

*Addison!*<sup>®</sup>

# **Citizen Advisory**

# **Committees:**

**Recommendations, Progress, and Next Steps**



April 2009

## Table of Contents

Addison Business Development Committee .....	3
Transportation Committee .....	4
Performing and Visual Arts Committee .....	6
Museums Committee .....	7
Human Services Committee .....	8
The Epicurean District .....	9
Public Relations Committee .....	10
Environmental Design Committee.....	11
Recreation and Community Facilities Committee .....	12
Education Committee.....	14
“Next Great Ideas” .....	15

## **Addison Business Development Committee**

Recommendation # 1: Have Town Council coordinate with Addison Business Association (ABA) to create a business/economic development entity.

- Progress: The Town has contracted with ABA to introduce and meet new businesses starting in Town. In addition, this program helps businesses locate available facilities or spaces and provides other assistance as needed. Bob Phillips, Director of Visitor Services, and Councilmembers have met regularly with businesses to determine how they might create a better retention and development philosophy. Also, the Town has met consistently with brokers at Village on the Parkway in order to foster and maintain a strong relationship. Lastly, the Town has sent out surveys to Addison Circle residents to identify strategic areas of improvement.
- Next Steps: The Town will continue to explore new programming and ideas to help retain and attract businesses to Addison.

Recommendation # 2: The Town should have the goal of making the Cotton Belt light rail initiative happen in a realistic time frame.

- Progress: The Town has continued to pursue this initiative and explore and create opportunities to speed up funding of the regional goal.
- Next Steps: Town staff is monitoring legislation that would give cities and counties the ability to fund transportation projects with special taxes and fees. Staff is working with our legislative consultant, Fred Hill, to facilitate passage of this legislation.

Recommendation # 3: Have Town Council and staff orchestrate monthly luncheons for an exclusive audience. Use this platform to surface critical issues facing the Town.

- Progress: The Town has scheduled a meeting on May 8, 2009 with leasing brokers from Transwestern (who lease the Addison Building and the Comp USA office buildings) and Ron Skipper, of Equastone, owner of both buildings. The Town will ask for input on what improvements can be made in the South Quorum area to attract more companies to lease space in those buildings.
- Next Steps: The Town will take the input into consideration when making improvements (i.e. street lighting and crosswalks) to South Quorum.

Recommendation # 4: Explore institutional advertising through Town branding.

- Progress: The Town conducted a branding study last summer and a number of recommendations were generated. The Town has contracted with the firm of “jimbockrause and associates” to develop a position statement, a logo and a tag-line that will address the various audiences including businesses; and to develop a communication plan for future advertising opportunities that strategically target institutional advertisers.
- Next Steps: Staff will work to implement the recommendations of the communication plan.

## **Transportation Committee**

Recommendation # 1: Upgrade signalization and invest in centralized traffic monitoring system.

- Progress: The Town recently awarded the traffic signal upgrade project to Durable Specialties. The recommendation for award to Durable Specialties has been forwarded to TxDOT for final approval.
- Next Steps: The various controllers, cabinets and radios for communication have been ordered. The replacement of all signal controllers and the networking to provide a centralized traffic monitoring system will begin this summer.

Recommendation # 2: Increase connectivity of walkways and trails.

- Progress: The Town continues to look for opportunities to expand its existing pedestrian trails. One opportunity is to link a trail extension in the Vitruvian development. Staff has received permission from Oncor to construct a trail extension behind Greenhill School, and has requested partial funding from Dallas County.
- Next Steps: Staff is bringing forward a Master Plan for Parks, Trails and Open Space for review and approval at the Council meeting on May 26, 2009.

Recommendation # 3: Pursue re-development of Belt Line road including providing signature pedestrian/bus shelters/pedestrian bridges.

- Progress: The Town has contracted with the design firm HNTB to design the intersection at Belt Line and Dallas North Tollway. HNTB has also been tasked with designing a kit of parts from the Belt Line/Tollway interchange design that can be translated into the development of new bus shelters along Belt Line.
- Next Steps: To ensure this major arterial street remains an economic generator for the Town's many retail and commercial activities years into the future, the road will be redeveloped in stages. The Town anticipates incorporating new lighting, signage, and pavement markings to facilitate vehicular and pedestrian traffic.

Recommendation # 4: Pursue aviation related re-development.

- Progress: MSF Properties, Inc., a leader in general aviation hangar development, is currently redeveloping the Taxiway Romeo hangar area which includes a new 23 Executive Hangar facility. This five million dollar development improvement will provide an additional one hundred thousand dollar plus in annual revenue, along with a one million dollar taxiway improvement. Expected completion for this project is summer of 2009.
- Next Steps: The Town/Airport continues to look for redevelopment opportunities on the field. Staff is currently looking at the possibility for a helicopter facility.

Recommendation # 5: Provide special event shuttles.

- Progress: Event staff is talking to venues that may have an interest in providing shuttles to the special events. Village on the Parkway (VOP) has expressed an interest. However, since there is a cost to provide this service they have not committed to it yet. The hotels currently offer a complimentary shuttle within Addison. By promoting the "Get a Room" campaign we are also encouraging patrons to take the shuttle to the events. Also, DART is a transportation sponsor of Taste Addison. Our marketing messages in their publications and stations encourage patrons to ride DART to the event; however, the only current option is bus transportation.
- Next Steps: Continue to negotiate with retail centers like VOP, Target and Sam's to have them offer shuttles to events. Continue to publicize the "Get a Room" campaign and the many benefits associated with it. Staff is also researching the option of bike ridership to events to promote sustainability.

Recommendation # 6: Re-surface runways and taxiways and extend taxiway Bravo.

- Progress: The design phase for the re-surfacing of runway 15-33 and various taxiways is scheduled to begin this fiscal year (2009). Funding for extending Taxiway Bravo is currently not available.
- Next Steps: Construction overlay of RW 15-33 is estimated to begin in fiscal year 2010-11. Once the overlay project and all phases of the project are completed, staff will look at pursuing funding for the possible extension of taxiway Bravo.

## **Performing and Visual Arts Committee**

**Recommendation # 1:** Create an artist exhibition and studio space for artists.

- **Progress:** The Town is currently in discussions with a group that would provide studio space for art, exhibit, and work.
- **Next Steps:** The Town is in discussions with the new owners of Village on the Parkway to possibly create a space that would house both the arts groups and the Addison Business and Visitor Information Center.

**Recommendation # 2:** Inclusion of a movie theatre at Addison Circle or Village on the Parkway.

- **Progress:** Staff has had conversations with art house and movie and meal concepts about locating in Addison.
- **Next Steps:** Staff continues to seek out developers.

**Recommendation # 3:** Public art expansion and creation of “surprise parks.”

- **Progress:** The Town was recently given two pieces of public art from the Spectrum project to add to the one we already had from the 5055 Keller Springs building. Staff is recommending that the historic Siegel’s Liquor Store sign that recently had to be removed in Dallas be added to the Siegel’s store on Belt Line Road. The sign, while still in commercial use, could be considered public art as it does have a historic value.
- **Next Steps:** Staff is still seeking donated public art. The Town believes it is a good way to save some of our community’s history.

**Recommendation #4:** Design and redevelopment of Water Tower Theatre as a multi-purpose performance facility.

- **Progress:** The Town, with the concurrence of the Water Tower Theatre Board of Directors, undertook an analysis of the viability of expanding the existing Water Tower Theatre performance space. The City Council called a special bond election to fund such an expansion in August 2008. Voters did not approve the expansion.
- **Next Steps:** There are no discussions underway to revisit a capital expansion of the theatre space at this time.

**Recommendation #5:** Addison lights to identify the uniqueness that is Addison.

- **Progress:** Staff is completing a lighting design for Belt Line which will be coming forward in the coming months. Additionally, staff is developing a plan to create new signature lighting in designated corporate areas like South Quorum and residential neighborhoods like Oaks North.
- **Next Steps:** Staff continues to pursue this project.

## **Museums Committee**

Recommendation #1: Reach contractual agreement with Jim Cavanaugh concerning the long term presence of his aircraft in Addison.

- Progress: The Town pursued conversations with Mr. Cavanaugh to expanded current operations into a new facility. The initiative was added to the ballot for citizens vote but it failed.
- Next Steps: Staff is exploring other ideas and business relationships that would advance this project in the future.

## **Human Services Committee**

Recommendation #1: Enhance the editorial depth of Accolade and publish more frequently.

- Progress: Based on feedback from last year's Athletic Club Survey, it was decided to continue the mailing with four publications per year.
- Next Steps: No other changes have been added.

Recommendation #2: Find new ways to use the internet and the Town website through social networking.

- Progress: The Town has created several new avenues to stay connected to the Town's happenings with the creation of two new functions: 1) the City Manager's weekly e-newsletter, and 2) the "Ask the City Manager" feature on the website.
- Next Steps: Establish a comprehensive plan to utilize the existing social media (i.e. YouTube, Flickr, Twitter, Myspace, Facebook, Ustream) for collaboration, transparency, and marketing.

Recommendation #3: Promote human services related events such as fire/police seminars, open houses, and special events more widely.

- Progress: The Town has created several new avenues to stay connected to Town events with the creation of the e-newsletter and the City Manager's weekly column. The fire department has instituted an annual open house. Both the police and fire departments have been going into the community to numerous neighborhood events.
- Next Steps: Staff will continue to use these outlets for publicizing the various events and will establish a comprehensive plan to utilize the existing social media.

Recommendation #4: Creation of a nonprofit organization (Addison Foundation) that directly benefits agencies, initiatives and projects that enhance the quality of life, work and entertainment in the Town of Addison.

- Progress: The Town has developed a legal structure for interested persons to make donations to fund various community activities that enhance Addison's quality of life. An Addison Community Foundation is being established for this purpose.
- Next Steps: Once the City Council is updated on this new non-profit organization and its mission and operational structure, the Town will begin an information campaign to educate the community about the specific types of projects and programs they can directly support through the foundation.

## **The Epicurean District**

Recommendation #1: Create an “Epicurean” district to appeal to all the senses.

- Progress: The Town has explored creating this district along Inwood and has met with local property owners to discuss the feasibility.
- Next Steps: This project is contingent on Council authorization. Staff expects it to be discussed during the budget process.

## **Public Relations Committee**

Recommendation #1: Establish an Addison brand identity.

- Progress: The Town concluded an Addison Branding study last summer.
- Next Steps: The Town has contracted with “jimbockrause and associates” to develop a positioning statement, a logo and a tag-line that will address the various audiences (resident, visitor, business and employee); and to create a communication plan for each of those audiences. It is anticipated that the work will be complete by the end of May.

Recommendation #2: Market more specifically to target audiences such as residents, visitors and businesses.

- Progress: The Town continually looks at targeting audiences through various media outlets and has implemented a number of enhancements to the website which enables the Town to be more strategic in its marketing efforts.
- Next Steps: The Town will continue to explore and utilize various media outlets to market strategically to the Town’s various audiences.

Recommendation #3: Creation of Public Relations/Brand Management oversight.

- Progress: The Town will address this issue when the branding study is complete.
- Next Steps: Staff will revisit this issue pending the completion of the recommendations of the branding study.

## **Environmental Design Committee**

Recommendation #1: Addison can further its leadership in new urbanism by facilitating Brookhaven Village to be one of the nation's initial green built new urbanism redevelopments.

- Progress: The Brookhaven Green Development Program was a set of standards, roughly following the LEED program, that was incorporated into the zoning approval for the new Vitruvian mixed-use project. The Town decided that it would create its own "green" standards and not require parties to spend money on a LEED certification. The Addison approach reaches the same goal without the added expense. Staff came to this approach with the help of Betsy Delmonty, a nationally recognized environmental consultant.
- Next Steps: UDR is making periodic reports on its progress under the standards.

Recommendation #2: Adopt "green building" program including LEED standards.

- Progress: The Planning and Zoning Commission completed its recommendations and presented them to the Council in January of 2009.
- Next Steps: Staff expects the Council to consider implementing the green building recommendations during the budget discussions, as there are costs associated with implementing the program.

Recommendation #3: Implement an annual sustainability report detailing progress.

- Progress: The Town's Financial and Strategic Services department staff is identifying performance measures that will reflect the Town's progress in sustainability efforts.
- Next Steps: An annual report will be published with the Town's 2009-10 annual budget document. Additionally, the Town is working with consultants GBB of Virginia in pursuing the possibility of creating a targeted, strategic focus group to study recycling for commercial and multi-family properties.

## **Recreation and Community Facilities Committee**

Recommendation #1: The Town should budget for the development of a Master Trail Plan.

- Progress: The Town will complete the Master Plan for Parks, Trails and Open Space in May of 2009.
- Next Steps: Adopt a resolution to approve the Master Plan on May 26, 2009, and then submit it to the Texas Parks and Wildlife Department for review and approval. Re-submit a \$500,000 TPWD Outdoor Recreation Grant Application on July 31 for Vitruvian park, which will include the new master plan.

Recommendation #2: The Town should budget a study to determine the benefits and costs of consolidating the Town's administrative offices.

- Progress: This item will be considered in the upcoming budget cycle.
- Next Steps: To be determined.

Recommendation #3: The Town should expand programming for the recreation department.

- Progress: The Pacesetters Program has been expanded to include overnight travel. Community programs have been added to the overall program offerings. New spinning bikes were purchased, and classes were offered for the first time this year. The Recreation Survey was completed to assess the recreation desires of the community.
- Next Steps: Continue to evaluate the success of existing programs and expand "community gathering" type programs.

Recommendation #4: The Town should leverage facilities that exist in the Town but are not owned and operated by the Town (i.e. Loos Athletic Complex and the Office in the Park tennis courts).

- Progress: The Town is coordinating with DISD officials to incorporate a recreation trail section into the site design of a new school, as well as other joint-use recreation opportunities. DISD will be building a K-5 elementary school on Loos Field property.
- Next Steps: The City Manager and some of the City Councilmembers have met with DISD staff and school architects on a regular basis to discuss the Town's design wishes while still working within DISD's budget. The school is projected to be open in September of 2011.

Recommendation #5: The Town should enhance the Addison Athletic Club.

- Progress: New spin bikes were purchased this year, and funds will be allotted for the ongoing replacement of fitness equipment.

- Next Steps: The rehab room, kids' zone, and the "Curves" style circuit will be considered in the 2009-10 budget cycle. Additionally, funds will be established for replacement equipment in the FY09-FY10 annual operating budget.

Recommendation #6: The Town should budget for several specific park improvements.

- Progress: The Parks department budgeted and implemented various park structure improvements including installation of replacement playground equipment in the Les Lacs Park and new playground surfacing in Town Park and Les Lacs Park. The wood playground near Dome Park was refinished and new picnic table/shade structures were installed. The ceiling in the Les Lacs Park was stripped and refinished. The gazebo roof and the gazebo decking and bridge were renovated. All pole lights and bollards on the Les Lacs trail were repainted. The trail bollards on the White Rock Creek trail were repaired and repainted. The Town Park entry pavilion was re-roofed and the rubberized handicap playground was reconstructed. An Outdoor Recreation Facility Survey was completed to assess the outdoor recreation desires of the community. Recreation facility priorities will be established based upon the survey results and will be included in the Master Plan for Parks, Recreation and Open Space document.
- Next Steps: The Parks department will evaluate repairs and maintenance needs during the upcoming FY09-FY10 budget process.

## **Education Committee**

**Recommendation #1:** The Town will seek the creation of an Addison Independent School District (AISD) or an Addison Municipal Chart School (AMCS).

- **Progress:** Current state law prohibits the Town from creating an Addison Independent School district. The decision was made not to pursue this route. Instead, the Town has worked with Dallas Independent School district (DISD). DISD was able to successfully approve a bond issuance for a new school which will open in 2011.
- **Next Steps:** The school district boundary needs to be adjusted for all Addison students to be able to attend this school. Staff will be maneuvering through this administrative and legal process next year.

**Recommendation #2:** The Town of Addison will develop, implement and operate a unique adult education program.

- **Progress:** Staff is working with a number of arts and education groups to locate operations in Addison.
- **Next Steps:** The Town will announce developments within the next six months. Staff is also exploring opportunities with universities in the area.

**“Next Great Ideas”**

As a result of the Citizen Advisory Committees’ hard work, all of the recommendations listed above were synthesized into the following categories:

- Expedite DART’s Cotton Belt Line
- Pursue Enhanced Communication
- Create Addison Community Foundation
- Create a Sustainability Philosophy
- Redevelop Inwood Road
- Research Education opportunities
- Pursue Performing and Visual Arts opportunities
- Explore opportunities for developing the Cavanaugh Flight Museum
- Implement Business Retention and Development Strategies
- Redevelopment of Belt Line Road
- Enhance Quality of Life offerings