



TOWN OF ADDISON
COMPREHENSIVE PLAN
2013

Addison!®

Better Than Ever.

ACKNOWLEDGEMENTS

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Approved by the Addison City Council through Ordinance 013-049
On November 26, 2013

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GOALS AND PURPOSE



THEN

1975
Dallas North Tollway
right-of-way through
Addison.



NOW

1988
Dallas North Tollway
at the Belt Line
intersection.



GOALS AND PURPOSE

The Addison Comprehensive Plan is the Town’s public declaration of what it wants to be as it “grows up.” However, a town doesn’t ever really grow up. It is in a constant state of flux, growing, and sometimes declining as it responds to changes within and around it. Addison, as a small city in the middle of the Dallas-Fort Worth metroplex, is particularly influenced by changes around it, and it is always growing and re-growing.

Addison’s Comprehensive Plan is foremost a visionary statement of public policy designed to direct the growth and regrowth of the community for a period of five to ten years. It expresses the community’s values, goals, and vision for the development of both publicly and privately-owned properties. It sets forth a generalized pattern of land use and establishes policies and guidelines for the development of housing, community facilities, parks and recreation facilities, retail services, and employment centers.

A key role of the Plan is to present a comprehensive town-wide framework to guide the coordination of many separate incremental development decisions. Once adopted by the Town Council, the Plan becomes an official policy of the Town and many day-to-day actions of the Town’s elected and appointed officials will be guided by the policies of the Comprehensive Plan. It will help guide zoning decisions and serve as a basis for the Town’s capital improvements program.

Because the Plan reflects a vision of the future shape and character of Addison, the Plan maps will not always reflect the existing land use pattern and should not be confused with the zoning map,

which is a documentation of current site specific land uses. In contrast, the Comprehensive Plan is more general and may ignore the individual, small-scale differences in land use. The Plan is not a roadmap. It is a guide and is intended to be flexible, and to provide latitude for the more detailed, localized studies which are a part of each zoning decision. In some areas, it will provide a generalized picture which represents the dominant land use characteristic of an area. In other areas, it may show a transition of an existing land use to a new different land use.

Finally, the Comprehensive Plan serves as a reference for investors seeking to develop property within the Town. It will illustrate to potential investors what they will be able to do with a property, what public services will be available to support their development, and what other property owners will be required to do to protect the value of their neighborhood and the overall real estate values throughout the Town.

THE ADDISON WAY



THEN

1920
Freight train on the
Cotton Belt Rail Line that
runs east - west through
Addison.



NOW

2012
Dallas Area Rapid
Transit (DART) bus at the
Addison Transit Center.



THE ADDISON WAY

The Town of Addison has a long-held culture of pursuing excellence that permeates all facets of life in Addison. Known as The Addison Way, it is a common commitment to doing everything as well as possible. The Town hopes it is experienced by all those who live, work, or play in Addison; however, it recognizes that everyone defines it differently. To residents, it is the excellent facilities and customer service the Town's employees provide. To visitors, it is the Town's safe, clean streets, many wonderful restaurants and beautiful landscaping. To businesses, it is the way the Town markets and advertises the Town to keep its businesses profitable while holding the line on property taxes and extra fees.

The Addison Way also defines how the Town values its land resources and the people who own them. Addison welcomes new and innovative ideas for land use, and often brings new ideas to the table to help developers maximize their properties. The Town works hard to ensure that each parcel achieves its highest and best use while being ever mindful of the need of every parcel to complement, not detriment, its neighbors. Addison allows developers more flexibility to use their land in innovative ways, and makes extensive use of flexible zoning districts in order to achieve a "good fit" for difficult parcels.

The Addison Way also dictates the manner in which the Town's staff, Planning and Zoning Commission, and Council treat property owners and developers. The Town makes sure all property owners are treated fairly and with respect, and that they have the opportunity to make their concerns known. It also treats developers as cooperative partners

who share a common vision for maximizing Addison's assets and advantages over competing communities. The staff is particularly mindful of the time and expense that goes into developing land, and works to provide prompt responses to development questions. The Town attempts to say "yes" to development proposals, but if the answer cannot be yes, the Town still works to get an answer to a developer in an efficient and timely manner. Additionally, the Town's Development Services team works closely with developers and others to identify additional solutions to land use issues.

The Addison Way also extends to the manner in which the Town is landscaped and maintained. Addison works tirelessly through code enforcement and neighborhood integrity programs to see that all properties in the Town are well-maintained. The Town realizes that the maintenance and cleanliness of neighborhoods, both residential and commercial, is vital to their long-term success.

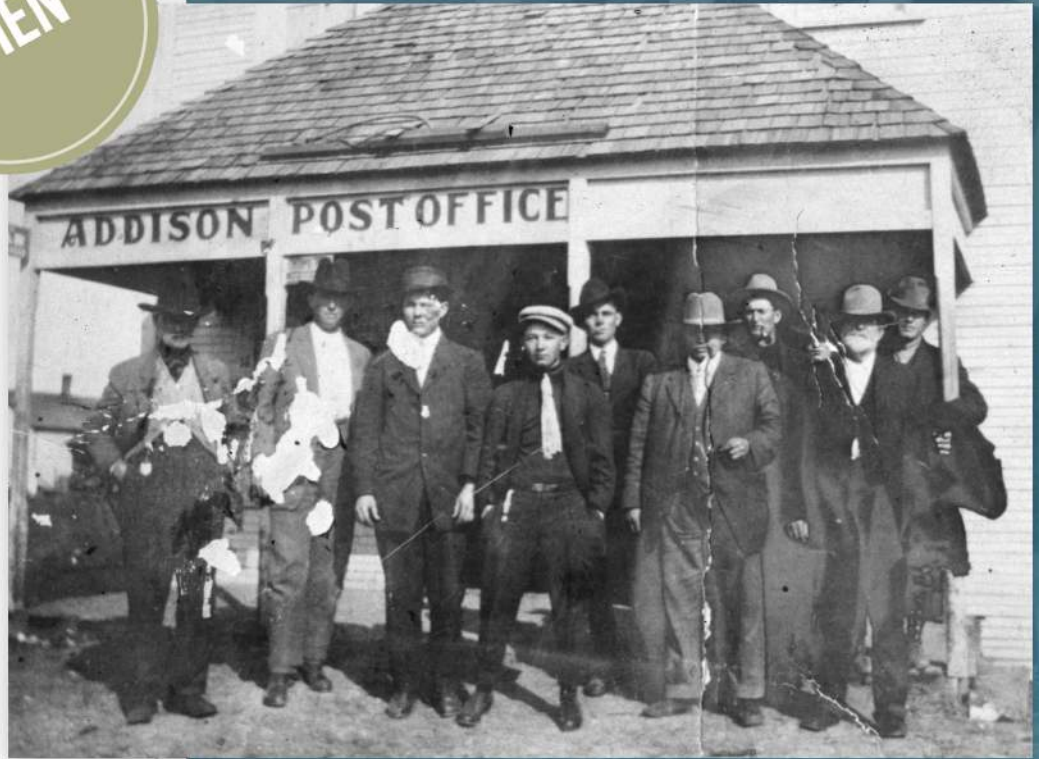
To the Addison City Council, the Planning and Zoning Commission, the Town staff, and all those involved with the development, management, and maintenance of the Town's precious and scarce land assets, the Addison Way is simply the Best Way.

HISTORY OF THE TOWN



THEN

1908
Addison's first post office building.



NOW

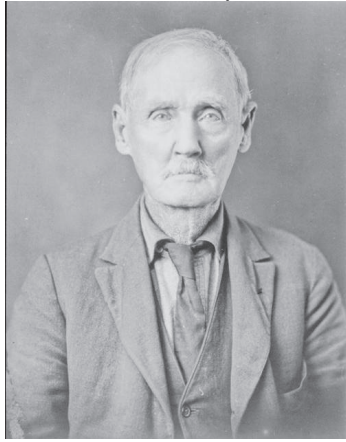
1991
Addison's fourth post office building.



HISTORY OF THE TOWN

BEGINNINGS

The Town of Addison is located in an area once called Peters Colony. It was settled as early as 1846 when Preston Witt built a house on White Rock Creek. The area was not known as Addison until 1904. Addison was named after Addison Robertson, who was a Confederate War hero and served as the community's second postmaster from 1908-1916. In 1902, the first industry was introduced to Addison when a cotton gin was built on Addison Road, by the Pistole brothers.



Addison Robertson, the Community's second Postmaster and namesake

Transportation came to Addison in 1888 when the St. Louis, Southwestern Railway Company extended the Cotton Belt Line from Commerce, Texas to Fort Worth, Texas. Mr. W.W. Julian, an Addison landowner, donated one half-acre of land to the Railway Company so that it would establish a depot



The original "Town" of Addison. One building, the original Addison Bank, still stands along Broadway, formerly the only commercial area in the community.

in Addison. The depot established Addison as a center for commerce and drew stores, churches, and other businesses.

Like other rural communities, Addison originally had its own school system. The Addison School Building was built on Belt Line Road, which was then a dirt road, and served the community until 1954 when the Addison district merged with the Dallas Independent School District. The school, which was closed in 1964, now serves as the Addison Magic Time Machine Restaurant.

The City of Addison was incorporated on June 15, 1953, under an alder-manic form of government. In 1956 construction began on the Addison Airport, which was eventually purchased by the Town in 1975 using an FAA grant.

BOOM TOWN DAYS

In 1975, Addison was poised for growth. It had its own airport, and the Dallas North Tollway was being extended north toward the Town. Landowners in the community felt that it was time for Addison to take control of its fate and shape the new private investment and development that would undoubtedly follow the construction of the Tollway. Property owners realized that the Town lacked infrastructure to support quality development, and they realized that by discouraging, or simply ignoring growth, the Town was actually encouraging poor quality development.

In 1975, the Town elected new leadership, including a new Mayor, Jerry Redding. Mayor Redding and other Addison leaders realized that while the Town enjoyed a great location for commerce, it

had a limited amount of land on which to build tax base. They realized that given Addison's small population, it might be possible to hold a successful "local option" election and bring alcohol sales to Town. Addison leaders felt they had hit upon an industry that was tailor-made for Addison's Main-and-Main location at the intersection of Belt Line and the soon-to-be completed 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.

They held the local option election in 1975 and voted to allow packaged liquor sales and liquor-by-the-drink in Addison. Since most of the communities in all directions from Addison were



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

still "dry," this progressive decision proved to be an enormous economic catalyst. However, the Council was determined to control the impact of that decision on the community, so it restricted the sales of packaged liquor sales to Inwood Road, south of Belt Line Road. The Council also required applicants wanting liquor-by-the-drink permits to have 60 percent of their sales receipts come from food sales. This requirement helped the Town develop an amazing group of quality restaurants and two large full-service hotels, and it shaped Addison as one of the foremost hotel and dining destinations in the Metroplex. Addison is still known as a premier restaurant community with over 166 restaurants that can seat over 20,000 patrons at one time.

Addison has long been committed to providing quality services and facilities to its residents. It established early, and has maintained, excellent response times for Police and Fire/EMS services. It also takes great pride in the quality of the built environment for both private sector properties and facilities built by the Town.



Residents stroll in Celestial Park in the Bellbrook neighborhood.

In 1987 the Town constructed the Addison Athletic Club, which includes a basketball court, workout facilities, racquetball courts, and both an

indoor and outdoor pool. All Addison residents pay a one-time \$10.00 fee for use of the facility. Addison also began a commitment to community life by sponsoring community events throughout the year. Today Addison's signature events: Kaboom Town, Oktoberfest, and Taste Addison, draw over 250,000 people a year to the Town. On a daily basis, Addison's 130 acres of parks and trails and Special Event facilities provide wonderful passive recreational opportunities, as well as a beautiful aesthetic quality for the Town.

REINVENTING

During the late 1970's and early 1980's, Addison experienced explosive growth, with new office buildings and restaurants being constructed on every corner. Then in 1988, Addison, like the rest of Texas, was hit by the Savings and Loan crisis and subsequent real estate market crash. Addison was particularly hard-hit because so much of its land was devoted to office and commercial uses. Once again, Addison officials, led by then-Mayor Lynn Spruill, realized the importance of taking control of the city's development as opposed to just riding out the boom and bust cycles of the real estate market. The Town formed a committee comprised of Council members, Addison residents and business people, as well as respected members of other communities. The group began a visioning process called 2020 Vision. The group analyzed Addison's strengths and weaknesses and developed a logical future for the Town, which has shaped the Town's development direction since 1991.

The group determined that Addison, with its unique location and restaurant/shopping/entertainment offerings, had the ability to become the urban housing and entertainment provider for the more than 100,000 people who worked along the Dallas North Tollway corridor. The group studied

the New Urbanism movement that was becoming a popular development format around the country, and believed that higher density multi-family, in a mixed-use environment with office and retail uses, was a good fit for Addison. The group believed that unique architecture and high-quality, long-lasting building materials would deliver a mixed use neighborhood that would enjoy a longer lifecycle than typical stand-alone garden apartment or office projects.

The Town Council tested its belief in new urbanist development on an 84-acre tract of raw land that lay between the Dallas North Tollway and Addison Road.



Addison Circle

It worked with Columbus Realty Trust (later sold to Post Properties) to develop Addison Circle, one of the first mixed-use developments in the country to be built on a green-field, suburban site. Addison Circle has been very successful and is a signature development for the Town. The many parks and plazas in Addison Circle draw residents from throughout the community, and Blueprints at Addison Circle, the Town's signature art piece, provides an instantly-recognizable icon for the Town.

CONTINUING THE VISION

Since 1991, the Town has been through other boom-bust real estate cycles, but it continues to believe in high-density, mixed-use development for both owner-occupied and rental housing. It



Towne Lakes townhomes

has been able to fill in small parcels of land with higher-density townhome developments such as the Towne Lake townhomes and Stanford Court Villas. Townhomes provide an attractive alternative to the many Addison residents who want to live in a home they own, but don't want a yard to maintain.

VITRUVIAN PARK

In 2007 the Town had another opportunity to partner with a developer on an urban neighborhood when UDR (formerly United Dominion Realty, a real estate investment trust) purchased 114 acres in the Brookhaven Club Drive area. UDR, knowing that Addison understood higher density and



Savoye and Savoye 2, the first developments in Vitruvian Park

mixed uses, purchased nine aging multi-family complexes and came to the Town with a plan for Vitruvian Park, a new community of 5,000 multi-family units. The redevelopment plan features a 12-acre park oriented along the creek that flows through the southern half of the property. UDR also purchased the Brookhaven Village Shopping Center and is working on a plan to tie the new residential units and the shopping center together in a unified development featuring walkable streets and connections between the apartments and the retail. Once again the Town partnered with the developer to construct and maintain the streets,

parks, and plazas.

LOOKING TO THE FUTURE

Addison is a young town when compared to many other cities in the Metroplex, and that is a mixed blessing. Its young age means that almost everything in Addison, including the Town's basic infrastructure of road, water lines, and public buildings, has been built since 1975. Therefore, the city is not required to devote a large portion of every annual budget to rebuilding and repairs. However, the amount it has to devote is steadily increasing as some major roads and water lines in the community need rebuilding. In addition, many buildings in Addison were constructed quickly to respond to a fleeting demand, and were built with more emphasis on cost than quality. Addison cannot boast of a great stone courthouse or great homes of architectural significance that other communities enjoy.

Iconic buildings of good quality bring character to a city, and they can be remodeled and reinvented time after time to serve as a catalyst for new development. Many buildings in Addison are almost 40 years old, and they are



Creek and Bridge behind Addison's Town Hall—one of the prettiest spots in Town

not aging gracefully. Addison has to compete for residents, businesses, and tax dollars with every other city in the Metroplex, and in an area where there is a seemingly endless amount of raw land,

newer communities further up the Tollway can draw private sector investment more easily than Addison can draw reinvestment.

For Addison to continue to thrive, it has to re-grow and redevelop within its fixed boundaries. The leaders of Addison recognize the challenge and begin the update to the Town's Comprehensive Plan with the intent to identify areas of Addison that need to be redeveloped and reinvented, as well as areas that need to be preserved and protected. Addison has always been the "little town that could" and it has proven that it will re-think, re-gear, and re-invent itself to keep the Town of Addison one of the premier communities in the Metroplex.

History and photos taken from "Addison Texas—a pictorial history, by Andrew T. Eades, copyright 2001.

ADDISON TIMELINE

1950s



JUNE 15, 1953 - ADDISON INCORPORATED, FORMERLY NOEL JUNCTION.
OCT. 1953 - FIRE DESTROYS MOST OF DOWNTOWN. SEVEN COMMUNITIES RESPOND.



1956 - ADDISON AIRPORT CONSTRUCTION BEGINS.
1956 - FIRST STREET LIGHT INSTALLED.



1957 - AIRPORT OPENS.



1959 - GREENHILL SCHOOL OPENS, PREVIOUSLY AT WALNUT HILL & HILLCREST RD - DALLAS

1960s



1961 - AIRPORT IS FIRST GENERAL AVIATION AIRPORT TO GET FAA TOWER.



1964 - ADDISON SCHOOL CLOSES, RE-OPENS LATER AS TIME MACHINE BURGER.



1967 - FIRST SHOPPING CENTER OPENS ON SE CORNER OF MARSH LN. AND SPRING



1970 - DALLAS NORTH TOLLWAY EXTENDED THROUGH ADDISON.
1970 - ADDISON METHODIST AND ADDISON BAPTIST CHURCH CLOSE; WHITE ROCK CHAPEL ONLY CHURCH IN ADDISON.
1970 - CHILDREN RIDE THEIR HORSES TO AIRPORT CAFE FOR GRILLED CHEESE SANDWICHES; ADDISON'S FIRST RESTAURANT.



1972 - WALDEN SCHOOL OPENS WITH 110 STUDENTS.

1970s



1975 - LIBERTY BELL DONATED BY A.B.A., RUNG EVERY DAY DURING EACH IRANIAN HOSTAGE CRISIS.
1975 - TOWN PARK OPENS. | 1975 - HOMEOWNERS PASS LOCAL OPTION FOR LIQUOR BY THE DRINK.
1975 - AIRPORT PURCHASED FOR \$800,000 AND F.A.A. GRANT MATCHES TOWN FUNDS.



1976 - TRINITY CHRISTIAN MOVES TO ADDISON.



1979 - TEXAS SUPREME COURT AWARDS WHITE ROCK CHAPEL CHURCH OWNERSHIP TITLE AFTER 3 YEAR FIGHT.



1980 - MARRIOTT QUORUM HOTEL OPENS - FIRST HOTEL OPENS. ADDISON'S FIRST HOTEL.
1980 - ADDISON ROTARY CHARTERED.



1982 - CITY CHARTER NAME "TOWN OF ADDISON."
1982 - RON WHITEHEAD HIRED AS CITY MANAGER.



1983 - POLICE DEPARTMENT OPENS WITH VOLVO POLICE CARS.
1983 - INTERCONTINENTAL HOTEL OPENS.

1980s



1985 - FIRST KABOOM TOWN; FIREWORKS COST \$154,000. NAMED "OLD FASHION 4TH ON THE 5TH."
1985 - FIRST "SPECIAL EVENT", "AIRFORCE FAIR"/"AVIATION DAY" IN ADDISON.



1987 - FIRST OKTOBERFEST IN PARTNERSHIP WITH KEMPINSKI HOTEL.
1987 - ATHLETIC CENTER OPENS.










1988 - WATER TOWER THEATRE OPENS IN STONE COTTAGE.
1988 - TOWN VOTES TO CHANGE CITY CHARTER TO TRUE CONCIL-MANAGER FORM OF GOVERNMENT.



1988 & 1989 - GRAND PRIX OF DALLAS RAN AT AIRPORT GROUNDS WITH SPEEDS OF UP TO 180 MPH.

1990s

-  1991 - DART DISCUSSES RAIL LINE THROUGH ADDISON. STILL DISCUSSING IN 2013.
1991 - ADDISON 2020 VISION PROJECT WAS CREATED.
-  1993 - UNDERGROUND WATER STORAGE TANK WITH RESIDENTIAL STYLE PUMP HOUSE OPENS.
1993 - FIRST TASTE OF ADDISON FEATURES THE DIXIE CHICKS AND AARON NEVILLE.
-  1994 - ANDY EADS STARTS ADDISON PICTORIAL HISTORY BOOK.
1994 - ABA SPONSORS ANNUAL EMPLOYEE PICNIC.
-  1995 - GROUNDBREAKING FOR ANN FRANK SCHOOL; SET TO OPEN IN 1997.
1995 - MARY KAY COSMETICS BUYS SUNBELT SAVINGS BUILDING AND OPENS.
-  1998 - STONE COTTAGE GETS REDONE FOR \$150,000
-  1999 - FIRST CITIZENS ACADEMY GRADUATION.
1999 - TOLL TUNNEL DEDICATED. EXPECTED TO CARRY 10,000 VEHICLES DAILY.
-  1999 - TRANSIT CENTER OPENED. DART MOVES PASSENGERS AROUND TOWN AND TO GALLERIA.
1999 - TOWN OFFICIALS SPEND THE NIGHT IN OFFICES IN ANTICIPATION FOR Y2K PROBLEMS; NONE OCCUR.

2000s

-  2000 - BOND PROPOSAL PASSES TO PURCHASE TOWN HALL FOR \$1.3M.
2000 - BLUE PRINTS SCULPTURE DEDICATED.
-  2000 - FIRST NORTH TEXAS JAZZ FESTIVAL WITH TERRY CLARK AND SHELBY HORN.
2000 - COMMUNITY GARAGE SALE AT SAM'S PARKING LOT.
2000 - WHITE ROCK CHAPEL EARNS TEXAS STATE HISTORICAL MARKER.
-  2001 - SUMMER SERIES OPENS WITH 200 GUESTS ON FRIDAY NIGHTS.
2001 - FIRST SHAKESPEARE IN THE PARK WITH TWELFTH NIGHT.
-  2001 - BOND RATINGS INCREASE TO A-3 AND DOUBLE A.
2001 - ANDY EADS PUBLISHES ADDISON PICTORIAL HISTORY BOOK.
-  2003 - ADDISON CIRCLE PARK AND FOUNTAIN OPEN.
2004 - NEW CONTROL TOWER CONSTRUCTION BEGINS.
-  2009 - ADDISON, FARMERS BRANCH, AND CARROLLTON FORM "TRI-CITIES POLICE CONSORTIUM."
2009 - WIND TURBINE PROPOSED FOR WATER TOWER TO BEGIN IN 2010.
-  2009 - FIRST SEGWAYS PURCHASED TO PATROL STREETS AND PARKING LOTS.
2009 - METHODIST HOSPITAL BEGINS CONSTRUCTION.
2009 - FIRST PUBLIC MEETING FOR GEORGE W. BUSH ELEMENTARY.
-  2010 - POLICE RECEIVE "BEST PRACTICES RECOGNITION"; 1 OF ONLY 25 IN TEXAS.
2010 - ARBOR ASSOCIATION OPENS COMMUNITY GARDEN.
2010 - METHODIST HOSPITAL OPENS.

2010s

-  2012 - VILLAGE ON THE PARKWAY TO GET REDONE.
-  2013 - WHOLEFOODS OPENS IN VILLAGE ON THE PARKWAY.
-  2013 - TOWN AND BAYLOR PARTNER FOR BUSINESS STUDENTS.
2013 - ARBOR ASSOCIATION ADDS ANOTHER SCULPTURE TO PUBLIC AREA.

Information provided by:
Doreen Cluck
Addison Resident

COMMUNITY SNAPSHOT



THEN

1920
Atkins General Store in
downtown Addison.



NOW

2013
Whole Foods Market,
Village on the Parkway.



COMMUNITY SNAPSHOT

LOCATION

Addison is a town of 4.35 square miles (2,787.05 acres) located in the Dallas North Tollway corridor. It lies just north of the Dallas North Tollway/Interstate 635 interchange, a major crossroads for the entire Dallas-Fort Worth metroplex. The Tollway corridor is home to multiple corporate office parks, many large, full-service hotels, scores of quality restaurants, and the prestigious Galleria Mall. The area commands a central location in reference to downtown Dallas, DFW International Airport, the Richardson telecommunications corridor, and the Plano Legacy corporate campus area.

Addison's convenient location and large concentration of well-paying jobs and commercial development has altered the traditional suburban pattern in which residential land uses, primarily single-family houses, are dominant. Instead Addison functions as an employment node and regional shopping center for the residents and businesses located in a "trade area" bordered on the east by Central Expressway (US 75) on the west by Interstate 35E, on the south by Interstate 635 (LBJ Freeway) and on the north by Highway 190, (President George Bush Turnpike).

FACTORS SHAPING GROWTH

Addison's growth has been impacted by several factors. The Town has extensive frontage on its eastern edge along the **Dallas North Tollway**, which has been a catalyst for real estate development and has strongly influenced Addison's growth. The Tollway provides direct access to downtown Dallas on the south and Highways 190 and 121 on the north. Addison has experienced

significant development activity on the Tollway corridor during the past 30 years, and the Tollway corridor continues to be a prime location for high-density office development and full service hotels.

Addison also has the properties on three corners of the **Belt Line Road/Dallas North Tollway** intersection, a Main-and-Main location in the North Dallas area for office buildings, restaurants, retail, and hotels.

The **Addison Airport** is a general aviation airport which is owned by the Town and is considered to be one of the community's greatest assets. The Addison Airport is a single runway facility and is ranked by the Federal Aviation Administration (FAA) as one of the busiest airports of its kind. The airport is used extensively by corporate executives who wish to conduct business in offices located in the North Dallas area.

The Airport is an asset to the Town, and in order to secure its ability to operate safely the Town has put two protective measures in place:

Noise Contours, which were established through a FAA Part 150 Study, extend along the sides and off of both ends of the runway. Properties within the Noise Contours experience a Day-Night Average Noise Level (DNL) of between 65-85 decibels. The Town prohibits single and multi-family residential development within the Noise Contours.

Imaginary Surfaces, which were established through a FAA Part 77 Study, project imaginary surfaces from the sides and ends of the runway.

The imaginary surfaces establish height limits around the runway that allow aircraft to land and take off safely. The Town limits the height of buildings around the runway to protect both the users of the airport and the people in buildings around it.

The noise and height challenges have been a mixed blessing through the Town's history, for while they have prohibited residential development in some areas, the business generated by the Airport has attracted commercial development.

Addison is located within two school districts: **The Dallas Independent School District (DISD)** and the **Carrollton-Farmers Branch Independent School District (CFBISD)**. The fact that Addison is split between two districts, and the fact that most of the city is part of a large urban school district has caused it to be a less attractive location for a large number of families who choose their home based on where their children will attend schools. Until 2011, Addison did not have a public school within its boundaries. However, in August of 2011, DISD opened the George Herbert Walker Bush Elementary School on Spring Valley Road, which provides a local school for grades K-5th. While Addison has limited offerings for public schools, it is home to two of two large and well-established private schools: The Greenhill School and the Trinity Christian Academy. It also has other private schools, such as the Parish Episcopal School and Jesuit Preparatory School, close by.

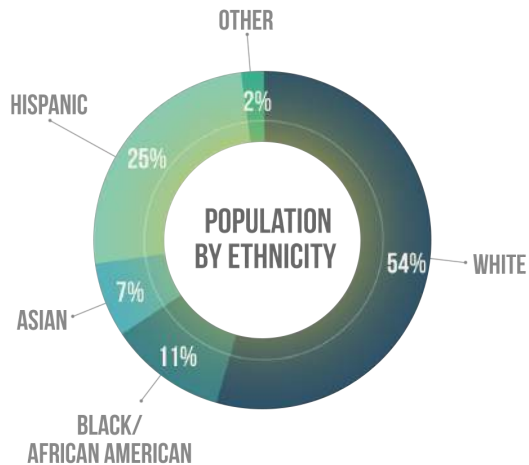
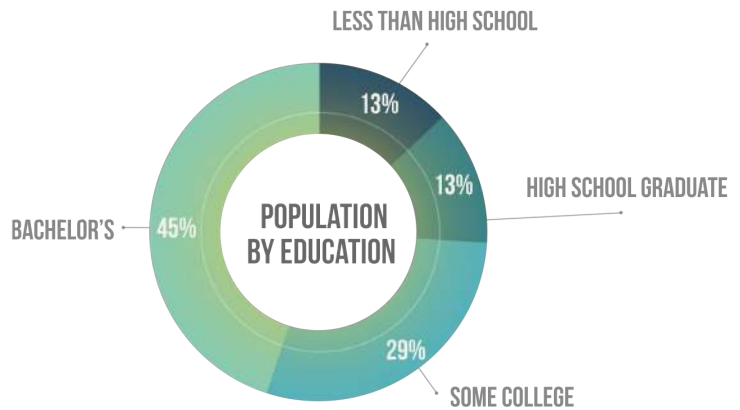
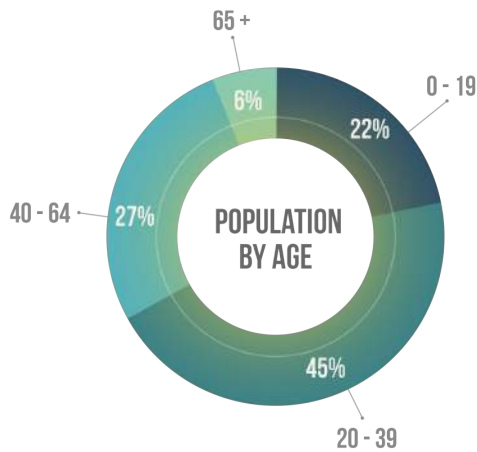
Since 1975, Addison has permitted the sale of alcoholic beverages for on-premises consumption, and the sale of beer, wine, and distilled spirits for off-premises consumption. Addison's decision, early in its development, to allow the sale of alcoholic beverages had a dramatic impact on its development. The Town's ability to have "liquor by the drink", long before other suburbs, coupled with its convenient location, drew two large full-service hotels to the city in the early 1980s. The Dallas Marriott Quorum and the Registry Hotel (now the Intercontinental Hotel) provided an immediate drawing card for high-density office uses, and the many employees housed in high-density office buildings provided diners for restaurants at lunch, and the sale of liquor by the drink gave the restaurants a healthy dinner business. The cluster of restaurants in Addison was unrivaled by any other city in the Dallas-Fort Worth region, and made Addison famous nation-wide as a proving ground for new restaurant concepts.

Since the late 1990s, the extension of the Dallas North Tollway to Highway 121 has caused the development of other restaurant clusters, and other communities have voted in the sale of alcoholic beverages for both on and off-premises consumption. However, restaurants are still Addison's foremost retail business. The Town currently has 166 full-service restaurants offering every conceivable type of cuisine.

FACTS & FIGURES

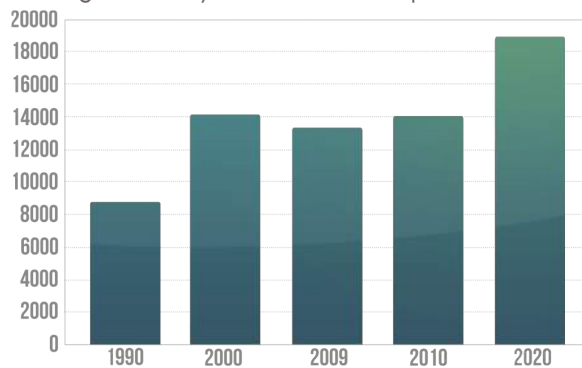
2010 POPULATION:	13,062
2011 ASSESSED VALUE:	\$3,028,042,600
POPULATION BY GENDER	
MALE:	49.8%
FEMALE:	50.2%
MEDIAN AGE:	32.5 YEARS
MEDIAN HOUSEHOLD INCOME:	\$53,790
NUMBER OF HOUSING UNITS:	8,804
TOTAL EMPLOYMENT IN ADDISON:	45,649
AREA OF TOWN:	4.35 SQ. MI.

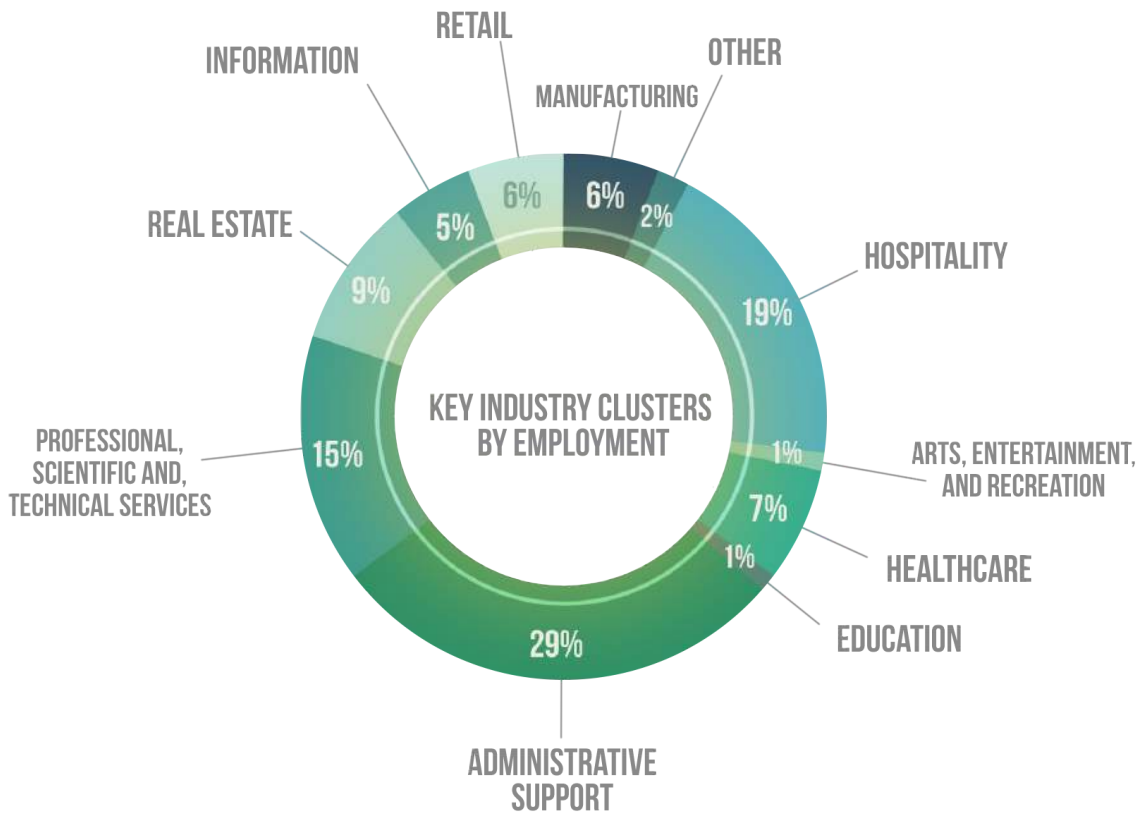
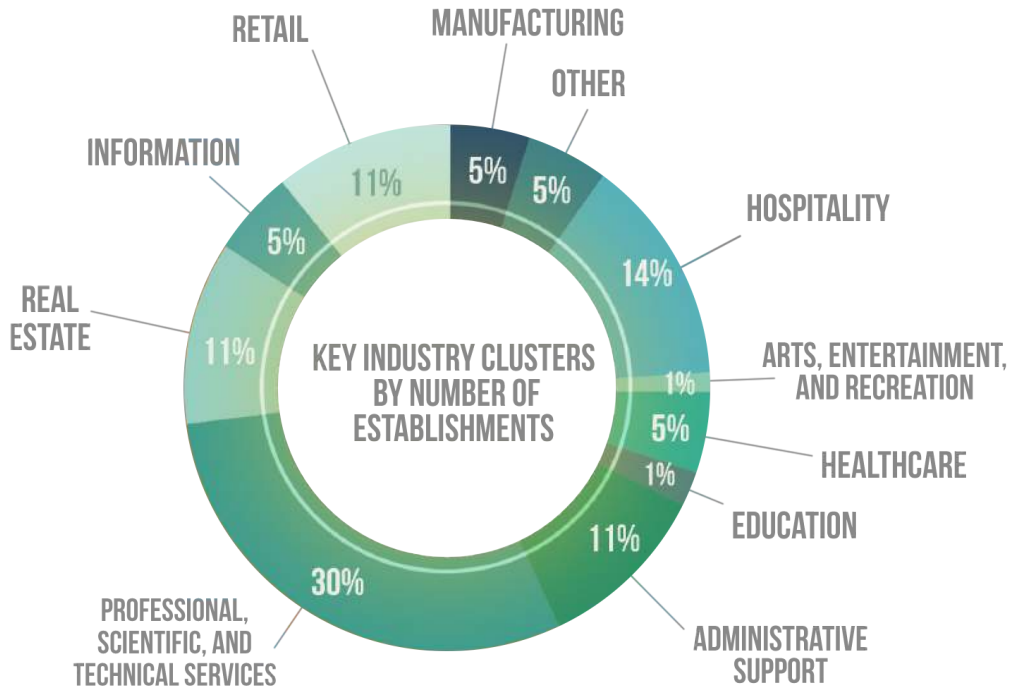
DEVELOPABLE LAND REMAINING:	5%
HOUSING UNITS:	
OWNER OCCUPIED:	2,269 UNITS 25.5% 1.792 PER UNIT
RENTER OCCUPIED:	6,558 UNITS 74.5% 1.763 PER UNIT
EDUCATION:	45% WITH A BACHELOR'S DEGREE OR HIGHER



POPULATION TREND

Multi-family redevelopment meant a brief decline in population, but is back on an upswing with new higher density residential developments in Addison.





ADDISON'S TOP TEN LARGEST EMPLOYERS

COMPANY	LOCATION	JOBS	INDUSTRY
BANK OF AMERICA (MBNA)	16001 NORTH DALLAS PARKWAY	3,400	FINANCE
MARY KAY COSMETICS	16251 NORTH DALLAS PARKWAY	1,070	COSMETICS
NATIONAL DEFAULT EXCHANGE MANAGEMENT	15000 SURVEYOR BLVD	566	MORTGAGE
REXEL	14951 NORTH DALLAS PARKWAY	550	INDUSTRIAL SUPPLY
AMERICAN HOME MORTGAGE SERVICING	16675 ADDISON ROAD	500	MORTGAGE
UNITED SURGICAL PARTNERS INTERNATIONAL	15305 NORTH DALLAS PARKWAY	360	MEDICAL
CONCENTRA OPERATING CORPORATION	5080 SPECTRUM DRIVE	321	MEDICAL
GLAZER'S FAMILY OF COMPANIES	14911 QOURUM DRIVE	280	SPIRITS
GREENHILL SCHOOL	4141 SPRING VALLEY ROAD	256	EDUCATION

ELEMENTS OF THE TOWN



THEN

1920
Wading in White Rock
Creek.



NOW

2013
Wading in the Addison
Athletic Club outdoor
pool.



LAND USE - RESIDENTIAL

RESIDENTIAL IN ALL SHAPES AND SIZES

The Town of Addison is often described as an “enclave community” Dictionary.com defines an enclave as any small, distinct area or group enclosed or isolated within a larger one. Addison is enclosed by other cities: Dallas on the east and north, Carrollton on the west, Farmers Branch on the south. Yet it is distinctly different from any of those other communities. Addison began as the other



Aventura Condominiums

cities around it, a rural community with a small nucleus of retail along a train track. Yet Addison did not build

an early population base. Even though Addison was located on Belt Line Road, a major arterial road that circled all of Dallas County, it stayed small, with little development except for the airport. In the early 1970s it was determined that the Dallas North Tollway would come through the Town, and at that point, commercial developers, sensing a good location in the making, began to buy up sites along the proposed Tollway route, and along Belt Line Road. Once the Town voted in alcoholic beverage sales, growth came quickly to the Town, but it was commercial and retail growth.

OWNER OCCUPIED

As Addison began to develop as a destination for business, hotels, and dining, its owner-occupied residential growth lagged behind the commercial growth. It's residential growth, or lack of it, was initially shaped by the Addison Airport, which

required a lot of land for both the runway and the clear zone around it, and was not particularly pleasant to live around. The Airport also had noise and height restrictions that made many parts of the city unavailable for residential growth. Then in the 1970s, the Dallas Independent School District was desegregated, giving rise to large-scale migrations of families that fueled much of the suburban growth in the communities surrounding Addison such as Richardson, Carrollton, Farmers Branch, and Plano. While single-family development boomed in those cities, Addison, which was in the DISD, was viewed as a less desirable location for traditional single-family residential development.

However, as Addison's commercial base began to grow and include upscale hotels and fine restaurants, it's many benefits became apparent. It had an excellent location relative to both the Dallas-Fort Worth International Airport and Love Field. It was close to well-paying jobs that were developing in new mid-rise office buildings at the intersection of the LBJ Freeway and the Dallas North Tollway, and along the Tollway itself. It had easy access to Interstate 35E and Highway 75 (Central Expressway). It was also close to three of the largest retail malls in the Metroplex: Valley View Mall, Prestonwood Mall (since closed), and Galleria Mall. Addison's excellent location, great shopping, and many restaurants made it ideal for a young and energetic population that fell into three basic demographic groups: empty nesters (couples with grown kids), single, young urban professionals (Yuppies), and double-income no-kids couples (DINKS).

The demographic groups that were drawn to

Addison impacted its housing stock. Addison has smaller lot sizes and smaller houses than other suburbs such as Richardson and Plano. It's population wanted good quality, smaller homes with low-maintenance yards, and that is the



Oaks North patio home

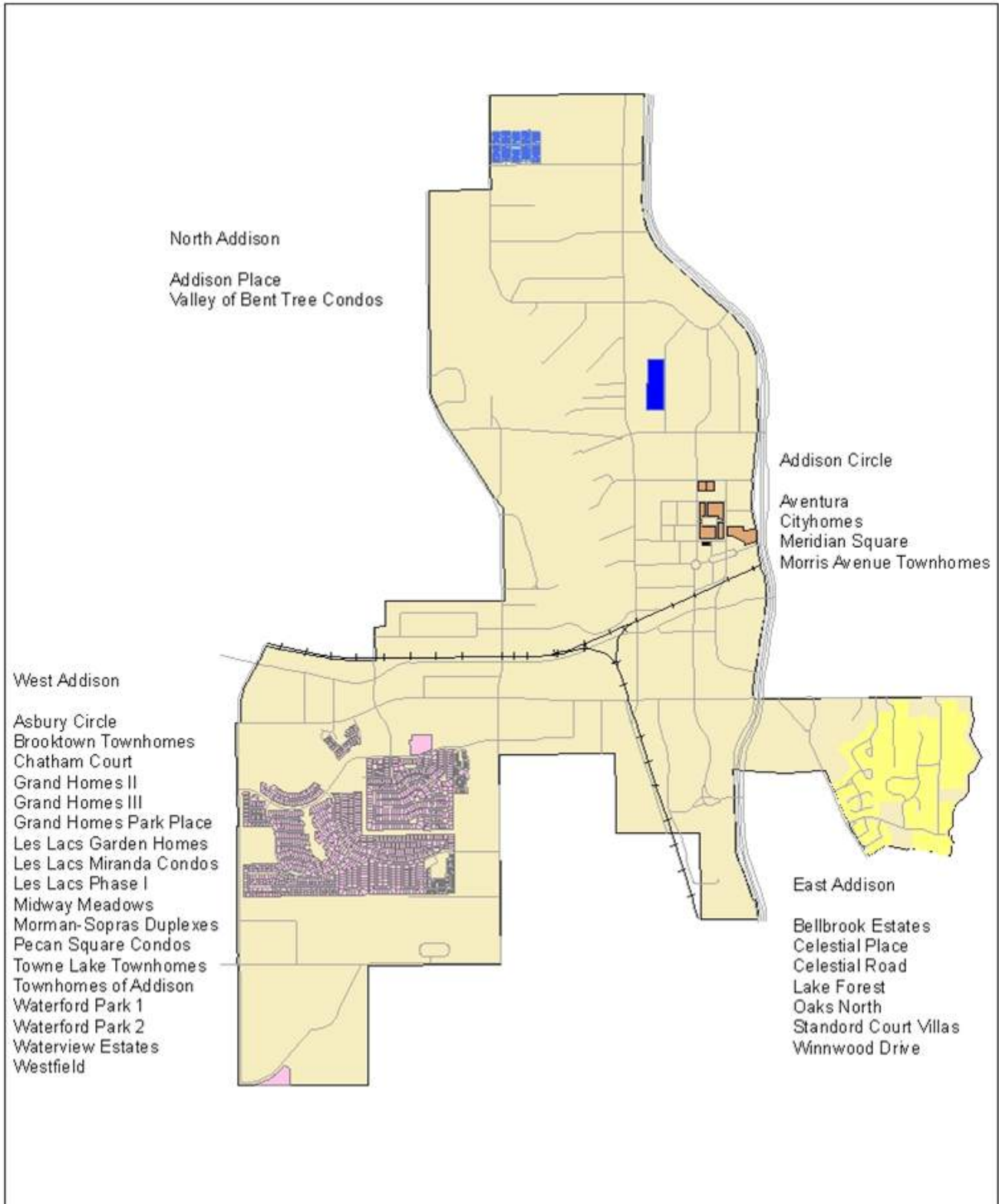
product that homebuilders delivered. While there are some very large lots in the Winnwood-Celestial area, Addison is predominantly a community of patio homes. The smaller 50' x 100' lots, as well as attached townhomes and condominiums, suit Addison's mobile and busy population. The shape of the Town and the noise contours for the Addison Airport caused residential growth to happen in "pockets" on the east, west, and north edges of the Town. Within the three pockets, there are distinct neighborhoods with a mixture of housing densities. The small neighborhoods make Addison a friendly place to live and one where neighbors know one another.

Since its early days, the Town's municipal services to residents, and particularly to homeowners, have been exemplary. The Addison Way, as it is known, describes the above-and-beyond service that is given to residents by all municipal departments be it Police, Fire, Parks, Utilities, or the City Manager's office. Exemplary services include





free, on-demand pick-up of brush and bulk items, free library services to both the Dallas and Farmers Branch Library systems, "close patrol" by the Police Department when residents go out of Town, and the Town's maintenance of all landscaped medians and perimeter plantings in the neighborhoods. The Homeowners in Addison feel that they live in a small town in the middle of a big city, an enclave in which they know all their neighbors and know the names of the Police officers that patrol their neighborhoods. Homeowners also feel that their voices are heard and their opinions matter in how the Town is run, and each one of them can, if they choose, get involved in the Town and make a difference in the quality of life in Addison.




Addison Circle Townhomes



Single-Family Neighborhoods Map

 Addison Circle	 North Addison
 East Addison	 West Addison

0 1,050 2,100 4,200 6,300 8,400 Feet



The Addison Athletic Club, originally opened in 1987 and expanded to include an outdoor pool in 2003, provides all Addison residents a country-club level facility that includes work-out equipment,



Athletic Club Outdoor Pool

a gymnasium, indoor and outdoor pools, racquetball courts, meeting rooms, and a child care facility. The facility is free to all Addison residents and is limited to residents only. The Athletic Club

facility is tailored to Addison's population. It is more like a full-service commercial fitness facility than a traditional neighborhood recreation center. The Athletic Club also provides a venue for residents to meet one another and see their neighbors and friends. It is also the site of the Town's community garden, which allows residents who live on small lots to grow their own vegetables.

In the 1991 Comprehensive Plan, the Town set a goal for housing:

“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.”

The Town has certainly fulfilled that goal. Today Addison provides 9,363 homes in every size and level of affordability. While there are some traditional families who choose Addison for the convenient location, excellent city services, and access to private schools, the majority of Addison's households do not have children living in the

home. Addison is widely regarded as an attractive alternative for the many people in the Metroplex who want to live in an exciting urban environment, not a typical “bedroom community.” The on-going challenge for the Town will be in keeping Addison's small-town “enclave” feel and maintaining and enhancing the Town's wonderful residential neighborhoods.

OWNER-OCCUPIED HOMES

LARGE LOT

(12,000 SQ. FT. OR LARGER) DETACHED

NUMBER OF UNITS

PERCENTAGE

BELLBROOK ESTATES

47

CELESTIAL ROAD LOTS

8

LAKE FOREST LOTS

18

WINNWOOD DRIVE LOTS

33

TOTAL

106

5%

SMALL LOT

(12,000 SQ. FT. OR LESS) DETACHED

ADDISON PLACE

174

CELESTIAL PLACE

22

CHATHAM COURT,
CAMDEN-CHANCEY

47

GRAND HOMES II,
SOUTH OF LES LACS AVENUE

167

LES LACS GARDEN HOMES,
RIVE AZURE, CANOT

218

LES LACS PHASE I,
LEXUS-SHERRY-LAKECREST

47

MIDWAY MEADOWS

218

OAKS NORTH

118

WATERFORD PARK 1,
EAST SIDE OF LAKE

65

WATERFORD PARK 2,
WEST SIDE OF LAKE

117

WATERVIEW ESTATES,
WATERVIEW CIRCLE

49

WESTFIELD,
HERITAGE-VINTAGE

41

TOTAL

1,283

56%

OWNER-OCCUPIED HOMES CONT.

DUPLEXES AND ATTACHED TOWNHOMES	NUMBER OF UNITS	PERCENTAGE
ASBURY CIRCLE	72	
BROOKTOWN TOWNHOMES	39	
CITYHOMES	183	
MERIDIAN SQUARE	52	
MORMAN-SOPRAS DUPLEXES	88	
MORRIS AVENUE TOWNHOMES	6	
STANFORD COURT VILLAS	19	
TOWNE LAKE TOWNHOMES	63	
TOWNHOMES OF ADDISON	93	
TOTAL	615	26%
CONDOMINIUMS		
ADVENTURA	86	
LES LACS MIRADA CONDOS	44	
PECAN SQUARE CONDOS	63	
VALLEY OF BENT TREES CONDOS	102	
TOTAL	295	13%
TOTAL OWNER-OCCUPIED HOMES	2,299	100%

At this point in Addison's development, all of the available single-family land has been built out. There are no more lots available and no more raw land that could be developed as traditional one-home-on-one lot subdivisions. The limited number of homes may be one of the reasons owner-occupied homes in Addison enjoy good property values. They are typically valued at a higher price per square foot than similar homes in neighboring communities. When homes in Addison come on the market, they sell quickly and generally for close to asking price. The continued value of the neighborhoods is a testament to several factors: Addison is a good location, the services are excellent, it is a safe community, and its streets and parks are attractive and well-maintained. There might be some additional areas that could be rezoned and redeveloped for townhome or condominium development, but Addison does not feel the need to add more residents just for the sake of boosting the population and does not want to sacrifice the quality of its owner-occupied housing for quantity.

The Town recognizes that attractive and viable residential neighborhoods are not a gift, but an obligation. Neighborhoods must be constantly protected, managed, and maintained. Addison has always made an excellent commitment to the quality of its neighborhoods. The Town's Parks Department maintains all entrances to the neighborhoods and all islands, plazas, and common areas within neighborhoods. The Town does not want maintenance left to homeowners' associations that might not keep it up to the standard that Addison residents expect. In addition, the Town works diligently to keep the streets in all neighborhoods in good repair and the curbs clean by providing weekly brush and bulk item pick-up, as well as on-call brush pick-up. The Town's Code Enforcement

division patrols neighborhoods and responds to complaints about home maintenance issues, and works with homeowners and neighborhood associations to keep individual homes maintained. The neighborhoods are constantly patrolled by Addison Police personnel who manage and monitor traffic in the neighborhoods, and Addison's residential fire-sprinkler ordinance requires that all homes in Addison constructed after 1992 be provided with emergency fire sprinkler systems, which substantially reduces the threat of having one or more homes burned out by fire.

Addison currently has good quality owner-occupied housing stock that is viable, attractive, and well-maintained. The Town should commit to keeping its homes and neighborhoods viable and maintaining the property values by keeping up with maintenance, linking neighborhoods together to help residents connect with their neighbors, and where possible, expanding and improving neighborhood entrances, lighting, and landscaped common areas within the neighborhoods.

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

OBJECTIVES:

1. Keep properties in the neighborhoods well-maintained.

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

2. Enhance existing neighborhood infrastructure when possible.

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

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

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

RENTER OCCUPIED

Addison’s first residential developments were multi-family complexes built in the late 1960s in the Brookhaven Club Drive area (now Vitruvian Park). Some of those early complexes are still operating and providing homes to Addison residents. The Town has always had a substantially larger population of multi-family renters than a typical suburb. At present, 76% of Addison’s residents live in multi-family as compared to 24% in owner-occupied housing.

Multi-family residents also enjoy the Town’s enhanced level of service and benefits such as free membership to the Addison Athletic Club and free library access to the libraries in Farmers Branch and Dallas. The Town extends its philosophy of building neighborhoods—not just projects, to its multi-family

communities and provides a park and open space amenity as close as possible to every complex. The Town has three multi-family areas with a variety



A courtyard in Addison Circle

of densities: Addison Circle, North Addison, and Vitruvian Park.

ADDISON CIRCLE

In 1991 the Town conducted a strategic planning effort called Vision 2020. During that effort, the Town’s staff and the Vision 2020 Group embarked on a thorough study of the existing multi-family



Beckert Park in Addison Circle

product in Addison and throughout the Metroplex. The committee determined that the standard “garden” apartment, which was constructed at

a density of 18-24 units per acre, had a product life-cycle of about 25 years, and for the last 10 of those years, it was in decline. Developers typically used multi-family complexes as a way to “warehouse” land with the hope that it would ultimately be developed for a higher use, such as an office building. They typically used cheap materials, such as wood siding and stucco, and built the apartments to be “exterior loaded” (like a roadside motel). Addison had several complexes that had reached the end of their viable life cycle, but there was not any plan to tear them down and redevelop them. They were simply renting for less and less, and deteriorating to the point that they did not provide safe, decent housing.

The staff investigated multi-family complexes in other parts of the United States and Europe and after looking at several older models in cities such as Boston, Chicago, and New York, it decided that deterioration in multi-family was not inevitable, but was a result of product design.

The staff and Vision 2020 group felt that the first things to deteriorate on low-density garden apartments were the asphalt parking lots and exterior doors and balconies. They felt that a higher density product, for example 66 to 100 units per acre, would force developers to build parking garages rather than surface lots, and require them to go to interior-loaded corridors (like an urban hotel), which would show less wear-and-tear than the exterior doors prevalent in the garden-style product. The committee also felt that requiring developers to build brick facades, as opposed to stucco or wood siding, would provide a higher-quality product. The Group determined that allowing developers to build at a higher density would allow them to build a better product—one that would not simply warehouse land, but be a

highest and best use with a life-cycle of 50 years or more.

The Committee determined that it would lead Addison in a controversial new direction. While every suburb in the area was fighting against multi-



Bosque Park in Addison Circle

family projects and insisting on lower densities, Addison would embrace them and insist on higher densities.

The Town Council adopted the new philosophy and found a chance to test it on Addison Circle. The Town identified an 86-acre raw land site adjacent to the Tollway and instructed the staff to seek out a developer to build a high-density, mixed-use development with a substantial multi-family base. High density multi-family on a raw land site in the suburbs was unheard of at that time and would be a risk for any developer. The Council, realizing that a developer would need an incentive, agreed to construct all the streets, parks, and plazas in the new development, and provide Town maintenance of all streets, parks, and plazas. That provided a “kick start” to the development and assured that all neighborhood amenities would be maintained to an Addison standard, and more importantly, they would be public and useable by all residents and

visitors to Addison. In 1996 construction began on the first multi-family project. Today Addison Circle is almost built-out and contains:

MULTI-FAMILY UNITS	2,141 UNITS
TOWNHOMES/ CONDOMINIUM UNITS	407 UNITS
OFFICE BUILDINGS	2 BUILDINGS CONTAINING 550,000 SQ. FT.
RETAIL/RESTAURANT	6 RESTAURANTS AND 75,000 SQ. FT.

The Town provided over \$11,000,000.00 in infrastructure improvements which include a major public art work, Blueprints at Addison Circle, five parks and over a dozen tree-lined streets. Addison Circle has been a desirable place to live for renters in the north Dallas corridor since the first building was completed in 1997. It continues to draw good occupancies at the top of the rental market. It has won numerous design awards, and is an Urban Land Institute case study on mixed-use development. The staff has provided countless tours to planners and city officials from all over the world who marvel not only at the Town's decision to seek higher densities, but at its ability to actually make the project happen.

NORTH ADDISON

The Ledgesmont Lane area contains most of the Town's stock of low-density garden apartments. There are 1,326 units on the east and west sides of Ledgesmont Lane. Those units abut Quorum Park

to the east and have immediate access to it. They are known as the Bent Tree units because all four complexes have the term Bent Tree in their names. They were constructed in the early 1980s, and while they are no longer at the top of the rental market, they have been very well maintained and provide an affordable housing product for the Town.



Bent Tree Trails Apartments

The Code Enforcement staff works diligently with the various managers of the complexes to see they are well maintained. Further north up Addison Road are two more complexes: Bent Tree Park and Bent Tree Gardens. These complexes were also built in the 1980s and are also garden-style products in the 18-20 units per acre range. At the very north edge of the Town is the Camden Addison complex. It contains 456 garden units and is bordered on the south edge by the North Addison Linear Park. The developer of the Camden Addison provided the land and funded the improvements for the North Addison Linear Park in order to provide a buffer between the project and the adjacent Addison Place subdivision and the Trinity Christian Academy. These garden-style units allow Addison to offer a variety of housing types for multi-family residents. However, the Town has to continue to be diligent about helping the complex owners keep these units

viable, safe, and well-maintained.

VITRUVIAN PARK/WEST ADDISON

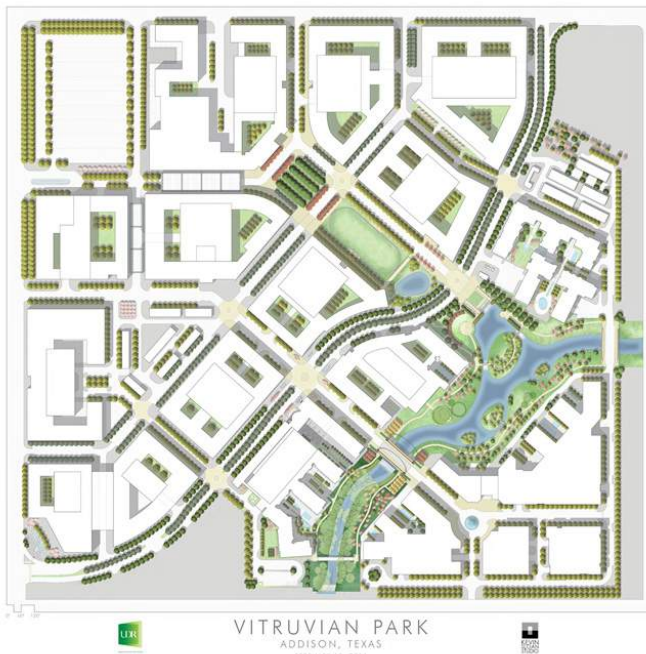
The Town continues to believe that *more density-not less* is the right course for Addison, and in 2007 it embarked on its most ambitious project using its high-density approach. Addison, known among developers in the area for its density-friendly philosophy, attracted the notice of UDR, a multi-family REIT (Real Estate Investment Trust). UDR purchased the aging and very deteriorated Greenhaven complex in the Brookhaven Club area with the thought of rehabilitating it, but soon determined that it could not justify the remodel because it could not get higher rents when the other complexes around the Greenhaven were in as bad or worse shape. UDR determined that it could buy the other eight complexes in the area and approached the Town about a total redevelopment scheme. The Town encouraged UDR to rebuild at higher densities and incorporate the adjacent Greenhaven Village shopping center, Town trail system, and Brookhaven Community College into the plan.

The result is Vitruvian Park, a 114-acre mixed use development featuring a multi-family base. At present, there are two completed complexes (Savoye and Savoye 2) totaling 739 units and another 391-unit complex (Fiori) under construction.

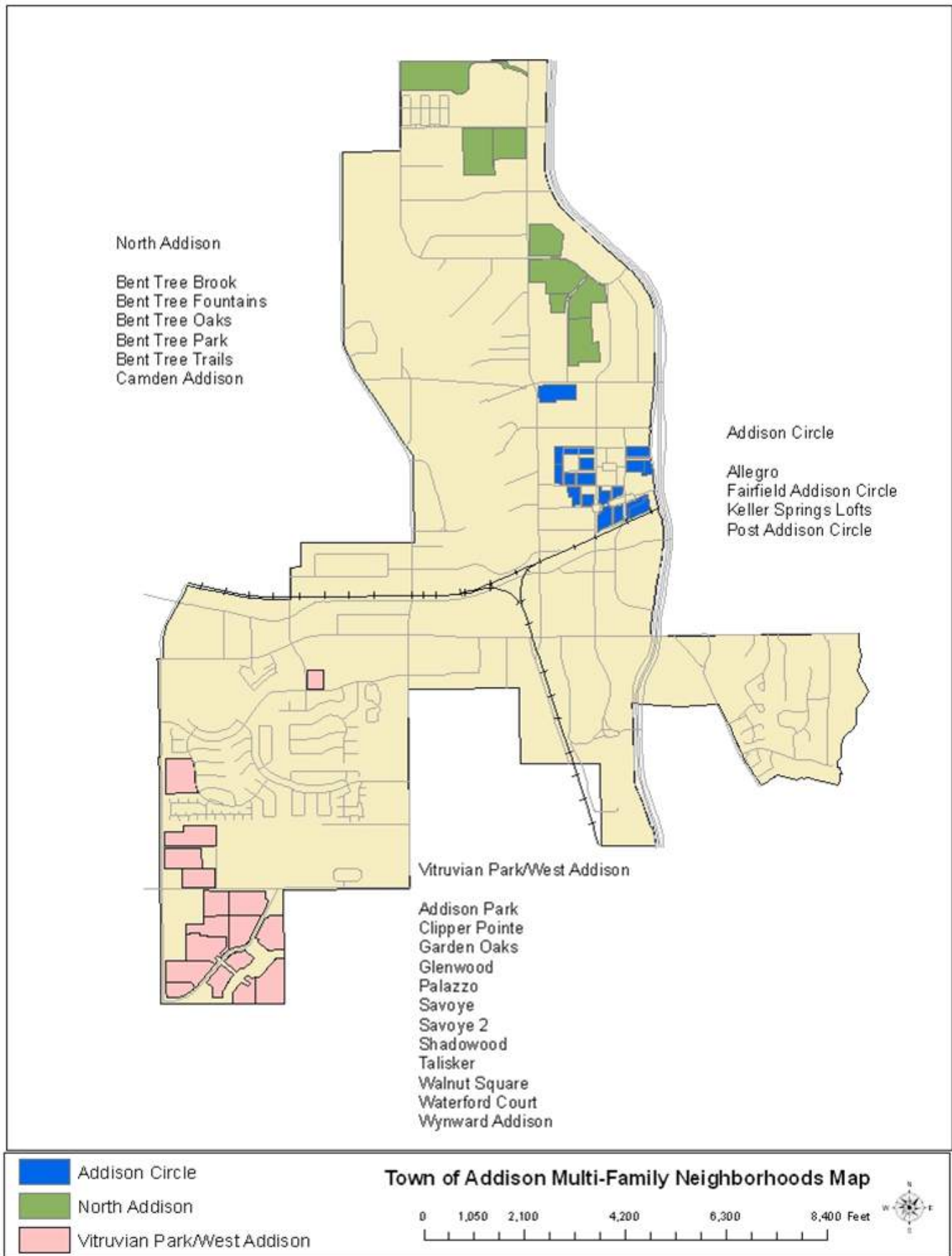


Savoye and Savoye II

Once again, the Town funded the infrastructure so that all parks and open spaces could be developed and maintained to the Town's standard, and open and available to the public at all times. The first phase of the Vitruvian infrastructure was a 12-acre creekside park complete with two signature bridges, a plaza, fountains, and an amphitheater.



Vitruvian Park Master Plan



To date, the development in Vitruvian Park has all taken place south of Vitruvian Way, the street that bisects the property from Marsh Lane to Spring Valley Road. North of Vitruvian Way there are approximately 1,000 of the original Brookhaven Club neighborhood multi-family units, which are at densities of 18-20 units per acre. The complexes

are all owned by UDR and are scheduled to be torn down at some point and replaced with new, higher-density units, retail shops, and green spaces. There are also three complexes of garden apartments (Shadowwood, Wynward Addison, and Addison Park) that are north of Spring Valley Road and were not purchased by UDR.

RENTER-OCCUPIED HOMES

NAME OF COMPLEX	STREET ADDRESS	NUMBER OF UNITS
ADDISON PARK	14600 MARSH LANE	212
ALLEGRO ADDISON PARK	15750 SPECTRUM DRIVE	393
BENT TREET BROOK	4820 WESTGROVE DRIVE	248
BENT TREE FOUNTAINS	16400 LEDGEMONT LANE	184
BENT TREE OAKS	4815 WESTGROVE DRIVE	196
BENT TREE PARK	4500 SOJOURN DRIVE	496
BENT TREE TRAILS	16300 LEDGEMONT LANE	202
CAMDEN ADDISON	17200 WESTGROVE DRIVE	456
CLIPPER POINT	4015 VITRUVIAN WAY	260
FAIRFIELD ADDISON CIRCLE	15700 QUORUM DRIVE	414
FIORI	3990 VITRUVIAN WAY	391
GARDEN OAKS	4005 VITRUVIAN WAY	181
GLENWOOD	3800 SPRING VALLEY ROAD	168
KELLER SPRINGS LOFTS	3800 KELLER SPRINGS ROAD	353
POST ADDISON CIRCLE	5009 ADDISON CIRCLE DRIVE	1,334
SAVOYE	3850 VITRUVIAN WAY	392
SAVOYE2	3875 PONTE AVENUE	347
SPRINGHAVEN	3820 SPRING VALLEY ROAD	184
SHADOWOOD	14500 MARSH LANE	184
TALISKER	3925 VITRUVIAN WAY	201
WALNUT SQUARE	4051 BELTWAY DRIVE	57
WATERFORD COURT	14700 MARSH LANE	196
WYNWARD ADDISON	3721 SPRING VALLEY ROAD	136
TOTAL		7,185

As noted both in this section and in the Town History section, Addison has different ideas about housing than its neighboring cities. It is an enclave for both higher-density owner-occupied and higher-density renter-occupied homes. The Town believes higher densities make several good things possible:

- They use land efficiently. Land in Addison is scarce and expensive. Higher densities do not waste land with heat-producing surface parking lots, but force multi-family developers to build parking structures.
- They waste less green space. Addison prefers to concentrate its grass and trees into meaningful open spaces rather than have scraps of landscaping tucked between garden apartment buildings or in side yards between single-family lots.
- Buildings can be constructed of better quality materials and have a longer life. Addison has already witnessed the staying power of the higher-density multi-family that was constructed in Addison Circle. The buildings have held up very well over the 15 years they have been constructed and are still sought after by tenants.
- They allow concentrations of population that make mass transit feasible. Higher densities provide populations that can ride transit. Addison Circle is a “transit-ready” development. It is built adjacent to the Cotton Belt rail line that is in the Dallas Area Rapid Transit (DART) system plan. Even though the train line is in the plan, it will take many years to get it constructed to Addison. However, Addison Circle has a density that will allow

residents to live there and walk to mass transit. Very few locations in the Metroplex can boast of a density and location that is designed to work with mass transit.

- They encourage healthier life-styles. The Town attempts to connect all residential neighborhoods to common open spaces, to each other, and to adjacent retail areas so that residents can walk or bicycle to neighborhood amenities.
- They allow more people to live within Addison’s small area and limited boundaries, thus providing more consumers for Addison’s stores and restaurants and more employees for the jobs located within the Town.

Addison does not plan to build any more garden-style, low-density rental units, but will insist on higher densities and a mix of uses for any new developments, or redevelopments of existing multi-family properties. The Town also believes strongly in the idea that any home in Addison should be located within a neighborhood which provides recreational and social amenities such as a trail, park, plaza, or open space, and where possible, a pedestrian connection to other neighborhoods and to local retail uses. Pedestrian connections provide an important way for residents to connect to their neighbors and local services. The Town believes that the keys to long-term success for renter-occupied projects are the same as those for owner-occupied homes. They should be kept viable and maintained by keeping up with maintenance, linking neighborhoods together, and where possible, linking neighborhoods to local retail uses and recreational amenities such as trails, parks, and the Athletic Club.

GOAL:

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

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

OBJECTIVES:

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

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

2. Where possible, enhance existing amenities in neighborhoods.

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

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

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

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

4. Keep multi-family properties well-maintained.

LAND USE - RETAIL

Addison has long been the best town for quality restaurants in the Metroplex. However, competition from other communities, changes in the options for alcohol sales, and changes in the restaurant industry have weakened Addison's position as a restaurant Town. As the Town continues to mature, it realizes that it cannot continue to put all its retail eggs in the restaurant basket, and that it needs to diversify its retail base and find ways to redevelop former restaurant properties.



Chu's Restaurant, one of the first restaurants in Addison to serve alcohol.

Retail and restaurant uses in Addison, as in most other cities in the Metroplex, are concentrated along certain roadways that carry higher volumes of traffic. In suburban locations, businesses depend on "drive-by" traffic, and the more traffic the better. Belt Line Road, Addison's dominant retail street, carries 51,000 cars per day. Midway Road, Addison's second retail corridor, carries 41,000 cars per day. As the number of cars declines, so does the number of retail uses typically found. The Town currently contains 2,743,159 square feet of retail land uses, with 1,766,903 square feet of that total being on Belt Line Road. Of its retail square

footage, 343,350 square feet, or 13%, is devoted to free-standing restaurants. That figure does not include the other restaurants that occupy tenant space in strip and mixed-use centers. As Addison tries to diversify its retail offerings, it faces some challenges.

RETAIL HISTORY

Addison's success as a restaurant destination has contributed to its lack of retail diversity. In the early 1980s, Addison was the only community north of LBJ Freeway to have "liquor-by-the-drink." All other surrounding suburbs had restrictive private club requirements which made the ability to sell alcohol in restaurants cumbersome. Restaurants flocked to Addison because it was easy to sell alcoholic beverages, and as restaurants developed one-beside-another on Addison's main street, Belt Line Road became known as a "Restaurant Row" which was unmatched anywhere else in the metroplex. The many quality restaurants attracted other restaurants, and Addison became a regional draw for dining customers, bringing diners from far beyond the

5-mile radius a diner typically drives to eat. Addison was known nationally in the restaurant industry as "Broadway," and many restaurant chains



Parking lots against Belt Line Road.

would try new concepts first in Addison because they believed "if they could make it there—they could make it anywhere."

While all that restaurant success was grand, it led developers to build out much of the available land on Belt Line with free-standing restaurant pad sites. The pad sites provide ample parking for the restaurants, but they use land inefficiently and result in surface parking lots against Belt Line Road, which make the street frontage less interesting for shoppers. The free-standing restaurant pads also make it challenging to assemble parcels of land to develop a larger, mixed-use center. The restaurant trade also led the developers of strip centers to fill them up with restaurant tenants who would pay higher rents than standard retail tenants. The restaurant tenants took up most of the parking in the strip center to the detriment of standard retailers. Most of Addison's mixed use centers are predominantly restaurant clusters with a print store or nail salon stuck in between restaurant tenants. Once a tenant space has been fitted out for a restaurant, it is expensive to convert it back to a regular retail space, so the shopping center managers tend to let the spaces sit vacant until they find another restaurant tenant. In the early days it was easy to find another tenant, but in recent years, more and more spaces are sitting vacant.

After Addison spent the 1980s and early 1990s building itself out as a great restaurant town, circumstances outside of Addison changed. In the 1990s, the Texas Alcoholic Beverage Commission agreed to the concept of the "Unicard" which allowed private club members to have one membership card for all private clubs. This loosening of the Private Club restrictions allowed the cities around Addison to develop many of the same restaurants Addison had, but in locations closer to new residential neighborhoods. Plano, Carrollton, and North Dallas all began to get their own restaurant clusters which were supported by the new neighborhoods that built along the

extended Dallas Tollway corridor. At present, the Tollway corridor extends north to Highway 380 on the north side of Frisco, and as it builds, new neighborhoods and shopping centers build beside it, and private sector retail investment follows that new development north.

In addition, the restaurant industry began developing more "fast-casual" concepts. Those concepts provided a mix between fast food and full-service restaurants. They provide good quality food that customers can order at a counter and pick up. The concepts eliminate the need for waiters and can operate profitably in smaller spaces than full-service, free-standing restaurants. The new fast-casual concepts created less demand for large, free-standing restaurants, and as big restaurants along Belt Line Road became vacant, there were fewer tenants looking to re-occupy them.



Vacant free-standing restaurant.

Addison had some other challenges for developing retail. While Addison enjoyed a great location in the middle of three major shopping malls: Prestonwood Town Center, Valley View Mall, and Dallas Galleria, none of those large, tax-generating malls were actually in Addison, and the malls took

most of the “national credit” retail tenants who might have otherwise located in Addison. To make matters worse, Prestonwood Town Center, which brought many retail customers to Addison to shop at the mall and then eat in Addison restaurants, closed in the 1990s. The large site sat vacant for many years before finally being redeveloped with a Wal-Mart and several “big box” stores.

Addison is also hampered from developing standard goods and services retail by its lack of residential population. The Town has a healthy day population, but a limited population of residents. Most people buy groceries, clothes and household goods on the weekends at locations close to where they live, not where they work. Addison’s great employee population supports a healthy lunch trade for the restaurants, but it does not do as much to support standard retail as a residential population might. Addison does have a Target store, at Marsh and Belt Line, and a Sam’s Club, at Midway and Belt Line, and those stores provide standard retail goods, but while both stores remain operating, neither does a great business. In addition, while Addison has a healthy hotel occupancy, it is primarily a week-day occupancy supported by business travelers. Addison does not have tourists to support the kind of tourist shopping that other hotel destinations can support.

BELT LINE ROAD

East and West. Belt Line Road is one of the major thoroughfares in the Metroplex. It is 92 miles long and runs through 20 separate jurisdictions. It follows the former Cotton Belt rail line that circled the county. It is Addison’s main street and has always been its most important street for retail. It runs a distance of 2.775 miles from Addison’s east border to its west. It contains 1,766,903 square feet of retail uses in free-standing buildings and small

strip centers, and, for the most part, occupancy is in the 80-90% range. However, it is not consistently successful for the entire length of the street. Over 51% of the Town’s retail square footage lies between Inwood Road and Prestonwood Boulevard, the Town’s eastern border. The east end of Belt Line enjoys a location close to Preston Road and the high-income neighborhoods in Dallas that run along that corridor. It also enjoys a location next to the Dallas North Tollway, which is now Addison’s most important roadway. Retail centers on the east end of Belt Line maintain better occupancy rates and command higher rents than the centers on the west end of Belt Line. In addition, the Prestonwood Town Center site, which was redeveloped with big-box retailers, has drawn more shoppers back to the area, which helps Addison’s east-end retailers and restaurants.



The former Sakowitz Department store, being demolished to make room for Whole Foods.

VILLAGE ON THE PARKWAY

Addison’s largest shopping center is the Village on the Parkway, and the Town recently worked with a developer to facilitate big changes to the center. For many years, Addison struggled with this under-performing shopping center at its premier corner. The southeast corner of Belt Line Road and the Dallas North Tollway was originally known as



The re-invented Village on the Parkway will feature a Whole Foods Grocery store and AMC multi-screen cinema.

Sakowitz Village, an upscale shopping center of 379,826 square feet. It originally held a beautiful 3-story Sakowitz department store on the premier corner, which provided direct competition for the Neiman-Marcus store across the street at the Prestonwood Town Center. Sakowitz was a luxury retailer, and it did well, but the rest of the shopping center was hidden behind the large store, and even when Sakowitz was doing a good business, the rest of the center struggled from lack of visibility and the other factors that have already been discussed. During the late 1980s, the Sakowitz family closed the store and owners of the center lost it to foreclosure by the life insurance company that held the note. The life insurance company did not know how to manage a retail center and did little to support the existing tenants—causing more and more of them to leave. The center was re-named the Village on the Parkway, and though architecturally beautiful, it suffered from a lack of good management and sat for many years with less than 50% of its spaces occupied. In 1994 the Sakowitz store was re-occupied by a Bed Bath and Beyond store, but it left Addison for a location in Dallas in 2009, again leaving a large, vacant store on Addison’s Main and Main corner.

In 2011, the center was purchased, again out of foreclosure, by Lincoln Properties and the Retail Connection. The new partners decided to do

what should have been done many years ago. They tore down the big store. The demolition of the Sakowitz Department store paved the way for a new Whole Foods Market to be located on the corner. Addison residents have long wanted an up-scale grocery store, and the new Whole Foods Market, with its premier location on the Dallas North Tollway, promises to be a successful and revenue-generating store for the developers and for the Town.

In addition, the developers plan to build a new 9-screen AMC Theater on the south end of the site. Addison has not had a movie theater since the 1990s when the Cinemark company started building the 24-screen mega-theaters and caused the small, local theaters to close. Addison is thrilled to have a movie theater back in town, and is also thrilled to see the center redesigned, re-purposed and ready to welcome other new tenants that Lincoln Properties and the Retail Connection can bring to the center. The Town worked diligently with the new developers on the revised plan, and it is glad to see the center owned by developers who have good retail experience and connections, and can bring new, national-credit tenants to Town.



Village on the Parkway redevelopment plan.

While the retail picture is definitely improving on the east end of Town, the future is not as bright

west of Inwood Road. Some of the strip centers between Inwood Road and Marsh Lane, while still fully occupied, are in need of redevelopment, or at least, remodeling and new facades. There are also more vacant free-standing restaurant sites west of Inwood Road.

ADDISON TOWN CENTER

Addison's second largest shopping center, the Addison Town Center, is located at the southeast corner of Marsh Lane and Belt Line Road. The center contains 303,332 square feet, and has a Target and Kroger grocery store as anchor tenants. The center also contains a PetSmart and an Office Depot, and some small-shop tenants, but the center's Baby's R Us store closed recently, and there is frequent



Recently-vacated Babies R Us store.

turnover among the smaller stores. The stores in the center are staying open, but they are not as profitable as the owners would like. The west end of Addison is adjacent to Addison's largest residential neighborhood, the Les Lacs/Midway Meadows area, but the population in those neighborhoods is predominantly empty-nesters who do not consume as many goods and services as growing families. Furthermore, there are not residential neighborhoods to the east, west, or north of the site. As noted previously, a working day-time population does not support standard goods and services retail. It is helpful to support an office supply or printing store, but does not do much to support a grocery or department store.

MIDWAY ROAD

The Midway Road corridor is Addison's second retail corridor. It runs north-south and also traverses several jurisdictions. Addison's portion of Midway Road is 2.9 miles in length. It is not a uniformly retail street. On the south end, it is the entrance to the Greenhill Private school, and contains a multi-story office building. It has a short stretch



Strip retail at Midway and Belt Line.

of retail between Proton Drive and Belt Line, and then some retail uses, which have redeveloped in former Industrial space, north of Belt Line. It has 483,618 square feet of retail space, but the amount is deceiving in that there are three furniture stores that comprise 167,000 (34%) of that square footage. For the most part, Midway Road is not bordered by residential uses, which hampers it for neighborhood retail. During the Town's restaurant boom, developers were looking to put restaurants on any street as long as they were in Addison, and several were developed on south Midway Road. However, as soon as the restaurant business softened, those "B" locations began to struggle. The restaurants on Midway Road experience less volume and more turnover than restaurants on Belt Line, even though there are some long-time restaurants on the street.

Midway Road north of Belt Line is a predominantly industrial street. However, because Addison's zoning is cumulative, retail uses can build in the Industrial districts. Some furniture and fabric stores have benefitted from the lower industrial-priced rents and moved into buildings fronting Midway Road. These users are suited to the large spaces, and tend to be retail destinations for specific shoppers. They don't depend on the drive-by traffic of standard retailers. Midway Road also seems to be a hub for automotive dealers and products. Several of the businesses on Midway either sell cars, repair cars, or sell products and services related to cars.

MARSH LANE

Marsh Lane is Addison's third retail corridor. It is also a regional corridor and runs north/south. It is bordered on both sides by residential uses for the 1.67 miles it is in Addison, and it supports a 111,589 square-foot community shopping center, the Brookhaven Village Shopping Center, on its south end. For many years, the center contained Addison's only grocery store, a Tom Thumb. It is the Town's oldest center and was developed in the early 1970s to support the residential population in the Brookhaven Country Club neighborhood in Farmers Branch. It also supported Addison's largest concentration of multi-family population in the Brookhaven neighborhood.

The center was recently purchased by UDR, the developer of the new Vitruvian Park neighborhood. UDR is building new multi-family residential immediately south of the center, and eventually wants to redevelop the center and tie it into the residential neighborhood as a full mixed-use center. There is unlimited potential on this site to develop an interesting and exciting retail center, fully supported by a residential population, and

the Town is very excited about the plans and possibilities for this center.

INWOOD ROAD

Inwood Road contains only 128,477 square feet of retail uses, but it has been a very important corridor in Addison's history. In 1975, when the Town voted to allow the sale of beer, wine, and distilled spirits for off-premises consumption, it designated, in its Town Charter, that the only area that would be allowed for off-premises sales would be on Addison's half-mile stretch of Inwood Road, south of Belt Line. Prior to the election, the City Council members promised the 75 residents who voted in the local option election that Addison would allow alcohol into the community in a way that did not result in Belt Line Road being lined with liquor stores, or liquor stores immediately next to a resident's home. The Town designated the Inwood Road corridor as the location for liquor sales, a task to which it was ideally suited. It was a short, one-sided street (the other side being a railroad track). The short distance and one-sided nature of the street assured the Town that there would be a limited number of stores that could develop. While it connected with Belt Line Road and was reasonably close to the future Dallas North Tollway, liquor store development along Inwood was not visible from Belt Line.

The strategy proved very successful, and by 1977, large profitable liquor stores were open and operating on Inwood Road. For many years, between 13 and 15 different stores sold beer, wine, and distilled spirits to an area of the metroplex that ran from Forest Lane on the south in Dallas, all the way north past Highway 121 in Collin County. The stores frequently had to hire off-duty Police officers to manage traffic on Inwood Road due to the large volume of traffic at the stores. Addison landscaped

the railroad right-of-way across from the stores to keep the area clean and attractive, and it limited sign sizes and the use of neon to keep the area low-key. For many years, several operators did an excellent business on the Inwood Road strip, and the tax revenue generated by the stores provided money for Addison to build the infrastructure it needed to service a growing population.

However, in the 1990s, other cities around Addison, desperate for tax revenue, started to allow the sale of beer and wine in grocery and convenience stores. Addison still allowed beer and wine only on Inwood Road, so it was actually in a less competitive position than the cities around it that had beer and wine in grocery stores. Also, other cities around Addison, notably Buckingham to the east and The Colony to the north, voted to allow off-premises sale of distilled spirits, which severely eroded Addison's base of liquor store customers. Addison's number of liquor stores shrunk from 15 to 7 or 8.



Closed liquor stores on Inwood Road.

On November 2, 2010, the Town held a Charter election and the residents voted to lift the restriction on beer and wine sales so that Addison, like the cities around it, could sell beer and wine in grocery and convenience stores. The City of Dallas voted to allow beer and wine in grocery stores. For the most part, the lifting of the restriction was a “non-

event.” It has not brought new businesses to Addison. The only businesses that have gotten beer and wine licenses have been existing grocery and convenience stores, such as Kroger, Tom Thumb, and Sam's Club. It also has not caused any of the larger liquor stores to close. Two major stores: Majestic and Centennial, have closed, but they attribute their closing to competition coming from outside the city. The Spec's chain of stores expanded into the Metroplex from Houston, and their high volume and low prices have caused stores all over the Metroplex to close. The larger operators, such as Sigel's and Goody-Goody, in order to stay in business, have specialized in offering a broader selection of beers and wines than a standard grocery store or convenience store, while matching the grocery stores on price.

The Town would like to either bring back the glory days of the Inwood corridor or go in another direction. It created the Addison Beverage District a couple of years ago to try and brand the corridor as one offering a better selection and variety of wines, beers and spirits than other locations. The effort may have resulted in increased sales, but there were no physical changes to the corridor. Now that beer and wine are widely available in the Metroplex, it may be time to take the corridor in another direction, but finding that direction is difficult. The street is short and one-sided, so it is difficult to build a retail destination. It is not supported by residential populations, so it is difficult to attract goods and services retailers. The five remaining liquor stores are doing an adequate business and have not expressed an intent to leave, so any new ideas for retail have to be compatible with the liquor stores.

A couple of years ago, a citizen committee envisioned an Epicurean District that would offer

not just beer, wine, and liquors, but specialty cheeses, gourmet meats, chocolates, flowers, and other gourmet items found in a gourmet market. The idea never found traction with a developer, and now that the Town is welcoming in Whole Foods at the Village on the Parkway, Addison customers will have a destination for gourmet and specialty shopping.

ADDISON ROAD

The Addison Road corridor runs from Belt Line Road north to Addison's northern boundary, a distance of 2.2 miles. It contains 87,246 square feet of retail uses. There are six restaurants on the south end of the corridor, close to Belt Line Road. Like the restaurants on Midway Road, they did well during Addison's restaurant boom, but now suffer from a lack of drive-by traffic.



Victorian-style building in Old Addison.

Addison Road contains Old Addison, a small cluster of faux-Victorian buildings clustered along Addison Road at Broadway. Old Addison was the vision of a real estate developer named Jim Miller during the 1980s. He envisioned taking Addison's original downtown and developing it out with historically-themed buildings, much like the Old Sacramento area in Sacramento, California. Mr.

Miller envisioned Old Addison stretching north from Broadway through the area that is now Addison Circle Park. He built three buildings, but the area never attracted other developers. The concept was hampered by a poor location, lack of parking, and lack of cooperation among the various property owners in the Old Addison area. The area languished for many years, but now has new potential, as it is immediately adjacent to Addison's DART transit center and possible future rail station. The area is currently home to some small office users who love the environment, but aside from a hair salon and a couple of shops facing Addison Road, it is not a retail destination.

North of Old Addison, Addison Road becomes another one-sided street (similar to Inwood Road) for a length of 1.1 miles. It is bordered on the west by the heavy industrial use of the Addison Airport. The one-sided nature of the street limits its potential for retail development. Further north, at Sunbelt Drive, the only other retail use on Addison Road consists of a convenience store/gas station and small food shops catering to a lunch business from employees in the area.

During the early planning for Addison Circle, there was some thought that a residential population in Addison Circle would spur some additional neighborhood retail along Addison Road, but retail uses have not developed as yet.

ADDISON CIRCLE

Addison Circle contains 70,454 square feet of retail uses that cater to the residential population in Addison Circle. There are currently six restaurants, two of which (Antonio's and Pastazio's Pizza) have been open in Addison Circle since 1997. Other restaurants have come and gone, and all operators complain about lack of visibility and lack of traffic



Polka Dot Bakery, an Addison Circle Restaurant.

in Addison Circle during the evenings. There is one convenience store, and an assortment of retail uses. The retailers in the area must be supported by residents and pedestrian traffic, as there is not sufficient parking or drive-by traffic for them to be supported by the larger Addison community. The uses that cater to residents needs, such as a dry cleaners and hair salon, can survive, but other retailers such as florists and clothing stores, have struggled. Most of the challenge for retail in Addison Circle lies in the fact that it is not on a major thoroughfare and does not provide suburban-style parking in front of the front door to the business, but an additional challenge lies in the way Addison Circle was developed. It is a predominantly residential mixed-use development. It is not a shopping center with residential, but a residential neighborhood with some support retail. The uses are mixed vertically, which means that there are residents immediately above retailers and restaurants. A vertical mix of retail and residential uses is the hardest blend to make work. Typically one of the uses will detriment the other. Either the retail will be wildly successful, driving away residents who don't want to live in noise and traffic, or the residential will be successful to the detriment of the retail. Residents love the idea of living above a shop, but are soon bothered by the noise, odors,

and deliveries that shop-owners can generate. In order to keep the residents happy and the units rented, the developer will saddle retailers with restrictions on their lights, signs, traffic, and hours of operation. Restaurant operators, who draw larger crowds at night, are the most hampered. It is easier to mix residential and retail uses vertically if there is an office use between them to buffer odor

and noise. The building on the south side of Beckert Park has two restaurants on the ground floor, three floors of office, and finally penthouse style residences on the top floor. It is an easier way to mix uses, but there is not sufficient



Pastazio's Pizza with office uses above.

demand for office space in Addison Circle to allow an office buffer between all the ground-floor retail and residential above.

The hope is that as Addison Circle continues to grow and expand, additional residents in the area will be able to better support retail uses.

OTHER RETAIL

The bulk of Addison's retail uses lie along the corridors that have been discussed. There are six other retail and quasi-retail uses on other streets. There are three restaurants that front on Montfort Road at the Prestonwood Place shopping center. Their east-end locations, close to Belt Line Road, allow them to operate successfully. In addition,

there is one bank on Dallas Parkway, and a strip center and a daycare use on Spring Valley road in the southern part of Addison.

SUMMARY

Retail land uses are the hardest of all commercial land uses to develop and operate successfully. They are constantly dependent on the whims of the shopping public which is quickly seduced by the next shiny new center or retail development. While the life cycle of an office building can be more than 50 years, the life cycle of a shopping center can be less than 10 years. In former retail days, shoppers might develop a relationship and loyalty to one store or store owner, but today, when most people shop at nationally-run chain stores for basic goods and services, there is little loyalty to a local store when a newer, bigger store, with cheaper prices, opens up the street.

The Town is working on a re-invention of Belt Line Road, but maybe that reinvention is not an attempt to return to Addison's former glory as a restaurant street, but a pruning of retail and restaurant uses that have outlived their useful life, and a focus on finding different compatible and viable uses.

Addison's retail future has bright spots. The exciting redevelopment of the Village on the Parkway and the Brookhaven Village (now Vitruvian Park) shopping center promise to bring Addison the type of fashionable, upscale merchants its residents enjoy. However, other parts of Town, such as the west end of Belt Line Road, look tired, and some of Addison's restaurant concepts are dated. There are small strip centers and stand-alone restaurant pads that are in need of remodeling and possibly even redevelopment. In those instances, the Town is challenged to find ways to spur remodels or redevelopment through incentives, or a change in

the overall use of the area. Addison is attempting to change the overall retail environment of Belt Line with new lighting and new landscaping in the medians, but changes in land use may also be needed.

In addition, Addison formerly depended on imported customers who came to Addison from other areas for the cluster of restaurants. Now that those other areas have their own restaurants, Addison should look closely at the demographic of its current customers and residents. Addison should determine if it is still importing customers, and if its own residents are going to other areas to shop and dine because those areas have newer offerings.

There are a myriad of factors that go into a shopper's decision to chose shopping area A over shopping area B, so there may not be one "silver-bullet" solution for the reinvention of a retail corridor. In addition, as it has been noted, some retail areas are doing well while others are not, so a one-size-fits-all retail strategy is probably not the solution. More detailed and targeted area studies need to be conducted in some retail areas to explore ways to revitalize retail uses, or possibly even help struggling areas convert to a different land use.

GOAL:

Explore methods to revitalize Addison's retail offerings in spots that may be tired, dated, or past their useful life. Those methods might include Special Area Studies, which are intense and targeted economic and land use studies including an inter-disciplinary team of: specialized retail consultants to offer expertise and case studies from other cities, architects to explore possible redevelopment schemes, urban planners to provide a

framework for implementation, property owners from within the area, and staff members/public officials to explore the feasibility of implementing new ideas.

OBJECTIVES:

1. Examine areas, such as Inwood Road, that no longer seem as vibrant as other retail corridors. Explore other possible land uses for those areas.

2. Consider Special Area Studies that target specific areas, identified through the Comprehensive Plan's Methodology. Special area studies should analyze existing conditions and propose new uses and development patterns which are market-tested by retail consultants on the study team.

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

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

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

BELT LINE ROAD CORRIDOR

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
3701 BELT LINE	WELLS-FARGO	BANK	5,726
3710 BELT LINE	WENDY'S/EXXON	CONV/GAS STATION	4,478
3711 BELT LINE	CHIPOTLE CENTER	NEIGHBORHOOD CENTER	32,225
3712 BELT LINE	BURRITO JIMMY CENTER	CONV/STRIP CENTER	7,387
3730 BELT LINE	ADDISON TOWN CENTER	COMMUNITY CENTER	303,332
3740 BELT LINE	EINSTEIN'S CENTER	CONV/STRIP CENTER	11,000
3781 BELT LINE	CHICK-FIL-A	FAST FOOD	4,148
3790 BELT LINE	CAPITAL ONE	BANK	5,484
3795 BELT LINE	MCDONALD'S	FAST FOOD	5,118
3820 BELT LINE	HUMPERDINK'S	RESTAURANT	7,472
3825 BELT LINE	BURGER KING	FAST FOOD	4,220
3855 BELT LINE	LOS LUPES	RESTAURANT	8,932
3885 BELT LINE	EL-ALIMIR	RESTAURANT	10,483
3910 BELT LINE	IHOP	RESTAURANT	5,491
3955 BELT LINE	CARTER BLOOD CARE CENTER	CONV/STRIP CENTER	20,154
4004 BELT LINE	THE FORUM	TWO RESTAURANT TENANTS	13,070
4019 BELT LINE	MOTOR CITY	AUTOMOTIVE	1,726
4020 BELT LINE	WELLS-FARGO????	BANK	4,353
4021 BELT LINE	LEFTY'S CENTER	NEIGHBORHOOD CENTER	35,212
4050 BELT LINE	MCFADDEN'S	RESTAURANT	15,195
4060 BELT LINE	BACK NINE GRILL	RESTAURANT	5,442
4080 BELT LINE	AZURE	RESTAURANT	7,423
4100 BELT LINE	CANE'S CHICKEN	FAST FOOD	4,062
4101 BELT LINE	FLAVOURS	RESTAURANT	6,425
4135 BELT LINE	THE HUB CENTER	NEIGHBORHOOD CENTER	53,125
4150 BELT LINE	SAM'S CLUB	BIG BOX	126,285
4180 BELT LINE	DUKE'S ORIGINAL ROAD HOUSE	RESTAURANT	9,262
4191 BELT LINE	SHELL/ANDIAMO'S CENTER	CONV/STRIP CENTER	10,000
4201 BELT LINE	GENGHIS GRILL CENTER	CONV/STRIP CENTER	18,616
4240 BELT LINE	OLIVE GARDEN	RESTAURANT	12,050
4300 BELT LINE	FOGO DE CHAO	RESTAURANT	11,475
4301 BELT LINE	DENNY'S	RESTAURANT	5,521
4350 BELT LINE	TOKYO ONE	RESTAURANT	10,346

BELT LINE ROAD CORRIDOR-CONTINUED

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
4400 BELT LINE	STAPLES	BIG BOX	20,656
4440 BELT LINE	BLACK FINN	RESTAURANT	10,503
4460 BELT LINE	CLAY PIT	RESTAURANT	5,694
4500 BELT LINE	CHILI'S	RESTAURANT	4,299
4525 BELT LINE	CHAMBERLAIN'S FISH GRILL	RESTAURANT	8,138
4530 BELT LINE	CANTINA LAREDO CENTER	CONV/STRIP CENTER	13,157
4535 BELT LINE	MACARONI GRILL	RESTAURANT	9,164
4560 BELT LINE	COMMUNITY CREDIT UNION	BANK	11,162
4570 BELT LINE	REMINGTON'S CENTER	CONV/STRIP CENTER	15,422
15030 BELTWOOD PKWY	KWIK-KOPY CENTER	CONV/STRIP CENTER	9,485
4560 BELT LINE	AMEGY BANK	BANK	3,819
4680 BELT LINE	THE PRINT SITE	FREESTANDING RETAIL	3,104
4800 BELT LINE	INWOOD-QUORUM VILLAGE	NEIGHBORHOOD CENTER	30,001
4801 BELT LINE	PEI WEI ASIAN DINER	RESTAURANT	4,168
4855 BELT LINE	ON THE BORDER	RESTAURANT	7,890
4901 BELT LINE	B.J.'S	RESTAURANT	10,198
4939 BELT LINE	TACO DINER CENTER	CONV/STRIP CENTER	9,589
4950 BELT LINE	IMPROV/PETE'S CENTER	NEIGHBORHOOD CENTER	80,302
4951 BELT LINE	CHAMPP'S	RESTAURANT	13,176
5000 BELT LINE	ADDISON WALK	NEIGHBORHOOD CENTER	80,302
5001 BELT LINE	TRULUCK'S	RESTAURANT	7,915
5003 BELT LINE	MAGIC TIME MACHINE	RESTAURANT	12,273
5005 BELT LINE	HOOTER'S	RESTAURANT	8,555
5080 BELT LINE	CHAUCER'S	RESTAURANT	8,082
5012 BELT LINE	TETCO	CONV/GAS STATION	1,186
5100 BELT LINE	VILLAGE ON THE PARKWAY	COMMUNITY CENTER	379,826
5290 BELT LINE	PRESTONWOOD PLACE	COMMUNITY CENTER	162,678
5300 BELT LINE	TOWN HALL SQUARE	NEIGHBORHOOD CENTER	50,921
TOTAL FOR BELT LINE ROAD			1,766,903

MIDWAY ROAD CORRIDOR

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
14131 MIDWAY ROAD	GREENHILL PARK	MIXED USE	36,500
14655 MIDWAY ROAD	ENGLISHMAN'S ANTIQUES	FURNITURE	30,000
14775 MIDWAY ROAD	BACARA	CATERING/BANQUET HALL	48,780
14831 MIDWAY ROAD	FERRARI'S CENTER	NEIGHBORHOOD CENTER	76,757
14910 MIDWAY ROAD	SNUFFER'S	RESTAURANT	4,264
14920 MIDWAY ROAD	BLUE GOOSE	RESTAURANT	6,581
14930 MIDWAY ROAD	THE LONDONER	RESTAURANT	6,630
14941 MIDWAY ROAD	SPRING CREEK BARBEQUE	RESTAURANT	6,768
14951 MIDWAY ROAD	NATE'S SEAFOOD GRILL	RESTAURANT	5,232
15099 MIDWAY ROAD	STARBUCK'S	RESTAURANT	4,304
15101 MIDWAY ROAD	CHARTER FURNITURE	FURNITURE	55,228
15201 MIDWAY ROAD	CHILDRESS FABRICS & FURNITURE	FURNITURE	96,763
15301 MIDWAY ROAD	ED'S LAWN EQUIPMENT CENTER	NEIGHBORHOOD CENTER	45,798
15302 MIDWAY ROAD	FABRIC AND UPHOLSTERY	FURNITURE	3,943
15304 MIDWAY ROAD	OFFICE FURNITURE DEPOT	FURNITURE	11,356
15408 MIDWAY ROAD	FIVE STAR FABRIC CENTER	CONV/STRIP CENTER	28,914
16250 MIDWAY ROAD	SUBWAY SANDWICH CENTER	CONV/STRIP CENTER	15,800
TOTAL FOR MIDWAY ROAD			483,618

MARSH LANE CORRIDOR

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
14110 MARSH LANE	BROOKHAVEN VILLAGE	COMMUNITY CENTER	111,589
14248 MARSH LANE	BURGER HOUSE	FAST FOOD	2,213
14250 MARSH LANE	CHASE	BANK	4,293
14330 MARSH LANE	TEXACO	CONV/GAS STATION	2,467
14400 MARSH LANE	7-11 CENTER	CONV/STRIP CENTER	6,278
14430 MARSH LANE	GOLDEN CHICK	FAST FOOD	2,322
14450 MARSH LANE	BRIILLANCE PRE-SCHOOL	DAYCARE	11,473
15000 MARSH LANE	TACO BUENO	FAST FOOD	3,000
15050 MARSH LANE	BOSTON CHICKEN	FAST FOOD	2,937
15120 MARSH LANE	TACO CABANA	FAST FOOD	4,267
15196 MARSH LANE	RACETRAK GAS	CONV/GAS STATION	4,267
15200 MARSH LANE	T&K AUTOMOTIVE SPECIALISTS	AUTOMOTIVE	5,172
TOTAL FOR MARSH LANE			160,278

INWOOD ROAD CORRIDOR

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
14601 INWOOD ROAD	HASTY LIQUOR/BEER & WINE	CONV/STRIP CENTER	11,000
14639 INWOOD ROAD	TUESDAY MORNING CENTER	CONV/STRIP CENTER	19,635
14733 INWOOD ROAD	MAJESTIC LIQUOR	FREESTANDING	12,045
14802 INWOOD ROAD	AMERICAN SPIRITS CENTER	CONV/STRIP CENTER	23,610
14825 INWOOD ROAD	GOODY-GOODY CENTER	NEIGHBORHOOD CENTER	31,654
14003 INWOOD ROAD	SIGEL'S LIQUOR	FREESTANDING	18,500
15055 INWOOD ROAD	CENTENNIAL LIQUOR	CONV/STRIP CENTER	12,033
TOTAL FOR INWOOD ROAD			128,477

MARSH LANE CORRIDOR

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
15101 ADDISON ROAD	TEXAS DE BRAZIL	RESTAURANT	6,029
15107 ADDISON ROAD	SANABELZ	RESTAURANT	4,200
15180 ADDISON ROAD	OUTBACK STEAKS	RESTAURANT	5,840
15201 ADDISON ROAD	THE QUARTER	RESTAURANT	3,600
15207 ADDISON ROAD	BUTTONS	RESTAURANT	8,332
15209 ADDISON ROAD	SIMONIZ CAR WASH	CAR WAH	7,795
15300 ADDISON ROAD	PERRY'S C STORE	CONVENIENCE STORE	2,205
15375 ADDISON ROAD	NAI SPORTS CAFÉ	RESTAURANT	4,873
15400 ADDISON ROAD	OLD ADDISON	MIXED USE	15,223
15401 ADDISON ROAD	ADDISON CIGAR COMPANY	FREESTANDING	4,104
15804 ADDISON ROAD	AVIS CAR RENTAL	AUTOMOTIVE	3,220
15808 ADDISON ROAD	BARCO GLASS & MIRROR	FREESTANDING	8,841
16601 ADDISON ROAD	C STORE CENTER	CONV/STRIP CENTER	12,984
TOTAL FOR ADDISON ROAD			87,246

ADDISON CIRCLE

ADDRESS	PROPERTY MANAGER	TYPES OF RETAIL	SQUARE FOOTAGE
5015 ADDISON CIRCLE	POST PROPERTIES RETAIL	MIXED USE	29,000
5026 ADDISON CIRCLE	POST PROPERTIES RETAIL	MIXED USE	20,000
5070 ADDISON CIRCLE	POST PROPERTIES RETAIL	MIXED USE	20,000
15800 SPECTRUM DRIVE	ALLEGRO RETAIL	MIXED USE	1,454
TOTAL FOR ADDISON CIRCLE			70,454

OTHER RETAIL LOCATIONS

ADDRESS	OCCUPANT	TYPES OF RETAIL	SQUARE FOOTAGE
16671 DALLAS PARKWAY	GREEN BANK	BANK	8,082
14850 MONTFORT ROAD	MI PIACI	RESTAURANT	8,272
14860 MONTFORT ROAD	OUNCE STEAKHOUSE	RESTAURANT	9,934
14999 MONTFORT ROAD	THE FLYING SAUCER	RESTAURANT	5,758
3708 SPRING VALLEY	CAR WASH	AUTOMOTIVE	1,500
3709 SPRING VALLEY	SULTANA'S DRY CLEAN CENTER	CONV/STRIP CENTER	3,911
3710 SPRING VALLEY	KINDER CARE	DAYCARE	8,726
TOTAL FOR OTHER RETAIL			46,183

TOTAL RETAIL SQUARE FOOTAGE IN ADDISON 2,743,159 SQUARE FEET

LAND USE - HOTEL

ROOMS FOR ALL TASTES AND BUDGETS

Addison contains a total of 3,896 hotel rooms within its 4.35 square miles. It offers accommodations ranging from presidential suites, offering views of the Dallas skyline, to modest motel rooms. Addison's hotel business is one of its main industries, and the almost 4,000 hotel rooms provide diners for the Town's restaurant industry. However, Addison's hotel business is not typical for a Town with a lot of hotels. Addison is not a tourist or weekend destination. Its hotels cater to the business traveler, and they run their best occupancy Monday through Thursday nights. That leaves a lot of rooms available for weekend travelers. The Town benefits from large regional events such as Texas-OU weekend, or the 2011 Super Bowl, but on an average weekend, there are many rooms in Addison that go unused.



The Registry Hotel, (now the Hotel Intercontinental), Addison's first full-service hotel.

HELPING PUT HEADS IN BEDS

The Town's Visitor Services staff works constantly to book unused rooms. It works with meeting planners and tour groups to build Addison's weekend business. The Town funds the Visitor

Services operations and its tourism and marketing efforts through a "Hotel/motel tax" that is paid by guests at the hotels. Addison typically generates around \$6,000,000.00 per year in its Hotel Fund. By Texas law, the tax proceeds must be spent on directly enhancing and promoting tourism and the convention and hotel industry. However, there is an exception that allows a portion of the tax revenue to be spent on promoting the performing arts.



A deluxe room in the Marriott Courtyard Hotel.

Addison's allocates 9% of its annual Hotel Fund Expenditures to promoting the arts, with the bulk of those funds going to support the WaterTower Theatre, Addison's professional theatre company. Addison also promotes its hotel business through Special Events such as Oktoberfest, Taste Addison, and Kaboom Town. Addison's goal is that people will come to Addison and stay in a hotel while attending the events. The hotels offer special packages and promotions in conjunction with the events. Kaboom Town appears to be the most successful event for generating hotel/motel traffic, as most of the hotels fill up for the night of July 3rd. Addison also partners with the big three hotels: Crowne Plaza, Hotel Intercontinental, and Marriott Quorum, on the food and beverages for Oktoberfest. Each hotel has a large booth inside the main Oktoberfest tent, and the three hotels earn revenue from selling beer and food at the four-day event.

In addition to Special Events, the Town's Visitor Services Department works with the hotels to book meetings and conventions. The Town provides a Hotel Support Program that allocates money to hotels to help them book a meeting or convention. The money can be used to provide a welcome reception or audio visual needs to help a hotel book a meeting or convention. The Town has also experimented with providing grants to hotels to make improvements in their physical meeting space to provide a better balance between meeting space and rooms. For example, the Marriott Quorum Hotel has 547 rooms, but only 18,292 square feet of meeting space. It cannot book as many meetings as it has rooms for because it lacks meeting space. On the other hand, the Hotel Intercontinental has 528 rooms and 110,000 square feet of meeting space. It does not have enough rooms to accommodate the number of meetings it can handle. The Town has talked with both hotels about participating in expansions that would allow the hotels to book more meetings. It has also had conversations with the Crowne Plaza about expanding its meeting space, but so far it has not been able to finalize an expansion deal.

The Town is also working to better connect the hotels to restaurants and shopping within a reasonable walking distance. The Town is planning to expand sidewalks and trails in and around the Quorum area to help guests up and down the Quorum Drive corridor get to the restaurants and stores on Belt Line Road. In addition, the Town is in the process of providing individualized maps to all hotels that will help their guests find and connect into available trails for walking and jogging.

STATE OF THE INVENTORY

The Town's hotels help support successful restaurants and successful office building tenants. However, there has not been a new hotel constructed in

Addison since 2000, and some of its hotels are almost 30 years old. Hotel guests, like retail customers, are easily lured away by newer and shinier product. It is important that Addison keep its hotel inventory competitive in the marketplace because there is not a second use for a limited service hotel. Unlike a retail space, once a hotel has been constructed, it is not easily adapted to another use. Addison's hotel inventory has always been successful enough to allow owners to keep their properties well-maintained. Addison needs to continue to provide support to the hotels, through various programs, so that they can stay well-maintained and competitive. In addition, there might be a couple of locations that could support a new hotel. The Village on the Parkway and Addison Circle might both be able to attract a new hotel development in the future. In addition, Vitruvian Park, at some point, might be able to support a small, boutique hotel.

GOAL:

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

OBJECTIVE:

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

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

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

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

HOTELS - FULL SERVICE

Crowne Plaza Dallas/ Addison
14315 Midway Road

429 rooms
22 meeting rooms
30,000 square feet of meeting space
Constructed in 1985



Dallas/Addison Marriott Quorum by the Galleria
14901 Dallas Parkway

547 rooms
12 meeting rooms
18,292 square of meeting space
Constructed in 1981



Holiday Inn—Addison
4960 Arapaho Road

101 rooms
3 meeting rooms
2,650 square feet of meeting space
Constructed in 2000



Hotel InterContinental Dallas
15201 Dallas Parkway

528 rooms
36 meeting rooms
110,000 square feet of meeting space
Constructed in 1980



HOTELS - SELECT SERVICE

Addison Comfort Suites North/Galleria 4555 Belt Line Road

78 rooms
1 meeting room
645 square feet of meeting space
Constructed in 1996



Best Value Inn 4005 Belt Line Road

50 rooms
No meeting rooms
No meeting space
Constructed in 1995



Best Western Plus 14975 Landmark Boulevard

80 rooms
2 meeting rooms
330 square feet of meeting space
Constructed in 1996



Courtyard by Marriott Addison—Midway 4165 Proton Drive

145 rooms
3 meeting rooms
1,900 square feet of meeting space
Constructed in 1985



HOTELS - SELECT SERVICE

Courtyard by Marriott Addison-Quorum 15160 Quorum Drive

179 rooms
3 meeting rooms
1,600 square feet of meeting space
Constructed in 1997



Hampton Inn—North Dallas—Addison 4505 Beltway Drive

158 rooms
1 meeting room
300 square feet of meeting space
Constructed in 1986



Hawthorn Suites 15200 Addison Road

70 rooms
1 meeting room
400 square feet of meeting space
Constructed in 1998



Hilton Garden Inn—Addison 4090 Belt Line Road

96 rooms
2 meeting rooms
1,090 square feet of meeting space
Constructed in 1997



HOTELS - SELECT SERVICE

Holiday Inn Express Hotel and Suites
4355 Beltway Drive

102 rooms
1 meeting room
1,400 square feet of meeting space
Constructed in 1995



Homewood Suites by Hilton
4451 Belt Line Road

120 rooms
1 meeting room
480 square feet of meeting space
Constructed in 1989



Hyatt House
4900 Edwin Lewis Drive

132 rooms
3 meeting rooms
1,840 square feet of meeting space
Constructed in 1994



La Quinta Inns and Suites, Dallas, -Addison
14925 Landmark Boulevard

150 rooms
2 meeting rooms
1,100 square feet of meeting space
Constructed in 1995



HOTELS - SELECT SERVICE

Motel 6

4325 Belt Line Road

127 rooms

1 meeting room

300 square feet of meeting space

Constructed in 1979



Quality Inn and Suites—Addison

4103 Belt Line Road

91 rooms

3 meeting rooms

1,398 square feet of meeting space

Constructed in 1984



Residence Inn Dallas—Addison

14975 Quorum Drive

150 suites

2 meeting rooms

1,050 square feet of meeting space

Constructed in 1995



Springhill Suites

15225 Quorum Drive

159 rooms

3 meeting rooms

1,200 square feet of meeting space

Constructed in 2000



HOTELS - SELECT SERVICE

Suites of America
15130 Marsh Lane

344 suites
No meeting rooms
No square footage of meeting space
Constructed in 1998



Super 8
4150 Beltway Drive

60 rooms
1 meeting room
300 square feet of meeting space
Constructed in 1983



LAND USE - OFFICE



The Colonnade, one of Addison's signature office complexes.

A JOBS CENTER

Addison is an employment center for the North Dallas Corridor, and office buildings are its predominant commercial land use. Its central location in the North Dallas Corridor has allowed it to develop as an area where companies and corporations, both small and large, want to be. It borders the western edge of the North Dallas Tollway for a length of 7.07 miles, about half-way between Interstate 635 and the President George Bush Tollway. The convenient location allows the Town to welcome around 100,000 white-collar executives and office employees to Addison every day to support its restaurants and hotels.

A GREAT INVENTORY

Addison is home to 101 Class A and B office buildings totaling 10,255,758 square feet of space, which is more office space than downtown Fort Worth. There is a space in Addison to fit every

tenant, as office buildings range in size from 2,500 square-feet on Broadway to 1,028,444 square feet in the three building Colonnade complex. The Town has been fortunate in that its office space has not been dominated by one industry or one type of tenants, such as telecom or energy tenants. Its tenant base is very diverse, which has allowed occupancy to stay stable and not suffer the highs and lows of an industry goes through a boom and bust.

The Town's tenant base is comprised of 30% professional, scientific, and technical services. Retail trade, Hospitality, Real Estate, and Administrative Support make up most of the other tenants, with each of those industries having about an 11% share of the Town's businesses.

In addition, Addison's office tenant base is dominated by small companies that occupy



The Mary Kay Corporation headquarters, located on the Dallas Parkway.

between 5,000 and 20,000 square feet. The majority of Addison's office buildings are multi-tenant buildings which may house several hundred tenants. However, the Mary Kay building, one of the largest buildings in Town at 545,900, is home to just one tenant—the Mary Kay Corporation. The Town is also home to several other large corporations. Bank of America has a credit card processing facility in the Hallmark Center I and II buildings which employs 3,400 people. Mary Kay Corporation has 1,070 employees, and the National Default Exchange Management Corporation employs 566 people. Several other companies have between 300 and 500 employees.

Realtors and office leasing agents generally rate buildings in three categories or classes. While there is not an agreed-upon standard in the industry for classifying buildings, *Square Feet, a Real Estate Blog*, defines them by the following characteristics:

CLASS A. These buildings represent the highest quality buildings in their market. They are generally the best looking buildings with the best construction, and possess high quality building infrastructure. Class A buildings are

also well-located, have good access, and are professionally managed. As a result, they attract the highest quality tenants and command the highest rents.

CLASS B. This is the next notch down. Class B buildings are generally a little older, but still have good quality management and tenants. Often times, value-added investors target the buildings as investments since they well located Class B buildings can be returned to their Class A glory through renovations such as façade and common area improvements. Class B buildings should generally not be functionally obsolete and should be well maintained.

CLASS C. The lowest classification of office building and space is Class C. These are older buildings (usually more than 20 years old), and are located in less desirable areas and are in need of extensive renovation. Architecturally, these buildings are the least desirable and building infrastructure and technology is out-dated. As a result, Class C buildings have the lowest rental rate, take the longest time to lease, and are often targeted as re-development opportunities.

The Tollway location allowed Addison to attract developers who built Class A buildings at relatively high densities, with the tallest building in Town being Phase III of the Colonnade at 16 stories. Most of Addison's office building inventory was constructed during the 1980s and '90s, which means the buildings are fairly new. The office building inventory is dominated by Class A space, with 61% of the Town's office square footage rated as Class A. Class B space comprises 38% of the inventory, and Class C space comprises 1%. The

central location and abundance of Class A space has allowed Addison to maintain a healthy office occupancy rate of around 80%, even during economic downturns.



The Atrium at the Colonnade.

Addison's office buildings cluster along the major commercial corridors, and thus fall into eleven different "neighborhoods." The neighborhoods are shown in the map attached to the office inventory. The high-density corridor for office uses is the Dallas North Tollway. Addison has 20 high-density buildings along the Tollway, and it has four available sites to accommodate additional buildings. The three neighborhoods that abut the Tollway: North Tollway Corridor (#4), North Quorum (#7) and South Quorum (#8) have the highest number of buildings and the largest buildings, with over 2 million square feet of office space in each neighborhood. These neighborhoods are home to most of Addison's national and international office tenants such as Hilton, General Electric, and Rexel. The rest of the

neighborhoods have smaller buildings and cater more to local tenants.

STAYING COMPETITIVE

Through the boom years of the 1980s and '90s, the Town relied on office brokers and realtors to bring tenants to Addison. However, beginning in the late 1990s, cities around Addison began to make use of the Development Corporation Act, which was passed by the Texas legislature in 1979. It allowed communities to enact 4A/4B corporations that would levy a portion of their sales taxes for economic development purposes. Addison, had joined the Dallas Area Rapid Transit Authority (DART) in 1983, and it was already assessing a portion of its sales tax to mass transit, so it was not eligible to create a 4A/4B corporation. Other cities to the north of Addison, such as Frisco, Allen, and McKinney, were not in DART, so they were eligible to create 4A/4B corporations that raised large amounts of money to lure new businesses and office tenants to their cities. The original intent of the legislation was to allow cities to lure businesses from other states into Texas. However, the non-DART cities began using the funds to lure tenants from Addison, Plano, Dallas, and other DART-member cities. The DART member cities persuaded the Texas Legislature that the Development Corporation Act was not



Two Addison Circle, one of Addison's newest buildings.

fair to all cities, so in 1987, residents of the State of Texas approved an amendment to the State Constitution that gave birth to Chapter 380 of the Local Government Code. This move was led by communities with a population of 500,000+ (such as Dallas and Houston) that were not allowed to participate in the Development Corporation Act. Many smaller communities (like Addison) came on board with the lobbying efforts because Chapter 380 programs gave them an additional tool to support economic development projects, and Chapter 380 programs did not need a local referendum for approval.

Addison made limited use of 380 agreements until 2011 when the City Council determined that Addison should create an Economic Development Fund and hire an Economic Development Director to create standards for incentive eligibility and manage the disbursement of funds. During 2012, the Town approved agreements that brought nine new companies to Addison, generated 960 new jobs, and absorbed approximately 250,000 square feet of office space. In addition, the Economic Development Director worked with the developers of the Village on the Parkway to craft a performance-based incentive that brought two quality anchor tenants, as well as other retailers, to the shopping center.

ADDISON'S OFFICE FUTURE

The City Council and staff recognize that Addison must constantly compete with surrounding cities for office employees because well-paid employees drive the Town's other businesses such as retail and restaurants. A wealth of jobs in the community also drives people to want to live in Addison so they can live close to where they work. Living close to work will become even more attractive in the future as gasoline prices and time spent commuting continue to increase. In addition, Corporate headquarters

and other offices draw hotel customers to the city who want to be close to our businesses to call on them.

Addison has traditionally been home to small traditional office businesses, but recently it has seen the range of office uses expand. USAA opened a Call Center in the Two Addison Circle building in Addison Circle, and the Methodist Medical Pavilion, currently under construction adjacent to the Methodist Hospital at 17101 Dallas Parkway, will be the Town's first medical office building. Pre-leasing for the 80,000 square-foot building has gone very well, and the building expects to open in April of 2013 with full occupancy. The Town hopes that as the hospital and adjacent office building expand their operations, it will encourage other medical office uses to open in the area. The Town has already seen some of that expansion, as some smaller existing lease spaces have been re-leased to medical supply businesses.

Addison's office building land use is important and as much a part of the Town's identity as its restaurants and landscaping. Now that the buildings are built, it is important to maintain the quality and keep them as full as possible. There are many avenues the Town can pursue to keep the buildings full. It can make sure that the quality of the buildings stays high through enforcement of building maintenance and landscaping codes. It can continue to market the Town and offer strategic incentives to bring large office tenants to Addison. It can continue to expand the range of office uses by encouraging newer types of office uses such as call centers and medical offices.

In addition, the Town should protect its remaining available Tollway corridor tracts. High-density office buildings are very valuable to the Town

because they bring high ad valorem values to the tax base and lots of employees, which drive the retail/restaurant/hotel economy. The Tollway corridor is the only location in Addison that can attract high-density office buildings. The Town needs to protect the four remaining sites on the Tollway corridor and resist pressure to let those valuable sites be re-zoned for non-commercial uses such as multi-family. There is always pressure on the Town to let developers build what they can finance and build at the moment, but the Town has to think long-term and protect its most valuable land assets.

GOAL:

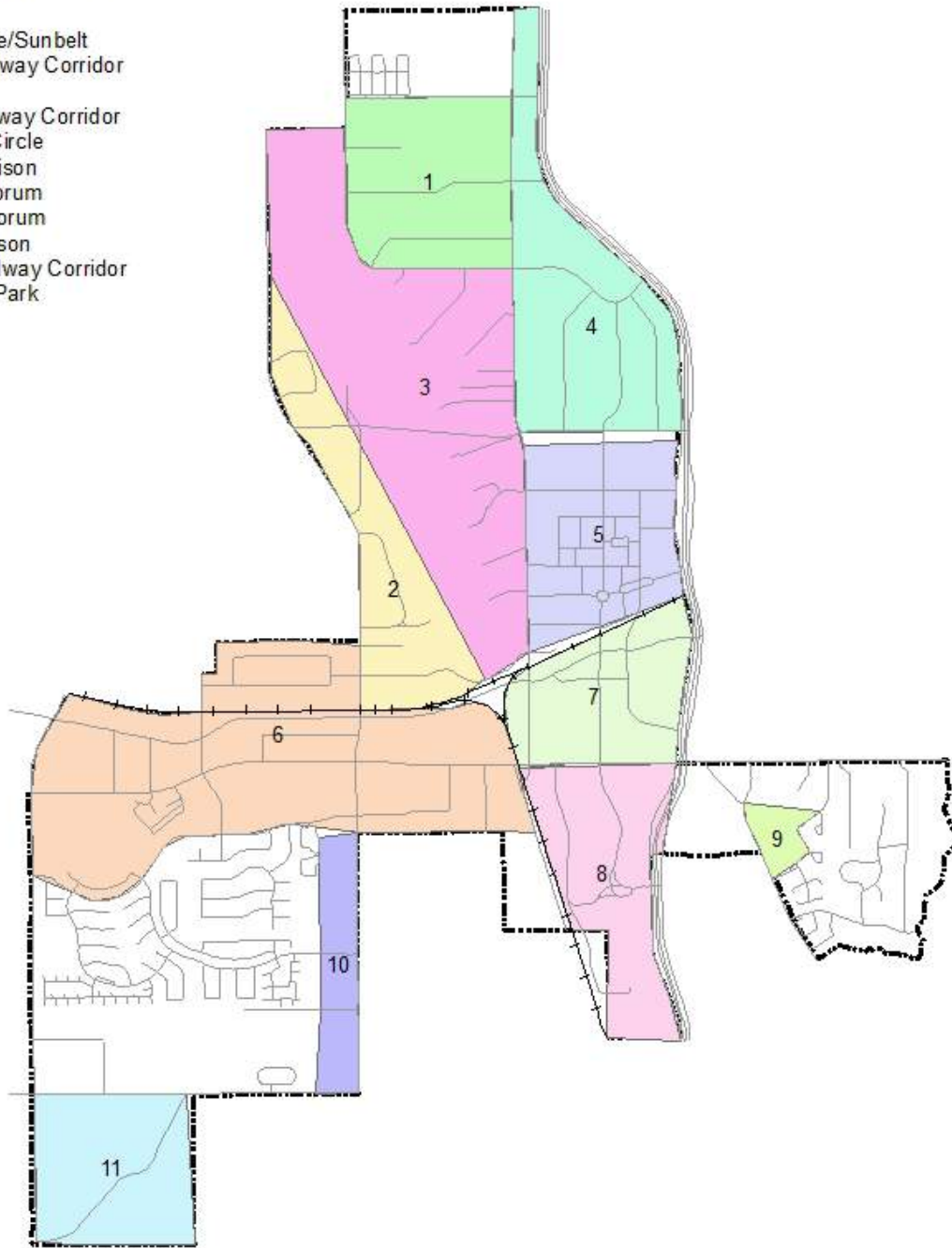
Recognize that office buildings are a valuable land use asset for the Town and take steps to keep them competitive through code enforcement and Economic Development efforts.

OBJECTIVES:

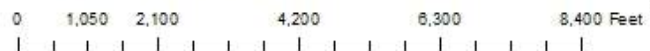
- 1. Maintain the quality of buildings through code enforcement efforts aimed at keeping buildings maintained and attractively landscaped.**
- 2. Continue Economic Development efforts to keep Addison competitive with other communities and allow it to compete for large and small tenants.**
- 3. Continue to foster variety among office tenants by encouraging other types of office uses such as call centers and medical offices.**

Neighborhoods

- 1 Westgrove/Sunbelt
- 2 North Midway Corridor
- 3 Airport
- 4 North Tollway Corridor
- 5 Addison Circle
- 6 West Addison
- 7 North Quorum
- 8 South Quorum
- 9 East Addison
- 10 South Midway Corridor
- 11 Vitruvian Park



Town of Addison Office Building Neighborhoods



#1, WESTGROVE/SUNBELT

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
SUNBELT ATRIUM	4620	SUNBELT DRIVE	12,974	C	MULTI
GRAYMARK BUILDING	16801	ADDISON ROAD	69,728	B	MULTI
SOJOURN OFFICE CENTER	4450	SOJOURN DRIVE	93,346	B	MULTI
ATRIUM AT BENT TREE	16775	ADDISON ROAD	112,698	B	MULTI
ATRIUM AT BENT TREE	16675	ADDISON ROAD	137,992	A	SINGLE
ADDISON PARK CENTRE	16835	ADDISON ROAD	26,718	B	MULTI
TOTAL SQUARE FOOTAGE			453,456		

#2, NORTH MIDWAY CORRIDOR

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
15505 WRIGHT BROS.	15505	WRIGHT BROTHERS	82,000	A	SINGLE
4343-4347 LINDBERGH	4343	LINDBERGH DRIVE	10,912	B	MULTI
16115 DOOLEY	116115	DOOLEY ROAD	11,357	C	SINGLE
ADDISON BUSINESS CENTER BLDG B	16115	KELLWAY CIRCLE	17,500	B	MULTI
KELLWAY BUSINESS CENTER	4260	KELLWAY CIRCLE	23,640	B	MULTI
4308-4310 WILEY POST	4308	WILEY POST ROAD	38,416	C	SINGLE
15790 DOOLEY ROAD	15790	DOOLEY ROAD	13,132	C	MULTI
15800 DOOLEY ROAD	15800	DOOLEY ROAD	21,272	B	MULTI
15900 DOOLEY ROAD	15900	DOOLEY ROAD	38,334	A	MULTI
TOTAL SQUARE FOOTAGE			256,563		

#3, ADDISON AIRPORT

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
ADDISON AIRPORT OFFICE CENTER	16051	ADDISON ROAD	52,173	B	MULTI
WESTGROVE AIR PLAZA	4570	WESTGROVE DRIVE	79,707	B	MULTI
ADDISON TOWER	16415	ADDISON ROAD	149,416	A	MULTI
4444 WESTGROVE DRIVE	4444	WESTROVE DRIVE	35,957	B	MULTI
TOTAL SQUARE FOOTAGE			317,253		

#4, NORTH TOLLWAY CORRIDOR

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
MARY KAY BUILDING	16251	DALLAS PARKWAY	545,900	A	SINGLE
LIBERTY PLAZA I	5055	KELLER SPRINGS RD	99,334	A	SINGLE
LIBERTY PLAZA II	5057	KELLER SPRINGS RD	119,600	A	MULTI
MELANIE BUILDING	16300	ADDISON ROAD	23,700	B	MULTI
16803 DALLAS PARKWAY	16803	DALLAS PARKWAY	62,598	A	MULTI
16885 DALLAS PARKWAY	16885	DALLAS PARKWAY	38,646	B	MULTI
TREEPOINT PLAZA	16901	DALLAS PARKWAY	48,305	B	MULTI
NTA OFFICE PLAZA	4949	KELLER SPRINGS RD	62,561	B	MULTI
ADDISON PLAZA	16200	ADDISON ROAD	80,662	B	MULTI
PARKSIDE CORPORATE CENTER	16301	QUJORUM DRIVE	97,000	B	MULTI
ONE HANOVER PARK	16633	DALLAS PARKWAY	195,194	A	MULTI
HALLMARK CENTER I	16001	DALLAS PARKWAY	208,559	B	MULTI
HALLMARK CENTER II	16001	DALLAS PARKWAY	270,000	B	SINGLE

#4, NORTH TOLLWAY CORRIDOR CONT.

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
ONE BENT TREE TOWER	16475	DALLAS PARKWAY	165,078	B	MULTI
TWO BENT TREE TOWER	16479	DALLAS PARKWAY	167,417	B	MULTI
PARKTREE NORTH	17311	DALLAS PARKWAY	46,035	B	MULTI
16400 ADDISON ROAD	16400	ADDISON ROAD	2,544	B	SINGLE
16390 ADDISON ROAD	16390	ADDISON ROAD	2,544	B	SINGLE
METHODIST MEDICAL PAVILION	17225	DALLAS PARKWAY	80,000	A	MULTI
TRIANGLE PACIFIC BUILDING	16803	DALLAS PARKWAY	62,598	A	SINGLE
TOTAL SQUARE FOOTAGE			2,378,275		

#5, ADDISON CIRCLE

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
HWK, INC.	15842	ADDISON ROAD	3,553	C	SINGLE
SAGEBRUSH PLAZA	15820	ADDISON ROAD	22,483	B	MULTI
15920 ADDISON ROAD	15920	ADDISON ROAD	15,201	B	MULTI
THE MADISON	15851	DALLAS PARKWAY	278,367	A	MULTI
ADDISON CIRCLE ONE	15601	DALLAS PARKWAY	293,767	A	MULTI
TWO ADDISON CIRCLE	15725	DALLAS PARKWAY	198,484	A	MULTI
15835 QUORUM DRIVE	15835	QUORUM DRIVE	16,000	B	SINGLE
5040 ADDISON CIRCLE	5040	ADDISON CIRCLE	41,820	B	MULTI
4800 BROADWAY STREET	4800	BROADWAY STREET	5,500	C	SINGLE
15404 ADDISON ROAD	15404	ADDISON ROAD	6,206	B	SINGLE
4813 BROADWAY STREET	4813	BROADWAY STREET	2,540	B	MULTI
TOTAL SQUARE FOOTAGE			865,167		

#6, WEST ADDISON

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
04125 CENTURION WAY	4125	CENTURION WAY	16,000	C	MULTI
3939 BELT LINE ROAD	3939	BELT LINE ROAD	101,056	B	MULTI
4131 CENTURION WAY	4131	CENTURION WAY	10,192	B	MULTI
15000 SURVEYOR BOULEVARD	15000	SURVEYOR BLVD.	45,920	B	SINGLE
FORUM AT BELT LINE, BUILDING 1	4002	BELT LINE ROAD	25,985	B	MULTI
FORUM AT BELT LINE, BUILDING 2	4004	BELT LINE ROAD	93,616	B	MULTI
FORUM AT BELT LINE, BUILDING 3	4006	BELT LINE ROAD	28,910	B	MULTI
ADDISON PARK PLACE OFFICE	4560	BELT LINE ROAD	42,088	B	MULTI
3953-3965 BELT LINE ROAD	3953	BELT LINE ROAD	19,282	B	MULTI
15070 BELTWOOD PARKWAY E	15070	BELTWOOD PKWY.	5,480	C	SINGLE
4015 BELT LINE RD, BLDG B	4015	BELT LINE ROAD	10,908	B	MULTI
TOTAL SQUARE FOOTAGE			399,437		

#7, NORTH QUORUM

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
MINOL CENTER	15280	ADDISON ROAD	68,369	B	MULTI
SPECTRUM CENTER	5080	SPECTRUM DRIVE	598,250	A	MULTI
QUORUM NORTH	15301	SPECTRUM DRIVE	115,848	A	MULTI
MILLENNIUM TOWER	15455	DALLAS PARKWAY	351,683	A	MULTI
COLONNADE I	15301	DALLAS PARKWAY	309,797	A	MULTI
COLONNADE II	15303	DALLAS PARKWAY	314,125	A	MULTI
COLONNADE III	15305	DALLAS PARKWAY	404,522	A	MULTI
TOTAL SQUARE FOOTAGE			2,162,594		

#8, SOUTH QUORUM

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
5000 QUORUM	5000	QUORUM DRIVE	165,434	A	MULTI
5050 QUORUM	5050	QUORUM DRIVE	133,799	A	MULTI
14800 QUORUM	14800	QUORUM DRIVE	101,964	A	MULTI
14801 QUORUM	14801	QUORUM DRIVE	119,040	A	MULTI
THE ABERDEEN	14841	DALLAS PARKWAY	319,758	A	MULTI
THE BELVEDERE	14881	QUORUM DRIVE	141,180	A	MULTI
THE ADDISON	14951	DALLAS PARKWAY	215,016	A	MULTI
QUORUM PLACE	14901	QUORUM DRIVE	177,608	B	MULTI
THE PRINCETON	14651	DALLAS PARKWAY	377,821	B	MULTI
EMERALD PLAZA	14900	LANDMARK BLVD.	74,182	B	MULTI
14850 QUORUM DRIVE	14850	QUORUM DRIVE	86,646	B	MULTI
14840 LANDMARK BOULEVARD	14840	LANDMARK BLVD.	30,000	B	MULTI
14860 LANDMARK BOULEVARD	14860	LANDMARK BLVD.	23,952	B	MULTI
LANDMARK PLACE	14990	LANDMARK BLVD.	17,849	B	MULTI
THE LANDMARK	14800	LANDMARK BLVD.	158,650	B	MULTI
CORPORATE CENTER	14911	QUORUM DRIVE	187,852	A	MULTI
LANDMARK OAKS	14875	LANDMARK BLVD.	A 67,638	B	MULT
WELLINGTON CENTRE	14643	DALLAS PARKWAY	210,465	A	MULTI
TOTAL SQUARE FOOTAGE			2,088,617		

#9, EAST ADDISON

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
PRESTONWOOD POND I	14850	MONTFORT DRIVE	63,917	B	MULTI
PRESTONWOOD POND II	14860	MONTFORT DRIVE	75,199	B	MULTI
TOTAL SQUARE FOOTAGE			139,166		

#10, SOUTH MIDWAY CORRIDOR

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
MIDWAY ATRIUMS I	14275	MIDWAY ROAD	84,756	B	MULTI
MIDWAY ATRIUMS II	14285	MIDWAY ROAD	84,756	B	MULTI
MIDWAY ATRIUMS III	14295	MIDWAY ROAD	85,360	B	MULTI
MIDWAY PARK	14665	MIDWAY ROAD	57,027	B	MULTI
OFFICE IN THE PARK, BLDG 1	14673	MIDWAY ROAD	31,388	B	MULTI
OFFICE IN THE PARK, BLDG 2	14675	MIDWAY ROAD	28,910	B	MULTI
OFFICE IN THE PARK, BLDG 3	14677	MIDWAY ROAD	29,652	B	MULTI
OFFICE IN THE PARK, BLDG 4	14679	MIDWAY ROAD	31,810	B	MULTI
OFFICE IN THE PARK, BLDG 5	14681	MIDWAY ROAD	30,000	B	MULTI
OFFICE IN THE PARK, BLDG 6	14683	MIDWAY ROAD	28,549	B	MULTI
GREENHILL PARK TOWER	14131	MIDWAY ROAD	248,224	A	MULTI
GREENHILL PARK GARDENS	14135	MIDWAY ROAD	44,487	B	MULTI
TOTAL SQUARE FOOTAGE			784,919		

#11, VITRUVIAN PARK

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
SAVOYE SQUARED	3850	VITRUVIAN WAY	21,455	A	MULTI
TOTAL SQUARE FOOTAGE			21,455		
TOTAL SQUARE FOOTAGE IN ADDISON			9,866,880		

LAND USE - COMMERCIAL/INDUSTRIAL

INDUSTRIAL BEGINNINGS

Addison began its urban development with industrial uses located in and around the Addison Airport. As population and businesses in Dallas began to move north into Addison, more industrial uses developed on both sides of the Airport and along the Midway Road corridor, which was one of the few corridors in the area to allow large trucks. Addison might have developed as a completely industrial community had it not been for the Dallas North Tollway on the eastern side of Town, which supported higher-density land uses.



Flex/RD space on Excel Parkway.

Industrial and Commercial uses, though not as glamorous as shiny office buildings and restaurants, are important to Addison. The Town contains 151 buildings totaling 5,220,780 square feet of Industrial and Commercial space. While the buildings employ fewer people and provide lower ad valorem tax value than high density office buildings, they provide the Town with a diversity of business uses that are important in keeping the Town's economy and tax base supported through

economic downturns. They also pay a business commercial property tax on their inventory and equipment.

COMMERCIAL/FLEX SPACE

The zoning ordinance defines Commercial/Flex space as an

“office/service/showroom use in which the office/showroom component is limited to a facility for the regular transaction of business and for the display of uncontainerized merchandise in a finished building setting, and the service component of this use is limited to not more than 75 percent of the floor area of the use.”

As the name implies, commercial/flex spaces provide a lot of flexibility for tenants. They allow the combination of office and warehouse uses in one space, and allow loading docks that can accept deliveries from semi-trucks. The spaces work well for sales representatives who want to display and store their merchandise in the same space. They also allow flexibility as a business grows because the tenants can expand or contract how they use



Flex space on Keller Springs Road at Ledgemont.

the space as their work-flow demands. The spaces are reasonably priced for start-ups and small businesses, and they work well for companies that do most of their business through delivery, or over the internet, and do not need to be located on a main thoroughfare. Flex spaces also provide the combination of office and industrial space needed by innovative companies such as Authentix, which develops and manufactures nanotechnology tracers used to detect counterfeit medicines.

The Town has a good inventory of fairly new Commercial/Flex space. There are 2,491,853 square feet of space in Town and most of the buildings were constructed in the 1980s-'90s. The buildings are well-maintained and enjoy good occupancies. Most of the commercial/flex spaces are east of the Airport along Excel Parkway and Keller Springs Road.

ACTIVE INDUSTRIES

As noted, Addison began as an industrial community located around the Addison Airport and Midway Road. Industrial and warehouse uses are also important to Addison because they bring diversity and flexibility to the economy. The Midway Road corridor and the Lindbergh-Billy Mitchell Drive areas contain Addison's oldest industrial buildings, with many of those built in the 1970s. A couple of buildings on Billy Mitchell are vacant and beginning to show their age. However, for a neighborhood of buildings approaching 40 years old, most have aged well and continue to be occupied and maintained. Part of the reason they have aged well is that they were constructed out of concrete "tilt-wall" which is a durable material with a long life that requires little maintenance. Another reason is that Addison's central location, which is desirable for office tenants, is also highly desirable to Industrial tenants and distribution warehouses.



Industrial uses in the Lindbergh-Billy Mitchell neighborhood.

Addison's unique position in the middle of the square formed by I35E on the west, the President George Bush Turnpike on the north, the Dallas North Tollway on the east, and I635 on the south, gives manufacturers and warehouse tenants the ability to be close to major thoroughfares that can take their goods in any direction. The central location has allowed Addison to continue to be a desirable location for industrial tenants, which has kept the buildings in demand and thus maintained. Addison has 2,912,121 square feet of industrial/warehouse uses in the city, so while it does not have a large base of industrial manufacturers and distributors, it does have some large and successful industrial businesses which have been located in the Town for many years. All Plastics Molding, an injection-molded plastics manufacturer, AJ Bart, a large-volume commercial printer, and NJ Malin, a forklift dealer, all call Addison home.

RECENT CHANGES ON MIDWAY

Midway Road is the Town's only major corridor that is zoned for industrial land uses, which includes the sale of automobiles and automobile-related businesses. Over the past few years, the uses on Midway Road have been changing from industrial and warehouse uses to more retail-like uses. A number of car dealers and automotive businesses have moved into the corridor. While most have moved into existing industrial facilities, there has been some new construction of auto dealerships

and auto-related businesses. There are currently 10 car sales lots and 28 auto-related businesses in the Midway Road area, including some businesses on the west side of the Road in Carrollton. The



Automotive Uses in the Midway Road Corridor.

car dealers have to be in an Industrial zoning district, and Midway Road is the only street that offers them both the zoning they need for car dealerships and the drive-by traffic (36,000 vehicles per day) they need to sell cars. Other uses which support automobiles, such as repair garages, body shops, and customizing shops, have also opened in the Midway Road corridor and in the Lindbergh-Billy Mitchell area.

The location seems to be working for the car dealerships and related businesses, so the Town could capitalize on the synergy that has been created and develop the corridor as one known for automotive uses. Just as Belt Line Road is a restaurant street, Midway Road could be promoted and marketed as an automotive street.

A couple of other retail uses are also building a presence on Midway Road. Seven stores have opened that retail Fabrics for the home, such as those used for draperies and upholstery. Childress Fabrics and Furniture, a large upholstery and drapery provider, moved into a former Antique Mall space, at 15201 Midway Road, in 2007, and other fabric businesses soon followed. The fabric stores might seem an odd fit for an industrial neighborhood, but drapery and upholstery workshops are indeed industrial uses that require large open spaces for both the furniture being upholstered and the large bolts of fabric. The Midway Road location offers

the fabric businesses reasonably-priced space with a central location that is convenient for interior designers and customers.

Midway Road also seems to be attractive to office furniture businesses. Seven businesses retailing new and used office furniture have opened in Addison and across the street in Carrollton. Once again, these retailers need both large, reasonably-priced space and the high traffic volumes that Midway Road offers.

ADDISON'S INDUSTRIAL FUTURE

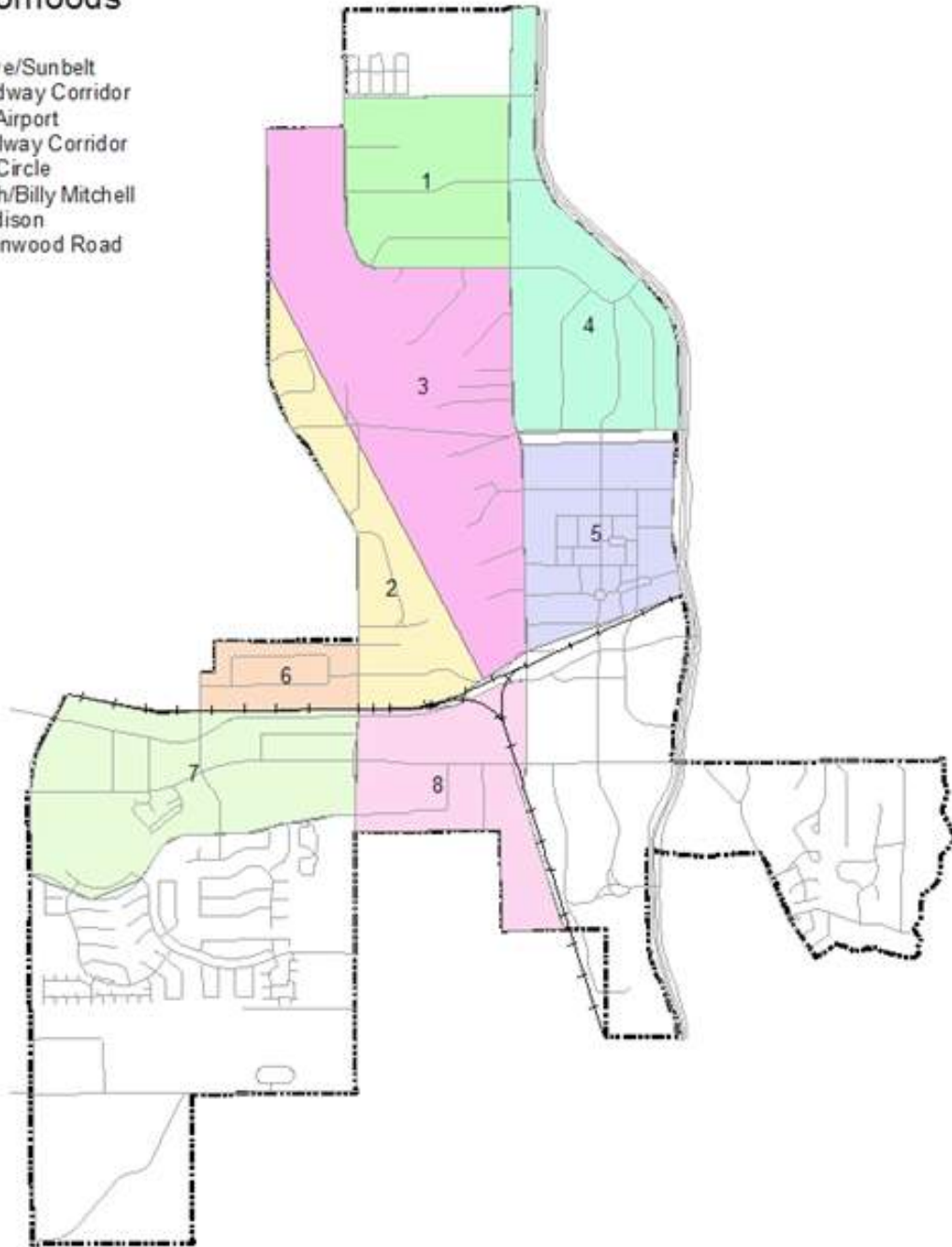
Addison's commercial and industrial uses provide the Town with a flexibility that allows it to attract a wide range of businesses. Addison benefits from having a balance in its commercial base, just as it benefits from having a balance in its residential base. So while there is not any available land to expand Commercial and Industrial uses in the Town, it is important that the existing facilities for those businesses be maintained and stay viable. As the oldest buildings in town continue to age, it will be important to keep up the quality of the buildings and landscaping through code enforcement. In addition, the Town could explore opportunities to build an identity for Midway Road and help it build on the synergy already being created by the grouping of like tenants.

GOAL:

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

Neighborhoods

- 1 Westgrove/Sunbelt
- 2 North Midway Corridor
- 3 Addison Airport
- 4 North Tollway Corridor
- 5 Addison Circle
- 6 Lindbergh/Billy Mitchell
- 7 West Addison
- 8 Beltway/Inwood Road



Town of Addison Industrial Neighborhoods

0 1,050 2,100 4,200 6,300 8,400 Feet



#1, WESTGROVE/SUNBELT

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
16501-16541 ADDISON ROAD	16501	ADDISON	52,591	FLEX/RD	MULTI-TENANT
4201 AIRBORN DRIVE	4201	AIRBORN	51,720	WAREHOUSE	SINGLE TENANT
4268-4270 AIRBORN DRIVE	4268	AIRBORN	10,632	FLEX/RD	MULTI-TENANT
4321 AIRBORN DRIVE	4321	AIRBORN	32,400	INDUSTRIAL	SINGLE TENANT
ADDISON TECH CENTER	4355	EXCEL	102,400	FLEX/RD	MULTI-TENANT
ADDISON TECH CENTER	4505	EXCEL	36,001	FLEX/RD	MULTI-TENANT
ADDISON II	4550	EXCEL	181,946	FLEX/RD	MULTI-TENANT
ADDISON TECH CENTER	4555	EXCEL	55,200	FLEX/RD	MULTI-TENANT
4300-4324 SUNBELT DRIVE	4300	SUNBELT	25,500	FLEX/RD	MULTI-TENANT
4385 SUNBELT DRIVE	4385	SUNBELT	8,024	WAREHOUSE	SINGLE TENANT
4393 SUNBELT DRIVE	4393	SUNBELT	12,107	WAREHOUSE	SINGLE TENANT
4384-4398 SUNBELT DRIVE	4384	SUNBELT	24,000	FLEX/RD	MULTI-TENANT
4400-4418 SUNBELT DRIVE	4400	SUNBELT	81,388	FLEX/RD	MULTI-TENANT
4501 SUNBELT DRIVE	4501	SUNBELT	16,576	WAREHOUSE	SINGLE TENANT
4535 SUNBELT DRIVE	4535	SUNBELT	16,600	INDUSTRIAL	SINGLE TENANT
4544-4562 SUNBELT DRIVE	4544	SUNBELT	16,500	FLEX/RD	MULTI-TENANT
4642-4660 SUNBELT DRIVE	4642	SUNBELT	35,670	FLEX/RD	MULTI-TENANT
4651 SUNBELT DRIVE	4651	SUNBELT	15,950	WAREHOUSE	SINGLE TENANT
4301 WESTGROVE DRIVE	4301	WESTGROVE	20,060	WAREHOUSE	SINGLE TENANT
4385-4395 WESTGROVE DRIVE	4385	WESTGROVE	25,000	FLEX/RD	MULTI-TENANT
4401-4419 WESTGROVE DRIVE	4401	WESTGROVE	82,324	FLEX/RD	MULTI TENANT
4553-4559 WESTGROVE DRIVE	4553	WESTGROVE	16,500	FLEX/RD	MULTI-TENANT
4545-4551 WESTGROVE DRIVE	4545	WESTGROVE	16,500	FLEX/RD	MULTI-TENANT
WESTGROVE BUILDING	4575	WESTGROVE	13,963	FLEX/RD	MULTI-TENANT
16500-16528 WESTGROVE DRIVE	16500	WESTGROVE	70,320	FLEX/RD	MULTI-TENANT
ADDISON COMMERCE CENTER	16650	WESTGROVE	96,409	FLEX/RD	MULTI-TENANT
ADDISON TECH CENTER	16750	WESTGROVE	36,001	FLEX/RD	MULTI-TENANT
TOTAL SQUARE FOOTAGE			1,152,282		

#2, NORTH MIDWAY CORRIDOR

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
15770 DOOLEY ROAD	15770	DOOLEY	29,252	INDUSTRIAL	MULTI-TENANT
15790 DOOLEY ROAD	15790	DOOLEY	24,298	INDUSTRIAL	MULTI-TENANT
4150 KELLWAY CIRCLE	4150	KELLWAY	34,200	WAREHOUSE	MULTI-TENANT
4201 KELLWAY CIRCLE	4201	KELLWAY	41,019	WAREHOUSE	SINGLE-TENANT
4251-4257 KELLWAY CIRCLE	4251	KELLWAY	29,970	FLEX/RD	MULTI-TENANT
4260-4274 KELLWAY CIRCLE	4260	KELLWAY	23,640	FLEX/RD	MULTI-TENANT
4265 KELLWAY CIRCLE	4265	KELLWAY	25,768	FLEX/RD	SINGLE-TENANT
ADDISON BUSINESS CENTER, BLDG D	4275	KELLWAY	27,290	FLEX/RD	MULTI-TENANT
ADDISON BUSINESS CENTER, BLDG. F	4275	KELLWAY	30,524	FLEX/RD	MULTI-TENANT
4276-4290 KELLWAY CIRCLE	4276	KELLWAY	23,640	FLEX/RD	MULTI-TENANT
4200 LINDBERGH DRIVE	4200	LINDBERGH	30,200	INDUSTRIAL	SINGLE-TENANT
4201-4203 LINDBERGH DRIVE	4201	LINDBERGH	14,400	INDUSTRIAL	MULTI-TENANT
4204 LINDBERGH DRIVE	4204	LINDBERGH	76,944	INDUSTRIAL	SINGLE-TENANT
4205 LINDBERGH DRIVE	4205	LINDBERGH	14,300	INDUSTRIAL	SINGLE-TENANT
4300 LINDBERGH DRIVE	4300	LINDBERGH	29,057	INDUSTRIAL	SINGLE-TENANT
4301-4321 LINDBERGH DRIVE	4301	LINDBERGH	98,000	WAREHOUSE	MULTI-TENANT
4341 LINDBERGH DRIVE	4341	LINDBERGH	5,567	INDUSTRIAL	MULTI-TENANT
4363 LINDBERGH DRIVE	4363	LINDBERGH	13,990	INDUSTRIAL	MULTI-TENANT
15200 MIDWAY ROAD	15200	MIDWAY	30,240	INDUSTRIAL	SINGLE-TENANT
15502 MIDWAY ROAD	15502	MIDWAY	23,348	INDUSTRIAL	SINGLE-TENANT
15508 MIDWAY ROAD	15508	MIDWAY	20,540	WAREHOUSE	SINGLE-TENANT
15610 MIDWAY ROAD	15610	MIDWAY	9,100	FLEX/RD	SINGLE-TENANT
15700 MIDWAY ROAD	15700	MIDWAY	29,447	WAREHOUSE	SINGLE-TENANT
15800-15820 MIDWAY ROAD	15800	MIDWAY	34,660	FLEX/RD	MULTI-TENANT
15870 MIDWAY ROAD	15870	MIDWAY	40,000	FLEX/RD	SINGLE-TENANT
MIDWAY PARK NORTH	15900	MIDWAY	66,634	FLEX/RD	MULTI-TENANT
15980 MIDWAY ROAD	15980	MIDWAY	18,000	WAREHOUSE	SINGLE-TENANT
16300 MIDWAY ROAD	16300	MIDWAY	17,150	WAREHOUSE	MULTI-TENANT

#2, NORTH MIDWAY CORRIDOR CONT.

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
16288 MIDWAY ROAD	16288	MIDWAY	9,750	INDUSTRIAL	SINGLE-TENANT
16380- 16420 MIDWAY ROAD	16380	MIDWAY	176,775	WAREHOUSE	MULTI-TENANT
16380- 16420 MIDWAY ROAD	16380	MIDWAY	176,775	WAREHOUSE	MULTI-TENANT
4200 WILEY POST ROAD	4200	WILEY POST	17,000	INDUSTRIAL	SINGLE-TENANT
4202 WILEY POST ROAD	4202	WILEY POST	13,000	INDUSTRIAL	SINGLE-TENANT
4213 WILEY POST ROAD	4213	WILEY POST	10,000	FLEX/RD	SINGLE-TENANT
4300 WILEY POST ROAD	4300	WILEY POST	28,604	WAREHOUSE	SINGLE-TENANT
4304 WILEY POST ROAD	4304	WILEY POST	10,000	WAREHOUSE	SINGLE-TENANT
15502 WRIGHT BROTHERS DRIVE	15502	WRIGHT BROS.	21,520	INDUSTRIAL	SINGLE-TENANT
15555 WRIGHT BROTHERS DRIVE	15555	WRIGHT BROS.	45,646	INDUSTRIAL	SINGLE-TENANT
15561 WRIGHT BROTHERS DRIVE	15561	WRIGHT BROS.	5,000	WAREHOUSE	MULTI-TENANT
15605 WRIGHT BROTHERS DRIVE	15605	WRIGHT BROS.	17,205	INDUSTRIAL	SINGLE-TENANT
15606 WRIGHT BROTHERS DRIVE	15606	WRIGHT BROS.	88,798	WAREHOUSE	SINGLE-TENANT
15610 WRIGHT BROTHERS DRIVE	15610	WRIGHT BROS.	8,199	WAREHOUSE	SINGLE-TENANT
15700 WRIGHT BROTHERS DRIVE	15700	WRIGHT BROS.	28,691	INDUSTRIAL	SINGLE-TENANT
TOTAL SQUARE FOOTAGE			1,341,366		

#3, ADDISON AIRPORT

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
15841 ADDISON ROAD	15841	ADDISON	13,087	INDUSTRIAL	SINGLE-TENANT
16175 ADDISON ROAD	16175	ADDISON	5,628	FLEX/RD	SINGLE-TENANT
16301 ADDISON ROAD	16301	ADDISON	21,542	INDUSTRIAL	SINGLE-TENANT
16445 ADDISON ROAD	16445	ADDISON	35,326	INDUSTRIAL	MULTI-TENANT
4651 GLENN CURTISS ROAD	4651	GLENN CURTISS	10,500	FLEX/RD	MULTI-TENANT
4701 GLENN CURTISS DRIVE	4701	GLENN CURTISS	10,500	FLEX/RD	MULTI-TENANT
4751 GLENN CURTISS ROAD	4751	GLENN CURTISS	10,500	INDUSTRIAL	MULTI-TENANT
4500 RATLIFF LANE	4500	RATLIFF	32,048	FLEX/RD	MULTI-TENANT
4501 RATLIFF LANE	4501	RATLIFF	24,600	INDUSTRIAL	SINGLE-TENANT

#3, ADDISON AIRPORT CONT.

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
4505 RATLIFF LANE	4505	RATLIFF	7,000	INDUSTRIAL	SINGLE-TENANT
4641 RATLIFF LANE	4641	RATLIFF	22,694	INDUSTRIAL	MULTI-TENANT
4650 RATLIFF LANE	4650	RATLIFF	5,250	FLEX/RD	SINGLE-TENANT
4700 RATLIFF LANE	4700	RATLIFF	10,500	INDUSTRIAL	SINGLE-TENANT
4750 RATLIFF LANE	4755	RATLIFF	10,500	INDUSTRIAL	MULTI-TENANT
TOTAL SQUARE FOOTAGE			219,675		

#4, NORTH TOLLWAY CORRIDOR

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
4801-4849 KELLER SPRINGS	4801	KELLER SPRINGS	53,284	FLEX/RD	MULTI-TENANT
4823-4851 KELLER SPRINGS	4823	KELLER SPRINGS	63,246	FLEX/RD	MULTI-TENANT
4901 KELLER SPRINGS	4901	KELLER SPRINGS	27,890	FLEX/RD	MULTI-TENANT
TOTAL SQUARE FOOTAGE			144,420		

#5, ADDISON CIRCLE

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
4901 AIRPORT PARKWAY	4901	AIRPORT	61,406	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 1	4950	KELLER SPRINGS	20,298	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 2	4950	KELLER SPRINGS	10,149	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 3	4950	KELLER SPRINGS	10,149	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 4	4950	KELLER SPRINGS	20,298	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 5	4951	KELLER SPRINGS	20,298	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 6	4951	KELLER SPRINGS	10,149	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 7	4951	KELLER SPRINGS	10,149	FLEX/RD	MULTI-TENANT
PARKWAY BUSINESS CENTER, BLDG. 8	4951	KELLER SPRINGS	20,298	FLEX/RD	MULTI-TENANT
TOTAL SQUARE FOOTAGE			183,194		

#6, LINDBERGH-BILLY MITCHELL

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
4102 BILLY MITCHELL DRIVE	4103	BILLY MITCHELL	28,273	INDUSTRIAL	SINGLE-TENANT
4109-4113 BILLY MITCHELL DRIVE	4109	BILLY MITCHELL	45,242	INDUSTRIAL	SINGLE-TENANT
4010 BILLY MITCHELL DRIVE	4010	BILLY MITCHELL	48,323	WAREHOUSE	MULTI-TENANT
4112 BILLY MITCHELL DRIVE	4112	BILLY MITCHELL	30,090	WAREHOUSE	SINGLE-TENANT
4114-4116 BILLY MITCHELL DRIVE	4114	BILLY MITCHELL	20,496	WAREHOUSE	SINGLE-TENANT
4115 BILLY MITCHELL DRIVE	4115	BILLY MITCHELL	25,500	INDUSTRIAL	MULTI-TENANT
4117 BILLY MITCHELL DRIVE	4117	BILLY MITCHELL	52,000	WAREHOUSE	SINGLE-TENANT
4119-4121 BILLY MITCHELL DRIVE	4119	BILLY MITCHELL	20,350	WAREHOUSE	MULTI-TENANT
4120 BILLY MITCHELL DRIVE	4120	BILLY MITCHELL	24,400	INDUSTRIAL	SINGLE-TENANT
4122 BILLY MITCHELL DRIVE	4122	BILLY MITCHELL	30,292	INDUSTRIAL	MULTI-TENANT
4124-4140 BILLY MITCHELL DRIVE	4124	BILLY MITCHELL	82,087	FLEX/RD	MULTI-TENANT
4125 BILLY MITCHELL DRIVE	4125	BILLY MITCHELL	32,000	FLEX/RD	MULTI-TENANT
4135-4141 BILLY MITCHELL DRIVE	4135	BILLY MITCHELL	15,108	FLEX/RD	MULTI-TENANT
4143-4147 BILLY MITCHELL DRIVE	4143	BILLY MITCHELL	13,410	FLEX/RD	MULTI-TENANT
4155-4159 BILLY MITCHELL DRIVE	4155	BILLY MITCHELL	22,000	WAREHOUSE	MULTI-TENANT
4165-4185 BILLY MITCHELL DRIVE	4165	BILLY MITCHELL	53,400	FLEX/RD	MULTI-TENANT
3902 LINDBERGH DRIVE	3902	LINDBERGH	33,438	INDUSTRIAL	SINGLE-TENANT
3901-4009 LINDBERGH DRIVE	3901	LINDBERGH	13,538	INDUSTRIAL	SINGLE-TENANT
3970 LINDBERGH DRIVE	3970	LINDBERGH	32,186	INDUSTRIAL	SINGLE-TENANT
4040-4120 LINDBERGH DRIVE	4040	LINDBERGH	265,902	WAREHOUSE	MULTI-TENANT
4101-4103 LINDBERGH DRIVE	4101	LINDBERGH	25,098	WAREHOUSE	MULTI-TENANT
4109 LINDBERGH DRIVE	4109	LINDBERGH	30,000	WAREHOUSE	MULTI-TENANT
4113-4115 LINDBERGH DRIVE	4113	LINDBERGH	30,000	WAREHOUSE	MULTI-TENANT
4109-4111 LINDBERGH DRIVE	4115	LINDBERGH	3-,350	INDUSTRIAL	MULTI-TENANT
4117-4135 LINDBERGH DRIVE	4117	LINDBERGH	70,974	FLEX/RD	MULTI-TENANT
4111 LINDBERGH DRIVE	4117	LINDBERGH	30,350	INDUSTRIAL	SINGLE-TENANT
4025 LINDBERGH DRIVE	4025	LINDBERGH	28,000	INDUSTRIAL	MULTI-TENANT
TOTAL SQUARE FOOTAGE			1,102,457		

#7, WEST ADDISON

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
MARSH BUSINESS PARK EAST	3704	ARAPAHO	51,730	INDUSTRIAL	MULTI-TENANT
MARSH BUSINESS PARK EAST	3744	ARAPAHO	31,122	FLEX/RD	MULTI-TENANT
MARSH BUSINESS PARK EAST	3770	ARAPAHO	22,532	FLEX/RD	MULTI-TENANT
ADDISON TECHNOLOGY CENTER	3799	ARAPAHO	74,384	FLEX/RD	MULTI-TENANT
3885 ARAPAHO ROAD	3885	ARAPAHO	45,000	INDUSTRIAL	SINGLE-TENANT
4015 BELT LINE ROAD	4015	BELT LINE	45,409	WAREHOUSE	MULTI-TENANT
MARSH BUSINESS PARK EAST	15167	BUSINESS	20,266	FLEX/RD	MULTI-TENANT
4101 CENTURION WAY	4101	CENTURION	15,260	FLEX/RD	SINGLE-TENANT
4139 CENTURION WAY	4139	CENTURION	31,000	WAREHOUSE	MULTI-TENANT
MARSH BUSINESS PARK EAST	15160	MARSH	33,360	FLEX/RD	MULTI-TENANT
MARSH BUSINESS PARK EAST	15182	MARSH	20,377	FLEX/RD	MULTI-TENANT
15101-15107 SURVEYOR BLVD.	15101	SURVEYOR	31,940	FLEX/RD	MULTI-TENANT
15151 SURVEYOR BOULEVARD	15151	SURVEYOR	34,380	WAREHOUSE	MULTI-TENANT
TOTAL SQUARE FOOTAGE			456,760		

#8, BELTWAY/INWOOD ROAD

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
4200 BELTWAY DRIVE	4200	BELTWAY	14,990	FLEX/RD	SINGLE-TENANT
4202 BELTWAY DRIVE	4202	BELTWAY	10,500	FLEX/RD	SINGLE-TENANT
4203 BELTWAY DRIVE	4203	BELTWAY	17,492	FLEX/RD	MULTI-TENANT
4400 BELTWAY DRIVE	4400	BELTWAY	35,600	FLEX/RD	MULTI-TENANT
4450-4490 BELTWAY DRIVE	4450	BELTWAY	36,372	FLEX/RD	MULTI-TENANT
4500-4540 BELTWAY DRIVE	4500	BELTWAY	36,432	FLEX/RD	MULTI-TENANT
4550-4552 BELTWAY DRIVE	4550	BELTWAY	19,313	FLEX/RD	MULTI-TENANT
15028-15080 BELTWAY DRIVE	15028	BELTWAY	42,509	FLEX/RD	MULTI-TENANT
15000-15026 BELTWAY DRIVE	15000	BELTWAY	62,414	FLEX/RD	MULTI-TENANT
15000 BELTWOOD PARKWAY EAST	15000	BELTWOOD	23,255	WAREHOUSE	SINGLE-TENANT
15001 BELTWOOD PARKWAY EAST	15001	BELTWOOD	24,975	INDUSTRIAL	SINGLE-TENANT

#8, BELTWAY/INWOOD ROAD CONT.

PROPERTY NAME	ADDRESS	STREET	SQ. FOOTAGE	CLASS	TENANT
15015 BELTWOOD PARKWAY EAST	15015	BELTWOOD	13,800	INDUSTRIAL	SINGLE-TENANT
BELTWOOD PARKWAY BUILDING 0	15050	BELTWOOD	24,190	WAREHOUSE	SINGLE-TENANT
15051 BELTWOOD PARKWAY EAST	15051	BELTWOOD	8,400	FLEX/RD	MULTI-TENANT
15060 BELTWOOD PARKWAY EAST	15060	BELTWOOD	10,008	INDUSTRIAL	SINGLE-TENANT
14621 INWOOD ROAD	14621	INWOOD	240,376	WAREHOUSE	SINGLE-TENANT
TOTAL SQUARE FOOTAGE			620,626		
TOTAL SQUARE FOOTAGE IN ADDISON			5,220,780		

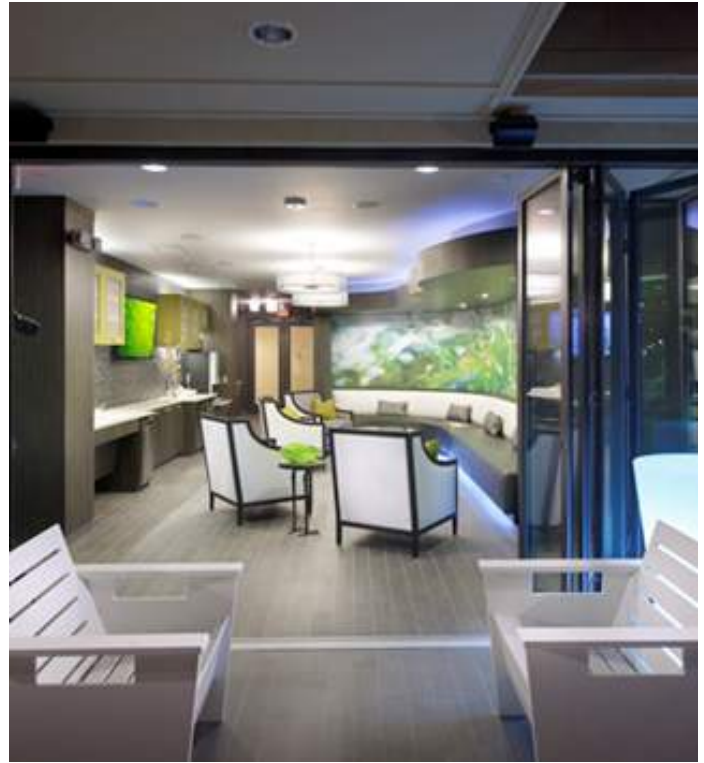
LAND USE - MIXED USE

A MIXED USE LEADER

Addison was one of the first communities in the Metroplex to embrace new urbanism and Mixed Use Communities. Addison Circle, when it developed in 1995, was the first high-density, mixed-use community to build in a suburb on a “green field” site. Addison Circle served as a model for Legacy Town Center in Plano, Southlake Town Center in Southlake, the West Village in Dallas, and other mixed use communities that combined multi-family housing, retail, and office uses. However, Addison went several steps beyond those other developments by combining the private sector development with the municipal development of the Addison Conference and Theatre Centre and Addison Circle Park. The influence of Addison Circle has been felt far beyond the metroplex, as the staff has hosted and toured city staffs and elected officials from as far away as Canada and Australia.

One of the lessons the Town learned on Addison Circle was that a mixed use development needs constant participation and support to stay viable. Addison provides that participation through maintenance of all the parks and landscaping within Addison Circle, and it provides additional support through the Special Events, such as Oktoberfest and Kaboom Town, which are held in Addison Circle Park, and the Summer Series, which brings live music to Addison Circle every Saturday night through the summer.

The Town built a reputation as a community that embraced and understood mixed use development, and that reputation served it well when UDR was considering the purchase of the nine apartment



Deck and a Community Room at Savoye 2 in Vitruvian Park.

complexes that would eventually become Vitruvian Park. Addison’s expertise in building out and programming events for mixed use communities has helped Vitruvian Park get off to a very successful beginning through its first three projects.

Mixed Use communities, when first introduced into the Metroplex, were popular because of the novelty of being able to live above a shop or restaurant. However, “live above the shop” is not a new idea, but one that dates back to the Greeks and Romans. A vertical mix of land uses has always been normal in cities such as New York, Boston, and Chicago, but it was a new idea for the Dallas area and for Addison. While there are some challenges in integrating retail and residential uses into one structure, Addison’s mixed use developments remain popular with residents

who want a more urban lifestyle, but don't want to live in downtown Dallas.



Beckert Park in Addison Circle.

LOOKING FORWARD.

As Addison continues to mature, the mixed use direction continues to make sense for the Town. Land has always been a precious commodity for Addison, and will be even more so in the future. Mixed Use developments provide a more efficient use of land, particularly when they incorporate structured parking. In addition, as gas prices continue to rise, more and more people will seek a location close to work. Also, the “Millennials”, which is the demographic term used to describe the huge mass of young adults that are graduating from college and entering the work force, do not seem to be as enamored of automobiles and driving as previous generations. The children of the baby boomers represent a huge demographic group, much like the baby boomers themselves. The early indicators for this group show that they prefer to live in mixed use environments with access to shopping, coffee shops, restaurants, and transit. This “facebook” generation is much more interested in their neighborhood than their individual unit, and they are less likely than their parents and generations ahead of them to embrace a lifestyle that involves a daily commute of more than 10 minutes. They also seek mixed use communities

that include multi-family uses. Millennials with jobs do not expect to keep them for their lifetime, and they are less likely to purchase a home because they want the flexibility to move to a new job in another city or state. Mixed use communities in other cities have been very successful at attracting these new “creative class” residents, and Addison, like most other communities, also seeks to attract the Millennials because they bring energy and creativity to a community. What’s more, world-class corporations who are looking to move or establish a new location, seek locations where their current employees, or future employees they want to attract, find desirable. Vibrant mixed use neighborhoods can be a great recruiting tool for attracting new tenants for office and commercial space.

Mixed use communities also make sense for Addison because they present an opportunity to build character and a sense of place for the Town. They create neighborhoods where multi-family residents and homeowners can meet their neighbors in the parks and shops within the development and socialize with them. In fact, the parks in Addison Circle and Vitruvian Park are the most popular spots in the development and provide the “third places” that make a community welcoming and livable.



The Fiori at Vitruvian Park, currently under construction.

Addison should consider mixed use developments as a viable alternative as sections of the Town face redevelopment. Several locations along Belt Line Road would lend themselves to mixed use development, as well as other locations such as the Village on the Parkway (5100 Belt Line Road) and the Prestonwood Place shopping center (5290 Belt Line Road). As the population of the United States and the Metroplex continues to increase and natural resources continue to dwindle, more and more cities will find themselves moving in the Live Above the Shop direction that Addison has already embraced.

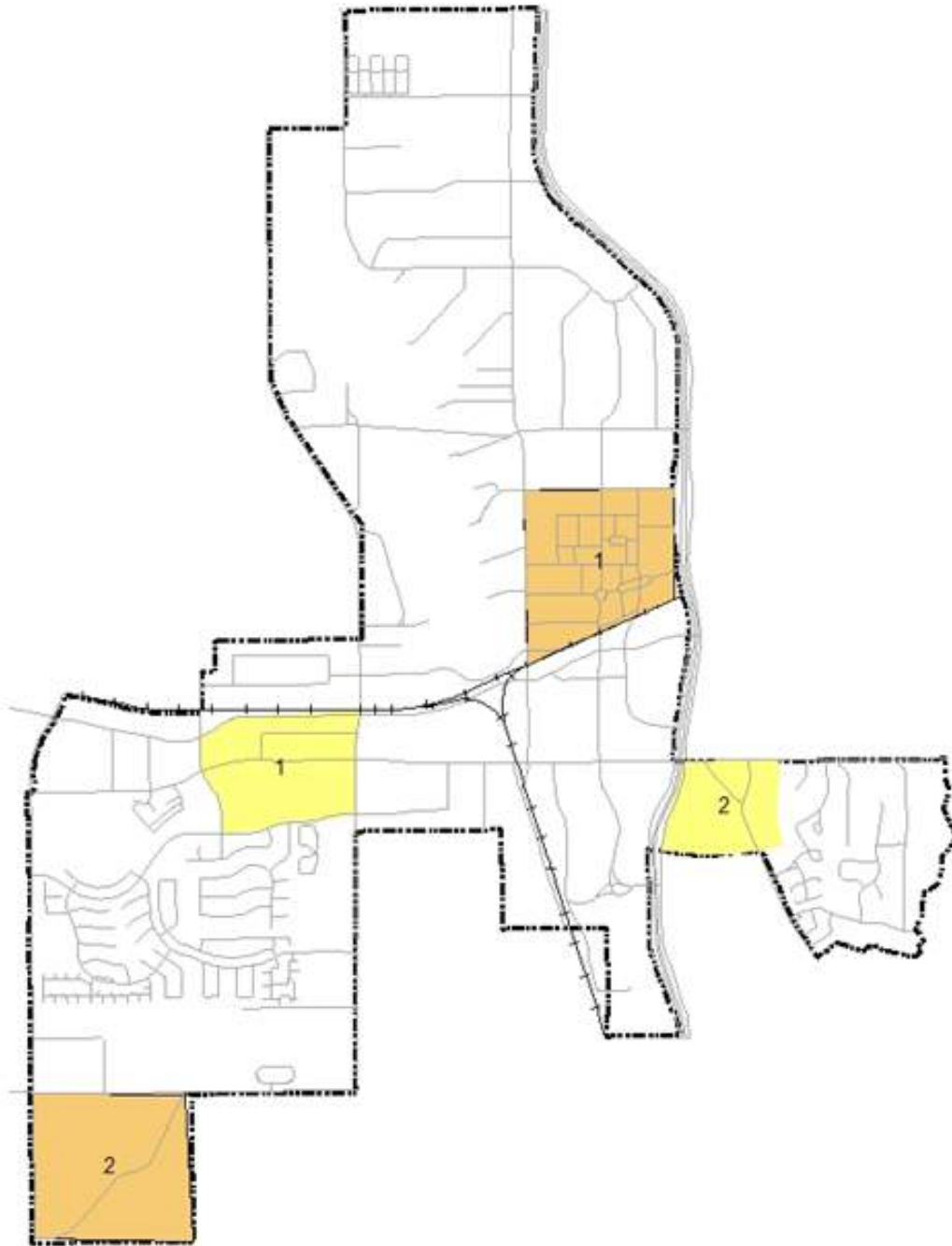
GOAL:

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

Existing Mixed Use Developments **Possible Future Mixed Use Developments**

- 1 Addison Circle
- 2 Vitruvian Park

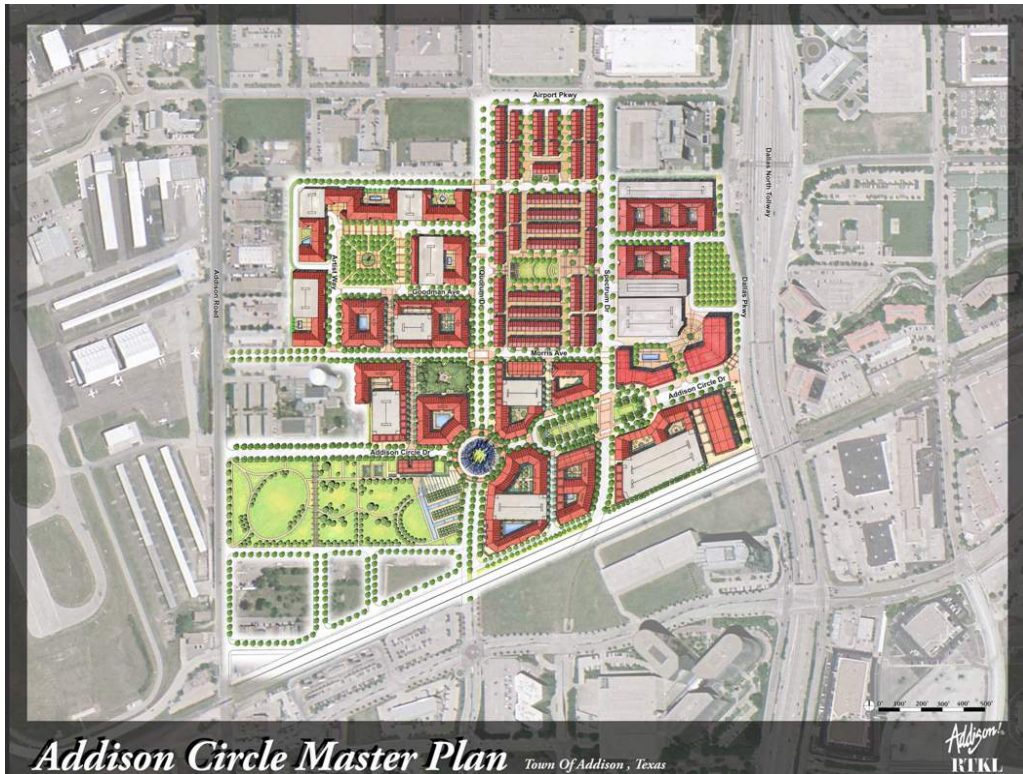
- 1 West Addison Midway to Surveyor
- 2 East Addison Village on the Parkway and Prestonwood Place



Town of Addison Mixed Use Neighborhoods

0 1,050 2,100 4,200 6,300 8,400 Feet



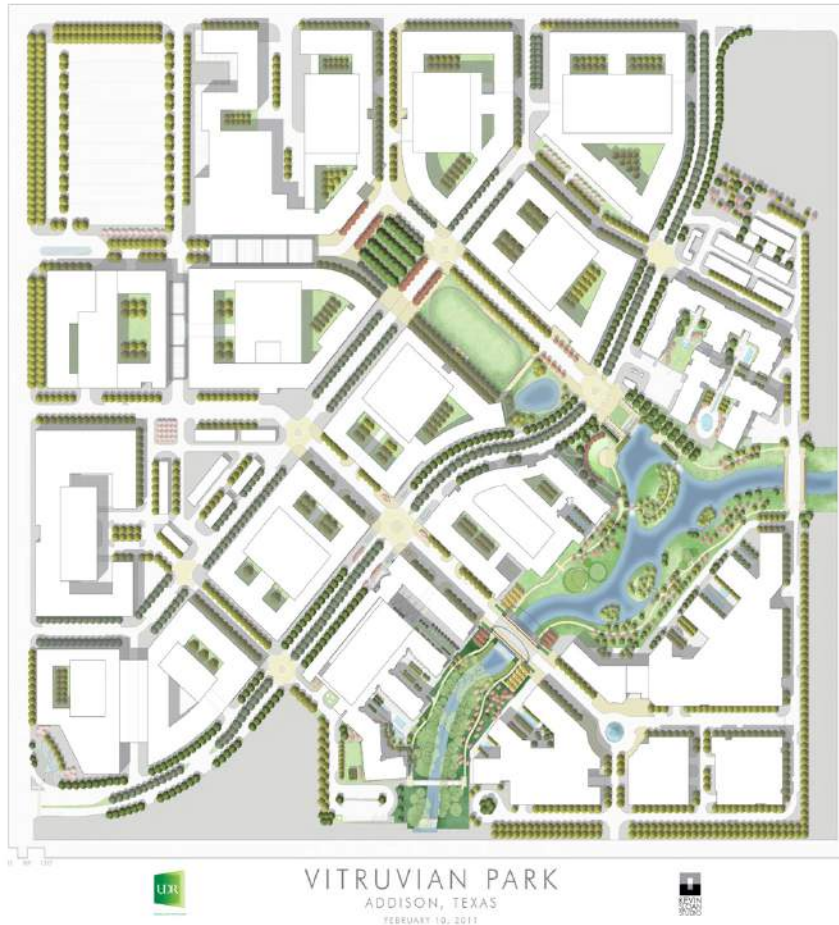


PROJECTS:

1996, Columbus Realty Phase I:	460 multi-family units
	10,000 square feet retail
1997, Post Properties, Phase II:	610 multi-family units
	65,000 square feet retail
	340,000 square feet office
	6 townhomes
1999, Posat Properties, Phase III:	264 multi-family units
1999, Aventura Condominiums:	86 condo units
2005, CityHomes Condominiums:	183 condo units
2006, Fairfield Residential:	414 multi-family units
2006, Allegro I and II:	393 multi-family units
2008, Savannah Homes:	48 townhomes
	90 condo units
2007, OPUS West Group	201,000 square feet office

TOTALS

Multi-family units:	2,141 units
Townhome/Condominium units:	407 units
Office:	550,000 square feet
Retail:	75,000 square feet



PROJECTS:

2009, Savoye

392 multi-family units

2011, Savoye 2

10,000 square feet retail

247 multi-family units

2012, Fiori

34,000 square feet office

391 multi-family units

CURRENT TOTALS:

Multi-family units:

1,130 multi family units

Office:

34,000 square feet

Retail:

10,000 square feet

PROJECTED TOTALS:

Multi-family units:

6,401

Office space:

77,000

Retail space:

174,200

PARKS AND OPEN SPACES

MAKING THE MOST OF EVERY PIECE

The Town of Addison has a comprehensive system of parks and open space that includes one regional park (Addison Circle Park), several neighborhood parks, pocket parks, trails, landscaping around the



Oaks North Neighborhood Entrance.

Town's facilities, and streetscape enhancements. The Town's Parks Department maintains 163 acres, which is 5.8% of the Town's total land acreage. The Town's commitment to the Addison Way is very evident in its landscaping in every neighborhood and on every street. Even commercial private property owners are required to devote 20% of their sites to irrigated landscaping. Addison has virtually no land in the 100-year flood plain, which is a mixed blessing. While it means that residents and businesses are not threatened by flooding, it also means that the Town has almost no flood plain that can be dedicated to the Town for open space. A typical standard for the amount of park land a city should provide is 4 acres per thousand population, and Addison exceeds that standard by providing 8 acres per thousand residents. However, the Town carefully maximizes every tract it can find

for parks and open spaces. It was one of the first communities in the region to upgrade and improve utility easements for greenbelt hike and bike paths, and it beautifies and maintains small scraps of land that might be ignored in other communities.

DESIGN MATTERS

Addison's citizens use the parks and green spaces every day and at all hours, so they care about the quality of improvements in those spaces. They want them to be enhanced with amenities such as benches, water fountains (including water fountains for pets) and lighting. When Addison builds a park, it will spend much more money per square foot on improvements than most cities. The Town feels that high-quality parks and green spaces provide focal points and gathering spots for the neighborhoods. Many of Addison's parks have won awards for design, and photographers and film crews often use features of Addison parks for commercial photographs and commercials.



Water gardens at Addison Circle Park.

NICE BEYOND NEW

Once Addison builds a park, it maintains it at a level that rivals most private developments.

The Town goes beyond just keeping the grass mowed. It provides seasonal color plantings, with four changes of color per year. Every spring, the Town plants over 80,000 tulips at all parks, public buildings, and neighborhood entrances. Addison also continually updates equipment and facilities in its parks to keep them attractive. Due to Addison's higher density of development, most residents live within walking distance of at least one park. The Town makes sure those residents, who may not have their own back yard, can take pride in the common yard the Town provides for them.

EARTHKIND MANAGEMENT

While Addison works to provide beautiful landscaping in every nook and cranny of the Town, it is diligent to provide that landscaping as efficiently as possible. It has embraced the Earth Kind Landscape Management Program. The objective of EarthKind is to “combine the best of organic and traditional gardening and landscaping principles to create a horticultural system based on real world effectiveness and environmental responsibility.” EarthKind goals include: landscape water conservation, elimination or limited use and handling of fertilizers and pesticides in the landscape that pollute streams and lakes due to runoff, reduction of yard wastes entering landfills and landscaping for energy conservation. The Department has adopted the EarthKind program for all new and refurbished town landscaping based on proven, scientifically-based field research and on its own experience with the EarthKind Rose trial gardens in Les Lacs Park. The Town revised its plant pallet in recent years to include native plants and Texas Superstar plants that have been tested throughout the State for performance in hot and dry conditions. The Town has reduced the amount of turf in medians and park landscaping to reduce water consumption and the energy required for

mowing. In areas where it is using turf, it has converted to native grasses to conserve water, and where possible, the Town uses solar-powered irrigation controllers and LED lighting to reduce electrical costs.

The Parks Department has also made great strides over the past few years in water conservation. The Department is the Town's largest consumer of water. It purchases more than 125 million gallons of water every year for landscaping irrigation. The Department purchases that water from the Utility Department at the same rate as any other water customer, so the water consumption is a big concern from both an environmental and economic perspective. Lush landscaping is a big part of Addison's identity and reputation, so the Town works diligently to be a responsible water consumer. It has implemented a central control irrigation system that allows the Parks Department to control 53% of the Town's irrigation system from the Department offices. The system can detect line breaks in valves and can shut down systems where there is a failure/break in the sprinkler line. It has installed 147 irrigation controllers with rain and freeze sensors, and it requires “smart” irrigation controllers on all of its properties as well as private property irrigation systems. The smart controllers can be programmed to run the irrigation system based on the rate of evaporation from the soil and plants (evapo-transpiration), which insures that the system runs only when the plants really need water. The Department has also installed drip irrigation systems in 23 separate landscaped areas. The new drip systems put water on the roots of the plants where it is needed as opposed to spraying it in the air.

ADDISON ARBOR FOUNDATION

The responsibility for providing green space

in Addison does not rest solely with the Parks Department. Established in 1995, the Addison Arbor Foundation (AAF) is a volunteer citizen-based non-profit organization whose mission is to promote and enhance sustainable natural environments within Addison. As a part of this mission, the foundation seeks and raises funding for public beautification projects and emphasizes the long term value that trees and landscaping provide to the Addison community. As advocates for sustainable landscaping practices, the AAF frequently holds educational events on gardening and best practices, and was a driving force behind the Town's Community Garden. In addition, it provides grants to the Town to purchase trees/landscape materials and most recently provided trees for the George Herbert Walker Bush elementary school campus.

Other recent projects of the foundation included matching funds with the Town for the design/landscaping of a waterwise and earthkind fully organic demonstration garden for the state of the art Arapaho Road water tower. The second



Addison Circle Park Interactive Fountain.

involved the restoration of two former large-scale corporate sculptures by artists Kati Casida (Loop the Loop, 1979) and Fletcher Benton (Folded Square Alphabet D, 1983), which were installed within the Redding and Les Lacs Linear park trails.

NEIGHBORHOOD PARKS

The Town provides 14 neighborhood parks ranging in size from .35 acres to 28 .9 acres. Addison purchased some of its park land outright, but since 1991, the Town has taken a more strategic approach to acquiring parks and open spaces. It works with developers to get land dedicated to the Town, and in some cases, even improved by the developer and then dedicated. The Town, unlike many cities, does not have an impact fee for park land dedication, but it has worked with individual developers to dedicate land in a ratio that provides four acres of park land for every 1,000 new residents the developer expects to bring to the Town. In some instances, the Town has been able to negotiate green space dedications from retail developers, who were not building residential properties, but needed to provide a green buffer between their retail properties and adjacent neighborhoods. The land that is dedicated to the Town is then developed and maintained by the Town as an amenity to the developers' retail product. It is truly a win-win situation, as an Addison park is an amenity that really enhances a project and helps sell a neighborhood.

HAPPY TRAILS

The Town has three Trails: the Arapaho Road Trail, the Redding Trail, and the White Rock Creek Trail. Trails delight both the Town staff and the residents because they provide the best "bang for the buck" for recreational opportunities. Their long and linear form allows them to efficiently use less land to provide more green space to more people. All



Gazebo on White Rock Creek Trail.

trails are improved with benches for resting and water fountains so that they are suitable for all levels of user fitness. The Redding Trail provides a 2.5 mile green space amenity to almost 1,500 homes in the west Addison area, and the White Rock Creek Trail provides a trail amenity to almost 370 homes in east Addison. Addison is a health-conscious community, and trails also offer Addison residents the type of recreation they enjoy and use every day: walking, jogging, biking, and walking with their pets. The trails allow residents to walk around their neighborhoods and connect into neighborhood parks. In west Addison, residents can take the Redding Trail to Addison's two dog parks, and to the Athletic Club.

While Addison has done an excellent job getting trails where it could, the system could be improved. Addison does not have a city-wide trail system that allows residents to walk from the east side to the west, or from the south half of the Town to the north half. There are three barriers to trail connectivity that are difficult to cross: Midway Road, Dallas North Tollway, and Belt Line Road. These high-traffic thoroughfares bisect the Town and make it difficult to get from one trail system to another. Most residents would like to be able to walk or bike across Town. Trail and pedestrian connectivity always rank as a priority when the

Town undertakes a goal-setting exercise. Addison also has challenges in Trail connectivity because the Town is small and oddly-shaped. The Town has done a good job of winding trails through the neighborhoods, but bicyclists and runners cover a lot of ground, and even pet walkers get tired of taking the same loop every day. Addison quickly runs out of Town when it tries to make a longer trail, so it needs to cooperate with its neighboring cities of Farmers Branch, Carrollton, and Dallas in order to get trails that can really go somewhere. The Town has made great progress toward that goal with the Vitruvian Park Trail that connects into Brookhaven College at the southern border of the Vitruvian Park development. That trail connection is being designed and managed through Dallas County, and is being funded through a Sustainable Development Grant the town secured from the North Texas Council of Governments. Once completed, the trail will provide an 8-foot wide hike and bike trail along the western edge of the Brookhaven College campus that will connect into Valley View Lane. The Trail will also allow runners and walkers to access the 4-foot wide cinder trail that runs for two miles around the Brookhaven campus. The new trail extension will be Addison's first effort at cooperating with another entity to provide trail connections, and it hopes the agreement provides a template the Town can use to approach Dallas and Carrollton about possible trail connections.

POCKET PARKS

In addition to the neighborhood Parks, the Town also provides several small "drive-by" parks or Pocket Parks. Some of these pocket parks are scraps of land that might otherwise be left to grow up in weeds. For example, the Town landscaped the railroad spur line right-of-way along the east side of Inwood Road. The landscaping screens the railroad tracks and rail cars that are typically stored



Beltway Park behind Sam's Club.

on them from view of the traffic and businesses on Inwood Road. Other small spaces are given to the Town by developers who have scraps of land left over that they don't want to own or maintain. A dedication to the Town allows the developer to take a tax deduction while giving the Town a green space that enhances the Town's appeal. These pocket parks may not be destinations for park users, but they provide welcome relief to drivers and walkers, and they can be used to provide safe connections for residents from their neighborhood to another, or to the Athletic Club.

GOING TO THE DOGS

Addison residents love their dogs, and the Town works diligently to accommodate the recreational



Addison residents and their friends.

needs of dog owners. Leashed dogs are welcome in all parks and public green spaces, but Addison has gone beyond just allowing dogs in public spaces to provide one of the

first Dog Parks in the metroplex. The Town currently has two small dog parks that it was able to develop on small scraps of unused land within electrical utility easements. Within the fence-enclosed dog parks, dogs are allowed to run off-leash and play with other dogs. The special dog parks are a big hit with dog-owning residents, and even draw dog owners from neighboring cities. The dog parks also provide a place for people to meet their neighbors and socialize, and the residents themselves police the rules and the dogs' behavior.

However, Addison is careful to balance the needs of dog owners and those citizens who do not own dogs. It was one of the first cities to have a "pooper scooper" ordinance requiring owners to pick up their dogs' waste. The Town provides pet waste bags at 54 locations in its parks and trails to make it convenient for owners to comply with the ordinance. Addison also has a leash law that prohibits dog owners from letting their animals run at large in the neighborhoods and public spaces. As the population of both people and pets continues to grow, Addison will be challenged with managing the recreational needs of both. Dogs are welcome in regular parks, but dog parks are provided only for the enjoyment of dogs and dog owners. Dog parks are also expensive to provide and maintain. The Town has been fortunate to find scraps of land it could utilize for the two parks it has, but as the population grows, the Town will need to find creative ways to create dog parks while minimizing the cost of providing them. The Town might even consider seeking sponsorship of dog parks from local pet stores, veterinarians, or dog boarding facilities.

STREETSCAPES

The Town's mantra of using every scrap of land also extends to the neighborhood entrances and



Quorum Drive in Addison Circle.

thoroughfares. Addison thinks of its streets like long thin parks, and it provides them with the same amenities found in parks such as benches, trash receptacles, and water fountains. The idea that streets are viable recreation space began with the Addison Circle development and now extends to every street the Town builds. Wide sidewalks along the edges of tree-shaded streets provide space for walkers and runners, and allow users to have more mobility and cover more ground than they can on a trail. They are also more interesting to walk along, provided the walkers feel safe. The Town is very proud of the streets it has developed in Addison Circle and Vitruvian Park, and it wants to continue to provide attractive and safe streets for pedestrians in all new developments or redevelopments.

PRIVATE SECTOR LANDSCAPING

In addition to the 163 acres the Town maintains, the Parks Department also enforces the Town's landscaping requirements for private properties. All



South Quorum Drive.

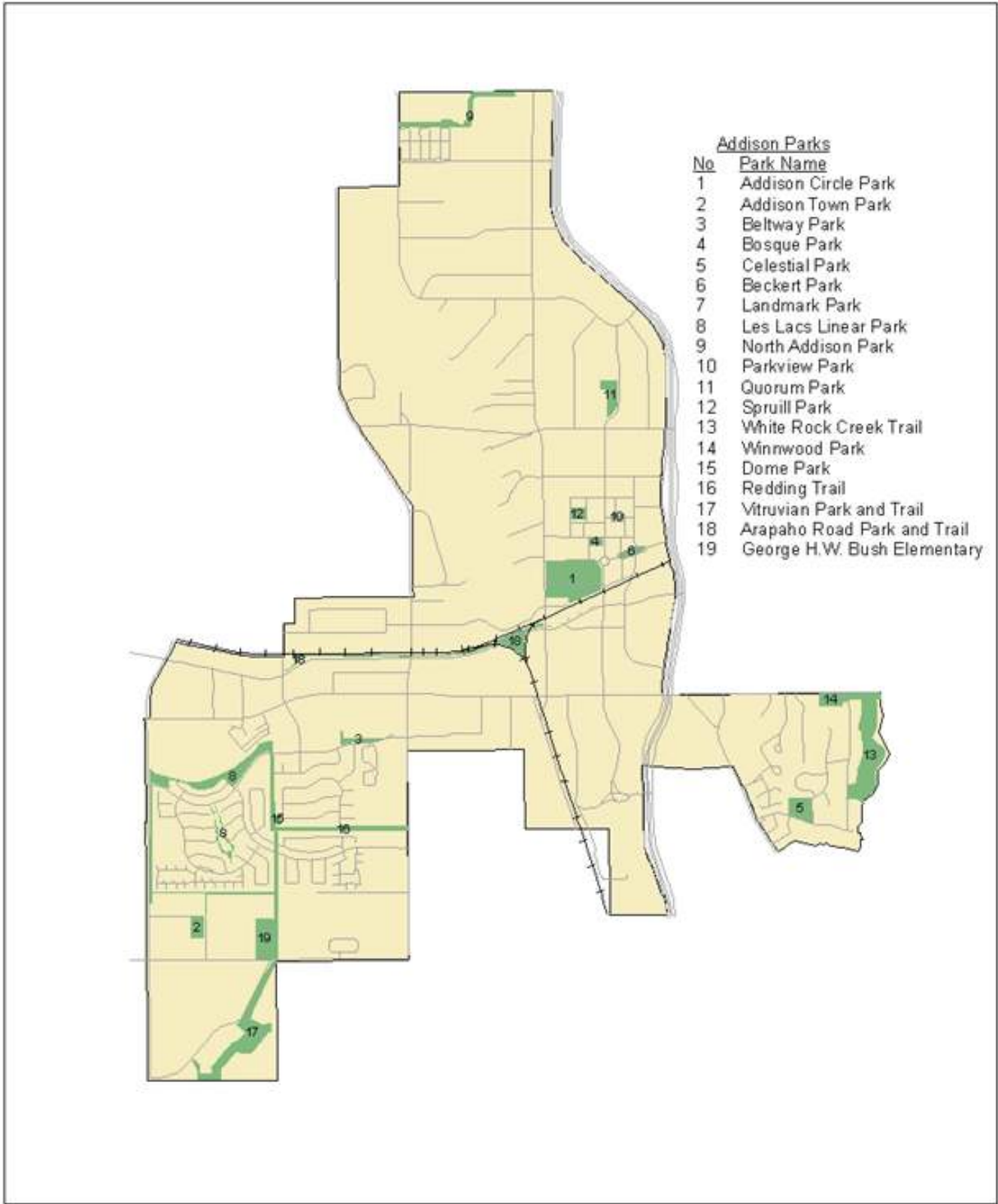
restaurant, retail, and commercial businesses are required to have 20% of their sites devoted to irrigated landscaping.

Attractively landscaped private properties provide a significant addition to the overall appearance of the Town and help maintain private property values. The Town also has a tree preservation ordinance that provides protection for significant trees on commercial properties. The Town works diligently with developers to save as many trees as possible on commercial sites, and when saving trees is not possible, requires a tree mitigation fee to provide for new trees to be planted on another site.

LOOKING TO THE FUTURE

Since the Town is land-locked, it is not likely to grow in area, but it may continue to grow in population as it considers more mixed-use developments, and as older apartment properties redevelop at higher densities. The Town should continue to look for opportunities to add parks and open spaces, but should go beyond scraps of unused land and look to acquire tracts large enough to be used for more active recreation. The Town has only one available athletic field, which is the Ellipse area in Addison Circle Park. As the population increases, it would be desirable to have additional open field spaces that could be used for more active recreation such as soccer games and Frisbee golf.

ADDISON PARKS - BY THE NUMBERS	
Acres of irrigated park land maintained by the Town	163 acres
Miles of Trails	Over 5 miles
Gallons of water used per year	125,114,690
Number of flowers planted per year	15,000
Number of separate irrigation systems	147 systems
Total number of trees within the Town on public land	Over 6,000
Number of dog pooper-scooper bags used per year	520,000 bags annually



Addison Parks	
No	Park Name
1	Addison Circle Park
2	Addison Town Park
3	Beltway Park
4	Bosque Park
5	Celestial Park
6	Beckert Park
7	Landmark Park
8	Les Lacs Linear Park
9	North Addison Park
10	Parkview Park
11	Quorum Park
12	Spruill Park
13	White Rock Creek Trail
14	Winnwood Park
15	Dome Park
16	Redding Trail
17	Vitruvian Park and Trail
18	Arapaho Road Park and Trail
19	George H.W. Bush Elementary

 Parks

Town of Addison Parks Map

0 1,050 2,100 4,200 6,300 8,400 Feet



GOAL:

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

OBJECTIVES:

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

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

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

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

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

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

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

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

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

STRATEGY: Continue EarthKind Landscape Management Program.

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

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

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

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

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

STRATEGY: Actively pursue regional, state and national grants. Partner with other cities and agencies, such as Dallas County and Texas Parks and

Wildlife, for funding, and work with non-profit groups such as the Addison Legacy Foundation and Addison Arbor Foundation to provide additional funding for park improvements.

7. Seek efficient ways to provide Dog Parks.

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

STRATEGY: Consider sponsorships to fund development and maintenance.

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

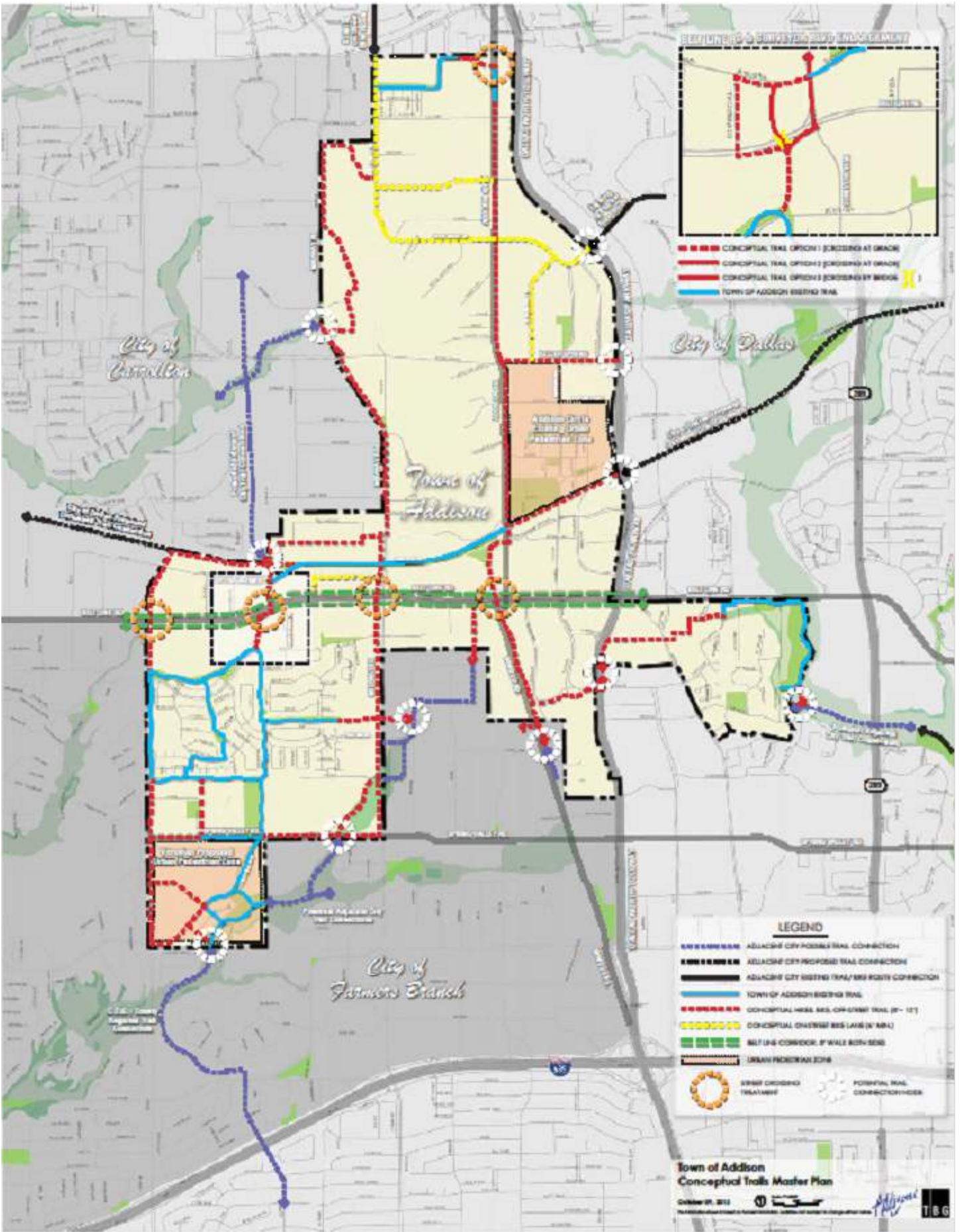
STRATEGY: Design park improvements and facilities with an eye to providing dramatic backdrops for commercial photographers and videographers.

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

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

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

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



POSSIBLE TRAIL DESIGN OPTIONS

Location: Lake Highlands Town Center Linear Park Trail , Dallas, Texas



Location: Andrew Brown Park, Coppel, Texas



POSSIBLE TRAIL DESIGN OPTIONS

Location: Long Beach Bike Lane,
Long Beach, California



Location: Design District, Dallas,
Texas

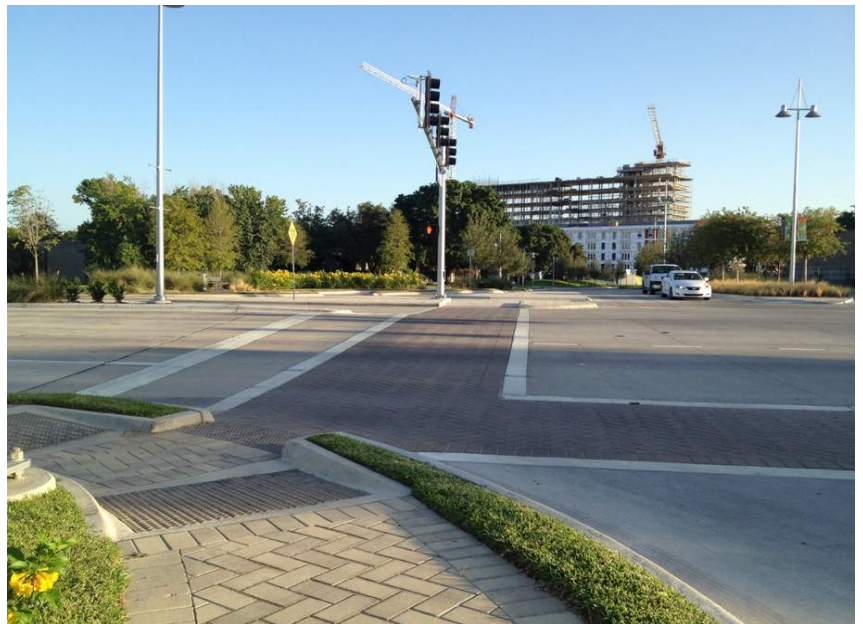


POSSIBLE TRAIL CROSSING DESIGN OPTIONS

Location: Lake Highlands Town Center Pedestrian Crossing, Dallas, Texas



Location: Intersection of Vitruvian Way and Spring Valley Road, Addison, Texas



POSSIBLE TRAIL CROSSING DESIGN OPTIONS

Location: Lake Highlands Town Center Raised Pedestrian Table, Dallas, Texas



Location: Market Street, The Woodlands, Texas



POSSIBLE TRAIL CROSSING DESIGN OPTIONS

Location: University Park Elementary and Lovers Lane, University Park, Texas



POSSIBLE TRAILHEAD DESIGN OPTIONS

Location: The Domain on Amy Donovan Plaza, Austin, Texas



POSSIBLE TRAILHEAD DESIGN OPTIONS

Location: Design District, Dallas,
Texas



Location: Design District, Dallas,
Texas



POSSIBLE TRAILHEAD DESIGN OPTIONS

Location: Lake Highlands Town
Center Linear Park, Dallas, Texas



PARKS INVENTORY

Addison Circle Park

Address: 4950 Addison Circle Drive
Acreage: 10 acres
Constructed in: 2003
Designed by: Sasaki Associates



Addison Circle Park is the Town's "convention center without a roof." It hosts the Town's three biggest events: Kaboom Town, Oktoberfest, and Taste Addison. The park provides all the facilities the Town needs for its large outdoor events including: a permanent stage, electrical power, water spigots, hard surfaces for parking and permanent restrooms in the Pavilion. On non-event days, the park provides a wonderful outdoor space for residents and features a soccer-sized green space, shaded walkways and a water garden with interactive fountain.



Arapaho Road Park and Trail

Address: Arapaho Road
Between Addison Road and
Surveyor Boulevard
Acreage: 5.52 acres
Constructed in: 2004
Designed by: HNTB

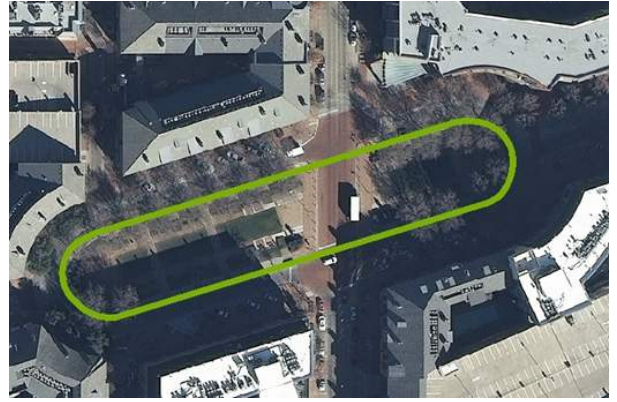


The Arapaho Road Park and Trail were constructed along with the Arapaho Road extension that allows cars to get from Addison Road to Marsh Lane without having to navigate Belt Line Road. The trail provides a route for Addison walkers, bicyclists, and runners to get across Addison while avoiding the traffic on Belt Line Road.



Beckert Park

Address: 5044 Addison
Circle Drive
Acreage: 1.43 acres
Constructed in: 2001
Designed by: SWA Group



Beckert Park is named after former Mayor Rich Beckert. It is the centerpiece of the Addison Circle neighborhood and serves as a front door for most of the retail shops in Addison Circle. It provides a gathering spot for the Addison Circle neighborhood and a wonderful setting for the Town's Summer Series, which features free live music every Saturday night in June, July, and August.

Bosque Park

Address: 15675 Quorum Drive
Acreage: 1 acres
Constructed in: 1997
Designed by: Newman, Jackson
Bieberstein



Bosque Park is one of the loveliest spots in Addison. The small square, modeled after the squares in Savannah, Georgia, serves as the back yard for all the Addison Circle residents who surround it. The Park was designed and constructed to preserve a bosque of Texas Red Cedar Trees and one large pecan tree that have been on this site as long as anyone can remember.

Celestial Park

Address: 5501 Celestial Road
Acreage: 4 acres
Constructed in: 1998
Designed by: Myrick, Newman,
Dahlberg



This beautiful park provides an oasis for the Bellbrook, Celestial, and Oaks North neighborhoods. The Park picks up a Celestial theme from its location and provides famous quotes about the heavens along with a human sundial. Park amenities include a walking trail, plant identification labels for plant materials, and benches for rest and reflection.

Dome Park

Address: 15675 Quorum Drive
Acreage: .35 acres
Constructed in: 1997
Designed by: Town Staff



This neighborhood “pocket park” was developed on two residential lots that were purchased by the Town in 1996. It allows the Midway Meadows neighborhood a cut-through to the Redding Trail. The small tree-shaded park features a plaza area and bench seating. It serves as a gathering place for the Midway Meadows neighborhood and annually provides the location for the Midway Meadows Neighborhood Block Party.

North Addison Linear Park

Address: 17001 Addison Road
Acreage: 3.2 acres
Constructed in: 1995
Designed by: Newman, Jackson,
Bieberstein



The North Addison Linear Park provides the type of recreation that residents love: a trail with amenities. The theme of the park is dedicated to teaching the basic food groups. It provides a half-mile jogging trail, an arbor pavilion, which is designed to look like a farm house, picnic tables, and park benches. The park is a tremendous asset and amenity to all three of its neighbors: Addison Place, the Camden Apartments, and Trinity Christian Academy.

Parkview Park

Address: 5032 Parkview
Acreage: .75 acres
Constructed in: 2005
Designed by: Talley Associates



Parkview Park provides a gathering spot for residents of the Parkview Townhomes. The central green space is tiered to provide an outdoor amphitheater for neighborhood parties and performances. The vine-covered trellis on the Park's west end provides a shade cover for tables and chairs and grills. The plantings in the Park are earth-friendly and drought-tolerant and feature EarthKind roses and perennials.

Quorum Park

Address: 16201 Quorum Drive
Acreage: 3.5 acres
Constructed in: 1991
Designed by: Mesa Design Group



Quorum Park provides recreational and park space to the Ledgemont Lane multi-family projects and the office tenants in the north Quorum neighborhood. The popular parks features a relaxing atmosphere with a beautifully-lit fountain, grove of shade trees, small pyramid fountain, comfortable benches and a lighted walking path.

Spruill Park

Address: 15675 Quorum Drive
Acreage: 1.56 acres
Constructed in: 2009
Designed by: Talley Associates



Spruill Park is named in honor of former Mayor Lynn Spruill. It is the last of the four Addison Circle parks that to be constructed under the Addison Circle Master Facilities Agreement, an agreement wherein developers dedicated the land and the Town provided funding. The Park features a shade structure, tables and chairs, and the largest open lawn area in Addison Circle, which makes it particular with the many pet owners in Addison Circle.

Redding Trail/Les Lacs Parks

Address: 3901 Beltway Drive
Acreage: 28.9 acres
Constructed in: 1997 - 1993
Designed by: Carter & Burgess



The Les Lacs Linear Park is Addison's largest park and provides an outdoor gathering spot for all of Addison's west-side residents. The Park connects into the Redding Trail, which encircles several Les Lacs neighborhoods. The park features active recreation facilities including tennis courts, sand volleyball courts, a basketball court, and a pavilion that may be reserved for private events.

Town Park

Address: 3799 Signey
Acreage: 2.5 acres
Constructed in: 1977
Designed by: Scott Lallier Associates



Town Park was the first park built in Addison's first park. It has long-served as an active recreational amenity to residents in the Brookhaven Club area. The park is full of beautiful trees, and it also provides a playground, a lighted walking trail, along with picnic tables and park benches.

Vitruvian Park

Address: 3850 Vitruvian Way
Acreage: 12.2 acres
Constructed in: 2012
Designed by: Kevin Sloan Studio



Vitruvian Park is Addison's newest park. It is a 12-acre site along the banks of Farmers Branch Creek. It features an amphitheater and plaza, along with hike and bike trails and two spectacular bridges that span the Creek. The design of the Park enhances the banks of the Creek, while still allowing it to function as a channel for storm-water runoff and a habitat for wildlife.

White Rock Creek Park

Address: 14630 Winnwood Road
Acreage: 4 acres
Constructed in: 1988
Designed by: Myrick, Newman, Dahlberg



The tree-shaded White Rock Creek Trail winds through one of the most scenic parts of Addison. It begins at the Finance Building at 5350 Belt Line Road and runs along the south side of Belt Line Road until it turns south along the bank of White Rock Creek. It follows the Creek south to connect to a natural area that was purchased from the City of Dallas when this area was annexed from Dallas into Addison.

Water Tower Demonstration Garden

Address: 4000 Arapaho Road

Acreage: .57 acres

Constructed in: 2012

Designed by: TBG Architects



Addison's newest park will feature a demonstration garden using native Texas shrubs, perennials, succulents and trees. Each garden will have graphic displays and plant identification markers to help visitors identify plants they can use at home. Other amenities include two outdoor seating areas, and outdoor learning area, and a circular plaza and pedestrian trail that will eventually become an important connection to the Redding Trail to the south, and the Arapaho Road Trail that links to Addison Circle and the DART Transit Center.

COMMUNITY FACILITIES

Addison is blessed with an abundance of excellent community facilities both within the Town and in the surrounding cities. It has excellent municipal facilities because even though it is a young Town that has grown quickly, it was willing to incur bond debt early on to build the community facilities it needed, and it is now in the fortunate position of having all the facilities it needs to serve its population. It has an excellent Athletic Club, with both an indoor and outdoor swimming pool, that provides free use to all Addison residents. It has an excellent Conference Centre and Visitor Center. It has all the Fire and Police stations it will need, and an adequate Service Center to house the Public Works and Landscaping departments, with an adequate service yard for municipal equipment.



Shakespeare in the Park at Addison Circle.

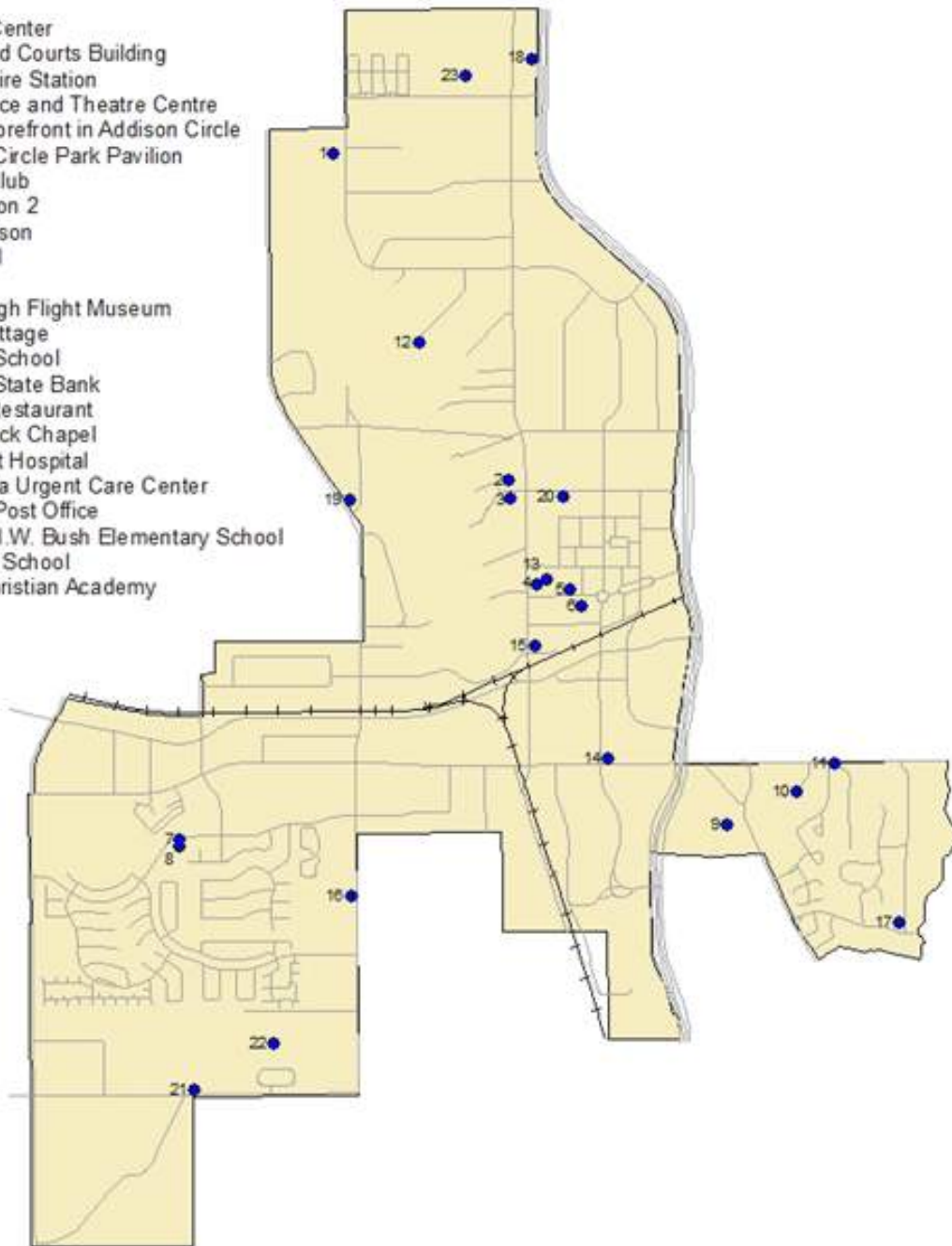
The Town is also fortunate to have excellent privately-owned community facilities within its boundaries and in the surrounding area. It has good schools both within Addison and nearby. It has a hospital and an emergency medical center as well as several good hospitals in close proximity both north and south of the city. It has its own

museum and theatre and is a short drive to major sports facilities such as the Dr. Pepper ballpark in Frisco, the American Airlines Center in downtown Dallas, and the Ballpark and Cowboys Stadium in Arlington.

In addition to community facilities which serve the needs of its citizens, Addison is blessed with social and retail amenities that make the Town enjoyable. It is between two major shopping malls: the Galleria in Dallas the Tollway and LBJ Freeway, and the Shops at Willow Bend in Plano at the Tollway and Park Road. In addition to mall shopping, there are a wealth of shopping centers both within and around Addison to provide every type of product that can be imagined. The redevelopment of the Village on the Parkway will bring a Whole Foods Market and AMC Theater to Addison, along with other up-scale retailers.

Addison is in enviable position with regard to both public and private facilities, and while it might benefit from some small additions and fine-tuning of facilities, the challenge in the coming years is not to add facilities, but to maintain and keep the first class facilities it already has.

- 1 Service Center
- 2 Police and Courts Building
- 3 Central Fire Station
- 4 Conference and Theatre Centre
- 5 Police Storefront in Addison Circle
- 6 Addison Circle Park Pavilion
- 7 Athletic Club
- 8 Fire Station 2
- 9 Visit Addison
- 10 Town Hall
- 11 Finance
- 12 Cavanaugh Flight Museum
- 13 Stone Cottage
- 14 Addison School
- 15 Addison State Bank
- 16 Dovie's Restaurant
- 17 White Rock Chapel
- 18 Methodist Hospital
- 19 Conentra Urgent Care Center
- 20 Addison Post Office
- 21 George H.W. Bush Elementary School
- 22 Greenhill School
- 23 Trinity Christian Academy



Town of Addison Community Facilities

0 1,050 2,100 4,200 6,300 8,400 Feet



COMMUNITY FACILITIES - ATHLETIC CLUB

The Addison Athletic Club, located at 3900 Beltway Drive, is a state-of-the-art athletic club facility that rivals the offerings of the most exclusive private health clubs. The 52,000 square-foot Club was constructed in 1987 and the outdoor pool and additional work-out space was added in 2003.

The facility includes: indoor and outdoor swimming pools, four racquetball courts, Lifefitness and Hammer Strength weight circuits, treadmills, electronic bikes, elliptical trainers, a gymnasium and indoor track, an aerobics studio, a multi-purpose room, sauna and steam rooms, and a whirlpool spa.



Addison Athletic Club.

The Club has about 3,500 members, with about 400 members participating on a daily basis. Membership in the Club is free to all Addison residents except for a one-time \$10.00 membership card fee.

The Club runs an extensive program for Senior Citizens called the Pacesetters. The Town believes that both the Seniors and the other members

benefit from having the Seniors programs kept within the Club, and not separated into a separate facility, so Addison does not have a Seniors' Center. However, the Pacesetters are a busy and active group with approximately 800 members. They have a monthly meeting at Dunn Bros. Coffee during which they have presentations by the Town's various departments on items of interest. The Club provides many programs to the Pacesetters including fitness, aquatics, yoga, dancing, and pickle ball. Many social activities are also well-attended such as the annual Thanksgiving dinner, monthly birthday parties, and quarterly pancake breakfasts. The group also goes on local field trips and extended trips, such as to Branson, Missouri.

In addition to the Pacesetters program, the Club also provides special children's activities under the Addison Kidscene Program. Youth programming currently serves about 500 Addison children annually by offering programs such as fitness, aquatics, dance, after-school programs, and camp activities. The Club also hosts the Halloween Bash and Easter Egg Hunt special events, which attract families city-wide. The Children's Activity Center (CAC) provides childcare for Addison parents while they utilize the facility. The CAC currently serves 300 Addison children.

The Club's indoor pool provides four lanes for lap swimming and hosts classes on water exercise and aerobics. The outdoor pool, which was added to the Club in



Athletic Club Outdoor Pool.

2003, has three separate pool areas for swimming and features a special wading and splash pool for smaller children. The pool also provides covered cabana areas that can be rented for kids' birthday parties. In the summer, the Club hosts a weekly "Hot Dog Night" for families.



The Club also provides other facilities for residents such as a paperback lending library and a meeting room for community and homeowners' association meetings.

The most used facilities in the Club are the exercise, fitness and weigh-training machines. The Club has many members who utilize the fitness equipment and other fitness facilities on a daily basis. The Club offers fitness and aerobic classes such as Yoga, Spinning, Strength and Cardio training, and Boot Camps. Many special interest classes are also offered to adults including nutrition and weight loss.

GOAL:

Maintain the Athletic Club's excellence.

OBJECTIVES:

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

COMMUNITY FACILITIES - CAVANAUGH FLIGHT MUSEUM

THE CAVANAUGH FLIGHT MUSEUM

Opened in October of 1993, The Cavanaugh Flight Museum encompasses nearly 50,000 square feet of display area. The museum is located in four aircraft hangars at **4572 Claire Chennault Drive** on the Addison Airport. The Museum promotes aviation education, research and American



The exterior of the Cavanaugh Flight Museum.

aviation heritage. Further, the Museum provides aircraft restoration, operates and maintains historically-significant vintage aircraft and contains an aviation collections department. The facility is also available for rental for events and training sessions. It also offers warbird rides in aircraft



Interior of the Cavanaugh.

ranging from an A6 Texan to a P-51 Mustang fighter plane. The Museum is a non-profit 501(c)(3) educational organization devoted to promoting aviation studies and perpetuating America's aviation heritage. The aircraft collection held by the museum began as the personal collection of businessman Jim Cavanaugh. His collection began with the purchase of a half-share in a 1939 Piper J-3 Cub in 1980.

In January of 2008, the Commemorative Air Force of Midland, Texas, and the Jim Cavanaugh announced a pledge of \$1.2 million dollars to re-engine FiFi, a B-29 Superfortress. FiFi was restored to flying status and is now the last flying B-29 Superfortress in the world. The B-29 and a companion plane, a B-24 Liberator named Diamond Lil, are kept on display for six months a year (when not on tour) in a separate hangar from the rest of the collection because the museum lacks hangar space in its current location.



The Cavanaugh Flight Museum is a wonderful asset to the Town, and should continue to be supported through cooperative advertising and Town sponsorship of air shows and related events that bring visitors to Addison.

COMMUNITY FACILITIES - COMMUNITY GARDEN

The Addison Community Garden is located on .8 acres of Town property immediately west of the Addison Athletic Club. It was constructed in 2010 through donations of materials and volunteer labor. The Addison Arbor Foundation provided approximately \$20,000.00 in funding to furnish the pavestone block for the raised planters, the decomposed granite for the walkways, the storage building and the gazebo. The Foundation was supported with donations from the Pavestone Company and Mary Kay as well as private donations. Samit Patel, a registered landscape architect and member of the Foundation, donated his time to design the garden. The Town converted the existing rotor irrigation system that was in the area to provide hose bibs to each garden plot.

Residents are allowed to grow their own fruits, vegetables, or flowers in their plots, and are restricted from storing equipment or other items in their space. Excess produce from the Garden is donated to Metrocrest Services to be distributed to needy families.



Community Garden gazebo.

The Community Garden has 42 individual raised beds which are rented to residents for a one-year term. Irrigation water for the garden is furnished by the Town.



Residents' plots and the Community equipment shed.

The Garden has proven very popular with residents, and there is always a waiting list for the 42 available plots. It provides a great way for residents to meet and socialize with their neighbors.

GOAL:

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

COMMUNITY FACILITIES - CONFERENCE AND THEATRE CENTRE

HOTEL/MOTEL FUND

Addison is blessed to have almost 4,000 hotel rooms contained in 22 hotels. Guests in those hotels pay a 7% “hotel/motel tax” per room night that is then used to by the Town to promote tourism. The intent of the fund is to advertise the Town with the hope of bringing more guests to Town and generating additional room nights. The Town can



The Addison Conference and Theatre Centre.

also allocate 15% of the fund to support the Arts. Through the years, the fund has been very healthy and has The Addison Conference and Theatre Centre generated up to \$5 million per year. Addison has been able to use those funds to construct several facilities to promote tourism and enhance the Town’s ability to host visitors. In addition, the Town has been able to devote 25% of the fund to the Water Tower Theatre Company and keep it as the Town’s resident professional theatre company.

ADDISON CONFERENCE AND THEATRE CENTRE

The Conference Centre is located at **15651 Addison Road**. It was designed by Gary Cunningham of



The Theatre Lobby.

Cunningham Architects and was built in 1992. It contains a 6,600 square-foot conference centre, the Board Room, which is located in the Theatre and can be rented for meetings, the Stone Cottage, and a “Black Box” theatre.

CONFERENCE CENTRE

The Addison Conference Centre hosts a variety of meetings and social events. It is frequently used by corporations within and around Addison for corporate training. It also hosts trade show events such as

the annual Metrocrest Chamber of Commerce Business Expo. It can also be rented for a variety of social events including reunions and weddings. The Conference Centre



The Conference Centre interior.



The Theatre Box Office.

staff also manages the rental of Addison Circle Park and the Pavilion.

The Conference Centre was originally constructed with the intent that the Town's three full-service hotels (Marriott Quorum, Crown Plaza, Intercontinental) would use it as supplemental meeting space. However, over the years, the hotels have not utilized the space, which has left the Town to find its own niche in the conference rental market. The Conference Centre is a lovely facility and is very flexible for its size, but it is only 6,600 square feet at its maximum size. It can be subdivided into smaller spaces, but it does not have the ability to have "break-out" rooms for smaller conference sessions. The Trade Show and Expo events need a larger space. Many of the events that have been held in the Conference Centre for years have outgrown the space and moved to other facilities, and other events don't even consider the facility because it is too small. There is room on the west end of the facility to add onto it, and there is also the ability to add a second floor onto some portions of the building.

The Conference Centre could do a better wedding business if it could add a "ready room" for brides

with a smaller version for grooms. In addition, the Centre management gets countless requests for an outdoor wedding venue that could be rented for the ceremony, with the Conference Centre then used for the reception.

The facility also gets many requests for a rooftop space that looks out over the park. A rooftop space would provide a unique venue for the facility and could command a high premium during special events.

The facility could also benefit from some additional amenities such as a small concession area, and it could use more office space for employees and more storage space.

THEATRE

The Conference Centre Theatre is one of the few flexible or "black box" theatres in the Metroplex. It's innovative design can be configured in a variety of ways and can seat approximately 250 guests per performance.

The WaterTower Theatre is the resident company of the Addison Theatre Centre. WaterTower is the only professional theatre in the North Dallas area, and it presents an annual season that includes classic and contemporary plays, musicals, and new works. The Theatre enjoys a good reputation in the local theatre community and its plays are consistently well-reviewed and well-attended. The season subscriber base is healthy and the shows typically sell out. The Theatre also hosts a theatre festival called the "Out of the Loop" festival that utilizes the smaller rehearsal space and brings additional productions into the facility.

While the Conference Centre suffers from being too small, the Theatre is about the right size for its

current productions and subscriber base. However, it could also benefit from some additional facilities. The scene shop, which is used to build sets, is too small. It could be expanded to three times its current size to allow for shows to be built in the shop while having a show running in the Main Theatre space. This would allow for greater revenue because the Theatre company could turn shows faster. In addition, the Theatre could benefit from a rehearsal space on top of the expanded shop to allow rehearsals to take place during the run of the show. In addition, a small set of dressing rooms and an additional set of restrooms by the Studio Theatre space.

Both the Conference Centre and the Theatre, as well as Addison Circle Park, could benefit from a multi-level parking garage. At present, if all three facilities have an event at the same time, there is not sufficient parking for all three. In addition, the Town struggles to provide parking for special events such as Oktoberfest, Kaboom Town, and Taste Addison.



Visit Addison in the Village on the Parkway.

VISIT ADDISON

In 2011, the Town moved its Visitor Services offices to a lease space in the Village on the Parkway at **5100 Belt Line Road, Suite 400**. The new facility houses



A craft guild member at Visit Addison.

the Visitor Services Department, the Metrocrest Chamber of Commerce Offices, and the Craft Guild. The walk-in visitor and tourism information center is fully staffed with trained volunteers and interactive kiosks that offer information on hotel accommodations, restaurants, attractions, and shopping in Addison, North Texas, and throughout the State. The Craft Guild, founded in 1948 to provide instruction and studios for artists and crafts persons, shares the space and provide pieces for the Craft Guild Store which features items produced by the Craft Guild instructors and members, as well as “keepsake” items to commemorate visits to Addison and North Texas. In addition, the space provides over 6,000 square feet of rental space for corporate meetings and events. The state-of-the-art meeting rooms accommodate up to 150 people and can be configured for a variety of meetings. The space also offers a fully-equipped catering kitchen and prep area. Since this is a new facility, it does not need any expansion or new additions.

ADDISON CIRCLE PARK

The Town has made its mark in the Metroplex tourism industry by holding large-scale outdoor events. Addison determined in the 1980s that it could create a niche for itself in the crowded Metroplex event scene by specializing in outdoor

events. It began by creating Kaboom Town, its signature fireworks show held on the 3rd of July. The success of Kaboom Town was followed up by Oktoberfest and then Taste Addison, the restaurant festival. The three signature Addison events bring thousands of people to Town for each event. While most of the visitors to the events are local, there are some hotel room nights generated, particularly for Kaboom Town.

In 1992, the Addison 2020 Committee recognized Addison's commitment to Special Events and understood that Addison could not continue to provide first-class events without a facility to host them. The Town worked with Post Properties to secure six acres on the southwest corner of the traffic circle and then purchased 11 additional acres of land between Addison Circle and the Cotton Belt railroad line. The Town then allocated seven million dollars out of the hotel/motel fund to construct the park.

The Town hired Sasaki and Associates of Watertown, Massachusetts, to design a "convention center without a roof." The Town made an extensive list of all the things it needed in the facility:

- two permanent stages,
- adequate electrical services,
- air-conditioned restrooms,
- water service throughout the site,
- different sizes of spaces that could be divided, plazas,
- hard-surfaced area for truck parking,
- large, flat, grassed area for a carnival
- shade structures,
- and support facilities for staff members during events.

The Town gave its list to Sasaki, and asked them to design a site that would incorporate all the elements it needed for events, yet on a daily basis,

look like a wonderful and inviting park that would provide active recreation space for the Addison Circle residents. Sasaki added its own design ideas to the list and created Addison Circle Park, Addison's signature event venue.



Water Garden fountains.

Addison Circle Park opened in 2003, and since that time has proven that it can indeed function like an outdoor convention center. As the three signature events continue to grow in both size and popularity, the park can accommodate as many as 30,000 people within the grounds at one time. The space contains the Ellipse, which holds the big permanent stage and a flat open space the size of a regulation soccer field. On a daily basis, the field accommodates soccer games, but once a year, the Town erects a 300-foot-long tent on the space for Oktoberfest.



Stage set-up for Taste Addison.

The Pergola serves as a big room divider for the space, and east of it the grounds are divided up for various activities such as a children's' area, arts and crafts fair, and beer garden. The east end of the park contains a water garden that provides a cool and shaded retreat for



The Pergola.

visitors every day, but on event days becomes the main event entrance and a place where visitors can rest their feet. The space also provides the Bowl stage, which hosts smaller musical acts and also serves as the stage for Shakespeare in the Park, which comes to the Park every October. Festival Way, the street on the south side of the Park, serves as the hard-surfaced area necessary to accommodate the food and ice trucks needed for events, and the grassy area on the south side of Festival Way accommodates the carnivals that are brought in for Oktoberfest and Taste Addison. The carnivals provide lights, color, and excitement to the events as well as entertainment for children (of all ages).



Water Gardens and the Pavilion.

The Pavilion, the bright yellow building on the corner of Addison Circle, was designed by Gary Cunningham of Cunningham Architects. It houses men's and women's restrooms that are open to park visitors on a daily basis, but can be expanded for events. The Pavilion also has a catering kitchen and open terrace.

Addison Circle Park is not a perfect facility, but it provides a setting and a context for Addison's events that sets them apart from other events and festivals in the Metroplex. Addison's exceptional events are its "claim-to-fame" in the Dallas-Fort Worth area. The Kaboom Town fireworks show is consistently ranked among the top 10 fireworks shows in the country, and Addison's Oktoberfest is by far the largest and most popular in the area.

In addition, the site could use a permanent stage truss. Right now, there is a flat stage with no rigging or trusses for hanging lights. Every time the Town holds Taste Addison, it has to erect a stage. The Town intentionally did not build a stage when it built the Park because it wanted to see how it was going to use the space, but at this point, the staff believes the Park could be used more often if it had a permanent stage truss with lights.

The Park site, and the events held there, are also hampered by the same lack of parking as the Conference and Theatre Centre. The Town is able to utilize the DART (Dallas Area Rapid Transit) parking lot on the south side of the facility for events, and has cooperative arrangements with the Millennium, Addison Circle I, and Colonnade office buildings for parking spaces in their garages, but those spaces are only available for Oktoberfest and Taste Addison. The site could host more events if it had more parking close to the Park and within its control.



Carnival ride at Oktoberfest.

Addison has been very good at figuring out its niche in the visitor services and events marketplace and maximizing its opportunities in that niche. The Conference Centre could be expanded so that it could draw larger events, but then it would still be too small for a host of even larger events. Convention center expansion is a never-ending process, as can be witnessed at the Dallas Convention Center, which always seems to be expanding while at the same time, always seems to be too small. Conference and Convention facilities provide a cultural amenity to a community, and like libraries and art museums, they typically don't pay their own way. The Addison Conference Centre is occupied about 50% of the time, which is not unusual for a conference/convention facility, and it operates at a deficit, which is also not unusual for a conference/convention facility. If the Conference Centre were to be expanded, it might stay booked more often, but would also cost more to operate and would likely still run at a deficit. However, the Conference Centre needs to stay competitive in its market niche, which is the smaller events. The Centre is a significant investment for the Town, and it should not be allowed to deteriorate or lose its ability to compete. The Centre should add small facilities and amenities to make it more attractive and should improve its parking situation.

The Theatre has found its niche in the Dallas theatre scene. It could add another larger venue with a fixed stage, but there are plenty of those venues in the area, and many of those are struggling to stay booked. The Theatre enjoys good success in its present size and format, but it could benefit from additional shop space that would allow it to turn shows more quickly.

Addison Circle Park could benefit from additional facilities that would enable it to be easier and faster to set up for events, but it does not need to be expanded. The Town staffs events with its own employees, and right now it is the maximum size that the Town can manage with the manpower that it is able to devote to Special Events.

However, like the other two facilities, it needs more parking that is within the Town's control and within walking distance. Additional parking would benefit all three facilities. In addition, the Town has talked about partnering with the Cavanaugh Flight Museum to relocate its facility to the south end of the airport across from Addison Circle Park. A parking garage could also provide parking for the Museum and would allow all four facilities to work together to have better events within each facility, and work together on larger events.

GOAL:
Maximize the current size of Addison's Visitor and Event hosting venues by adding facilities that allow them to stay flexible and competitive in their current market niche.

COMMUNITY FACILITIES - HISTORIC BUILDINGS



Addison's Town hall—not the usual city hall.

TOWN HALL

The Addison Town Hall is the city's most significant historical building. The beautiful six-columned home was built in 1939 by J.B. and Maud McEntire. Mr. McEntire, originally from Chattanooga, Tennessee, was an oil and gas attorney and established the law firm of McEntire and Shank.

In the 1930s, the McEntire family bought seventy acres on the south side of Belt Line Road, and eventually built the stately home in an area of the farm called the Pecan Orchard. The house was called Stonegate Hall because the property was entered through a stone gate on Belt Line Road.

The gate was removed when Belt Line Road was widened in the early 1950s. Mr. McEntire died suddenly of a heart attack in 1942, but Mrs. McEntire continued to live in the house until she moved to the Rio Grande Valley in 1967.

In the late 1970s, the McEntire family wanted to rezone their land, and former Addison Mayor Jerry Redding offered to acquire the home for the Town to use as offices and a future library. The family leased the land under long-term leases for Town Hall, Prestonwood Shopping Center, and Town Hall Square. The Town's lease agreement with the McEntires was for one dollar a year for thirty years.

The Town spent over one hundred thousand dollars renovating the building before it could be occupied. Before the Town's staff actually moved in, the home was used as the Eighth Annual Kappa Alpha Theta Designers' Showhouse. A number of interior designers decorated the home and it was opened for tours. In the spring of 2000, a bond election was held and a proposition passed which cleared the way for the town to purchase Town Hall and the four acres of land surrounding it from the family for \$1.3 million. The Town has never used the building as a library. It found that it contract for library services with neighboring cities more efficiently than it could build a library in Addison. However, the Town has continually used the building as offices for the Mayor, City Manager's office and City Secretary. The Council Meetings are held in the building in what was once the garage of the home. The building was the image for Addison's first trademark and logo. It has hosted many Town events throughout Addison's history, and it continues to be an important symbol for the Town.

STONE COTTAGE

Originally called the Addison Community House, the Stone Cottage is located on the grounds of the Addison Conference and Theatre Center at 15650 Addison Road. It was built in 1939-1940 on land given by Mr. and Mrs. Guy Dennis to serve as the permanent meeting place for the Addison Home Demonstration Club. Home Demonstration Clubs served as an educational resource for homemakers and provided instruction on activities such as mattress making, fruit and vine pruning, and canning.

The building originally cost \$4,600, which the Addison Home Demonstration Club helped raise through bake sales. The construction employed



Addison Stone Cottage.

a number of local men and was funded through a Dallas County Works Progress Administration grant. Sears & Roebuck donated the original kitchen appliances. Since it was first built, the building served as a focal point for community activities such as weddings, Christmas parties, and family reunions.

Now known as the Stone Cottage, the building was the original home of the Addison Centre Theatre until it fell into disrepair. In 1998 the City Council voted to remodel the cottage at a cost of over \$150,000 and restore it to its original "meeting house" roots. The building now serves as an additional space for the Addison Conference and Theatre Centre and is a popular facility for small meetings and gatherings.

ADDISON SCHOOL

Addison's original school was built at 5003 Belt Line Road in 1914 on land donated by Mr. W.W. Julian. The two-story red brick schoolhouse was not only an educational institution, but also served as a facility for many social occasions. It had classrooms on the ground floor and an auditorium on the second floor. The school served students



Addison School in 1914.



The Magic Time Machine, formerly the Addison School.

from a large area, many of whom walked from the nearby communities of Frankford, Renner and Alpha.

The Addison School District was dissolved in 1954 and the school became part of the Dallas Independent School District. The school closed its doors in 1964 due to low enrollment.

In 1978, the school building was renovated, expanded, and re-opened as the Magic Time Machine Restaurant. The popular themed restaurant has been in continuous operation since 1978.

ADDISON STATE BANK

Addison's original bank was housed in a 25'x 40' building in Addison's "downtown". The small brick building, located at 4803 Broadway, has earned

one of the Town's two historical markers, with the other being at the White Rock Chapel on Celestial Road. It was constructed in 1913 and was designed in the "frontier commercial" style. It featured scored concrete floors, pressed tin ceilings, and cream-painted walls. The bank was dissolved in 1926, and after the



Addison State Bank (far building).

bank's demise, the building served as a mercantile store for many years. In 1983, it was renovated by Richard and Montae Johnson, who lived in the back of the building and ran an antiques shop in the front called the Addison Inkwel. After the Johnsons sold the building, it served as an office building for a variety of businesses. The building now serves as the corporate office for the Front Burner Restaurant group, which owns several restaurant concepts including the popular Twin Peaks Restaurants.



The Addison State Bank building today.

DOVIE'S RESTAURANT

Dovie's Restaurant, located at 14677 Midway Road, was named after Dovie Baker the restaurant's original owner, is vacant now, but the building has an interesting history. The lovely stone home was part of a 90 acre farm owned by C.S. Hamilton before the Town was incorporated. In 1954, Mr. Hamilton sold the farm to Audie Murphy, the most decorated soldier of World War II and native of Farmersville, Texas. After his celebrated military career, which included winning every medal for valor that the United States awards, Mr. Murphy was invited by James Cagney, the actor, to star in movies. His first movie, called *To Hell and Back*, was the story of his service during World War II.



The former Dovie's Restaurant.

Mr. Murphy planned to move his wife and two sons to Texas and make the farm their permanent home, but his movie agent did not like the idea, so he immediately put the farm back on the market and sold it within a few months.

In 1978, an office complex called Office in the Park was built around the house, and Ms. Dovie Baker leased the house and converted it into Dovie's Restaurant. The restaurant operated for many years under the name Dovie's, though it went

through several changes of ownership. It closed permanently in December of 2007.

As discussed in the History section, Addison is a young town and is not blessed with a wealth of historic buildings. However, historic buildings can be a mixed blessing. While they give a community character and a sense of history, they are frequently in poor locations and in poor condition. Historic buildings are often difficult to re-use because they lack accessibility to upper floors and have limited ability to add the electrical and technology capacity that is demanded of current buildings. There is limited capacity in the Town the size of Addison for a historical museum, and museums can be very expensive to staff and maintain.

WHITE ROCK CHAPEL

Addison's second Texas Historical Commission marker belongs to the White Rock Chapel at 5555 Celestial Road. White Rock Chapel began as a "brush Arbor" and small burial ground beside White Rock Creek. The congregation worshipped at the site until 1918 when a family attempting to cross the swollen waters of the Creek after a Sunday worship service was drowned.



White Rock Chapel.

S.S. Noell, a property owner in the area, offered the members a plot of land on a rise only a few hundred feet west of the original building along what is now



White Rock Congregation in front of the Parsonage.

Celestial Road. Mr. Noell directed that “it was not to be sold for any other use than to be used as a church.” A church and parsonage (home for the pastor) were constructed on the site. In the early twentieth century, the church was destroyed by a storm and a large, white, wood-frame church was then constructed and stood until 1960. The current church is actually the third to be built on this site. In 1958, land was provided approximately one mile south for a new chapel. Most of the congregation moved to the new location on Montfort Drive. In 1960, a fire destroyed the remaining church, leaving only the parsonage on the site. The small group of worshipers who remained at the Celestial Road location renamed their church The White Rock Chapel Independent Methodist Church. The congregation met in the small parsonage from 1960 to October of 1979, when the present church was constructed. The congregation continues to meet in the small Chapel. In October of 2000, the Texas Historical Commission recognized the site with a marker.

There were many efforts to restore the original parsonage, which had been on the site since 1918, but it was in a very deteriorated condition. In 2008, Tom Lamberth, Vice President of UDR (the

developer of Vitruvian Park) offered to restore the parsonage, but after a close examination of the structural integrity of the building, UDR determined that it could not be restored to a usable condition. Tom offered instead to build and donate a new facility to the Chapel. UDR’s employees supplied the manpower and various contractors working on UDR’s projects supplied the materials. In 2009, the Moody-Sowell Meeting House was completed as a gift to the White Rock Chapel congregation. The congregation uses the facilities for its church functions and also rents it to other users.



Moody-Sowell Meeting House.

Addison is lucky in that five of its six historically significant buildings have been adapted and enjoy active re-use. The Dovie’s building has been vacant since 2007 and does not seem to have a bright future. It is in a poor location for a commercial facility, and is in a very deteriorated condition. While it is a lovely building, it is not historically significant and not eligible for state or federal preservation money. The Town would like to see a private developer renovate and re-use it in some fashion. Perhaps a redevelopment of the Office in the Park complex could include some plan to take off the restaurant kitchen and patios that were added for the restaurant and restore it to a size and scale similar to the original home. The Town would like to find a willing developer and

investigate redevelopment possibilities. However, the Town does not feel it is appropriate to invest public monies into restoring or maintaining the facility.

GOAL:

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

COMMUNITY FACILITIES - MEDICAL FACILITIES

Addison is surrounded by excellent hospitals. Presbyterian Hospital in Plano and Baylor Hospital in Plano are both less than 10 miles to the north of the Town, and the RHD Medical Center in Farmers Branch is less than 5 miles to the west. However, until recently, Addison did not have a hospital within its boundaries.



Methodist Hospital for Surgery

The **Methodist Hospital for Surgery**, located at 17101 Dallas Parkway, is a 32-bed hospital specializing in spine and back surgery. The new hospital began accepting patients on November 30, 2010. It provides six operating suites for both day surgeries and over-night patients. The hospital also provides an emergency room that can provide limited emergency services to Addison citizens. The Hospital was the first phase of a medical complex that will eventually contain two separate hospital buildings totaling 272 beds, two medical office buildings totaling 200,000 square feet of medical office space, and a multi-level parking structure.

Construction is currently underway on the **Methodist Medical Pavilion at 17051 Dallas Parkway**. The 80,000 square-foot office building

will provide office space to physicians who operate in the hospital. Addison hopes that as the hospital expands, other medical land uses, such as labs, pharmacies, and medical supply providers, will move into the available office and warehouse space in the Addison Road/Sojourn Drive area.



Methodist Medical Pavilion

CONCENTRA URGENT CARE CENTER

Addison is home to both Concentra's corporate office and a Concentra Urgent Care medical center at 15810 Midway Road. This walk-in clinic is located near the Addison Airport and offers a full range of urgent care, occupational health, physical therapy, and wellness services. Concentra is the largest provider of occupational and urgent care services in the U.S. Concentra's affiliated clinicians include board-certified physicians, licensed physical therapists, mid-level practitioners, and other medical professionals.



Concentra Urgent Care Center

GOAL:

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

COMMUNITY FACILITIES - MUNICIPAL BUILDINGS

EXCELLENT BUILDINGS

Addison provides excellent buildings for its employees. It houses its 262 employees in nine separate facilities. It also maintains two facilities, the Police Storefront and Addison Circle Park Pavilion, that do not house employees on a daily basis, but are used during special events. The buildings include:



BUILDING	ADDRESS
Town Hall	5300 Belt Line Road
Finance Building	5350 Belt Line Road
Central Fire Station	4798 Airport Parkway
Fire Station 2	3950 Beltway Drive
Police and Courts Building	4799 Airport Parkway
Police Storefront	4943 Addison Circle
Service Center	16801 Westgrove Drive
Conference and Theatre Centre	15650 Addison Road
Addison Circle Park Pavilion	4970 Addison Circle
Visit Addison	5100 Belt Line Road, Suite 500
Athletic Club	3900 Beltway Drive

In addition to housing its own employees, the Town provides offices for the Airport Management staff in an office building at 16051 Addison Road, Suite 230.

Addison's early philosophy regarding its municipal buildings was that they should have the same classic style of architecture as Town Hall and should look and feel like residential buildings. However, when the Town built the Conference and Theatre Centre in 1991, it deviated from the classic style and went with a contemporary building. The same architect, Gary Cunningham, continued the contemporary style when he designed the Pavilion in Addison Circle Park.

TOO MANY EXCELLENT BUILDINGS

Addison is fortunate to have so many excellent municipal facilities. Yet it is often challenged with having too many excellent facilities.

In a typical city, most employees are housed together in a City Hall, but Addison's unique Town Hall, though lovely, has never been large enough to house all the employees. Town Hall is one of the Town's icons and has always been a source of pride for the Town, so rather than build a typical city hall somewhere else, the Town has maintained the office of the Mayor, City Manager, and City Secretary in that building, and continued to hold the City Council meetings in Town Hall. It then built additional facilities around Town on whatever land it could find.

As a boom Town, Addison was forced to provide facilities as quickly as possible. The Town's first new building to be constructed was at 4500 Belt Line Road in the early 1970s, and it housed all employees. In 1979, the Town was able to secure the lease for Town Hall and moved the Mayor,

City Manager, City Secretary, Human Resources, and Finance Departments to Town Hall.

Since the Town owns the Airport, it took advantage of land on the edges to build some of its buildings. In 1979, the Town built the Service Center at the north end of the Airport and moved Public Works, Fleet Services, Building Inspection, and Landscape into that facility. In 1982, the Town built Fire Station 2 on Beltway Drive and added a second fire company. In 1983, the Town completed construction on the Finance Building at 5350 Belt Line Road and moved the Finance Department into that facility. In 1984, the Town constructed the Police and Courts Building and Central Fire Station, and moved the Police and Fire Administration and one company of firefighters into those buildings. In 1987 the Town opened the Athletic Club and expanded the Service Center to hold the Human Resources, Information Technology, and Special Events staff. In 1991 it opened the Conference and Theatre Centre, and in 2003 it expanded the Athletic Club to add an outdoor pool. The last facility expansion came in 2011 when Visit Addison opened to house the Visitors' Center and Visitor Services Department. The Town eventually tore down the original municipal building at 4500 Belt Line Road and leased the land to two separate restaurants.

CHANGING TIMES—CHANGING NEEDS

The citizens and employees enjoy the first-class facilities the Town provides. Good municipal facilities allow the employees to effectively serve the citizens and are a source of pride for the community. In addition, good facilities help the Town recruit and retain good employees.

However, having 262 employees spread over nine buildings makes it very difficult to operate the city

efficiently. The Town's administrative personnel are spread throughout nine separate facilities, which makes communication, even with email, very cumbersome. It is also difficult to share ideas and build an organizational culture when departments are isolated in their own buildings.

In addition, as Addison has matured, it has changed the way it provides many of its services. It now contracts landscape mowing, street sweeping, and fleet and building maintenance to private companies. Contracting means the Town no longer needs to house the equipment and personnel those services required. The Town is looking to contract other services in the future, which will further reduce the demand for office space and equipment storage space.

The Town has also taken advantage of computers and other technology to get more work done with fewer employees. It now does everything from processing payroll to reading water meters faster and more efficiently, which also reduces the number of employees the Town needs to house. While some departments have reduced personnel, others have grown. The Town recently started an Economic Development Department to help fill the office space built during the '80s and '90s, and it took the Town's marketing and advertising functions, which had previously been contracted to private firms, to an in-house Marketing Department. Other existing departments, such as Special Events and Information Technology, have also grown to meet an increasing work-load. However, on the whole, the Town has fewer employees that it has had in the past, and it anticipates having even fewer in the future.

While the need for office space has shrunk, the need for storage space has grown. As the Town

has aged, there are more records and documents that must be kept permanently. The Town currently utilizes off-site storage facilities to accommodate its record storage needs, but it also needs to store additional pieces of equipment, mainly for Special Events, that are too large for a storage space, but cannot be stored in an outdoor service yard.

The daily up-keep and utility costs for nine facilities is a financial burden that the Town would like to reduce. Moreover, as the buildings have aged, they need major repair and replacement of expensive items such as new roofs and HVAC systems. As the Town continues to look for operating efficiencies, it has to look at the money it is putting into maintaining nine separate buildings.

POSSIBLE SOLUTIONS

Therefore, the Town finds itself in the unusual situation of having too many excellent buildings. The question then becomes which buildings could be closed, and if closed, what could be done with them.

Some buildings need special locations. The Police and Fire Station I need to be close to the center of Town so that emergency response personnel can reach all parts of the Town efficiently. Fire Station II needs to be south of Belt Line so that it can provide quick response times to Addison's largest residential area. The Service Center houses the Town's garage and most of its large equipment, so it needs to be in an Industrial area, and a recreation facility like the Athletic Club is typically located close to housing so that it can serve the needs of residents. It doesn't make a lot of sense to close those facilities.

The most likely candidates for closure would be Town Hall and the Finance Building. Both of

those buildings house only office functions, so the employees could be relocated almost anywhere in the Town, and both of those buildings house very few employees. Since Town Hall is the Town's symbol and one of its icons, it would be difficult to take that building out of the Town's ownership. If the Town sold the building, it could not guarantee that it would be maintained. The building and grounds are very expensive to maintain, and it is not a very efficient office building, so it has limited re-use as a commercial facility. It does not contain an elevator, and while it currently enjoys "grandfathered status" from Americans with Disabilities Acts (ADA) requirements, that grandfathered status would be lost if it were to be significantly altered or remodeled.

The Town gets many calls from people who want to have weddings at Town Hall, so if the Town quit using it for office space and Council meetings, it could be converted into a wedding or catering facility for private events. However, the Town already has a facility, the Conference and Theatre Centre, that it rents for weddings, and it would have to expand that operation considerably to manage another building on a full-time basis. If it leased the building to another catering and event operator, it would have much less control over the type of events that would be held and the noise they could generate. In addition, the parking for Town Hall is severely limited. The spaces in front of the building actually belong to the shopping center adjacent to Town Hall. There are only about 20 parking spaces on the actual Town hall property, which would reduce the facility's attractiveness for events and weddings. More importantly, the property backs directly onto the back yards of Oaks North residents. The residents would not be pleased to have the constant noise and chaos from weddings and parties right in their back yard on a

daily and nightly basis.

The other candidate is the Finance Building. It is also expensive to maintain and houses very few employees. It is not one of the Town's icons, but a reasonable re-use for it is almost as challenging.

The Town purchased the property and constructed the Finance building on the 5350 Belt Line Road location because it served as the gateway to the Lake Forest Drive neighborhood. The Town built the Finance building on that lot to buffer that neighborhood from Belt Line Road and insure that commercial development did not encroach into the front door of the Lake Forest Drive residents. If the Town sold the property, it could deed-restrict how it was to be used, but deed restrictions are not iron-clad guarantees and are cumbersome to enforce. The Town could lease the building to another office building user, but like Town Hall, it is not an efficient office building and does not have an elevator. It lacks the large open rooms and beautiful back yard that make Town Hall attractive as a catering and event facility, and it also has a limited number of parking spaces. It also backs directly to an Addison homeowner's back yard, so the Town would have to be very careful with how the facility was re-used.

Addison gets some calls from developers who would like to buy the site and the adjacent site at 5400 Belt Line Road and develop the two sites together as a townhome neighborhood, but the Lake Forest Drive residents are strongly opposed to a townhome development at the front door of their neighborhood, and that solution would result in the removal of the many beautiful trees on both properties.

The Town could simply close the facility and

“moth-ball” it, but it would still have to incur the building and grounds maintenance costs. It could demolish the building and convert the property to park space. There would be an initial cost for the demolition, but after that, the property would be cheaper to maintain and would provide open space for the neighborhood. However, the Lake Forest Drive residents would lose the physical barrier that insulates them from the noise and traffic of Belt Line Road, and they might not want a public park, which would be very visible from Belt Line Road, right at their front door.

At present, the Town is working to put more employees in the Finance Building. It is closing the atrium space on the second floor to provide more floor space upstairs, and it has moved the Economic Development Department (two employees) into the building. The Economic Development Department has recently forged a partnership with Baylor University in Waco to provide office space to graduates of its

The Conference and Theatre Centre might also be re-worked as an asset of the Town. The Theatre is doing well and typically sells out every show, but arts facilities typically cannot pay their own way. The Conference Centre produces a revenue, but the revenue typically does not cover the cost

of operating the facility. The Town might consider either selling the facility or contracting the operation of it to a private entity. The Town would lose some control over how the facility was used, but it would ease the operations burden of keeping the facility open and staffed.

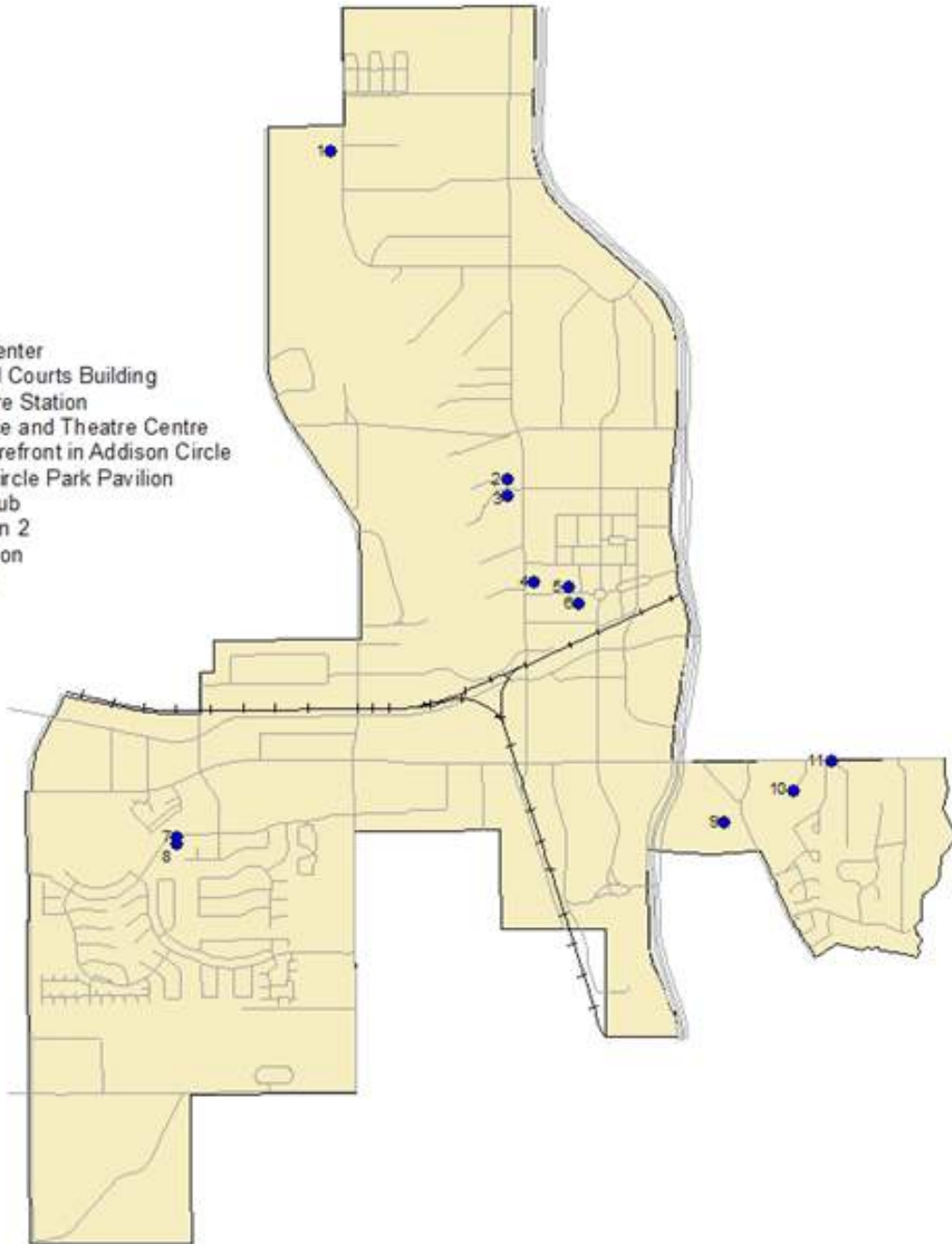
GOAL:

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

OBJECTIVE:

In recognition of the cost and operational benefits derived by housing employees in close proximity to one another, consider selling or leasing Finance building and moving those employees to Town Hall Square. Existing buildings in Town Hall Square could be occupied by city employees, and the out-dated building adjacent to Town Hall (former piano store) could be demolished and replaced with a municipal building. Explore the potential of Town Hall Square as a municipal complex that could include a public green space or Town Square.

- 1 Service Center
- 2 Police and Courts Building
- 3 Central Fire Station
- 4 Conference and Theatre Centre
- 5 Police Storefront in Addison Circle
- 6 Addison Circle Park Pavilion
- 7 Athletic Club
- 8 Fire Station 2
- 9 Visit Addison
- 10 Town Hall
- 11 Finance



Town of Addison Municipal Buildings

0 1,050 2,100 4,200 6,300 8,400 Feet



ADDISON TOWN HALL

5300 Belt Line Road

Constructed in: 1939

Houses:

Mayor

City Manager

City Secretary

Council Chambers



FINANCE BUILDING

5350 Belt Line Road

Constructed in: 1982

Houses:

Finance Department



POLICE AND COURTS BUILDING

4799 Airport Parkway

Constructed in: 1984

Houses:

Police Department

Municipal Court



POLICE STOREFRONT

4943 Addison Circle

Constructed in: 1997

Houses:

No employees on a daily basis, but is used by patrol officers in Addison Circle and serves as Command Center during Special Events.



CENTRAL FIRE STATION

4798 Airport Parkway

Constructed in: 1984

Houses:

Fire Administration

One Fire Company



FIRE STATION II

3950 Beltway Drive

Constructed in: 1982

Houses:

One Fire Company



ADDISON SERVICE CENTER

Constructed in: 1979, expanded in 1987

Houses:

- Building Inspection
- Building and Fleet Services
- Human Resources
- Information Technology
- Parks
- Planning and Zoning
- Public Works
- Special Events



ADDISON ATHLETIC CLUB

3900 Beltway Drive

Constructed in: 1987, ex-panded in 2003 to add out-door pool

Houses:

- Recreation Division
- Of the Parks
- Department



ADDISON CONFERENCE AND THEATRE CENTRE

15650 Addison Road

Constructed in: 1991

Houses:

- Conference Centre
- Management
- Theatre Management



VISIT ADDISON

5100 Belt Line Road, Suite 500

Constructed in: 2011

Houses:

- Visitor Services
- Metrocrest Chamber Of Commerce



**ADDISON CIRCLE PARK
PAVILION**

4970 Addison Circle
Constructed in: 2003

Houses:

No employees on a daily basis, but it is rented to the public and serves as an administrative facility during Special Events.



COMMUNITY FACILITIES - POST OFFICE

The Addison Post Office is located at **4900 Airport Parkway**, and it provides post office boxes, mailing services, and route delivery to most Addison residents and businesses with the address Addison, TX 75001. However, there is a portion of Addison (shown below in pink) that has route delivery provided out of a Dallas post office located at 13770 Noel Trail and addressed as Dallas, TX 75254. The two-city situation is further complicated because the Addison Post Office is located in the Coppell District for mail distribution, while the Dallas Post Office is located within the Dallas District for mail distribution, which makes changing mail delivery for either office more difficult.



The Addison Post Office

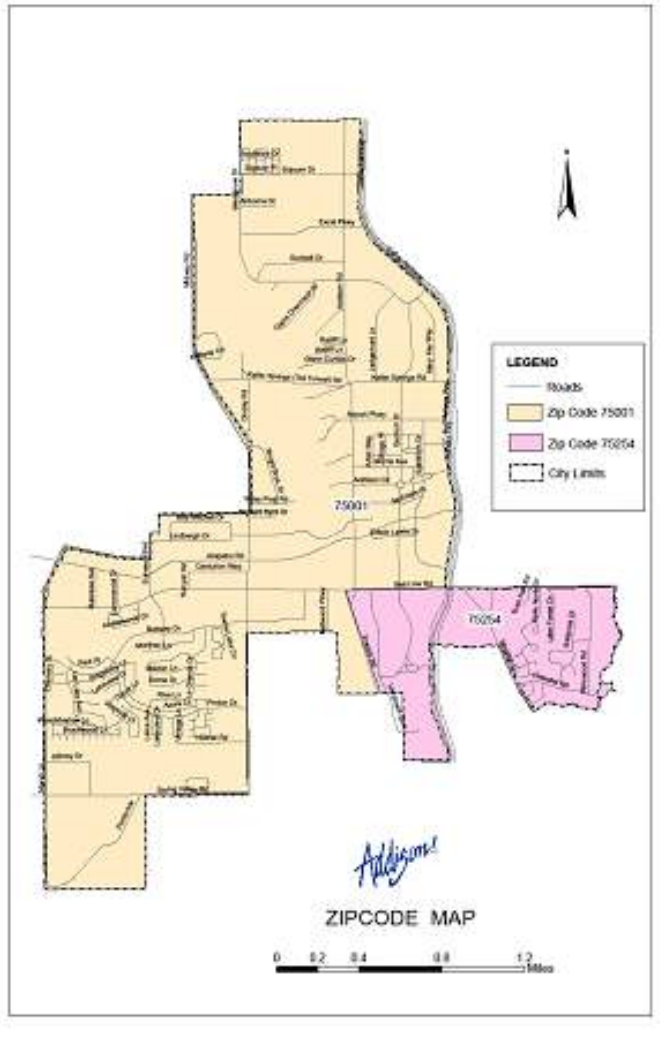
Addison has long struggled to unify the Town under one city name and one zip code. Prior to 2000, the Town had a very small post office with no mail delivery and five different zip codes. When the new post office was constructed, the Postal Service allowed postal customers within the five zip codes to hold separate zip code elections to determine if they wanted to change to Addison, TX 75001, or stay with a Dallas city address and zip code.

Customers in four of the five zip codes voted to change to Addison, TX 75001, but customers in the 75254 zip code voted to stay with the Dallas city name and different zip code.

This two-city, two-zip code situation is a constant problem for the Town. Many businesses in the 75254 zip code do not know they are in Addison, which makes it difficult for the Town to provide services to those businesses. The confusion extends to Dallas County and State offices, which frequently credit sales tax payments to the City of Dallas. Residents in the area struggle constantly with lost mail and must constantly explain that they live in Addison even though their mailing address is Dallas. Addison's own Town Hall has a mailing address of 5300 Belt Line Road, Dallas, TX 75254.

The Town could petition the Postal Service to hold another zip code election, but there are more business customers than residential customers in the 75254 zip code, and many of those businesses prefer the Dallas mailing address because they do business internationally and feel that they benefit from having a more widely-known city address.

The situation may soon be impacted, for better or worse, by the current financial problems of the US Postal Service. Due to the growth of electronic mail and other shipping service such as FedEx and UPS, the US Postal Service is facing a shrinking demand for its services. The Postal Service is closing post offices in many parts of the country, and may close the Noel Trail Post Office in Dallas. The Postal Service has already announced that it will close the Dallas Bulk Mail facility, which distributes mail to the Noel Trail Post Office, while the Coppell



Addison's Two Zip Codes

Bulk Mail facility will remain open. If the Noel Trail Post Office closes, the Postal Service might allow Addison to consolidate its mail delivery service into the Addison Post Office. However, if the Postal Service financial situation worsens, it might close both post offices in our area and distribute mail out of a post office that is much less convenient for our residents and businesses. It is difficult to predict the changes that may come to standard mail service over the next few years.

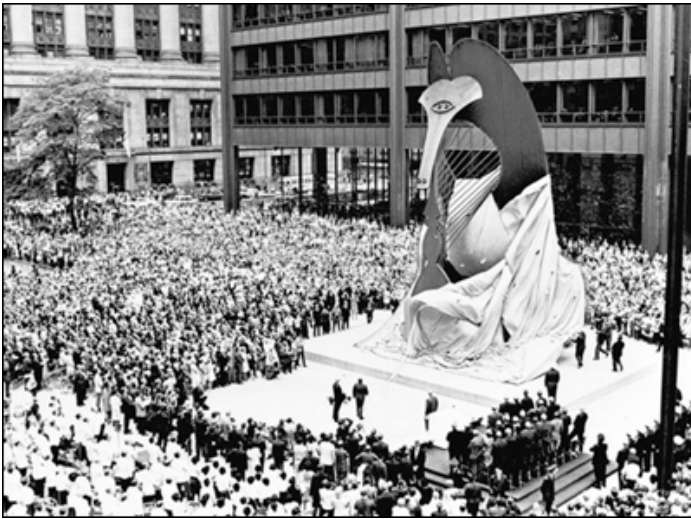
Another on-going challenge Addison has with its postal services is the continued lack of landscaping maintenance for its facility. The Town takes great pride in the landscaping around its own facilities,

and it also requires all private businesses to maintain their landscaping. However, the Postal Service enjoys “sovereign” status which allows it, as a federal agency, to be exempt from all local regulation. The Town was able to persuade the post office to put in landscaping when the building was built, but it has never maintained the landscaping it installed. The lack of maintenance is not new with this facility. The previous Post Office location on Addison Road was maintained by the Town because the Post Office did not maintain its property. The Town does not feel that it is appropriate for the city to maintain the Post Office property with tax dollars, but there might be another solution available through other private sources.

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

COMMUNITY FACILITIES - PUBLIC ART

Public art enhances the public realm, adds culture and interest to public spaces, and builds a “sense of place” for a community. Grand scale public art, such as the untitled sculpture that artist Pablo Picasso gave to the City of Chicago, helps build a city’s reputation as an interesting place and provides a draw for tourists.



The Chicago Picasso at its unveiling

Addison recognizes the value of public art, and has commissioned one art piece (Blueprints at Addison Circle), but it does not have a formal program for bringing public art to the community. Communities throughout the country see the value of public art and use a variety of means to obtain it. The traditional approach relies on wealthy citizens to step forward as “patrons of the arts” and donate significant pieces. Older cities, with prominent, long-time families, have been able to get wonderful pieces of public art given to them. However, in current economic times, cities struggle to fund cultural facilities such as symphony halls and museums. Cities often steer patrons toward donating funds to construct cultural buildings, and

buildings have an extra enticement for donors because they can be named after them. Addison, a young town with a limited number of residents, has not yet had time to grow its own patrons.

Chicago, after its initial foray into contemporary public art, instituted a very successful “One Percent for Art” program wherein it required developers to allocate 1% of a new construction project’s value to public art. Chicago was able to get some wonderful landmark sculptures through the program. However, in Chicago, the construction projects were enormous with very high construction values. One percent of a \$500 million project could deliver a \$5 million piece of art from a major artist such as Alexander Calder or Marc Chagal. In Addison, projects are smaller with smaller budgets. If Addison had a One Percent for Art Program, the contributions would yield smaller-scale pieces by lesser-known artists. Other communities that have instituted a percentage for art have found that they didn’t get major art pieces or landmarks out of the programs, but ended up with a random and scattered assortment of pieces that didn’t make an impact on the total community.

During the 1980s, at the height of Addison’s construction boom, many developers included art pieces in their projects. In 1991 the Town featured public art pieces in its annual calendar. Today, eight of the original 12 pieces have been removed by the property owners. Two of the pieces were given to the Town so the owners could get them hauled off the site for free, and one was even delivered to the Town by property owners who didn’t want it anymore.



Loop the Loop Red, by artist Kati Casida, installed in 1979, was given to the Town by the Spectrum office building owners.

The three pieces shown on this page were given to the Addison Arbor Foundation and are currently being restored for installation on the Redding Trail. Many of the other pieces of public art were turned into scrap metal.

While the Town supports the concept of public art, it does not believe that any piece of art, located anywhere, automatically builds a sense of place. In many instances, art pieces located as mere decorations for office building or projects become “rust-catchers” over time.



Alphabet D by Fletcher C. Benton, installed in 1983, was also given to the Town by the Spectrum owners.

When the Town commissioned Blueprints at Addison Circle, it created a specific spot that called out for a monumental exclamation point, and it sought an artist with a national reputation to deliver it. That effort resulted in an instantly-recognizable piece

that has become the Town’s signature. The Town believes that while private property owners are welcome to include art in their projects, they should not be required to include it. Nor should the Town accumulate money through a percentage or allocation and then try to come up with something to spend it on.

The Town would be better served, and could generate more buzz and excitement about art, by hosting traveling collections and exhibitions in its facilities. The Dallas Arboretum recently hosted a very successful exhibition of the work of glass artist Dale Chihuly. The exhibition brought many people to the Arboretum who had not been there in years. The Arboretum illuminated the pieces for night viewing and stayed open in the evenings throughout the summer, which brought thousands of visitors to the facility during a time that is typically very slow due to the summer heat. Addison has excellent venues for hosting outdoor art events. It also has the Conference Centre and Visit Addison, which have wonderful art gallery spaces. In addition, Addison is blessed with many



This piece by artist Chris Byars, was installed in 1982 and was given to the Town by the Liberty Plaza property owners.

local colleges and Universities, and most of those have art departments that might enjoy the public exposure for their students' work.

Addison could explore an "art trading" program through which it could borrow art pieces from other communities. Museums frequently lend pieces to one another, and cities might benefit from the same sort of sharing that would allow citizens in both cities to see different pieces.

The Town should maximize its ability to host traveling exhibitions as a way to both showcase a variety of public art pieces and bring visitors to the Town. The acquisition of permanent public art should be limited and strategic. The pieces commissioned should be of sufficient size and scale to make a big impact, and should employ the talents of the most prominent artists the Town can employ.



The Addison Arbor Foundation restored Alphabet D and installed it on the Redding Trail. Photo courtesy of Roy Stockard

In addition, while the Town has had three pieces of art donated, others were hauled away and scrapped. The Town has the opportunity to get other pieces donated as the office buildings redevelop, provided that the owners know that is an option. The Town should contact the owners of the art pieces and let them know that a donation is

possible, and if necessary, the Town could contract for the relocation of the art piece.

The Town should also assure that the art pieces it owns are maintained and that records are kept of the artists, the names of the pieces, and the dates of installation.

GOAL

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

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

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

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

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



Blueprints at Addison Circle, as seen from Addison Circle Park

BLUEPRINTS AT ADDISON CIRCLE

In 1992, a group of residents, business leaders and Council Members, led by former Mayor Lynn Spruill, spent nine months developing a strategic vision to lead Addison in to the 21st century. The committee quickly determined that Addison needed a sense of place. The committee could see the metroplex, and Addison's position in it, changing. It had been at the northern end of the Tollway, but as the Tollway was extended to Frisco, the group knew that to keep people coming to Addison, it had to make it a special place, a place that was different from the surrounding suburbs.

The group saw the opportunity to build a special place on 74 acres of raw land adjoining the Conference and Theatre Centre that had the potential to be a new urban downtown for Addison. The Town staff, along with RTKL, a planning and architecture firm, created a vision for

Addison Circle and entered into a public/private partnership with Post Properties. The Town and Post then put together a development team to begin a design and codification process that governed all aspects of the new community. The team consisted of Addison Mayor Rich Beckert, City Manager Ron Whitehead, Director of Development Services Carmen Moran, Columbus Realty Trust's CEO Robert Shaw and Vice President Bryant Nail, and RTKL Associates' VP-Planning John Gosling. During the process, the team decided that to make Addison Circle a memorable place, it needed an exclamation point, a true landmark that could serve as an icon and identifier for the Town. The team located a traffic circle in the center of the development to provide that exclamation point, and then set out to find an artist that could create Addison's first significant piece of public art.

As dirt began to fly on Phase One of Addison Circle,

the group set about the task of selecting an artist to design and build the exclamation point. The Town set a budget for the piece of one million dollars, and with assistance from artist Frances Bagley and the landscape architecture firm of Sasaki Associates, developed a request for qualifications and a list of 41 potential artists from all over the world. 23 artists responded to the request and from those, the team selected three finalists: George Hargreaves, Albert Paley, and the team of Michael Van Valkenburgh and Mel Chin.

Each finalist was asked to develop a vision and model for the team’s consideration. The Town had



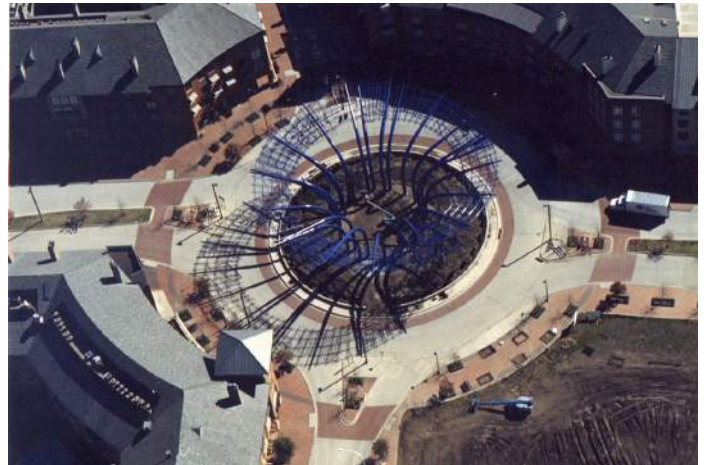
Blueprints at night—a great backdrop

no pre-conceived idea about what kind of piece it wanted, but locating a major art piece in the middle of a traffic circle brought some constraints. The piece had to be something that could be enjoyed from a distance, as the Town did not want to entice people to cross the street to examine it. It

had to be uncluttered on the ground plain because the Town did not want to block visibility for the retailers around the space or for cars navigating the circle. It could not include water because the Town did not want water blowing into the street. Finally, it had to be economical to maintain and as vandal-proof as possible. Ron Whitehead commented, “When we saw Van Valkenburgh and Chin’s model, we knew it was perfect for the space.”

The original design submitted by Chin and Van

Valkenburgh resembled a grove of interlaced metal trees, but as the design soon changed. Chin noted: “When we looked further at the original submission, we realized that it could be anywhere in the world. We wanted to create something more personal, something unique to Addison. Our vision was one of actual blueprints unfurling—a city blooming like a plant. Each petal has its own personality, with a rich trace of history as well.”



Blueprints from above

To create the ultimate design for the “Blueprints at Addison Circle,” Van Valkenburgh and Chin took actual blueprints from Addison’s municipal buildings, parks, bridges, and water pumping facilities to create a piece of public art that truly mirrors its community. The five petals of Blueprints at Addison Circle contain detailed drawings from the blueprints used to build many of the city’s buildings and parks. The elements include a fountain, a sun dial, a bench, a bridge railing; plans of the Addison Conference and Theatre Centre, patent drawings for equipment from the Addison Cotton Gin, the original plat of Addison, a water pump at the Celestial Pump Station, and the spa at the Athletic Club.

The designers were quick to realize that their creation would require the melding of both art

and engineering to come to life. Although they had the artistic capabilities, they enlisted the aid of LeMessurier Consultants to design the structural engineering for the project. LeMessurier Consultants was known throughout the world for its work on such projects as the Sears Tower in Chicago and Citicorp Building in New York.

Once the plans were completed, the search began for a firm that could actually build the sculpture. The Town was required to go through a public bidding process, and all five bids came in over the amount budgeted. After extensive review and re design, the Town Council agreed to increase the budget for the piece to 1.9 million dollars. Westerchil Construction Company was awarded the project in July of 1998. Westerchil proposed to serve as the general contractor for the project while subcontracting the fabrication and erection of the sculpture to Big D Metalworks of Texas. As Westerchil began breaking ground on the foundation of the sculpture, which included mounting 25, 48-inch wide piers at the site, Big D Metalworks began welding.

Since Big D's work primarily consisted of creating monumental staircases, architectural metal objects and security fences, this large scale project was indeed unique, and it imposed many opportunities for creative thinking. Bruce Witter, of Big D noted, "the tight tolerances of plus or minus .03 inches were almost unheard of in this business." "We also had to look carefully at the sequencing of the work, the size of the panels, painting and transportation. It was like making a 150-foot-wide wristwatch." The panels were constructed at three different sites in Dallas while the poles were made in Houston and New Jersey.

After more than 18,000 man-hours of cutting, shaping, and welding almost 410,000 pounds of

steel, the craftsmen began spraying 650 gallons of Sherwin-Williams custom-mixed "Sharpie Blue" paint on the 25 poles and five art panels. After more than a year of work, the team began assembling and erecting the piece on the site in early September of 1999. The assembly operation took almost four months to complete and required two large cranes to place the poles on the site and connect the panels to the poles.

Finally, seven years of hopes, dreams, and plans became a reality. The vision Addison and Post Properties shared for a special landmark came to life. The Town and Post, along with a dedicated team of artists, landscape architects, engineers, and craftsmen created Blueprints at Addison Circle, a piece of public art that celebrates Addison's history and its future. The piece was dedicated on February of 2000 with a grand party that included fireworks shot from the center of the Circle. After 12 years in place, the piece has become the iconic image that instantly identifies Addison as a special place.



Blueprints Dedications party



The Quorum Office Park has a solar equinox marker

SUN-UP-AT-QUORUM

Sun-Up-At-Quorum is Addison's second largest piece of public art. It is located in a landscaped street median in the public right-of-way in South Quorum Drive, in the Quorum Office Park. The sculpture, created by J.V. House, was installed on the site in 1983. The piece goes beyond decorative to actually presenting astute observers with a short science lesson.

According to a plaque on the site, "near midday on March 21 and September 21, when days and nights are of equal duration, the sun's rays pass through the aperture in the sculpture and strike the sphere on the ground below. The sun's angle at these times is $57^{\circ}2'49''$ ", calculated by subtracting the degree of latitude of the site ($32^{\circ}57'11''$ North) from 90° . Due to the uneven elliptical course the earth follows around the sun, as well as the inclination of the earth's axis at 23.5° , the sun is 7 minutes "late" on the spring equinox and 7 minutes "early" on the autumn equinox (daylight saving disallowed for the latter). Furthermore, 27 minutes must always

be added to clock time because this site, located at $96^{\circ}49'12''$ west longitude, is 27 minutes west of the central time zone meridian at 90° . Thus, the actual sun's passage comes; on March 21 at 12:00 + 27=12:27 p.m. On

September 21 at 1:00 + 27=1:27 p.m. To adjust for an 8.5 degree difference in

Dallas between true north and magnetic north, the sculpture has been aligned to true north by a transit sight on the Pole Star."

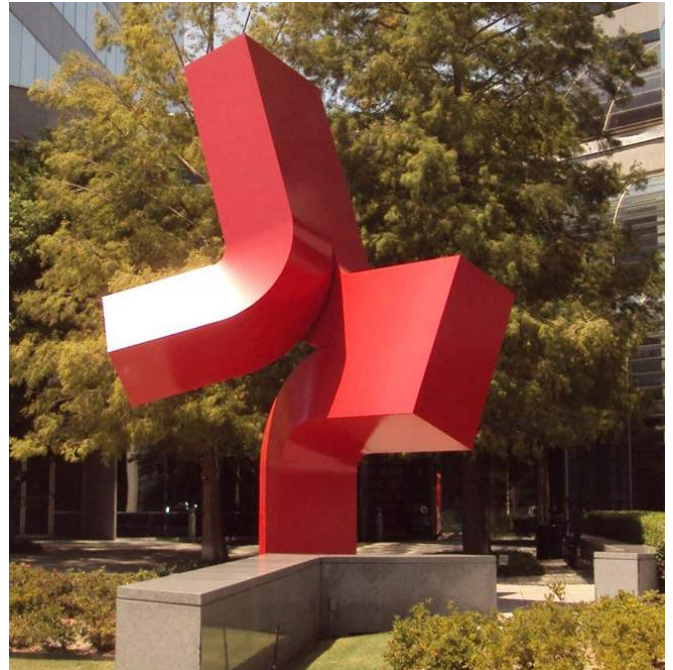
Even though the sculpture is located within a public right-of-way, it was funded and provided by the developers of the Quorum Office Park, and it is maintained by the South Quorum Property Owners Association.



The sun aperture

UPBEAT

The large red sculpture, titled Upbeat, was created by Clement Meadmore and installed with the construction of Building 1 of the 3-building Colonnade office complex, located at 15301 Dallas Parkway. The sculpture was a dark brown when installed in 1982, but was painted red by the property owner around 2000. The sculpture is located on private property and is maintained by the Colonnade property owners.



LARGE GLOBE

The large metal globe on a pedestal is located at the National Teachers' Credit Union building at 4949 Keller Springs Road. The staff could not find anyone on the property who knew an official name for the piece, or who created it. The piece was installed on the site in 1998 and is maintained by the National Teachers' Credit Union property owner.

UNTITLED

The brushed metal sculpture, untitled and with an unknown artist, is located in a landscaped island at the entrance of The Princeton office building at 14651 Dallas Parkway. The staff could not find any information about the piece, but it seems to have been installed when the building was constructed in 1979. The piece is located on private property and is maintained by the Princeton office building property owner.



DART ART

DART (Dallas Area Rapid Transit) made a commitment early on to promote public art in its transit centers, and it allocated a portion of the construction budget for each center to public art that would celebrate the locale of each center. DART opened the Addison Transit Center in 1999, and for it, DART chose Dallas artist Philip Lamb to celebrate Addison's history. Mr. Lamb took historic photographs of Addison and its citizens and superimposed them on photos he took inside of the Addison cotton gin. The panels provide an interesting and unique way to view Addison's history. In addition, another local artist constructed two tubular steel arched walkways over the sidewalk that leads from the Transit Center to Quorum Drive. DART owns and maintains the two public arts pieces at the Transit Center.

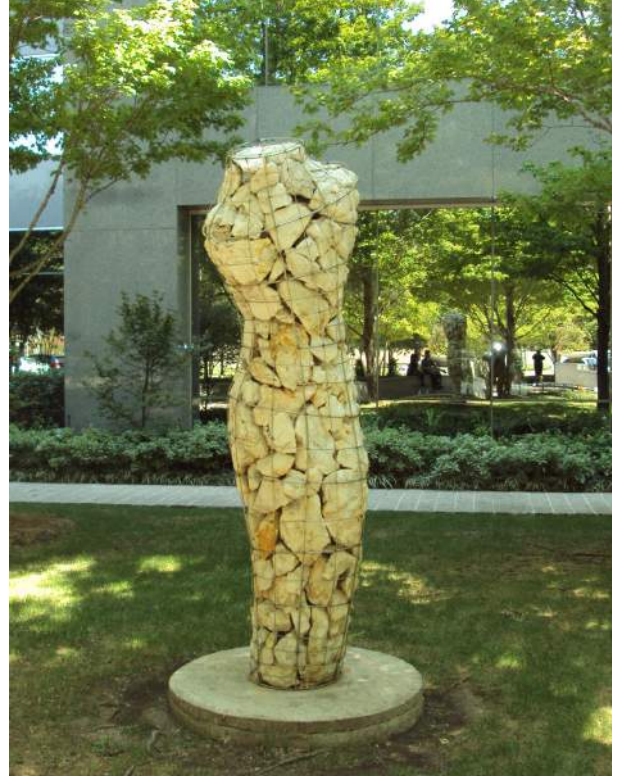


Arched Gateway into the Transit Center



STONE FIGURE

The wire cage takes on a human shape and contains large stones. It resembles a human figure, but was not titled by the artist. The piece, created by artist Frances Bagley, is located on the north side of the Colonnade Office complex at 15305 Dallas Parkway, and was installed in 1998. Frances Bagley worked with the Town on the selection of the artists for Blueprints at Addison Circle.



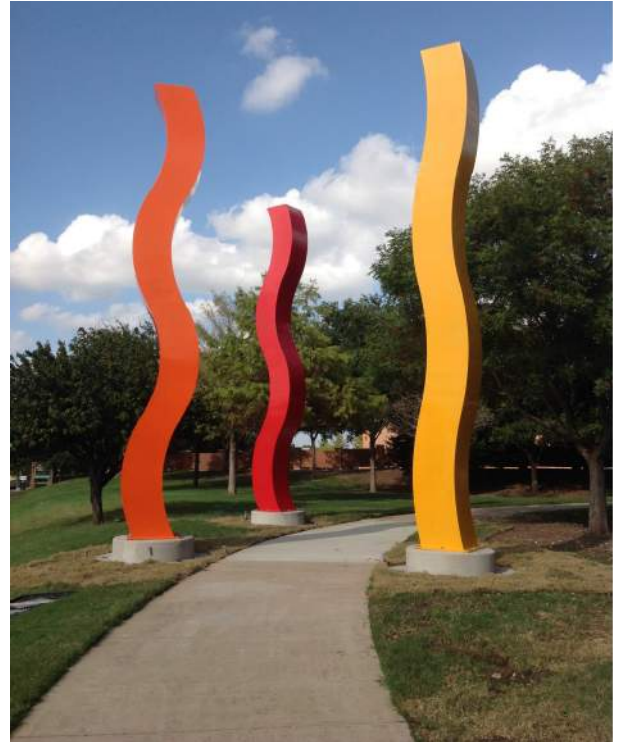
UNTITLED

This brushed steel piece is located on the south side of the office building at 5050 Quorum. It was installed by the original devel-opers of the Quorum office park, and was in-stalled about the same time as Sun-up at Quorum. However, the artist and title of the piece are unknown.



LIGHT AND ENERGY

This three-part piece was created by Chris Byers and was installed in 1982 at the Liberty Plaza office building at 5055 Keller Springs Road. The three spires were painted blue, white, and gray, and eventually removed and offered free to the Town. They were stored for several year by the Town, and restored in 2013 by the Addison Arbor Foundation at a cost of \$9,000.00. The piece was then relocated to the Redding Trail at the northeast corner of Marsh Lane and Beltway Drive.



PLACE ONE CUT ONE

This painted metal sculpture was donated to the Town by artist Nic Noblique in 2013. The piece was installed by the Addison Arbor Foundation on the Redding Trail where the trail intersects with Proton Drive.



COMMUNITY FACILITIES - SCHOOLS

PUBLIC SCHOOLS

Addison is served by two districts: The Dallas Independent School District and the Carrollton-Farmers Branch Independent School District. The map below illustrates which portions of the Town are served by the two districts. As the map illustrates, the bulk of Addison is in the DISD, with only the area south of Spring Valley Road being served by the Carrollton-Farmers Branch District.



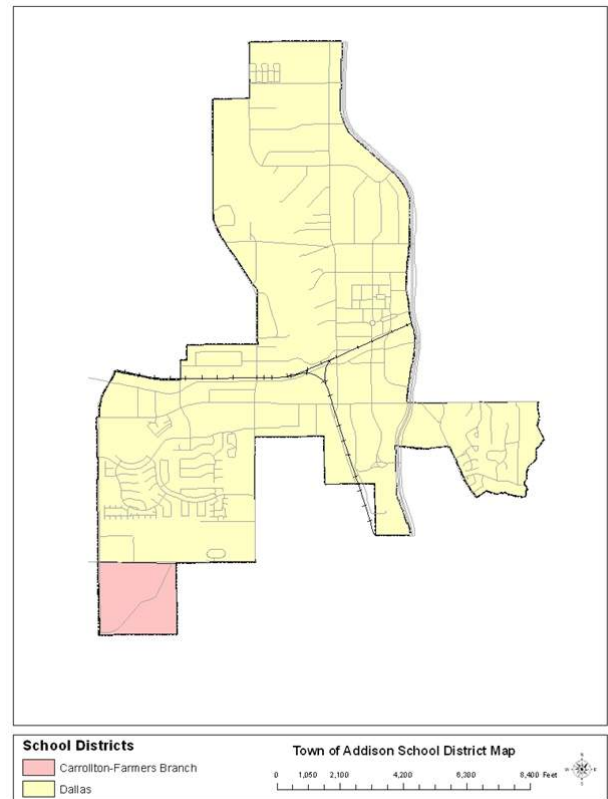
George H. W. Bush Elementary School

Even though Addison has been in the DISD since 1954, it has not had a DISD school within its boundaries since the original Addison School was closed in 1964. For many years, Addison’s elementary school students were bussed to schools south of LBJ Freeway. In 2000, the Anne Frank Elementary School was constructed at the corner of Verde Valley and Montfort Drive, but not all Addison children were assigned to that school.

In 2008, the Town worked with the DISD on the construction of the George H.W. Bush Elementary School on the Loos Field Property at 3939 Spring Valley Road. The Town partnered with DISD to provide the playground equipment, open play fields, and a jogging trail. The Bush Elementary

School provides an in-town facility for elementary school children, and students then go to middle school and high school south of LBJ Freeway.

The Town was able to work with DISD to incorporate “sustainable” design elements and develop easy access to Addison’s Redding Trail. The Trail connection allows students a “greener” learning environment while providing them the option of walking or riding bikes to school. The Town has also had an impact on the curriculum at the DISD and has established a good working relationship with the school’s Principal. The Town believes that community support is essential for the school, and it endeavors to provide additional support to the school through additional funding and volunteers to work with the children.



PRIVATE SCHOOLS

Addison is also home to two of the largest private schools in the area.



Greenhill School campus

The Greenhill School opened in 1959, on an 83-acre turkey farm site at 4141 Spring Valley Road. The original farmhouse and windmill were moved to their current home adjacent to Spring Valley Road and remain part of the campus in a preserved meadow. The Greenhill School is a co-educational college-preparatory school, which embraces diversity, encourages social responsibility and develops the academic, artistic, and athletic abilities of students from pre-kindergarten through twelfth grade.

Trinity Christian Academy first opened its doors in 1970, first renting classroom and meeting space at the Grace Bible Church. In 1974, the school purchased land in Addison at 17001 Addison Road. The school moved all its classes to the new campus in December 1976. The \$1.6 million Tom Landry Stadium and athletic complex was completed in 1986 followed by a major addition to the Lower School Building in 1987. In 1990, TCA was given 26 acres, valued at 2.5 million dollars, in the Stonebriar development in Plano. Three years later, the school traded the Stonebriar acreage for land adjacent to the existing campus in Addison, which paved the way for construction of an administrative wing in 1994 and the Upper School and baseball

stadium in 1996. Shortly after these additions to the campus, enrollment climbed to fourteen hundred students. In 1997, TCA raised 8 million dollars to build a new lower school, gym, and cafeteria. For a time, the Town of Addison partnered with TCA for a shared use agreement of the school's recreation facilities. In exchange for maintenance performed by the town, Addison residents were allowed to use the track, gymnasium, and other recreational equipment. However, the Town found over time that it did not have enough users in the north part of the Town to support the facility, and did not renew the agreement.



Trinity Christian Academy

As discussed in the Residential section, Addison's split-school situation, and location in the DISD, has been a hindrance to single-family residential development. However, the Town does provide both public and private schools within the Town. As the Town ages, it would like to provide education beyond K-12 education by possibly securing a satellite campus for one of the local colleges such as Brookhaven College, the University of North Texas or Southern Methodist University.

GOAL:

Continue to support the George H.W. Bush Elementary School by encouraging community participation and volunteer efforts at the school. Explore options for hosting classes from a local university within the Town. Also support private

schools and day care centers. Explore options for hosting classes from a local university within the Town, and for hosting extended training for businesses.

**PUBLIC SERVICES
AND UTILITIES**



THEN

The original Addison Airport housed offices for the Airport as well as a cafe, one of Addison's first restaurants.



NOW

Addison Airport hosted more than 400 private jets during the 2011 Super Bowl, held at Cowboy Stadium in Arlington.



PUBLIC SERVICES AND UTILITIES

Addison, like most smaller suburbs in Dallas County, is able to contract with third-party organizations to provide many utilities. It is able to get electricity, natural gas, water and wastewater through larger, regional providers. It gets its electricity from ONCOR, and its natural gas from ATMOS Energy. Fortunately, there are sufficient electric and natural gas resources to allow Addison to maximize its potential for development.



Celestial Road Pump Station

Addison buys treated water from the City of Dallas. Addison provides water distribution and wastewater collection, but does not have its own water and wastewater treatment systems. The Town buys water from the Dallas Water Utilities, and contracts with Dallas Water Utilities and the Trinity River Authority to treat wastewater.



Pumps in the Celestial Road Pump Station

Addison funds its water and wastewater operations through a Utility Fund, which is a separate enterprise fund within the Town's budget. Addison runs its water and wastewater utilities like a private business, in that revenues from water and wastewater fees support the operation of the Utility. The Utility Fund revenues fund salaries and equipment for water and wastewater personnel as well as necessary renovations and expansions to the systems. Unlike many cities, the Town does not appropriate Utility Fund money to subsidize other municipal operations, which has allowed the fund to maintain the capacity to fund major capital projects. Addison has been willing to issue revenue bonds from the fund in order to commit to a capital improvement program to meet its water and sewer infrastructure needs. The Town currently has the water and wastewater capacity to grow to an estimated population of 20,581 people and 1,525.8 acres of commercial growth. It also has a plan in place, should it be needed, to increase its water distribution capacity to handle a build-out population of 29,004 with 1,605.2 acres of commercial growth.

WATER

Addison's residents and businesses use, on average, 5 million gallons of water per day from Dallas Water Utilities (DWU). That average consumption assumes use of 170 gallons per resident per day, and commercial demand of 3,000 gallons of water per acre per day. The 5 million gallons per day is an average, but water use varies by day, by time, and by weather. The Town has to be prepared for a maximum day, which is estimated to reach 15.33 million gallons per day. In addition, water use by consumers is not distributed evenly through the

day. The Town also has to be prepared to deliver reliable water, with sufficient pressure, during the peak time, and still be able to supply water to fire hydrants in the event of a fire. The peak hour, typically in the early mornings and evenings, can reach a consumption rate of 1.27 million gallons per hour.



Addison Circle Elevated Tank

The Town currently has contract with Dallas Water Utilities that allows it to receive a “rate of flow” of up to 11 million gallons of treated water per day. The rate-of-flow rate is important because it sets the maximum rate at which the Town can receive water, and it determines a large portion of the bill from DWU. At 11 million gallons per day, the Town receives water from DWU at a rate of 7,638 gallons per minute. If the Town needs to receive water at a rate higher than 11 million gallons per day, it has to increase the rate of flow, and then the Town has to pay for that same capacity every day for the next five years, even if it only needed the faster rate of flow for one day. Therefore, the Town works very carefully to make sure it can store

enough water to meet maximum day and peak hour demands within its own system. The Town’s water distribution is regulated by the Texas Commission on Environmental Quality (TCEQ), which requires the Town to maintain a water storage capacity of 200 gallons of stored water per water connection.

Of the 11.0 million gallons per day the Town purchases, 9.8 million are received at a 6-million gallon underground reservoir at the Celestial Road Pump Station. The remaining 1.2 million gallons of capacity per day go to an above-ground storage tank on Surveyor Road. Water is then pumped into the 1-million gallon elevated storage tank at Addison Circle. The Water Tower, with its bright blue Addison logo, is an icon in the neighborhood and inspired the name of the Town’s professional theatre company



The new Elevated Tank at Surveyor Blvd.

In 2007, Addison undertook a Water Distribution Study to evaluate the Town’s current and future abilities to provide water to a growing population. The study surmised that the Town’s elevated storage capacity was on the verge of falling short of TCEQ’s



Surveyor Above-Ground pump station at Surveyor and Arapaho

requirement of 100 gallons of elevated storage capacity per connection. The study concluded that the Town needed additional capacity for distribution efficiency and to pressure requirements in the event of a fire or other emergency. The study recommended the Town construct a new 1.5 million gallon elevated storage tank in the southwest section of the Town.

The Town identified a site that met its requirements at the southeast corner of Arapaho Road and Surveyor Boulevard. Addison has recently completed construction on the new 1.5 million gallon elevated storage tank. The innovative design of the Tower provides eight (8) 8-foot tall wind turbines on top of the tower bowl that will generate energy to help power the site. There is a learning center in the base of the tower that provides interactive programming on water conservation, energy production and other sustainability topics. There is also a demonstration garden on the grounds outside the elevated storage tank that showcases drought-tolerant and native plants to educate visitors on water conservation.

SANITARY SEWER

Addison citizens pump an estimated 2.6 million gallons per day of wastewater through 2,458 sanitary sewer connections. Addison residents pay for wastewater transport just like they pay for water,

except customers only pay wastewater charges on up to 8,000 gallons per month. This allows Addison residents to irrigate their landscaping without having to pay sanitary sewer charges on water that does not go into the sanitary sewer system.

Addison is fortunate in that it does not have to provide a wastewater treatment plant within the Town's limited boundaries. The Town is split into two sanitary sewer basins, and the split line runs approximately along the edge of the Addison Airport runway. All wastewater east of the runway flows to the City of Dallas for treatment, and all wastewater west of the runway flows to the Trinity River Authority. Addison has sufficient capacity within the two systems to expand, but that has not always been the case. In 1991, the Town did not have capacity west of the runway. It was paying the City of Farmers Branch to treat the wastewater in the west, and Farmers Branch did not have capacity to allow Addison to continue to develop. The two cities created the North Dallas Water Supply Corporation, and jointly built an 60-inch diameter tunnel underneath Addison and Farmers Branch to the Trinity River Authority. This investment of \$13 million was financed through revenue bonds sold from the Utility Fund. The commitment to add sanitary sewer capacity on the west side of Town allowed the development of the Les Lacs single-family neighborhoods, and is now providing capacity for the redevelopment of the former Brookhaven Club Drive neighborhood.



Kellway Circle Sanitary Sewer Lift Station

While Addison has adequate sanitary sewer capacity in the two large systems, it has some localized constraints within the sub-basins. The area around Addison Circle has sanitary sewer pipes in the ground that were sized for an Industrial land use. However, much of the land in Addison Circle has been re-zoned for high-density, multi-family use. Multi-family uses a lot more water than Industrial, so in some areas, there is not sufficient capacity in the pipes to get wastewater to the Dallas system. The Town is currently in the process of a city-wide sanitary sewer study to determine where it needs to make improvements and expansions to the system. The Town will then schedule the improvements, and coordinate them with possible bond sales out of the Utility Fund.

STORM WATER

The Town also operates and maintains a storm sewer system. The Town has over 50 miles of underground pipe and 2000 above-ground structures that transport untreated stormwater run-off from developed property to water bodies downstream. The Texas Commission on Environment Quality requires the Town to obtain a separate stormwater permit in order to maintain the water quality of storm water run-off. In addition to these regulatory requirements, there are also several capital improvements that need to be addressed in the stormwater system. To fund those improvements, as well as the operations and maintenance expenses associated with the system, the Town is establishing a stormwater utility and charging customers for stormwater (drainage) service. These additional funds will help cover the costs the Town already incurs for personnel and equipment to manage storm water runoff, as well as fund improvements and expansions to the system.

GOAL:

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

OBJECTIVES:

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

METHOD FOR EVALUATING THE TOWN



THEN

The Addison Police and Courts Building in 1983 with its famous Volvo patrol cars.



NOW

The Addison Police and Courts Building in 2013.



METHODOLOGY FOR EVALUATING THE TOWN

In April of 2012, the Mayor charged the Planning and Zoning Commission with studying, analyzing, revising where appropriate, and reporting/delivering back to the Council an updated and current version of Addison's Comprehensive Land Use Plan. Last published in 1991 and only updated occasionally since then, the Plan as it is now structured is out of date to the point of being not useful for most purposes. It does provide a useful benchmark, however, for the Commission to add historical perspective to its discussions.

The Commission reviewed the 1991 plan, touring the Town, reviewing Comprehensive Plans produced by other municipalities, and journeying to other cities to see, first hand, excellent mixed use development examples. Afterward, the P&Z began structuring its task and deciding upon the method to be used to draw conclusions about how Addison could improve the "Highest and Best" use of its resources.

After much discussion, the Commission developed a methodology which looked at the Town in three ways. It examined other successful communities—communities that thrive through all economic cycles and are consistently places where businesses thrive and people desire to live and shop. It determined that successful communities shared many of the same traits or characteristics. The Commission summarized those traits, and labeled them the **Attributes of Success**. It then determined that those attributes should be measured for all **Categories of Land Use** across the Town's entire **Geography**.

ATTRIBUTES OF SUCCESS - A set of attributes agreed upon and prioritized by the Commission

as a whole. The attributes identify and define the factors the Commission measured when evaluating a land use within the Town. The Commission believes that every use, regardless of its age, location, or place in the Town's hierarchy of land uses, should have the following traits in order to be a successful and productive use of land:

COMPETITIVE—The Town's businesses, neighborhoods, and facilities are viable in the marketplace. They compete effectively against similar land uses in other metroplex cities. Addison is known as a Town that "does things right," and it enjoys a good image in the metroplex for being efficiently-managed, fiscally-responsible, and visionary. The Town's private sector benefits from the Town's marketing, and businesses should manage and market their operations in a way that supports the Town's brand and good reputation.

SAFE—All sites are designed and improved with an eye toward providing a safe environment. Building and fire codes are adhered to during construction and on an on-going basis. Sites are provided with adequate lighting, and landscaping that is designed to maximize visual accessibility by those both within and around the site.

FUNCTIONAL—Land uses are supported by adequate utilities such as water, sewer, and technology infrastructure. Functional facilities, such as parking lots and drives, are attractively landscaped, in good repair and have adequate capacity to move traffic. Street signs

make it easy to get around and allow people to know when they are in the Town, and how they get from one place to another.

VISUALLY APPEALING—Any site, along with all buildings on it, is attractive, well-maintained and clean, with good quality architecture and construction on new structures, and older structures preserved, remodeled or refurbished. All sites are as free as possible of unattractive overhead utility lines, and have landscaping that is appropriate for the location and use. Signage is tasteful, scaled to match the building, and used for identification of a business, not advertising. In addition, aesthetically pleasing signs identify Addison when entering or leaving the Town.

SUPPORTED WITH AMENITIES—Land uses and facilities in Addison enjoy a close proximity to services and amenities such as retail stores, restaurants, recreational amenities, and entertainment. Sporting events and the cultural arts, such as museums and theatre, are available either in Addison or close by.

ENVIRONMENTALLY RESPONSIBLE — New buildings and sites are designed with energy conservation in mind. LEED and other “green” standards are not required by the Town, but developers are encouraged to think carefully about their use of resources both in the construction and on-going operation of buildings. Existing buildings do all they can to conserve water and energy. All sites utilize native and/or drought-tolerant plants in the landscaping, and effective and well-monitored irrigation systems are provided on all sites.

WALKABLE—All land uses and facilities should

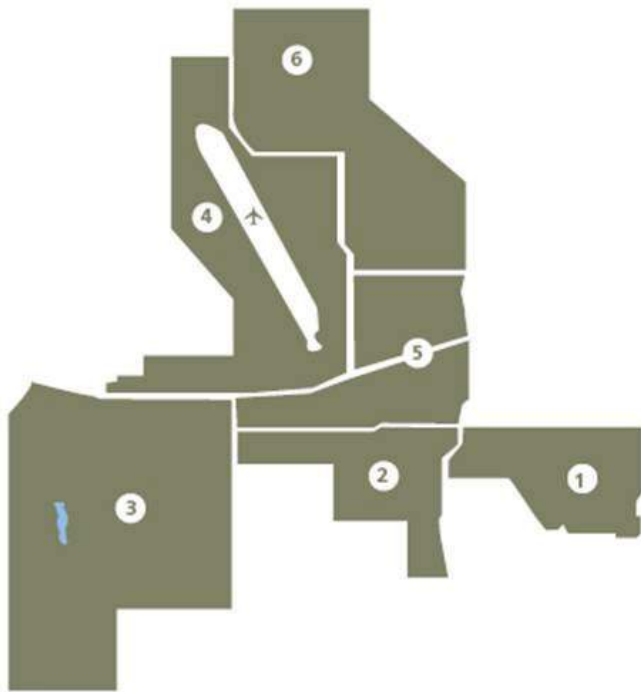
provide users the ability to walk from one use to another, and to navigate neighborhoods on foot or on a bicycle. Residential and Commercial uses provide the ability to walk between businesses. Trails and parks allow citizens to walk or ride a bicycle from one place to another throughout the entire town, and commercial facilities provide the ability for their employees to walk at lunch, and walk or bicycle to and from work.

CATEGORIES OF USE – Each square foot of land in Addison, from the smallest parcel to the airport, is used in a variety of ways—from single-family residential to corporate office. The Town itself is a large landowner, and it uses its land in a variety of ways in order to provide parks and facilities for its citizens. The Land Use Categories used in the Comprehensive Plan are:

- Single-Family Residential
- Multi-Family Residential
- Retail
- Office/Commercial
- Industrial
- Airport
- Mixed Use
- Parks, Trails, and Open Space
- Community Facilities
- Schools and Education
- Arts and Cultural Facilities
- Transportation Network
- Utilities

As land is a finite resource in Addison, it is important to consider and evaluate the Town’s current and projected use of each of its land resources while asking the question “Is this the best...?”

Addison Planning Sectors

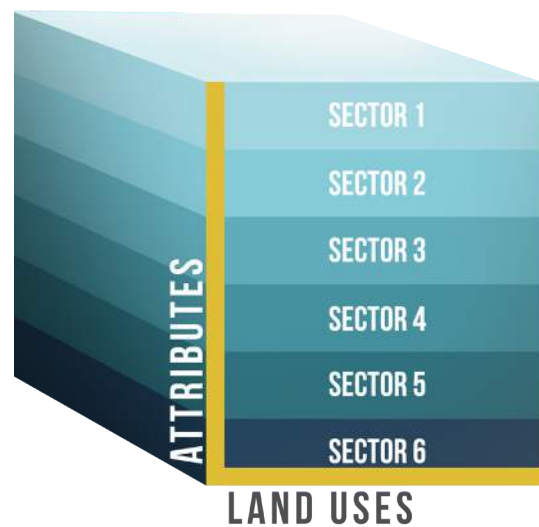


GEOGRAPHY – While Addison is only 4.35 square miles in area, it is a considerable task to evaluate each parcel individually. The current Town budget divides the Town into six geographic sectors. Each Sector has its own unique identity and distinguishing characteristics. The Commission utilized the Sector delineations in order to make the assessment of every parcel in Town a more manageable task. The assessments will be kept manageable by using a simple green, yellow, red color coding. Green will delineate successful parcels, yellow will indicate parcels that are beginning to be less successful, and Red will indicate parcels that are not performing at a level that is positive for that particular tract and an asset to the community.

The three categories used for evaluating the Town’s land uses can be illustrated in a 3-dimensional matrix which depicts the interrelationship among the Attributes, the Categories of Land Use, and the

six Sectors of the Town’s geography.

A key role of the Plan is to present a comprehensive town-wide analysis and framework to guide the coordination of many separate incremental development decisions. Once adopted by the Town Council, the Plan becomes an official policy of the Town and many day-to-day actions of the Town’s elected and appointed officials can be guided by the policies of the Comprehensive Plan. It can help guide management decisions made across all departments, and can serve as a basis for the Town’s capital improvements program.



LAND USE ANALYSIS BY SECTOR



THEN

1954
Addison School

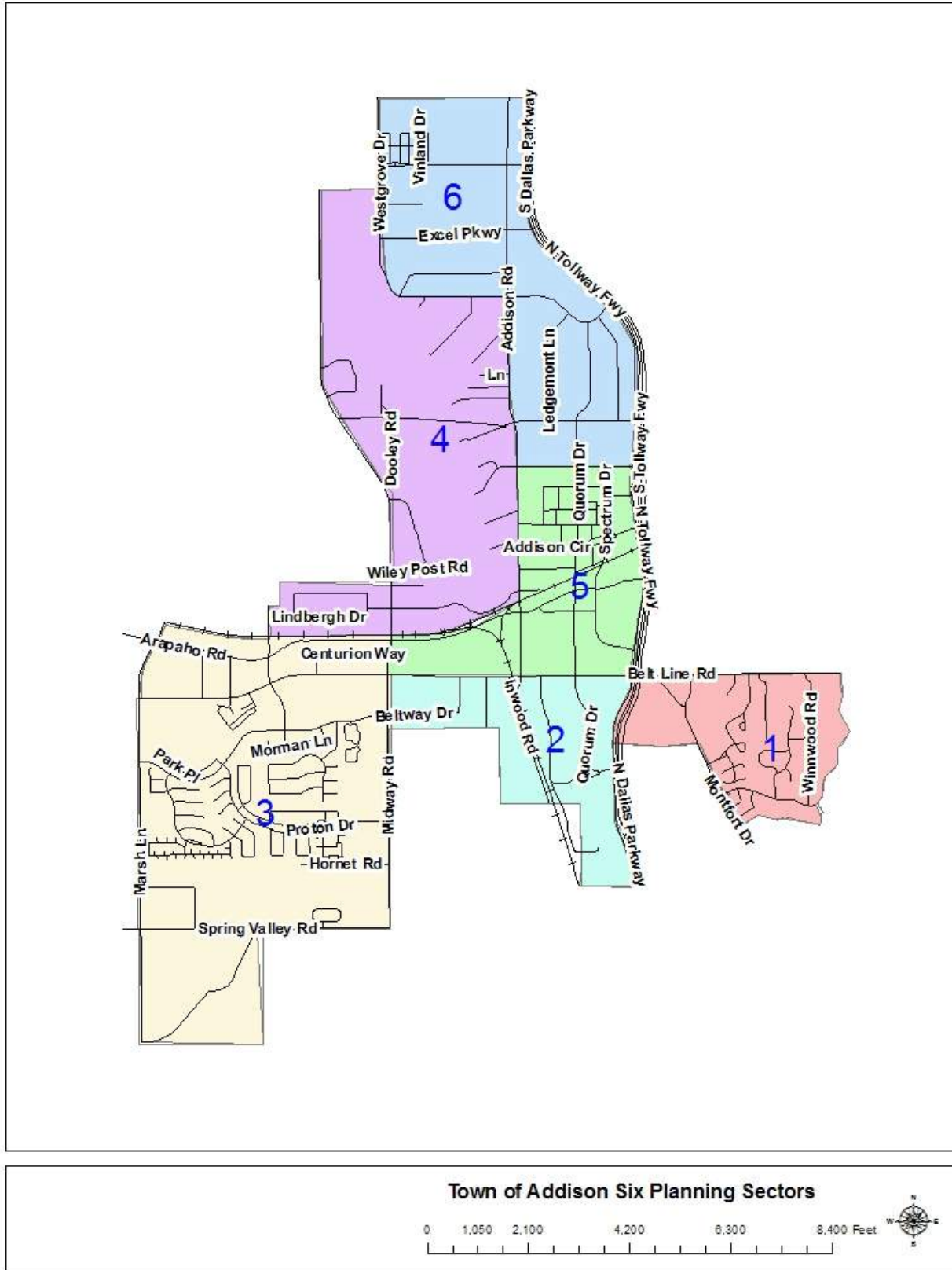


NOW

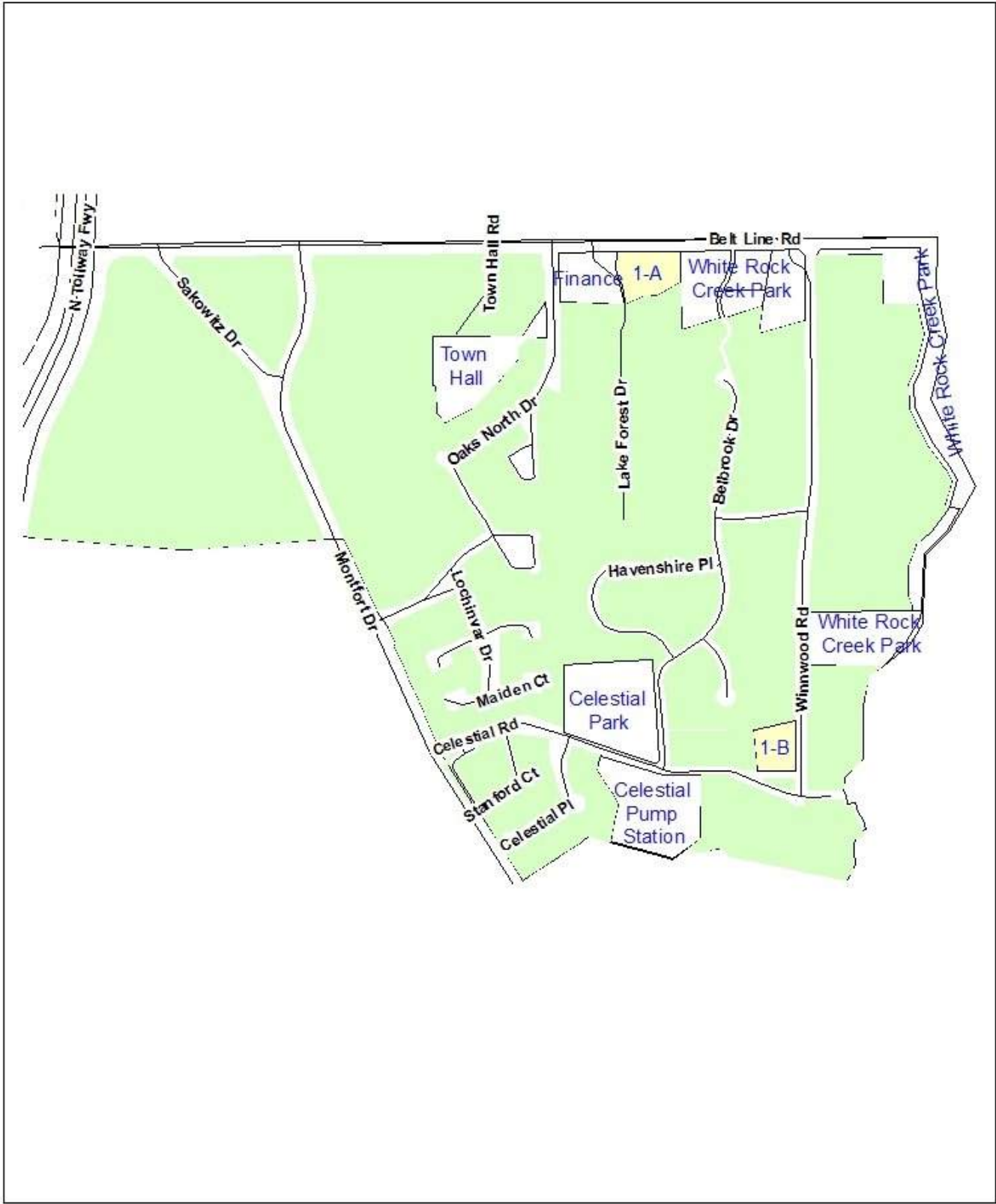
2013
George H. W. Bush
Elementary School



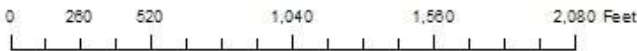
LAND USE ANALYSIS BY SECTOR - SIX PLANNING SECTORS MAP



SECTOR 1



Town of Addison Sector 1





Acreage: 1.518 acres
Zoning: R-1, Single-Family Residential
Owner: Hazel R. Hodge, Milton Morris

Discussion:

This property contains a 4,179 square foot home constructed in 1964. The property is zoned R-1, Single-Family Residential, as is the property south of it on Lake Forest. The parcel has been for sale for several years. However, it fronts directly onto Belt Line Road, which makes it undesirable for a single-family home. In addition, it backs up to the Lake Forest neighborhood, which makes it difficult to use as a commercial tract. The Town would consider a rezoning for a low-density garden office building, of a size and scale similar to the Finance Building, which is directly west of this tract. However, no office users have shown an interest in the property. While this is a beautiful piece of property, its future is uncertain given the nature of the zoning and the location.

ATTRIBUTES OF SUCCESS MATRIX

5400 BELT LINE ROAD

1-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	This tract contains a single family home that is currently allowed in the R-1 zoning for the property. The owner would like to sell the site, but it is not competitive as currently zoned. The site constraints make it a difficult piece of land to develop with a use that is acceptable to both the owner and the Town.	
Safe	The site is currently posted for no-trespassing by the property owner. The site is safe and is located in a safe neighborhood.	
Functional	The site is functional for a single-family home, but not particularly desirable for the use with which it is currently zoned.	
Visually Appealing	The site is one of the most attractive pieces of property in Addison, with a creek and many large specimen trees.	
Supported with Amenities	The property is located in one of the most desirable neighborhoods in Addison, and is close to many community amenities.	
Environmentally Responsible	The site is environmentally responsible at present, but a commercial development on the property would likely take out many of the mature trees on the site.	
Walkable	The site is in a good location for walkability, and has potential for a trail connection between the Finance Department and the White Rock Creek Park. However, it is not walkable at present.	
Overall Assessment	The development of this tract needs to be handled carefully in order to protect the property owner's right to develop his land while not impacting the Lake Forest neighborhood. A trail connection through the tract should be part of any conversations with Town has with potential developers.	



Acreage: 1.04 acres
Zoning: PD 091-038
Owner: White Rock Independent Community Chapel

Discussion:

This property contains the White Rock Community Chapel and the Moody-Sowell Meeting House. The current Chapel was constructed in 1950, and the Meeting House in 2008. While the church building itself is not historic, the site has some historical significance because an African-American congregation has been meeting on this site for more than 100 years, and there is a historic marker on the site. Over the past few years, the congregation of the Chapel has dwindled down to around 30 members. If the church was to close, it is not likely that another congregation would take over the small church because it is in a remote location and does not provide the area for growth that most churches want for a permanent site. The church property is zoned Planned Development. The church was an allowed use in the R-16 zoning that was on the property, and is a legally non-conforming use in the current PD zoning.

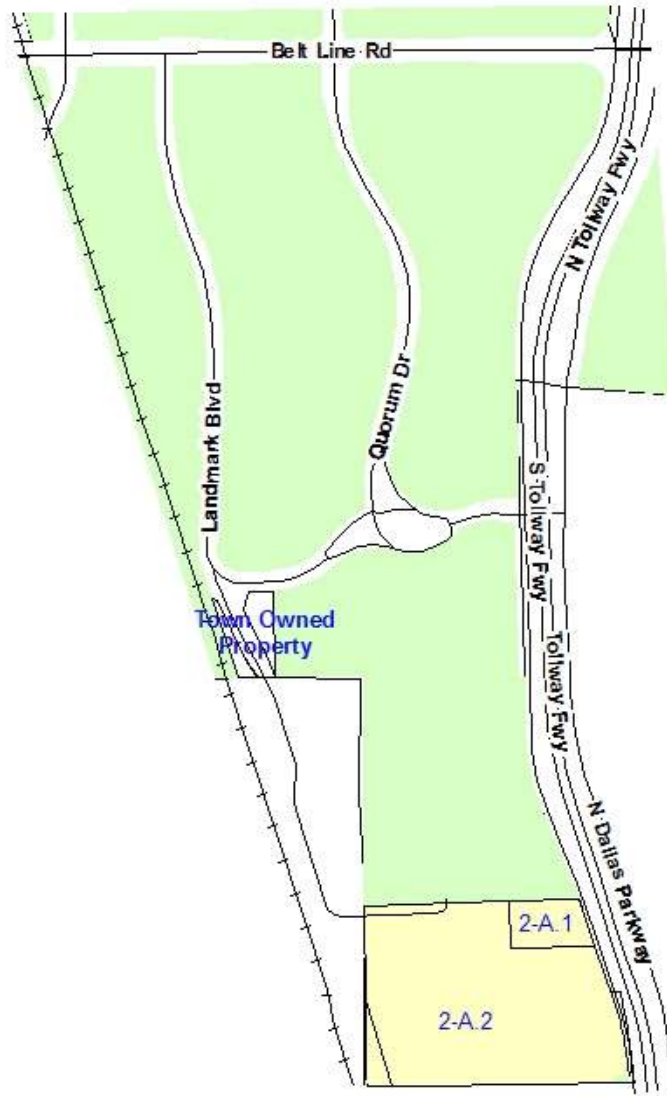
ATTRIBUTES OF SUCCESS MATRIX

5555 CELESTIAL ROAD

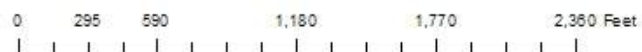
1-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	This site is legally non-conforming because a church was an allowed use in the previous zoning district, but is not an allowed use in the current PD zoning district. The church congregation has dwindled, and if the church was to close, it is not likely another congregation would take the site due to size and location.	
Safe	The site is safe and is located in a safe neighborhood.	
Functional	The site is functional for the current church, but does not lend itself to expansion or conversion to another religious facility. The remote location and small size of the tract do not lend themselves to a church hoping to grow its congregation.	
Visually Appealing	The site is in one of the most attractive neighborhoods in Addison and might provide a good site for a home at a future date.	
Supported with Amenities	The property is located in one of the most desirable neighborhoods in Addison, and is close to many community amenities.	
Environmentally Responsible	The site is environmentally responsible at present. If it was to redevelop, it is likely the future developer would work to save the few large trees that are on the site, and would likely add additional trees.	
Walkable	The site is walkable, and is in a good location for connections to both Celestial Park and the White Rock Creek Trail Park.	
Overall Assessment	The future of this site is uncertain because its current user is a dwindling religious congregation. The zoning allows for a single family home to be built on the site in the event the church is disbanded. However the Town should take some measures to insure that the historic significance of the site is not lost.	

SECTOR 2



Town of Addison Sector 2 East





Acreage, Parcel 2-A.1: 1.49 acres
Zoning, Parcel 2-A.1: Industrial-1
Owner, Parcel 2-A.1: Mody Group, Ltd.

Acreage, Parcel 2-A.2: 16.23 acres
Zoning, Parcel 2-A.1: Industrial-1
Owner, Parcel 2-A.1: Ewing Enterprises Limited PS

Discussion:

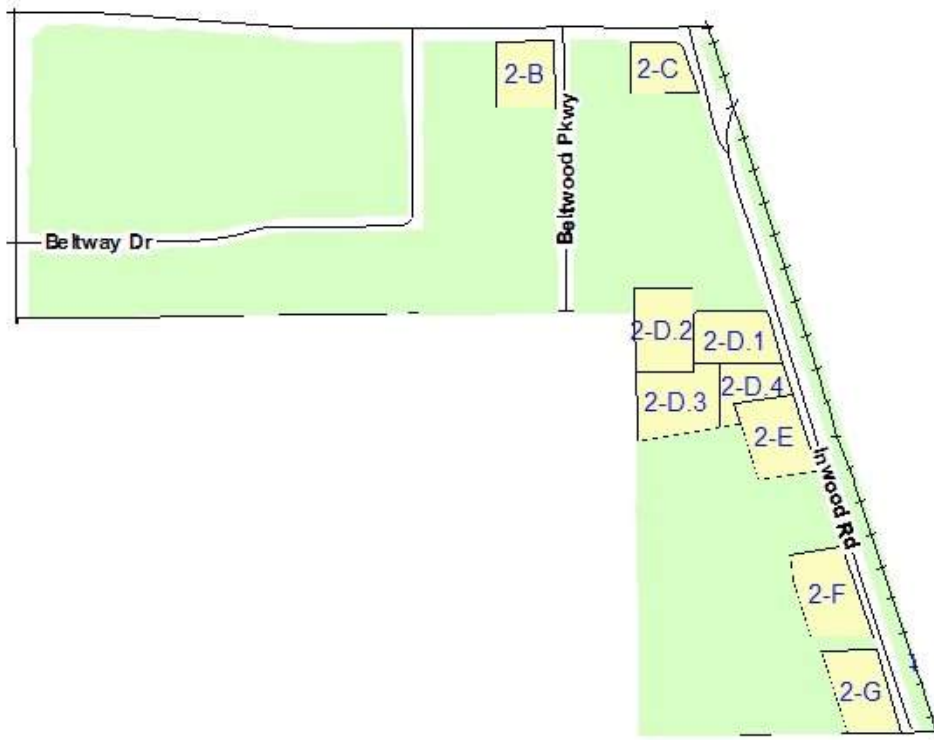
This is Addison's largest undeveloped parcel abutting the Tollway. It was formerly the site of the Ewing automobile dealerships, and still carries the Industrial-1 zoning it carried when it held the dealerships. A portion of the tract (Parcel 2-B.1), was sold to the owners of the Modia Home Theater stores, who planned to locate a home theater store on the site. The site was hampered by poor access, but the Landmark Extension gave it access on the west side of the property. The site is located within the noise contours for the Addison Airport.

ATTRIBUTES OF SUCCESS MATRIX

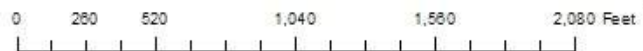
14345 DALLAS PARKWAY

2-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	This is a raw land site that has not been developed, so while it has great potential, it is not competitive with adjacent sites in the South Quorum area.	
Safe	Site does not have development and does not have traffic. It is safe.	
Functional	The site is not functional at present, as it is a raw land site.	
Visually Appealing	The site is not visually appealing at present. It does not have trees or grass, and there are slabs of concrete left on the site from when it served as a car dealership.	
Supported with Amenities	The site is on Addison's southern border, so it is not within walking distance of the business amenities on Belt Line Road or in the south Quorum area. However, those amenities are a short driving distance from this site.	
Environmentally Responsible	The site is environmentally responsible at present. If it were to redevelop, it is likely the future developer would likely add additional trees.	
Walkable	The site is not developed. It fronts directly on the Tollway, and there is no sidewalk. Therefore, it is not walkable.	
Overall Assessment	The future for this site is uncertain, and the Industrial-1 zoning allows a wide variety of uses. The Town should work with the owner on a Planned Development zoning that would allow flexibility, but protect the Town against Industrial uses being located on this prime piece of property in Addison's high-density office corridor.	



Town of Addison Sector 2 West





Acreage: 1.27 acres
Zoning: Local Retail
Owner: AFS Belt Line, LP

Discussion:

This shopping center is fully leased with good tenants. The two restaurant tenants: Remington's and The Addison Point, have been in continuous operation at this location since the mid-1980s. The center was developed prior to the Town's requirements for 80% brick facades and 20% site landscaping. Therefore the landscaping is not up to the Town's current standard, and the stucco material is dated. The center has good tenants and an ideal location for restaurants, but it needs a facelift or façade remodel. It is not possible to add landscaping without taking out some of the parking spaces, and the center does not have parking to spare, but the Town should consider a façade grant or low-interest remodeling loan to encourage this center to update its look.

ATTRIBUTES OF SUCCESS MATRIX

4570 BELT LINE ROAD

2-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	This shopping center is one of the oldest centers in Addison, and it is always fully leased. The two restaurant tenants: Remington's and The Addison point, have both been in business on this site for over 30 years. The site is competitive with other centers on Belt Line.	
Safe	Site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional.	
Visually Appealing	The site is in need of a remodel or facelift. While the center is fully leased and functional, it needs up-dating with a less "dated" design and better-quality materials. Overhead power lines on Belt Line are unattractive.	
Supported with Amenities	The site has an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. It does not provide any trees or any landscaping on the street frontages or in the parking lot.	
Walkable	The site is in a good location for walkability and has sidewalks on both Belt Line Road and Beltwood Parkway. However, sidewalk on Belt Line is immediately back of curb and not pleasant to walk.	
Overall Assessment	This shopping center needs a facelift. It is difficult to add landscaping without impacting the required parking, but the site needs a remodel that would include better materials and a more up-dated design for the facades.	



Acreage: .9628
Zoning: Local Retail
Owner: Big Tex Addison, LTD

Discussion:

This site has been developed with a Centennial Liquor Store and Centennial Beer and Wine Mart since late 1976. Both the Centennial Stores were in continuous operation on this site until January of 2013. The site has not been remodeled or renovated since it opened. The center needs a facelift or façade remodel. Spec's Spirits and Finer Foods is slated to reopen the space, and the new Spec's tenant provides an opportunity to renovate this center.

ATTRIBUTES OF SUCCESS MATRIX

15055 INWOOD ROAD

2-C

ATTRIBUTES	COMMENTS	SCORE
Competitive	The Centennial Liquor Store has been on this site since 1977. The store closed recently, but has been sold to Spec's Fine Spirits. The shopping center contains only a liquor store and a beer and wine store. This site has the best location for alcohol sales in Addison, so it is competitive.	
Safe	Site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional.	
Visually Appealing	The site is in need of a remodel or facelift. While the center will soon be fully leased again, it needs up-dating with a less "dated" design and better-quality materials. Overhead power lines on Belt Line are unattractive.	
Supported with Amenities	The site has an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. It does not provide any trees or any landscaping on the street frontages or in the parking lot.	
Walkable	The site is in a good location for walkability and has a sidewalk on Belt Line Road. However, sidewalk on Belt Line is immediately back of curb and not pleasant to walk.	
Overall Assessment	This shopping center needs a facelift. It is difficult to add landscaping without impacting the required parking, but the site needs a remodel that would include better materials and a more up-dated design for the facades.	



Acreage, Parcel 2-D.1: 1.35 acres
 Zoning, Parcel 2-D.1: Local Retail
 Owner, Parcel 2-D.1: 14885 Inwood Road, LLC

Acreage, Parcel 2-D.2: 1.56 acres
 Zoning, Parcel 2-D.2: Local Retail
 Owner, Parcel 2-D.2: 14851 Inwood Road Partners, LTD

Acreage, Parcel 2-D.3: 1.85 acres
 Zoning, Parcel 2-D.3: Local Retail
 Owner, Parcel 2-D.3: 14885 Inwood Road, LLC

Acreage, Parcel 2-D.4: .89 acres
 Zoning, Parcel 2-D.4: Local Retail
 Owner, Parcel 2-D.4: Inwood Brothers, LTD

Discussion:

This shopping center was originally developed as a single property that contained four restaurants, a Buckhorn Liquor Store, and a Hasty Mart convenience store and deli. Then in the 1990s, the site was subdivided into four parcels and two were sold to different owners. Goody Goody Liquor, one of the most successful liquor stores in Addison, owns its own parcel at the western edge of the center. The center's stucco facades have not aged well, and the landscaping has struggled. The center is a good candidate for a remodel, but the fractured ownership will make it difficult to institute a center-wide remodeling plan.

ATTRIBUTES OF SUCCESS MATRIX

14825-14885 INWOOD ROAD

2-D

ATTRIBUTES	COMMENTS	SCORE
Competitive	This shopping center has a good occupancy rate, and there are some thriving businesses in it: Good-Goody Liquor and The Italian Club. Other tenants do not seem to be doing well. The center needs a facelift.	
Safe	Site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional, but the buildings further from Inwood Road are difficult to see. Much of the parking lot is empty most of the time.	
Visually Appealing	The stucco facades in the center have not aged well, and the four buildings in the center all have different façade treatments, so the site does not function well as a shopping center. Landscaping is minimal. Power lines on Inwood Road are unattractive.	
Supported with Amenities	Businesses along Inwood Road are not within walking distance of office buildings, restaurants, and business amenities, but they still have those amenities close by.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. The landscaping in the center needs to be renovated and better maintained.	
Walkable	The site is walkable within the center, but it is not well connected to Inwood Road, and there is not a sidewalk on Inwood Road.	
Overall Assessment	The shopping center has struggled to provide a cohesive look since it was subdivided. The Center would benefit from a face-lift and landscaping renovation.	



Acreage: 1.52 acres
Zoning: Local Retail
Owner: AJ Worldwide, Inc.

Discussion:

This center has good visibility from Inwood Road, which makes it well-suited to retail tenants, but it has struggled to get good tenants since liquor sales on Inwood Road have declined. This center, like the other retail centers on Inwood Road, cannot compete with Belt Line Road for retailers. The centers did well when there was a wealth of liquor store tenants, but now that those have declined, the centers are struggling. This center has aged better than some, but it lacks good landscaping or visual interest.

ATTRIBUTES OF SUCCESS MATRIX

14803-14819 INWOOD ROAD

2-E

ATTRIBUTES	COMMENTS	SCORE
Competitive	This shopping center is struggling to lease space and command market rent rates. It is not competing well against other shopping centers closer to Belt Line Road.	
Safe	Site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional. The lay-out and parking make good sense for retailers.	
Visually Appealing	The brick building material has caused this site to age better than others on the street, but it lacks architectural interest and good landscaping. Power lines on Inwood Road are unattractive.	
Supported with Amenities	Businesses along Inwood Road are not within walking distance of office buildings, restaurants, and business amenities, but they still have those amenities close by.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. The site would benefit from more landscaping to break up the parking field.	
Walkable	The site is not in a great location for walkability. There are no sidewalks on either side of Inwood Road.	
Overall Assessment	The shopping center is not in bad shape, but since liquor sales on Inwood Road have waned, this center struggles to get quality tenants. The center also lacks appealing landscaping.	



Acreage: 1.63 acres
Zoning: Local Retail
Owner: Friday Morning, Inc.

Discussion:

This center and the adjacent center have really suffered with the decline of liquor sales on Inwood Road. The center needs a façade remodel, but even with that, it will struggle to get tenants because Inwood Road is not a good street for retail. The Town should investigate alternative uses for the street that would generate interest in these retail spaces. Both centers are owned by the Tuesday Morning corporation, which has its warehouse facility immediately behind these two centers, and its corporate headquarters just south of this site in the City of Farmers Branch. The ability to redevelop the two sites together is made much easier by the fact that they both have the same owner.

ATTRIBUTES OF SUCCESS MATRIX

14639-14645 INWOOD ROAD

2-F

ATTRIBUTES	COMMENTS	SCORE
Competitive	This shopping center has fared poorly since the decline of liquor sales on Inwood Road. The center is too far from Belt Line Road to get any retail traffic. It is not competitive.	
Safe	The site has good visual accessibility. It is safe.	
Functional	The site is functional, but struggles with out-dated façade and poor location for retail.	
Visually Appealing	The shopping center has a dated façade and is in need of a remodel or facelift. Power lines on Inwood Road are unattractive.	
Supported with Amenities	Businesses along Inwood Road are not within walking distance of restaurants and business amenities. Some further north have amenities close by, but this site does not.	
Environmentally Responsible	The site was developed prior to the Town’s landscaping requirements. The landscaping in the center needs to be better maintained and renovated.	
Walkable	The site is not in a great location for walkability. There are no sidewalks on either side of Inwood Road.	
Overall Assessment	This center has struggled since liquor sales on Inwood Road have declined. The fact that this center and the adjacent center at 14601-14603 Inwood Road have the same ownership offers some hope for a comprehensive redevelopment for the two centers.	



Acreage: 1.407 acres
Zoning: Local Retail
Owner: Friday Morning, Inc.

Discussion:

This center and the adjacent center have really suffered with the decline of liquor sales on Inwood Road. The center needs a façade remodel, but even with that, it will struggle to get tenants because Inwood Road is not a good street for retail. The Town should investigate alternative uses for the street that would generate interest in these retail spaces. Both centers are owned by the Tuesday Morning corporation, which has its corporate headquarters just south of this site in the City of Farmers Branch. The ability to redevelop the two sites together is made much easier by the fact that they both have the same owner.

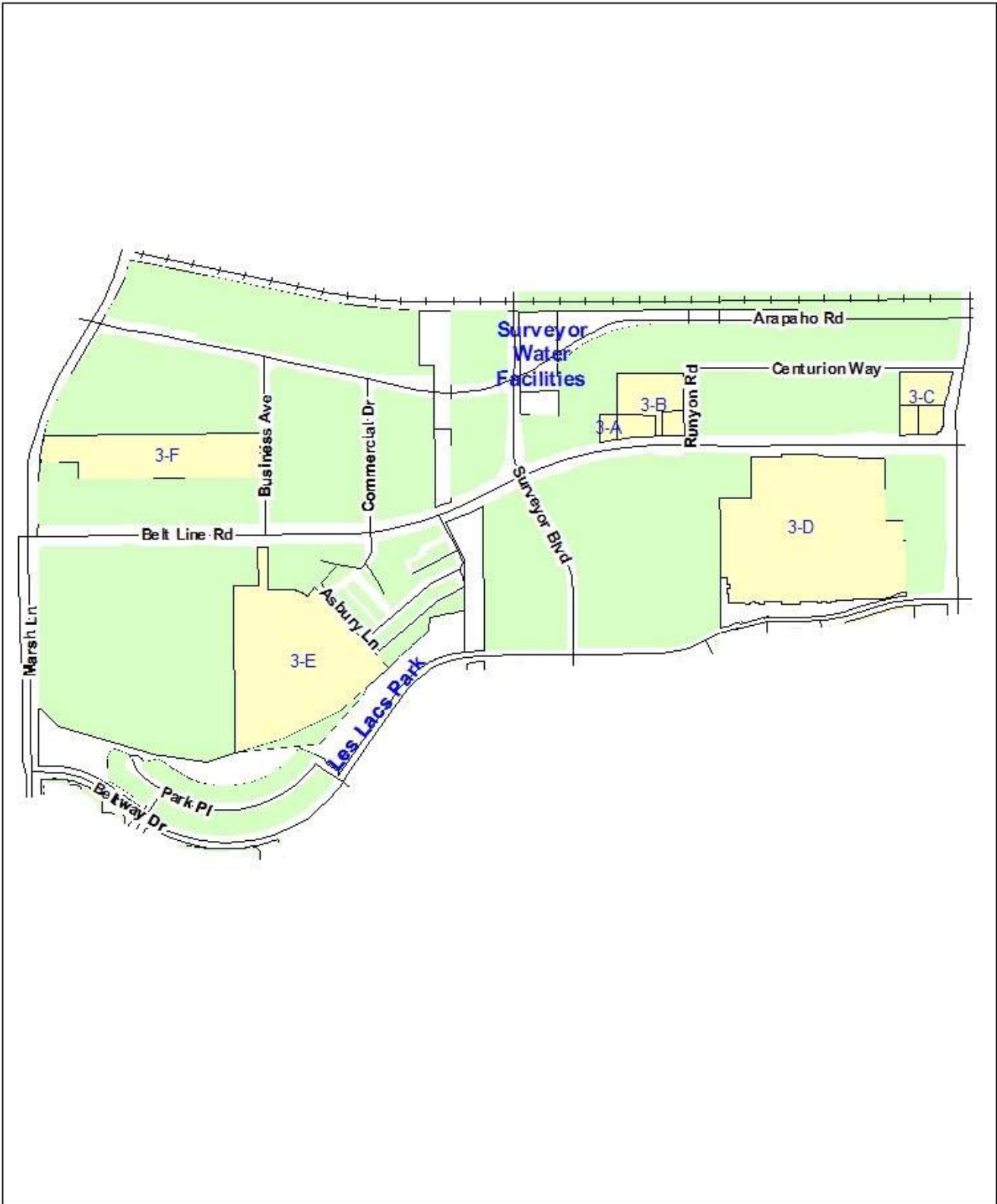
ATTRIBUTES OF SUCCESS MATRIX

14601-14603 INWOOD ROAD

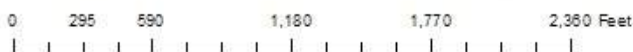
2-G

ATTRIBUTES	COMMENTS	SCORE
Competitive	This shopping center has fared poorly since the decline of liquor sales on Inwood Road. The center is too far from Belt Line Road to get any retail traffic. It is not competitive.	
Safe	Site has good visual accessibility. It is safe.	
Functional	The site is functional, but struggles with out-dated façade and poor location for retail.	
Visually Appealing	The shopping center has a dated façade and is in need of a remodel or facelift. Power lines on Inwood Road are unattractive.	
Supported with Amenities	Businesses along Inwood Road are not within walking distance of restaurants and business amenities. Some further north have amenities close by, but this site does not.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. The landscaping in the center needs to be better maintained and renovated.	
Walkable	The site is not in a great location for walkability. There are not sidewalks on either side of Inwood Road.	
Overall Assessment	This center has struggled since liquor sales on Inwood Road have declined. The fact that this center and the adjacent center at 14639-14645 Inwood Road have the same ownership offers some hope for a comprehensive redevelopment for the two centers.	

SECTOR 3 NORTH



Town of Addison Sector 3 North





Acreage, Parcel 3-A: .36 acres
Zoning, Parcel 3-A: Local Retail
Owner, Parcel 3-A: Garwell Ltd. PS

Discussion:

This property was zoned Industrial-1 when this facility was built. However, after it was constructed, the Council determined that Industrial-1 zoning was not appropriate for Belt Line Road, and rezoned the property to Local Retail. The automotive use is currently a legal non-conforming use that can continue in its current condition, but cannot be expanded. The property has not been well maintained in recent years, and the landscaping has been neglected.

ATTRIBUTES OF SUCCESS MATRIX

4019 BELT LINE ROAD

3-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	The existing oil changing facility is a legal non-conforming use. It can be continued in its current condition, but cannot be expanded. It is not compatible with adjacent uses on Belt Line Road.	
Safe	The site is safe.	
Functional	The site is functional at present, but is not compatible with adjacent uses.	
Visually Appealing	The site is not visually appealing at present. Cars are often stored on the site. Open bay doors are not attractive from the street, and landscaping and building maintenance have been neglected.	
Supported with Amenities	The site is located on Belt Line Road, and is within walking distance to community amenities that support businesses such as restaurants and retailers.	
Environmentally Responsible	The owner appears to be disposing of used oil in an acceptable manner, but automotive uses invariably have oil and chemical spills.	
Walkable	The site is well-located for walkability, and it has a sidewalk on Belt Line Road.	
Overall Assessment	The future of this site is uncertain because it is legal nonconforming in its current zoning and cannot be expanded. The use is not compatible with adjacent uses and the site needs to be redeveloped, but extremely small size makes redevelopment challenging.	



Acreage, Parcel 3-B: 3.02 acres
Zoning, Parcel 3-B: Local Retail
Owner, Parcel 3-B: RPI Belt Line Square, LTD.

Discussion:

This shopping center has suffered recently from poor management and an out-dated design. New owners have recently purchased the center out of foreclosure and are planning a façade remodel and possible expansion of the Lefty’s Lobster House. The center was constructed prior to the landscaping requirements. However, the remodel will trigger improvements in the current landscaping. The remodel should help the center be more competitive. In addition, the owners have talked about building another building on the corner of Belt Line and Runyon, which would improve the center’s appearance from the street.

ATTRIBUTES OF SUCCESS MATRIX

4021 BELT LINE ROAD

3-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	This center is currently not competitive with other centers along Belt Line Road. It has struggled with poor management and vacancies, particularly in the second floor spaces.	
Safe	The site has good visual accessibility. It is safe.	
Functional	The site has a functional design for a retail center, but the visual appeal could be improved with a façade remodel and enhancements to the landscaping.	
Visually Appealing	The site is not visually appealing at present. Large expanses of parking lot, along with poor paving quality and lack of building maintenance, have made the site not appealing to prospective tenants. Power lines strung through property and down Runyon Road are unattractive.	
Supported with Amenities	The site is in a reasonably good location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town’s landscaping requirements. It does not provide trees or landscaping on the street frontages or in the parking lot.	
Walkable	The site is in a good location for walkability and has a sidewalk on Belt Line Road and on Runyon. However, sidewalk on Belt Line is immediately back of curb and not pleasant to walk.	
Overall Assessment	This shopping center needs a facelift and landscaping renovation. Hopefully the new owners will bring much-needed improvements to the center so it can be re-tenanted.	



Acreage, Parcel 3-C: 2.05 acres
Zoning, Parcel 3-C: PD 084-035
Owner, Parcel 3-C: Merrifield #1 LTD, PS

Discussion:

This shopping center was rezoned in 1984 for a multi-story office building. At that time, the Town expected every corner in Addison to develop with office buildings, but that didn't happen, and there are many parcels in Town with "boom zoning" that is left over from that period. This particular zoning allows for office use only and makes this shopping center a legal non-conforming use on this property. The center always runs a good occupancy, but if it were to go vacant for a period of six months or more, it could not be re-occupied. The Town should work with the owners to rezone the center back to the Local Retail zoning it carried prior to 1984.

ATTRIBUTES OF SUCCESS MATRIX

4151-4191 BELT LINE ROAD

3-C

ATTRIBUTES	COMMENTS	SCORE
Competitive	This center always runs a good occupancy. It is in a good location and provides stores that offer business services such as Andiamo's Restaurant and Batteries Plus.	
Safe	The site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The lay-out is functional, but tenants on the north end of the west building lack visibility from Belt Line and Midway.	
Visually Appealing	The center is in need of a remodel or facelift. While the center is leased and functional, it needs updating with a less "dated" de- sign and better quality materials.	
Supported with Amenities	The site has an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. It does not provide any trees or any landscaping on the street frontages.	
Walkable	The site is in a good location for walkability and has sidewalks on both Belt Line Road and Midway Road. However, sidewalks are immediately back of curb and not pleasant to walk.	
Overall Assessment	This shopping center needs a facelift. It is difficult to add land- scaping without impacting the required parking, but the site needs a remodel that would include better materials and a more up- dated design for the facades.	



Acreage, Parcel 3-D: 17.34 acres
Zoning, Parcel 3-D: PD 091-066
Owner, Parcel 3-D: Wal-Mart Stores, Inc.

Discussion:

Sam's built this store in 1991 after a lengthy and heated zoning process. The Town wanted to be very careful to protect the Midway Meadows neighborhood immediately south of this site, and it required Sam's to do several things it had not done for other stores. The store had to be 100% brick and landscaping had to total 20% of the site. Sam's had to build a 10-foot-high wall on the south side of the building, and install and maintain a green space along the north side of Beltway Drive. In addition, Sam's had to secure an easement across another property to the traffic signal at Runyon Road. The Sam's store has not impacted the Midway Meadows in a negative way. In fact, Sam's has been a good corporate citizen and allows the Town to hold its twice-yearly garage sale in the Sam's parking lot. However, the store has never experienced the sales volume that Sam's had hoped for. Wal-Mart is in the process of building a new site at Midway Road and I-635, and there is speculation that this store will relocate to that site. While the Town would hate to lose Sam's as a corporate citizen, the site presents a good redevelopment opportunity for this important corner.

ATTRIBUTES OF SUCCESS MATRIX

4150 BELT LINE ROAD

3-D

ATTRIBUTES	COMMENTS	SCORE
Competitive	The Sam's store has a good location and is competitive with other stores in the area. Sam's, which also sells gasoline, is a good retailer for the Town.	
Safe	The site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional at present for a Sam's store, but there is a fear that Sam's will leave, and it is very difficult to find another tenant that can take such a large store.	
Visually Appealing	The building is constructed of good materials and has attractive landscaping. Sam's does an adequate job with the landscaping maintenance. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site has an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site meets the Town's landscaping requirements and is environmentally responsible.	
Walkable	The site is in a good location for walkability and has a sidewalk on Belt Line Road. However, the sidewalk is immediately back of curb and is not pleasant to walk.	
Overall Assessment	Sam's has been a good business in Town since 1991, and the Town would hate to lose the store. However, should the store relocate, the Town should be thinking now about the redevelopment opportunity that the large site on a key corner represents.	



Acreage, Parcel 3-E: 12.68 acres
Zoning, Parcel 3-E: PD 093-018
Owner, Parcel 3-E: Portfolio Addison Town Center Retail, LP

Discussion:

This eastern half of this shopping center has not fared as well as the western half. The western half has had Kroger and Target to keep it going, but the other buildings have struggled to lease. The center is located very far from the street, and although it has a couple of good tenants now (Office Depot and PetSmart), it continually struggles with leasing. The owners of the center believe it is a problem with the trees blocking the visibility and lack of signs, but there are other problems as well. The buildings are over 800 feet from Belt Line Road, which hampers their visibility and convenience to shoppers, and the parking lots in front of the stores are enormous and somewhat desolate. However, the real problem may be that this is just too much retail for the neighborhood. The Town would consider rezoning the site to allow more of the townhouses immediately to the east in Asbury Circle, which has been a successful project. However, the property owners are not willing to consider another use at this time.

ATTRIBUTES OF SUCCESS MATRIX

3800-3850 BELT LINE ROAD

3-E

ATTRIBUTES	COMMENTS	SCORE
Competitive	This center has not experienced good leasing over the long term. The Babies R Us closed recently, and other stores in the center, while still open, complain about a lack of business.	
Safe	The site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The design of the center has hampered its ability to compete. The stores are very far from the street and do not have visibility from Belt Line Road. In addition, the trees on the site have been limbed up to the point of not being effective at all.	
Visually Appealing	The facades of the center, though brick, are nondescript and do not give the center much visual appeal.	
Supported with Amenities	The site has a good location for restaurants, retail, and other support services.	
Environmentally Responsible	The site meets the Town's landscaping requirements, but trees on the site have been severely pruned.	
Walkable	The site is in a good location for walkability and has sidewalks on the Belt line and Marsh Lane frontages. However, both sidewalks are immediately back of curb and not pleasant to walk.	
Overall Assessment	The problems in this center go beyond visibility and signage. It appears that there is not enough residential population in the area to support a big box center of this size. If the developer was willing, the Town could rezone the property to a townhome density and expand the Asbury Circle project.	



Acreage, Parcel 3-F: 6.55 acres
Zoning, Parcel 3-F: PD 098-049, SUP 098-048
Owner, Parcel 3-F: Bigelow Arizona TX 344 LP

Discussion:

This site is developed with a Suites of America hotel. The hotel rents suites for months at a time, and runs the hotel like an apartment building. However, the residents in this hotel are not supported with the trails and parks that Addison typically provides to its residents. The heavy commercial traffic and noise in the area are not conducive to a permanent home. In fact, had the Town known the property would be run like an apartment house as opposed to a hotel, it would not have approved the zoning for the property. At this point, the Town works diligently with the owners to keep the site clean and maintained, but the quality of life the Town is able to provide to the guests of Suites of America is not up the standard the Town desires to provide for its residents.

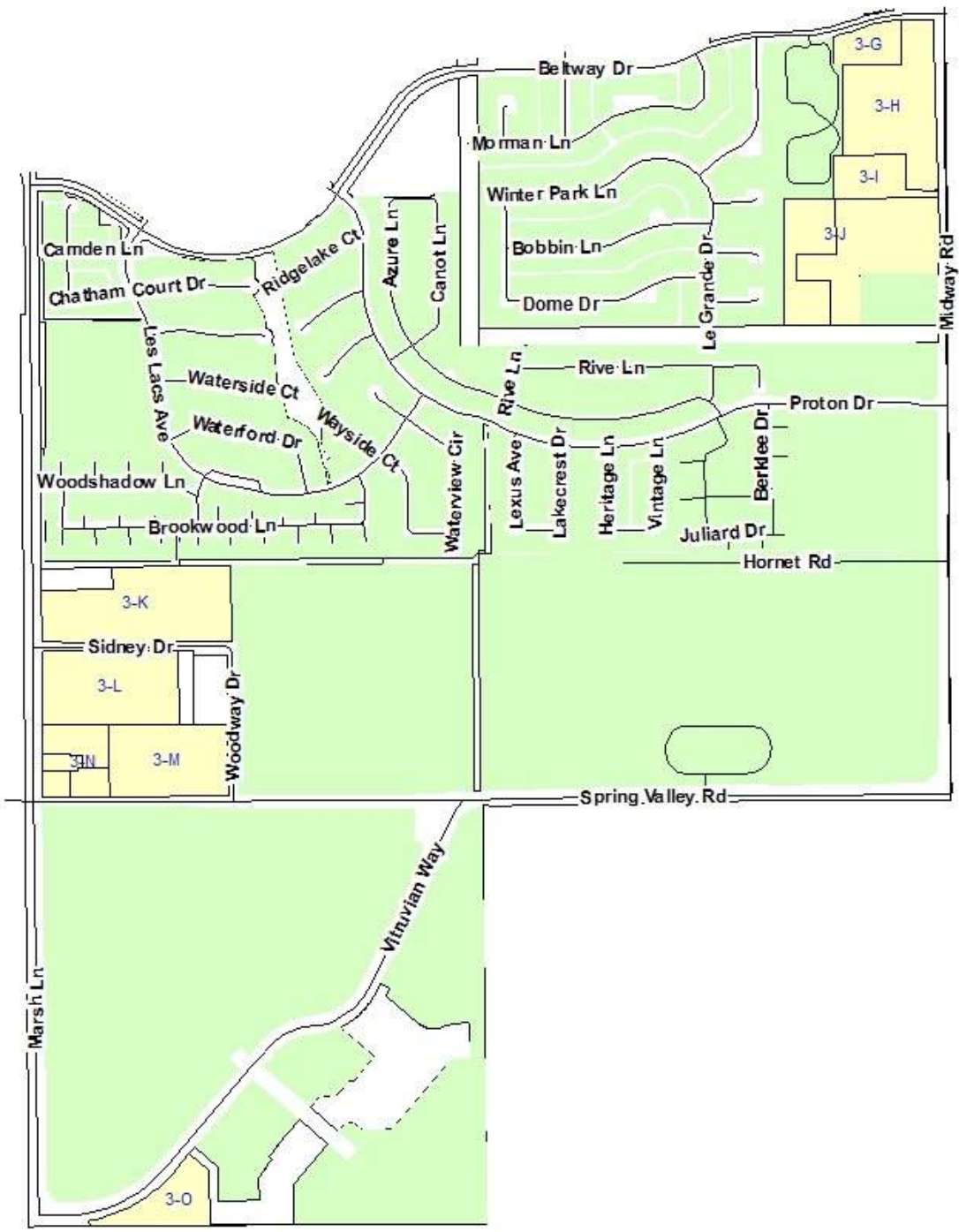
ATTRIBUTES OF SUCCESS MATRIX

15190 MARSH LANE

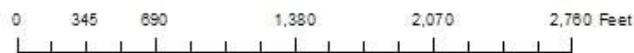
3-F

ATTRIBUTES	COMMENTS	SCORE
Competitive	The property is full and the units stay rented all the time. Many of the visitors to the complex are between permanent living situations, and some have been between permanent living situations for over a year.	
Safe	The site has good visual accessibility and is occupied all hours of the day. It is safe.	
Functional	The site functions as an extended-stay hotel and as an apartment building. However, the Town does not feel that the property provides the residential quality of life for its long-term visitors that Addison takes pride in providing.	
Visually Appealing	The site does not have any property maintenance violations, but parts of it need painting, and many of the window blinds (thought not a code violation) are in poor condition.	
Supported with Amenities	The site has an excellent location for restaurants, retail and other support services, and provides DART bus service on Belt Line Road.	
Environmentally Responsible	The site was developed in accordance with the Town's landscaping ordinance and the landscaping is maintained.	
Walkable	The site is in a good location for walkability to the stores and restaurants within its vicinity.	
Overall Assessment	This property is successful as an extended-stay hotel. However, many of the visitors to the hotel are using it as a permanent residence, and the project does not provide the residential amenities, such as trails and parks, that Addison takes pride in providing to its residents.	

SECTOR 3 SOUTH



Town of Addison Sector 3 South





Acreage, Parcel 3-G: 1.80 acres
Zoning, Parcel 3-G: PD 083-039
Owner, Parcel 3-G: Dillon Investments, LLC

Discussion:

This property was originally developed with the Valley View Inn, and it was owned by the McCutchin family, which still owns the shopping center to the south and east of this property. It was sold to Dillon investments and the hotel now carries the Super 8 Motel flag. The property was recently painted and is kept in reasonable condition. However, it struggles to compete with hotels on Belt Line and with properties on the Tollway. Both the hotel and the adjacent shopping center are adjacent to townhome uses, and the Town would consider a townhome zoning, or a mixed use zoning that included townhomes, if a developer was interested in redeveloping this property.

ATTRIBUTES OF SUCCESS MATRIX

4150 BELTWAY DRIVE

3-G

ATTRIBUTES	COMMENTS	SCORE
Competitive	The hotel struggles to compete with hotels on Belt Line Road and hotels closer to the Tollway. However, the hotel has space for truck parking, and has a steady clientele of 18-wheeler drivers. However, the 18-wheelers generate noise that bothers the adjacent townhome owners.	
Safe	The property has good visual accessibility and is safe.	
Functional	he property is functioning adequately as a hotel.	
Visually Appealing	The property is at least 40 years old and the style and architecture are dated, but it was recently painted and the operator keeps the property clean.	
Supported with Amenities	The location has restaurants within walking distance, and other amenities that would support hotel guests are within walking distance.	
Environmentally Responsible	The site was developed prior to the landscaping ordinance. However, the street frontage is maintained and has several large trees.	
Walkable	There is not a sidewalk on the south side of Beltway Drive, but there is a sidewalk on the north side of Beltway.	
Overall Assessment	This property is functioning as a hotel and it is kept in good condition. However, this property and the adjacent shopping center are at an age where they could be redeveloped into a new development that could include townhomes and a mixed use component.	



Acreage, Parcel 3-H: 8.16 acres
Zoning, Parcel 3-H: PD 083-039
Owner, Parcel 3-H: V V I, Inc.

Discussion:

This shopping center contains several healthy tenants, but the restaurants in the center have a hard time competing with restaurants on Belt Line, and the two-story portion of the center has always struggled. The center is located adjacent to a townhome development, and the Town would consider a redevelopment of this site and the hotel site that included townhomes and a mixed-use component.

ATTRIBUTES OF SUCCESS MATRIX

14831 MIDWAY ROAD

3-H

ATTRIBUTES	COMMENTS	SCORE
Competitive	The center contains several long-time restaurant tenants, but the restaurants struggle to compete with restaurants on Belt Line Road. The 2-story portion of the center has several vacancies and much of it has never been leased.	
Safe	The center has good visual accessibility and is safe.	
Functional	The pad sites adjacent to Midway Road have tenants, but the 2-story portion of the center is less functional.	
Visually Appealing	The center is not in bad condition, but the landscaping and facades could use an up-date.	
Supported with Amenities	The center is within walking distance of Belt Line Road, but it is not a pleasant walk to Belt Line.	
Environmentally Responsible	The center meets the requirements of the landscaping ordinance.	
Walkable	There is not great walkability within the center, and the sidewalks along Midway Road are narrow and immediately back-of-curb.	
Overall Assessment	This is not a blighted center by any means, but a shopping center might not be the highest and best use for this site. The Town would be interested in a redevelopment of the site that included some townhome uses and a mixed-use component.	



Acreage, Parcel 3-1: 2.39 acres
Zoning, Parcel 3-1: PD 083-039
Owner, Parcel 3-1: Elahinejad Habibollah

Discussion:

This property was originally the McCutchin family home, It was developed as a Texas Tumbleweed Restaurant and then operated as a variety of other restaurants until it was finally sold by the McCutchin family. It was extensively remodeled in 1996 and was planned to be re-opened as the Switzer and Jones Restaurant (Jerry Jones and Barry Switzer). However, the deal for that restaurant did not go through, and it was re-opened in its current format. The facility actually holds two separate catering and banquet facilities. The Bacara facility uses the south end of the building and the Addison Events Center uses the north end of the building. Neither facility is particularly successful, and the site might benefit from a redevelopment to a mixed use facility with townhomes as an allowed use and a mixed-use component on Midway Road.

ATTRIBUTES OF SUCCESS MATRIX

14775 MIDWAY ROAD

3-1

ATTRIBUTES	COMMENTS	SCORE
Competitive	This catering and banquet facility struggles to compete with other like facilities. The visibility is not good from Midway Road, and the facility seems to be under an odd management situation, with a couple of businesses being run out of the kitchens, but not run on the site.	
Safe	The site does not have great visual accessibility, but there have not been any issues with safety.	
Functional	The site is not dis-functional, but it is not working up to its full potential. The Events Center does not seem to be very busy, and on the nights it is occupied, it bickers with the adjacent Stone Trail site over parking spaces.	
Visually Appealing	The building is not unattractively designed, but it needs to be painted.	
Supported with Amenities	The site is within walking distance to restaurants and other business amenities.	
Environmentally Responsible	The site meets the landscaping requirements.	
Walkable	The site does not enjoy good walkability to other sites. It has limited frontage on Midway Road. There is a sidewalk on Midway Road, but it is narrow and located back-of-curb.	
Overall Assessment	This facility struggles to compete as a catering and banquet facility. It, along with the shopping center to the north and the motel, could be redeveloped as a towhome property with a mixed use component.	



Acreage, Parcel 3-J: 11.39 acres
Zoning, Parcel 3-J: PD 387
Owner, Parcel 3-J: 14671-14833 Midway Road, LP

Discussion:

This garden office complex is one of the most attractive properties in Addison. It has many large trees, and a tennis court and amenity center on the property. It also contains the former Dovie's Restaurant, one of Addison's historic buildings. Nonetheless, the property has experienced extremely low occupancy rates over the past few years and was recently sold out of foreclosure. The location and condition of the property suggest that a garden office complex might not be the highest and best use of the property, and the Town should consider a rezoning to either a townhome use or an Independent Senior Living Facility.

ATTRIBUTES OF SUCCESS MATRIX

14671-14833 MIDWAY ROAD

3-J

ATTRIBUTES	COMMENTS	SCORE
Competitive	This center has suffered from extremely low occupancies for many years. The lay-out and floor plates are dated, and many of the tenants who would have formerly occupied space of this type can now work from their homes.	
Safe	The center has many portions that are not visible from Midway Road, but the site has not experienced any problems with safety.	
Functional	As noted, the lay-out of the property is a challenge. Tenants want signage and visibility from a major thoroughfare, and those tenants who did not need that to survive can find cheaper space in other locations, or can work from home over the internet.	
Visually Appealing	The complex is a very attractive property with nice architecture, many large trees, a tennis court amenity, and the former Dovie's restaurant, one of Addison's historic buildings.	
Supported with Amenities	The site does not have a restaurant of its own, and it is not within comfortable walking distance of adjacent restaurants or other amenities.	
Environmentally Responsible	The site has many large trees and good landscaping.	
Walkable	There is a sidewalk on Midway Road, but it is narrow and immediately back of curb. Walking ability from this site to adjacent sites is difficult and does not feel safe.	
Overall Assessment	It is possible that a garden office complex is not the highest and best use for this attractive piece of property. The Town would consider a rezoning that included townhomes or an Independent Senior Living Facility such as age-restricted apartments.	



Acreage, Parcel 3-K: 9.41 acres
Zoning, Parcel 3-K: Local Retail
Owner, Parcel 3-K: CNC Swagat

Discussion:

This property contains the Addison Park apartment complex, which was built around 1969. The apartments are a legal non-conforming use in a Local Retail district, and if destroyed, could not be rebuilt. The apartments are over 40 years old, but are maintained in a reasonable condition. The property is adjacent to both the Redding Trail and the Addison Town Park. In addition, kids living in this complex are in the DISD and can attend the new George HW Bush Elementary School. This property, along with the other two in this area, would seem good candidates for the kind of redevelopment that is taking place south of Spring Valley in the Vitruvian Park neighborhood. Perhaps as the Vitruvian Park shopping center takes shape, a developer will be interested in scraping and redeveloping these properties.

ATTRIBUTES OF SUCCESS MATRIX

14600 MARSH LANE

3-K

ATTRIBUTES	COMMENTS	SCORE
Competitive	The complex is competitive and maintains a good occupancy.	
Safe	The complex is safe. There have not been any incidents on the property.	
Functional	The site is functional, but it is a legal non-conforming use, and if it were to be 51% destroyed through fire or natural disaster, it could not be re-built.	
Visually Appealing	The product is being maintained, but the building materials and architecture are dated and make the complex appear instantly as old product. Power lines across south side of property are unattractive.	
Supported with Amenities	The area around this complex is flush with amenities that include the Redding Trail and the Addison Town Park. In addition, it is within walking distance of an elementary school and a shopping center.	
Environmentally Responsible	The site is built at a density of 24-units per acre, so it provides lots of landscaping and mature trees.	
Walkable	The site is walkable. There is a sidewalk on Marsh Lane and it is adjacent to both the Redding Trail and the Addison Town Park.	
Overall Assessment	The three complexes in this area are blessed with great location, a good elementary school within walking distance, and trail and park amenities. They would seem to be attractive candidates for a redevelopment with newer, high-quality multi-family product at a higher density.	



Acreage, Parcel 3-L: 7.24 acres
Zoning, Parcel 3-L: Local Retail
Owner, Parcel 3-L: DYVK Corporation

Discussion:

This property contains the Shadowood apartment complex, which was built around 1969. The apartments are a legal non-conforming use in a Local Retail district, and if destroyed, could not be rebuilt. The apartments are over 40 years old, but are maintained in a reasonable condition. The property is adjacent to both the Redding Trail and the Addison Town Park. In addition, kids living in this complex are in the DISD and can attend the new George HW Bush Elementary School. This property, along with the other two in this area, would seem good candidates for the kind of redevelopment that is taking place south of Spring Valley in the Vitruvian Park neighborhood. Perhaps as the Vitruvian Park shopping center takes shape, a developer will be interested in scraping and redeveloping these properties.

ATTRIBUTES OF SUCCESS MATRIX

14500 MARSH LANE

3-L

ATTRIBUTES	COMMENTS	SCORE
Competitive	The complex is competitive and maintains a good occupancy.	
Safe	The complex is safe. There have not been any incidents on the property.	
Functional	The site is functional, but it is a legal non-conforming use, and if it were to be 51% destroyed through fire or natural disaster, it could not be re-built.	
Visually Appealing	The product is being maintained, but the building materials and architecture are dated and make the complex look old. Power lines across property are unattractive.	
Supported with Amenities	The area around this complex is flush with amenities that include the Redding Trail and the Addison Town Park. In addition, it is within walking distance of an elementary school and a shopping center.	
Environmentally Responsible	The site is built at a density of 24-units per acre, so it provides lots of landscaping and mature trees.	
Walkable	The site is walkable. There is a sidewalk on Marsh Lane and it is adjacent to both the Redding Trail and the Addison Town Park.	
Overall Assessment	The three complexes in this area are blessed with great location, a good elementary school within walking distance, and trail and park amenities. They would seem to be attractive candidates for a redevelopment with newer, high-quality multi-family product at a higher density.	



Acreage, Parcel 3-M: 6.21 acres
Zoning, Parcel 3-M: Local Retail
Owner, Parcel 3-M: Tri West Residential, LLC

Discussion:

This property contains the Wynward Addison apartment complex, which was built around 1969. The apartments are a legal non-conforming use in a Local Retail district, and if destroyed, could not be rebuilt. The apartments are over 40 years old, but are maintained in a reasonable condition. The property is adjacent to both the Redding Trail and the Addison Town Park. In addition, kids living in this complex are in the DISD and can attend the new George HW Bush Elementary School. This property, along with the other two in this area, would seem good candidates for the kind of redevelopment that is taking place south of Spring Valley in the Vitruvian Park neighborhood. Perhaps as the Vitruvian Park shopping center takes shape, a developer will be interested in scraping and redeveloping these properties.

ATTRIBUTES OF SUCCESS MATRIX

3721 SPRING VALLEY ROAD

3-M

ATTRIBUTES	COMMENTS	SCORE
Competitive	The complex is competitive and maintains a good occupancy.	
Safe	The complex is safe. There have not been any incidents on the property.	
Functional	The site is functional, but it is a legal non-conforming use, and if it were to be 51% destroyed through fire or natural disaster, it could not be re-built.	
Visually Appealing	The product is being maintained, but the building materials and architecture are dated and make the complex look old. Power lines on the Spring Valley side of the property are unattractive.	
Supported with Amenities	The area around this complex is flush with amenities that include the Redding Trail and the Addison Town Park. In addition, it is within walking distance of an elementary school and a shopping center.	
Environmentally Responsible	The site is built at a density of 24-units per acre, so it provides lots of landscaping and mature trees.	
Walkable	The site is walkable. There is a sidewalk on Spring Valley Road, and it is adjacent to both the Redding Trail and the Addison Town Park.	
Overall Assessment	The three complexes in this area are blessed with great location, a good elementary school within walking distance, and trail and park amenities. They would seem to be attractive candidates for a redevelopment with newer, high-quality multi-family product at a higher density.	



Acreage, Parcel 3-N: .513 acres
Zoning, Parcel 3-N: Local Retail
Owner, Parcel 3-N: John L. Hancock

Discussion:

This small shopping center was constructed in the early 1970s. It pre-dated the landscaping ordinance, but the Town was able to leverage some landscaping on the site when 7-11 applied for a Special Use Permit to sell beer and wine for off-premises consumption. The 7-11 was remodeled recently, but the northern part of the center could use some painting and up-dating.

ATTRIBUTES OF SUCCESS MATRIX

14400 MARSH LANE

3-N

ATTRIBUTES	COMMENTS	SCORE
Competitive	This center is always full because it is one of the two convenience store/gas stations in a neighborhood of over 3,000 apartment units. The center is competitive.	
Safe	The center has good visual accessibility and is safe.	
Functional	The center is functional, but it needs some updating.	
Visually Appealing	The center's architecture is dated and the building facades need to be cleaned, painted, and possibly updated. The center also lacks landscaping.	
Supported with Amenities	The center is in the middle of one of the most amenity-rich areas of Addison. It is supported by almost 3,000 apartment units, which allows it to thrive as a local retail service.	
Environmentally Responsible	The center was developed prior to the Town's landscaping requirements. Landscaping was added a couple of years ago, but the site provides no trees.	
Walkable	The center is well-located for walkability and has sidewalks on both Marsh Lane and Spring Valley Road.	
Overall Assessment	This center is important to this neighborhood, and it is one of two places residents can buy gasoline. However, the center is showing its age, and it could benefit from an upgrade in facades and improved landscaping.	



Acreage, Parcel 3-O: 2.78 acres
Zoning, Parcel 3-O: Apartment
Owner, Parcel 3-O: 39 separate owners

Discussion:

These 39 condominium units appear to be townhomes, but they are not platted as separate lots, so they are (by building code standards) condominiums. There are 39 separate owners in the complex, and many are long-time Addison residents. The product was built in the early 1970s and is beginning to show its age. The site is small and odd-shaped, and it will be very difficult to redevelop. It is not large enough to attract an apartment developer, so the future of this site is uncertain. At some point, when the majority of property owners want to sell, the Town might consider purchasing the site as an open space and active recreation space for the Vitruvian Park neighborhood.

ATTRIBUTES OF SUCCESS MATRIX

3718-3798 VITRUVIAN WAY

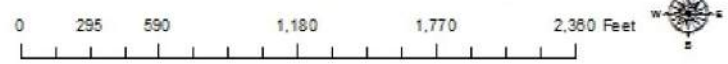
3-0

ATTRIBUTES	COMMENTS	SCORE
Competitive	The 39 individual townhomes in this property are all full, and most are owner-occupied. Many of the people who live in these townhomes are long-time Addison residents, and they love living in this area, particularly since the Vitruvian Park development has added amenities to the neighborhood.	
Safe	The complex is safe.	
Functional	The complex functions now as a condominium community, but the product is aging, and the future of the community is uncertain.	
Visually Appealing	The architecture and finishes on the product are dated, but the homeowners keep the neighborhood maintained.	
Supported with Amenities	This development is well-supported with residential amenities since the construction of Vitruvian Park next door. The community also enjoys a full-scale grocery within walking distance, which is a plus.	
Environmentally Responsible	The development was constructed prior to Addison's landscaping requirements, but it has many large trees on the site. It provides landscaping on the perimeter.	
Walkable	The community is one of the most walkable in Addison due to the wide sidewalks that were installed with the Vitruvian Park development. It's walkability will only improve over time as Vitruvian Park continues to develop.	
Overall Assessment	This community is in a great location, but the small size and odd shape of the property make it difficult to redevelop. At some point, the residents may want to sell. The Town might consider purchasing the complex and developing it as active recreation space for the Vitruvian Park neighborhood.	

SECTOR 4



Town of Addison Sector 4 North





Acreage, Parcel 4-A: .89 acres
Zoning, Parcel 4-A: Industrial-3
Owner, Parcel 4-A: Addison Airport, ground leased to Mr. William White

Discussion:

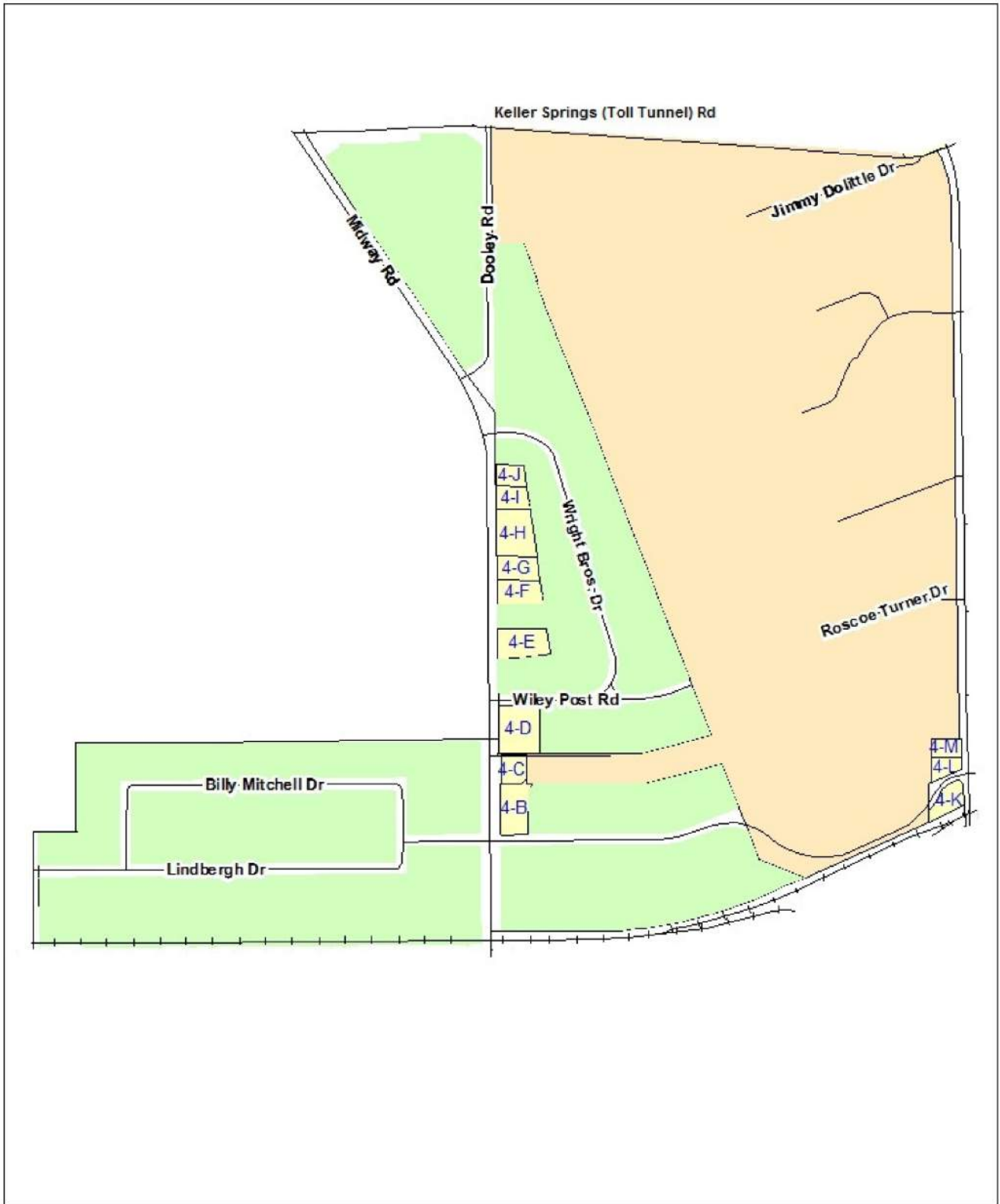
This former restaurant is actually the southern portion of an aircraft hangar that was converted into a restaurant in 1984. The site always lacked the landscaping typically required for a restaurant, but was approved by the Council with the thought it would provide an amenity to the Airport. It did not end up providing that amenity, as there were many other choices all around the Airport. It struggled from the beginning, and is now closed. The property is owned by the Addison Airport, but is ground leased. There are only about 12 years remaining on the lease, which will make it difficult to sell or re-lease. Given the struggle restaurants have had on this site, a restaurant is not the highest and best use for this property. The ultimate highest and best use would be to convert the facility back into an aviation use such as a hangar or repair facility.

ATTRIBUTES OF SUCCESS MATRIX

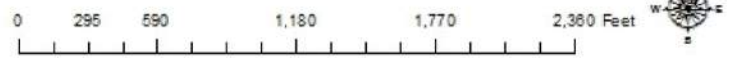
16101 ADDISON ROAD

4-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	This facility was converted from an aircraft hangar to a restaurant during Addison's boom years for restaurants, but it has always struggled. It has been vacant for several months, and the ground lessor has struggled to find another tenant.	
Safe	The site is visually-accessible and safe.	
Functional	The site has a functioning kitchen, but it lacks, and has always lacked, the landscaping typically required of a restaurant.	
Visually Appealing	The building is standing-seam metal, which is appropriate for a hangar or aircraft use, but is not visually appealing as a restaurant. Power lines on Addison Road side of property are unattractive.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides a minimal amount of landscaping and a couple of trees that have not been maintained.	
Walkable	The site has a sidewalk on Addison Road, but it is on a very busy corner, being at the entrance to the Keller Springs Toll Tunnel.	
Overall Assessment	This site was developed as a restaurant in 1984, and it has always struggled to compete because of its isolated location away from any other restaurants or retailers. The highest and best use for this site is to convert it back to a hangar or other airport-related use.	



Town of Addison Sector 4 South





Acreage, Parcel 4-B: 1.08 acres
Zoning, Parcel 4-B: Industrial-1
Owner, Parcel 4-B: Wheels Leasing, Inc.

Discussion:

The 15300 to 15700 blocks of Midway Road are where Addison's automotive dealers make the strongest statement, and the statement they are making could be better. This area of Midway Road is older than the portion north of Wright Brothers Drive, and these sites all predate Addison's standards for brick or stone facades, and landscaping along the street frontage. The buildings are concrete tilt-wall, which is not an allowed façade material in the current Industrial-1 district. Some sites contain a smattering of landscaping, but this site does not. The buildings have been continuously occupied, so they have maintained their legal non-conforming status, but as these sites go vacant, the Town should take the opportunity to bring them up to current code and require landscaping improvements on the Midway Road street frontage.

ATTRIBUTES OF SUCCESS MATRIX

15300 MIDWAY ROAD

4-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	The south facility was not originally an automotive business, so it was not built to accommodate the display of vehicles. The site provides no landscaping and very little space for display of vehicles or customer parking. Bay doors on the Meinieke Muffler shop are visible from Midway Road	
Safe	The site is visually-accessible and safe.	
Functional	The site is not as functional as other sites further north for automotive sales. As noted, while visibility is good, there is no landscaping and limited space for customer parking.	
Visually Appealing	Both building are concrete tilt-wall, which would not be allowed under the current Industrial-1 zoning, and the site provides no landscaping on the street frontage. Large power lines across the front of the property are unattractive.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have sidewalks on either the Midway Road or Lindbergh side.	
Overall Assessment	This site is legally-nonconforming for exterior façade materials and landscaping. If an opportunity arises in the future to require the site to meet current codes, the Town should take the opportunity to get improvements to the site.	



Acreage, Parcel 4-C: .524 acres
Zoning, Parcel 4-C: Industrial-1
Owner, Parcel 4-C: Seaside Properties, LP

Discussion:

The 15300 to 15700 blocks of Midway Road are where Addison's automotive dealers make the strongest statement, and the statement they are making could be better. This area of Midway Road is older than the portion north of Wright Brothers Drive, and these sites all predate Addison's standards for brick or stone facades, and landscaping along the street frontage. The buildings are concrete tilt-wall, which would not be allowed today, and with the exception of two large trees, this site contains no landscaping. The buildings have been continuously occupied, so they have maintained their legal non-conforming status, but as these sites go vacant, the Town should take the opportunity to bring them up to current code and require landscaping improvements on the Midway Road street frontage.

ATTRIBUTES OF SUCCESS MATRIX

15304 MIDWAY ROAD

4-C

ATTRIBUTES	COMMENTS	SCORE
Competitive	This building currently houses a floor tile and decorating store and an automotive repair shop. The site contains no landscaping and the parking for employees and customers is limited.	
Safe	The site is visually accessible and safe.	
Functional	The site is not as functional as other sites further north on Midway Road. There is no landscaping and limited space for customer parking.	
Visually Appealing	The building is exposed aggregate tilt-wall construction, which would not be allowed under the current Industrial-1 zoning, and the site provides no landscaping on the street frontage. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have sidewalks on Midway Road.	
Overall Assessment	This building was not built to accommodate retail, so the landscaping does not provide a good impression for retail, and the parking for customers and employees is limited. If an opportunity arises, the Town should require the site to meet current code, especially for landscaping.	



Acreage, Parcel 4-D: 1.43 acres
Zoning, Parcel 4-D: Industrial-1

Discussion:

This multi-tenant building contains two vacant lease spaces: Adams Office Furniture and Constantin's restaurant. The northern portion contains Five Star Fabrics. The Constantin's Restaurant was originally built to work with the commercial bakery, that was in the back portion of the building. Both the bakery and the restaurant are now vacant. The restaurant space cannot survive without the bakery and should probably be converted back to a straight retail or industrial use. The building is exposed-aggregate tilt-wall and this site contains no landscaping. The buildings have been continuously occupied, so they have maintained their legal non-conforming status, but as these sites go vacant, the Town should take the opportunity to bring them up to current code and require landscaping improvements on the Midway Road street frontage.

ATTRIBUTES OF SUCCESS MATRIX

15402 MIDWAY ROAD

4-D

ATTRIBUTES	COMMENTS	SCORE
Competitive	This multi-tenant building has a retail use on the north end, a closed restaurant and commercial bakery in the middle, and a closed office furniture store on the south end. It struggles with leasing, and when it gets tenants, they seem to turn over quickly.	
Safe	The site is visually-accessible and safe.	
Functional	The site has a retail use in the north end, but limited parking for employees and customers. The restaurant has closed and has been vacant for some time. The space is probably not appropriate for another restaurant.	
Visually Appealing	The exposed-aggregate tilt-wall building lacks any architectural detailing that would make it a more attractive retail location. The building does not meet current standards for exterior facades or landscaping. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have a sidewalk on Midway Road.	
Overall Assessment	The building was not built for retail use, so the parking and access to the fabric store is awkward. In addition, there is no landscaping to provide an attractive environment for retail. If an opportunity arises, the Town should take the opportunity to get improvements to the site.	



Acreage, Parcel 4-E: 1.07 acres
Zoning, Parcel 4-E: Industrial-1
Owner, Parcel 4-E: Kennington Midway Road, LLC

Discussion:

This building is occupied by X-treme Collision Center. The building is a tilt-wall concrete building and the site contains no landscaping. In addition, the operator tends to store wrecked cars in the front parking lot. There is no location on the back of the site for a dumpster, so it must sit in a spot that is visible from Midway Road. This building has been continuously occupied, so it has maintained its legal non-conforming status, but as these buildings along Midway Road go vacant, the Town should take the opportunity to bring them up to current code and require landscaping improvements on the Midway Road street frontage

ATTRIBUTES OF SUCCESS MATRIX

15502 MIDWAY ROAD

4-E

ATTRIBUTES	COMMENTS	SCORE
Competitive	The X-treme body shop is successful, and it is appropriate use for an Industrial neighborhood, particularly given the number of automotive businesses in the area, but the facility could be better maintained.	
Safe	The site is visually accessible and safe.	
Functional	The site functions well as a body shop, but needs more storage behind a sight-barring fence and a place for its dumpster.	
Visually Appealing	The tilt-wall building has been painted a color that has faded over time. The site provides no landscaping, and the operator does not do a good job with site maintenance.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. The business does not provide a sidewalk on Midway Road.	
Overall Assessment	This business needs to do a better job on site maintenance. Should the operation close, the Town should take the opportunity to make the site conform to current standards for landscaping and screening of dumpsters.	



Acreage, Parcel 4-F: .83 acres
Zoning, Parcel 4-F: Industrial-1
Owner, Parcel 4-F: Ronald A. Pilleaux

Discussion:

This building is occupied by Details, Ltd. Automotive Collision Center. It is north of X-treme Collision, and it does a better job of keeping its site clean. It added some landscaping to the entrance of the building, and it does not store cars in its front parking lot. It also has a brick façade on the front of the building, which meets the current Industrial -1 standard for an exterior facade. The use is appropriate for the area, but the Town should take an opportunity, if it becomes available, to get landscaping along the Midway Road frontage.

ATTRIBUTES OF SUCCESS MATRIX

15508 MIDWAY ROAD

4-F

ATTRIBUTES	COMMENTS	SCORE
Competitive	Details Ltd. Is one of the premier body shops in the metroplex and does body work on expensive and high-performance vehicles. It seems to be thriving in this location, and the owners keep their building and parking lot clean.	
Safe	The site is visually accessible and safe.	
Functional	The site is functional for a body shop, and the use is appropriate for an Industrial-1 area, particularly given the number of automotive businesses in the area.	
Visually Appealing	Although Details, Ltd. keeps their site clean and maintained, it does not contain any landscaping on the Midway Road frontage.	
Supported with Amenities	The site is close to restaurants and other services for busi- nesses.	
Environmentally Responsible	The site provides virtually no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. The site does not have a sidewalk on Midway Road.	
Overall Assessment	Details Ltd. is an appropriate use for this site and the operator keeps the site clean and maintained. However, the Town should take the opportunity to require that landscaping be added along the Midway Road frontage.	



Acreage, Parcel 4-G: .718 acres
Zoning, Parcel 4-G: Industrial-1
Owner, Parcel 4-G: KM Midway Real Estate Investors, LLC

Discussion:

Certified Autoplex is the single tenant in this building. Like the other automotive retailers in this area, it has located in a building that was not built for automotive sales. Therefore, the parking for customers and employees is awkward, and the site does not provide any landscaping. The building is stucco, which does not meet the current standard for an exterior façade in an Industrial-1 district. The site was developed prior to the Town's landscaping requirements, so the site provides no landscaping. In the future, the Town should take the opportunity to get landscaping added along the Midway Road frontage.

ATTRIBUTES OF SUCCESS MATRIX

15510 MIDWAY ROAD

4-G

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site seems to be competitive as an automotive sales site, and automotive sales is an allowed use in an Industrial-1 district. However, it was not originally an automotive sales site. It contains no landscaping, and the parking is awkward for customers and employees.	
Safe	The site is visually accessible and safe.	
Functional	This site is not as functional for automotive sales as other sites further north on Midway. While visibility is good, there is no landscaping and parking for customers and employees is limited.	
Visually Appealing	The building is concrete tilt-wall, which would not be allowed under the current Industrial-1 zoning, and the site provides no landscaping on the street frontage.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have a sidewalk on Midway Road.	
Overall Assessment	The site is legally-nonconforming for exterior façade materials and landscaping. If an opportunity arises in the future to require the site to meet current codes, the Town should take the opportunity to get improvements to the site.	



Acreage, Parcel 4-H: 1.23 acres
Zoning, Parcel 4-H: Industrial-1
Owner, Parcel 4-H: Feizy Properties, Inc.

Discussion:

This site is occupied by Addison Motorcars. Several years ago, an automotive dealership on this site wanted to expand and take in the lot to the north. The Town required landscaping on the expansion site, which resulted in several large Live Oak trees and a screening hedge on the northern end of this site. However, the southern site still does not have landscaping. The building is concrete tilt wall construction, which would not be allowed under the current Industrial-1 standards. An automotive use is an allowed use in this district. However, the Town should take the opportunity, should it arise in the future, to get landscaping added to the Midway Road frontage on this site.

ATTRIBUTES OF SUCCESS MATRIX

15600 MIDWAY ROAD

4-H

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site was not originally an automotive business. The site provides no landscaping and very little space for display of vehicles or customer parking.	
Safe	The site is visually accessible and safe.	
Functional	The site is not as functional for automotive sales as other sites further north on Midway. While visibility is good, there is no landscaping and limited space for customer and employee parking.	
Visually Appealing	The building is concrete tilt-wall, which would not be allowed under the current Industrial-1 zoning, and the site provides no landscaping on the street frontage.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have a sidewalk on Midway Road.	
Overall Assessment	The site is legally-nonconforming for exterior façade materials and landscaping. If an opportunity arises in the future to require the site to meet current codes, the Town should take the opportunity to get improvements to the site.	



Acreage, Parcel 4-I: .524 acres
Zoning, Parcel 4-I: Industrial-1
Owner, Parcel 4-I: Arcady Drexel, Ltd. PS

Discussion:

This site is occupied by Muscle Cars, which customizes and sells high-performance automobiles. The building is exposed aggregate concrete tilt-wall construction, which would not be allowed under the current Industrial-1 standards. An automotive use is an allowed use in this district. However, should an opportunity arise in the future, the Town should get landscaping added to the Midway Road frontage on this site.

ATTRIBUTES OF SUCCESS MATRIX

15610 MIDWAY ROAD

4-1

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site was not originally an automotive business. The site provides no landscaping and very little space for display of vehicles or customer parking.	
Safe	The site is visually accessible and safe.	
Functional	The site is not as functional as other sites further north for automotive sales. As noted, while visibility is good, there is no landscaping and limited space for customer parking.	
Visually Appealing	The building is concrete tilt-wall, which would not be allowed under the current Industrial-1 zoning, and the site provides no landscaping on the street frontage.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides no landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have a sidewalk on Midway Road	
Overall Assessment	The site is legally-nonconforming for exterior façade materials and landscaping. If an opportunity arises in the future to require the site to meet current codes, the Town should take the opportunity to get improvements to the site.	



Acreage, Parcel 4-J: .43 acres
Zoning, Parcel 4-J: Industrial-1
Owner, Parcel 4-J: Craig Penfold Properties, Inc.

Discussion:

This facility is unusual for this area, but it seems to make sense for the operator. D-Bat is a baseball academy that teaches baseball skills to students of all ages. D-Bat also manufactures and sell bats. The indoor facility is on a lot to the east of this lot, and it contains the office and indoor batting cages. This lot is the outdoor practice area where coaches work with students on fielding, pitching, and sometimes batting. The site has a green area between the fence and the street, but it does not provide landscaping against the Midway Road frontage. The Town should take the opportunity in the future to require this area to be irrigated and landscaped.

ATTRIBUTES OF SUCCESS MATRIX

15614 MIDWAY ROAD

4-J

ATTRIBUTES	COMMENTS	SCORE
Competitive	D-Bat is a one-of-a-kind facility. There are other batting cages in the north Dallas area, but there is not another business that provides batting cages and a practice diamond. It is a unique facility that brings customers to Addison.	
Safe	The site is visually accessible and safe.	
Functional	The site if functional as a practice field.	
Visually Appealing	The baseball diamond and field provide a spot of green along Midway Road, but the site needs landscaping added to the Midway Road frontage.	
Supported with Amenities	The site is close to restaurants and retail services for businesses.	
Environmentally Responsible	The site provides a green area, but no irrigated landscaping and no trees.	
Walkable	Midway Road is not a walkable street. This site does not have a sidewalk on Midway Road	
Overall Assessment	The D-Bat facility is unique and should be allowed to continue, but the Town should take the opportunity, it if arises, to get some landscaping on the Midway Road frontage.	



Acreage, Parcel 4-K: .61 acres
Zoning, Parcel 4-K: LR—Local Retail, with an SUP for a restaurant (091-062)
Owner, Parcel 4-K: George and Carol Kondos

Discussion:

This building was originally built as the Seashell Restaurant in 1983, when any restaurant built anywhere in Addison did well. The Addison Road location has always made it difficult for this site to compete as a restaurant, and there has been a series of operators in the building over the years. The best long-term use for this site, as well as the adjacent two sites north of Lindbergh: Addison Cigar and the White Rock Masonic Lodge, might be to incorporate them into the boundary of the Addison Airport. There has been some talk of expanding the Airport south to take in Lindbergh Drive, which would put this site into the Airport Boundary and provide a key “front door” for the Airport on Addison Road.

ATTRIBUTES OF SUCCESS MATRIX

15375 ADDISON ROAD

4-K

ATTRIBUTES	COMMENTS	SCORE
Competitive	This restaurant site has struggled since the mid 1980s. It's location on Addison Road, away from other restaurants, has made it hard to compete, and it is consistently rented to tenants who struggle and ultimately close.	
Safe	The site has visual accessibility and is safe.	
Functional	The site does not have sufficient parking to allow it to thrive as a restaurant. The current tenant has customers that are parking on other sites and disturbing adjacent property owners.	
Visually Appealing	The maintenance of the site has declined in recent years. Landscaping and building are not well-maintained. Large power lines across the front of the property are unattractive.	
Supported with Amenities	The site is not within a good walking distance of other restaurants or amenities for businesses. However, there are amenities in the area.	
Environmentally Responsible	The site was developed after Addison's landscaping ordinance was put in place, and it provides landscaping, but the landscaping has not been well-maintained in recent years.	
Walkable	There is a sidewalk on Addison Road, and Addison Road is not a walkable street. However, it is possible to walk, along a sidewalk, to Belt Line Road.	
Overall Assessment	A restaurant is not the highest and best use for this site. Many tenants have leased this building, struggled, and eventually gone out of business. The ultimate best use for this site might be to incorporate it into the boundary of the Addison Airport.	



Acreage, Parcel 4-L: .417 acres
Zoning, Parcel 4-L: Industrial-3
Owner, Parcel 4-L: US Postal Service Real Estate

Discussion:

This building was Addison's second Post Office and is still owned by the US Postal Service. The building's architecture and age do not seem to merit historic preservation. It is rented by Addison Cigar Company, which was formerly in Addison Circle. Addison Cigar is a thriving business and enjoys having its own building. However, the best long-term use for this site, as well as the adjacent White Rock Masonic Lodge site to the north, might be to incorporate both sites into the boundary of the Addison Airport. The sites might be utilized as part of the Cavanaugh Flight Museum, if it were to move to the south end of the Airport. If not used by the Cavanaugh, the sites could be part of another aviation development.

ATTRIBUTES OF SUCCESS MATRIX

15401 ADDISON ROAD

4-L

ATTRIBUTES	COMMENTS	SCORE
Competitive	This building thrives as a specialty destination retail location for a cigar business, which due to the odor from cigars, does not do well in a strip center or mixed use center. However, there are not other retailers who would do well at this location.	
Safe	The site has good visual accessibility and is safe.	
Functional	This small site works for this retailer, but does not have the parking to work for another retailer or an office building.	
Visually Appealing	The site was built prior to Addison's landscaping requirements, but minimal landscaping was added by the current tenant, which helps the appearance of the site.	
Supported with Amenities	The site is not within a good walking distance of other restaurants or amenities for businesses. However, there are amenities in the area.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirement, but Addison Cigar was required to add as much landscaping as was possible when it took over the building, and the site is well-maintained.	
Walkable	There is a sidewalk on Addison Road and Lindbergh. Addison Road is not a walkable street; however, it is possible to walk, along a sidewalk, to Belt Line Road.	
Overall Assessment	This site is currently working for this specialty, destination retailer. However, the best ultimate use for this site might be to incorporate it into the boundary of the Addison Airport.	



Acreage, Parcel 4-M: .379 acres
Zoning, Parcel 4-M: Industrial-3
Owner, Parcel 4-M: White Rock Masonic Lodge

Discussion:

This building has been the meeting house for the White Rock Masonic Lodge since the 1940s. Membership in the Lodge has declined over the past years, but the organization is still active and still uses this building. The building does not seem to be architecturally significant enough to merit any historic preservation effort. At some point, the Lodge should be ready to give up the building, and at that time, it would seem to make the most sense to incorporate this site, and the adjacent Addison Cigar site, into the boundary of the Addison Airport. The sites might be utilized as part of the Cavanaugh Flight Museum, if it were to move to the south end of the Airport. If not used by the Cavanaugh, the sites could be part of another aviation development.

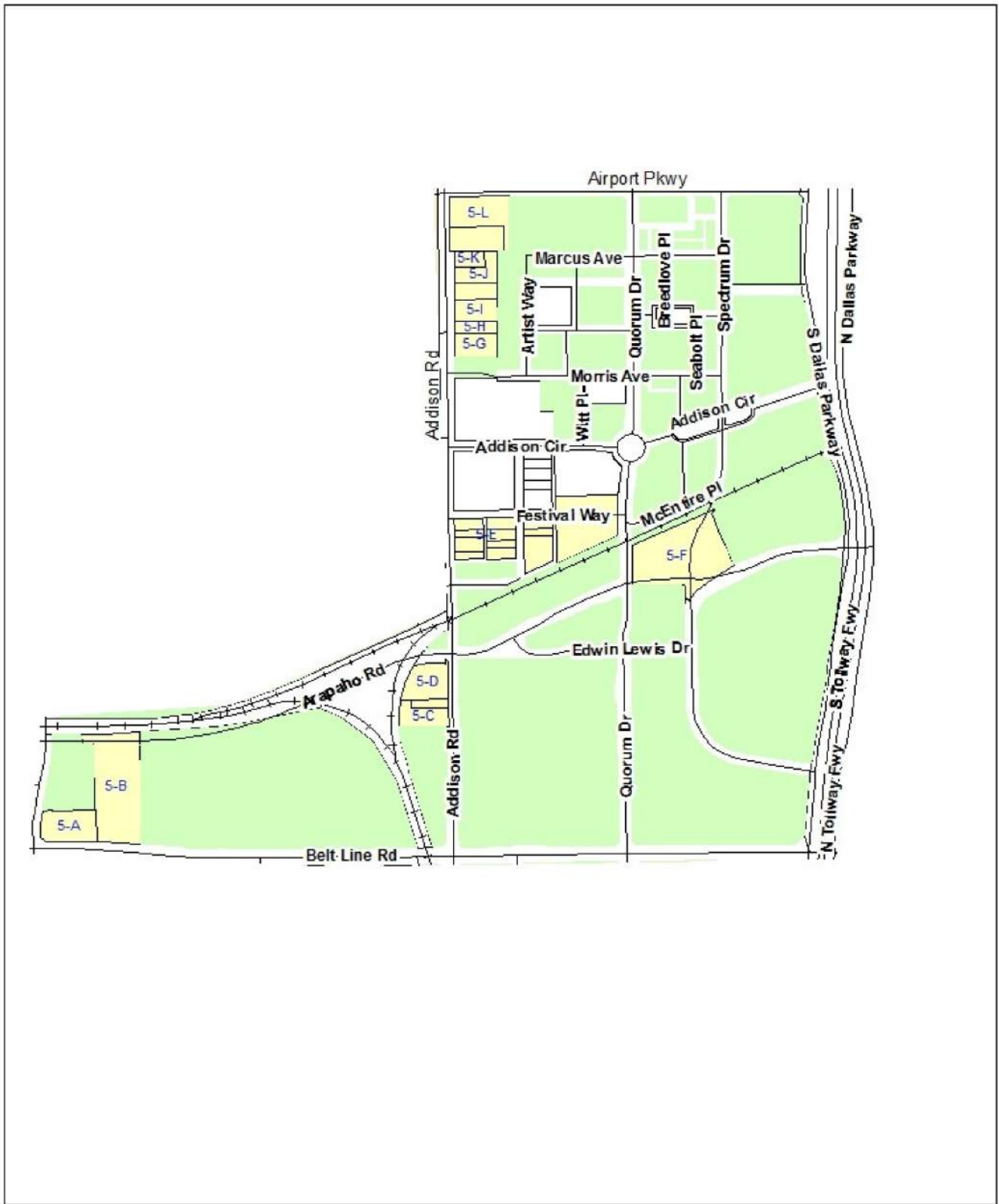
ATTRIBUTES OF SUCCESS MATRIX

15405 ADDISON ROAD

4-M

ATTRIBUTES	COMMENTS	SCORE
Competitive	This building currently serves as the meeting place for the White Rock Masonic Lodge. Lodge membership has declined over the past few years, and is not expected to increase in the future. The building does not provide sufficient parking for another use.	
Safe	The site is visually accessible and safe.	
Functional	The site functions as a meeting house, but its small size does not make it feasible to develop it with more intense use.	
Visually Appealing	The building lacks an architectural style or detailing that might make it worth preserving as a historic building.	
Supported with Amenities	The site is not within a good walking distance of other restaurants or amenities for businesses. However, there are amenities in the area.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirement, and while it contains some grass, there is no landscaping on the site.	
Walkable	There is a sidewalk on Addison Road. Addison Road is not a walkable street; however, it is possible to walk, along a sidewalk, to Belt Line Road.	
Overall Assessment	This site is currently functional as a meeting house for the White Rock Masonic Lodge. However, the best ultimate use for this site might be to incorporate it into the boundary of the Addison Airport.	

SECTOR 5



Town of Addison Sector 5





Acreage, Parcel 5-A: 1.68 acres
Zoning, Parcel 5-A: Local Retail
Owner, Parcel 5-A: Midbelt Center Ltd. Etal

Discussion:

This is one of the oldest shopping centers in Addison and was developed in the late 1970s. The center always enjoys good occupancy due to its location at the corner of Belt Line and Midway. It was developed prior to the Town's requirements for 80% brick facades and 20% landscaping, but the Town took the opportunity a few years ago to get landscaping added when additional restaurants were added to the center. The owner was required to plant street trees the length of the property, but as those died, he went back with Crape Myrtle trees, which also appear to be dead. The Town should consider a façade grant or low-interest remodeling load to encourage this center to update its look and renovate its landscaping.

ATTRIBUTES OF SUCCESS MATRIX

4201 BELT LINE ROAD

5-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	The center maintains a good occupancy because it is on the corner of two of Addison's main thoroughfares: Belt Line Road and Midway Road.	
Safe	The site has good visual accessibility and is occupied most hours of the day. It is safe.	
Functional	The site is functional.	
Visually Appealing	The site is in need of a remodel or facelift. While the center is fully leased and functional, it needs up-dating with a less "dated" design and better-quality materials.	
Supported with Amenities	The site has an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements. Trees and shrubs were added to the site after it was built, but it still falls short of the Town's landscaping requirements. There are many dead plants in the street frontage landscaping.	
Walkable	The site is in a good location for walkability and has sidewalks on both Belt Line and Midway. However, sidewalks on both streets are immediately back-of-curb and not pleasant to walk.	
Overall Assessment	This shopping center needs a facelift. It would be helped greatly by a remodel that included better materials and a more up-dated design for the facades.	



Acreage, Parcel 5-B: 4.35 acres
Zoning, Parcel 5-B: PD 549
Owner, Parcel 5-B: G6 Hospitality LLC

Discussion:

This hotel and the adjacent restaurant were constructed in 1979. The hotel was built as an independent hotel, but was taken over by Motel 6 in 1990. The restaurant was originally a JoJo's 24-hour restaurant, which opened in 1988, but was taken over by Denny's in approximately 2005. At this point, the restaurant is closed. Motel 6 is in need of a serious remodel or possibly even redevelopment. The hotel continually runs a good occupancy, due to its good location and low price point, but the buildings are more than 30 years old. The design and materials for both buildings are dated, and it has been difficult to find another tenant for the restaurant. The PD zoning limits the available uses on the property to hotel and restaurant, but the Town could consider a zoning change that would allow for other uses if a reasonable redevelopment plan was proposed.

ATTRIBUTES OF SUCCESS MATRIX

4301 BELT LINE ROAD

5-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	The hotel remains competitive, but that is more a function of price point and location as opposed to quality of offering.	
Safe	There are rooms on the north side of the property that are not visible from any public street and are not well-lit. They do not feel safe, but the Town has not had any crime incidents on the north side of the hotel.	
Functional	The design of the hotel is dated, and the layout of the rooms makes it difficult for the management office to monitor activities in all rooms of the hotel. Also many rooms are not visible from a public street and seem secluded.	
Visually Appealing	Although the hotel was recently painted, it is in need of a remodel. The architecture is dated and is beginning to show its age. Large power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in an excellent location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed prior to the Town's landscaping requirements, but the site provides several large Live Oak trees that are in good shape. It provides a minor amount of landscaping on the street frontage and very little green space within the property.	
Walkable	The site is in a good location for walkability and has sidewalks on the Belt Line Road frontage. Sidewalk on Belt Line is immediately back-of-curb, and is not pleasant to walk.	
Overall Assessment	This restaurant and hotel are among the oldest commercial buildings in Addison. A hotel and restaurant are appropriate uses for the site, but the restaurant has been vacant for some time, and the hotel needs a major remodel or redevelopment.	



Acreage, Parcel 5-C: 1.3 acres
Zoning, Parcel 5-C: PD 086-023
Owner, Parcel 5-C: Wash Depot XXV, Inc.

Discussion:

This site, and the site immediately to the north, were once occupied by Addison's cotton gin. In 1986, the property, along with the site immediately north of it, were rezoned to a Planned Development district, and the gin was demolished. The owner intended to redevelop the site with a full-service car wash, restaurant, and office building. The car wash was constructed, but the restaurant and office building were not. At this point, the car wash is still a valid use on the site, but the rest of the site, as well as the site to the north, have never been developed. A restaurant and office building may not be appropriate uses for the site, and the Town would consider a wider range of uses which might include a convenience store with gasoline sales, but the owners have not brought forward any plans for the site.

ATTRIBUTES OF SUCCESS MATRIX

15209 ADDISON ROAD

5-C

ATTRIBUTES	COMMENTS	SCORE
Competitive	The car wash does not do a great business in this location, but it manages to stay open. There is also a muffler shop behind the car wash that does a reasonable business in muffler repair.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site functions well as a car wash.	
Visually Appealing	The building, though generally well-maintained, is not particularly attractive, and the landscaping is minimal.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail, and other support services.	
Environmentally Responsible	The site was developed after Addison's landscaping regulations were put in place, but the landscaping on the site is minimal. In addition, some of the street frontage landscaping was taken when Addison Road was widened.	
Walkable	The site has reasonable walkability to Belt Line Road, and there is a sidewalk on the Addison Road frontage.	
Overall Assessment	The site has been in continuous operation since 1986, and it is functioning as a car wash, but it was hoped that the development of Addison Circle would cause some of these uses along the Addison Road corridor to redevelop. This site, and the site to the north, might be put together into a development scheme.	



Acreage, Parcel 5-D: 1.51 acres
Zoning, Parcel 5-D: PD 086-023
Owner, Parcel 5-D: 15211 Addison Road JV

Discussion:

This property and the Buttons Restaurant property are both owned by 15211 Addison Road JV. The owner originally opened the Buttons Restaurant as a Sambuca Jazz Café, and purchased this property to provide additional parking for Sambuca. After business declined, the owner closed Sambuca and leased the restaurant to Buttons. He still owns this property although Buttons does not use it for parking. The site contains two metal buildings that were associated with the former cotton gin on the site. The buildings were legally-nonconforming for the industrial uses that were in them at the time the gin was still operating. Joe's Muffler, which is located on the car wash property immediately south of this site, leases the south metal building, but the north metal building is vacant. The owner would like to redevelop this property, along with the car wash to the south. He has talked to various retail users, including gasoline stations/convenience stores, but has not been able to get anyone interested in the site.

ATTRIBUTES OF SUCCESS MATRIX

15223 ADDISON ROAD

5-D

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site is mostly vacant parking lots with the exception of two metal buildings against the west property line. The site would seem to be a good candidate for redevelopment, but the owner has not been able to get a developer interested.	
Safe	The site has good visual accessibility and is safe.	
Functional	The south building on the site is used as storage for a muffler shop. The north building is unoccupied. The site is not functioning at its highest and best use.	
Visually Appealing	The site is kept mowed, and the Code Enforcement has managed to get a lot of the junk cleaned off of it, but it is not visually appealing.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail, and other support services.	
Environmentally Responsible	The site is almost all concrete paving. It has a few scattered trees, but no landscaping against the Addison Road frontage.	
Walkable	The site is in a reasonable location for walkability and has sidewalks on Addison Road.	
Overall Assessment	The site's owner would welcome a rezoning and development scheme that would allow this property to function at its highest and best use. However, the owner and the Town have not been able to get any developers interested in the site.	



Acreage, Parcel 5-E: 4.1 acres (exclusive of platted rights-of-way)
Zoning, Parcel 5-E: Public
Owner, Parcel 5-E: Town of Addison

Discussion:

The Town purchased these properties from various owners between 1991 and 1998. The plan at that time was to buy up properties in the area that was known as Old Addison in order to secure a location for a transit stop on the Cotton Belt rail line, which is owned by the Dallas Area Rapid Transit Authority (DART). The Cotton Belt line is programmed in the DART plan as a cross-town rail line. DART owns the property on the south side of the Cotton Belt Line track, and Addison owns the property on the north side. It is hoped that there will be a rail station at this location. At that point, Addison hopes to ground lease or sell its holding on the north side of the track to a developer who will build a high-density mixed use development around the rail stop. The Town also owns 5.6 acres on the northeast corner of Quorum Drive and Arapaho Road that it is holding for a transit-related development. The Town has been holding the land for almost 20 years, and the Cotton Belt Line is still not in sight. Many developers are interested in the tracts, and at some point, the Town must assess how long it is prepared to keep these valuable tracts of land from being developed.

ATTRIBUTES OF SUCCESS MATRIX

15500 ADDISON ROAD

5-E

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site is currently raw land owned by the Town. It is used as a location for the carnivals associated with Oktoberfest and Taste Addison, and for parking for Kaboom Town, but is not used otherwise.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site serves a limited function for Addison's Special Events, but it is not being used to its full potential.	
Visually Appealing	The site has turf grass and many large trees. It is well-maintained by the Town	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	The site has turf grass and many large trees. It is well-maintained by the Town.	
Walkable	The site is in a good location for walkability. It does not have a sidewalk on the Addison Road frontage, but has a sidewalk on the Festival Way and Quorum frontages.	
Overall Assessment	The site is being warehoused by the Town for a DART rail stop on the cross-town Cotton Belt Line. However, there is no plan in place to build the Line, and the Town must assess how long it can allow this valuable land to lie undeveloped. There might be a plan that allows the Town to develop its land while holding a spot for the rail stop.	



Acreage, Parcel 5-F: 5.52 acres
Zoning, Parcel 5-F: Public
Owner, Parcel 5-F: Town of Addison

Discussion:

The Town purchased this property from the Resolution Trust Company (RTC) in the early 1990s. The RTC was the federal holder for the many tracts in the Dallas area that had gone into bankruptcy, and Addison was able to purchase the tract for less than one dollar per square foot, which was an extremely cheap price. The Town bought the land because it wanted to widen Arapaho Road and continue Spectrum Drive south from Addison Circle to Arapaho. The site is bordered on the north by the Cotton Belt Rail Line right-of-way, and the Town has been holding this tract, as well as the 4.1 acres on the west side of Quorum Drive, with the intent that at some point, there will be a Dallas Area Rapid Transit rail station on the line. Addison will then ground lease or sell its land holdings to a developer for a high-density mixed use development around the rail stop. However, the Town has been holding the land for almost 20 years, and the Cotton Belt Line is still not in sight. Many developers are interested in the tracts, and at some point, the Town must assess how long it is prepared to keep these valuable tracts of land from being developed.

ATTRIBUTES OF SUCCESS MATRIX

5035 ARAPAHO ROAD

5-F

ATTRIBUTES	COMMENTS	SCORE
Competitive	The site is currently raw land owned by the Town. It is used briefly during Oktoberfest, Taste Addison, and Kaboom Town, and provides a direct route for pedestrians walking from the parking garages at the Millennium and Colonnade buildings, but is not used otherwise.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site serves a limited function for Addison's Special Events, but it is not being used to its full potential.	
Visually Appealing	The site has turf grass and street trees along the Spectrum Drive, Quorum Drive, and Arapaho Road frontages. It is well-maintained by the Town.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	The site has turf grass and street trees along the Spectrum Drive, Quorum Drive, and Arapaho Road frontages. It is well-maintained by the Town.	
Walkable	The site is in a good location for walkability and has sidewalks on the Spectrum Drive, Arapaho Road, and Quorum Drive frontages.	
Overall Assessment	The site is being warehoused by the Town for a DART rail stop on the cross-town Cotton Belt Line. However, there is no plan in place to build the Line, and the Town must assess how long it can allow this valuable land to lie undeveloped. There might be a plan that allows the Town to develop its land while holding a spot for the rail stop.	



Acreage, Parcel 5-G: 1.08 acres
Zoning, Parcel 5-G: Commercial-1
Owner, Parcel 5-G: Avis Rent-a-Car System

Discussion:

This Avis rent-a-car location is well-landscaped and well-maintained, and it does a thriving business. It is in a Commercial-1 zoning district and was constructed before automotive uses were taken out of the C-1 district. The car leasing operation is legally non-conforming, or grandfathered. While Avis does an excellent job maintaining its site, it was hoped by the Town that the development energy generated by Addison Circle would extend to Addison Road and cause uses along the street to redevelop. There has not been any redevelopment as yet, but there was interest in taking the northernmost site in this strip to an Addison Circle-styled development for multi-family. The Town owns two sites in this strip, and it would like to explore development possibilities for all the properties on the east side of Addison Road between the Conference Centre and Airport Parkway.

ATTRIBUTES OF SUCCESS MATRIX

15804 ADDISON ROAD

5-G

ATTRIBUTES	COMMENTS	SCORE
Competitive	The Avis Rent-a-Car business at this location is competitive with other car rental businesses in the area. It is a legal non-conforming use on this site and is grandfathered for as long as the business is occupied. However, the Town would like to explore a redevelopment plan for this corridor.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site and the building are functional, but the Town would like to see this corridor redevelop with uses that are more compatible with Addison Circle.	
Visually Appealing	The building meets the standards that were in place at the time, and the landscaping is attractive and well-maintained. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	The site has adequate landscaping that is well-maintained.	
Walkable	This site has sidewalks, but there are no sidewalks on this side of Addison Road on the sites to the south or north of it. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	Avis has a good business on this site, and it keeps the site well-maintained. The Town does not have any plan to force Avis off of the site. However, the Town would like to explore a redevelopment plan for Addison Road that would allow these sites to develop more in accordance with the Addison Circle development.	



Acreage, Parcel 5-H: .5 acres
Zoning, Parcel 5-H: Commercial-1
Owner, Parcel 5-H: Barco Mirror Glass, Inc.

Discussion:

Barco Mirror and Glass supplies mirrors and glass to building contractors. Barco is in a Commercial-1 zoning district, and it is an allowed use in C-1. It predates the Town's requirements for landscaping, so the site provides no landscaping. While Barco does a good business and is an allowed use in this zoning district, it was hoped by the Town that the development energy generated by Addison Circle would extend to Addison Road and cause uses along the street to redevelop. There has not been any redevelopment as yet, but there was interest in taking the northernmost site in this strip to an Addison Circle-styled development for multi-family. The Town owns two sites in this strip, and has had conversations about purchasing the Barco site at some point. The Town would like to explore development possibilities for all the properties on the east side of Addison Road between the Conference Centre and Airport Parkway.

ATTRIBUTES OF SUCCESS MATRIX

15808 ADDISON ROAD

5-H

ATTRIBUTES	COMMENTS	SCORE
Competitive	Barco Mirror and Glass has a good business, but it follows the ebbs and flows of the housing construction business. It is a legal use on this site and the Town does not want to take any action to force Barco to close. However, the Town would like to explore a redevelopment plan for this corridor.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site and the building are functional, but the Town would like to see this corridor redevelop with uses that are more compatible with Addison Circle.	
Visually Appealing	The building predates the Town's requirements for landscaping, and the site has none. However, the site is kept clean and well-maintained. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	The site does not have any landscaping.	
Walkable	This site does not have sidewalks. There are sidewalks on the Avis Lube site to the south, but not sidewalks to the north. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	Barco Mirror and Glass has been in business at this location for many years, and the Town has no intent to cause it to close. However, the Town has had conversations with the building owner about possibly purchasing this site when Barco decides to close or move to another location.	



Acreage, Parcel 5-1: two lots totaling 1.75 acres
Zoning, Parcel 5-1: Commercial-1
Owner, Parcel 5-1: Town of Addison

Discussion:

The Town purchased these two properties several years ago for two reasons: they were offered to the Town by the owner at a reasonable price, and the Town wanted to clean up the dilapidated automotive and aircraft-related businesses that were located on both sites. The Town demolished the buildings on the sites and cleaned them up and graveled the lots. The Town uses them as parking for Special Events, but they are not used otherwise. The Town thought it might use them for expansions of the Conference and Theatre Centre, or a structured parking garage. The sites line up for an extension of a street connection from Addison Circle to Addison Road, however, there is not a plan for the sites yet. The Town would like to work with adjoining property owners in this area to explore redeployment possibilities for all the properties on the east side of Addison Road between the Conference Centre and Airport Parkway.

ATTRIBUTES OF SUCCESS MATRIX

15810-15812 ADDISON ROAD

5-1

ATTRIBUTES	COMMENTS	SCORE
Competitive	These two lots were purchased by the Town several years ago in an effort to clean up the neighborhood and provide sites for a redevelopment of Addison Road. The sites are used as parking for Special Events.	
Safe	The sites have good visual accessibility and are safe.	
Functional	The sites are only functional a few days a year.	
Visually Appealing	The sites have not been landscaped. It is not the Town's intent to develop these sites as park land. They are being held for future development. Power lines across the front of the property are unattractive.	
Supported with Amenities	The sites are in a reasonable location for restaurants, retail and other support services, and are within walking distance from Addison Circle.	
Environmentally Responsible	The lots are not landscaped except for some landscaping on the frontage. There is one large tree in the northeast corner of the site.	
Walkable	This site does not have sidewalks. There are no sidewalks on the Barco site to the south, but there are sidewalks on the Sagebrush site to the north. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	The Town bought these two sites to help clean up the area and to hold for future developments. The Town does not have a definite plan for the lots, and would consider throwing them into a redevelopment scheme that encompassed this entire area of Addison Road.	



Acreage, Parcel 5-J: .908 acres
Zoning, Parcel 5-J: Commercial-1
Owner, Parcel 5-J: RG Consolidated Ventures

Discussion:

The Sagebrush building was once the headquarters for a software development company; however, the firm has reduced its staff over the years and now leases out space in the building. The owners have reported that they have had a difficult time leasing the building, partly because of the dilapidated property to the south, which was cleaned up by the Town. At this point, the owners would like to get out of the building, and would consider a redevelopment scheme. The Town would like to work with adjoining property owners in this area to explore redevelopment possibilities for all the properties on the east side of Addison Road between the Conference Centre and Airport Parkway.

ATTRIBUTES OF SUCCESS MATRIX

15820 ADDISON ROAD

5-J

ATTRIBUTES	COMMENTS	SCORE
Competitive	The Sagebrush office building was constructed in the late 1980s to house a software company. There is also a second office building behind the building on Addison Road, However, the company has reduced staff and does not need all the space in both buildings. It has found it difficult to lease the excess space.	
Safe	The site has good visual accessibility and is safe.	
Functional	An office building in this location is an allowed use, but the owners have had a difficult time finding tenants for the building.	
Visually Appealing	The building is built over the parking, which makes for a less attractive appearance from the street. However, it is well-maintained and the landscaping is maintained. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services and is within walking distance from Addison Circle.	
Environmentally Responsible	The site has landscaping that meets the Town's requirements and is well-maintained.	
Walkable	The site has sidewalks, but there are not sidewalks on the sites to the south or north of it. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	This building is an allowed use in the Commercial-1 district, and the Town does not have a plan to cause it to close. However, the owners have indicated they would like to explore a redevelopment scheme that would allow them to sell the building.	



Acreage, Parcel 5-K: .50 acres
Zoning, Parcel 5-K: Commercial-1
Owner, Parcel 5-K: HJP Holdings, LLC

Discussion:

Hans Autohaus is a car repair and sales business in a Commercial-1 zoning district. It was established on the site before automotive uses were taken out of the C-1 district. The car repair and sales business is legally non-conforming, or grandfathered. Hans Autohaus does a good job maintaining the site. However, it was hoped by the Town that the development energy generated by Addison Circle would extend to Addison Road and cause uses along the street to redevelop. There has not been any redevelopment as yet, but there was interest in taking the northernmost site in this strip to an Addison Circle-styled development for multi-family. The Town owns two sites in this strip, and it would like to explore development possibilities for all the properties on the east side of Addison Road between the Conference Centre and Airport Parkway.

ATTRIBUTES OF SUCCESS MATRIX

15840 ADDISON ROAD

5-K

ATTRIBUTES	COMMENTS	SCORE
Competitive	Hans Autohaus is competitive with other car repair and sales businesses in the area. It is a legal non-conforming use on this site and is grandfathered for as long as the business is occupied. However, the Town would like to explore a redevelopment plan for this corridor.	
Safe	The site has good visual accessibility and is safe.	
Functional	The site and the building are functional, but the Town would like to see this corridor redevelop with uses that are more compatible with Addison Circle.	
Visually Appealing	The owners made some improvements to the front of the building a few years ago, but the site predates Addison's requirements for landscaping and contains none. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	The site has no landscaping.	
Walkable	This site does not have sidewalks. There are sidewalks on the Sagebrush site to the south, but none on the site to the north. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	Hans Autohaus does a good business and keeps its site well-maintained. The Town does not have any plan to force Hans Autohaus off of the site. However, the Town would like to explore a redevelopment plan for Addison Road that would allow these sites to develop more in accordance with the Addison Circle development.	



Acreage, Parcel 5-L: two lots totaling 3.39 acres
Zoning, Parcel 5-L: Commercial-2
Owner, Parcel 5-L: Cross Timbers Holdings

Discussion:

The Hope family has owned both these lots for many years. The family's business office, HWK Realty, is in the building on the south site, and it keeps an agricultural exemption on the north site. Both sites are zoned Commercial-2, which allows a few more uses than Commercial-1. At this point, the Hope family would like to sell both sites and move its office to another location. In 2012, the family had a potential purchaser who wanted to develop the site with a multi-story apartment building. The proposal was not approved by the Town for several reasons. It had a density of close to 100 units per acre, which was deemed too dense for the site to handle, and it did not propose any connection to Addison Circle. It also did not encompass any of the other properties on Addison Road. The Town would like to explore a more comprehensive development scheme that would cause all properties in this area to redevelop.

ATTRIBUTES OF SUCCESS MATRIX

15842 ADDISON ROAD

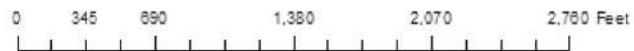
5-L

ATTRIBUTES	COMMENTS	SCORE
Competitive	The office building on the property is an owner-occupied building that has been on the site for many years. The lot to the north is used a pine tree farm, and it carries an agricultural exemption.	
Safe	Both sites have good visual accessibility and are safe.	
Functional	The office building functions for the owner, but it not particularly functional as an office building to be rented to other businesses.	
Visually Appealing	The office building site is attractively landscaped and there are many large trees on the site that of good quality. Power lines across the front of the property are unattractive.	
Supported with Amenities	The site is in a reasonable location for restaurants, retail and other support services, and is within walking distance from Addison Circle.	
Environmentally Responsible	Both sites are green sites. The south lot is landscaped with large trees, and the north lot is planted with pine trees and serves as a tree farm.	
Walkable	This site does not have sidewalks. There are no sidewalks on the Hans Autohaus site to the south. The lack of continuous sidewalks on Addison Road makes walking difficult.	
Overall Assessment	These two sites are good candidates for redevelopment, and the owners are willing to sell. However, a redevelopment scheme for this property needs to tie into Addison Circle, and also needs to encompass the other properties in this area of Addison Road.	

SECTOR 6



Town of Addison Sector 6





Acreage, Parcel 6-A: 24.18 acres
Zoning, Parcel 6-A: Apartment
Owner, Parcel 6-A: Addison Bent Tree LLC

Discussion:

This property contains the Bent Tree Park apartment complex, which was built around 1975. The apartments are in an Apartment zoning district and are a legal use. The complex contains 496 units, and at one time was two complexes. However, both properties were purchased by the same owner and combined into one property that uses one management office. Although the property is reasonably maintained by the owners, the apartments in this complex are 38 years old and are beginning to show their age. In addition, the complex is surrounded by business and institutional (Trinity Christian Academy) uses, and is not supported by any parks, trails, or other neighborhood amenities. At some point, the Town would like to see this property redeveloped with a use other than residential. Perhaps a medical lab or support use to the Methodist Hospital might be a suitable use in the future.

ATTRIBUTES OF SUCCESS MATRIX

4500 SOJOURN DRIVE

6-A

ATTRIBUTES	COMMENTS	SCORE
Competitive	The apartments enjoy a good occupancy, but that is more a function of price than quality of location.	
Safe	The site provides good visual accessibility to all units. The site is safe.	
Functional	The property functions adequately as an apartment complex, but it is not supported by the type of residential amenities Addison strives to offer to its residents.	
Visually Appealing	The apartments were built in the 1970s, and they are beginning to show their age. The design and materials are dated. Power lines on both Addison Road and Sojourn are unattractive.	
Supported with Amenities	This neighborhood is surrounded by commercial and institutional uses, while it is in Addison and is therefore close to restaurants and retailers, it is not located adjacent to any of the residential amenities Addison likes to provide for its residents.	
Environmentally Responsible	The site has adequate landscaping and many large trees.	
Walkable	There is not a sidewalk on the south side of Sojourn Lane, but there is one on the north side. There is a sidewalk along Addison Road, but it stops at the southern boundary of this property.	
Overall Assessment	This property is an older apartment complex surrounded by commercial and institutional uses. While it is being reasonably maintained, multi-family might not be the highest and best use for the property. The Town might explore a commercial redevelopment of the site at some point.	



Acreage, Parcel 6-B: 24.74 acres
Zoning, Parcel 6-B: Apartment
Owner, Parcel 6-B: Brooks Bent Tree LLC

Discussion:

This property contains the Bent Tree Oaks apartment complex, which was built around 1975. The apartments are in an Apartment zoning district and are a legal use. The complex contains 248 units, and it is the oldest of the Ledgemont Lane apartment complexes. The property is reasonably maintained, but it is beginning to show its age. It is split by Westgrove Drive, and has some units on the north side of Westgrove that are disconnected from the other apartments on the Ledgemont Lane district. At some point, the Town would like to see this property redeveloped at a higher density on the south side, with the north side possibly converted to a use other than residential.

ATTRIBUTES OF SUCCESS MATRIX

4820 WESTGROVE DRIVE

6-B

ATTRIBUTES	COMMENTS	SCORE
Competitive	The apartments enjoy a good occupancy, but that is more a function of price than quality of location.	
Safe	The site provides good visual accessibility to all units. The property is safe, but units on the north side of Westgrove are a long way from the management office or other safety support.	
Functional	The property functions adequately as an apartment complex, but it is not supported by the type of residential amenities Addison strives to offer to its residents.	
Visually Appealing	The property is being maintained. The apartments were built in the 1970s, and they are beginning to show their age. The design and materials are dated. Power lines on Westgrove and Addison Road are unattractive.	
Supported with Amenities	This complex is split in two, with some units being on the north side of Westgrove Drive. The complex is a part of the Ledgemont Lane apartment neighborhood, but is not a comfortable walking distance to Quorum Park.	
Environmentally Responsible	The site has adequate landscaping and many large trees.	
Walkable	The property on the south side of Westgrove has a sidewalk on the Addison Road, Westgrove, and Ledgemont frontages. The property on the north side has a walking path against the Addison Road frontage, but no sidewalk on the Westgrove side.	
Overall Assessment	This property is an older apartment complex and is split by Westgrove Drive. At some point, the Town might explore the possibility of a redevelopment of the north side units with a use other than residential.	

EXECUTIVE SUMMARY



THEN

1979
Town Hall



NOW

2013
Town Hall



EXECUTIVE SUMMARY

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

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

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

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

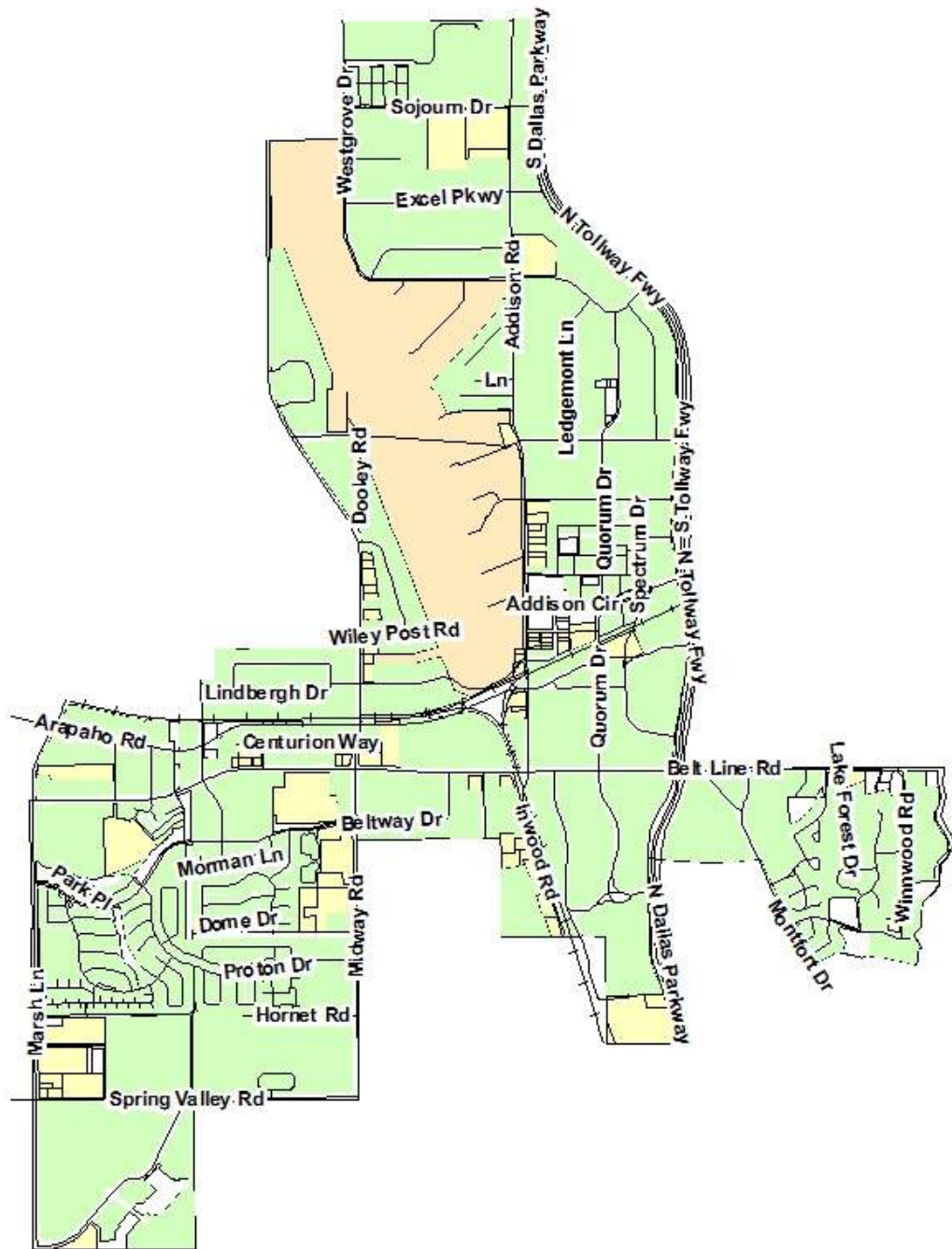
Addison has also dramatically improved in offerings in facilities that are not provided by the Town. It significantly improved its public school situation with the new George HW Bush Elementary School, and its offering for medical care and related services with the new Methodist Hospital for Surgery.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

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

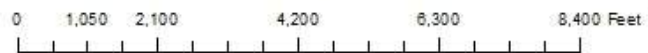
However, while the Commission found the Town to be in very good shape, it did not find it perfect. In some areas, the Town needs to be vigilant and keep its excellent neighborhoods and facilities in first-class condition through a dedicated effort to maintenance and code enforcement. The Commission also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

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

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



Town of Addison Parcel Assessment



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

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

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

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

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

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

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

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

Inwood Road Corridor, (Sector 2)

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

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

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

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

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

Town-owned properties along the

proposed Cotton Belt Rail Line, (Sector 5)

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

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

Investigation of Possibilities for Senior Housing, (no Sector)

**APPENDIX:
GOALS, OBJECTIVES
AND STRATEGIES**



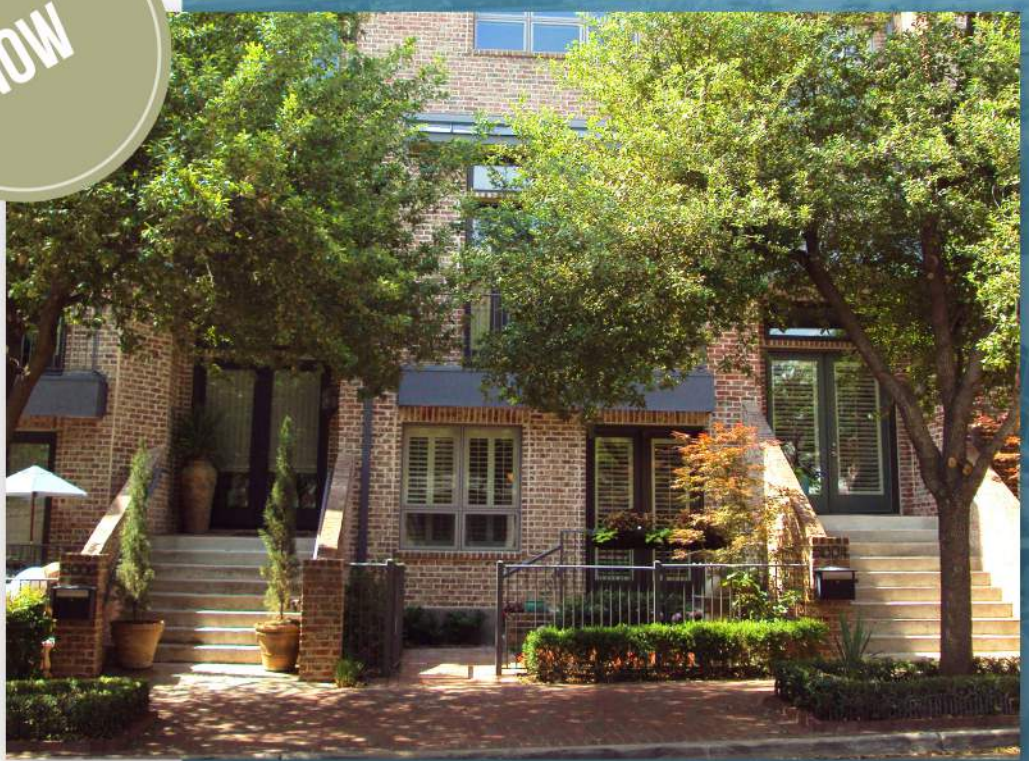
THEN

1910
S.S. Noell Family at their
home.



NOW

2013
Morris Avenue
Townhome in Addison
Circle.



GOALS, OBJECTIVES, AND STRATEGIES

LAND USE – OWNER-OCCUPIED RESIDENTIAL

GOAL:

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

OBJECTIVES:

1. Keep properties in the neighborhoods well-maintained.

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

2. Enhance existing neighborhood infrastructure when possible.

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

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

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

LAND USE – RENTER-OCCUPIED RESIDENTIAL

GOAL:

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

OBJECTIVES:

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

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

2. Where possible, enhance existing amenities in neighborhoods.

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

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

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

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

4. Keep multi-family properties well-maintained.

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

LAND USE – RETAIL

GOAL:

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

OBJECTIVES:

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

on the study team.

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

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

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

LAND USE – HOTELS

GOAL:

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

OBJECTIVE:

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

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

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

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

LAND USE – OFFICE

GOAL:

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

OBJECTIVES:

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

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

LAND USE – COMMERCIAL/INDUSTRIAL

GOAL:

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

LAND USE – MIXED USE

GOAL:

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

PARKS AND OPEN SPACE

GOAL:

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

OBJECTIVES:

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

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

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

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

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

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

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

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

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

Strategy: Continue EarthKind Landscape Management Program.

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

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

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

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

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

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

7. Seek efficient ways to provide Dog Parks.

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

Strategy: Consider sponsorships to fund development and maintenance.

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

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

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

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

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

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

COMMUNITY FACILITIES – ATHLETIC CLUB

GOAL:

Maintain the Athletic Club’s excellence.

OBJECTIVES:

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

COMMUNITY FACILITIES – COMMUNITY GARDEN

GOAL:

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

COMMUNITY FACILITIES – CONFERENCE AND THEATRE CENTRE

GOAL:

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

COMMUNITY FACILITIES – HISTORIC BUILDINGS

GOAL:

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

COMMUNITY FACILITIES – MEDICAL FACILITIES

GOAL:

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

COMMUNITY FACILITIES – MUNICIPAL BUILDINGS

GOAL:

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

OBJECTIVE:

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

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

COMMUNITY FACILITIES, POST OFFICE

GOAL:

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

COMMUNITY FACILITIES, PUBLIC ART

GOAL:

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

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

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

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

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

COMMUNITY FACILITIES, SCHOOLS

GOAL:

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

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

PUBLIC SERVICES AND UTILITIES

GOAL:

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

OBJECTIVES:

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

TOWN OF ADDISON, TEXAS

ORDINANCE NO. 013-049

AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS ADOPTING A NEW COMPREHENSIVE PLAN FOR THE TOWN; PROVIDING THAT THE ADOPTED COMPREHENSIVE PLAN SHALL SUPERSEDE AND REPLACE ANY COMPREHENSIVE PLAN PREVIOUSLY ADOPTED; PROVIDING A REPEALER CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Addison (“City”) City Charter provides in Section 7.03 – Master Plan that the “official master plan of the Town shall be used as a guide by the City Council and the City Planning and Zoning Commission for development of the Town with respect to land use, thoroughfares and streets, buffer zones, parks, and other matters affecting development”; and

WHEREAS, the current comprehensive plan of the City was approved by the City Council on May 3, 1991, and although the plan has been amended four times, it has not been completely updated since 1991 (the said plan, as amended, being sometimes referred to hereinafter as the “1991 comprehensive plan”); and

WHEREAS, Addison’s population and other demographic characteristics have changed significantly since 1991, and the City Council previously directed by the City’s Planning and Zoning Commission to examine the Town’s 1991 comprehensive plan to determine whether there should be changes to it, including but not limited to changes regarding land use and transportation, that will, among other things, facilitate the movement of people and goods, and the health, recreation, safety and general welfare of the citizens of the City; and

WHEREAS, over a period of many months and after numerous discussions and public hearings (at which members of the public were given the opportunity to give testimony and present written evidence) regarding the review of the 1991 comprehensive plan by the Planning and Zoning Commission, the Planning and Zoning Commission approved and has recommended for the City Council’s consideration of approval a new comprehensive plan to replace the 1991 comprehensive plan, and the same has also been reviewed and recommended by the City’s planning department; and

WHEREAS, the City Council has, over a number of meetings open to the public and at which public input could be provided to the Council, reviewed the new comprehensive plan proposed by the Planning and Zoning Commission and the City’s planning department, and has made modifications to the same, and has conducted a public hearing (at which members of the public were given the opportunity to give testimony and present written evidence) regarding the proposed new comprehensive plan (attached hereto); and

WHEREAS, Section 213.003 of the Local Government Code provides that a comprehensive plan may be adopted (or amended) by ordinance following (a) a hearing at which

the public is given the opportunity to give testimony and present written evidence; and (b) review by the municipality's planning commission or department (if one exists), and each of the foregoing items has been satisfied and complied with in connection with the new comprehensive plan and the adoption of it by this Ordinance; and

WHEREAS, the adoption of the new comprehensive plan by this Ordinance, attached hereto, will promote the sound development of the City and is in the best interests of and will promote the public health, safety, and welfare.

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

Section 1. The Comprehensive Plan attached hereto as Exhibit 1 ("Comprehensive Plan") and incorporated herein is hereby adopted, and the same supercedes and replaces the 1991 comprehensive plan. The Comprehensive Plan adopted hereby reflects the goals, objectives, and strategies of the City Council for the long-range development of the City.

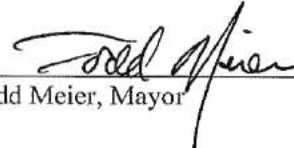
Section 2. As set forth in more detail in the Comprehensive Plan, the Comprehensive Plan shall serve as a guideline for the City's adoption of, or amendment(s) to the City's various development regulations. To the extent required by state law, zoning regulations and amendments thereto shall hereafter be adopted in accordance with the Comprehensive Plan, and any zoning regulation(s) or part thereof that may deviate in any way from or add to the Comprehensive Plan shall be deemed to automatically amend the Comprehensive Plan, whether or not reference be made to the Comprehensive Plan in the ordinance adopting or amending such zoning regulation(s). With respect to any such zoning regulation that automatically amends the Comprehensive Plan, any requirement under state law that a comprehensive plan be amended after public hearing and after review by the P&Z shall be deemed to have been satisfied by the public hearing(s) and P&Z review-and-recommendation procedures set forth in the City's zoning regulations, as amended, in accordance with Chapter 211 of the Texas Local Government Code, as amended. The Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.

Section 3. The above and foregoing recitals of this Ordinance are all true and correct and are incorporated into and made a part of this Ordinance for all purposes.


Section 4. All ordinances of the City in conflict with the provisions of this Ordinance are repealed to the extent of that conflict, except that this Ordinance by itself shall not affect any change to any existing zoning districts, zoning classifications, or other zoning regulations or any designations of current zoning. If any provision of this Ordinance shall be held to be invalid or unconstitutional by a court of competent jurisdiction, the remainder of this Ordinance shall continue in full force and effect the same as if such invalid or unconstitutional provision had never been a part hereof; and the City Council declares that it would have passed this Ordinance, and each section, subsection, sentence, clause, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, and phrases be declared unconstitutional or invalid.

Section 5. This Ordinance shall take effect upon its passage and approval and the posting and/or publication, if required by law, of its caption or any portion hereof.

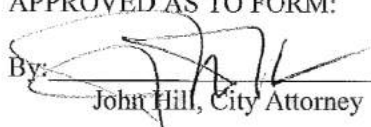
PASSED AND APPROVED by the City Council of the Town of Addison, Texas this the 26th day of November, 2013.



Todd Meier, Mayor

ATTEST:
By: 

Matt McCombs, City Secretary

APPROVED AS TO FORM:
By: 

John Hill, City Attorney

Addison!®