



**COMPREHENSIVE PLAN
ADVISORY COMMITTEE MEETING #3**

WEDNESDAY, FEBRUARY 21, 2024

**ADDISON CONFERENCE CENTER - BUCKTHORN/SYCAMORE ROOM
15650 ADDISON ROAD, ADDISON, TX 75001**

6:00 P.M. MEETING

The CPAC meeting will be held at the Addison Conference Center Buckthorn/Sycamore Room, 15650 Addison Road, Addison, Texas 75001 on Wednesday, February 21, 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. The meeting will be live streamed on Addison's website at www.addisontexas.net.

Call Meeting to Order

Pledge of Allegiance

1. Consider Action on the Minutes from the November 1, 2023 Comprehensive Plan Advisory Committee Meeting.
2. Consider Action on the Minutes from the December 14, 2023 Comprehensive Plan Advisory Committee Meeting.
3. Consider Action on the Minutes from the January 24, 2024 Comprehensive Plan Advisory Committee, Planning and Zoning Commission, and City Council Joint Meeting.

4. Present and discuss the Advance Addison 2050 preliminary market assessment.
5. Consider, discuss, and act on the appointment of a Comprehensive Plan Advisory Committee (CPAC) Vice Chair.

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.

POSTED BY: _____
Jade Broadnax, Comprehensive Planning Manager

DATE POSTED: _____

TIME POSTED: _____

DATE REMOVED FROM BULLETIN BOARD: _____

REMOVED BY: _____

**Comprehensive Plan Advisory
Committee**

1.

Meeting Date: 02/21/2024

Agenda Caption:

Consider Action on the Minutes from the November 1, 2023 Comprehensive Plan Advisory Committee Meeting.

Attachments

Minutes - CPAC Meeting #1

DRAFT

OFFICIAL DISCUSSIONS OF THE ADDISON COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

November 1, 2023

6:00 P.M. - Addison Conference Center

15650 Addison Road, Addison, TX 75001

Present: Member Taylor Bowen; Member Aaron J. Benjamin; Member Abigail Stoddart; Member Al Angell; Member Britton Wells; Member Carol Rennesund; Member Conrad Ornstein; Member Dave Collins; Commissioner Denise Fansler; Member Jim Duffy; Member Joseph Hornisher; Member Kathryn Eriksen; Member Kathryn Wheeler; Member Kris Brown; Member Kris Hannon; Member Mark Godfrey; Member Susan Halpern; Member Jim Peck; Member Tyler Wright; Member Tom Braun; Member Patrick Arnzen

Absent: Member Al Cioffi; Member Jim Decuir; Member Liz Oliphant; Member Tyler Sommers

Call Meeting to Order

Ken Schmidt, Development Services Director, called the meeting to order.

1. Introduction of the Comprehensive Plan Advisory Committee (CPAC) and Project Team.

Kevin Shephard, Verdunity Founder and Project Manager, gave the presentation introducing the CPAC, consultants, and staff project managers. Each Committee member presented their name, the time they have lived or worked in Addison, and the top item they believe the Comprehensive Plan should address. No motion or further action was required.

2. Consider, discuss, and act on the Comprehensive Plan Advisory Committee (CPAC) mission and ground rules.

Ken Schmidt, Development Services Director, presented the CPAC mission and ground rules. No motion or further action was required.

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

Ken Schmidt, Development Services Director, presented the option of electing a CPAC Chair and Vice-Chair. After brief discussion, the Committee agreed to postpone the appointment of a Chair or Vice-Chair until the next CPAC meeting.

4. Review project scope of work and Comprehensive Plan Advisory Committee (CPAC) meeting schedule.

Kevin Shephard, Verdunity Founder and Project Manager, presented the scope of work for the Comprehensive Plan update and CPAC meeting scheduled. No motion or action was required.

5. Conduct a group exercise addressing current conditions in Addison.

Kevin Shephard, Verdunity Founder and Project Manager, presented the option to CPAC to ask any further questions, and to participate in a group drawing wall exercise at the close of the meeting. The Committee agreed to schedule a Town tour in early 2024 to provide context for future group discussions at CPAC meetings. Committee was dismissed to partake in the drawing wall exercise. No 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 Committee action or discussion may occur. No Committee action or discussion may take place on any matter until such matter has been placed on an agenda and posted in accordance with law.

Public Comment: No citizens requested to address the Committee.

Adjourn Meeting

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

**Comprehensive Plan Advisory
Committee**

2.

Meeting Date: 02/21/2024

Agenda Caption:

Consider Action on the Minutes from the December 14, 2023 Comprehensive Plan Advisory Committee Meeting.

Attachments

Minutes - CPAC Meeting #2

DRAFT

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

December 14, 2023

6:00 P.M. - Addison Conference Center

15650 Addison Road, Addison, TX 75001

Present: Member Aaron J. Benjamin; Member Abigail Stoddart; Member Al Angell; Member Al Cioffi; Member Carol Rennesund; Member Conrad Ornstein; Member Dave Collins; Commissioner Denise Fansler; Member Jim Decuir; Member Jim Duffy; Member Joseph Hornisher; Member Kathryn Erikson; Member Kathryn Wheeler; Member Liz Oliphant; Member Patrick Arnzen; Member Susan Halpern; Member Taylor Bowen; Member Tom Braun; Member Tyler Sommers; Member Tyler Wright

Absent: Member Britton Wells; Member Jim Peck; Member Kris Brown; Member Kris Hannon; Member Mark Godfrey

Call Meeting to Order

Jade Broadnax, Comprehensive Planning Manager, called the meeting to order.

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

Jade Broadnax, Comprehensive Planning Manager, presented the option to elect a CPAC Chair and Vice Chair. The Committee discussed options to either elect the sole applicant for CPAC Chair, Susan Halpern, or to table the election for Chair and Vice Chair until the next CPAC meeting.

Motion: Appoint Susan Halpern as CPAC Chair.

Aye: Member Aaron J. Benjamin, Member Al Angell, Member Al Cioffi, Member Carol Rennusund, Commissioner Denise Fansler, Member Jim Decuir, Member Joseph Hornisher, Member Kathryn Eriksen,

Member Kathryn Wheeler, Member Jim Duffy, Member Susan Halpern, Member Taylor Bowen, Member Tom Braun, Member Tyler Sommers, Member Tyler Wright.

Passed

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

Kevin Shephard, Verdunity Founder and Project Manager, presented the timeline and status update for the Comprehensive Plan. No further action was required.

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

Kevin Shephard, Verdunity Founder and Project Manager, presented the preliminary Existing Conditions and Land Use and Fiscal Analysis (LUFA) findings. No further action was required.

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

Kevin Shephard, Verdunity Founder and Project Manager, presented the future engagement opportunities for the CPAC. 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 Committee action or discussion may take place on any matter until such matter has been placed on an agenda and posted in accordance with law.

Public Comment: No citizens requested to address the Committee.

Adjourn Meeting

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

**Comprehensive Plan Advisory
Committee**

3.

Meeting Date: 02/21/2024

Agenda Caption:

Consider Action on the Minutes from the January 24, 2024 Comprehensive Plan Advisory Committee, Planning and Zoning Commission, and City Council Joint Meeting.

Attachments

Minutes - CPAC/P & Z/City Council Joint Meeting #1

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL AND ADDISON PLANNING & ZONING COMMISSION

January 24, 2024

Addison Conference Centre
15650 Addison Road, Addison, TX 75001
6:00 p.m. Special Joint Meeting

City Council Present - Mayor Bruce Arfsten; Mayor Pro Tempore Eileen Resnik; Deputy Mayor Pro-Tempore Guillermo Quintanilla; Council Member Nancy Craig; Council Member Darren Gardner; Council Member Marlin Willesen

Planning & Zoning Commission Present – Chair Denise Fansler; Commissioner Tom Braun; Commissioner Jimmy Barker; Commissioner Chris DeFrancisco; Commissioner Zachary Faircloth; Commissioner Chelsea Smith

Comprehensive Plan Advisory Committee Present – Chair Sue Halpern; Member Aaron J. Benjamin; Member Abigail Stoddart; Member Al Angell; Member Al Cioffi; Member Britton Wells; Member Carol Rennesund; Member Conrad Ornstein; Member Dave Collins; Commissioner Denise Fansler; Member Jim Decuir; Member Jim Peck; Member Joseph Hornisher; Member Kathryn Eriksen; Member Kathryn Wheeler; Member Kris Hannon; Member Liz Oliphant; Member Patrick Arnzen; Member Taylor Bowen, Member Tyler Wright; Member Tom Braun; Member Tyler Sommers

JOINT MEETING

The Addison City Council, Planning & Zoning Commission, and Comprehensive Plan Advisory Committee will convene in the Council Chambers beginning at 6:00 PM.

1. **Call Addison City Council and Planning & Zoning Commission Joint Meeting to Order and Announce that a Quorum is Present:**

- Mayor Bruce Arfsten - Addison City Council
- Chair Denise Fansler – Addison Planning & Zoning Commission
- Chair Susan Halpern – Addison Comprehensive Plan Advisory Committee

Mayor Arfsten, Chair Fansler, and Chair Halpern called the meeting to order and announced that a quorum was present at 6:01 PM.

2. **Pledge of Allegiance.** United States and Texas Flags

Work Session Reports

3. **Present and discuss a progress update on the Advance Addison 2050 Comprehensive Plan.**

Verdunity’s Project Manager Kevin Shepherd presented a progress update on the Advance Addison 2050 Comprehensive Plan.

4. **Conduct interactive activities, discuss, and share feedback on Town values, assets, aspirations, and decision-making principles.**

Verdunity’s team led the participants through interactive activities and discussions regarding the Town’s values, assets, aspirations, and decision-making principles.

5. **Present and discuss the Advance Addison 2050 Comprehensive Plan “Meeting in a Box” community engagement tool.**

Verdunity’s team presented the “Meeting in a Box” community engagement tool for participants’ use as a next step for the Advance Addison 2050 Comprehensive Plan engagement.

Adjourn Meeting.

There being no further business the meeting was adjourned by Mayor Arfsten, Chair Fansler, and Chair Halpern at 7:55 PM.

TOWN OF ADDISON, TEXAS

Susan Halpern, Chair
Comprehensive Plan Advisory Committee

Denise Fansler, Chair
Planning & Zoning Commission

Bruce Arfsten, Mayor
City Council

ATTEST:

Valencia Garcia, Interim City Secretary

**Comprehensive Plan Advisory
Committee**

4.

Meeting Date: 02/21/2024

Agenda Caption:

Present and discuss the Advance Addison 2050 preliminary market assessment.

Attachments

Presentation - CPAC Meeting #3

ADVANCE **ADDISON** 2050

COMPREHENSIVE PLAN

Comprehensive Plan Advisory Committee (CPAC)
Meeting #3

February 21, 2024

AGENDA

- ✓ Progress Update
- ✓ Addison's Development to Date
- ✓ Fiscal Benefits of Addison's Development Approach
- ✓ Who Lives in Addison?
- ✓ Addison's Market Competitiveness
- ✓ What We've Heard from Addisonites
- ✓ Next Steps

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

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

ASSESS PHASE 2

OCT NOV

EXPLORE PHASE 3

DEC JAN FEB MAR

2023 | 2024

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

ORGANIZE PHASE 4

APR MAY JUN

PRIORITIZE PHASE 5

JUL AUG SEP OCT

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

ADOPT PHASE 6

NOV DEC JAN FEB

2024 | 2025

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

THE HISTORY OF ADDISON

ADDISON'S HISTORY

Developing with Intention

Dallas North Tollway



Construction of the Dallas North Tollway through Addison. The Town paid to construct the Tollway underground so that it would not cut the community in half.

1975 Liquor Sales Election



Addison was one of the few communities in the Metroplex to allow the sale of alcoholic beverages

High Quality Services & Amenities



Residents stroll in Celestial Park in the Bellbrook neighborhood.

Diverse Housing Options



Towne Lakes townhomes

'New Urbanist' Style Development



Savoye and Savoye 2, the first developments in Vitruvian Park

“Expand the residential population of Addison by offering new housing opportunities including a range of new product types. Provide opportunities for the construction of a mix of housing types for person of diverse economic groupings.”

Housing Goal from 1990 Comprehensive Plan

Images from the 2013 Addison Comprehensive Plan

2013 COMPREHENSIVE PLAN

Prioritizing Infill, Redevelopment, Placemaking, and Connectivity



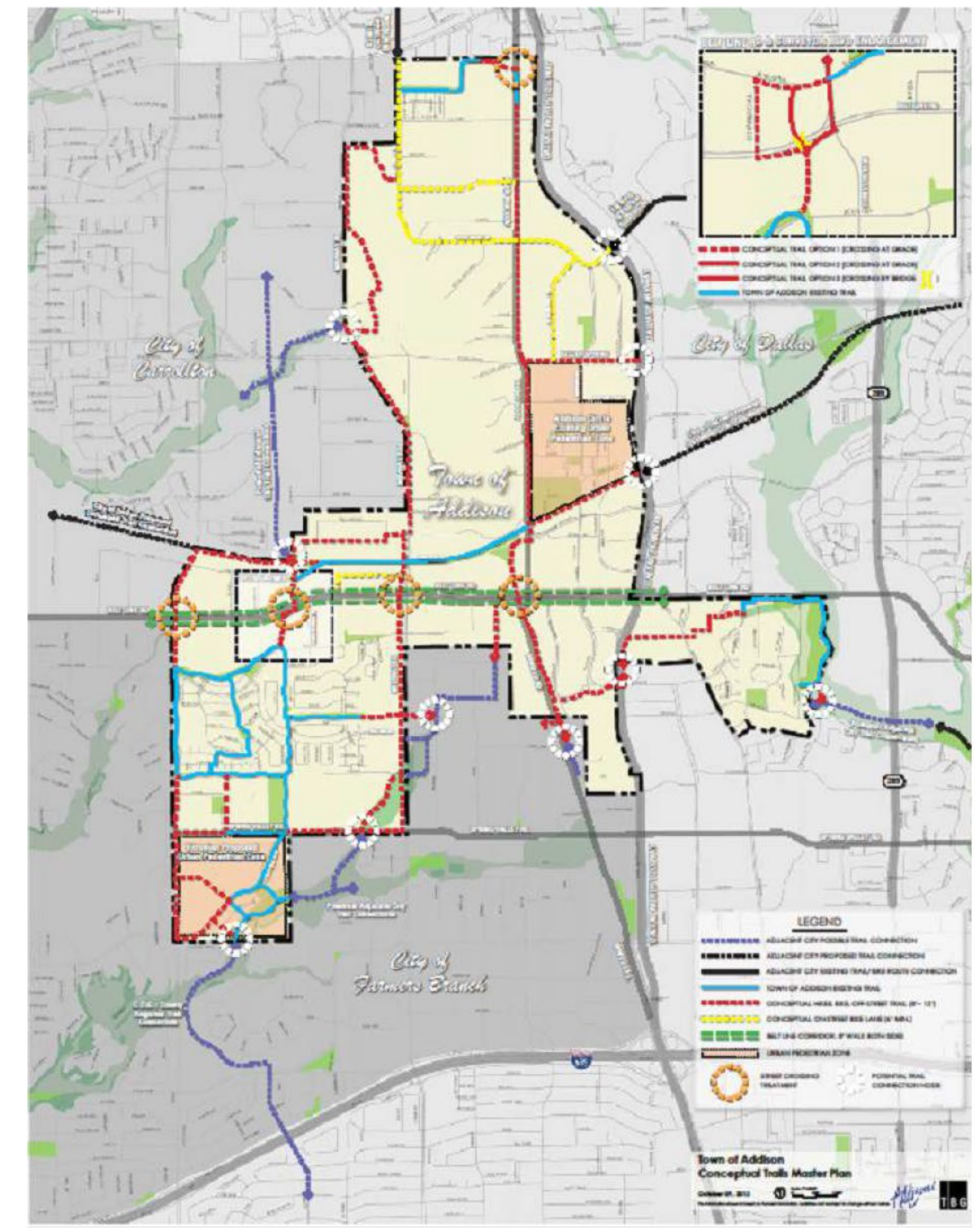
TOWN OF ADDISON
COMPREHENSIVE PLAN
2013



The Fiori at Vitruvian Park, currently under construction.



Quorum Drive in Addison Circle.



DEVELOPMENT OVER THE PAST DECADE

Development over the past decade has prioritized a transition from single use developments to mixed-use, mixed building typologies, and quality public spaces.

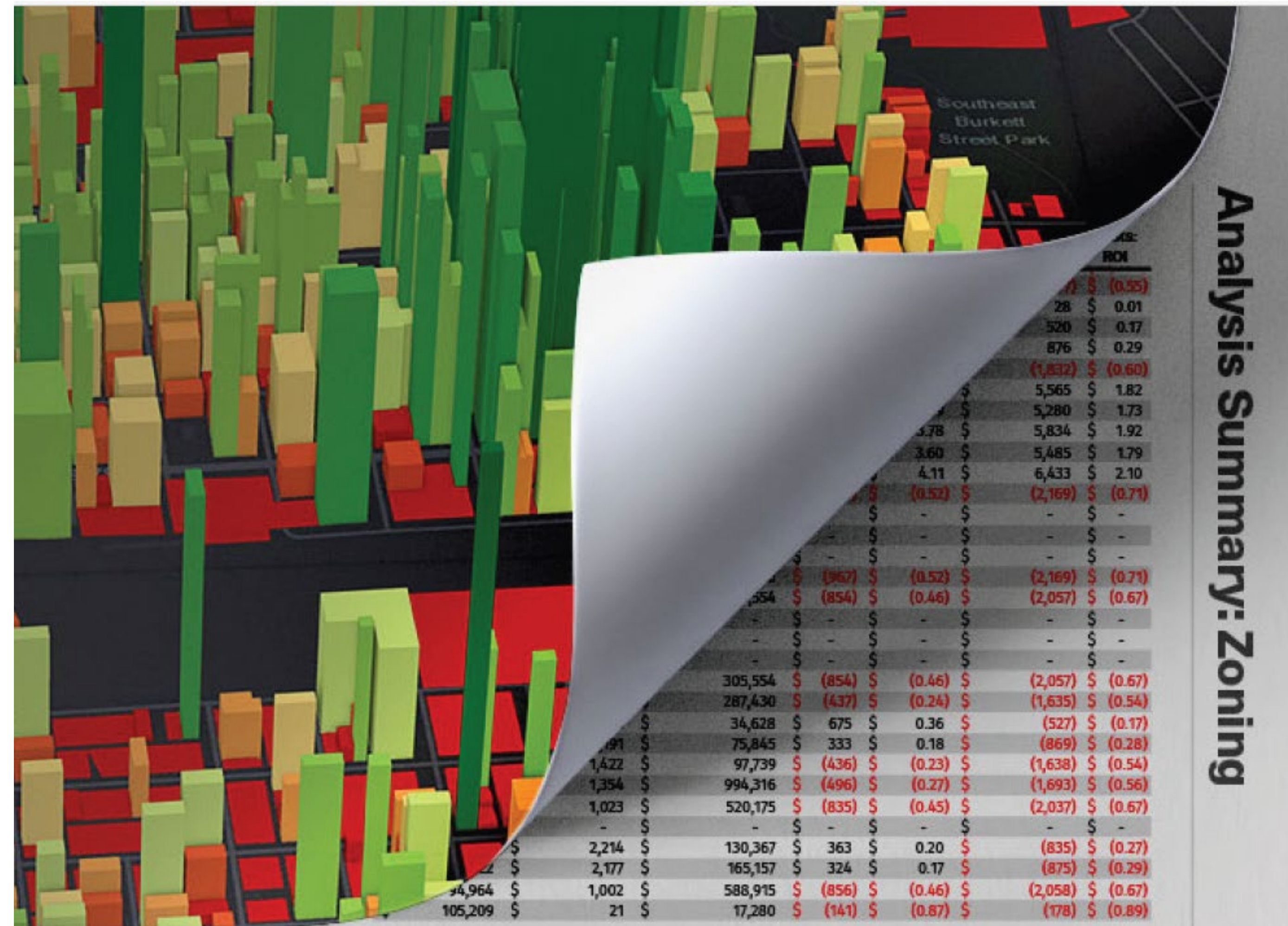
- Cawley Partners Office
- Baumann Office
- Addison Grove
- AMLI Addison and AMLI Treehouse
- Cobalt Homes
- JPI Multifamily
- Vitruvian Park
 - Vitruvian West
 - Villas at Fiori



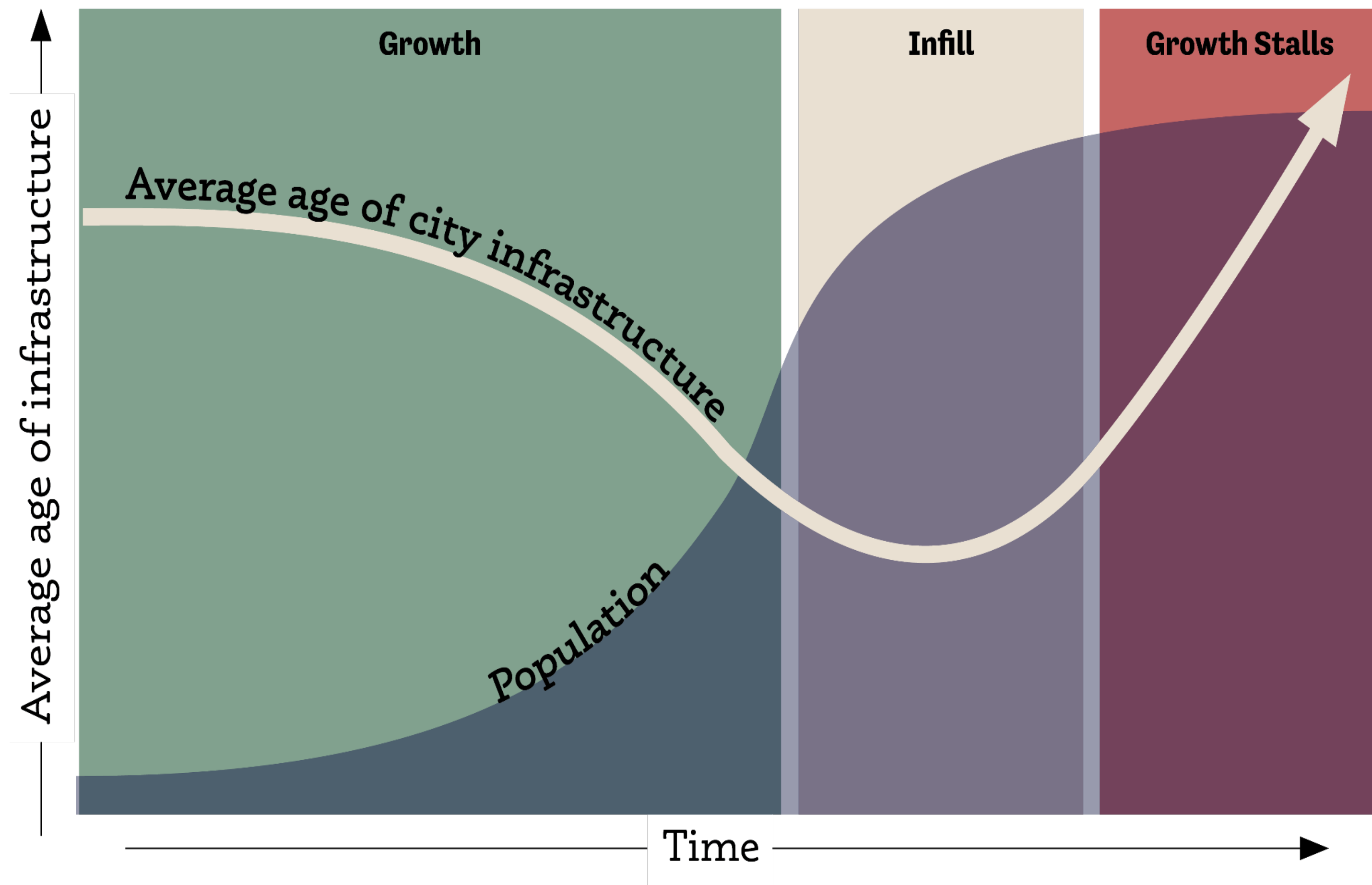
THE FISCAL BENEFITS OF ADDISON'S DEVELOPMENTAL APPROACH

LAND USE FISCAL ANALYSIS OVERVIEW

- Parcel-level analysis of property tax revenue, public service and infrastructure costs, and net fiscal performance.
- Explores how different properties and development patterns perform under 2 scenarios:
 - Current budget conditions
 - Budget plus unfunded (future) street liabilities



ADDISON IS AN EXCEPTION

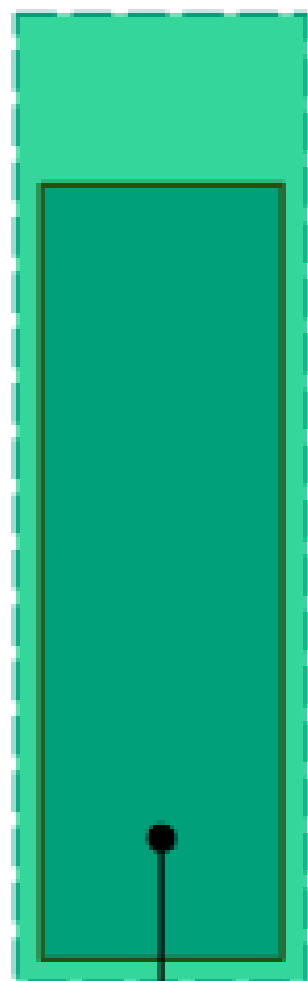


Many U.S. cities that prioritized auto-centric, suburban style development do not have the revenue needed to cover service and infrastructure costs after the growth phase.

Addison's commitment to a more compact, mixed-use development pattern has put the Town in a much stronger fiscal position.

VALUE CAPTURE OF DEVELOPMENT

Building Coverage Impact



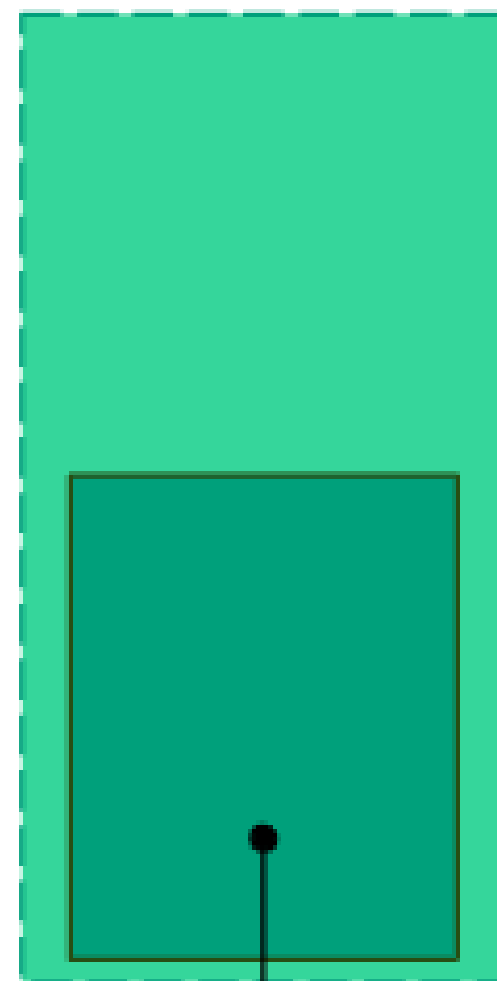
3,000 SF RESIDENTIAL LOT

Lot Dimensions: 30 ft x 100 ft (0.069 Acres)

Lot Coverage: 67%

Appraised Value: \$200,000

Value per Acre: \$2.9M/ac



5,000 SF RESIDENTIAL LOT

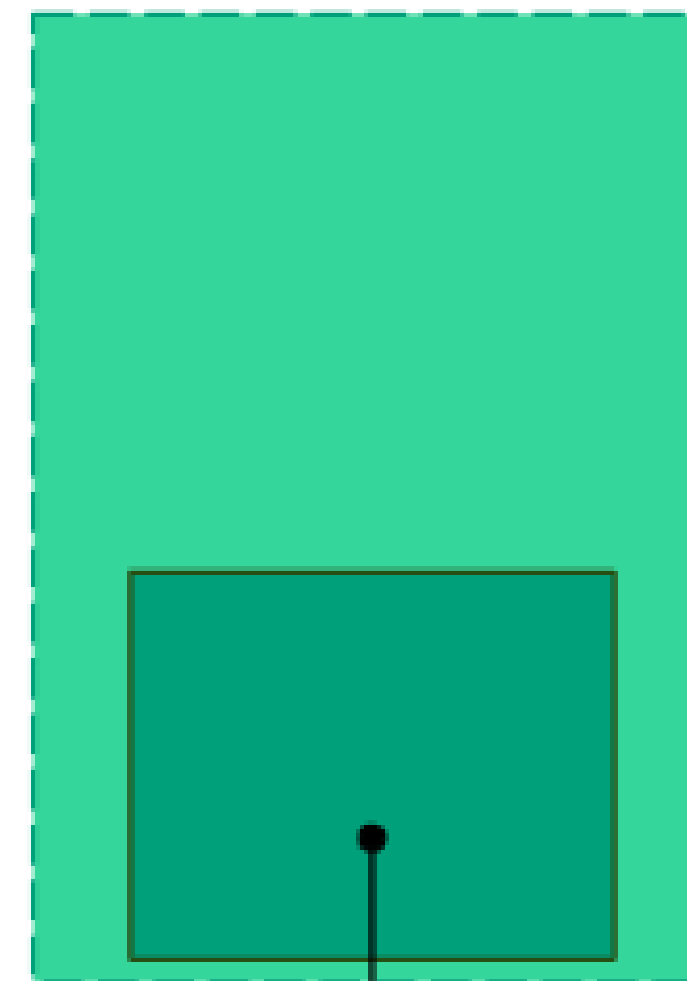
Lot Dimensions: 50 ft x 100 ft (0.115 Acres)

Lot Coverage: 40%

Appraised Value: \$250,000

Value per Acre: \$2.2M/ac

Home Value to Get \$2.9M/ac = \$333K



7,000 SF RESIDENTIAL LOT

Lot Dimensions: 70 ft x 100 ft (0.161 Acres)

Lot Coverage: 29%

Appraised Value: \$300,000

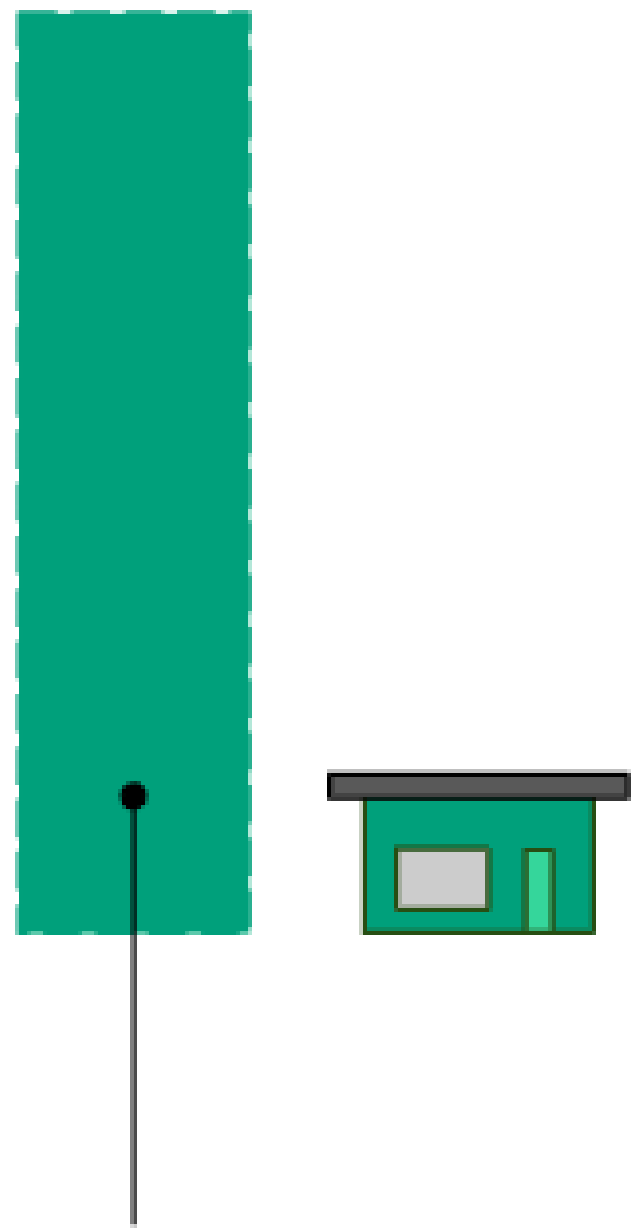
Value per Acre: \$1.9M/ac

Home Value to Get \$2.9M/ac = \$467K

* Shapes are drawn to scale

VALUE CAPTURE OF DEVELOPMENT

Building Height Impact



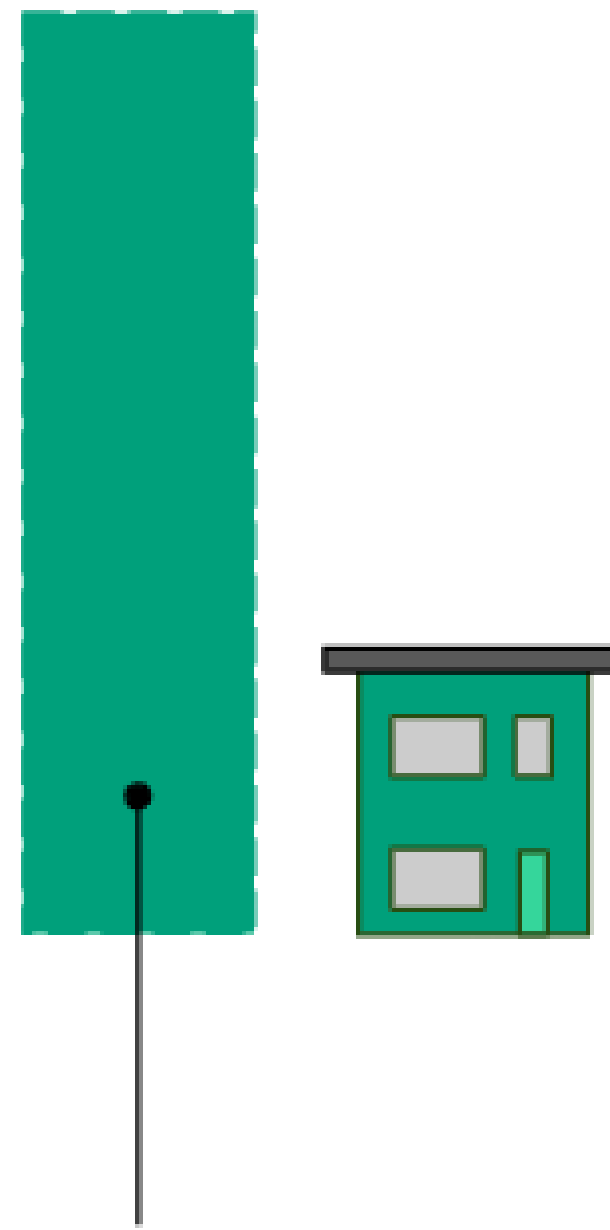
1 STORY BUILDING

Lot Dimensions: 25 ft x 100 ft (0.057 Acres)

Lot Coverage: 100%

Appraised Value: \$150,000

Value per Acre: \$2.6M/ac



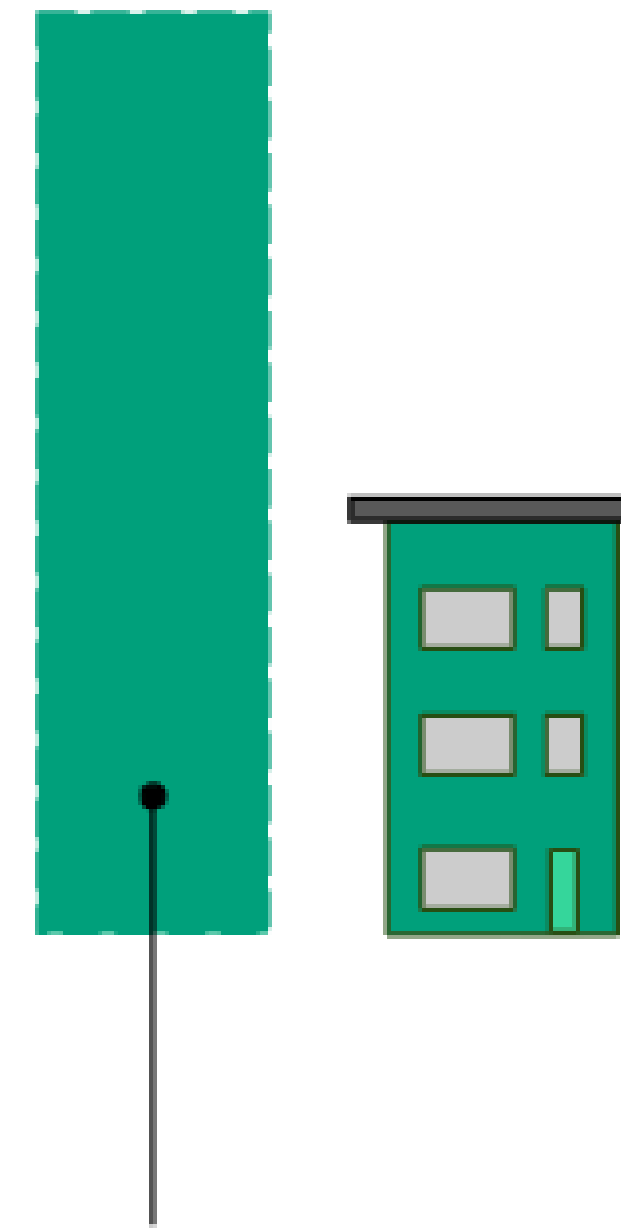
2 STORY BUILDING

Lot Dimensions: 25 ft x 100 ft (0.057 Acres)

Lot Coverage: 100%

Appraised Value: \$250,000

Value per Acre: \$4.4M/ac



3 STORY BUILDING

Lot Dimensions: 25 ft x 100 ft (0.057 Acres)

Lot Coverage: 100%

Appraised Value: \$350,000

Value per Acre: \$6.1M/ac

HIGH PERFORMING DEVELOPMENT

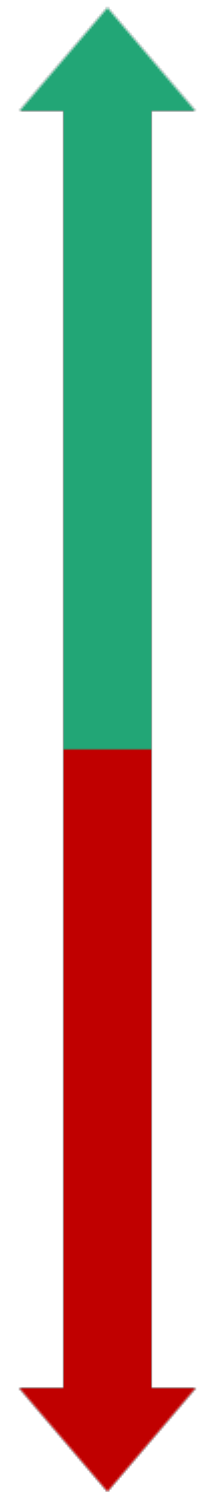
Common Characteristics

- High ratio of building footprint to lot size
- Multi-story structures
- Narrow lot frontage
- Smaller lots
- Narrower streets in a grid pattern

Assessed Value & Revenue per Acre

- High density mixed-use
- Multifamily and smallplexes
- Live-work and neighborhood commercial
- Small lot single family detached
- Large lot single family detached
- Big box commercial
- Industrial

Higher



Lower

POPULATION AND DENSITY TREND



Year	Population	Population Growth Rate
1960	308	
1970	595	93.18%
1980	5553	833.28%
1990	8783	58.17%
2000	14166	61.29%
2010	13056	-7.84%
2020	16661	27.61%
2021	16405	-1.54%
2022	17721	8.02%
2023	17721	0.00%

Between 1960 and 2020, Addison's service area has grown by **1.2X** while the population has grown by **54X**.

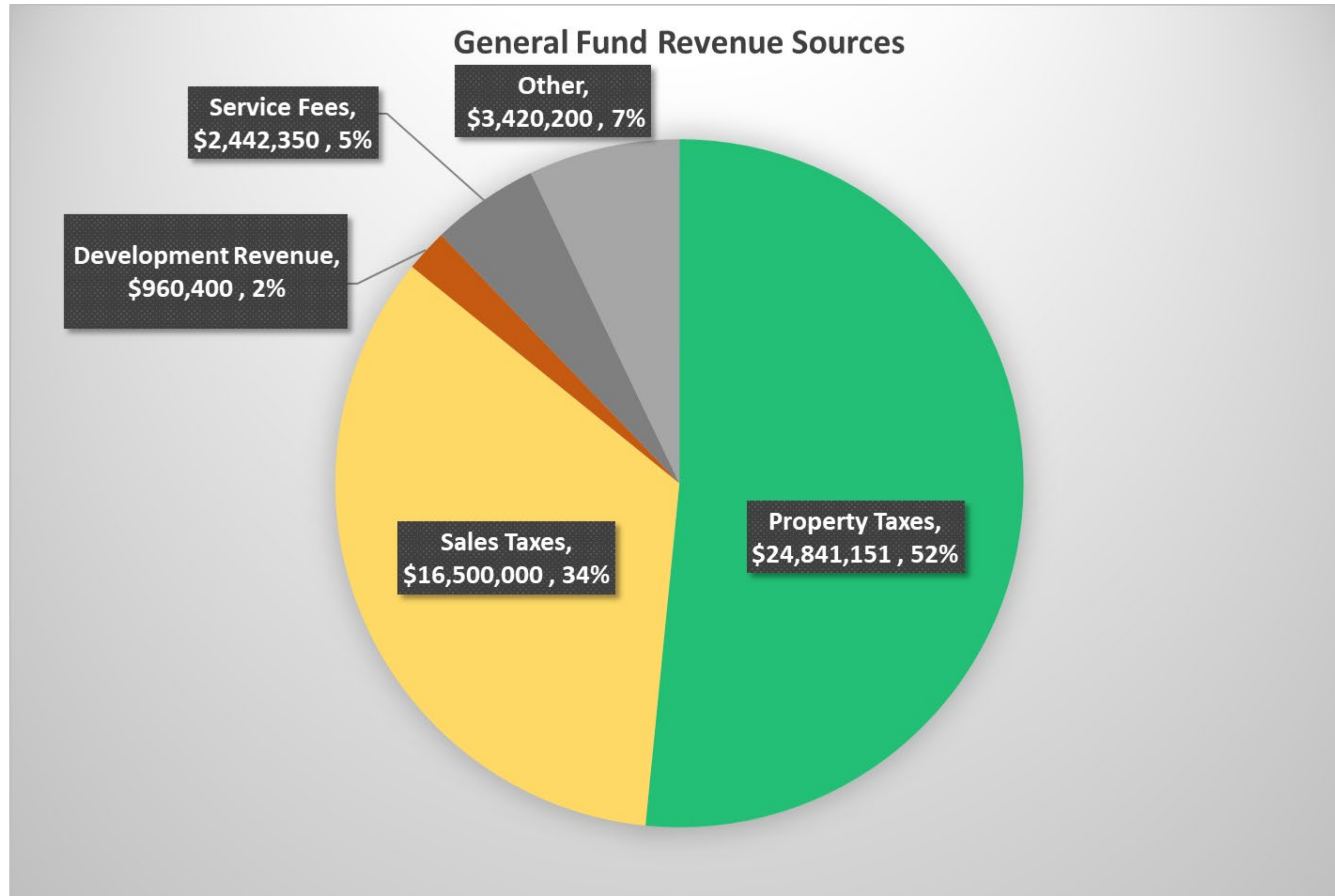
This increase in density has generated more tax revenue for the Town while keeping the per household cost relatively flat.

*Values 2021 and prior are sourced from U.S. census

*2022/2023 are sourced from the 2022 & 2023 NCTCOG population estimate

GENERAL FUND BREAKDOWN

FY 23/24 Budget - Revenues



General Fund Operational Revenue		
Property Taxes	51.6%	\$ 24,841,151
Sales Taxes	34.3%	\$ 16,500,000
Development Revenue	2.0%	\$ 960,400
Service Fees	5.1%	\$ 2,442,350
Other	7.1%	\$ 3,420,200
Total		\$ 48,164,101

More than half of the Town's general fund revenue comes from property tax. Property tax is a stable, predictable revenue stream and should be used to cover basic services and infrastructure.

Other revenue sources like sales tax are more volatile, and should be reserved for quality of life and economic development investments.

PROPERTY TAX BREAKDOWN

(2022 Tax Roll)

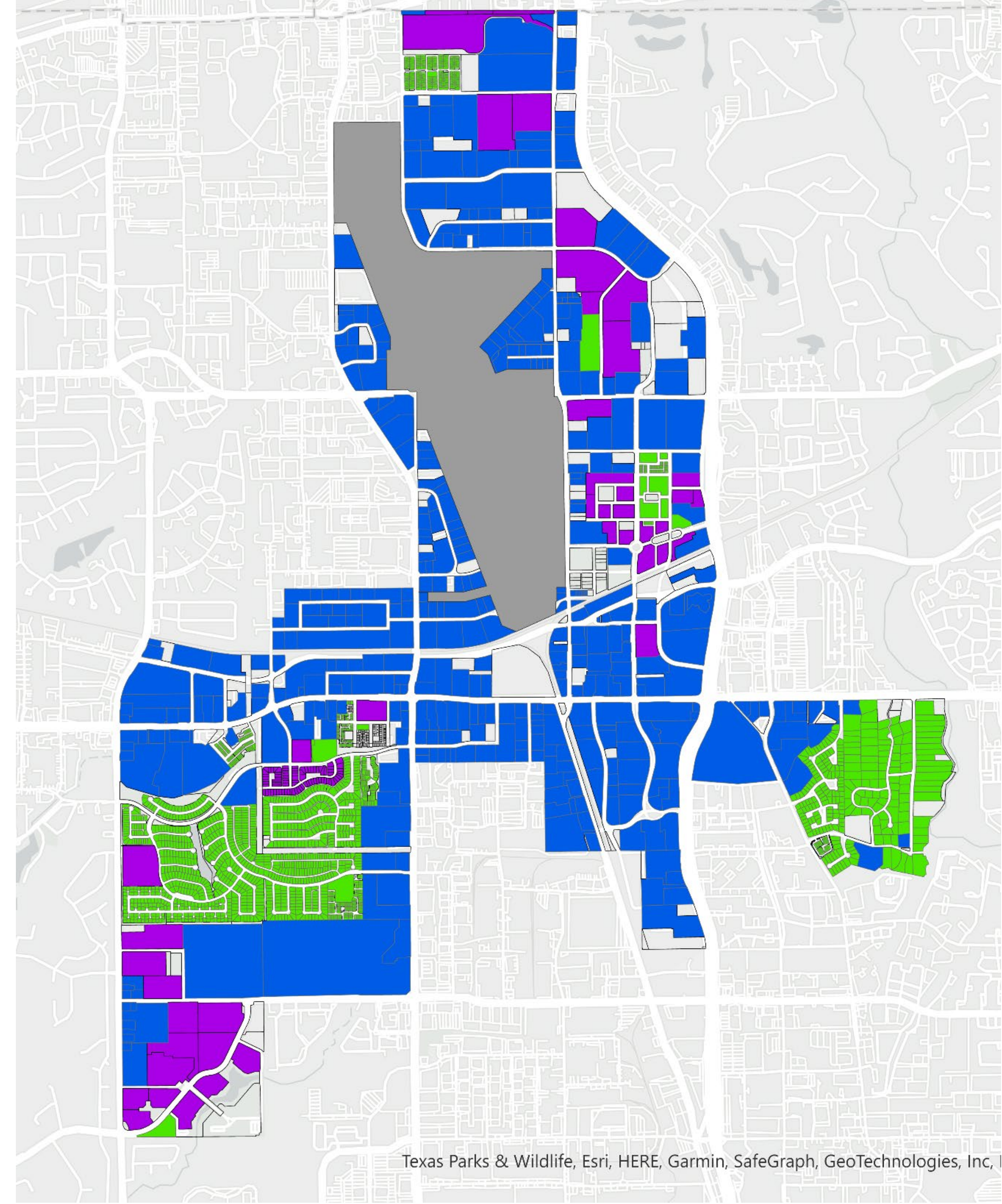
SF/MF/Commercial Assessed Value/Proportions

Commercial:	\$ 2,805,056,210	44.3%
MF:	\$ 1,681,117,182	26.6%
SF:	\$ 1,127,406,115	17.8%
Other*:	\$ 387,615,573	11.3%
Totals:	\$ 6,330,111,440	100%

SF/MF/Commercial Proportionate Revenue

Commercial:	\$ 11,509,643	50.9%
MF:	\$ 6,889,289	30.5%
SF:	\$ 3,780,195	16.7%
Other*:	\$ 428,731	1.9%
Totals:	\$ 23,560,362	100%

Land Use	Parcel Count	Average Assessed Value	Average Revenue	Average Rev / Acre	Total Acreage
Commercial	425	\$6,943,208	\$28,489	\$10,218	1,009
Single Family	1,781	\$636,234	\$2,133	\$18,226	296
Multifamily	123	\$13,667,619	\$56,010	\$20,010	252



PROPERTY TAX BREAKDOWN

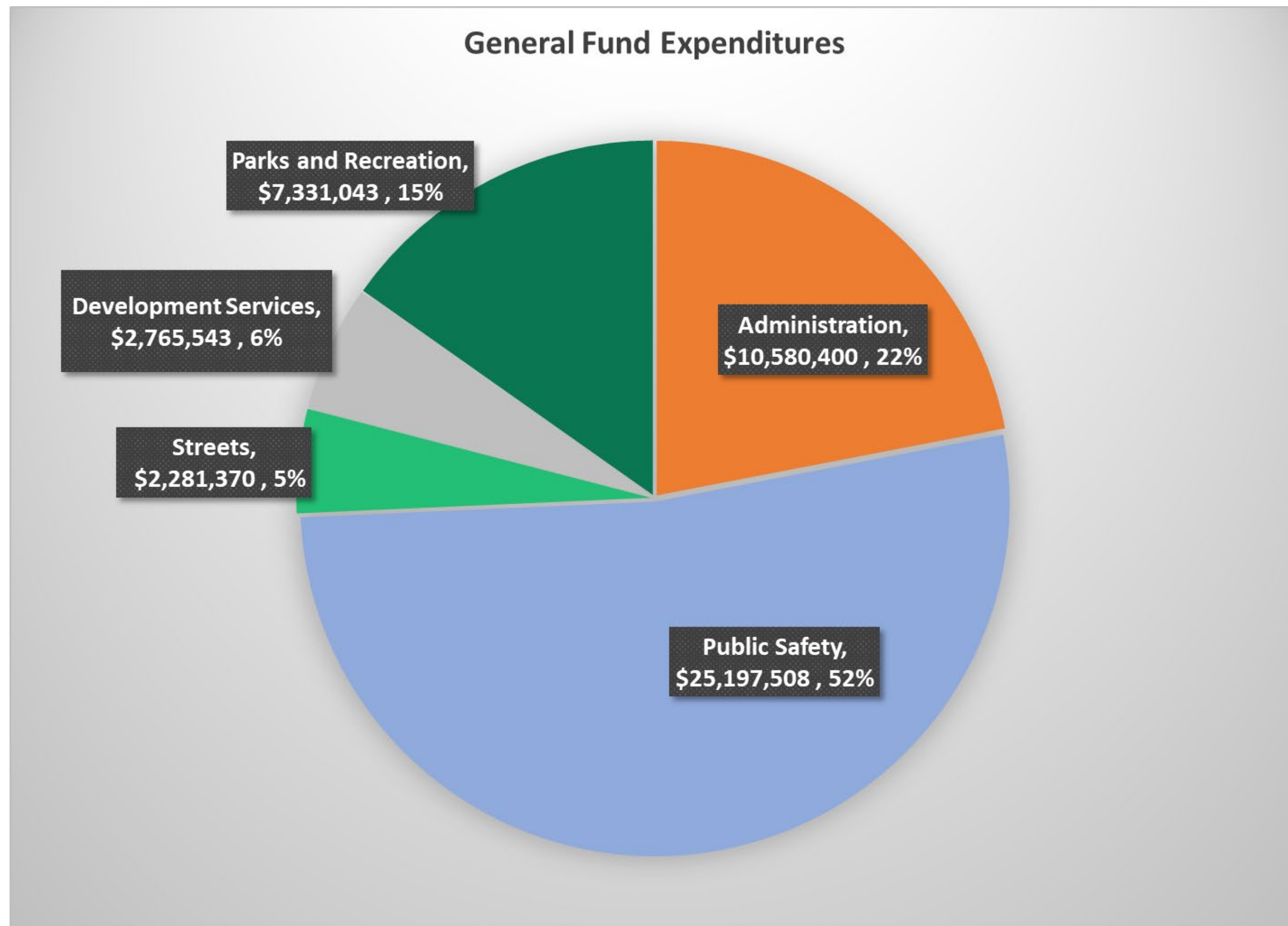
Real Property vs Business & Personal Property (BPP)

Taxable Value		
BPP	\$ 414,768,560	7%
Real	\$ 5,327,269,016	93%
Total	\$ 5,742,037,576	100%

Revenue		
BPP	\$ 1,704,230	7%
Real	\$ 21,889,056	93%
Total	\$ 23,593,286	100%

GENERAL FUND BREAKDOWN

FY 23/24 Budget - Expenditures



General Fund Expenditures		
Administration	22.0%	\$ 10,580,400
Public Safety	52.3%	\$ 25,197,508
Streets	4.7%	\$ 2,281,370
Development Services	5.7%	\$ 2,765,543
Parks and Recreation	15.2%	\$ 7,331,043
Total		\$ 48,155,864

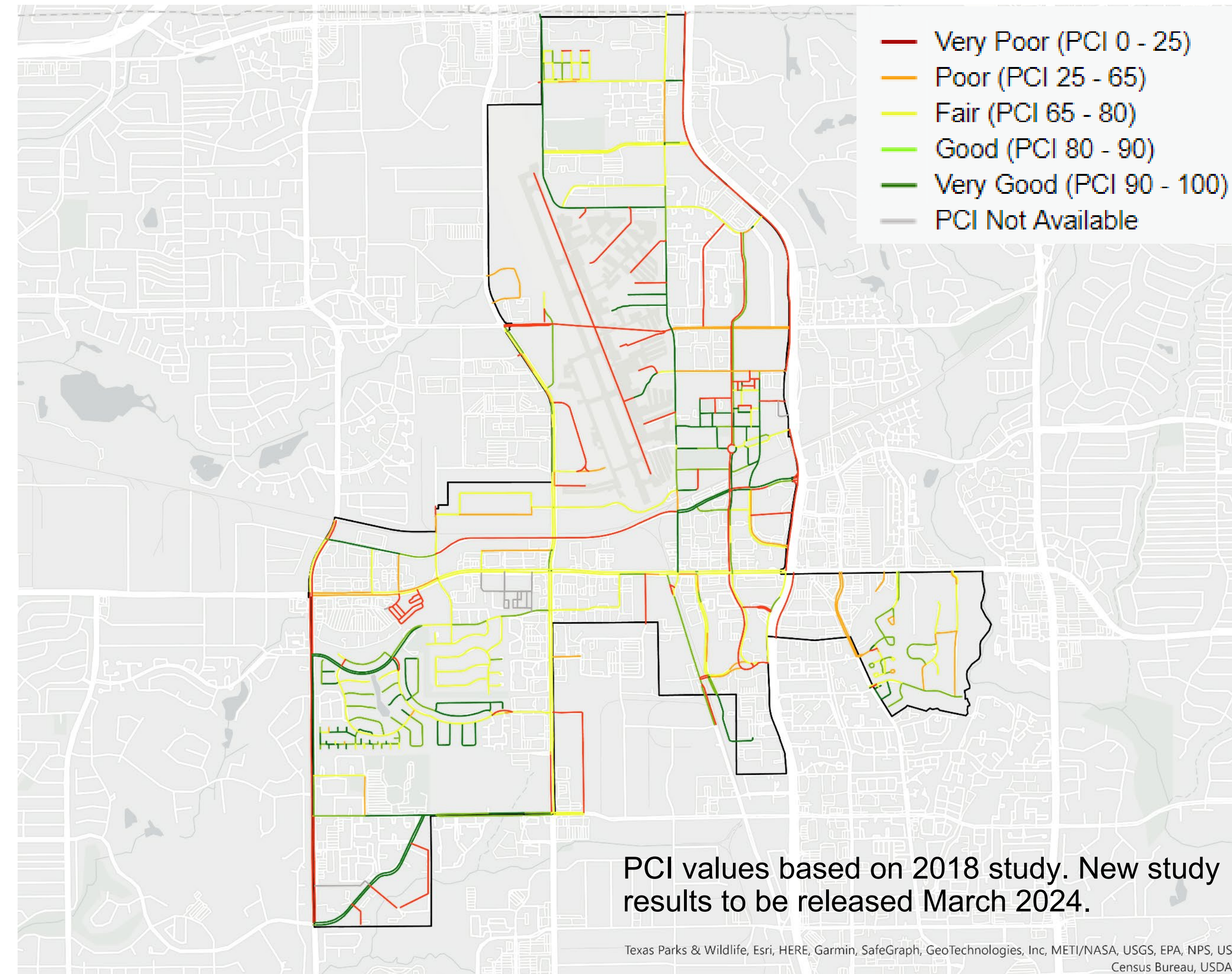
Over half of the budget is invested in public safety, followed by Town administrative costs, and parks. These investments have resulted in the quality service and aesthetics in the community.

Roughly 5% of the annual general fund budget is dedicated to streets. The Town does have other funds available for streets, but more will likely need to be invested in future years to repair and replace aging roads.

FUTURE STREET LIABILITIES

- Centerline Miles: 80.56
- Estimated # of 11' paved lanes: 198.07
- Est. Replacement Cost per 11' Ln-Mile: \$1.5M
- Total Replacement Cost:
 $198.07 \times \$1,500,000 = \$297,101,039$
- **Town's Annual Street Cost Liability:**
 $\$297.1M / 50 \text{ yr life cycle} = \$5.9M \text{ per yr}$

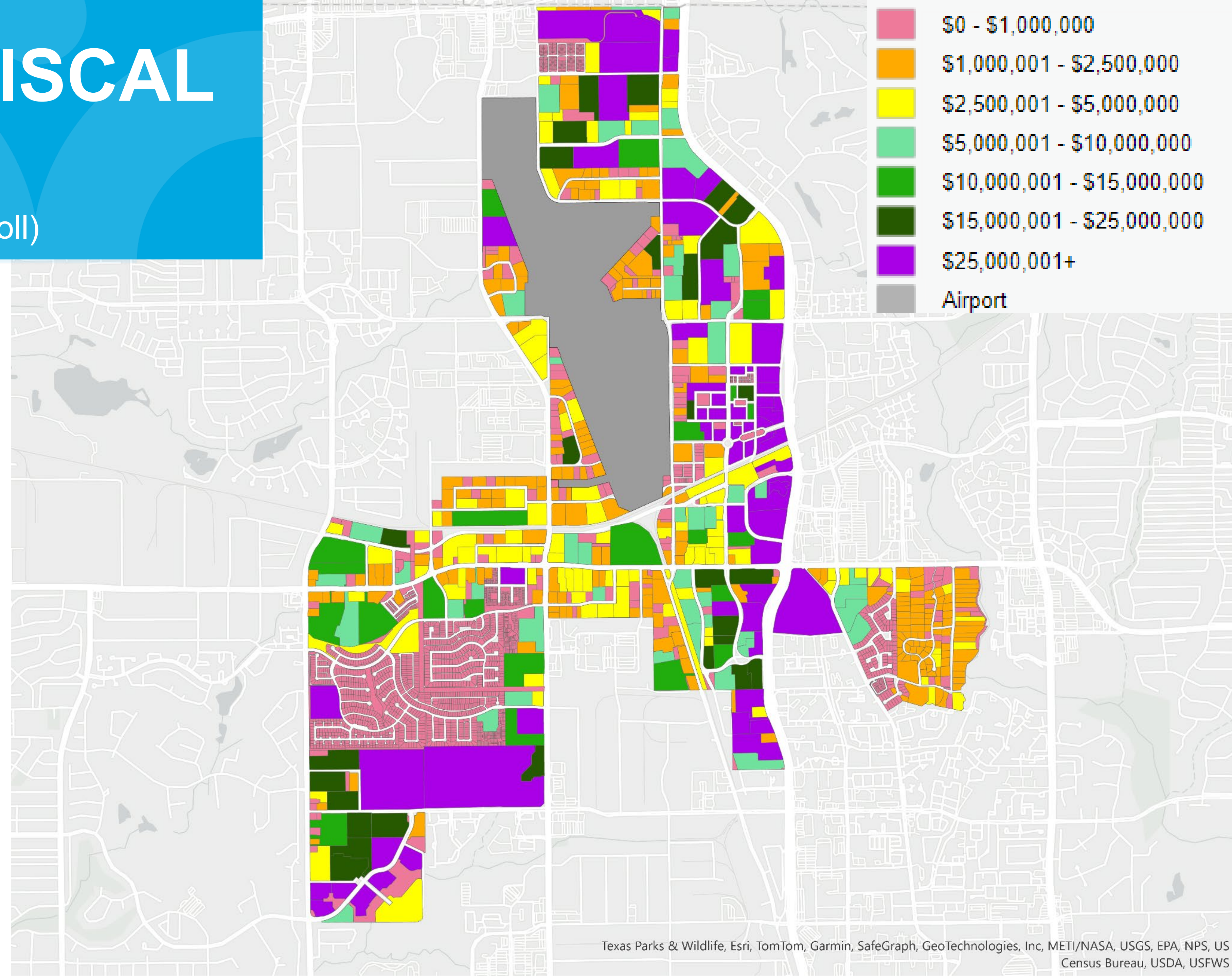
Aggressive preventative maintenance efforts can extend the life of streets and spread out these costs. When major repairs or full replacement is needed, considering designs that reduce pavement width can also reduce costs over time.



LAND USE FISCAL ANALYSIS

Assessed Value (2022 Tax Roll)

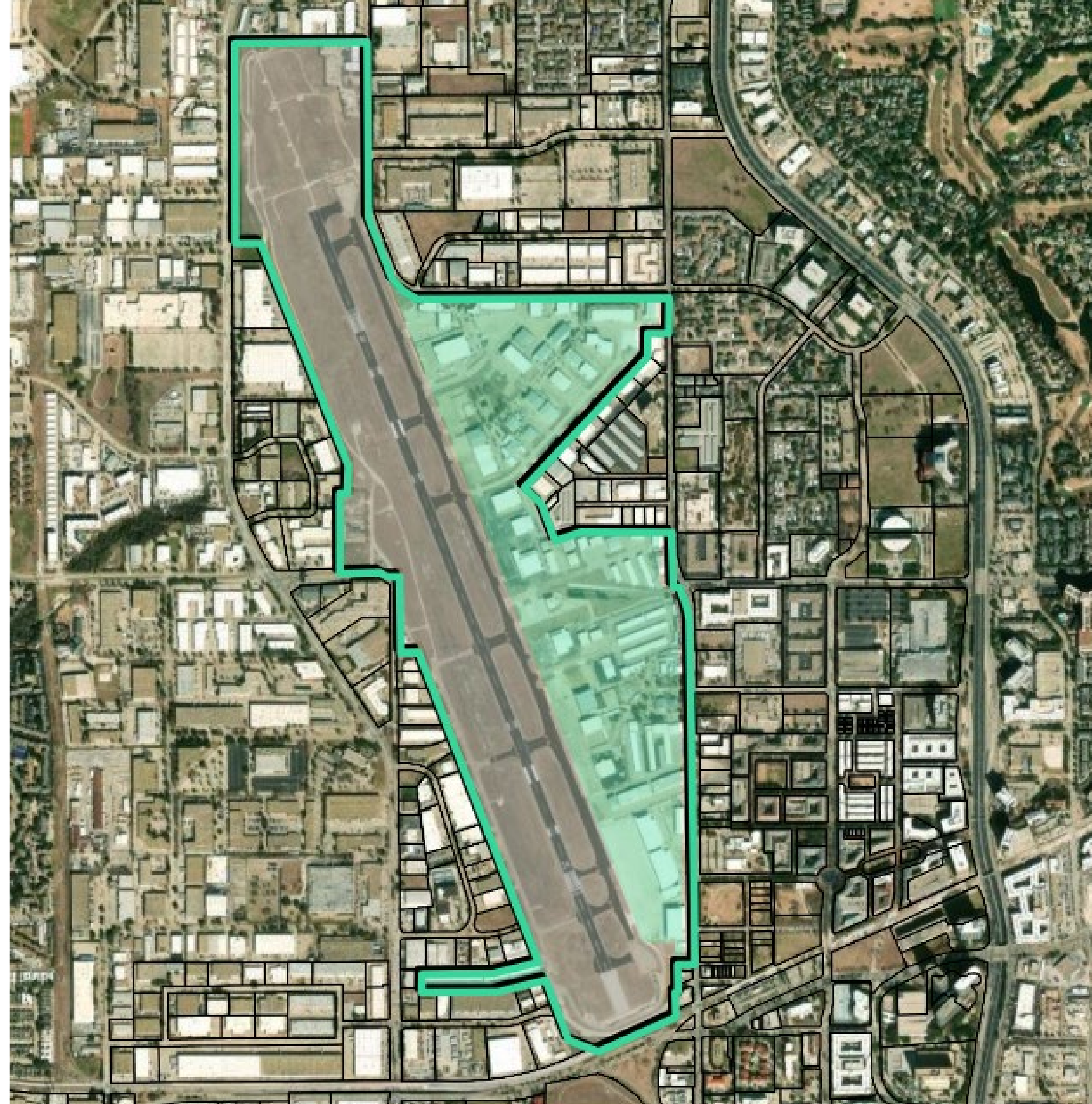
This map illustrates the assessed value for parcels in the city according to the 2023 certified tax rolls.



LAND USE FISCAL ANALYSIS

Airport Impacts

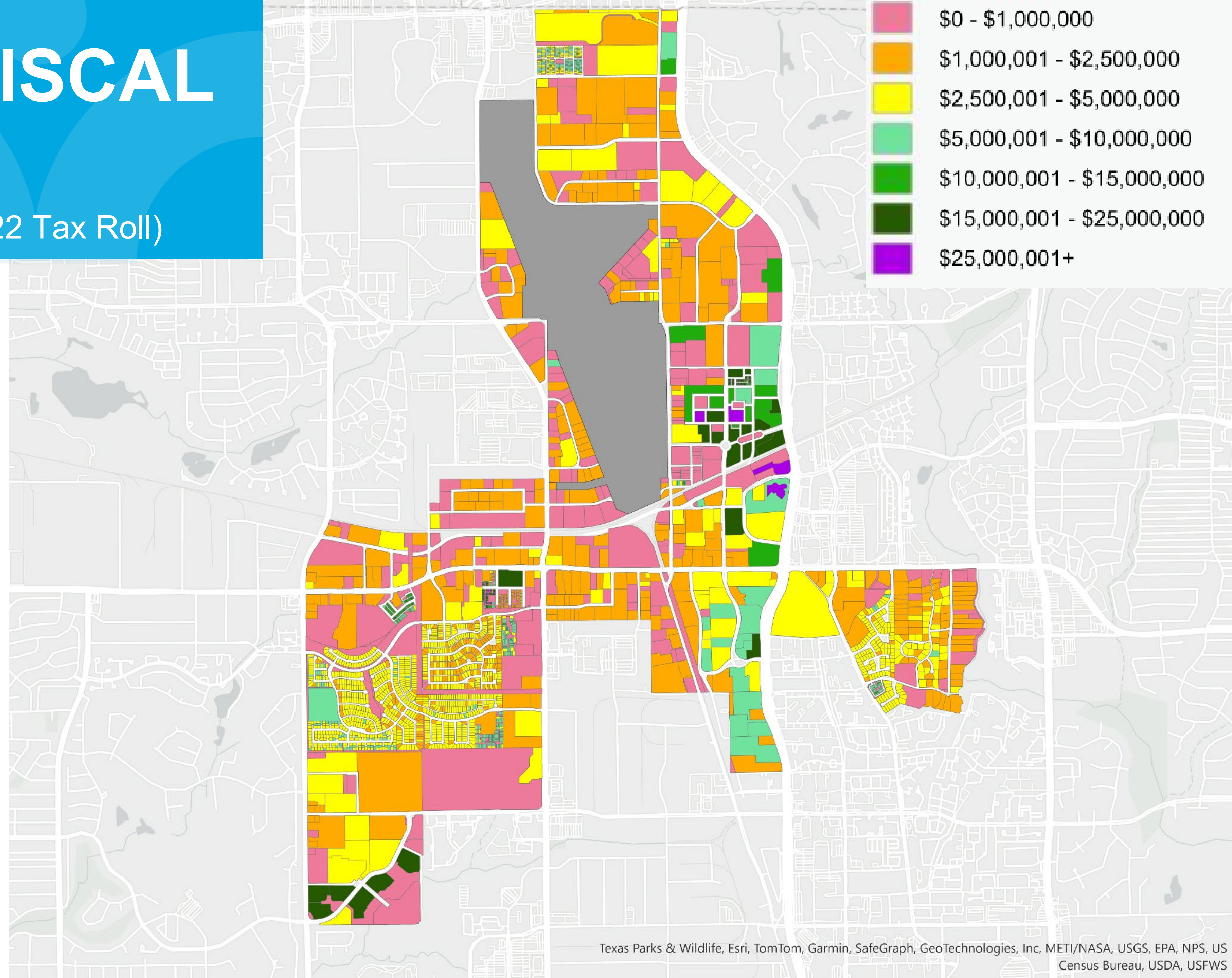
- Land value = \$65.9M (tax exempt)
- Land leases (hangars) and BPP (aircraft) generate revenue for separate airport fund, which covers the service and administrative costs associated with the airport.
- The airport paid \$952,503 in FY23 into the general fund through property taxes. BPP is responsible for 82% of this revenue.



LAND USE FISCAL ANALYSIS

Assessed Value per Acre (2022 Tax Roll)

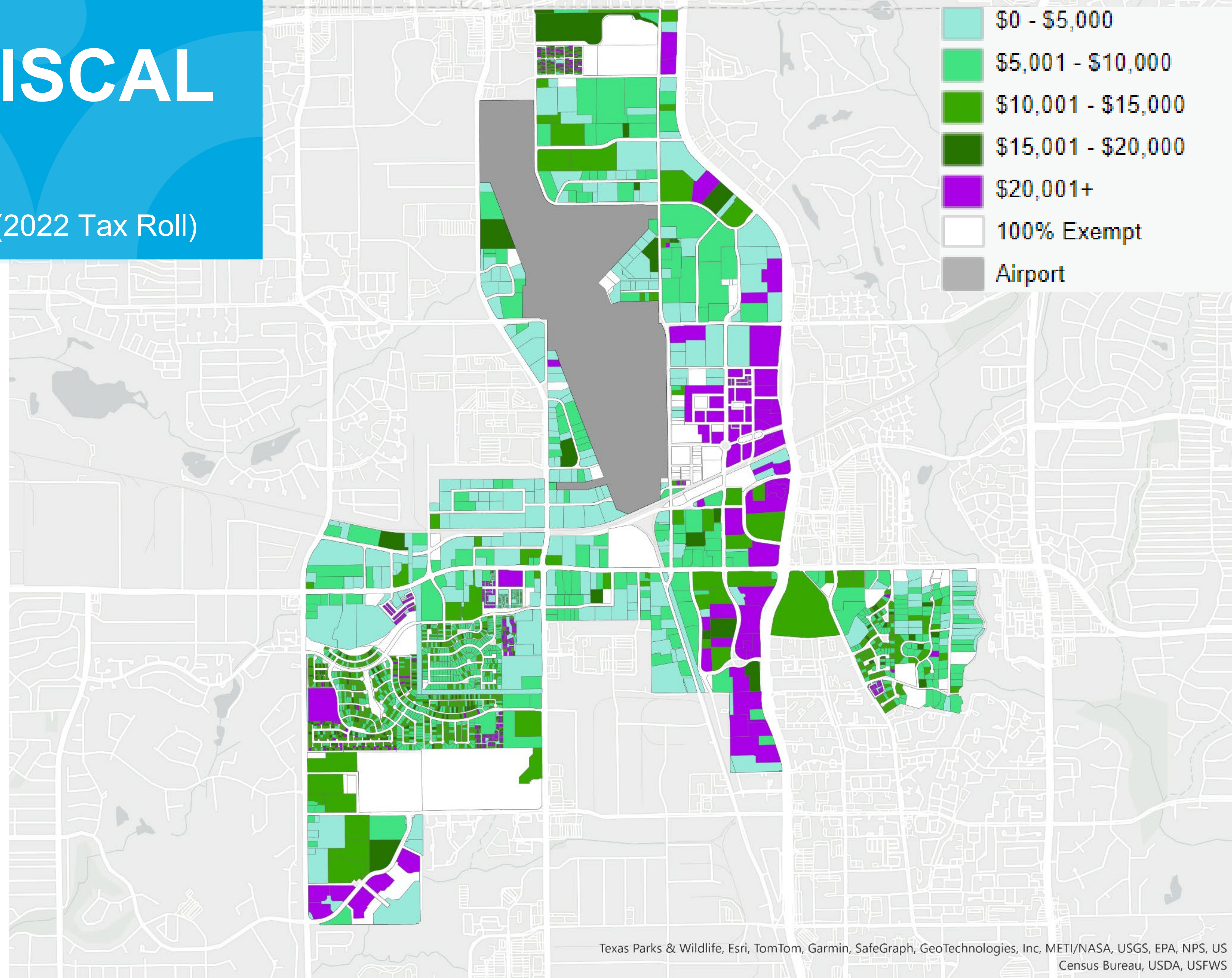
The value per acre metric provides the ability to evaluate fiscal productivity of development on a per parcel, “apples to apples” basis.



LAND USE FISCAL ANALYSIS

Property Tax Revenue per Acre (2022 Tax Roll)

This map shows the actual property tax revenue collected for each parcel divided by the parcel's area.

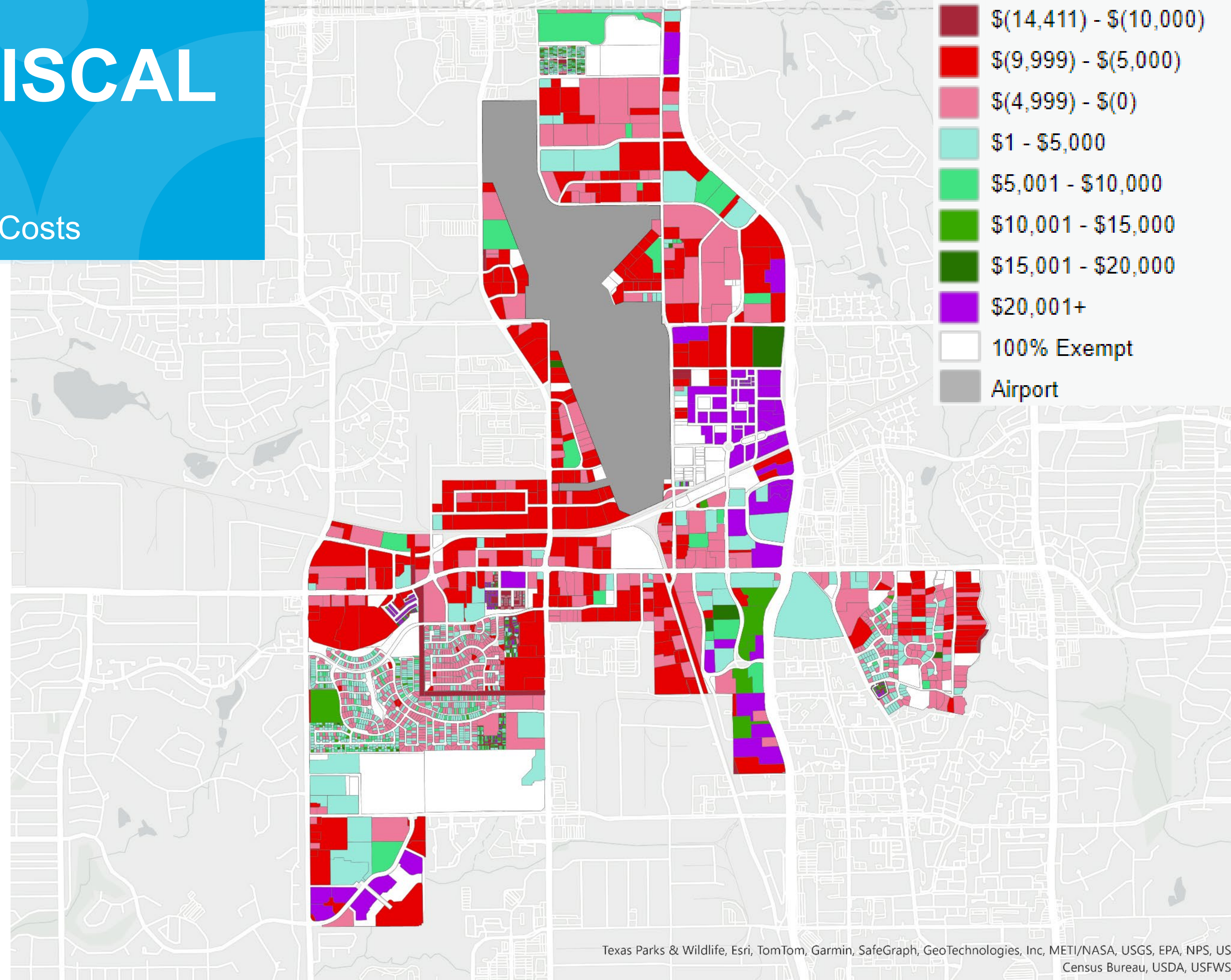


LAND USE FISCAL ANALYSIS

Net per Acre: Current Budget Costs

This map illustrates the net per acre for current budget conditions.

This is calculated by taking the tax revenue generated by the parcel and subtracting the portion of general fund costs that have been allocated to the parcel.

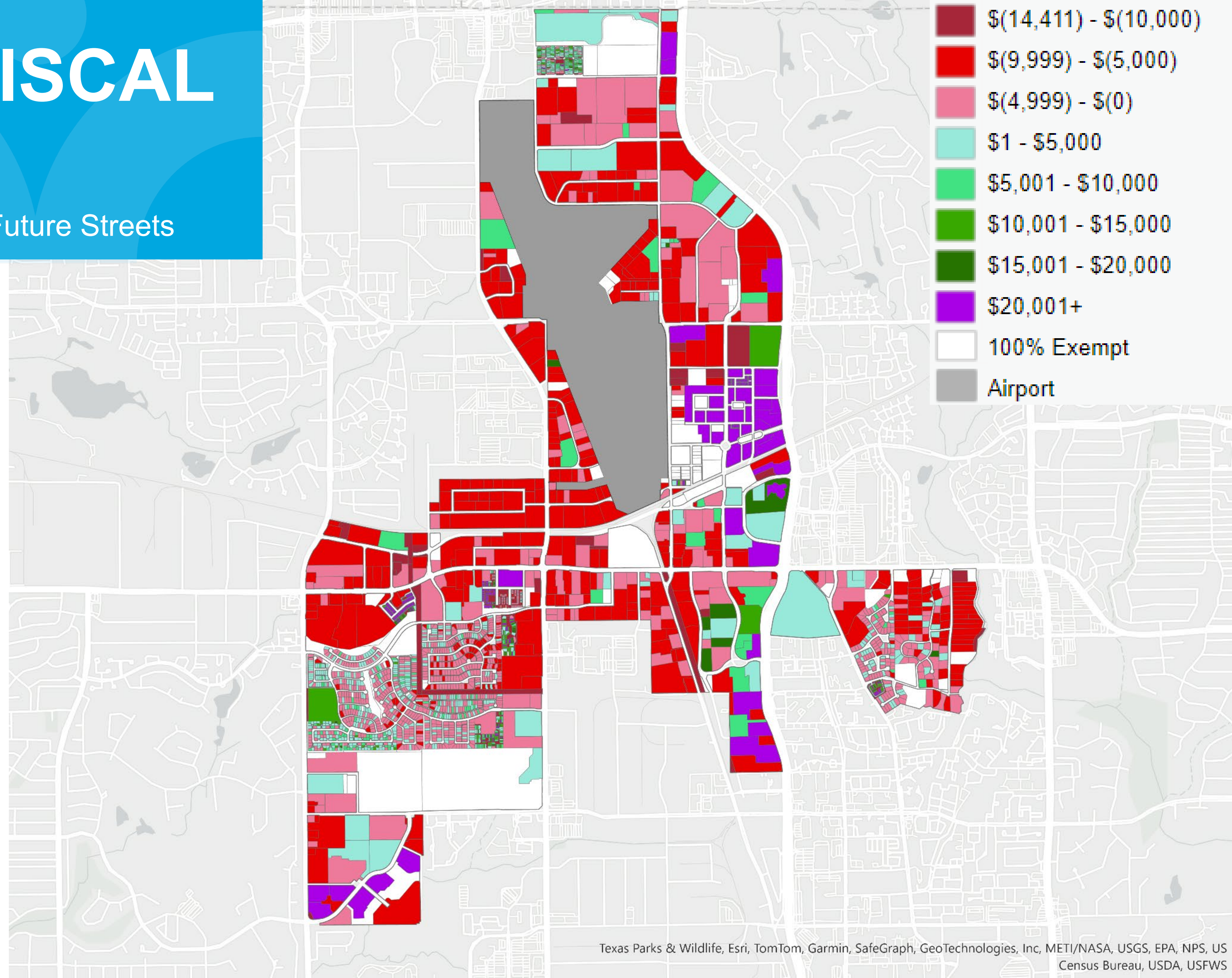


LAND USE FISCAL ANALYSIS

Net per Acre: Current Budget + Future Streets

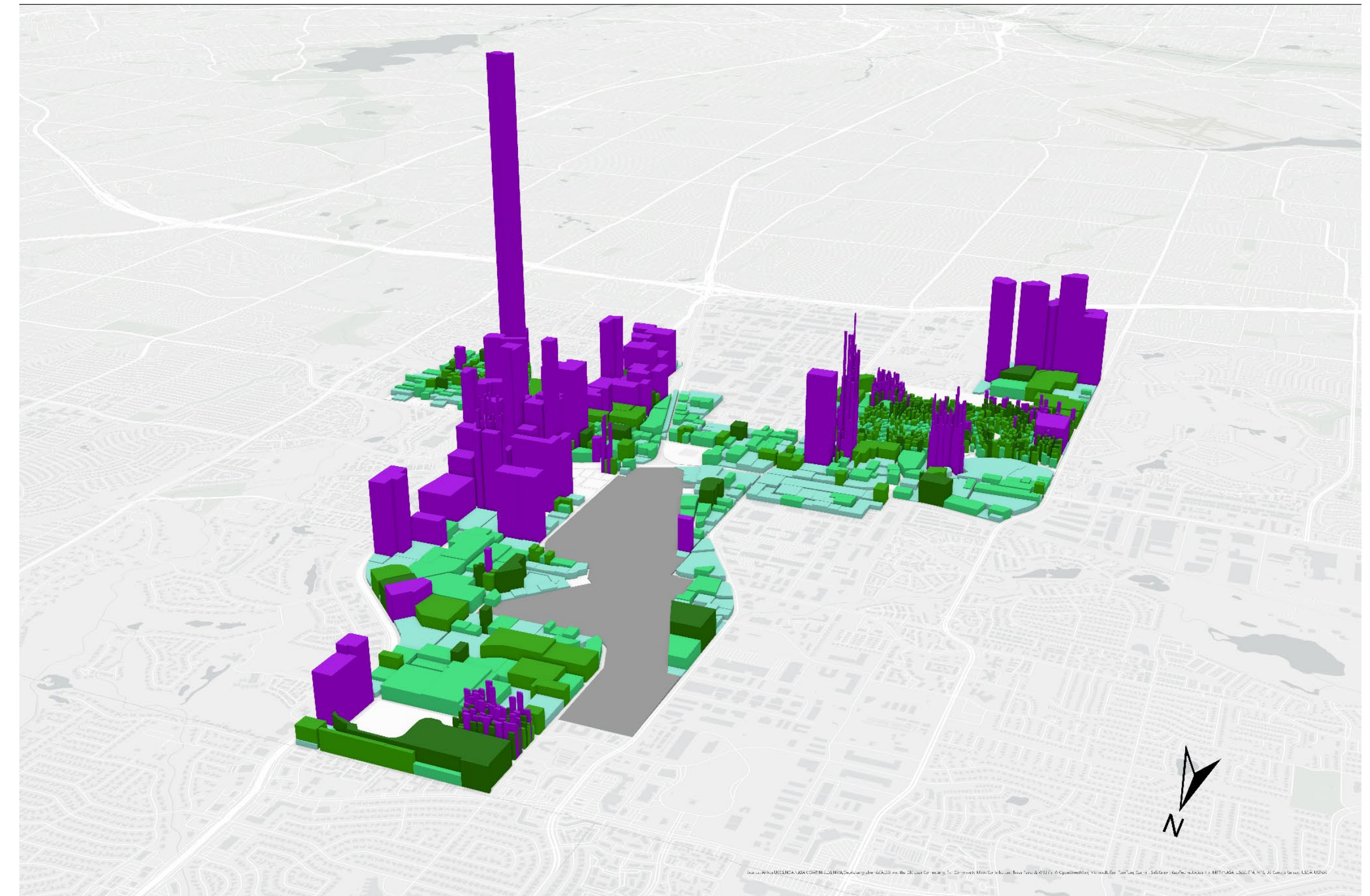
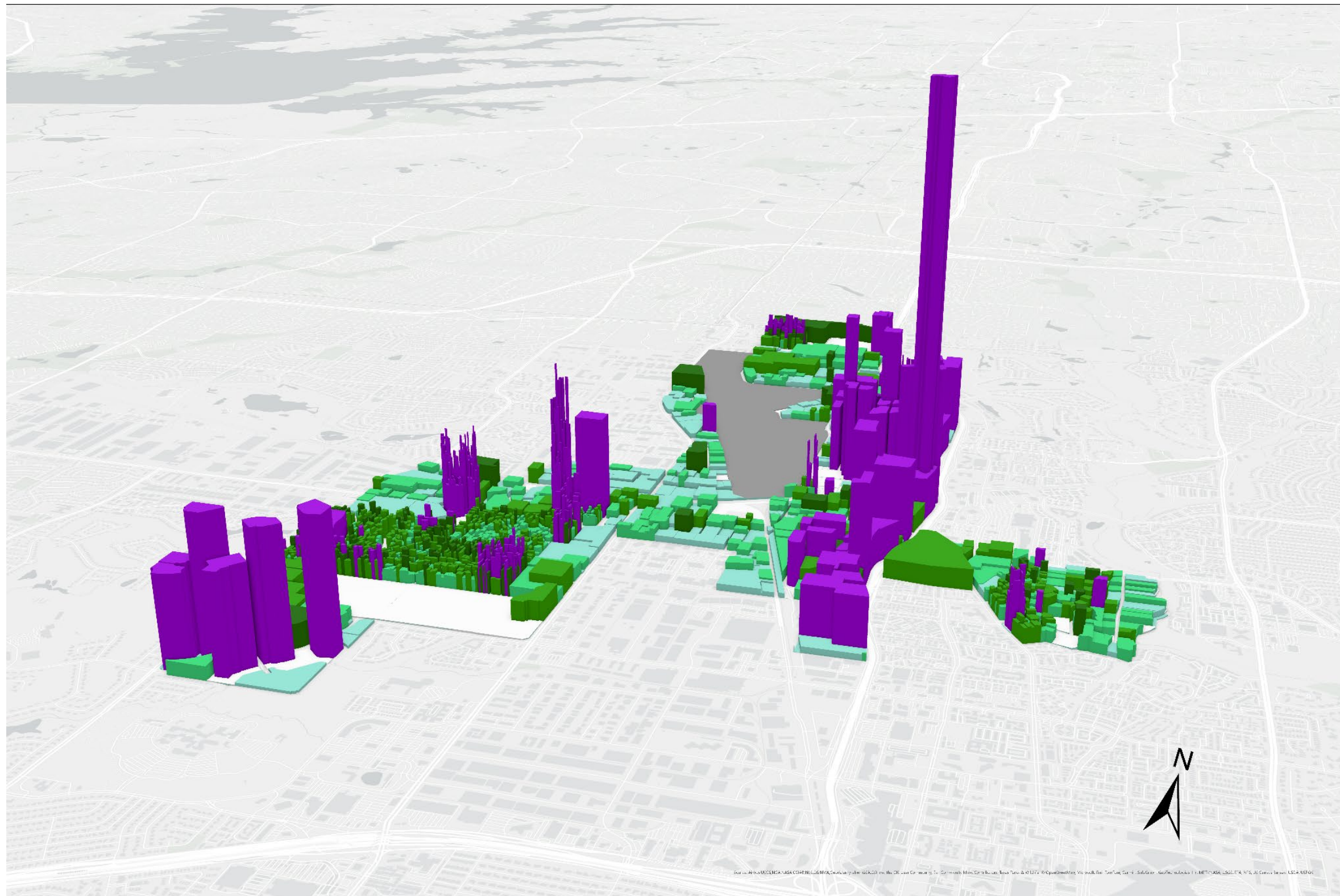
This map illustrates the net revenue per acre when unfunded street costs are added to current budget costs.

This map is more reflective of how properties perform when the full life cycle costs of development are accounted for.



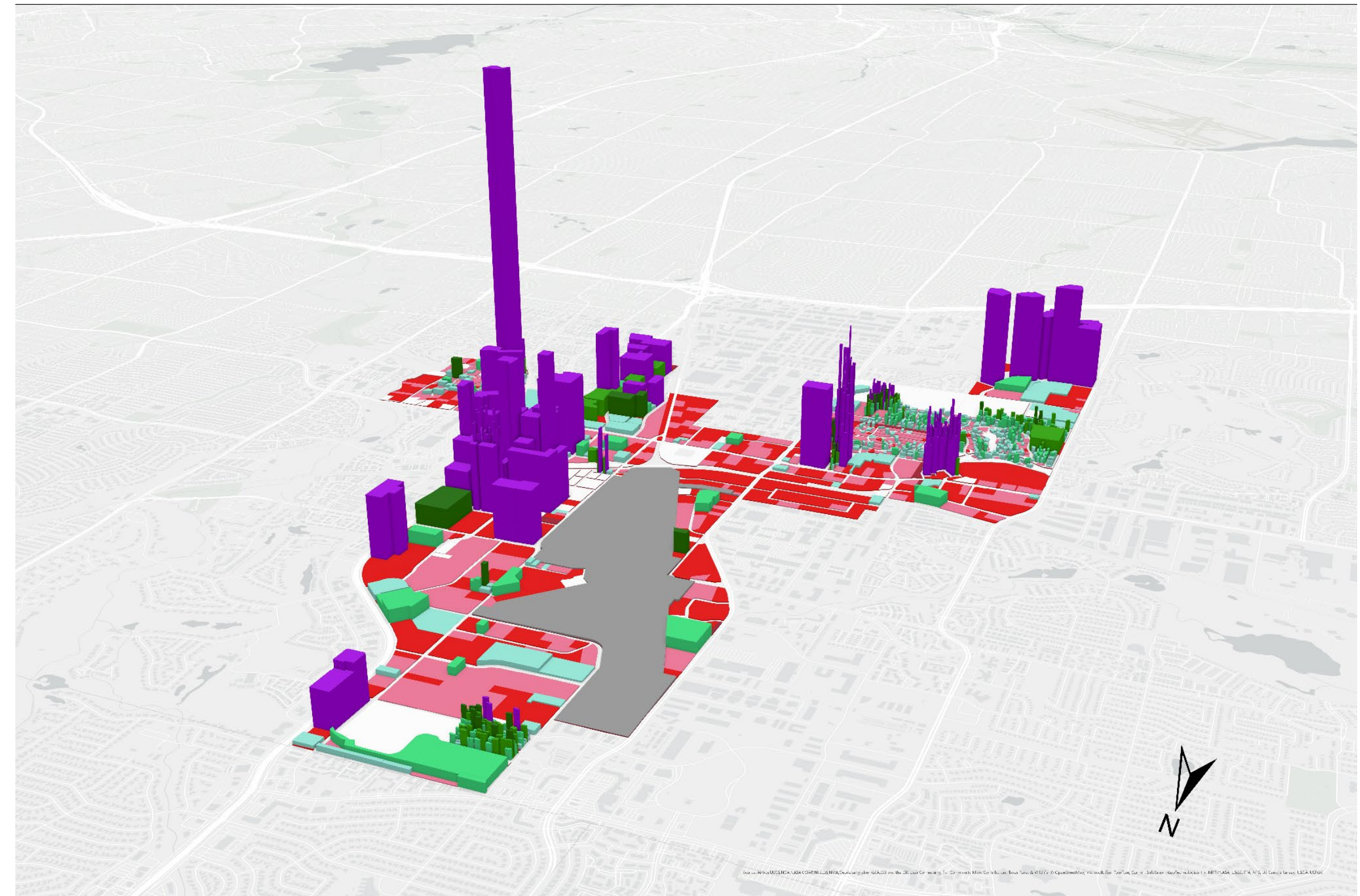
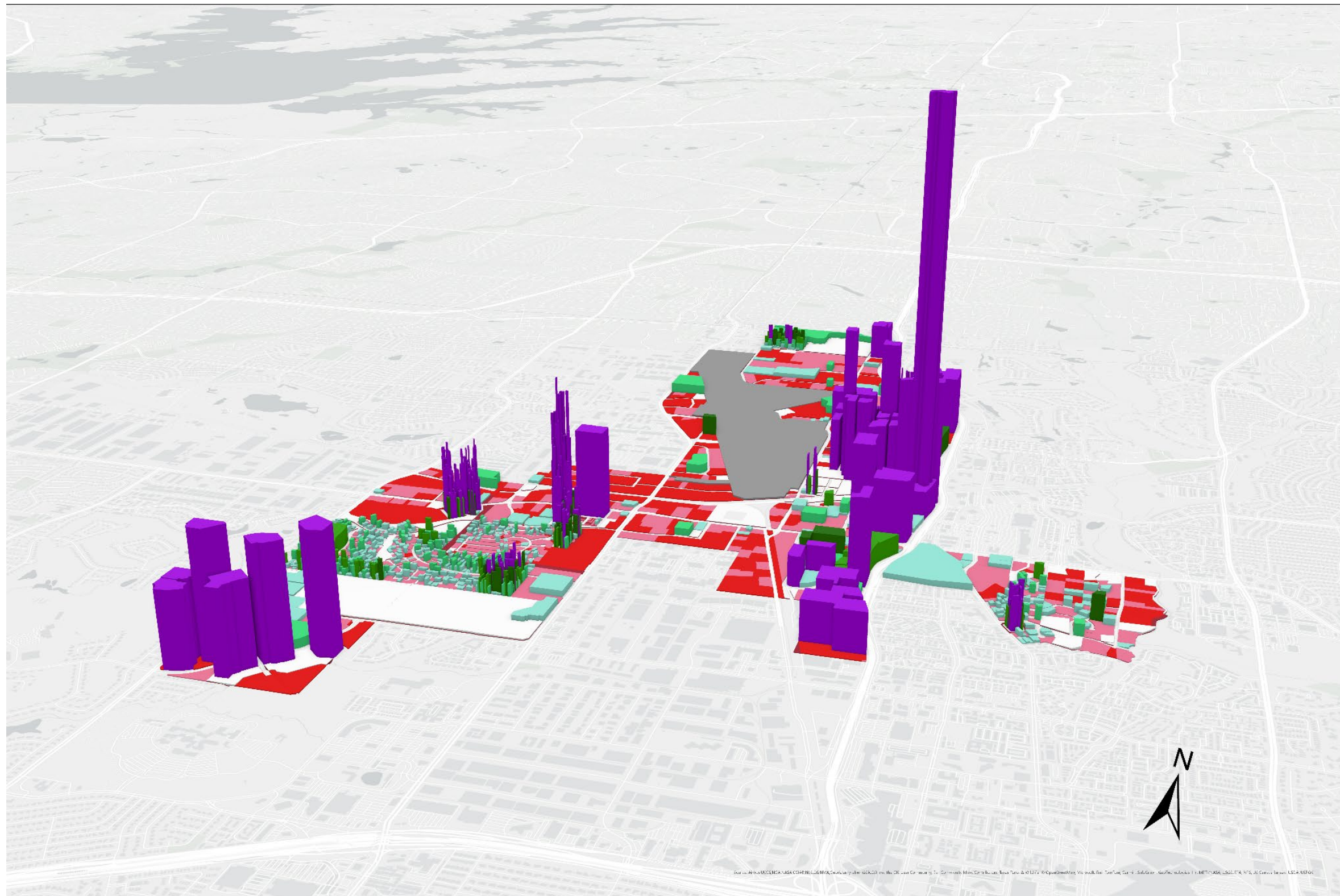
LAND USE FISCAL ANALYSIS

Property Tax Revenue per Acre



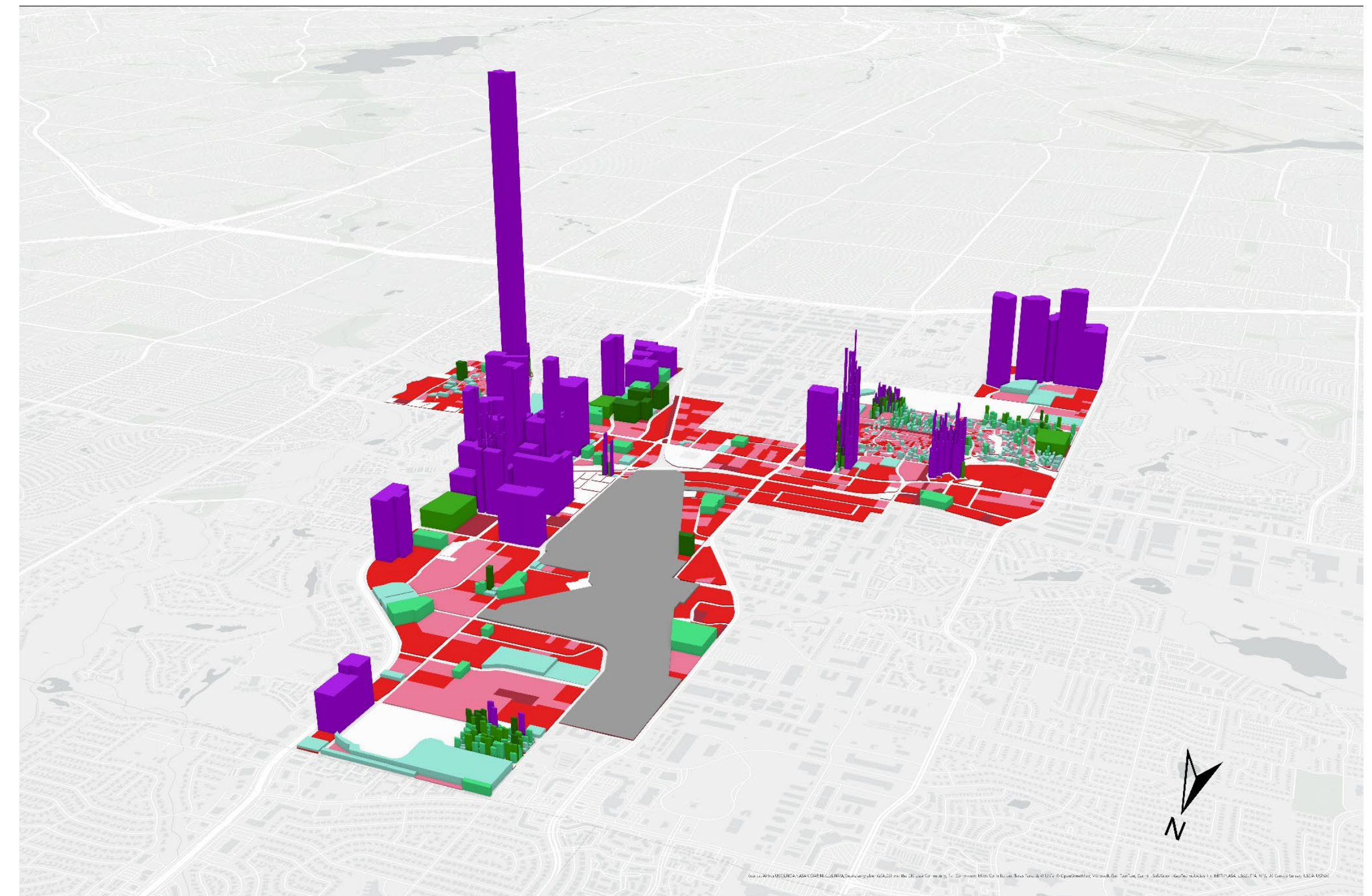
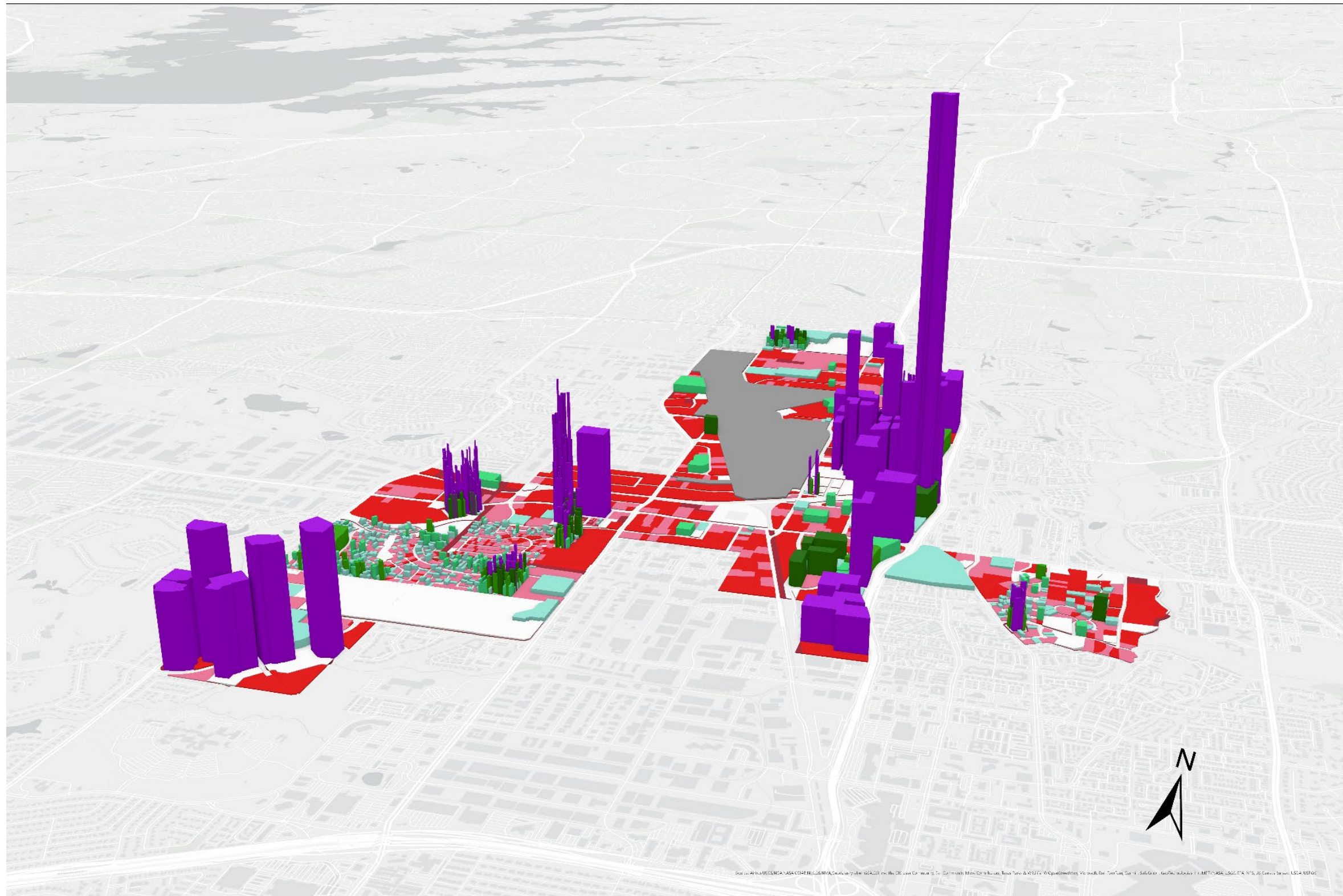
LAND USE FISCAL ANALYSIS

Net per Acre: Current Budget Acre



LAND USE FISCAL ANALYSIS

Net per Acre: Budget + Future Street Costs



LAND USE SUMMARY

Land Use	Parcel Size (SF)	Revenue	Parcel Count	Average Imp Value	Rev / Acre	Current Budget: Net Rev / Acre	Budget + St Costs Net / Acre	
Single Family Residential	Total	\$ 3,780,195	1,781	\$ 550,451	\$ 18,226	\$ 7,850	\$ 6,549	
	0 - 3,000	\$ 684,704	496	\$ 350,820	\$ 35,832	\$ 25,456	\$ 24,177	
	3,000 - 5,000	\$ 405,198	296	\$ 366,027	\$ 14,802	\$ 4,426	\$ 3,192	
	Square Footage Sizes	5,000 - 7,000	\$ 840,361	554	\$ 417,931	\$ 11,326	\$ 950	\$ (328)
		7,000 - 10,000	\$ 468,592	284	\$ 456,847	\$ 9,009	\$ (1,367)	\$ (2,704)
		10,000 - 25,000	\$ 288,681	83	\$ 928,030	\$ 8,890	\$ (1,481)	\$ (2,942)
		25,000 - 50,000	\$ 302,469	42	\$ 1,598,873	\$ 8,598	\$ (1,778)	\$ (3,350)
		>50,000	\$ 790,190	26	\$ 7,405,582	\$ 15,684	\$ 5,308	\$ 3,715
Multifamily Residential	Total	\$ 6,889,289	123	\$ 12,614,853	\$ 20,010	\$ 9,633	\$ 8,335	
	0 - 10,000	\$ 103,382	81	\$ 342,807	\$ 10,699	\$ 323	\$ (936)	
	10,000 - 25,000	\$ 7,181	3	\$ 542,837	\$ 9,955	\$ (422)	\$ (1,681)	
	Square Footage Sizes	25,000 - 50,000	\$ 151,633	2	\$ 18,078,725	\$ 69,447	\$ 59,071	\$ 57,428
		50,000 - 75,000	\$ 223,645	4	\$ 13,011,933	\$ 42,181	\$ 31,805	\$ 30,161
		75,000 - 100,000	\$ 213,517	2	\$ 24,737,025	\$ 56,830	\$ 46,454	\$ 44,116
		100,000 - 200,000	\$ 2,273,632	10	\$ 53,525,647	\$ 61,894	\$ 51,518	\$ 50,209
		>200,000	\$ 3,916,301	21	\$ 40,442,633	\$ 24,975	\$ 14,599	\$ 13,347

Note: Single Family Residential >50,000 includes townhome neighborhoods in Addison Circle that were developed on large, shared ownership tracts via a condo regime.

LAND USE SUMMARY

Land Use	Parcel Size (SF)	Revenue	Parcel Count	Average Imp		Current Budget:		Budget + St	
				Value	Rev / Acre	Net Rev / Acre	Costs Net / Acre		
Commercial	Total	\$ 11,509,643	425	\$ 5,126,558	\$ 10,218	\$ (156)	\$ (1,622)		
	0 - 25,000	\$ 175,026	52	\$ 556,873	\$ 12,551	\$ 2,175	\$ 696		
	25,000 - 50,000	\$ 607,334	96	\$ 1,114,335	\$ 7,051	\$ (3,325)	\$ (4,517)		
	50,000 - 75,000	\$ 677,830	84	\$ 1,294,248	\$ 5,907	\$ (4,466)	\$ (5,740)		
	<i>Square Footage</i> 75,000 - 100,000	\$ 1,381,058	48	\$ 5,824,691	\$ 14,519	\$ 4,148	\$ 2,536		
	<i>Sizes</i> 100,000 - 150,000	\$ 1,773,894	47	\$ 7,624,544	\$ 13,519	\$ 3,143	\$ 1,457		
	150,000 - 200,000	\$ 1,680,175	35	\$ 8,334,783	\$ 12,799	\$ 2,423	\$ 575		
	>200,000	\$ 5,214,328	63	\$ 15,944,139	\$ 11,799	\$ 1,431	\$ (235)		

PRIMARY TAKEAWAYS

- Addison is in a much stronger fiscal position than most Texas cities.
- Property tax makes up more than 50% of the general fund. This is a predictable revenue stream the Town can rely on to cover basic services and infrastructure, keeping sales tax available for quality of life investments.
- The high density commercial and residential parts of the Town are generating the majority of the property tax revenue. These areas are also responsible for most of the sales tax revenue.
- Preserving and enhancing all parts of the Town will be important to maintaining the Town's fiscal position long-term.

There are two primary areas the Town might consider discussing and planning for in the new Comprehensive Plan are:

- 1) Where and how to provide and retain attainable housing (ownership and rental) and commercial space options that are needed to complement the high value (more expensive) products in the Town.
- 2) Accounting for future street, park, and utility infrastructure maintenance costs.

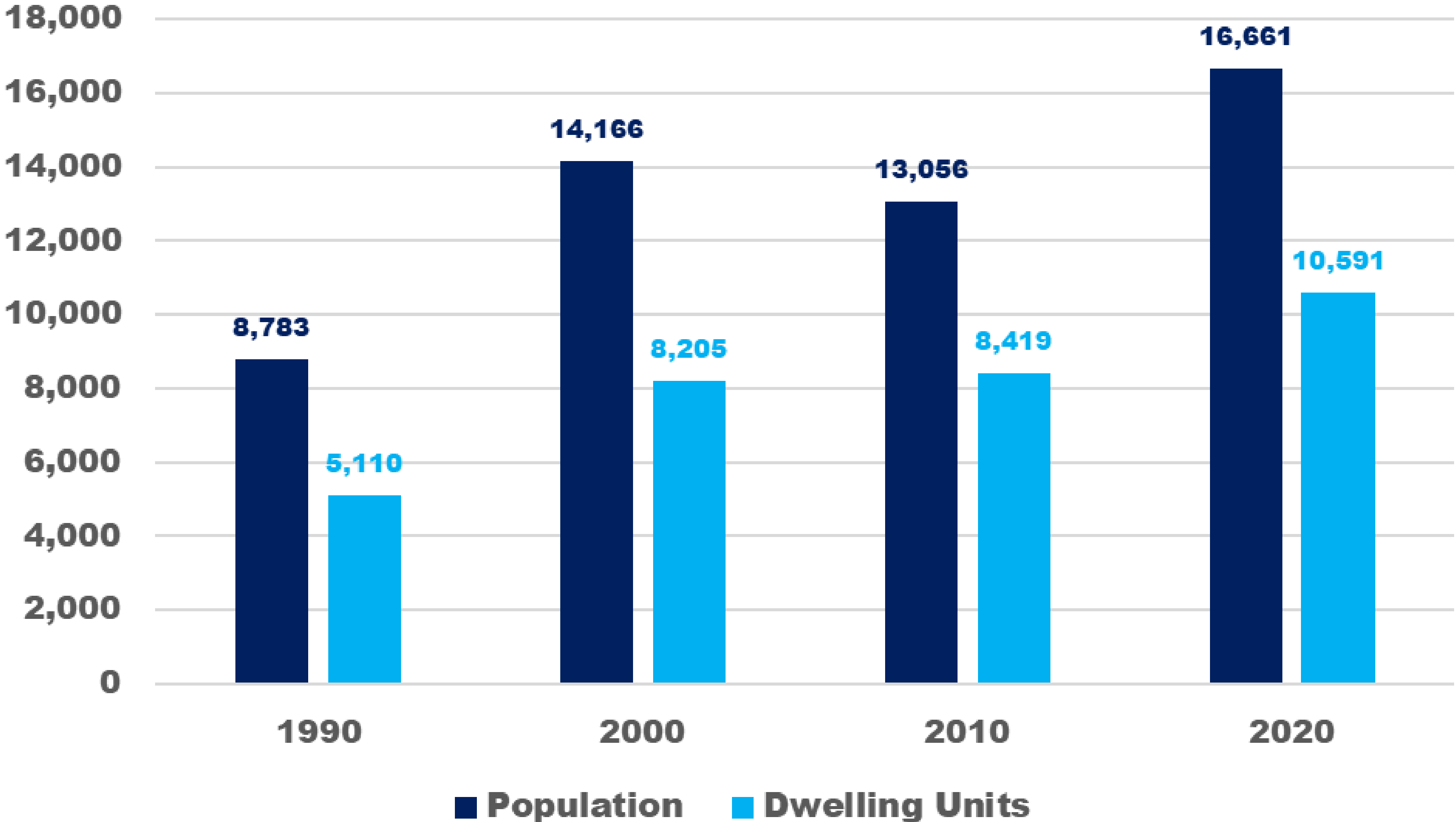
WHO LIVES IN ADDISON?

**QUICK
FACTS –
CURRENT
CONDITIONS**

Median Household Income	\$78,153	Labor Force Participation (16+)	80.6%
Median Home Value	\$431,800	Bachelor's Degree or Higher (25+)	58.1%
Median monthly costs with a mortgage	\$2,448	Mean Travel Time to Work	23.6 Minutes
Median Gross Rent	\$1,620	Persons in Poverty	8.4%

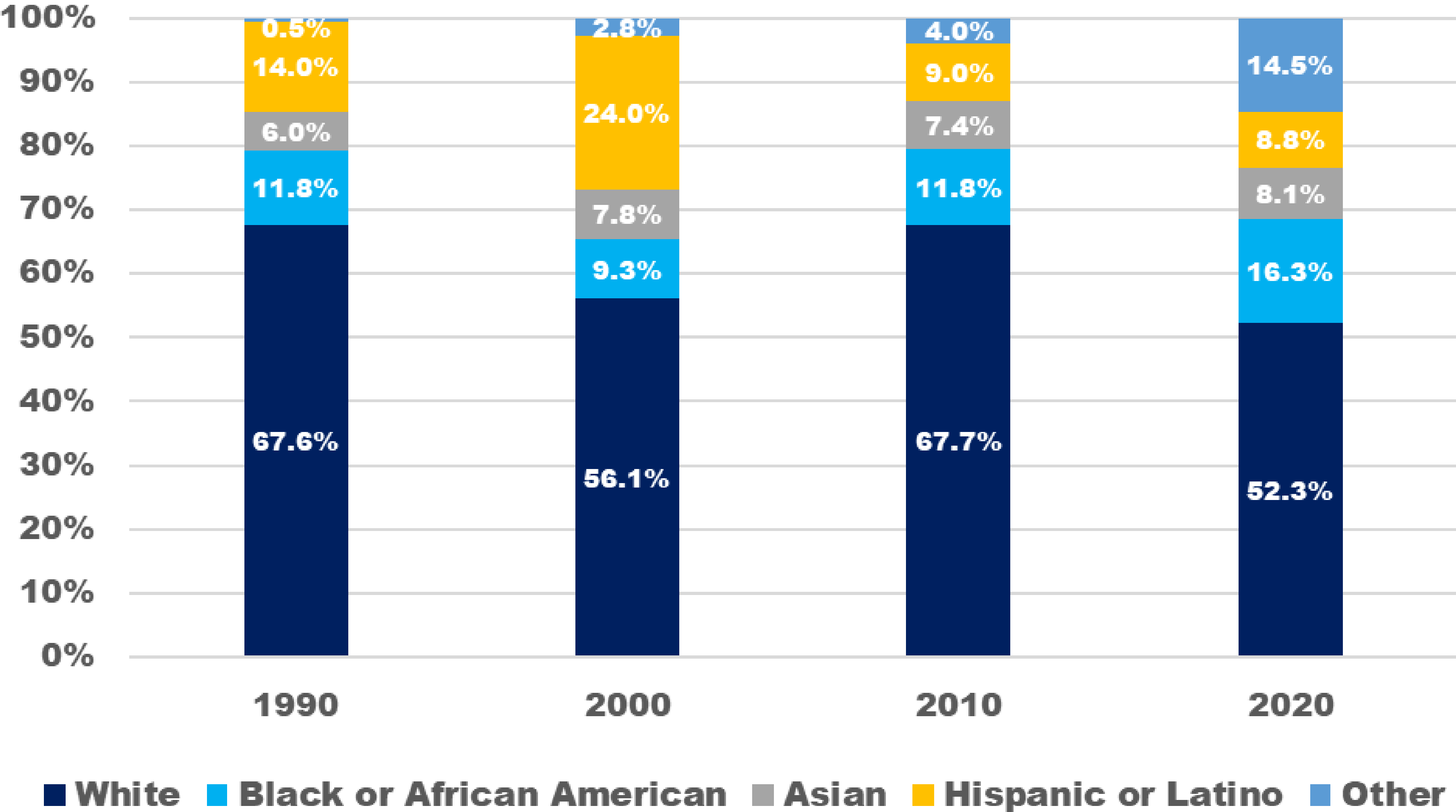
Source: US Census Bureau Quick Facts

POPULATION & HOUSING TRENDS



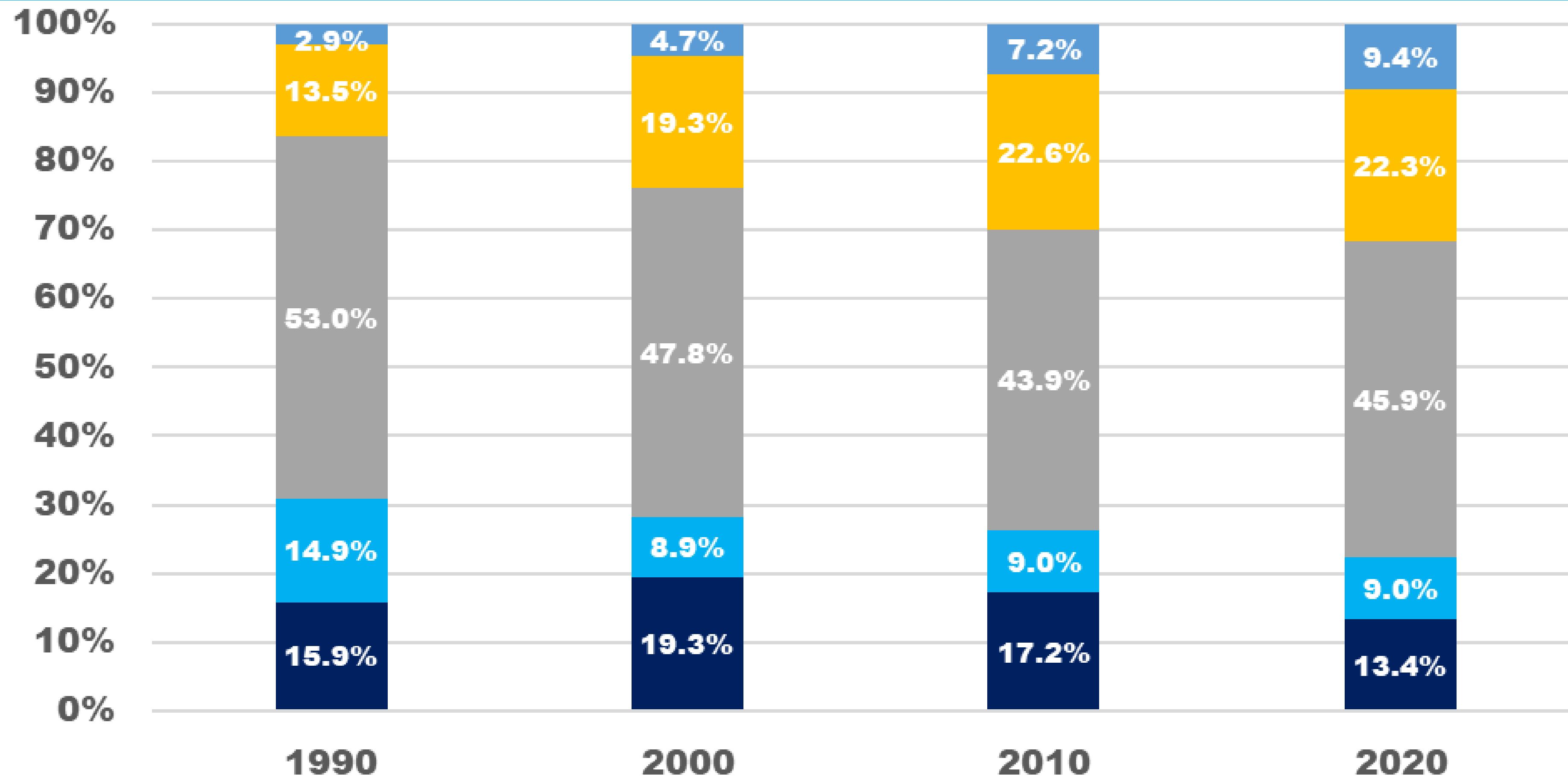
Source: US Census Bureau Decennial Census

RACE & ETHNICITY TRENDS



Source: US Census Bureau Decennial Census

AGE TRENDS

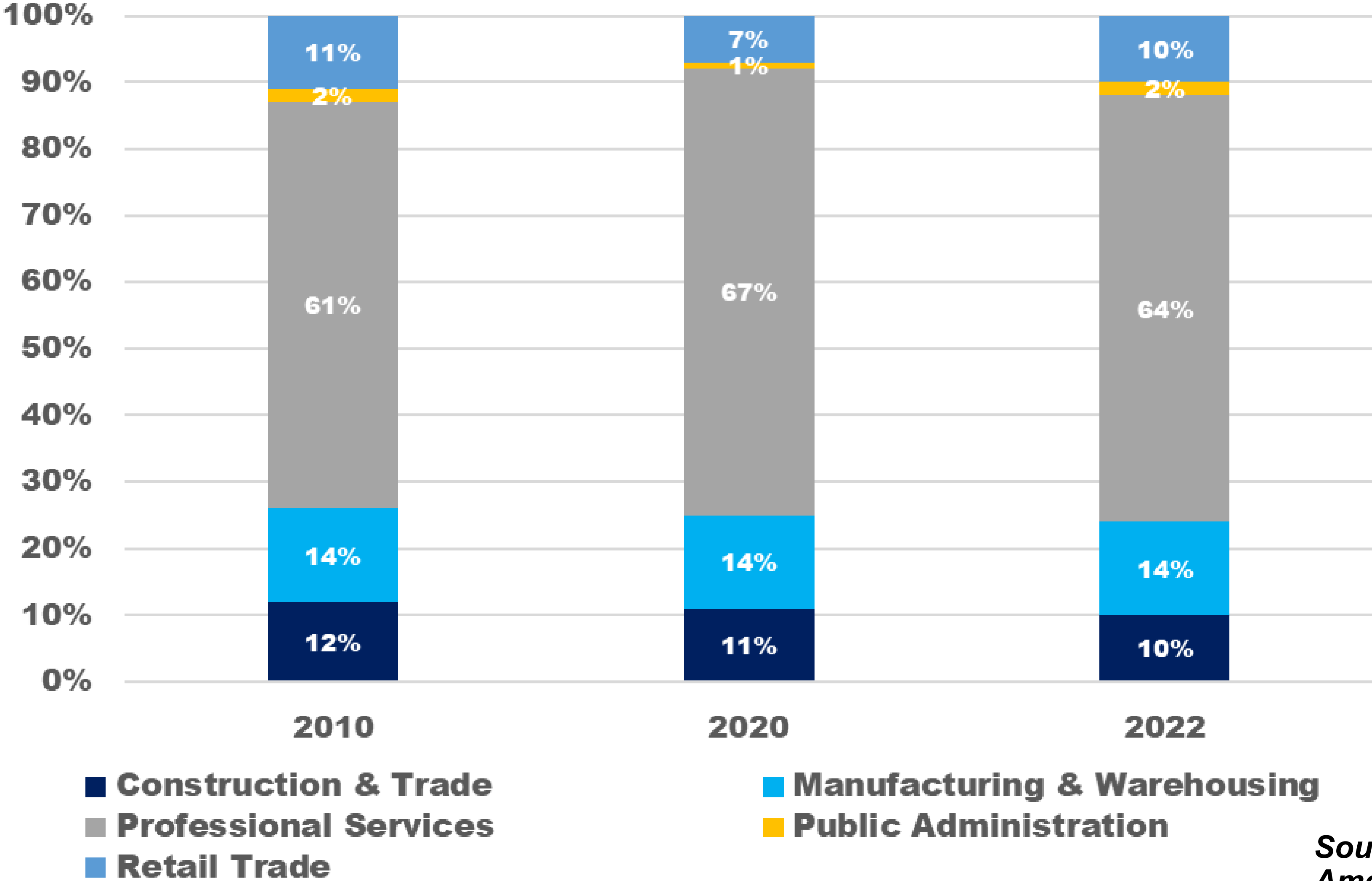


19 & Under
 20-24
 25-44
 45-64
 65+

Source: US Census Bureau Decennial Census

	1990	2000	2010	2020
Median Age	29.7	31.6	32.5	33.3

EMPLOYMENT SECTOR TRENDS

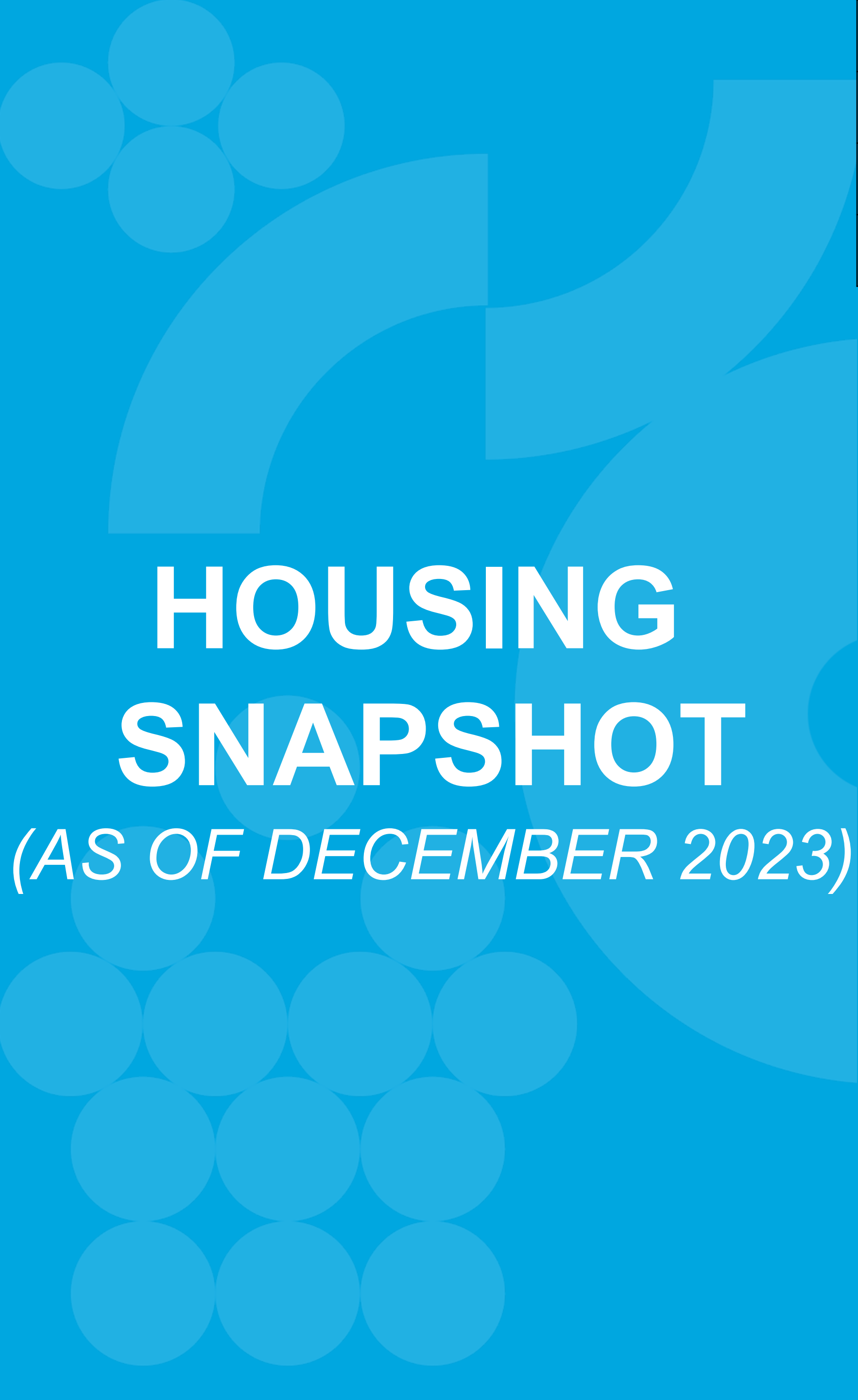


Source: US Census Bureau
American Community Survey

HOUSING TRENDS

Year	Dwelling Units	Households	Vacancy Rate	Household Size
1990	5,110	4,688	8.3%	1.87
2000	8,205	7,621	7.1%	1.86
2010	8,419	7,378	12.4%	1.77
2020	10,591	9,533	10.0%	1.72

Source: US Census Bureau Decennial Census

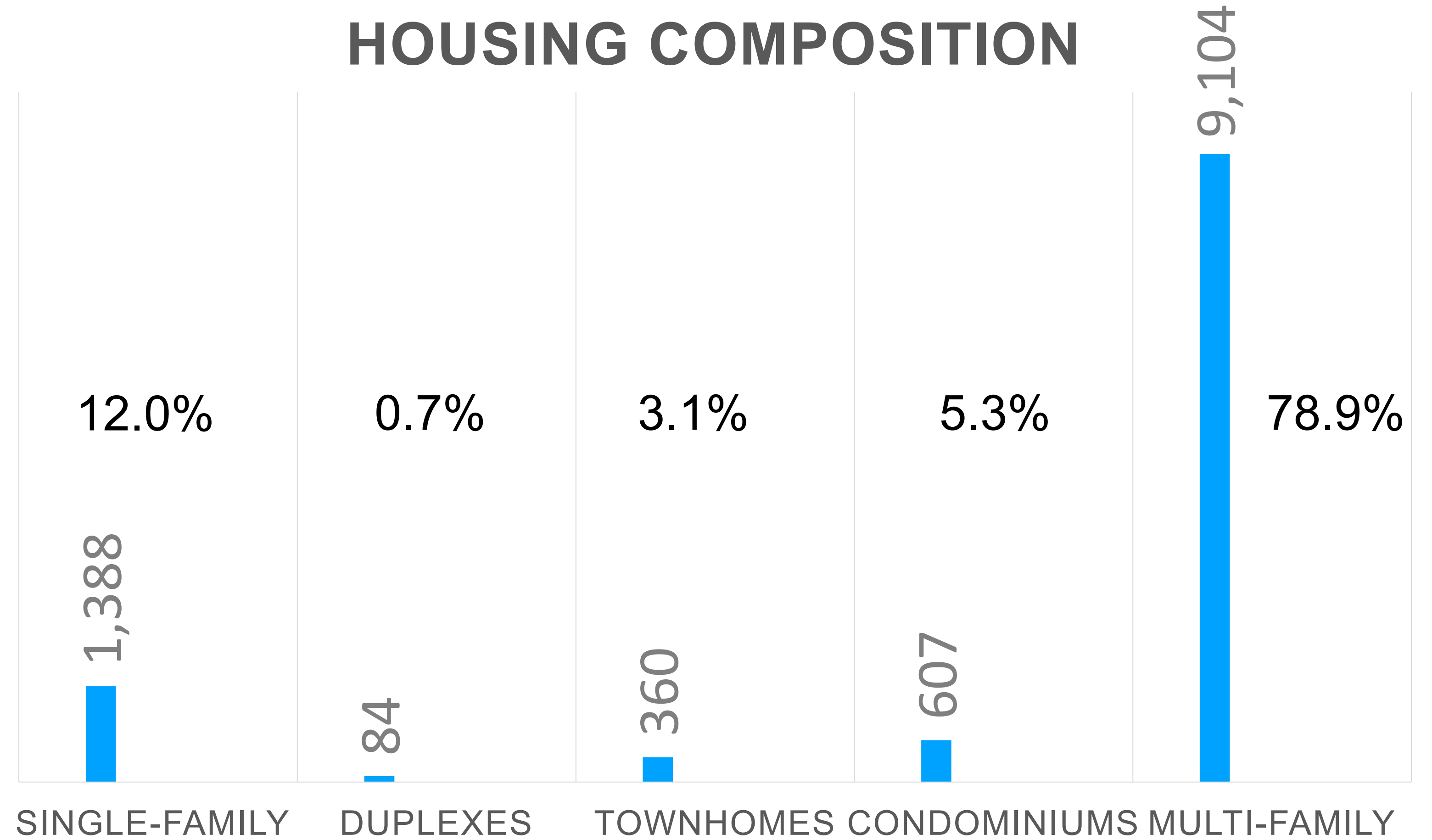


HOUSING SNAPSHOT

(AS OF DECEMBER 2023)

Current Housing Units	11,543
Current Ownership / Rental Mix	21.1% / 78.9%
Approved Housing Units	15,689
Approved Ownership / Rental Mix	16.8% / 83.2%

HOUSING COMPOSITION

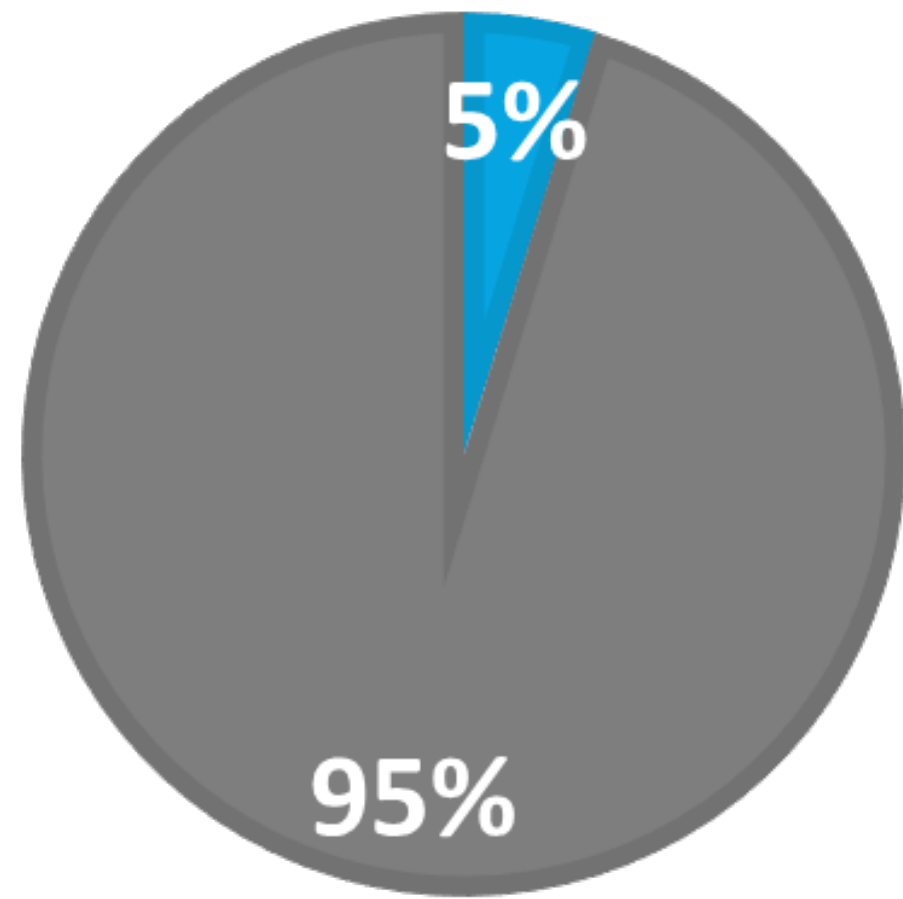


← Ownership Housing Types (can also be rented) →

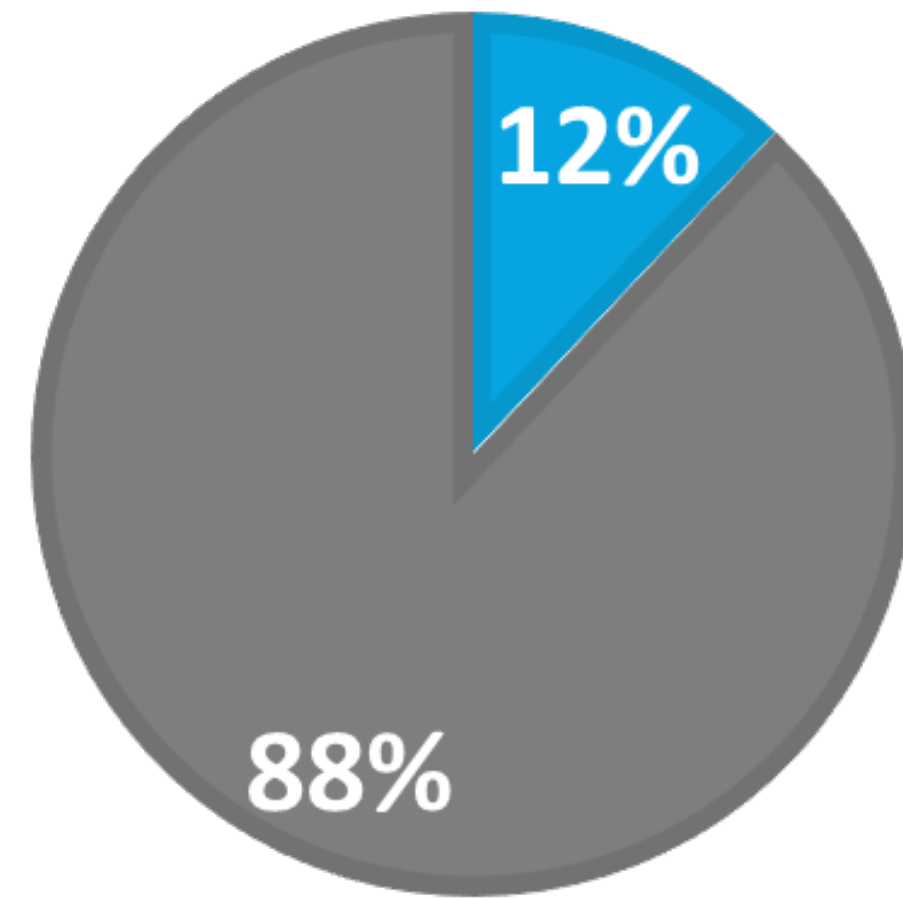
← Rental Housing Types →

Source: Town of Addison

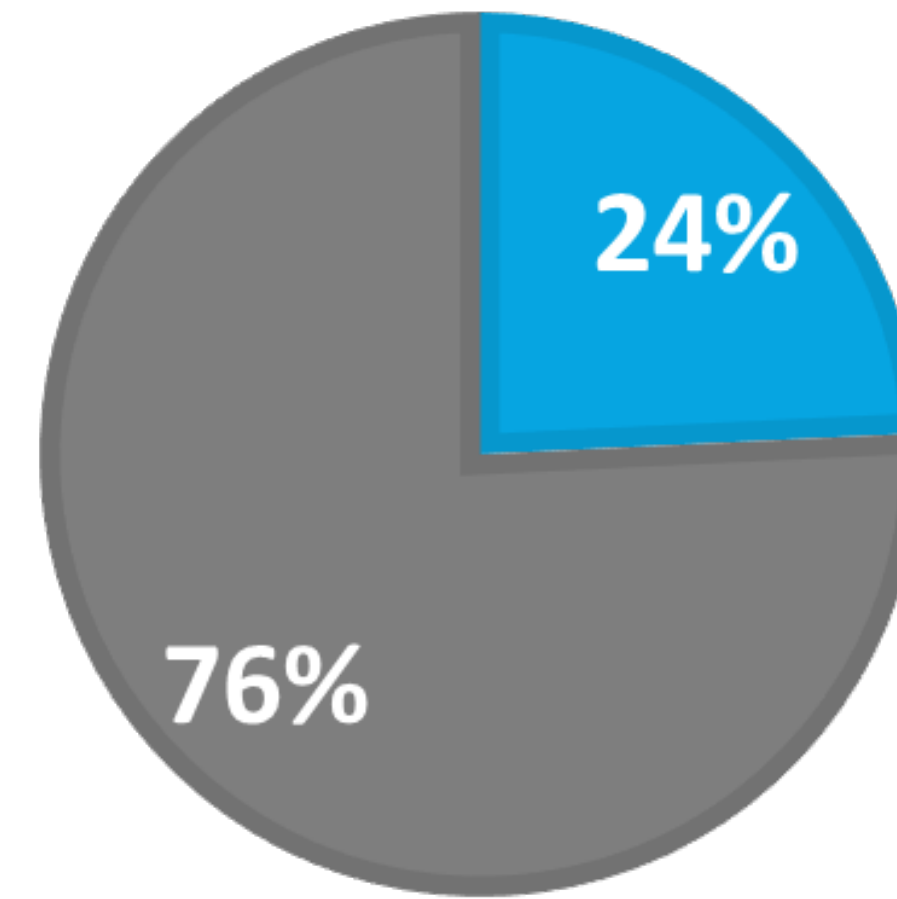
HOUSING MIX TRENDS



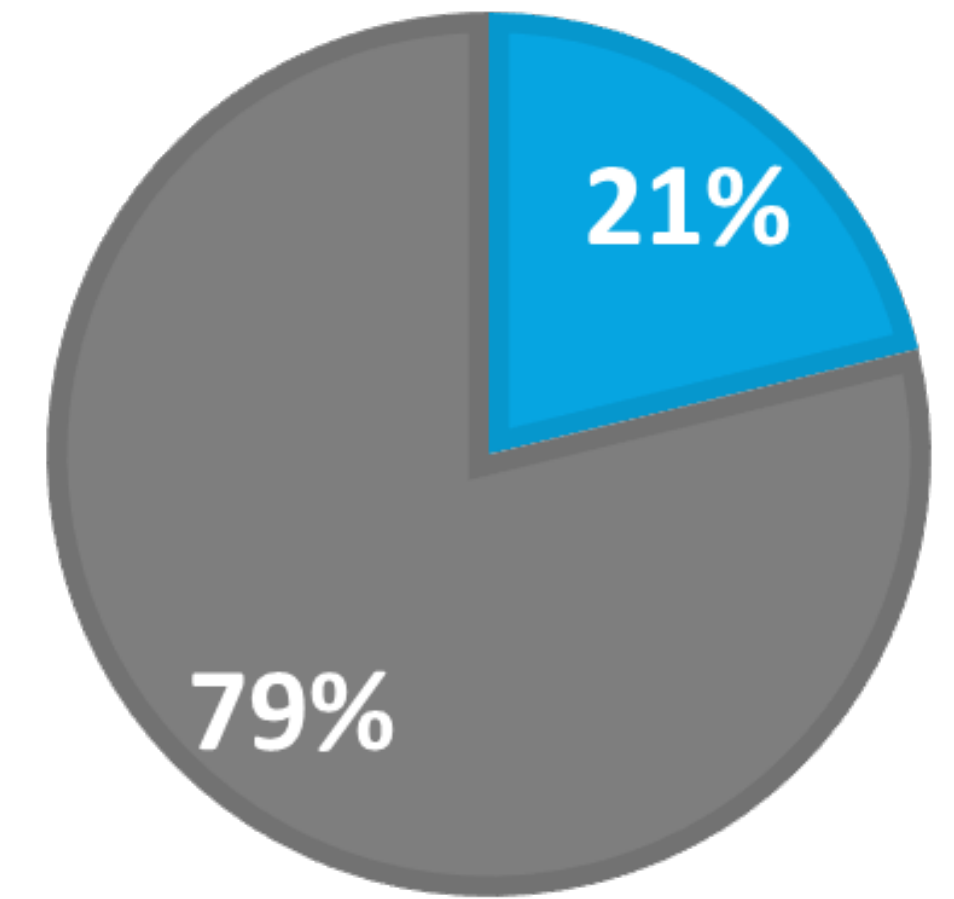
1980



1990



2013



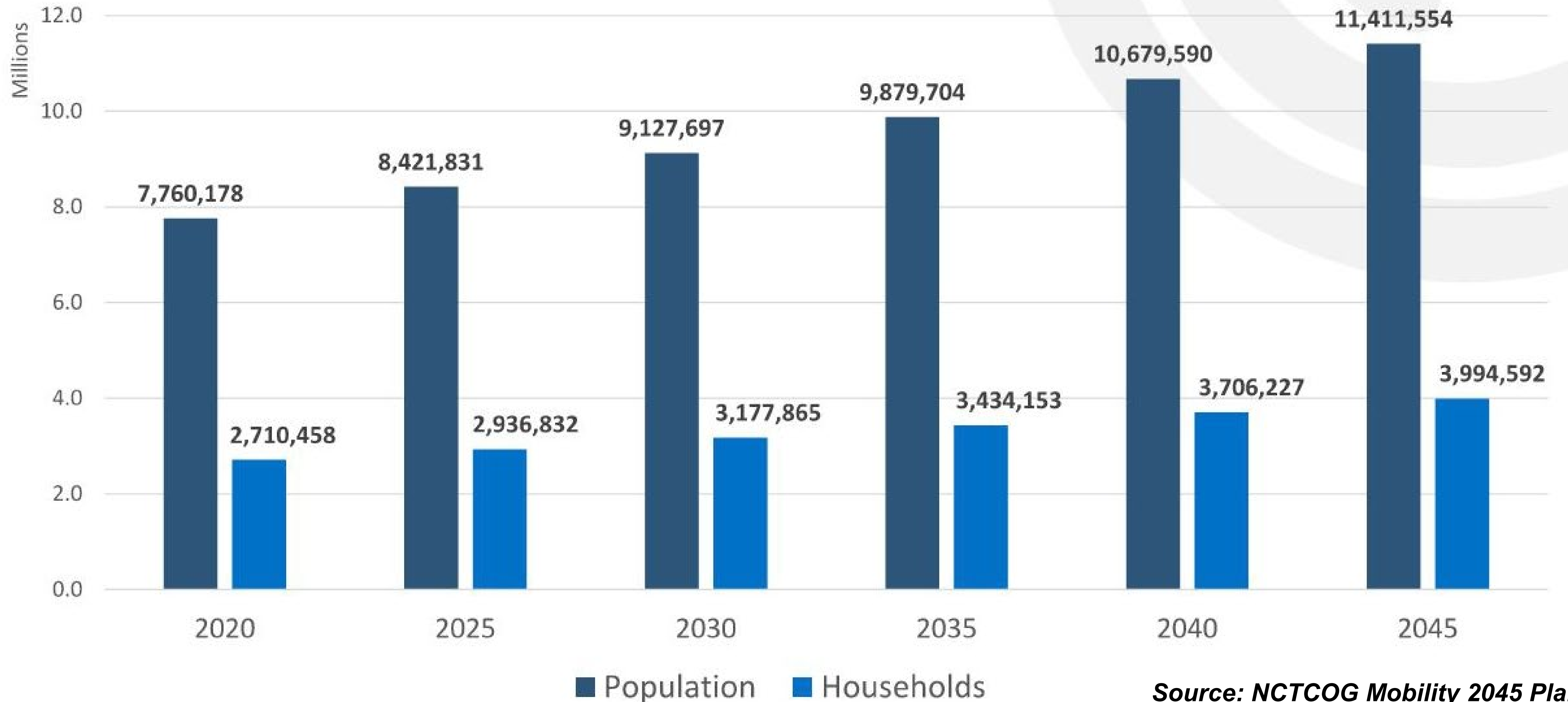
2023

 **Single-Family & Condos**

 **Multifamily Rental**

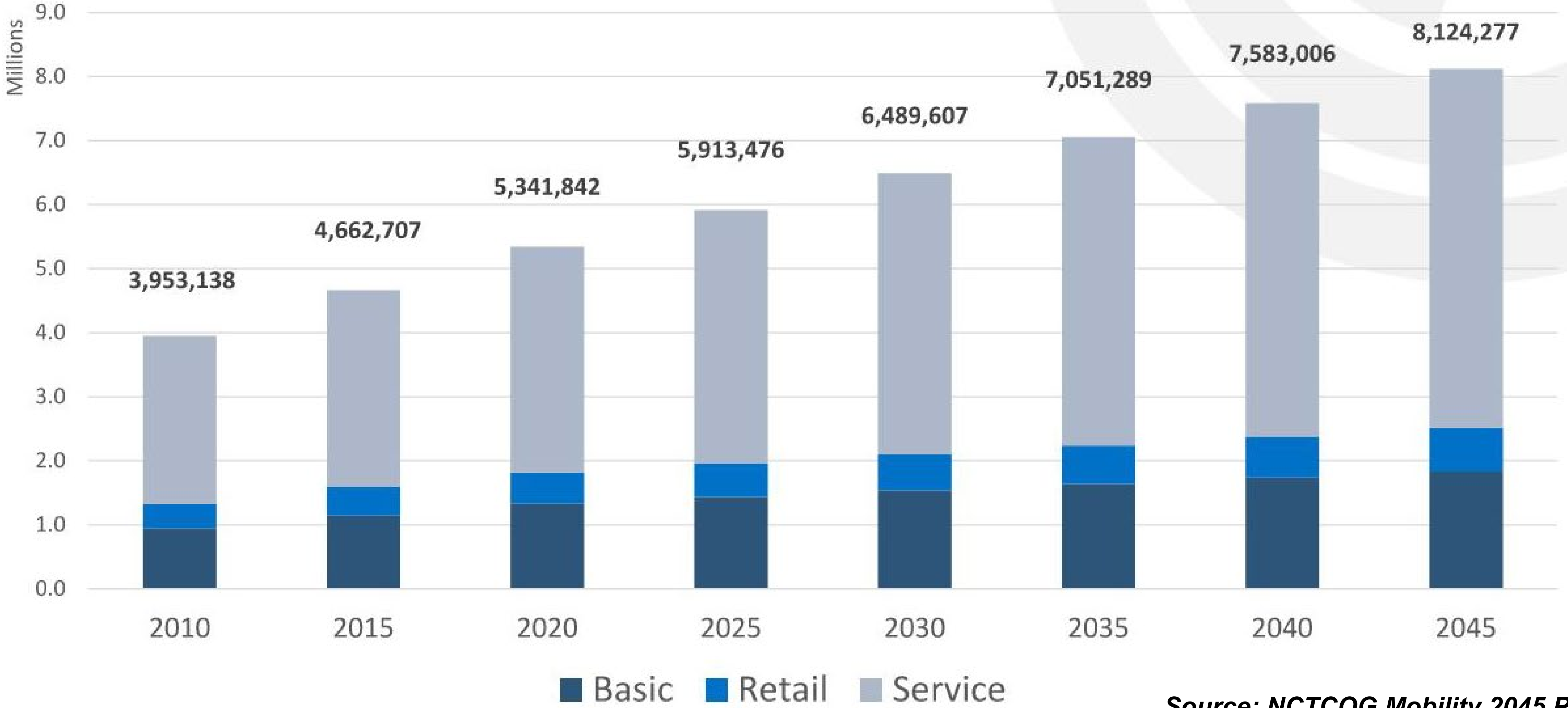
REGIONAL GROWTH

DFW POPULATION GROWTH



Source: NCTCOG Mobility 2045 Plan

DFW EMPLOYMENT GROWTH



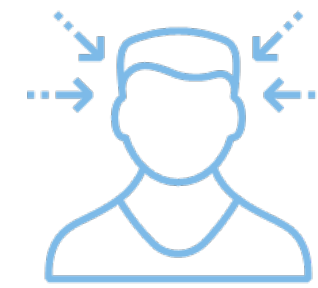
Source: NCTCOG Mobility 2045 Plan

ADDISON'S MARKET POSITION

Preliminary Results, Feb 2024

ASSESSING THE MARKET

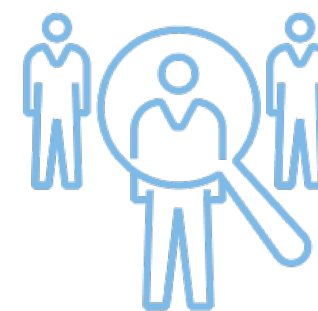
- The team uses a variety of methods to determine the market competitive nature of Addison.
- Peer Places were used as a replacement for communities because of the unique nature of Addison.
- Places are located throughout the Metroplex, Austin, and one in Atlanta GA.



What We Hear



Data Analysis



Peer Place Review



Trends Analysis



Observations

COMP LOCATIONS / “PEER PLACES”

Peer Places

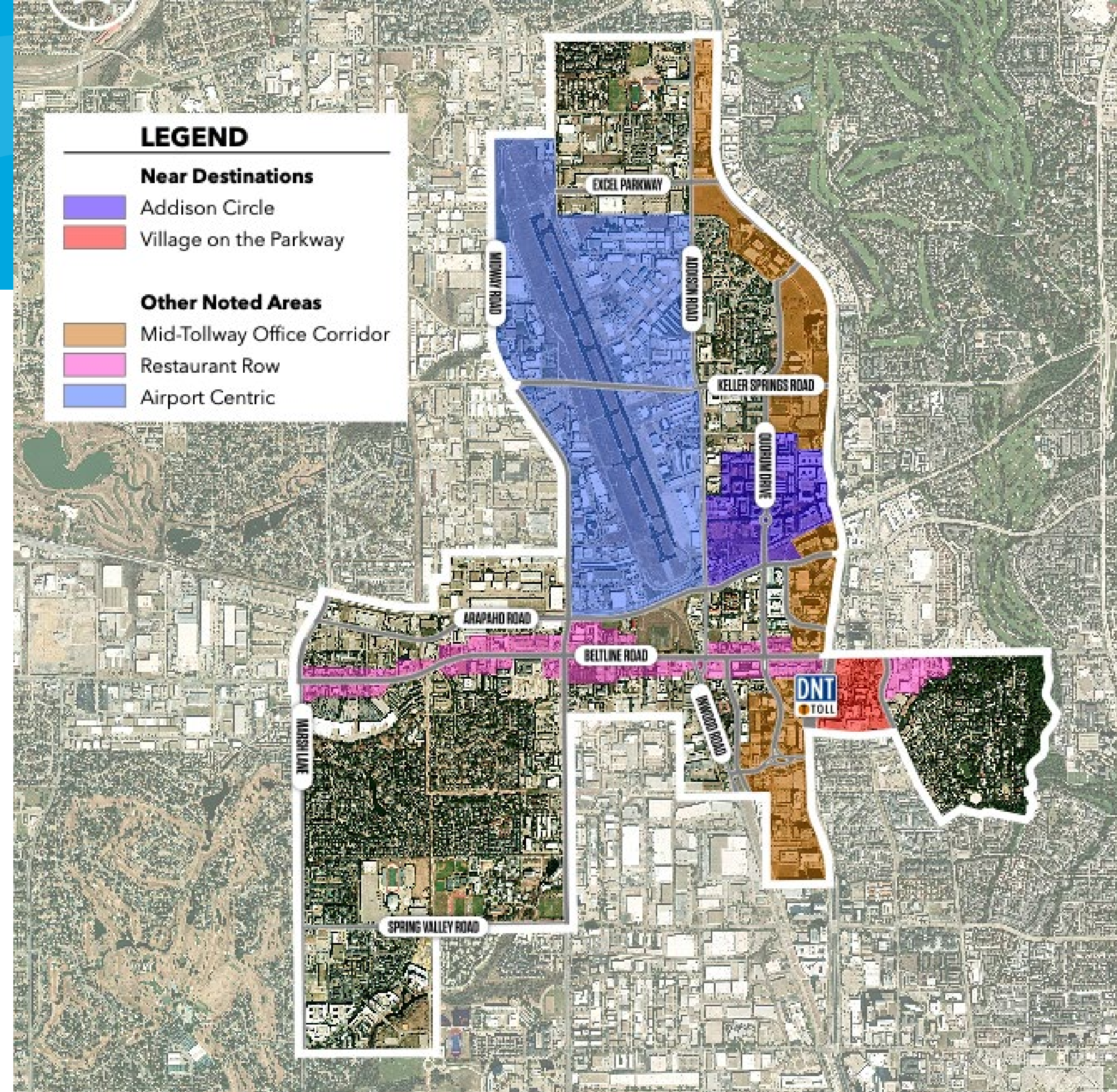
- Areas considered to be comparable or competitive with Addison
- Selected through coordination with staff and local professionals
- Built Environment studied at its “core”
- Audience measured within a five-minute drive of the “core”

- **Addison Circle**
Addison, TX
- **Las Colinas**
Irving, TX
- **Legacy Town Center/Legacy West**
Plano, TX
- **Preston Center**
Dallas, TX
- **The Domain**
Austin, TX
- **West 7th Street**
Fort Worth, TX
- **Buckhead Village**
Atlanta, GA

LOCAL AREAS

Local Areas

- Areas of Addison noted regularly throughout interviews for previous, current or potential impact
- Account for 92 percent of all office space and retail space in Addison



CATEGORIES OF COMPETITIVENESS

- **Built Environment.** Represents all physical aspects from location and proximity to various traits of office, retail, multifamily and industrial structures.
- **Audiences.** Represents the different categories of people that typically arrive in a community. For purposes of the comp plan that includes residents and employees.
- **Business Environment.** Represents traits of local businesses including local destinations and other areas noted in interviews.
- **Economic Infrastructure** (in progress). Will represent development support/incentives, codes, marketing and customer service.

WHAT WE'VE SEEN AND HEARD

Strengths

- Proximity to Dallas and North of Dallas
- Addison has more restaurants per capita than most places
- Office woes in Downtown Dallas are to Addison's benefit
- TOD and the DART Station may catalyze activity in the area
- The airport increasingly brings executives into Addison

Weaknesses

- Addison needs more walkability / connectivity, quality amenities and design features in areas that are economic "drivers"
- Retail can be difficult outside of proximity to Addison Circle or Belt Line Rd
- Addison hotels are "tired"
- Addison needs "something to do" - entertainment destinations outside of restaurants

THE BUILT ENVIRONMENT

- Developers indicated that the Mid-Tollway market is still strong, but it doesn't demand the rates seen in areas such as Legacy Town Center
- Addison was described as having the benefits of Dallas without being "Dallas"
- Impact is the result of both the general location and age and amenity packages of buildings

Rental Rates

	Office Market Rent per SF	Retail Market Rent per SF	Multifamily Market Rent per Unit
Addison Circle	\$ 37.02	\$ 24.00	\$ 1,640
Las Colinas	\$ 32.21	\$ 28.58	\$ 1,875
Legacy Town Center	\$ 40.62	\$ 33.72	\$ 1,895
Preston Center	\$ 47.24	\$ 40.65	
The Domain	\$ 53.80	\$ 30.70	\$ 1,764
West 7th St	\$ 30.98	\$ 28.97	\$ 1,745
Buckhead Village	\$ 39.72	\$ 45.64	\$ 2,044

NOTE: Buckhead Village, Atlanta is located in Georgia and as such may enjoy different market dynamics

THE BUILT ENVIRONMENT

- Rental Rates for Office space are highest in Addison Circle among noted areas
- Village on the Parkway enjoys the highest rental rates for retail/restaurants

Total Area/Units and Rental Rates in Areas of Addison

	Office		Retail		Multifamily	
	Existing SF	Market Rent per SF	Existing SF	Market Rent per SF	Existing Units	Market Rent per Unit
Town of Addison	9,969,937	\$ 28.62	1,980,383	\$ 25.08	9,100	\$ 1,641
Addison Circle	569,757	\$ 37.02	130,848	\$ 24.00	2,138	\$ 1,640
Village on the Parkway	-	\$ -	682,000	\$ 34.79	-	\$ -
Restaurant Row	214,000	\$ 20.24	840,000	\$ 26.46	-	\$ -
Office Corridor	7,700,000	\$ 30.59	14,600	\$ 21.61	324	\$ 1,816
Airport Centric	736,000	\$ 24.44	147,000	\$ 22.08	-	\$ -

THE BUILT ENVIRONMENT

- Addison Circle area has a higher office vacancy than peers but fares better in retail and multifamily
- Most office environments are struggling – except those that have benefitted from the “flight to quality” and have the amenities required post-pandemic (outdoor areas, walkability, “experiences”, and office amenities)

Vacancy Rates & Percent of "New" Structures

	Office		Retail		Multifamily	
	Vacancy Rate	% Structures Built 2000+	Vacancy Rate	% Structures Built 2000+	Vacancy Rate	% Structures Built 2000+
Addison Circle	18.9%	10.0%	10.7%	0.0%	6.1%	67.0%
Las Colinas	25.8%	19.0%	0.9%	75.0%	6.6%	95.0%
Legacy Town Center	9.2%	100.0%	12.1%	94.0%	5.7%	100.0%
Preston Center	13.3%	26.0%	11.9%	11.0%	N/A	N/A
The Domain	5.6%	80.0%	0.1%	100.0%	7.1%	100.0%
West 7th St	5.1%	24.0%	11.2%	25.0%	14.6%	63.0%
Buckhead Village	15.8%	9.0%	4.5%	13.0%	6.4%	83.0%

THE BUILT ENVIRONMENT

- Interviews indicated that Addison is "showing its age"
- Addison circle remains a high-quality office environment, but it lacks the amenities and experiences of newer counterparts
- Addison was a model – upon which others have built and improved

Percent Structures Building Class A or B compared to Age

	Office		Retail		Multifamily	
	% Class A/B	% Built 2000+	% Class A/B	% Built 2000+	% Class A/B	% Built 2000+
Addison Circle	70%	10.0%	100%	0.0%	100%	67.0%
Las Colinas	97%	19.0%	100%	75.0%	100%	95.0%
Legacy Town Center	96%	100.0%	94%	94.0%	89%	100.0%
Preston Center	71%	26.0%	39%	11.0%	N/A	N/A
The Domain	93%	80.0%	89%	100.0%	100%	100.0%
West 7th St	45%	24.0%	40%	25.0%	75%	63.0%
Buckhead Village	28%	9.0%	52%	13.0%	100%	83.0%

THE BUILT ENVIRONMENT

- Vacancy Rates in both retail and multifamily are strong throughout Addison but higher in Addison Circle and Restaurant Row.
- Addison’s Office and Retail structures are aging. The majority of Office in the Office Corridor, for example was built in the 1980s. The majority (65%) of retail along Restaurant Row was constructed between 1980 and 2000.

Vacancy Rates around Addison

	Office	Retail	Multifamily
Town of Addison	20.2%	3.9%	5.8%
Addison Circle	18.9%	10.7%	6.1%
Village on the Parkway	N/A	0.0%	N/A
Restaurant Row	22.6%	8.0%	N/A
Office Corridor	18.7%	0.0%	7.7%
Airport Centric	16.6%	0.0%	N/A

Percent Structures Building Class Compared to Age

	Office		Retail	
	% Class A/B	% Built 1990+	% Class A/B	% Built 1990+
Town of Addison	87%	32%	68%	48%
Addison Circle	70%	50%	100%	67%
Village on the Parkway	N/A	N/A	75%	16%
Restaurant Row	N/A	N/A	69%	54%
Office Corridor	100%	26%	N/A	50%
Airport Centric	68%	16%	23%	50%

BUILT ENVIRONMENT



Hotels:

- Local RevPAR (Revenue per Available Room): **\$65**
- 12 Month ADR (Average Daily Rate): **\$99**
- Occupancy Rate: **65.90%**
- Percent with a CoStar Rating of 3 or below (5 being the highest rating): **47%**

BUILT ENVIRONMENT



Industry:

- Adds significant diversity and strength to the local economy
- Square feet of industrial space in Addison: **2.86 million square feet**
- Percent of local industry adjacent to the airport: **49%**
- Average rent: **\$11.69 per SF**
- Percent of buildings constructed in the 1970s: **62%**

AUDIENCES

Residents within Five Minute Drive “Capture Area”:

- 35,000+ total residents (second highest among peers)
- Tend to be young (but not the youngest), well educated & single
- Well educated but next to lowest among peer places
- Among highest number of people living alone

Age, Household Traits and Education within 5 Minutes of Place

	Median Age	Avg HHD size	% Households 1 person	% with Bachelors +
Addison Circle	36.2	1.78	49.4%	57.5%
Las Colinas	34.7	1.74	48.0%	75.1%
Legacy Town Center	36.2	2.09	38.8%	74.1%
Preston Center	47.0	2.38	32.6%	87.7%
The Domain	33.7	1.91	44.5%	56.4%
West 7th Street	38.8	1.80	49.6%	63.6%
Buckhead Village	39.1	1.58	56.6%	79.3%

AUDIENCES

Residents within Five Minute Drive “Capture Area”:

- The capture area of Addison Circle has a relatively low level of disposable income compared to peer places
- Age, Education and Household Size help explain why

Place	2023 Median Household Income	2023 Median Disposable Income	2023 Median Net Worth	2023 Wealth Index
Preston Center	\$180,255	\$143,742	\$807,288	304
Buckhead Village	\$110,339	\$88,580	\$127,623	126
Legacy Town Center	\$94,826	\$80,350	\$72,524	114
West 7th Street	\$85,511	\$71,860	\$95,271	104
Las Colinas	\$93,685	\$78,771	\$60,760	79
Addison Circle	\$71,295	\$59,124	\$35,960	64
The Domain	\$68,296	\$57,954	\$33,676	54

AUDIENCES

Employees within Five Minute Drive “Capture Area”:

- Very strong daytime population
- Results from 88,000 + that come into the area
- Confirms report that daytime sales tend to be stronger than evenings in Addison

Employees within 5 Minutes

	Total Employees	Employee per 100 Residents	Daytime Population
Addison Circle	88,977	254	123,320
Las Colinas	28,183	144	35,308
Legacy Town Center	97,643	233	117,237
Preston Center	17,644	111	29,771
The Domain	53,447	129	78,718
West 7th St	40,268	172	56,648
Buckhead Village	67,688	216	87,305

AUDIENCES

What Type of Businesses?

- The largest business segment within 5 minutes of Addison Circle is Professional, Scientific & Tech Services.

Business Classifications Representing 5% or More of Businesses within 5 Minutes

by NAICS Codes	Addison Circle	Las Colinas	Legacy Town Center	Preston Center	The Domain	West 7th St	Buckhead Village
Professional, Scientific & Tech Services	15.8%	14.4%	13.7%	0.1%	9.7%	13.7%	18.5%
Unclassified Establishments	14.9%	14.5%	14.9%	0.2%	10.2%	0.6%	11.3%
Finance & Insurance	9.3%	10.2%	8.1%	0.1%	4.8%	13.9%	11.1%
Retail Trade	9.0%	5.8%	10.8%	0.1%	16.8%	10.0%	11.9%
Real Estate, Rental & Leasing	7.7%	7.5%	5.9%	0.1%	5.1%	3.2%	9.0%
Other Services (except Public Administration)	6.6%	7.5%	6.4%	0.1%	8.2%	6.3%	7.5%
Accommodation & Food Services	6.1%	8.1%	9.4%	0.0%	8.8%	9.7%	6.8%
Health Care & Social Assistance	5.7%	6.6%	12.0%	0.1%	7.9%	10.5%	5.8%
Wholesale Trade	3.1%	3.0%	1.5%	0.0%	5.2%	1.4%	1.3%
Manufacturing	2.9%	2.8%	1.4%	0.0%	3.9%	3.4%	1.4%

BUSINESS ENVIRONMENT

Near-destinations

- Addison Circle offers mix of highly walkable businesses and residential and great green spaces but lacks critical mass to regularly draw visitors. May be recharged with the introduction of TOD and DART station
- Village on the Parkway has evolved into a highly desirable restaurant location but lacks mix of uses, green space and walkability



BUSINESS ENVIRONMENT

Other Areas

- “Office Corridor” along with Addison Circle is the office backbone of Addison but area & buildings lack features that allow them to be more competitive with best in class properties
- “Restaurant Row” consists largely of strip retail and restaurants described by many as “tired” and “dated”



BUSINESS ENVIRONMENT

Other Areas:

- Airport-Centric includes the airport and adjacent development
- Airport is competitive with Love Field & Dallas Executive Airport
- Houses numerous businesses and air-related services
- Lacks a maintenance, repair and overhaul facility (MRO)
- impacts development potential of properties in flight path



BUSINESS ENVIRONMENT

Higher rents are occurring in clustered, walkable urbanism vs linear development:

- Office: Addison Circle outperforms remainder of Office Corridor and Town
- Retail: Village on the Parkway outperforms remainder of Restaurant Row and Town

Office Market Rent by Area

Addison Circle	Office Corridor	Town of Addison
\$ 37.02	\$ 30.59	\$ 28.62

Retail Market Rent by Area

Village on the Parkway	Restaurant Row	Town of Addison
\$ 34.79	\$ 26.46	\$ 25.08

Office Corridor excludes Addison Circle

Restaurant Row excludes Village on the Parkway

BUSINESS ENVIRONMENT

Expenditures associated with Retail, Food and Beverage:

- The area of Addison Circle enjoyed the third highest expenditures on Retail and Food & Beverage

Retail, Food & Beverage Expenditures within 5 Minutes

Place	2023 Retail Trade & Food/Drink (NAICS 44-45,722) Expenditures	2023 Retail Trade (NAICS 44-45) Expenditures	2023 Food Services & Drinking Places (NAICS 722) Expenditures
Buckhead Village	\$809,750,461	\$681,211,734	\$128,538,727
The Domain	\$509,854,354	\$429,973,329	\$79,881,025
Addison Circle	\$508,388,848	\$429,035,795	\$79,353,053
West 7th Street	\$423,855,852	\$358,386,669	\$65,469,183
Preston Center	\$402,268,606	\$342,017,037	\$60,251,568
Las Colinas	\$376,195,024	\$315,449,279	\$60,745,745
Legacy Town Center	\$698,195,271	\$589,063,950	\$109,131,321

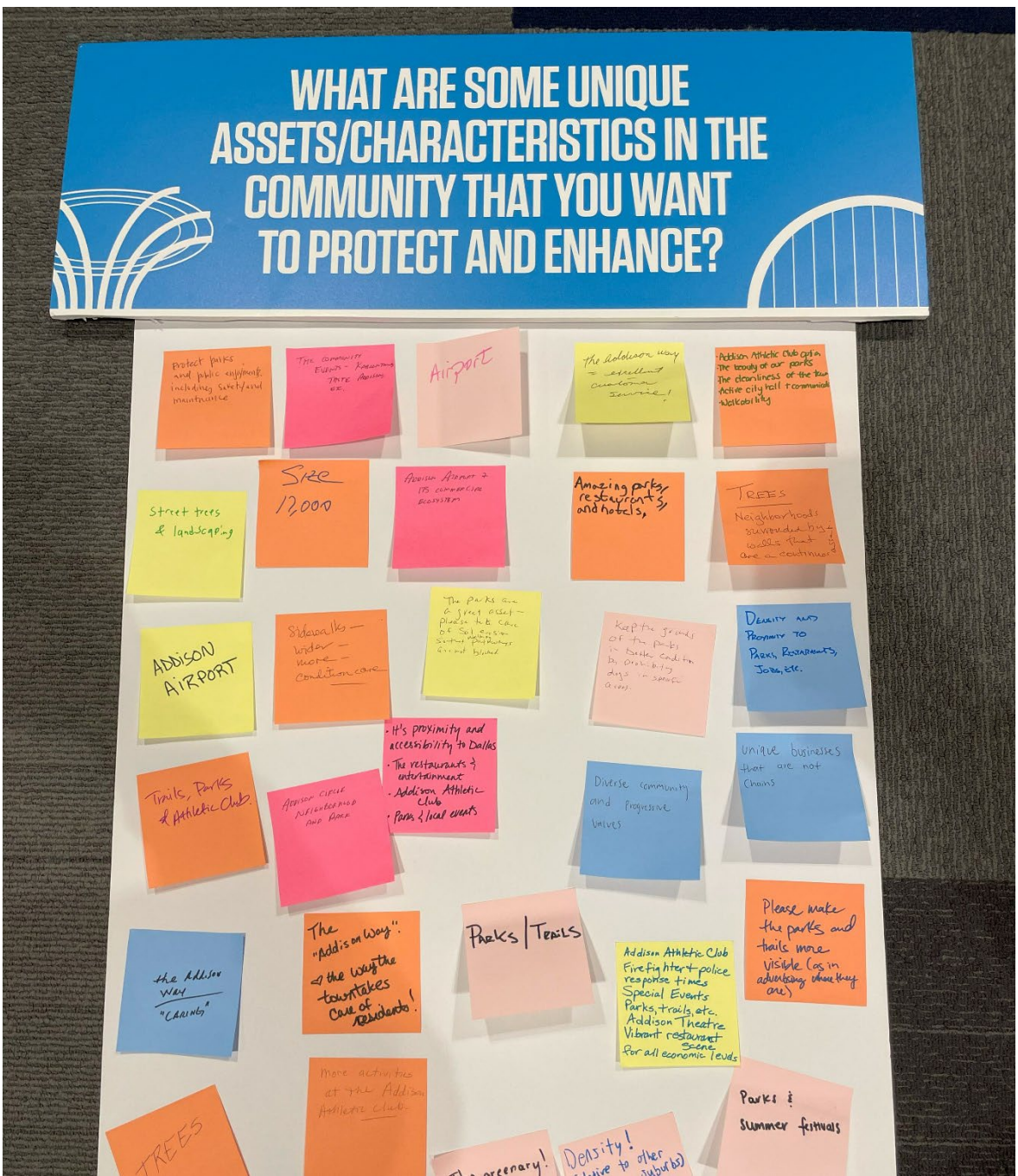
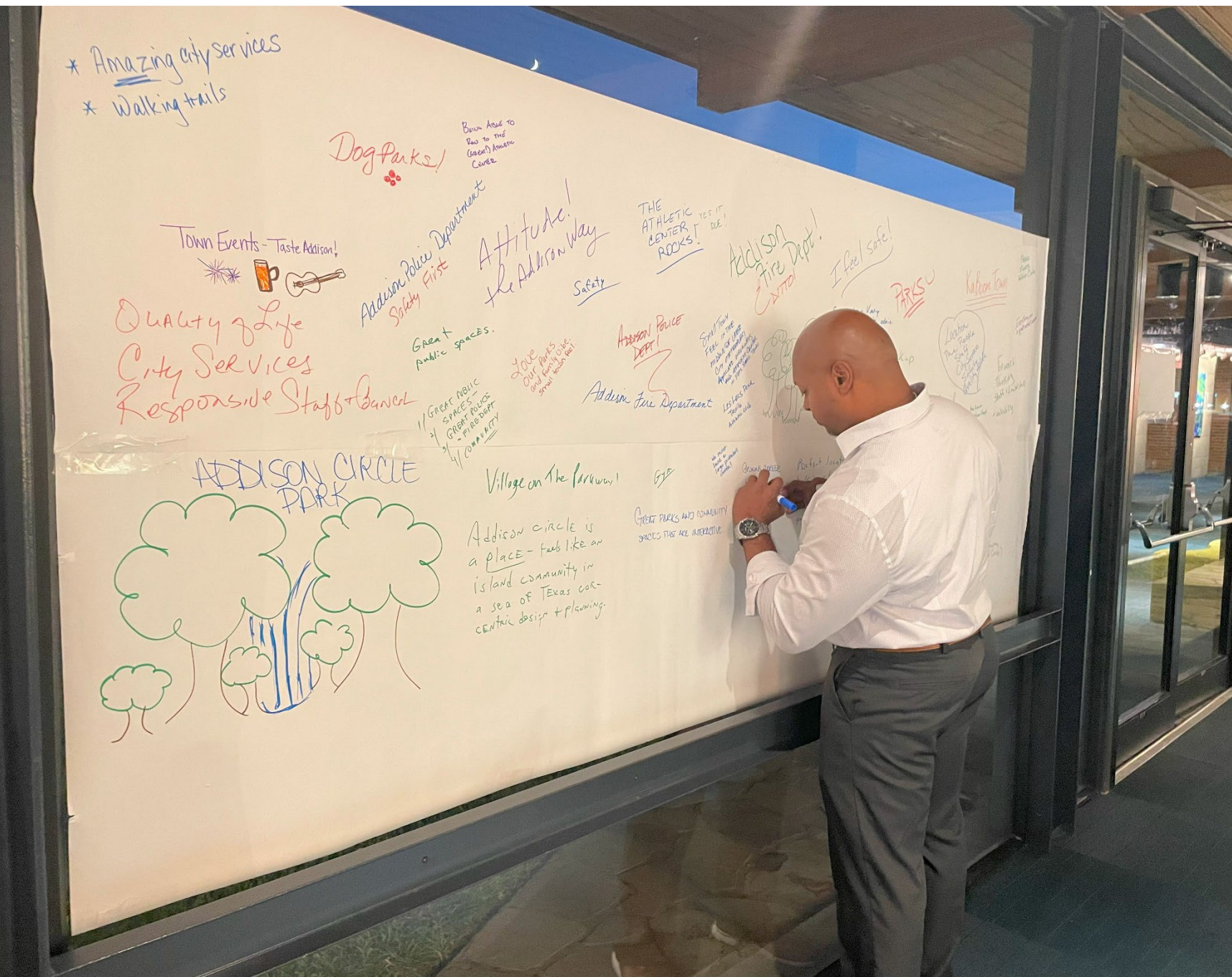
TAKEAWAYS TO DATE

- Addison remains a desirable location with strength in nearly all sectors - although there are some warning signs to heed, particularly in the office segment
- Addison is losing a bit of its luster in the “flight to quality”, particularly in discussion of experience
- Addison Airport is a recognized strength to the community’s market stock
- Addison lacks a single location with the critical mass of shopping, evening entertainment, dining and programmable spaces to be called a destination, although both Addison Circle and Village on the Parkway come close
- Hotel stays are a potential weakness that could be spurred by facilities or reasons to stay in Addison
- Local industry is a quiet and aging strength

WHAT WE'VE HEARD FROM ADDISONITES

ENGAGEMENT ACTIVITIES COMPLETED TO DATE

- ✓ Project Kickoff (Oct 2023)
- ✓ Survey 1: Vibrant Community Assessment (Oct 2023)
- ✓ Survey 2: Vision, Values, & Priority Outcomes (Nov-Jan)
- ✓ Engagement Tour Week (Jan 2024)
- ✓ 2 Staff Workshops
- ✓ 3 Comp Plan Advisory Committee (CPAC) Meetings
- ✓ 2 Joint Workshops w/ Council and P&Z
- ✓ 7 Community 'Pop-Ups'
- ✓ 2 Resident Focus Groups
- ✓ 8 Business/Developer Interviews
- ✓ Meeting in a Box (ongoing)
- ✓ Online Mapping Tool (ongoing)



HELP SHAPE THE FUTURE OF ADDISON!

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

HOW MIGHT WE...

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



[AdvanceAddison.com](https://www.advanceaddison.com)

TAKE THE SURVEY



PRELIMINARY ENGAGEMENT THEMES

Feeling of safety and comfort

- Police/fire, sense of place, familiarity with neighbors

Connectivity and Walkability

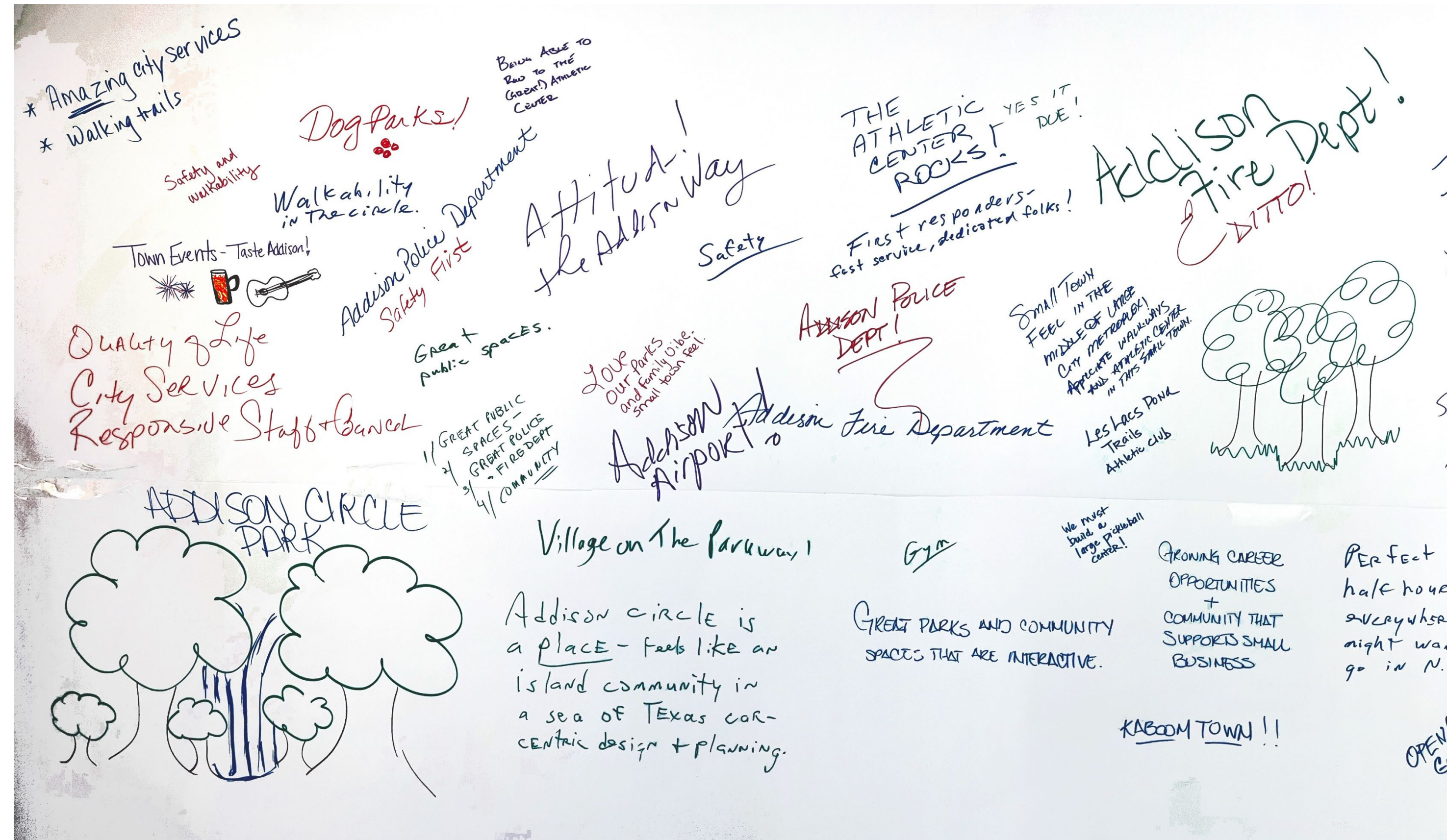
- Non-vehicular mobility options, access to regional roadways and transit

Economic prosperity and importance of commercial

- Commercial anchors the identity and fiscal position of the Town, strengthen local business and evening entertainment

Commitment to innovation

- Leader in urban development, "Addison Way", important to stay in the forefront



NEXT STEPS

NEXT STEPS

- Ongoing Draft identity, vision story, and decision-making principles
- 3/20 CPAC Meeting Review/refine identity, vision story and decision-making principles
- End of March Full summary of existing conditions, engagement input, market analysis, vision, and decision-making principles
- April Start of Phase 3, Strategy Development

THANK YOU!

ADVANCE ADDISON 2050



**TAKING ADDISON
TO THE NEXT LEVEL**

AdvanceAddison.com

**Comprehensive Plan Advisory
Committee**

5.

Meeting Date: 02/21/2024

Agenda Caption:

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