Activate as many outdoor spaces as quickly as possible directly before and immediately after the Silver Line comes online using the identified amenities in the Addison Circle Area Plan as the guide.		26																Parks & Recreation	CC P&Z ED PLN
LU4.E	Coordinate efforts of the Addison Circle Park Vision Plan to create synergistic relationship between the park and the TOD.		27																Parks & Recreation	CC P&Z PLN

**LU5** Improve and enhance the design of the public realm across the Town.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT				
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
LU5.A	Incorporate art into landscape medians where appropriate.																		Streets & Traffic Services Division	CC NPO	
LU5.B	Adopt a <i>Gateway Improvement Timeline</i> , which sets specific goals for accomplishing the visual improvements at key gateways called for in the 2024-2025 Council Strategic Plan.		26																Marketing & Tourism	CC ED	
LU5.C	Adopt a wayfinding system to be implemented throughout the Town.		26																Marketing & Tourism	CC ED PLN P&R	
LU5.D	Collaborate with property owners and management companies to reimagine landscaping and open spaces that would attract the creation of third places.		27																Economic Development	PLN P&R STS	
LU5.E	Revise Addison branding to account for various character areas throughout the Town.		28																Marketing & Tourism	CC ED PLN	
LU5.F	Create a street tree management program to provide shade canopy and enhance pedestrian experience while respecting business visibility.		29																Parks & Recreation	CC PLN STS	

**LU6** Encourage remaining undeveloped land along the Dallas North Tollway (DNT) to be utilized for higher-density development.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT				
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
LU6.A	Create a special area plan study for the undeveloped land along the DNT with an established boundary and detailed examples of desired development types and connectivity pathways.		28																Planning Division	CC P&Z ED P&R STS	
LU6.B	Engage property owners and representatives of the undeveloped land along the DNT to convey the Town's vision for the area.		28																Economic Development	CC P&Z MKT PLN	
LU6.C	Conduct an area parking study to examine aspects such as parking requirements, parking structures shared by multiple users and owners, use of private parking for Town facilities and special events, and any related funding issues.		28																Engineering & Construction Inspections Division	CC P&Z ED P&R STS	

LAND USE & DEVELOPMENT CHARACTER RECOMMENDATIONS

**LU7** Built environment/redevelopment should be contextually designed to interact with and respond to the adjacent land uses.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement
LU7.A	When reviewing proposed infill, redevelopment and greenfield projects, ensure that the proposed development fits the style and feel of the area/neighborhood, keeping its unique character intact.																		Planning Division	CC P&Z
LU7.B	Minimize adverse impacts from new development on neighborhoods, focusing on compatible urban design and traffic.																		Planning Division	CC P&Z
LU7.C	Support design and components that add value to the pedestrian realm such as outdoor seating, small-scale plazas, landscaping, welcoming entrances and other streetscape features.																		Planning Division	CC P&Z MKT
LU7.D	Establish design regulations that promote compatibility and ensure that mixed-use developments contribute positively to the surrounding built environment and aesthetics.		25																Planning Division	CC P&Z
LU7.E	Consider a facade/site improvement grant to encourage existing sites and buildings to make architectural and site improvements that would be comptatible with redevelopment proposals.		26																Economic Development	CC MKT PLN

## HOUSING & NEIGHBORHOODS RECOMMENDATIONS

- HN1** *Support the creation of complete and cohesive neighborhoods throughout the town.* For neighborhoods to be complete, they must contain elements of housing, commerce, outdoor space, streets, and programming. They are flexible places that evolve and change, with a unique character that unites people. This can be accomplished in both existing and new neighborhoods around the Town.
- HN2** *Encourage the addition of service businesses in Addison's neighborhoods that meet with the scale of each neighborhood.* Addison's mixed-use development strategy combines various activities in one space, reducing vehicular trips, stimulating economic growth, fostering sustainability, and promoting social connections.
- HN3** *Make it more safe, comfortable, and convenient for Addisonites to get around their neighborhoods, and to nearby services.* By enhancing active transportation, pedestrian and cycling paths, and mobility systems, the Town can ensure easy access to services and amenities. Strategically linking neighborhoods boosts convenience and quality of life, reduces traffic, and supports local economic development.
- HN4** *Provide for changing household types that support makeup and the ability for residents to age in place within Addison.* Expanding housing options is key to building a diverse, sustainable community that attracts and retains residents of all family sizes and lifestyles, fostering vibrant neighborhoods.
- HN5** *Provide denser housing options in Addison's urban and transitional areas.* Allowing dense housing is essential for offering alternatives to single-family units. Options like condo towers, townhomes, and live-work spaces fit well in Urban Village and High-Intensity Urban Center areas.
- HN6** *Maintain a high standard of quality design, materials, and aesthetics in new neighborhood development.* Addison's reputation for high-quality, contextually appropriate design attracts new development and residents. Recommitting to this standard will continue to drive growth.
- HN7** *Create more places for gathering and recreation within existing and new neighborhoods.* Residents value gathering spaces for connection and vibrancy. The Town can transform underutilized areas and new developments into dynamic hubs for recreation and socializing, becoming the community's heartbeat and reflecting Addison's unique appeal.

HOUSING & NEIGHBORHOODS RECOMMENDATIONS

**HN1** Support the creation of complete and cohesive neighborhoods throughout the town

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
HN1.A	Partner with developers to build infill and redevelopment projects that move neighborhoods closer to the Place Types and Neighborhood Enhancement Plans.																	Planning Division	ED
HN1.B	Review the neighborhood and service areas mentioned in existing plans and create a citywide neighborhood framework that can be used across all plans going forward.		25															Planning Division	CMD VOL, ED, MKT
HN1.C	Identify a resident champion(s) for each neighborhood with whom the Town staff can coordinate assessment and improvement efforts.		25															Planning Division	VOL
HN1.D	Conduct a complete neighborhood assessment and accompanying workshop in each neighborhood to identify an initial list of what services are missing and/or desired by residents		26															Planning Division	P&R
HN1.E	Identify properties in each neighborhood that could potentially be developed or redeveloped to fill the needs identified by residents		26															Planning Division	VOL
HN1.F	Partner with residents to create Neighborhood Enhancement Plans that identify small projects that can be done to incrementally enhance each neighborhood.		26															Planning Division	VOL

**HN2** Encourage the addition of service businesses in Addison's neighborhoods that meet the scale of each neighborhood.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
HN2.A	Allow small scale non-residential uses by right in residential zoning districts.		25															Planning Division	CC, P&Z
HN2.B	Create, maintain, and promote a database of small spaces throughout Addison that can support small and local businesses and entrepreneurs.		26															Economic Development	CC, MKT, PLN

IMPLEMENTATION

**HN3** Make it more safe, comfortable and convenient for Addisonites to get around their neighborhoods, and to nearby services.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT					
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
HN3.A	Launch a neighborhood safety assessment to gather resident's and stakeholders' feedback regarding their transportation needs and preferences.		28																Engineering & Construction Inspections Division	CC MKT PLN P&R VOL	
HN3.B	Coordinate and collaborate with residents and stakeholders to create and conduct tactical projects that would address identified, existing safety, comfort and convenient issues.		29																Engineering & Construction Inspections Division	CC MKT PLN P&R VOL	
HN3.C	Adopt budget items to implement identified strategies permanently.		30																Engineering & Construction Inspections Division	CC FIN PLN P&R	

**HN4** Provide for household types that support makeup and the ability for residents to age in place within Addison.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT					
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
HN4.A	Provide community education and engagement about the different housing types such as duplexes, cottage courts, triplexes, fourplexes and live/work units and their benefit to individual neighborhoods and Town-wide level. Additionally, education and engagement should address common concerns or misconceptions.																		Planning Division	CC MKT	
HN4.B	Offer technical assistance and streamlined permitting processes for those seeking infill housing projects within existing neighborhoods.																		Planning Division	CC	
HN4.C	Allow second kitchens in all residential units to increase number of units in existing neighborhoods.		25																Planning Division	CC	

HOUSING & NEIGHBORHOODS RECOMMENDATIONS

**HN5** Provide denser housing options in Addison’s urban and transitional areas.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
HN5.A	Seek out and establish relationships with small-scale developers familiar with infill and transitional development products.																	Economic Development	PLN
HN5.B	Implement zoning changes for mixed-use, multigenerational developments that include various homes types, values and amenities.		26															Planning Division	CC P&Z
HN5.C	Identify and modify primary non-residential zoning districts where supporting housing types could be permitted by right.		27															Planning Division	CC P&Z

**HN6** Maintain a high standard of quality design, materials, and aesthetics in new neighborhood development.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
HN6.A	Implement quality design standards for new developments that ensure compatibility with surrounding areas.		26															Planning Division	CC
HN6.B	Require high-quality, durable building construction that is flexible and encourages reinvestment over time.		26															Building Safety Division	CC PLN
HN6.C	Regularly survey or host workshops to collect community preferences on architecture and amenities residents would like to see.		26															Planning Division	CC MKT

**HN7**

Create more places for intentional gathering and recreation within existing and new neighborhoods.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
HN7.A	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.																	Parks & Recreation	CC PLN
HN7.B	Build parks with open edges to establish synergies with surrounding uses and businesses.																	Parks & Recreation	ED PLN
HN7.C	Survey or host workshops to collect community preferences on potential locations and gathering and recreation amenities residents would like to see in their neighborhoods.		27															Parks & Recreation	CC MKT PLN VOL
HN7.D	Expand mobile recreation equipment and pop-up offerings that can be temporarily located in different parks across the Town, particularly areas that improve connections to the business community, like South Quorum.		27															Parks & Recreation	CC
HN7.E	Bolster outdoor programs to activate park sites bi-weekly/monthly, considering activities such as yoga in the park, walking group meet ups, pop-up programs and interactive play oppportunities.		27															Parks & Recreation	MKT

## MOBILITY & CONNECTIVITY RECOMMENDATIONS

MC1

**Make the DART Silver Line station the hub of an incrementally-built out local multi-mobility system.** The upcoming DART Silver Line rail station provides an incredible opportunity to make Addison more walkable locally and more connected regionally. Existing and future mobility options should complement the Silver Line Station to make it the mobility heart of Addison.

MC2

**Improve bike and pedestrian safety and connectivity between neighborhoods, commercial centers, and other community destinations.** Building and maintaining a well-connected network of sidewalks and bike facilities will ensure those who want or need to get around the community without a car can do so safely and conveniently.

MC3

**Develop better east/west bike/ped connectivity, particularly across the Dallas North Tollway** There are limited opportunities to move between the east and west parts of the Town. Residents have expressed traffic and safety concerns with the Dallas North Tollway. Further analysis is necessary to identify appropriate solutions to create viable connections.

MC4

**Improve the north/south bike/ped connectivity, including crossing Belt Line Road.** There are limited opportunities to move between the north and south parts of the Town. Residents have expressed traffic and safety concerns with crossing Belt Line Road. Further analysis is needed to identify appropriate locations and methods to create safe crossings.

MC5

**Reimagine Addison's arterial roadways as integral elements of the built environment that are visual show pieces for the Town and complement the redevelopment we seek along them.** Currently, most arterial roadways have an auto-centric feel. These corridors present opportunities to evolve into multimodal, complete streets that are more aesthetically attractive and support mixed-use development and human-scale places.

MC6

**Make safe movement of vehicles on arterials the priority, not the speed of vehicles through Addison.** Historically, arterial corridors have prioritized efficient movement of vehicles across a city. However, Addison envisions its arterials as corridors for all modes of transportation, ensuring the safety of all users.

MC7

**Design neighborhood streets to prioritize people, place and productive development.** To build complete neighborhoods and mixed-use centers that generate above-average value per acre, streets in these areas must prioritize human interaction, pedestrian mobility, and placemaking over traffic speed.

MC8

**Facilitate build-out of Addison as a major North Dallas transportation Hub.** With direct access to the Dallas North Tollway, proximity to 635, Addison Airport, above-average walkability, and the new DART station coming online, Addison is well-positioned to attract a wide range of employers and their workforce.

**MC1** Make the DART Silver Line station the hub of an incrementally-built out local multi-mobility system.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS				CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitiz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
MC1.A	Research and identify matching grant opportunities, compile eligibility criteria and deadlines, develop a strategic grant application plan, submit applications, and track progress to maximize the impact of existing funds for multi-mobility enhancement projects.																	Streets & Traffic Services Division	ENG RA, PLN, NPO
MC1.B	Establish a regular schedule to review and update the trails surrounding the station in alignment with the Town's Trail Master Plan by conducting annual assessments of trail conditions and usage data.																	Parks & Recreation	ENG, PLN
MC1.C	Ensure the built environment accommodates emerging technologies, including autonomous vehicles, personal delivery devices, and air mobility, by integrating future-proof infrastructure into planning and development projects.																	Engineering & Construction Inspections Division	PLN, MKT, DEV
MC1.D	Coordinate efforts to implement recommendations in the Comprehensive Plan, Master Transportation Plan and Trails Master Plan to diversify and improve the Town's mobility network.																	All Town Departments	CC, P&Z
MC1.E	Evaluate transit alternatives, such as implementing a circulator route, by analyzing their potential to improve connectivity and reduce congestion. Consider factors like route efficiency, cost-effectiveness, rider demand, integration with existing systems, and environmental impact.		26															Streets & Traffic Services Division	ENG RA, PLN, NPO
MC1.F	Explore the feasibility of a pilot program to extend DART services to key Addison destinations, such as the Vitruvian Area and other developing locations, by conducting a demand analysis, assessing ridership potential, and identifying service gaps.		27															Streets & Traffic Services Division	ENG, PLN
MC1.G	Install bicycle parking to connect residents, employees, and visitors to nearby destinations by identifying high-traffic areas for bike racks and docking stations.		27															Streets & Traffic Services Division	ENG, PLN, NPO
MC1.H	Draft ordinances to support and regulate micro-mobility options, such as bike-share and scooter-share programs, by outlining clear guidelines for safety, parking, speed limits, and designated areas of operation.		28															Planning Division	ENG
MC1.I	Determine the optimal design and route for a shuttle or circulator route, along with other shared-use systems, by conducting a thorough analysis of local transit needs, traffic patterns, and key destination points.		28															Engineering & Construction Inspections Division	PLN, STS
MC1.J	Design the Addison Circle area to be a premier cycling destination by incorporating the findings of the NCTCOG DART Silver Line Station Bike Study Pilot Program.		29															Engineering & Construction Inspections Division	PLN, DEV

**MC2** Improve bike/ped connectivity between neighborhoods, commercial centers, and other community destinations

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin. Health & Org. Ex.
MC2.A	Ensure future developments and redevelopments are designed in a manner that places pedestrian and bicyclists' experience as the highest priority.																	All Town Departments	
MC2.B	Utilize the pending Park Development Fee to build out trails and amenity projects that support walkability throughout the town.																	Parks & Recreation	
MC2.C	Incorporate recommendations and projects from the 2021 Trails Master Plan into the Master Transportation Plan update.		25															All Town Departments	
MC2.D	Identify other location(s) to conduct tactical projects modeled after the Quorum Drive project and implement at least one every 2 years as budget allows.		26															Parks & Recreation	

**MC3** Develop better east/west bike/ped connectivity, particularly across the Dallas North Tollway

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.	Infra Dev. & Maint.			Fin., Health & Org. Ex.	Comm. Engagement	Vibrant Active Comm.
MC3.A	Collaborate with governmental partners to identify and secure funding for bike/ped connection over the Dallas North Tollway.		26																City Manager's Office	ENG RA PLN STS	
MC3.B	Incorporate recommendations for Belt Line Road enhancements and other east/west projects from the Trails Master Plan into the upcoming update to the Master Transportation Plan.		26																Engineering & Construction Inspections Division	PLN P&R	
MC3.C	Design bike/ped crossing of Dallas North Tollway based on input from the concepts that have been considered.		29																Engineering & Construction Inspections Division	PLN P&R STS	
MC3.D	Complete the Cotton Belt Trail with connections to existing system and trailhead at the DART station.		29																Engineering & Construction Inspections Division	PLN P&R	
MC3.E	Complete Beltway Drive bike/ped enhancements as outlined in the Trails Master Plan.		29																Engineering & Construction Inspections Division	PLN P&R	
MC3.F	Complete the Redding Trail connection along the Oncor utility easement between Midway Road and Inwood Road in accordance with the Trails Master Plan.		30																Engineering & Construction Inspections Division	PLN P&R	

**MC4** Improve the north/south bike/ped connectivity, including crossing Belt Line Road.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.
MC4.A	Incorporate recommendations for other north/south projects from the Trails Master Plan into the upcoming update to the Master Transportation Plan.		26															Engineering & Construction Inspections Division	PLN P&R
MC4.B	Complete Quorum Drive multi-modal (complete street) enhancements as outlined in the Trails Master Plan.		27															Engineering & Construction Inspections Division	PLN P&R
MC4.C	Complete Westgrove Drive two-way cycle track as outlined in the Trails Master Plan.		28															Engineering & Construction Inspections Division	PLN P&R
MC4.D	Complete Inwood "Rail Trail" to Addison central as outlined in the Trails Master Plan.		29															Engineering & Construction Inspections Division	PLN P&R
MC4.E	Complete Addison Road Trail bike/ped enhancements as outlined in the Trails Master Plan.		30															Engineering & Construction Inspections Division	PLN P&R

MC5

Reimagine Addison's arterial roadways as integral elements of the built environment that are visual show pieces for the Town and complement the redevelopment we seek along them.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS					CHAMPION	SUPPORT		
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.
MC5.A	When designing intersection reconfigurations, prioritize pedestrian comfort and safety from the outset by incorporating features such as clearly marked crosswalks, pedestrian signals with adequate crossing times, curb extensions, and traffic calming measures.																	Engineering & Construction Inspections Division	PLN STS
MC5.B	Coordinate efforts for reconfiguration of arterials with the 2021 Trails Master Plan to incorporate other pathways for users other than vehicles.																	Engineering & Construction Inspections Division	PLN P&R
MC5.C	Adopt a <i>Grand Boulevards</i> approach to Addison's major corridors. Create a matrix to prioritize enhanced visual appeal and community experience while ensuring the design supports efficient traffic flow and promotes safety and accessibility for all users.		26															Engineering & Construction Inspections Division	PLN P&R
MC5.D	Identify arterial roadways for implementing a signature landscape palette along. Focus on corridors that serve as key entry points or connectors within the community.		27															Planning Division	CC P&R ENG

MOBILITY & CONNECTIVITY RECOMMENDATIONS

**MC6** Make safe movement of cars, bikes, and pedestrians on arterials the priority, not just the speed and number of vehicles moving through Addison.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT					
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety			Eco. Dev & Revitz.	Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement
MC6.A	Adopt adaptive road designs that allow for future conversion of existing roadways into different types of thoroughfares, as needed.		26	●			●	●	●		●	●						●	Engineering & Construction Inspections Division	PLN STS
MC6.B	Update design standards to provide maximum separation and physical barriers to protect pedestrians and cyclists.		26				●	●	●		●	●						●	Engineering & Construction Inspections Division	PLN STS
MC6.C	Identify intersections and implement the appropriate traffic calming measurements such as roundabouts, traffic signals and stop signs.		28	●			●	●	●		●	●						●	Engineering & Construction Inspections Division	PLN FD STS
MC6.D	Identify arterial roadways where parkways can be enhanced with wide sidewalks, street trees and other pedestrian-friendly amenities.		28		●		●	●	●		●	●						●	Planning Division	PRZ FD STS
MC6.E	Create a 4 month pilot program along Belt Line Road (or another major arterial) through adaptive restriping, and assess traffic counts, travel time changes, and public sentiment as a result of these changes.		29				●	●	●		●	●						●	Engineering & Construction Inspections Division	PLN STS

**MC7** Design neighborhood streets to prioritize people, place and productive development.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING			DECISION MAKING PRINCIPLES				COUNCIL FOCUS AREAS						CHAMPION	SUPPORT			
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.	Mobi. & Comm.			Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement
MC7.A	Update codes and design standards to encourage short block lengths and a gridded street pattern with new and redevelopment.																		Planning Division	CMO ENG
MC7.B	Implement traffic calming elements that force drivers to go slow such as narrow travel lanes, on-street parking, wider sidewalks, curb extensions, bulb outs, raised crosswalks, and street trees.																		Engineering & Construction Inspections Division	PLN STS DEV
MC7.C	Implement a Complete Streets policy for neighborhoods demonstrating a commitment to multiple transportation options.		25																Engineering & Construction Inspections Division	CC P&Z CMO PLN STS VOL
MC7.D	Develop a program to address missing sidewalk links and repair needs.		26																Streets & Traffic Services Division	PLN ENG
MC7.E	Partner with residents to identify areas where inexpensive improvements such as painting bike lanes or crosswalks and filling in gaps in existing sidewalks that will improve pedestrian safety and mobility within and between neighborhoods and activity centers.		26																Planning Division	CC P&Z STS VOL

MOBILITY & CONNECTIVITY RECOMMENDATIONS

**MC8** Facilitate build-out of Addison as a major North Dallas transportation Hub.

ACTION NUMBER	ACTION	ACTION TYPE	TIMING				DECISION MAKING PRINCIPLES			COUNCIL FOCUS AREAS					CHAMPION	SUPPORT				
			Year	Every 1-2 years	Every 3-4 years	Every 5 years	Do Continuously	People First	Aesthetics Matter	Leadership	High Quality of Life	Economic Prosperity	Public Safety	Eco. Dev & Revitz.			Mobi. & Comm.	Infra Dev. & Maint.	Fin., Health & Org. Ex.	Comm. Engagement
MC8.A	Continue to work with outside agencies to promote regional mobility improvements and multi modal mobility initiatives (DART, NCTCOG, NTTA, TxDOT).																		All Town Departments	RA NPO
MC8.B	Research and apply for funding opportunities to support the development of desired amenities by identifying relevant grants, public-private partnerships, and local or federal funding programs. Focus on opportunities that align with the specific amenities being pursued, such as parks, trails, or public infrastructure improvements.																		Planning Division	CC P&Z CMO ENG P&R RA NPO
MC8.C	Identify and prioritize projects that will enhance regional connections, considering factors like feasibility, impact and cost-effectiveness.																		All Town Departments	CC P&Z
MC8.D	Identify and coordinate with bike- and scooter-share programs to be strategically placed in prime destinations around the Town for usage.		26																Planning Division	CMO ENG P&R STS
MC8.E	Implement a measurement system to assess the effectiveness of regional connectivity initiatives, including user satisfaction and improved accessibility.		29																City Manager's Office	CC P&Z ENG PLN
MC8.F	Coordinate with the appropriate agencies to gain insight on the feasibility and implementation of additional railroad crossings from Inwood Road to Landmark Boulevard.		29																Engineering & Construction Inspections Division	RA NPO

## RELATED PLANS & INITIATIVES RECOMMENDATIONS

**RP1** ***Continue to implement recommendations outlined in existing plans per the specified timelines.*** The Town has several existing master plans and small area plans that were recently completed and support the vision, principles, and goals outlined in this plan. The Town should continue to implement the recommendations and projects outlined in these plans.

**RP2** ***Update outdated plans to reflect the vision, principles, and goals outlined in this Comprehensive Plan.*** Some of the Town's plans are older and need updating. As these plans are revised, they should include recommendations and projects that support the vision, principles, and priorities included in this Comprehensive Plan.



Credit/Colophon

ADVANCE  ADDISON 2050

# ADVANCE ADDISON 2050 REAR COVER

