



Parks, Recreation and Open Space
MASTERPLAN

DRAFT APPENDICES | JANUARY 2019





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in association with:

 **LELAND CONSULTING GROUP**

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Texas A&M University



Appendices

- A. Demographic and Market Analysis
- B. Park and Facility Inventory
- C. Outreach Findings
- D. Park and Recreation Trends
- E. Design and Development Guidelines
- F. Site Recommendations
- G. Cost Matrix
- H. Parkland Dedication Fees







Demographic and Market Analysis

Goals

- Help Addison understand demographic differences in the planning areas that make up Addison to better plan for the types of recreational experiences that different types of residents, employees, and visitors want.
- Help Addison establish a competitive advantage by developing a world-class park system, attractive to a range of residents, employees, employers, and other visitors.



Contents

- Context maps
- Employment Profiles
- Demographics
- Tapestry Segments
- Findings



Addison Parks, Recreation and Open Space Plan

Demographic and Market Analysis

PREPARED FOR



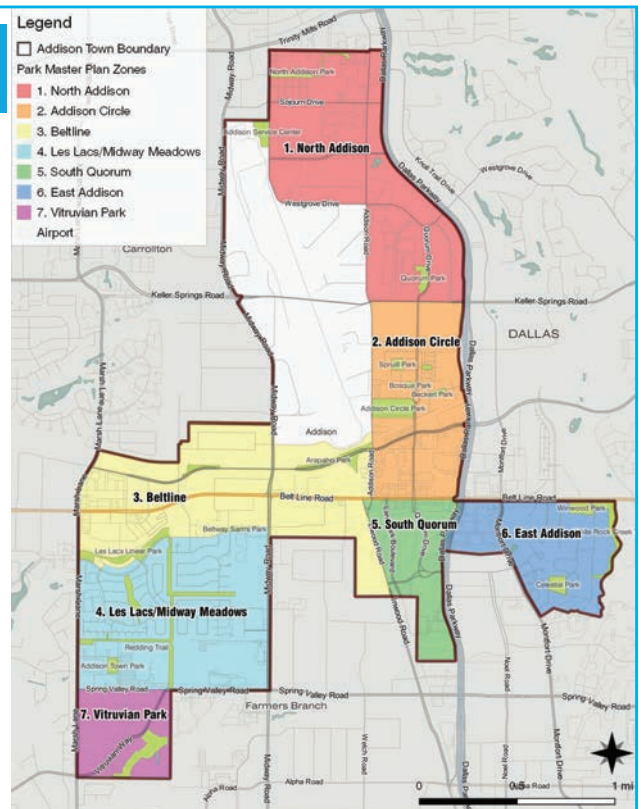
PREPARED BY



FEBRUARY 27, 2018

Addison Planning Areas

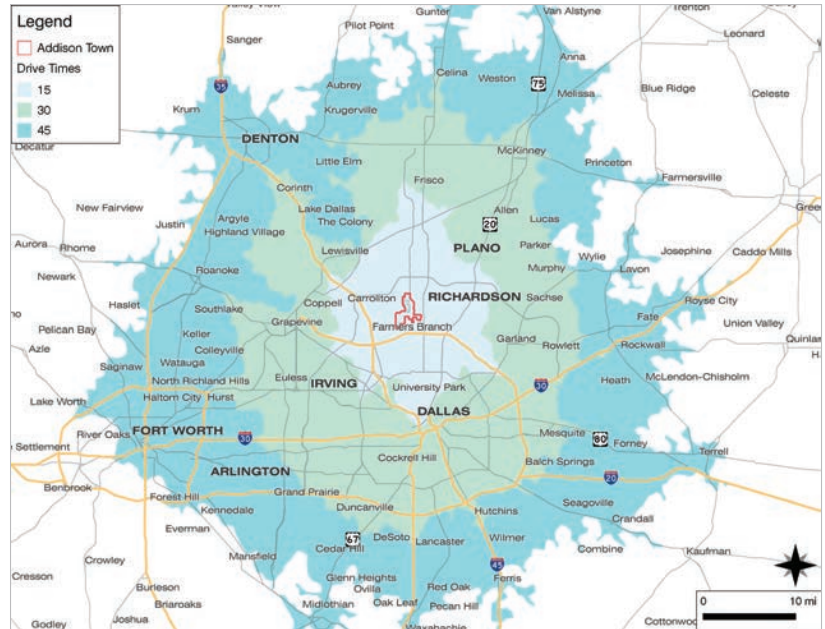
1. North Addison
2. Addison Circle
3. Belt Line
4. Les Lacs /Midway Meadows
5. South Quorum
6. East Addison
(Winnwood, Oaks North, Lake Forest)
7. Vitruvian Park



Context

Addison:

- Located in the northernmost part of Dallas County within the Dallas-Fort Worth MSA (almost all of the Dallas-Fort Worth MSA is accessible within a 45-minute drive time of Addison, traffic dependent. City of Dallas largely accessible within a 15-minute drive time.)



Source: OpenStreetMap and LCG

Placemaking

“Place is becoming the central organizing unit of our economy and society.”

—Richard Florida, Rise of the Creative Class



EMPLOYMENT

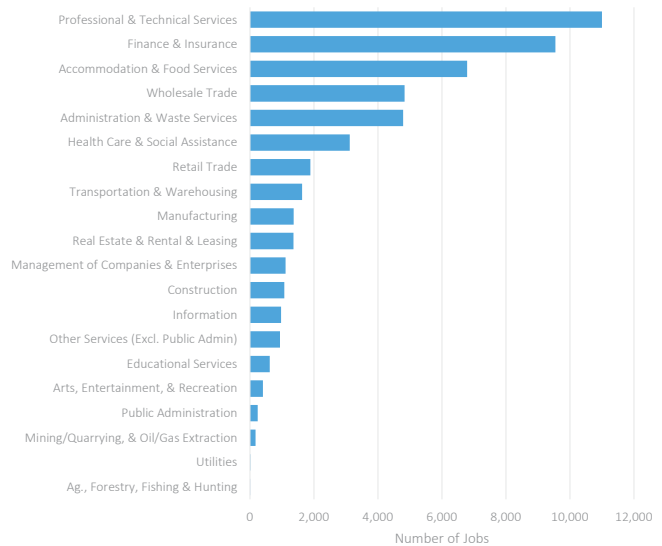
Employment Profile

- Addison is primarily a white-collar area, with hotels and food services as ancillary uses.
- Employees tend to be between the ages of 30 to 54.
- Wages are good, with the majority of employees earning upwards of \$40,000.
- South Quorum (zone 5), which has no overnight resident population, is called out below to highlight important employee characteristics.

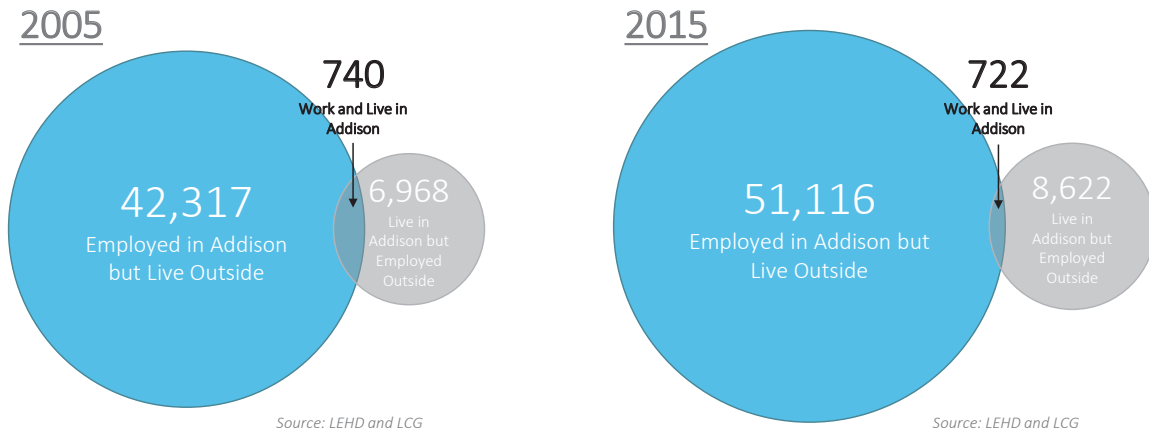
Jobs by Worker Age	Addison	South Quorum
Age 29 or younger	22%	21%
Age 30 to 54	60%	63%
Age 55 or older	18%	17%
Jobs by Annual Wage		
>\$15,000	16%	15%
\$15,000 to \$39,999	28%	21%
Over \$40,000	56%	64%

Source: LEHD and LCG

Addison Employment Profile, 2015



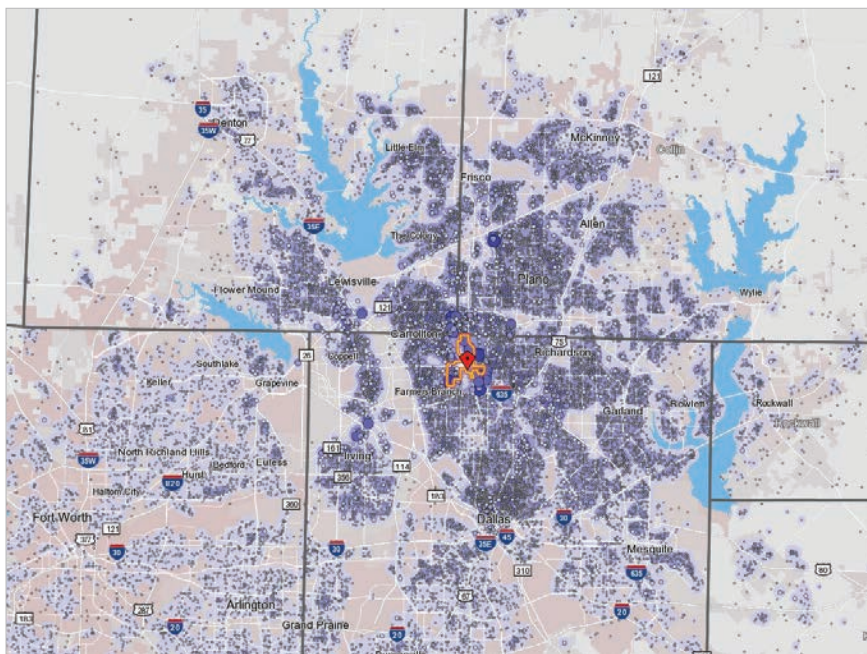
Commute Patterns: Inflow/Outflow



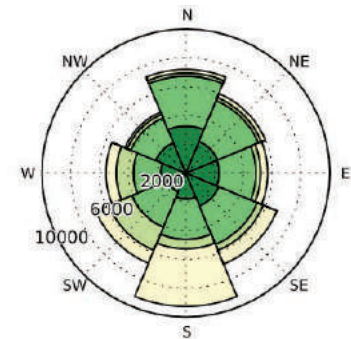
- Both total employment and population increased significantly between 2005 and 2015, but those that both “live and work” in Addison remained about the same, suggesting fundamental differences between incoming workers and existing residents.

Source: LEHD

Addison Workers' Residence



Job Counts by Distance/Direction, 2015

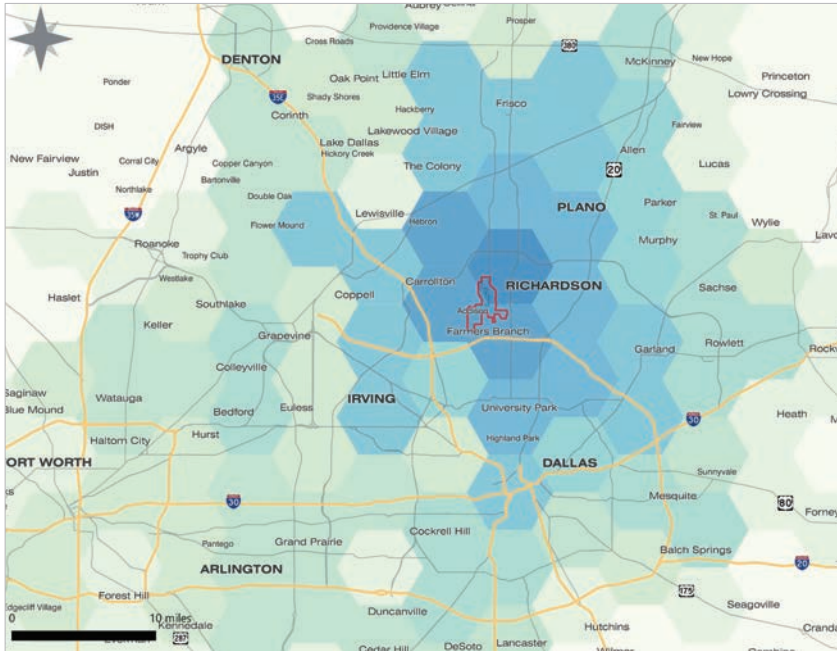


Jobs by Distance (Work to Home)

	Total	Percent
Total Jobs	51,888	-
< 10 miles	17,735	34%
10-24 miles	21,162	41%
25-50 miles	5,111	10%
> 50 miles	7,880	15%

Source: LEHD

Addison Workers' Residence



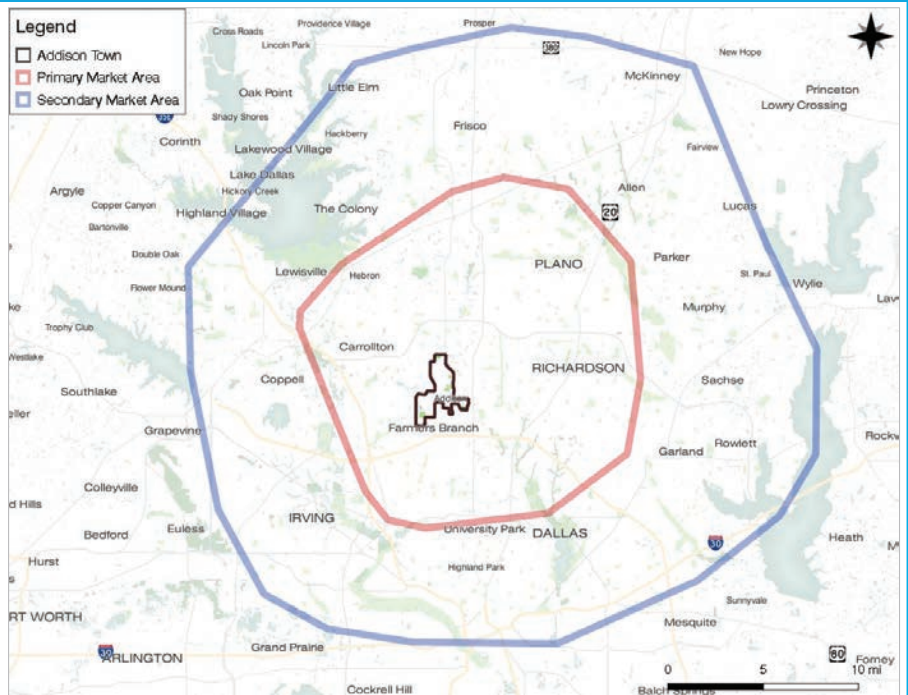
Source: LEHD and LCG

- Where Addison Workers Live:
 - East: Richardson, Rowlett, Sachse
 - South: Dallas
 - West: Carrollton
 - North: Plano, Little Elm, The Colony, Allen
- Plano, Richardson, The Colony, Carrollton are the only jurisdictions with arguably comparable demographic conditions, yet Addison is unique to its surroundings.
- Residents of Murphy, Fairview, Little Elm, Rowlett, Sachse, and Allen all display distinctly different characteristics to Addison Residents.
- About two-thirds of Addison employees travel more than 10 miles from home to work.

Employment Market Area

- Based on Addison's employment characteristics and commute patterns, two clear market areas emerge.
- Of the 60,000 people who worked or lived (employed residents) in Addison in 2015, 34% (20,300) worked or lived within the primary market area, and 64% (38,800) worked or lived within the secondary market area.

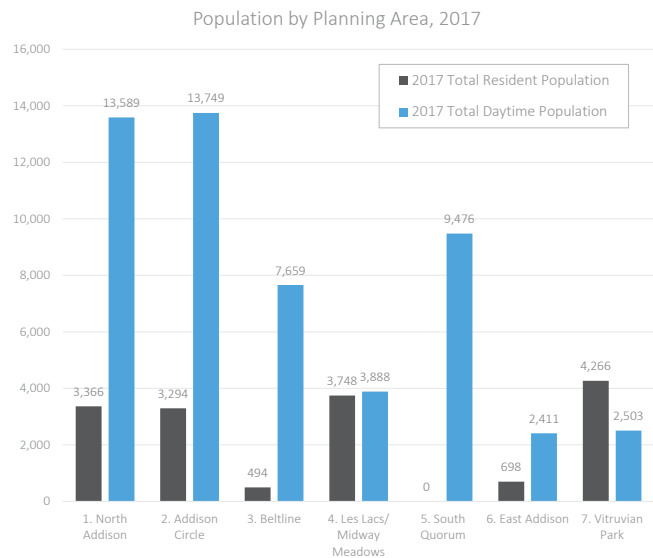
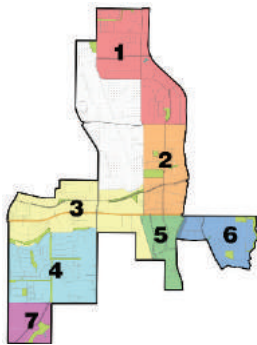
Source: LCG



DEMOGRAPHICS

Total Population

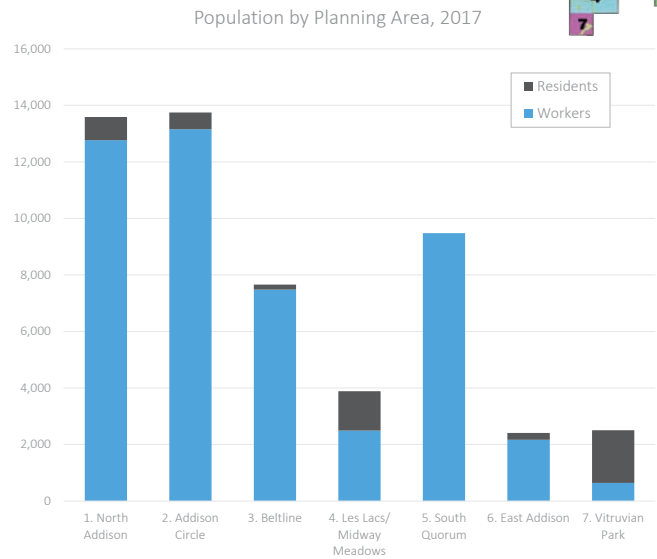
- Employees outnumber residents by about 3-to-1, resulting in a very high daytime population.
- Addison sees significantly more activity during the day than the evening due to high relative employment.



Source: ESRI

Daytime Population

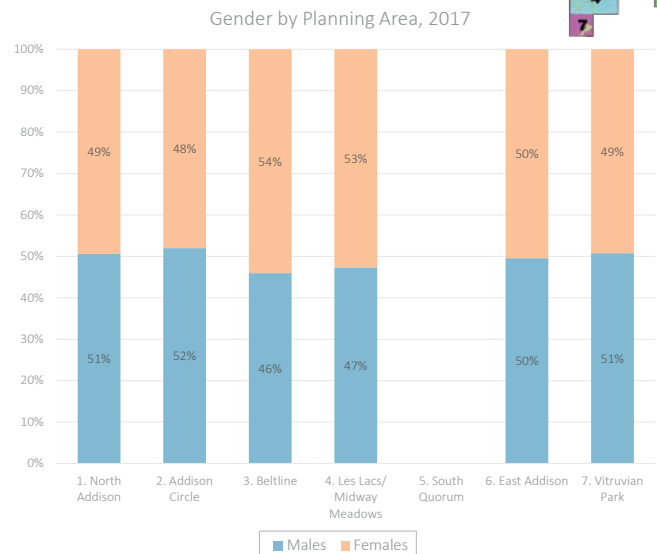
- Addison’s daytime population is dominated by workers. In fact, South Quorum contains no residents, despite being the area with the third highest daytime population.
- While many suburban locations are “bedroom communities” for more urban employment destinations (where housing far exceeds employment), Addison has established itself as a unique urban core in the wider suburban setting.



Source: ESRI

Gender

- Addison’s population is equally split between males and females.
- There is a slightly greater proportion of males in North Addison, Addison Circle and Vitruvian Park (1,2,7)
- There are significantly more females than males in Belt Line and Les Lacs/Midway Meadows (3,4)
- There is a slightly higher proportion of males (52%) among incoming workers



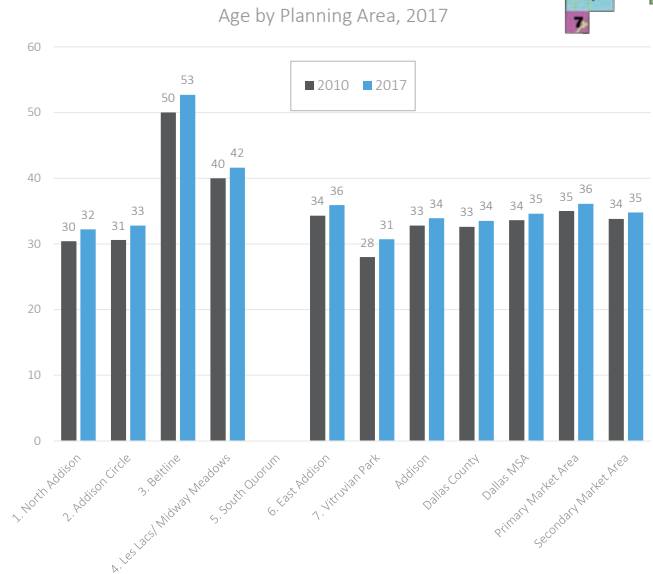
Source: ESRI

Resident Age

Residents are comparatively younger than the wider region(s) in North Addison, Addison Circle, and Vitruvian Park (1,2,7), older in Belt Line and Les Lacs/Midway Meadows (3,4), and similar in East Addison (6).



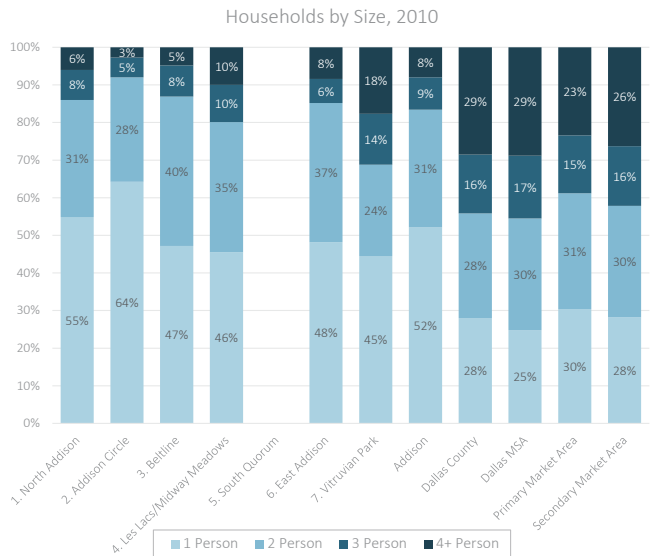
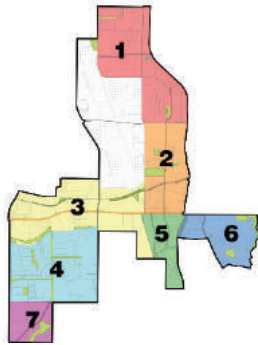
Age Group	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/Midway Meadows	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison
0 - 4	5%	3%	3%	6%	4%	7%	5%
5 - 14	7%	4%	7%	12%	7%	9%	8%
15 - 24	12%	12%	5%	7%	10%	17%	12%
25 - 34	35%	39%	9%	14%	28%	30%	28%
35 - 44	17%	18%	15%	18%	13%	16%	17%
45 - 54	11%	11%	15%	14%	12%	10%	12%
55 - 64	8%	8%	19%	14%	12%	7%	10%
65 - 74	4%	4%	17%	11%	10%	4%	6%
75 - 84	1%	1%	8%	5%	3%	2%	3%
85 +	0%	0%	2%	1%	1%	1%	1%



Source: ESRI

Household Size

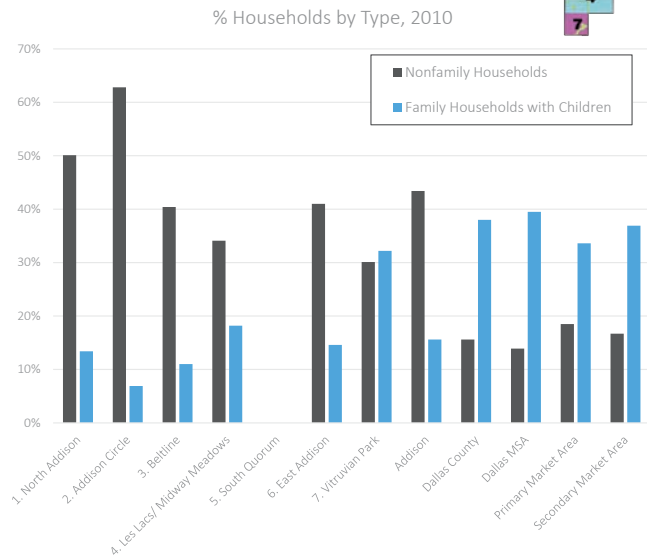
- Households are significantly smaller in Addison than the wider area, indicative of a more urban setting.
- Over half of Addison's households are occupied by only one person, about double the regional average.



Source: ESRI

Children in Household

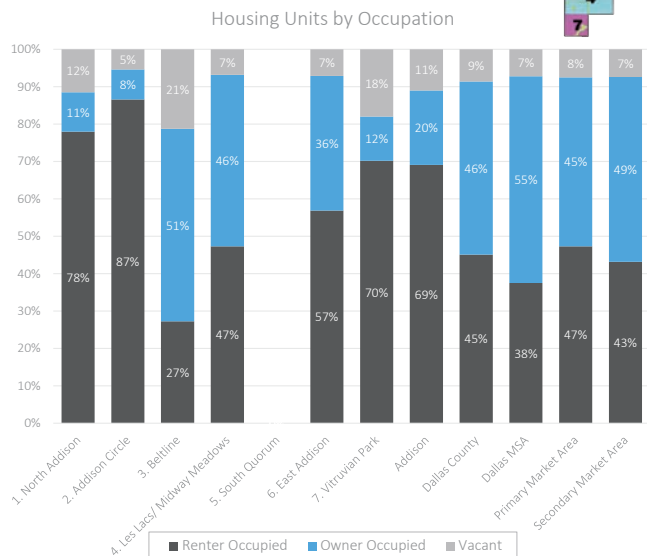
- Addison has far fewer households with children, in contrast to the wider region where around one-third of all households include children.
- Vitruvian Park (7) is the only planning area in Addison where there are more family households with children than nonfamily households.
- Les Lacs / Midway Meadows (4) has the second most family households with children.



Source: ESRI

Housing Units by Occupation, 2017

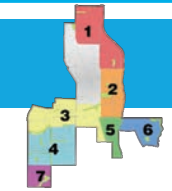
- Approximately 86 percent of all Addison households are renter-occupied, in direct contrast to the wider region, where owner-occupied housing is slightly more prevalent.
- Belt Line and Les Lacs/Midway Meadows (3, 4) are the only planning areas where owner-occupied housing comprises a significant proportion of the housing stock (these zones also possess the oldest residents, the least diversity, and the highest incomes in Addison).



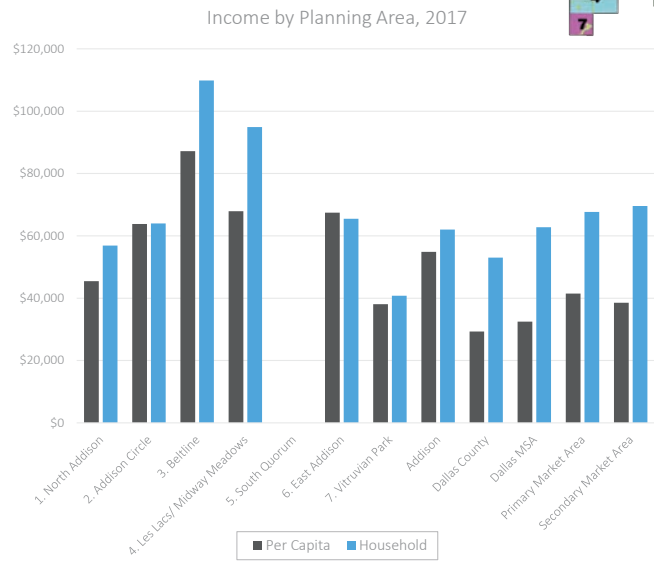
Source: ESRI

Resident Income

Household and per capita incomes are similar throughout Addison, largely due to smaller household sizes. As a result, per capita incomes are typically the highest in the region, but household incomes are comparatively lower in North Addison, Addison Circle, and Vitruvian Park (1,2,7).



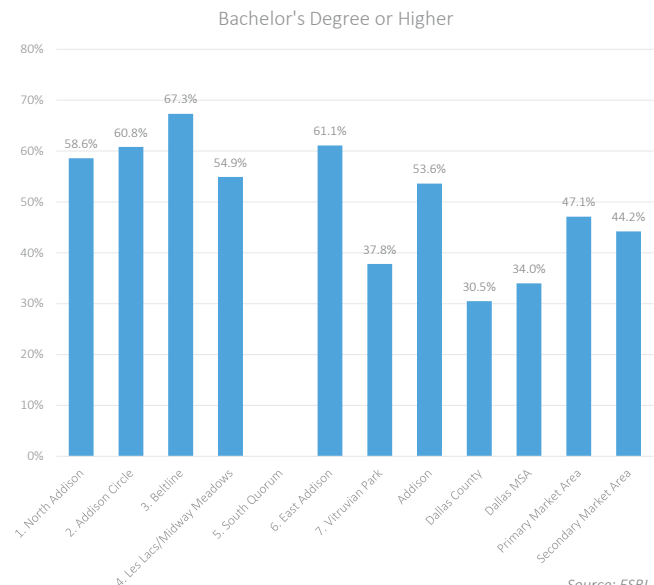
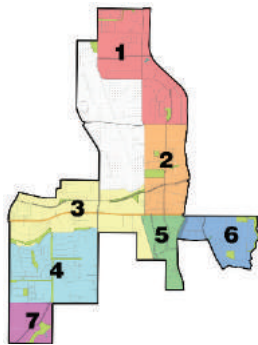
Income Level	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/Midway Meadows	Zone 5. South Quorum	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison
<\$15k	5%	6%	4%	3%	4%	4%	11%	6%
\$15k - \$24k	5%	7%	1%	6%	6%	6%	17%	8%
\$25k - \$34k	12%	10%	3%	4%	8%	8%	14%	10%
\$35k - \$49k	19%	18%	6%	10%	15%	15%	19%	16%
\$50k - \$74k	23%	15%	15%	20%	25%	25%	9%	17%
\$75k - \$99k	15%	10%	15%	9%	9%	9%	9%	11%
\$100k - \$149k	14%	18%	21%	18%	9%	9%	11%	15%
\$150k - \$199k	4%	7%	14%	13%	6%	6%	5%	7%
\$200k+	4%	9%	20%	18%	20%	20%	7%	10%



Source: ESRI

Resident Education

- In general, Addison residents are highly educated, with significantly higher educational attainment levels than the wider area.
- Vitruvian Park (7) sees the lowest levels – more in line with the County and MSA



Source: ESRI

Ethnicity/Race



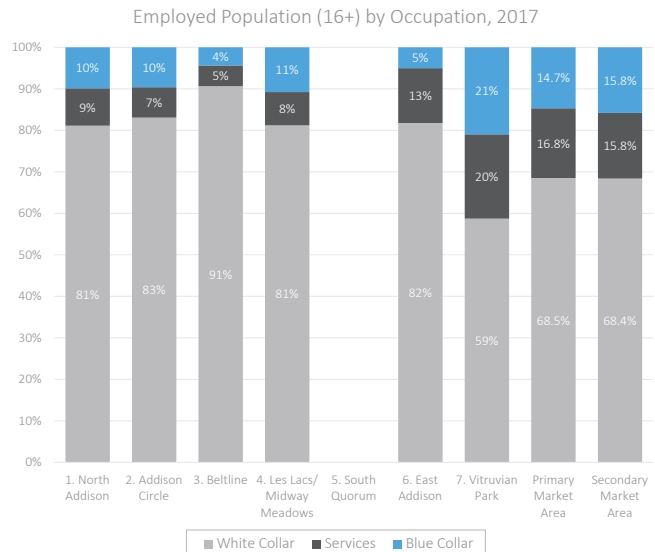
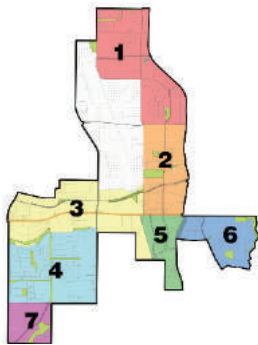
- Generally, ethnicity/race is consistent with the wider region.
- Belt Line (3) is the least diverse, with the highest proportion of “White Alone” and the lowest proportion of residents of “Hispanic Origin”
- North Addison and Vitruvian Park (1,7) are the most diverse. North Addison has a high proportion of African Americans, while Vitruvian Park is mixed, with a high proportion of residents of Hispanic origin.

Race/Ethnicity	Zone 1. North Addison	Zone 2. Addison Circle	Zone 3. Belt Line	Zone 4. Les Lacs/Midway Meadows	Zone 6. East Addison	Zone 7. Vitruvian Park	Addison	Primary Market Area	Secondary Market Area
White Alone	56%	66%	81%	69%	62%	56%	59%	59%	61%
Black Alone	21%	12%	8%	7%	16%	15%	14%	12%	13%
American Indian Alone	0.2%	0.3%	0.6%	0.4%	0.7%	0.5%	0.4%	0.5%	0.6%
Asian Alone	9%	13%	7%	8%	11%	11%	12%	14%	12%
Pacific Islander Alone	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
Some Other Race Alone	9%	5%	2%	12%	8%	14%	11%	11%	11%
Two or More Races	5%	4%	2%	4%	2%	4%	4%	3%	3%
Hispanic Origin	20%	13%	8%	32%	18%	46%	31%	28%	28%

Source: ESRI

Resident Occupation

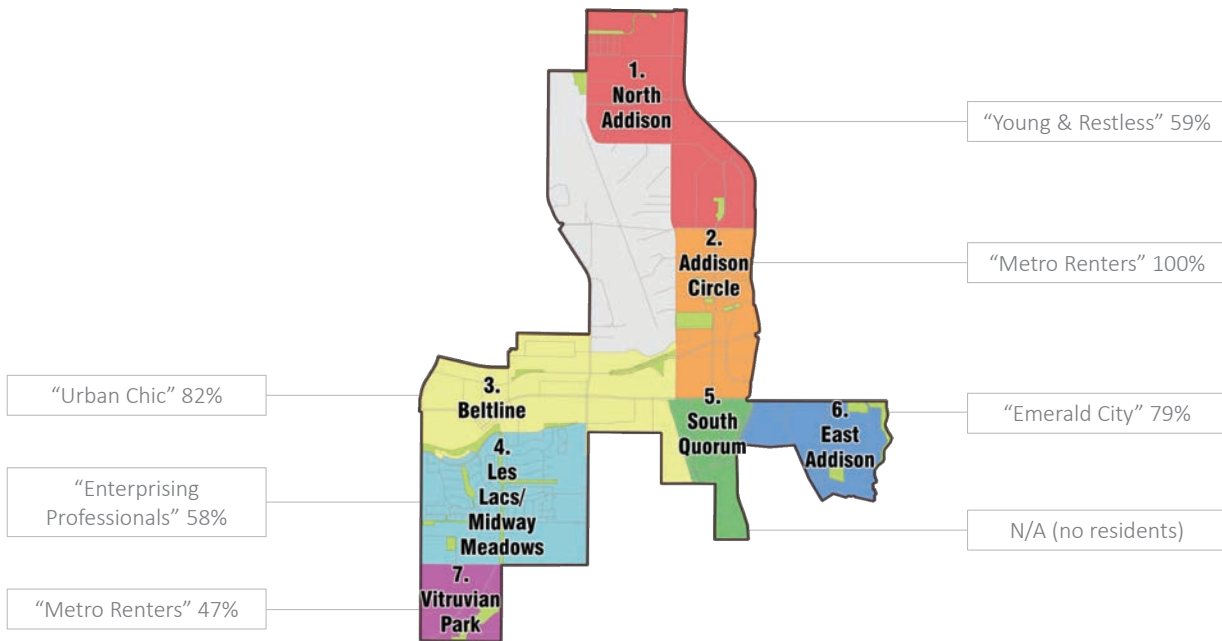
- Addison residents typically work in “White Collar” occupations (mgmt., biz, financial, professional)
- The highest proportion of blue collar and service occupations are in Vitruvian Park (7), but still total only 41 percent.



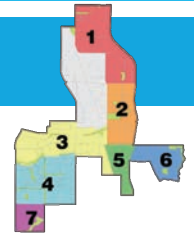
Source: ESRI

TAPESTRY SEGMENTATION

Dominant Tapestries



Tapestry Segments by Planning Area



Rank	Zone 1. North Addison		Zone 2. Addison Circle		Zone 3. Belt Line		Zone 4. Les Lacs/ Midway Meadows		Zone 6. East Addison		Zone 7. Vitruvian Park		Addison		Primary Employment Market Area		Secondary Emp. Market Area	
	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%	Tapestry	%
1	Young and Restless (11B)	59%	Metro Renters (3B)	100%	Urban Chic (2A)	82%	Enterprising Professionals (2D)	58%	Emerald City (8B)	79%	Metro Renters (3B)	53%	Metro Renters (3B)	48%	Young and Restless (11B)	12%	Boomburbs (1C)	11%
2	Metro Renters (3B)	41%			Exurbanites (1E)	18%	Urban Chic (2A)	25%	Young and Restless (11B)	21%	Young and Restless (11B)	47%	Young and Restless (11B)	25%	NeWest Residents (13C)	8%	Metro Renters (3B)	10%
3					Metro Renters (3B)	0.4%	Exurbanites (1E)	17%					Enterprising Professionals (2D)	13%	Metro Renters (3B)	7%	Young and Restless (11B)	9%
4													Urban Chic (2A)	8%	Enterprising Professionals (2D)	7%	NeWest Residents (13C)	7%
5													Exurbanites (1E)	4%	Home Improvement (4B)	7%	Home Improvement (4B)	5%
Pop 2017	3,366		3,294		494		3,748		698		4,266		15,863		1,058,234		2,814,301	

Source: ESRI

Tapestry Segmentation

Resident Population

- Metro Renters: young, well-educated; enjoy yoga and pilates; live in the urban core.
- Young and Restless: very young and mobile renters; enjoy dancing and playing volleyball.
- Enterprising Professionals: young, well-educated; strive to be healthy; run and do yoga; live in lower density neighborhoods of large metro areas.
- Urban Chic: middle-aged, married couple families; enjoy yoga, hiking, tennis, and cultural activities.
- Exurbanites: older, approaching retirement; active in communities and highly supportive of the arts.

Incoming Population (emp.)

- Young and Restless: very young and mobile renters; enjoy dancing and playing volleyball.
- NeWest Residents: young, Hispanic families, most with children; enjoy playing sports (often soccer).
- Metro Renters: young, well-educated; enjoy yoga and Pilates; live in the urban core.
- Boomburbs: physical fitness a priority; leisure includes a range of activities from sports to visits to theme parks and water parks.



LifeMode Group: Uptown Individuals
Metro Renters

3B

Households: 1,734,000
Average Household Size: 1.66
Median Age: 31.8
Median Household Income: \$52,000

WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Source: ESRI

3B

LifeMode Group: Uptown Individuals
Metro Renters



MARKET PROFILE (Consumer preferences are estimated from data by GfK MR)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

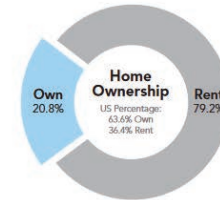
HOUSING

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



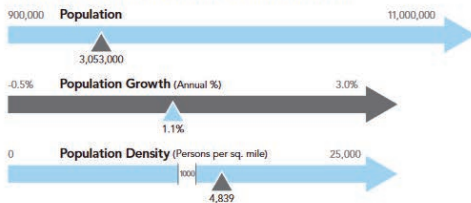
Typical Housing:
Multiunit Rentals

Average Rent:
\$1,310
US Average: \$990



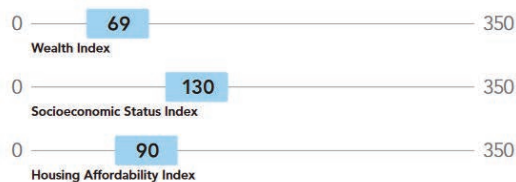
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

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



Source: ESRI



LifeMode Group: Midtown Singles
Young and Restless

11B

Households: 2,005,000
Average Household Size: 2.02
Median Age: 29.4
Median Household Income: \$36,000

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5-19 unit buildings (Index 507), 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).

SOCIOECONOMIC TRAITS

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college (Index 185).
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

Source: ESRI

11B

LifeMode Group: Midtown Singles
Young and Restless



MARKET PROFILE (Consumer preferences are estimated from data by GfK MR)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines, and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music, and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

HOUSING

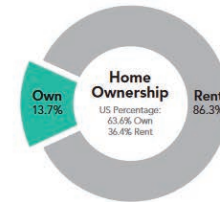
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Typical Housing:
Multiunit Rentals

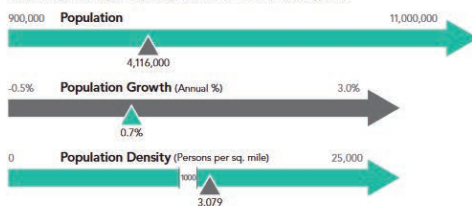
Average Rent:
\$920

US Average: \$990



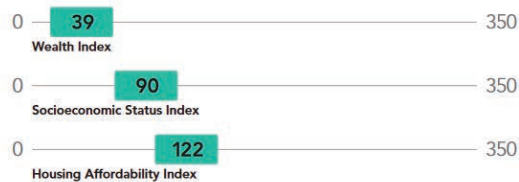
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ESRI INDEXES

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



Source: ESRI



LifeMode Group: Upscale Avenues

Enterprising Professionals

2D

Households: 1,627,000
Average Household Size: 2.46
Median Age: 34.8
Median Household Income: \$77,000

WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Source: ESRI

2D

LifeMode Group: Upscale Avenues

Enterprising Professionals



TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

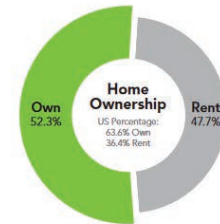
HOUSING

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



Typical Housing:
 Multiunits;
 Single Family

Median Value:
 \$295,000
 US Median: \$177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

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



Source: ESRI



LifeMode Group: Upscale Avenues
Urban Chic

2A

Households: 1,574,000
Average Household Size: 2.37
Median Age: 42.6
Median Household Income: \$98,000

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).

SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor's degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

Source: ESRI

2A LifeMode Group: Upscale Avenues
Urban Chic



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

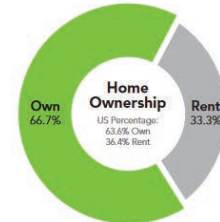
HOUSING

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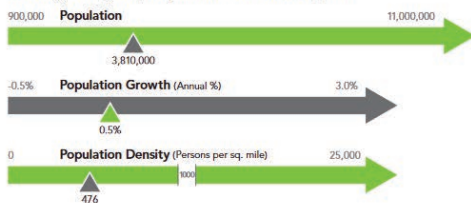
Typical Housing:
Single Family

Median Value:
\$465,000
US Median: \$177,000



POPULATION CHARACTERISTICS

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ESRI INDEXES

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



Source: ESRI



LifeMode Group: Next Wave
NeWest Residents

13C

Households: 917,000
Average Household Size: 3.32
Median Age: 27.0
Median Household Income: \$28,000

WHO ARE WE?

For this young Hispanic market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; more than one-third of households are linguistically isolated. *NeWest Residents* are ambitious and dream of a better life. They aren't ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is low, perhaps due to the language barrier, but also because of their parenting responsibilities.

OUR NEIGHBORHOOD

- They're concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 88).
- More than half of the households have children, in either married-couple or single-parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent one-third of the population.

SOCIOECONOMIC TRAITS

- Female labor force participation is low (Index 91), partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation (Index 118) is compulsory for these new families.
- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

Source: ESRI

13C

LifeMode Group: Next Wave
NeWest Residents



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- This foreign-born market has not yet adopted the norms of American life. They don't watch sports on TV, dine out often, or listen to popular music. They prefer to watch Spanish-language channels on TV.
- *NeWest Residents* consumers avoid coffee and soda, preferring sports or energy drinks instead.
- A large portion of their income goes toward baby and children products—disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. Without a credit history, it is difficult for these new immigrants to obtain a credit card.

HOUSING

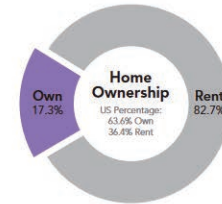
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals

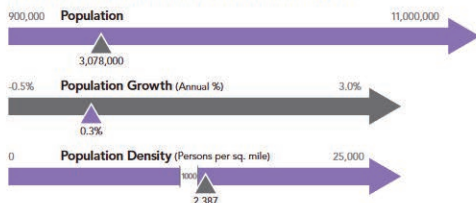
Average Rent:
\$870

US Average: \$990



POPULATION CHARACTERISTICS

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ESRI INDEXES

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Source: ESRI



LifeMode Group: Affluent Estates
Exurbanites

1E

Households: 2,320,000
Average Household Size: 2.48
Median Age: 49.6
Median Household Income: \$98,000

WHO ARE WE?

Ten years later, *Exurbanites* residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of \$346,000 (Index 195), most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 94).
- Unemployment remains low at 5.5% (Index 64); more of the residents prefer self-employment (Index 184) or working from home (Index 181).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- *Exurbanites* residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Source: ESRI

1E LifeMode Group: Affluent Estates
Exurbanites



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- *Exurbanites* residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

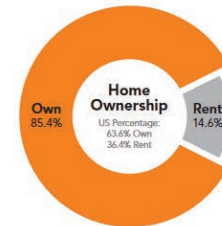
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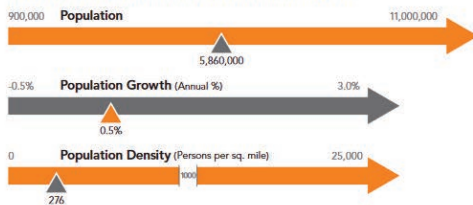
Typical Housing:
Single Family

Median Value:
\$346,000
US Median: \$177,000



POPULATION CHARACTERISTICS

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ESRI INDEXES

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Source: ESRI



LifeMode Group: Middle Ground
Emerald City

8B

Households: 1,677,000
Average Household Size: 2.05
Median Age: 36.6
Median Household Income: \$52,000

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Source: ESRI

8B LifeMode Group: Middle Ground
Emerald City



MARKET PROFILE

(Consumer preferences are estimated from data by GRK MID)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

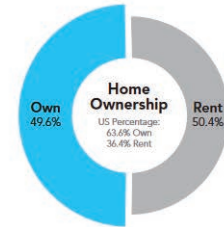
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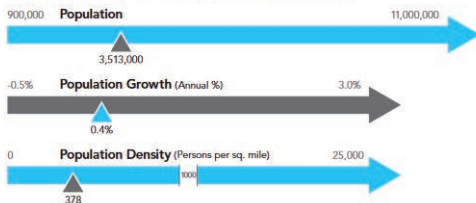
Typical Housing:
 Single Family;
 Multiunits

Average Rent:
 \$1,030
US Average: \$990



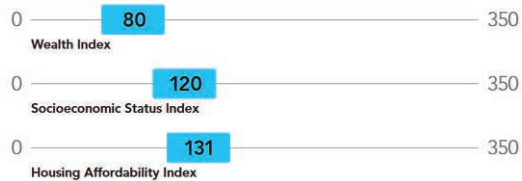
POPULATION CHARACTERISTICS

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ESRI INDEXES

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Source: ESRI

FINDINGS

National Outdoor Participation Trends

- Outdoor participation increased among males aged 6 to 17, and decreased among males aged 18 to 24.
- Outdoor participation decreased among females aged 6 to 17, and increased among females aged 18 to 24.
- Black and Hispanic participants went on the most outings per participant in 2016.
- Exercise is the greatest motivator to “get outside” followed by: being with family/friends, observing scenery, being close to nature, and relaxing.
- Running is the most popular activity for almost all ethnicities.
- Walking is the most popular “crossover” activity.
- Basketball is the most popular team sport activity.



Source: Outdoor Foundation, 2017

Key Findings

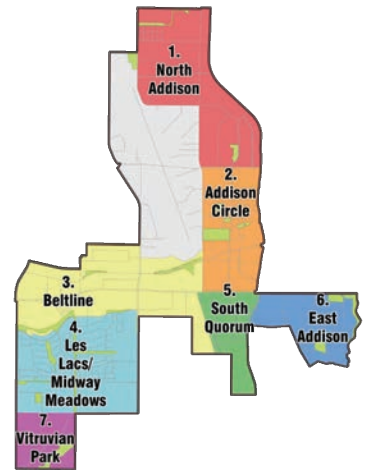
- Residents:

- Generally single or two-person households
- High percentage of renters except Belt Line (zone 3)
- Very well-educated: 50-60% of residents have at least a bachelor’s degree
- High incomes throughout Addison
- Few family households with children except in Vitruvian Park (zone 7)
- Young population except Belt Line and Les Lacs/Midway Meadows (zones 3,4)
- Highest Household Budget Index (HBI) for entertainment and recreation in Belt Line and Les Lacs/Midway Meadows (zones 3, 4).

(ESRI’s household budget index compares the average amount spent in households to the amount spent by all US households. An index of 100 is average, and each point plus or minus represents a percent above or below the national average.)

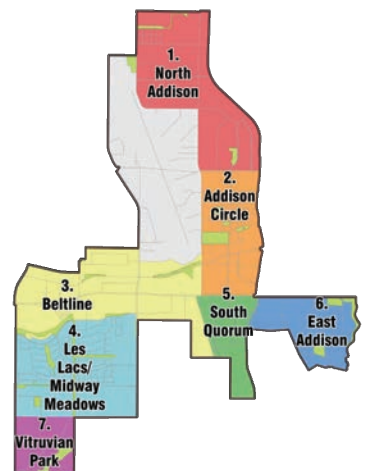
- Employees:

- Significantly higher number of incoming employees than existing residents – resulting in a high daytime population (e.g., South Quorum (zone 5) is a business park with no residents, yet has third highest daytime population)
- White collar jobs dominate (80+% all areas except Vitruvian Park (zone 7) (59%))



Key Findings (cont’d.)

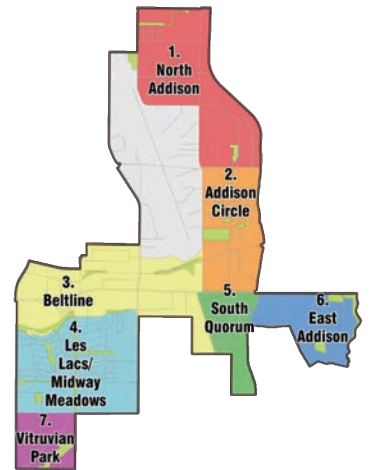
1. Addison’s parks and trails could benefit from connecting to the Regional Veloweb, a major regional asset.
2. Implementing culturally-significant features would likely appeal to Addison’s well-educated residents and employees.
3. Pursue partnerships with major private entities/corporations (particularly in North Addison, Addison Circle, and South Quorum – zones 1,2,7) to create plazas/parks that engage incoming employees.
4. Consideration for children is a higher priority in Vitruvian Park and Les Lacs / Midway Meadows (zones 7 and 4).
5. It is likely that demand is highest for programmed park space for moderate exercise, recreation, and social interaction.
6. Based on the employment and resident characteristics of each planning area, Addison would likely benefit from focusing on parks targeting incoming employees in Zones 1,2,3,5 and more balanced between residents and incoming employees in Zones 4,6,7.



Key Findings & Emerging Trends

Changes in ethnicity, age, and gender can lead to changes in recreational behaviors (e.g., passive or active and group or individual activities) and landscape preferences (e.g., well-maintained or wilder landscapes).

1. Cities that have a mix of white residents and other racial groups prefer recreation-oriented parks instead of conservation-oriented open space. Among Hispanics (highest in zones 4,7), there is typically a higher demand for more group and family-based activities and tables, grills, and other facilities that support these. Among African Americans (highest in zones 1,6,7), there is typically a greater preference for well-maintained landscapes and higher demand for recreational amenities for team sports.
2. Recreation and open space Women (highest in zones 3,4), especially women with children (households with children highest in zone 7), generally prefer group activities and well-maintained, secure landscapes.
3. Younger adults (zones 1,2,5,7) are more likely to visit parks and recreational facilities for sports, exercise, and recreation than older adults, while older adults (zones 3,4) are more likely to desire park space for scenery and relaxation.
4. Older populations (zones 3,4) typically have higher levels of fear and crime and greater interest in plant and animal life. Aging populations would likely increase demand for more localized recreation, particularly green open space. Recreation may include individual team sports, such as Tennis.
5. Residents in single (not married, one-person) households and younger employees are more likely to socialize and engage in recreation-based activities, such as sports (basketball, tennis, soccer, etc.).
6. The lack of family households is unlikely to drive a strong residential demand for family-based amenities such as picnic areas, playgrounds, dog parks, etc., (other than in Vitruvian Park), but residents and others may still desire these types of opportunities.



Sources: (1,2,4) Penn State University, "Trends and Demographic Analysis," 2014; and "An Examination of Park Preferences and Behaviors Among Urban Residents: The Role of Residential Location, Race, and Age," 2002; (3) BLS American Time Use Survey, 2014

PARKS, RECREATION AND OPEN SPACE MASTER PLAN | DEMOGRAPHIC & MARKET ANALYSIS

A-48



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B



Park and Facility Inventory

Introduction

The Town of Addison manages a variety of parks ranging from smaller neighborhood parks to large parks that attract people from across the community and region. The parks are categorized by type; public parks are further classified by function. This appendix introduced the categorization and classification systems and presents the park and facility inventory.

PARK CATEGORIES

The Town of Addison provides more than 113 acres of park land at 22 sites. Existing parks are divided into three categories, and planned sites represent a fourth:

Public Parks support several recreational uses, from informal gatherings to active recreation.

- Number of Sites: 15
- Total Acreage: 67.51
- Examples: Addison Circle Park, Celestial Park, Beckert Park, Athletic Club

Greenbelts facilitate pedestrian and bicycle movement via trails in an attractive open space corridor.

- Number of Sites: 5
- Total Acreage: 40.05
- Examples: Arapaho Park, Redding Trail and Dog Park, White Rock Creek Trail

School Recreation Facilities, through an interlocal agreement, allow for facility programming and/or use on school property.

- Number of Sites: 2
- Total Acreage: 5.89
- Examples: George H. W. Bush Elementary, Les Lacs Dog Park

Planned Parks include sites that are intended to be developed as parks in the future. Upon development, these sites will be reclassified as parks or greenbelts.

- Number of Sites: 1
- Total Acreage: N/A
- Examples: Addison Grove Development

In addition to parkland that provides recreation and gathering space, the Town also maintains approximately 65 acres of Beautification Areas. These well-maintained landscaped areas include street rights of way, areas around buildings and other miscellaneous parcels taken care of by the Department.

PARK CLASSIFICATIONS BY FUNCTION

Parks play different roles in meeting community needs. To better understand the function of various sites, public parks are further subdivided into four park classifications by function.:

Destination Parks are large parks that support large group gatherings and events, protect open space and include specialized facilities.

- Number of Sites: 2
- Park Sites: Vitruvian Park, Addison Circle Park

Neighborhood Parks are smaller parks intended to meet the needs of nearby neighbors with a range of amenities.

- Number of Sites: 6
- Park Sites: Town Park, Celestial Park, Dome Park, Les Lacs Linear Park N., North Addison Park, Win- nwood Park

Urban Parks are special use sites that provide gathering space and greenspace for residents, employees and visitors.

- Number of Sites: 5
- Park Sites: Beckert Park, Bosque Park, Parkview Park, Spruill Park, Quorum Park

Community Facilities include major community buildings providing indoor/outdoor space to support programs and events.

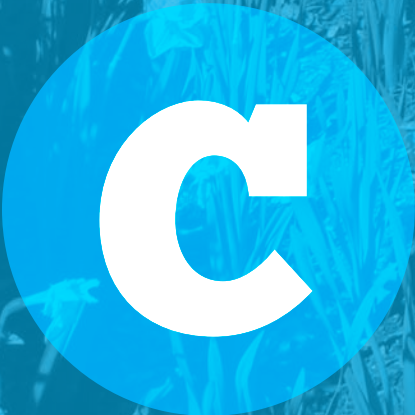
- Number of Sites: 2
- Park Sites: Athletic Club, Addison Conference and Theatre Center

Table A-1 on the next page presents the full inventory of parks, greenbelts and school recreation facilities, including the facilities at these sites.

Table A-1: Addison Parks, Greenbelts and Facility Inventory

Name	Park Function	Zone	Acreage	Outdoor Rec Facilities												Trails/Paths		Character Elements						Amenities				Notes/Other
				Community Garden	Dog Park	Outdoor Pool	Pavilion	Trellis	Gazebo	Gathering Lawn	Large Open Lawn	Volleyball	Tennis	Basketball	playground	Trail	Walking Path	Architectural Fountains	Art	Overlook	Pollinator Patch	Interpretive Features	Pond	Benches	Moveable Chairs & Tables	Parking	Restrooms	
Existing Sites																												
Public Parks																												
Addison Circle Park	Destination Park	2	10.00				x	x		x	x						x	x			x		x	x	x	x	Plaza Fountain, water garden, in-ground location markers. Covered "pavilion" with concession kitchen. Current feasibility study for replacement of plaza fountain as potential splash pad.	
Vitruvian Park	Destination Park	7	12.30					x		x						x		x	x			x		x		x	Amphitheatre, plaza, hiking/biking trails, wildlife habitat. Adjacent property currently has sand volleyball and ballfield that will be removed.	
Town Park	Neighborhood Park	4	2.53					x			x				x					x				x			Playground Replaced in 2017. Picnic tables, lighted walking path.	
Celestial Park	Neighborhood Park	6	4.45								x					x				x				x			Human sundial, plant identification labels	
Dome Park	Neighborhood Park	4	0.48											x						x							Plaza, playground under construction. Site provides transition area/trailhead to the Redding Trail.	
Les Lacs Linear Park North	Neighborhood Park	4	9.93				x				x	x	x	x	x								x					
North Addison Park	Neighborhood Park	1	3.45								x					x				x	x		x		x		Jogging trail, picnic tables, Food Signs, In-ground etchings	
Winnwood Park	Neighborhood Park	6	4.82							x	x											x					Planned gazebo & bridge beplacement	
Beckert Park	Urban Park	2	1.16								x									x			x					
Bosque Park	Urban Park	2	0.82																	x			x	x	x		Old well	
Parkview Park	Urban Park	2	0.64					x			x										x		x	x			Trellis, grills, earthkind roses and perennials (presentation garden), amphitheatre	
Spruill Park	Urban Park	2	1.85		x			x			x											x	x	x			Shade structure	
Quorum Park	Urban Park	2	3.47												x	x	x						x		x		Lighted walking path	
Athletic Club	Community Facility	4	6.10	x		x																	x		x	x	Indoor/outdoor swimming pool, gym, track, fitness/weight room, aerobics studio, training room, multipurpose room, racquetball courts	
Addison Conference & Theatre Centre	Community Facility	2	5.51																		x				x		Permanent staff; includes Stone Cottage	
Public Parks Subtotal			67.51	1	1	1	2	5	1	2	9	1	1	1	3	3	5	4	8	1	7	4	2	13	4	12	3	
Greenbelts																												
Arapaho Park	Greenbelt	3	7.85												x													
Beltway Greenspace	Greenbelt	3	1.86																							x		
Les Lacs Linear Park South	Greenbelt	4	4.30													x								x				
Redding Trail and Dog Park	Greenbelt	4	16.34		x										x									x			The dog park is 0.53 acres	
White Rock Creek Trail	Greenbelt	6	9.70												x									x				
Greenbelts Subtotal			40.05	0	1	0	0	0	0	0	0	0	0	0	3	1	0	3	2	0	0	1	4	0	1	0		
School Recreation Facilities																												
George H.W. Bush Elementary	School Park	7	5.61								x				x													Town maintains playground; site has open field. Agreement allows Town to program space for use by Addison residents only
Les Lacs Dog Park	Dog Park	4	0.28		x						x																	Access from north side/Redding Trail; adjacent to Alfred J. Loos Natatorium
Greenbelts Subtotal			5.89	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	
Planned Sites																												
Addison Groves Development	Planned Park	3	TBD				x	x		x	x				x								x	x				Parks will be developed in 1-2 years.
Planned Parks and Greenbelts Subtotal			0.00	0	0	0	1	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	
Total			113.45	1	3	1	3	6	1	3	11	1	1	1	5	7	6	4	11	3	9	4	3	19	5	13	3	







Outreach Findings

Introduction

Since the beginning of 2018, the Town of Addison collected feedback from over 1,150 community members and stakeholders to shape the Parks, Recreation and Open Space Master Plan. This appendix summarizes key findings from the first five outreach activities conducted for the planning process. Feedback from the Draft Plan Review Meetings will be directly incorporated into Master Plan edits.

- **Stakeholder Interviews:** Seven interviews were conducted with Council members and community leaders to discuss opportunities for enhancing the park and recreation opportunities in Addison.
- **Business Focus Groups:** Approximately 20 members of the business community participated in focus groups organized through the North and South Quorum Business Associations. Business leaders identified and discussed opportunities to enhance the business environment through improvements to the park and recreation system.
- **Pop-Up Events:** Ten pop-up events were held in parks and at existing community meetings between March and April 2018. The events attracted a total of 215 residents, employees and park users who shared their thoughts and ideas about Addison's park and recreation system.
- **Mapita Questionnaire:** During a seven-week period, from March to May 2018, over 900 community members, including residents, visitors and employees, participated in the place-based survey. Participants were asked to identify and locate their favorite parks and activities, as well as opportunities for improvements. Over 4,000 pins were placed on the interactive map.
- **Prioritization Survey:** Conducted online during the month of September 2018, the prioritization survey received 161 responses. Survey participants were asked how they would allocate funds between different types of projects and different sites, thereby identifying funding priorities.

Community Outreach and Engagement

More than 1,150 participants

- Stakeholder Interviews (7)
- Business Focus Groups (~20)
- Pop-Up Events (215)
- Mapita Questionnaire (909)
- Prioritization Survey (161)
- Draft Plan Review Meetings (forthcoming)



Pop-Up Activities

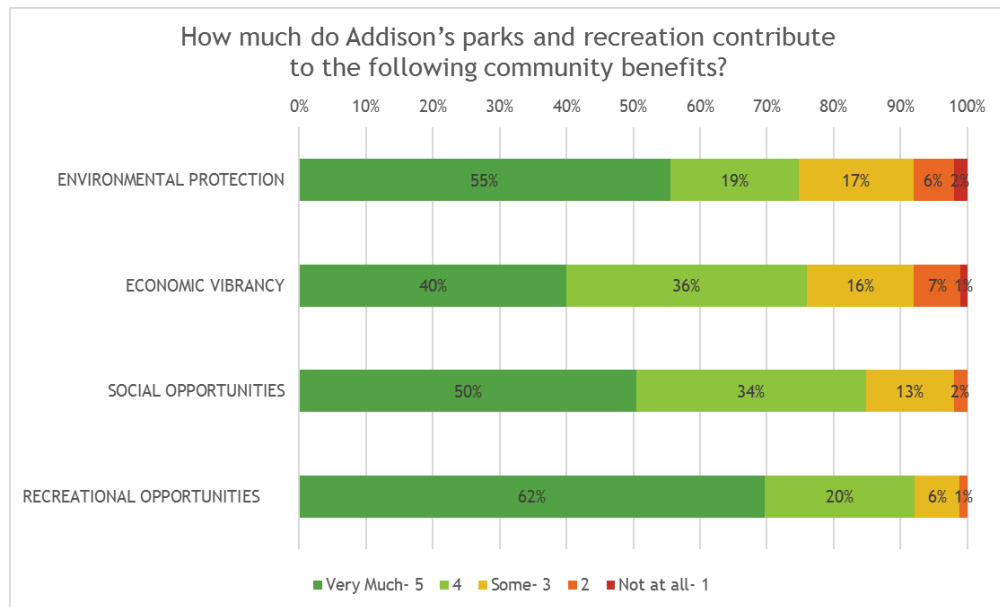
- 10 events were held in parks and at meetings
- Involved residents, employees and park users
- Conducted between 3/27/18 and 4/16/18
- Info in English and Spanish (none completed in Spanish)
- Approximately 215 participants

ACTIVE ADDISON

What recreation activities do we need more of in Addison?
Place dots on your top 2 choices.

Playing (swinging, sliding, climbing, water play, etc.)	Walking/jogging/biking	Social gatherings	Events and festivals
Learning about art, history, nature or culture	Fitness classes or organized activities	Field and court sports (basketball, tennis, etc.)	Sitting, resting or watching people
Eating outdoors	Working outdoors	Adventure activities/programs (zipline, climbing walls, etc.)	Out-of-school programs for children and youth
Indoor recreation activities and programs	Other (write on a sticky note)		

Pop-Ups: Benefits



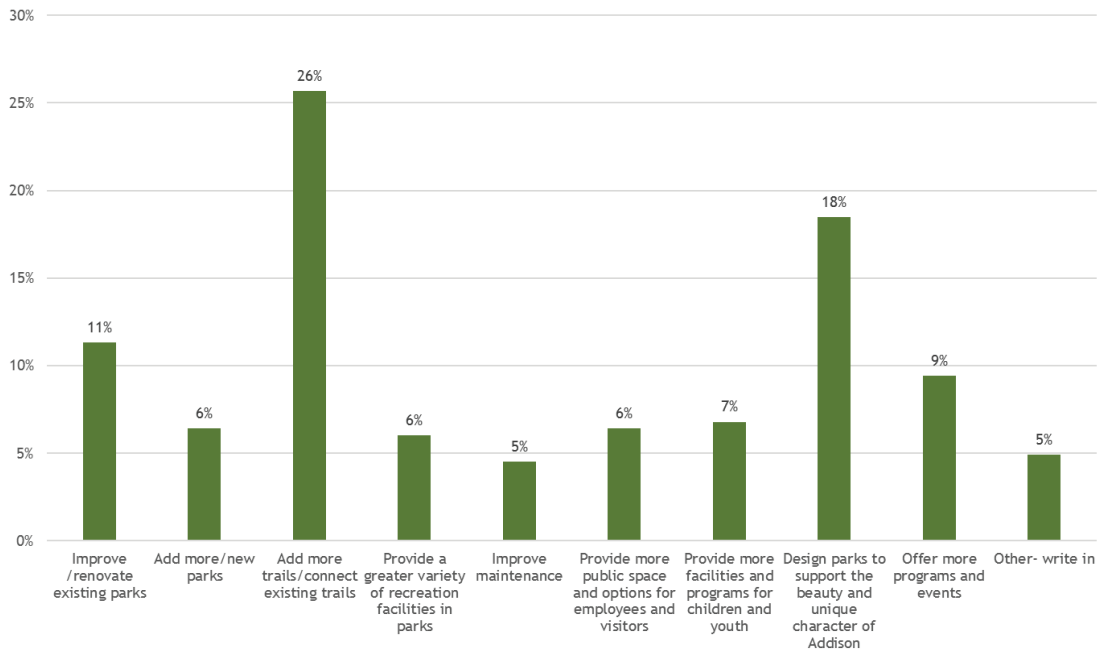
Pop-Ups: Recreation Activities

What recreation activities do we need more of in Addison?

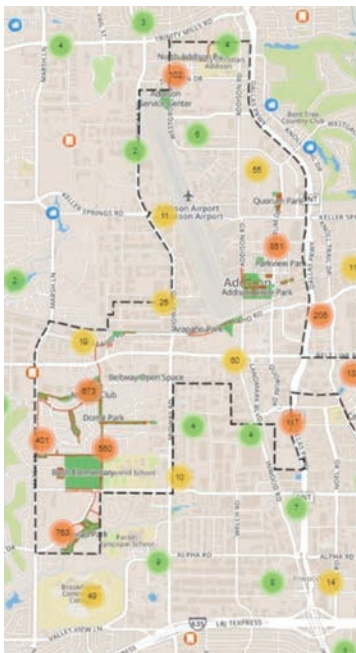
Walking/ jogging/ biking	15%
Events and festivals	13%
Eating outdoors	13%
Fitness classes or organized activities	10%
Adventure activities/ programs (zipline, climbing walls, etc.)	9%
Field and court sports (basketball, tennis, etc.)	7%
Indoor recreation activities and programs	7%
Learning about art, history, nature or culture	6%
Playing (swinging, sliding, climbing, water play, etc.)	5%
Social gatherings	5%
Sitting, resting or watching people	5%
Out-of-school programs for children and youth	3%
Working outdoors	2%

Pop-Ups: Priority Improvements

What is the most important thing the Town could do to improve Addison's parks, recreation and open space system?



MAPITA Interactive Mapping Survey



- Available 7 weeks (3/16/18 – 5/6/18)
- Intended to collect data from Addison residents, visitors and employees
- Asked questions about parks visited, favorite parks, recreation activities, preferences, and opportunities for improvements
- Invited people to put pins on maps to provide data on parks visited
- 4,731 pins were placed on the map

MAPITA Demographic Profile

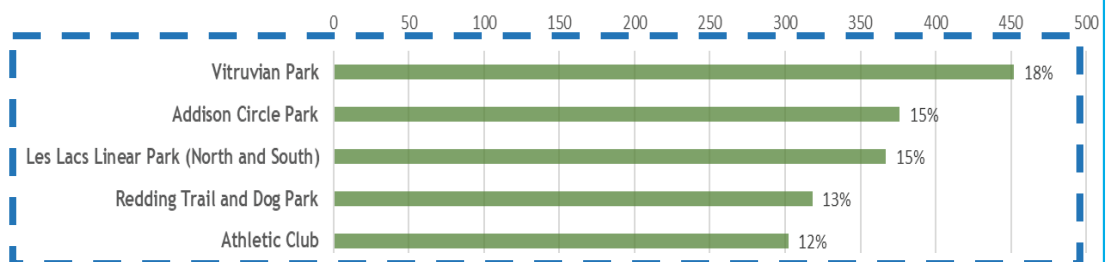
- 909 total respondents
- 30% are ages 25-34; 30% are 55+
- 69% of respondents have no children living at home
- 79% identify as Caucasian/White, with 12% identifying as Hispanic/Latino and 16% as other races or multi-racial
- 85% are Addison residents
- 42% have lived in Addison for 1-5 years

Residency

North Addison	72
Addison Circle	170
Belt Line	41
Les Lacs/ Midway Meadows	270
South Quorum	4
East Addison	45
Vitruvian Park	170
Outside of Addison	139

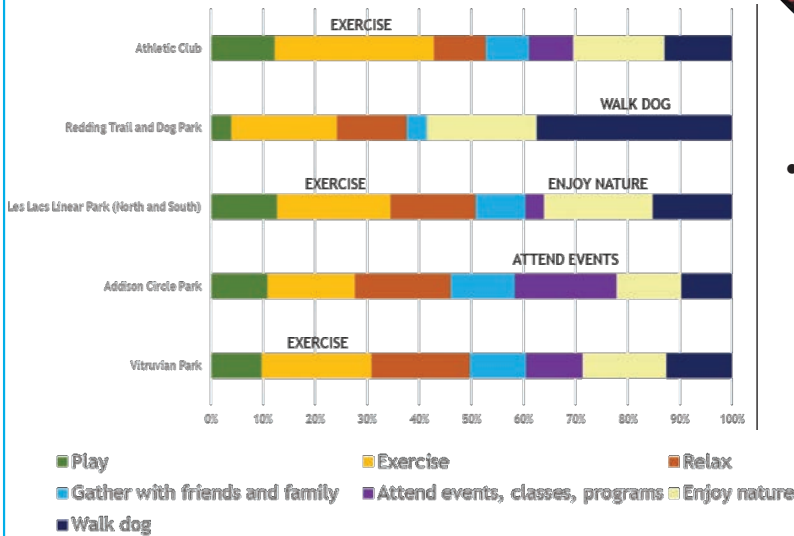
Most Popular Parks

- The 5 most **POPULAR** sites that were “pinned” most frequently are:
 - Vitruvian Park
 - Addison Circle Park
 - Les Lacs Park (North/South)
 - Redding Trail and Dog Park
 - Athletic Club



Most Popular Activities

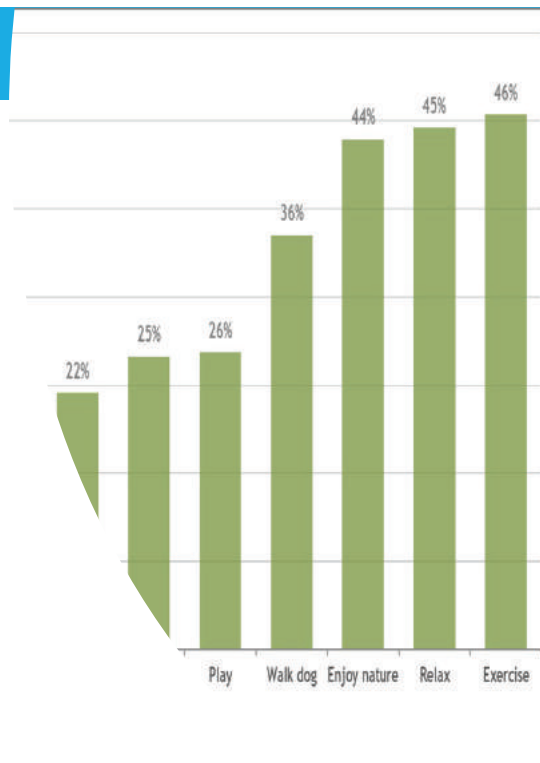
- **EXERCISE** is the most popular activity in 3 of 5 of Addison's most popular parks.



- Other top activities include:
 - Walking dogs
 - Enjoying nature
 - Attending events

Most Popular Activities

- **EXERCISE** is the most popular activity in all parks (the activity done by the most people in parks they visit).
- **BUT**, the top three activities are nearly tied.
 - Exercise (46%)
 - Relax (45%)
 - Enjoy nature (44%)



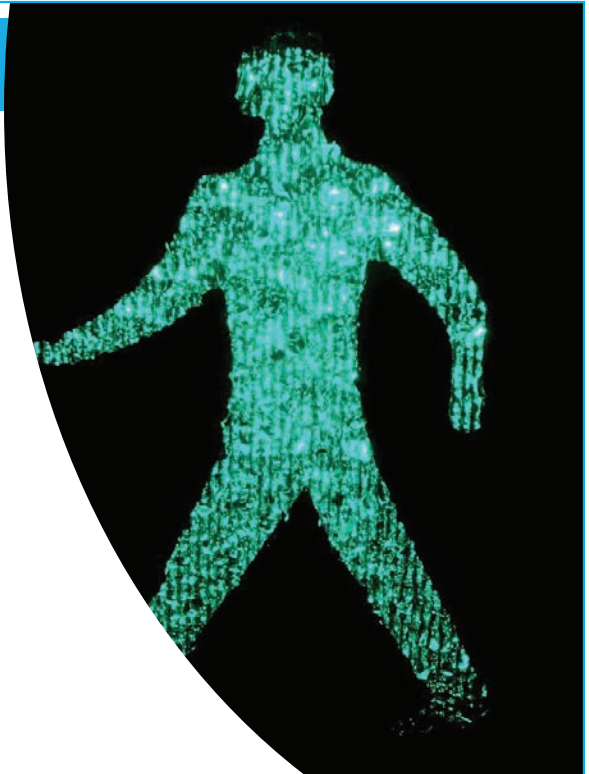
Frequency of Visitation

- Of the respondents who reported visiting parks, trails and recreation destinations, more than 55% visit daily or once a week.
- Of the three, **TRAILS** are used most frequently.
 - 86% use trails a few times a month or more
 - 67% use trails about once a week
 - 39% use trails almost daily



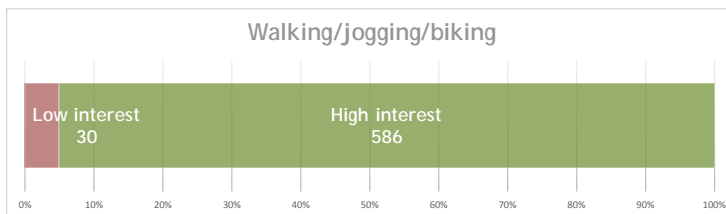
Park Travel & Access

- 81% of respondents visit their favorite park because it is **CLOSE TO HOME OR WORK**.
- The **PROXIMITY** of parks and trails is important in creating a walkable community.
 - 66% of respondents walk to Addison's parks
 - 83% walk to Addison's trails
- More people (61%) drive or ride in a car to other recreation destinations.
- Fewer than 7% of people bike to parks, trails or other recreation destinations



Most Interesting Activities

- The **ACTIVITIES** with the highest amount of interest are in ranked order:
 - Walking/jogging/biking
 - Events and festivals
 - Eating outdoors
 - Social gatherings
 - Fitness classes/organized activities



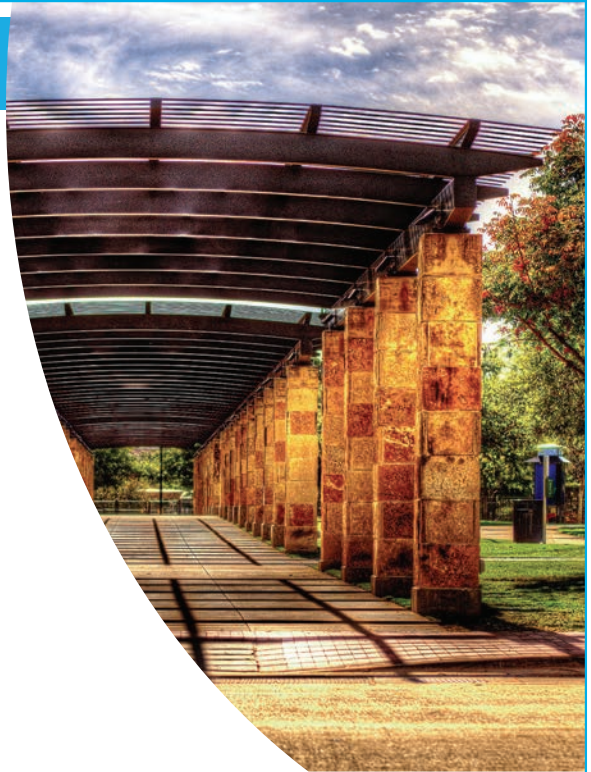
More Time in Parks

- Many respondents said the following would encourage them to spend more time in Addison's parks:
 - **NATURE IN PARKS** (71%)
 - **MORE TRAILS** (64%)
 - **CONCESSIONS** (63%)
 - Places for outdoor work (57%)
 - Neighborhood events and programs (53%)
 - Regional events (47%)
 - Outdoor games/challenges (42%)
 - Unique play options (42%)



Desired Improvements

- Many respondents favored adding **INTERACTIVE ART** (29%) or functional art (26%) in parks
- About 31% of recreation ideas generated by respondents were related to **ENHANCING EXISTING** parks, trails, or facilities
- 27% of respondents support adding more **TRAILS** or connecting existing trails



Business Focus Groups

- North and South Quorum Business Associations

Opportunities

- After-hours social/recreation options
- Trail connectivity/improved access
- Incentives to be outdoors
 - Food trucks/farmers' markets
 - Outdoor work spaces
 - Outdoor fitness / programs
 - Small events
 - Pavilion for company picnics
- Synergies
 - Mixed use development
 - Hotels, offices, homes
 - Partnerships

Stakeholder Interviews: Key Opportunities

- Expand benefits of parks
 - Social/gathering/events
 - Respite/quiet contemplation
 - Green space/open space
 - Quality of life
- Identify park purpose/brand
 - Utility and function of sites
 - Target services/audiences
 - Character of park

Stakeholder Interviews: Key Opportunities

- Add “attractions” to parks
 - Small events (we do big events)
 - More outdoor programming
 - Greater variety of amenities/facilities
 - Food trucks/temporary elements
 - Learning/interpretive features
 - Interactive art
 - Dog runs
 - Outdoor exercise equipment
 - Active use on north side of town



Stakeholder Interviews: Key Opportunities

- Improve access and connectivity
 - Bike and pedestrian routes
 - N/S and E/W connections
 - Wider sidewalks and trails
 - On-street bike routes
 - Connections to DART/Cotton Belt
 - Connections between parks and other destinations
 - Park/trail cap over tollway
 - Parklets along trails

Stakeholder Interviews: Key Opportunities

- Serve residents first, and possibly others.
- Address issue of “private” parks, where residents don’t want to share their park with others.

“The Master Plan gets a gold star if you can figure out how to serve residents, employees and visitors in the same park.”

“The key question is how to serve residents and businesses but not attract people from surrounding communities.”

“Our parks are for our residents.”

“We need to encourage visitor and employee use and improve services for the surrounding neighborhood.”

Stakeholder Interviews: Key Opportunities

- Support economic impacts, not revenues

"It's okay to attract residents and businesses, but our parks are not for generating revenue. Ask any realtor about the value of the Athletic Club in selling homes."

- Coordinate partnerships to improve services

"Some sites – but not all – can generate revenue. Places like Addison Circle Park."

- DISD
- Hotels
- Restaurants
- Apartments/property managers
- Events/races
- Running clubs

"Revenue generation would turn people off."

Stakeholder Interviews: Key Opportunities

- Improve branding, marketing and information

- Welcome packets for homeowners, apartments, hotels
- Promote community activities
- Develop apps for guided art tours, "visit Addison," local history and heritage
- Social media, technology, and videos to promote recreation

Stakeholder Interviews: Key Opportunities

- Added thoughts:
 - Make parks resemble North Texas prairie
 - Consider xeriscaping
 - Consider maintenance needs before adding elements such as musical water display
 - Consider opportunities associated with Inwood, Cotton Belt and mixed use developments

Prioritization Survey

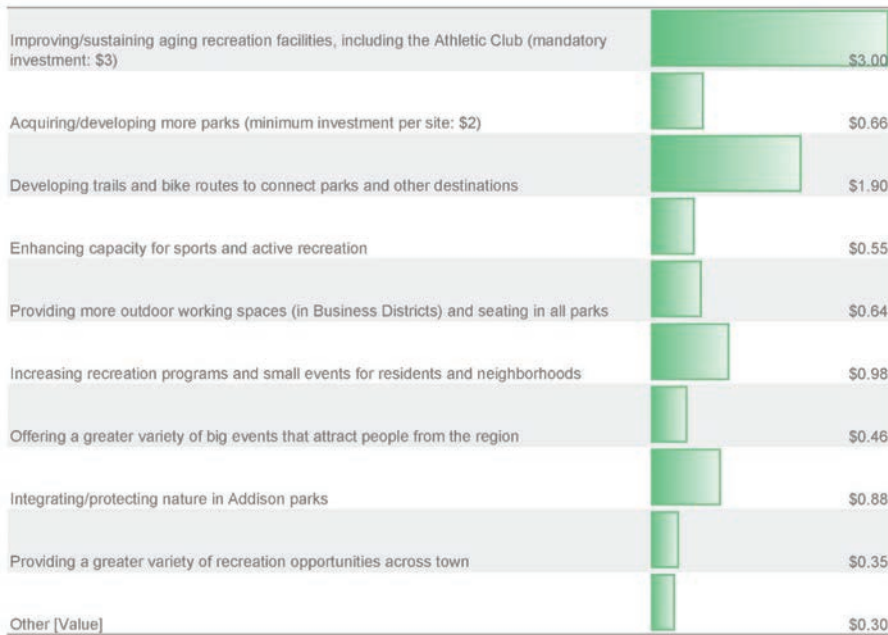
Conducted online 9/12/2018 – 9/30/2018

RESPONSE SUMMARY

- 3 exercises including open-ended questions
- Total responses: 161
- Full responses:109
- Incomplete responses:52

Prioritization Survey: Exercise 1 Results

You have \$10 to allocate across the following 10 types of projects.



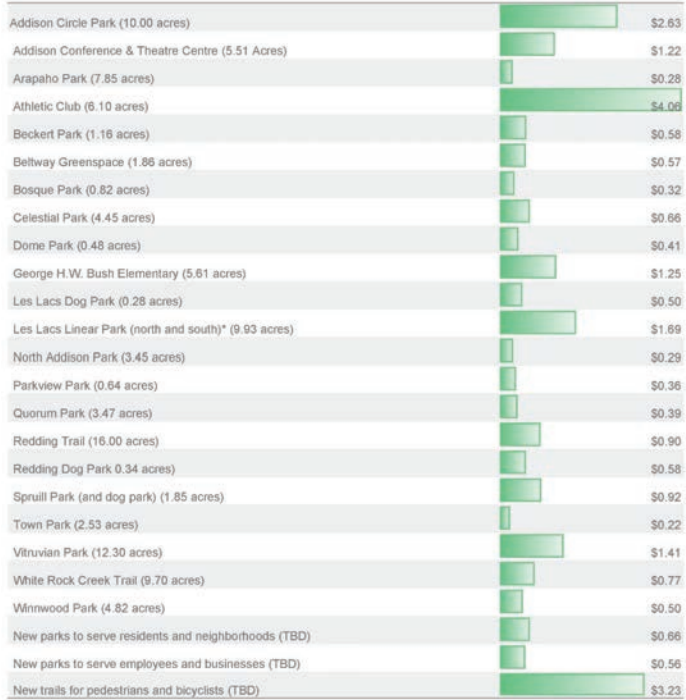
Prioritization Survey: Exercise 2 Results

Would you support any of the following to be able to allocate more funds towards key projects?



Prioritization Survey: Exercise 3 Results

You have \$25 to allocate across the following 25 sites.



Prioritization Survey: Key Findings

- Key projects to allocate funds:
 - Improving/sustaining aging recreation facilities (including the Athletic Club)
 - Developing trails and bike routes to connect parks and other destinations
- Key project types:
 - Requiring developers to provide parkland or fees to provide parks in new developments
 - Planting fewer tulips and/or reduce landscaping costs by providing more native plants and perennial flowers
- Key sites:
 - Athletic Club
 - New trails for pedestrians and bicyclists
 - Addison Circle Park
- Primary open-ended theme:
 - Improving existing and incorporating new park facilities and programs



D



Park and Recreation Trends

Introduction

The provision of park and recreation services is dynamic. What’s desired in a community changes over time. Parks, facilities and recreation services must evolve and be responsive to changing demographics, priorities and trends. This document summarizes several trends that will influence the provision of parks and recreation services in Addison in the next 10 years. This information provides context for the development of site and systemwide recommendations to enhance parks, facilities, events, programs and practices.

Trends are described in the following categories:

- **Demographics:** The characteristics of the people using Addison’s parks and services.
- **Recreation:** The ways in which parks are activated and programmed.
- **Design:** The design and development of parks and public space.
- **Operations and Services:** The administration, funding and other services associated with park and recreation operations.

These trends cut across the Recreational, Social, Environmental, Economic and Placemaking and Community Buildings benefits of parks.

Demographic Trends

AN ACTIVE, AGING POPULATION

The population across the United States is aging, given the prevalence of the Baby Boomer generation and fact that people are living longer. This trend means that recreation agencies must provide facilities and programs to serve older adults and seniors who possess diverse interests and varying abilities. The “older adult population” includes people with a range of needs: seniors interested in developing new skills and learning new activities; those seeking to stay active and physically fit; those with health issues and access concerns; seniors desiring passive and more contemplative activities; those looking for intergenerational interactions; and those who want more quiet environments.

Since older adults today stay healthier, many older adults do not consider themselves “seniors” or “disabled” and will not participate in programs in a senior center. Many adults over 65 – the traditional retirement age – continue to work full or part time outside the home. Still, greater numbers of people need low-impact, accessible facilities and programs—addressing declining vision, hearing, coordination and mobility—that will allow them to continue to stay active and engaged.



CULTURAL RELEVANCY AND RESPONSIVENESS

As American communities become more diverse and multi-cultural, towns and cities are responding to evolving community needs and preferences. Research has shown that cultural and ethnic groups use public spaces differently and experience unique barriers to accessing parks and programs. Service providers are responding to the diverse cultural makeup of their communities in a variety of ways, including by improving community outreach and information, providing culturally-responsive park design and programming, and even hiring more diverse staff. There is also a growing need for agency-hosted cultural events, vendors and entertainment that reflect a wider array of interests and cultures. These interests may vary by cultural group. For example, Latino and Hispanic households may be more interested in sports such as soccer and futsal, activities such as bicycling and picnicking and the ability to visit parks and festivals with extended families. Park design and programs can be enhanced to respond to these cultural preferences.



GREATER WORK/LIFE BALANCE

There is a growing effort among towns and cities to be more responsive to the recreation and social needs of employees. Businesses recognize that recreation and social breaks during the work day cultivate happier and healthier employees. Many communities foster these benefits as a way to attract and retain businesses. Design options include providing outdoor work spaces, outdoor eating areas and a greater variety of amenities and facilities in commercial, office and industrial areas, such as trails/walking routes, plazas and program space. Lunch-time recreation programs (e.g., yoga, boot camps, walking clubs), evening events and programs (e.g., sports leagues, music in the park) and other pop-up events and activities (e.g., food trucks, farmers' markets) are becoming more popular for serving employees as well as attracting residents and shoppers to commercial and business areas.

Recreation

PLAY FOR ALL AGES

The benefits of play for children are well documented through research. These include providing playgrounds and environments to encourage active play, dramatic play, exploration, skill-development and socialization. Children’s play areas are diversifying to better support these opportunities. Instead of traditional playground equipment for ages 2-5 and 5-12, towns and cities are providing more diverse nature play, water play, adventure play, thematic and destination play areas that appeal to all ages, plus offer multi-generational and parent/child play opportunities.

This is tied to a second but related trend: the recognition of the benefits of play for all ages. Programs and play spaces are being integrated to meet the “playful” needs of teens, younger and older adults and seniors. Outdoor fitness equipment, climbing spires and ziplines, family slides/hill slides and play elements designed for bigger/older people are on the rise. Programs such as adult dodgeball leagues, adult kite flying programs, goat yoga and low-impact activities such as pickleball are provided to encourage adults to get outdoors, play and have fun. Some towns and cities are providing game tables, toys and sports equipment in parks to foster play. The intent is to create spontaneous opportunities for play and fun to reduce stress levels, improve health, connect people socially and learn new skills.





TRAIL-BASED ACTIVITIES

Trails for non-motorized transportation and recreation continue to grow in importance. Nationally, trail-related recreation, including walking, hiking and running, are among the most popular outdoor recreation activities. According to the 2016 Outdoor Foundation Outdoor Participation Study, running, including trail running, was the most popular outdoor activity in the United States, with more than 53 million participants involved and a participation rate of 18 percent. Hiking is the fifth most popular, with 13% of Americans over the age of six participating. A full 50% of Americans report that they walk for fitness. The popularity of these activities is consistent across age

groups, income levels, education and ethnicity. Safe and interesting places to walk, run, bike and observe nature are more in demand than ever. Interests in active transportation has also sparked an increase in walking, biking and—now on the rise—the use of scooters to reach destinations. Towns and cities are using a variety of strategies to meet this demand, such as providing loop trails in larger parks, providing off-street multi-use trails, designating on-street bike routes, ensuring sidewalks are wider and accessible, providing pedestrian cross-walks and bridges over roadways to support connectivity, developing soft-surfaced nature and jogging trails and connecting parks and community destinations with trails.

CONNECTING TO NATURE

Across the country, there is a movement to re-connect children with nature and the outdoors. Books such as *The Last Child in the Woods*, organizations such as the Children and Nature Network, and initiatives such as the Natural Learning Initiative have focused renewed attention and research on this topic. These efforts respond to the decreased time kids spend outdoors in comparison to previous generations. Parents, planners and practitioners express concerns about the effects of a sedentary lifestyle, too much screen time and too little active, unstructured play for children. Health and recreation organizations nationwide are working to reverse the trend and the negative health impacts associated with these behaviors.

Since close-to-home access is critical, towns and cities are protecting nearby natural areas, seeking to integrate more natural areas into developed parks, and providing programs to introduce people of all ages to nature and wildlife. Some agencies are introducing “naturehood parks” in lieu of the traditionally manicured neighborhood parks. These spaces are designed to include pollinator patches, native plants, community gardens and low-quality nature spaces that allow kids to dig holes, find bugs, get muddy, throw rocks and explore. Others are investing in wildlife habitat, riparian corridor protection and the enhancement of park ecological functions.





PUBLIC HEALTH AND WELLNESS

The United States is facing a health crisis. Cities and towns are experiencing rising levels of obesity and increasing rates of diabetes and heart disease. As people become increasingly sedentary and exercise less, the health care sector is exploring ways to promote preventative healthcare and active living to reduce health care costs. A 2016 nation-wide study connected various amenities and programming in neighborhood parks with an increase in physical activity. In summer 2017, the Centers for Disease Control and Prevention (CDC) released a publication introducing ways to improve public health through parks and trails. Ecotherapy and “Park Rx” programs have encouraged doctors to prescribe spending time in park. In response, towns and cities are using programming and marketing efforts to substantially increase the amount of exercise that happens in parks. They are also providing gardening, healthy eating, healthy cooking and similar programs to foster healthy lifestyle choices.





THE OUTDOOR LIFESTYLE

According to the Outdoor Industry Association, 144.4 million Americans participated in at least one outdoor activity in 2016 and collectively went on 11 billion outdoor outings. Activities such as hiking, picnicking, swimming, fishing, camping, boating and biking promote wellness, social interaction and a connection to the outdoors. The Baby Boomer generation and Millennials are the largest segments driving this new outdoor lifestyle trend.

Today, the active outdoor lifestyle has gone mainstream and people are looking for ways to be outdoors in urban areas. Due to time demands of

family and jobs, convenience and accessibility are critical. The opportunity and challenge for towns and cities is to provide meaningful outdoor activity in urbanized environments. It requires a re-alignment of parks, recreation and open space—moving beyond an investment in highly manicured space—to emphasize and connect people to local creeks and waterways, the urban tree canopy, gardens and other natural areas. In urban areas, cities are encouraging boating in artificial ponds, developing more nature trails, hosting overnight campouts, teaching tree climbing in parks, teaching kayaking/canoeing in pools and facilitating similar outdoor activities.



PARK ACTIVATION

In the past, many parks had regulatory signs listing all of the things you couldn't do at parks, such as: no throwing balls/frisbees, no unauthorized sports and no kite flying. Trends nowadays favor emphasizing and increasing the activities you can do at parks. This includes drop-in as well as organized activities that support active, passive and social opportunities to increase the use and vibrancy of public spaces. Park agencies are designing and developing activity and social hubs in parks to increase park use. These include permanent elements such as group seating areas, dog parks, chess tables and outdoor ping pong, as well as temporary play elements and mobile recreation programs. While "activated" parks will have higher maintenance needs because of the higher level of use, this investment provides an important balance to parks designed to provide quiet open space, solitude and aesthetic and visual appeal.



EVENTS IN AND BEYOND PARKS

Trends support parks and public spaces designed and programmed to support large and small group gatherings of friends, families, neighbors, interest groups, employees and people from throughout town and in some cases, the region and nation. Many agencies have a special events coordinator to organize and/or recruit partners to host neighborhood and community-oriented events, plus regional and national events that generate revenue, support greater economic impacts and advance the town or city's brand and identity to recruit residents and businesses.

While events may be held in parks, many agencies are turning to other public spaces to support this type of social gathering. Streets, parking lots, public and private plazas, schools, rivers/ponds and other venues are used more frequently for events and pop-up programs. Food trucks, street fairs, tournaments, races, fireworks, art walks and a variety of other events are being facilitated by park agencies in both traditional and non-traditional sites. These types of events and activities can support social gatherings and recreation in places without nearby park access.

Design

UNIVERSAL / INCLUSIVE PARKS AND PROGRAMS

Universal design is an approach for creating built environments that exceed ADA standards and are accessible to all people, including older adults and people with (and without) disabilities. Playgrounds and recreation systems based on universal design encourage access, independence, safety and comfort for all persons. This universal design approach is being integrated into public parks, indoor and outdoor recreation elements and infrastructure throughout the system to meet the needs of people of all abilities.

PLACEMAKING

Terms such as “placemaking” and “tactical urbanism” have come into vogue among planners, landscape architects and real estate developers in recent years. These and other similar terms relate to an increased interest in “people-focused” design. Through its Great Places program, the American Planning Association (APA) has defined characteristics for great neighborhoods, public spaces and streets. The characteristics of a Great Public Space include:

- Promotes human contact and social activities
- Is safe, welcoming and accommodating for all users
- Has design and architectural features that are visually interesting
- Promotes community involvement
- Reflects the local culture or history
- Relates well to bordering uses
- Is well maintained
- Has a unique or special character



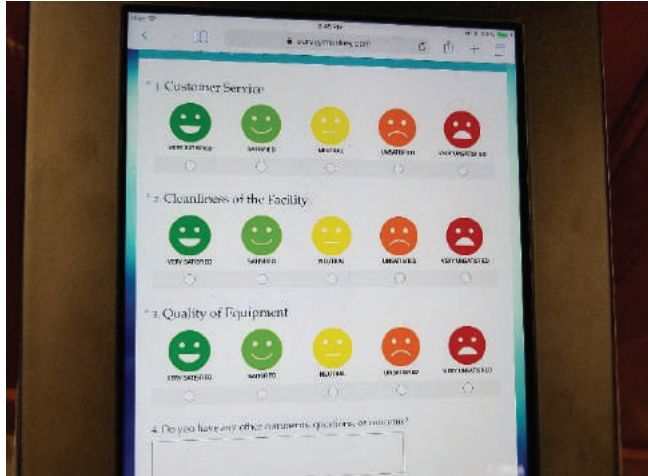


PUBLIC ART

Art in public spaces can express the multifaceted and culturally diverse qualities of a community, as well as the town or city's brand and identity. Creating a unique connection with the users of a park and the surrounding community can increase ownership and support, decrease vandalism and drive additional use of public spaces. Top park and recreation agencies are working with artists and art program managers activate public spaces through art integration and programming. Engagement in the design, creation and interaction with art in public spaces can be a source of community pride while enriching the daily lives of residents and visitors.



Nowadays, art in parks is becoming more diverse and better integrated than simple art sculptures in parks. Varied color palettes and functional art is being applied to create more unique seating arrangements and play spaces. Interpretive signage and elements are used to express the cultural and history of sites and landscapes. Murals, mosaics, poetry and prose can be integrated into park infrastructure. Temporary installations and experiential art (including music) are supported in parks more frequently. The intent to encourage people to use, touch, climb on, experience and otherwise appreciate art in new and unique ways.



Operations and Services

TECHNOLOGY

New technological advancements are creating opportunities for park use, management and maintenance. Communication technology, Wi-Fi in parks and a rise in smart phone use has changed the ways people receive and provide information about parks and recreation services. Mass communication and media tools can improve park and program information and access, as well as the efficiency and affordability of providing information about facilities and services. Interactive websites, apps and kiosks in parks and facilities also present new ways to measure customer satisfaction and collect data on desired improvements. Online recreation registration as well as programs that track participation data, are considered essential to support recreation services. Technology can also be applied to the operations and maintenance of parks and facilities, increasing efficiency and improving data reporting for everything from mowing to irrigation to lighting and restroom use.

Opportunities for tech-aided recreation are also growing, such as using apps and kiosks to provide interpretive information. Games such as Pokémon Go, while short lived, have the potential to attract many new users to parks and public spaces-- while introducing a conflicting trend: the desire for technology-free parks where people can get away from computers to partake in a simple, authentic, screen-free experience of their environment. It's important to keep in mind that technology is adopted and embraced differently by different population groups. For example, Millennials have grown up with the internet and desire more high-tech and "amenity" rich experiences. Finding the right balance and appropriate use for technology in parks, recreation facilities and programs will be an evolving effort.

THE BUSINESS OF PARKS AND RECREATION

The recession of 2008 sparked the need for agencies to take a more business-like approach in providing parks and recreation services. While many communities have recovered or are continuing to rebound from budget and staffing reductions, they continue to apply advances in revenue-generation, cost accounting, maximized operational and maintenance efficiencies, marketing/branding and prioritized investment strategies. These business and marketing strategies allow park agencies to broaden park use, increase the numbers of people receiving recreation benefits, provide the amenities and services most desired by the community and have funds on hand when needed to repair, replace and refresh aging facilities and/or to develop and maintain new ones. For some, this involves establishing cost recovery targets, defined service levels and priorities and tradeoffs to balance pay-to-play (revenue-generating) options with subsidized services. In some cases, it means decreasing the emphasis on park aesthetics and increasing the focus on park experiences.



PARTNERSHIPS AND RESOURCE-SHARING

An additional trend is an increased reliance on partnerships to provide facilities, services and programs. With the tightening of financial resources, facility and resource sharing has increased. These types of partnerships will continue expand beyond traditional partners to include the private sector, other public agencies and non-profit organizations. They include collaborative efforts to provide or improve access to recreation and social opportunities in parks, in sites owned by others and in jointly-owned or operated parks are facilities.

Collaborative efforts take many forms. For example, non-profit organizations may provide volunteers or program support to park agencies. Through joint-use agreements, schools can provide access to recreational and educational facilities to other users when not in use for school activities. Towns and cities may share maintenance responsibilities for school recreation facilities. Some services such as fitness facilities or gymnastic classes, traditionally provided by private sector providers, can be marketed by a public





park agency to connect people to existing recreation opportunities. Towns and cities may recruit volunteers or contact with recreation providers, concessionaires, businesses and staff from other agencies to provide programs and events to activate their parks.

Both non-profit and private organizations are continuing to collaborate with local government agencies to provide major facilities, such as health and wellness facilities, senior centers, sports complexes and community centers. In addition, resource sharing agreements—allowing two or more independent organizations to utilize one facility—are on the rise. Examples include locating adult education evening programs in high schools and renting out community kitchens to small business for catering to support local enterprises. Trends also show increases in providing Privately Owned Public Open Spaces (POPOS), public spaces required in private high-density developments to support private patron as well as public use.

Adaptable Parks and Recreation Services

This document summarizes a few of the trends anticipated to influence Addison's park and recreation services over the next 10 years. These trends can be addressed through park design, development, programming and management. However, a key takeaway is the need to invest in flexible-use spaces, re-usable or adaptable facilities, as well as policy changes that support current and future anticipated needs. Given the evolution of recreation trends, agencies should remain nimble to respond to changing needs over time.



E



Design and Development Guidelines

Introduction

The following guidelines are intended to channel the values and aspirations for the Town of Addison as they apply to the planning, design, development and ongoing maintenance in the preservation and enhancement of new and renovated park sites. These guidelines will help the Town make decisions about future recreation and open space acquisitions, investments, improvements and adjacent uses.

This document presents guidelines for the design and development of park land systemwide, as well as for the acquisition, development and renovation of parks by classification. These guidelines supplement the systemwide vision, goals, objectives and strategies for parks and open space, plus provide overarching direction for site-specific recommendations, which are noted under separate covers.

Note that the design of future parks and renovation of existing sites will depend on contextually-specific characteristics, the envisioned use of the site as well as community interests and priorities. Site master plans, facility designs and business plans may be needed to provide additional design guidance, and all projects should adhere to national, state and local regulations. Additional guidance for trail and pedestrian connectivity alignments is provided in the 2016 Town of Addison Master Transportation Plan and the 2013 Town of Addison Comprehensive Plan.

Systemwide Guidelines

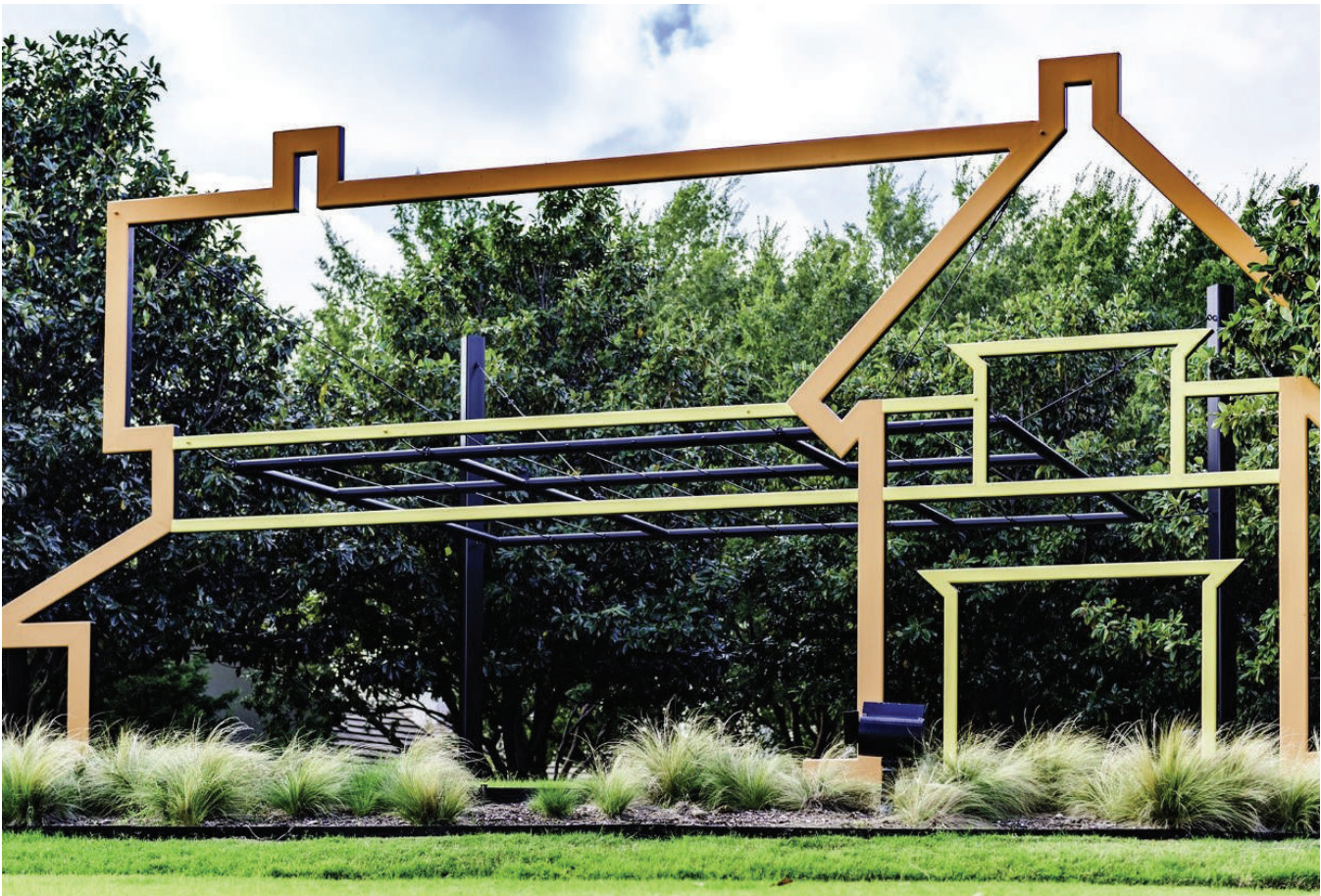
Systemwide guidelines represent the overarching directions for the park and recreation system and trail network. Those guidelines include:

- **Landscape design:** Balance both natural and manicured landscapes as appropriate in each park. Protect the tree canopy for shade and additional environmental benefits.
- **Thematic landscapes:** Integrate a sustainable plant palette to create a sense of continuity throughout the park system, allowing for variances to enhance or create a given character within a park.
- **Connecting to nature:** Create opportunities for residents and visitors to connect with nature, both physically and visually, including the expansion of existing pollinator patches, protection or integration of native plants, introduction of urban wildlife corridors and protection and access to natural areas such as White Rock Creek.
- **Universal park access:** Create equitable points of access and opportunities for people of different abilities, ages and incomes to experience each site, considering all options of modality and accessibility.
- **Celebrating heritage:** Integrate Addison's culture and identity within the thematic approach to site design, the use of materials, the inclusion of public art and interpretive elements, and/or the choice of recreation elements and support features.
- **Gathering places:** Diversify and provide various scales and types of gathering spaces throughout the park system, creating opportunities for individuals to pause, for groups to gather and for residents and visitors to celebrate and play.

Provide support amenities such as shade and restrooms that allow people to gather and stay for longer periods; consider both reservable and drop-in gathering spaces.

- **Function over form:** Balance artistic design and site beauty with needs for functional facilities and spaces.
- **Continuity in furnishings:** Establish and integrate a consistent furnishing palette systemwide and by site for ease of maintenance (including items such as seating, light fixtures, trash receptacles, bike racks, etc.), but allow for variations in high-use parks to signify key nodes within a given park or to emphasize a unique park theme or identity.

- **Maximizing visual impact:** Consider views not only from the park or trail, but to and through the site to enhance the quality of the experience and attract park users.
- **Edge conditions:** Create an approachable edge that balances visual and physical porosity with any necessary screening, considering the placement of key points of entry.
- **Flexibility of use:** Allow for a variety of programmed and self-directed activities to occur by not precluding activities with unnecessary physical constraints or regulations.



Destination Parks

Intent: Destination parks play an important role in the geographic fabric of Addison given the scale of the sites and their larger economic and regional benefits. These sites are designed to serve the entire town and visitors from throughout the region. They should provide support amenities and facilities in sufficient size and scale to accommodate a high level of visitation, especially during peak use times. The facilities should accommodate events, programs and large group uses. Indoor or outdoor specialized facilities may be provided. Facilities may be reservable and may require a site operator or staffing, as identified in a financial feasibility and market study. The site should also be designed to support revenue-generating programs and encourage economic impacts for surrounding businesses.

In destination parks, multiple strategies should be employed to integrate art, culture and the natural environment to strongly express Addison's character and values. These parks are more likely to have unique

fixtures and furnishings to distinguish the park, as well as specific gathering areas and pausing points in contrast to the rest of the site.

- **Ideal park size:** These large parks are sufficient in size to accommodate specialized facilities, regionally-marketed events and large groups without impeding the functions of adjacent uses. Sites typically are larger than ten acres.
- **Location/access:** Destination parks should be centrally located and accessible via multiple modes of travel, including transit, car, bike or foot. Due to the scale and level of activity, the park should have access from an arterial or collector street, with easy navigable wayfinding strategies and multiple points of entry. Community facilities should be centrally located and easily accessible to residents and visitors. Where feasible, community facilities should be connected to a network of sidewalks, bike routes and off-street trails. For safety, event space may avoid boundaries with major streets. However, the park should include accessible frontage and event staging areas designed for the loading and unloading of equipment.





as an anchor to a larger connectivity network, these parks should include end-of-trip amenities such as bicycle racks and bike repair stations. Amenities such as bicycle-share and scooter docking stations and lockers are also appropriate. Permanent restrooms shall be provided for off-program uses and should be augmented by portable restrooms to support temporary events. Similarly, parks may also include temporary and permanent drinking fountains, shade, seating, trash receptacles and other support amenities as needed to support peak and off-peak uses.

- **Parking:** Given the regional draw, destination parks should accommodate parking either within the park or nearby—through shared parking strategies with nearby uses and transportation demand management (TDM) strategies.
- **Park facilities:** Destination parks should provide specialized facilities and designed event space with appropriate utilities and infrastructure to support destination/regional events and activities as well as large group use. The design of these facilities should be aesthetically integrated within the unique design of each park. Facilities should be designed for both flexibility and programmability, including elements such as open turf areas and gathering spaces (such as pavilions, large group shelters, amphitheaters, interactive fountains and plazas). Small- and large-group gathering spaces, varied in size and design should be provided to allow for a variety of formal and informal events. Sites should also accommodate recreational elements to attract users when sites are not programmed, without impeding the functional use of the space. These elements may include temporary pop-up uses or permanent elements integrated into less-frequently programmed areas and/or movable where appropriate.
- **End-of-trip and support amenities:** Destination parks should be highly amenitized to allow visitors to stay for longer periods of time. Ideally located

- **Adjacencies:** Destination parks benefit from locations in active, social environments, including surrounding uses that tolerate daytime and after dark uses, high-impact activities and crowds, noise, lights and traffic. Well-located, parks can be symbiotic with surrounding uses—creating benefits for both public areas and private/commercial spaces. Where applicable, buffers should be provided from nearby residences, unsafe uses (such as rail lines) and higher-capacity roads with fences, vegetation, etc. Encourage interaction and access to/from surrounding businesses, with support amenities situated to encourage this type of interaction.
- **Landscaping/natural features:** As large sites, destination parks are a significant form of greenspace with ecological benefits and opportunities to connect people to nature. While these parks are typically highly manicured and may have annuals and perennial beds, horticultural gardens, turf and other landscaped spaces, natural elements and native plantings should be integrated where feasible without impeding the functional use of the space. Permeable pavers, shrubbery, trees, pollinator patches, open turf areas and other natural features can support stormwater filtration, reduce urban heat and even provide limited habitat. Destination parks, however, typically will not include high-value natural resources given the environmental impacts of intensive events and large group use.

Neighborhood Parks

Intent: Neighborhood parks are smaller parks intended to meet the needs of nearby neighbors. They typically attract residents who live within walking or biking distance (¼ mile or up to ½ mile) of the park. They provide open-space and greenspace, as well as essential amenities and facilities to support play for all ages and small group gatherings for friends, families and neighbors. These parks may include elements such as open turf or landscaped greenspace, play areas, dog parks, game tables and small sport courts, as well as seating and tables. Well-designed neighborhood parks support both active and passive uses to promote relaxation, socialization, health,

fitness and fun. The form and function of these parks will need to respond to their immediate context, including the density and types of nearby residences, the demographics of nearby neighbors and site characteristics.

- **Ideal park size:** In many communities, neighborhood parks are typically 2-6 acres in size to meet essential neighborhood needs. The minimum size should be ½ acre in order to provide play and social opportunities for nearby neighbors. Note: while Addison has several smaller landscaped areas with benches, these sites do not function as neighborhood parks because these beautification areas are insufficient to meet active and passive needs.



- **Location and access:** Intended for use by local neighbors, neighborhood parks may be tucked into neighborhoods, accessible only by foot or bicycle. In these cases, pedestrian and bicycle-oriented wayfinding and visibility are important to supporting access and safe use. These sites also may front local streets or collector streets on two sides, but should not be located adjacent to busy arterial routes unless uses are buffered from traffic and noise.
- **Parking:** These parks may include on-street parking, but should not provide off-street parking, given the lack of space and intended local use of the site.
- **Park facilities:** The types and scale of facilities in neighborhood parks will vary depending on the density and demographics of the surrounding neighborhood. However, these parks should provide opportunities for passive uses to support relaxation and active uses to support health and fitness. Typically, these parks include some type of play opportunities suitable for all ages (e.g., playground equipment, outdoor exercise equipment or stations, open turf areas, nature play elements); game tables (e.g., outdoor ping pong, chess) or small sports courts (e.g., tennis, pickleball, futsal, bocce, shuffleboard). Smaller amenities and facilities to support pet use (e.g., dog runs and dog waste stations) should be taken into consideration.
- **Support amenities:** Neighborhood parks have fewer support amenities than other types of parks. They should include trash receptacles, benches and comfort amenities. Permanent restrooms may be considered, particularly at sites with amenities supporting young children, but are not typically provided.
- **Adjacencies:** Since neighborhood parks are located within a residential context, the park should be accessible from multiple points of entry, or ideally, fully open (not fenced) along at least two sides of the park. Situate lighting and noise-producing features (such as basketball courts) away from nearby residents. If the park adjoins a residential property rather than a street, consider proper screening or fencing or demarking property boundaries by other means to create a social space that is an extension of the private yard or landscaped apartment complex. Where applicable, boundaries may be marked by naturalized landscapes. Along local streets, there should be a balance between physical and visual porosity, and the appropriate safety considerations to create greater access to the park itself.
- **Landscaping/natural features:** Neighborhood parks are typically less manicured in terms of landscaping than many other types of parks. They should include open grass turf areas where needed to support recreation use. In an effort to reduce the overall acreage of manicured landscapes, community gardens, pollinator patches, native plantings and shade trees may be easily integrated into neighborhood parks.

Urban Parks

Intent: Urban parks are typically smaller special use sites that provide hard- and soft-scaped open space for commercial, industrial and mixed use urban areas. They typically attract park visitors who work, shop or are visiting another urban location within walking distance (¼ mile) of the park. Most frequently designed to meet the needs of employees and visitors in adjacent office and retail space, urban parks support opportunities for spontaneous interaction, casual gathering, outdoor work and relaxation. Urban parks also may be designed to support specialized uses (such as a dog park) or small group events, activities and programs targeting employees. They may be designed to attract people to adjacent commercial uses by providing flexible or temporary recreation elements. These manicured sites also are an important source of greenspace in otherwise built out areas.

- **Ideal park size:** Urban parks are typically smaller parks ranging in size from 1/3 acre – 3 acres. While parks may be smaller, they should be larger and more developed than town beautification areas to support activities and use.
- **Location and access:** Urban park sites are typically selected to 1) provide a centralized social space in office environments; 2) protect greenspace and natural features in urban areas; and/or 3) increase foot traffic and attract visitors to adjacent businesses. They may be located in visible and prominent locations in business/commercial areas or, in otherwise built-out urban areas, fill the ‘spaces in between’ other uses to provide strategic and efficient outdoor amenities. In the latter case, a robust wayfinding system and easy access for bicyclists and pedestrians should be provided. If situated along roadways, pedestrian crosswalks should be provided. When available, access to transit facilities is beneficial.
- **Parking:** Given the urban environment, no parking should be provided. It’s assumed that users of this park will be users of other adjacent uses (employment, retail, etc.), and parking requirements are elsewhere satisfied.
- **Park facilities:** Urban parks lend themselves to showcasing distinct design elements, such as art and interpretive elements that celebrate Addison’s heritage and culture, or innovative stormwater management strategies required of the urban context. These sites also should be designed





to support outdoor work/lunch environments and small group events and activities, such as music/movies in the park, markets (e.g., Farmer's markets, small art shows), pop-up activities and programs targeting employees or designed to attract people to adjacent commercial uses. These can include flexible or temporary recreation elements such as interactive fountains and game tables, as well as covered shelters for work and lunch spaces.

- **Support amenities:** Urban parks should provide Wi-Fi, shade, benches or seatwalls, chairs and tables and similar comfort amenities to support an outdoor work/lunch environment. Ideally, chairs and tables will be movable to support more flexible site use. These parks may include restrooms, especially in commercial areas, but typically do not. Adjacent uses will likely accommodate this need. These sites may include bike racks, bicycle parking as well as bicycle-share docking stations. Temporary comfort elements

and shade canopies may be added during events and activities.

- **Adjacencies:** Urban parks should be highly accessible, emphasizing universal accessibility and perimeter access. The park's design should respond to all adjacent land uses and encourage interaction with the surrounding uses. In instances where the park edge adjoins a private property, any physical barrier deemed appropriate should occur on the private property. If a privately owned public open space (POPUS) is in consideration, a balance should be struck to provide equitable access and to allow for closure for private events.
- **Landscaping/natural features:** Urban parks are typically highly-designed and maintained parks, but the landscaping may be either natural or manicured to support the character of the park. As unique green space in otherwise built out area, the ecological function of the open space should be maximized where feasible.

Community Facilities

Intent: Community facilities include major community buildings that provide indoor/outdoor space to support programs and events. These sites typically attract residents from throughout the entire town; they may include specialized elements or reservable spaces that attract people from communities adjacent to Addison. These specialized indoor facilities may be located in or adjacent to a park or provide adjacent landscaped beatification areas. The built environment has the benefit of spatial efficiency in terms of recreation and should be leveraged in areas that lack larger open space opportunities. Community facilities design guidelines should adopt the best practices and policies delineating in other governing documents, such as the 2013 Town of Addison Comprehensive Plan.

- **Ideal site size:** The site size will vary with the size of the facility. Facility size will be based on use and market considerations.
- **Location and access:** Community facilities should be centrally located and easily accessible to residents and visitors. Ideally, access will be provided from an arterial or a collector street, and the facility will be accessible via transit, by foot

and by bike. This means that community facilities should be connected to a network of sidewalks, bike routes and off-street trails when possible.

- **Parking:** Off-street parking should be provided to accommodate the level of regular use. Strategies should be in place to accommodate additional parking needs during peak times.
- **Community facilities:** A business plan and market study should be completed prior to development or renovation; findings will specify the types of elements to include to support facility use and revenue-generation to offset operational costs.
- **End-of-trip and support amenities:** Community facilities will require both end-of-trip and other support amenities. These include bike parking/racks, restrooms, locker rooms, storage, office/administrative space and a variety of comfort amenities.
- **Adjacencies:** Community facilities may be connected to or buffered from surrounding uses, depending on their nature. Nearby residences should be buffered from facility noise, traffic and lighting.
- **Landscaping/natural features:** Sites should also accommodate natural elements, native plantings as well as ornamental planting in the landscaped areas around the buildings.



Greenbelts

Intent: Greenbelts are linear parks that facilitate pedestrian and bicycle movement via trails in an attractive open space corridor. These sites play an important role in the overall connectivity of Addison, and in several cases, also meet additional recreation needs. As part of a larger system, greenbelts should focus on wayfinding strategies to ensure logical and pleasant movement to and from various destinations.

Note: More specific guidance for trail and pedestrian connectivity is found in the 2016 Town of Addison Master Transportation Plan and the 2013 Town of Addison Comprehensive Plan.

- **Ideal park size:** The greenbelt, while serving as an open space amenity, is largely a product of the larger trail network. The appropriate lengths are those that effectively connect existing nodes of interest, whether they be parks, employment destinations, or other attractions. The width of the greenbelt may vary as well. While a greenbelt may be as narrow as 20 feet wide to accommodate the pathway, sites are typically much wider and may be 100+ feet wide to accommodate open space and recreation uses.
- **Location and access:** Greenbelts can be located in utility corridors, along street rights of way, in riparian/natural corridors, or in conjunction with other easements. Access points include all cross roads, and points of entry should be provided from nearby destinations, such as schools, neighborhoods and commercial areas.
- **Parking:** Parking may be provided at notable trailheads and via adjacent destinations, such as schools, retail nodes and larger parks.
- **Park facilities:** Greenbelts may accommodate a variety of trail-related recreation facilities such as par course stations, as well as specialized facilities such as pavilions and dog parks depending on their width and acreage. Art, interpretive features, outdoor exercise equipment, interspersed nature play elements and similar facilities add to the character and use of these sites.
- **Trip and support amenities:** Largely catering to pedestrians and bicyclists, trailheads and points of intersection within the greenbelt network should consider amenities specific to the modes of transportation, such as bicycle parking, bicycle repair stations and water fountains. Restrooms may be provided at trailheads. Along the greenbelt, formalized pause points and seating (ideally



shaded) should be introduced to accommodate a variety of movement patterns and fitness levels. These pause points should include system-wide wayfinding elements; distance markers should be provided to encourage recreational trail use and travel to nearby destinations.

- **Adjacencies:** Linear in nature, greenbelts can and should interface with all types of adjacent land uses as they provide off-street connectivity between existing parks and parks and other destinations. The primary distinction in the overall approach and design will be between public and private uses. In public settings, the greenbelt should be accessible from the trailhead and along the corridor as well. Access should be controlled to a greater degree in when adjacent to private uses, providing physical and visual barriers as appropriate. Overall, the greenbelts should provide a better transitional fabric between park environments and the surrounding built environment.
- **Landscaping/natural features:** Greenbelts, such as the White Rock Creek Trail, may protect key stream and natural corridors, providing wildlife habitat, protecting water quality, filtering stormwater runoff, enhancing urban trees and connecting people to nature. Greenbelts in non-natural areas offer opportunities to restore or incorporate native, unornamental vegetation along the trail corridor to create a more natural trail experience and support the ecological function of the open space area. An enhanced planting palette, including ornamental and non-native plants, is most appropriate at points of entry, intersection or pause. These same areas also allow for enhanced planting palettes or vertical art elements to signify points of entry or changes in direction. Turf may be provided immediately along the trail or in specific places to support recreation needs; however, the entire corridor should not be maintained as grass turf.

Beautification Areas

Intent: While not considered a classified type of parkland, the Town of Addison maintains a variety of public spaces for their aesthetic value. These include spaces around public buildings, street rights of way, non-developable commercial and business spaces and other land fragments. Typically small in size, beautification areas may include landscaping, art and/or benches where these support the design intent. While these sites contribute to Addison's character and identity, they are not designed nor managed for recreational, social, economic or environmental functions.





FATS
SWEETS

MILK
GROUP

MEAT
GROUP

VEGETABLE
GROUP

ORGANIC
WEED CONTROL





Site Recommendations

Introduction

In addition to the transformative projects featured in the text, the Town of Addison will enhance its park and recreation system by improving many existing sites and adding several new ones in the next 10 years. Appendix F presents the complete set of recommendations for parks and facilities currently managed or to be managed by Addison's Parks Department. These include land, amenities and facilities associated with existing and proposed parks, greenbelts and school recreation facilities.

Site recommendations are organized by the seven planning areas shown in Map F-1 of the document, generally presented geographically north to south within each area. These planning areas are described at the beginning of each section to provide context for site recommendations. Map F-2 illustrates the locations of all projects. On the map and in the document, projects for existing sites are referenced as E#. Proposed new sites are referenced as P#. New trails are not numbered but are labeled by type on Map 2.

Townwide

Across Addison, there is an opportunity to enhance connectivity via a system of regional trails, local off-street trails, enhanced pedestrian paths, bike routes and active transportation corridors. Several of these routes are noted in the Town's adopted Master Transportation Plan. New alignments should also be considered to correspond to newer development and park enhancement needs. The Master Plan recommends two off-street trail types.

PROPOSED REGIONAL TRAIL

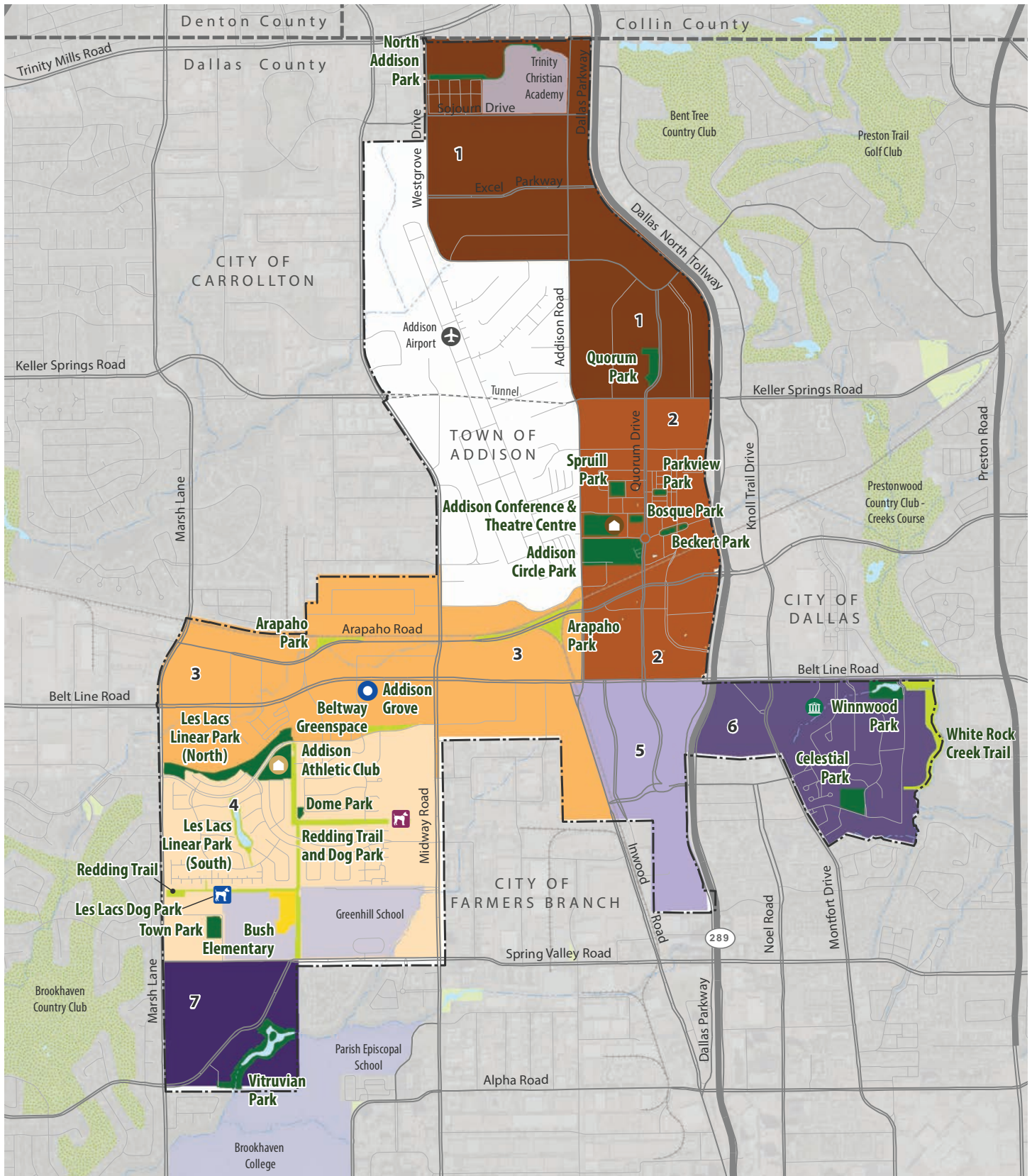
Vision: Regional connectivity

- Evaluate opportunities to connect to nearby cities via a new regional trail along the Cotton Belt light rail corridor. This trail would extend approximately 1.65 mile and run east-west to town limits, connecting to the existing Arapahoe trail.

PROPOSED LOCAL OFF-STREET TRAILS

Vision: Local connectivity

- Create a Trails Master Plan that builds from the Parks, Recreation and Open Space Master Plan and the Master Transportation Plan.
- Acquire easements, plan and develop approximately 10.00 miles of hard-surfaced off-street trails to enhance bike and pedestrian connectivity and improve access to key parks
- Provide wayfinding and interpretive signage, as well as trail amenities such as benches
- Consider additional amenities at designated trailheads, such as bike repair stations, dog waste receptacles, drinking fountains and restrooms



F-1 Addison Planning Areas



Planning Areas

- 1. North Addison
- 2. Addison Circle
- 3. Belt Line
- 4. Les Lacs/Midway Meadows
- 5. South Quorum
- 6. East Addison
- 7. Vitruvian Park

Town of Addison Parks and Recreation Facilities

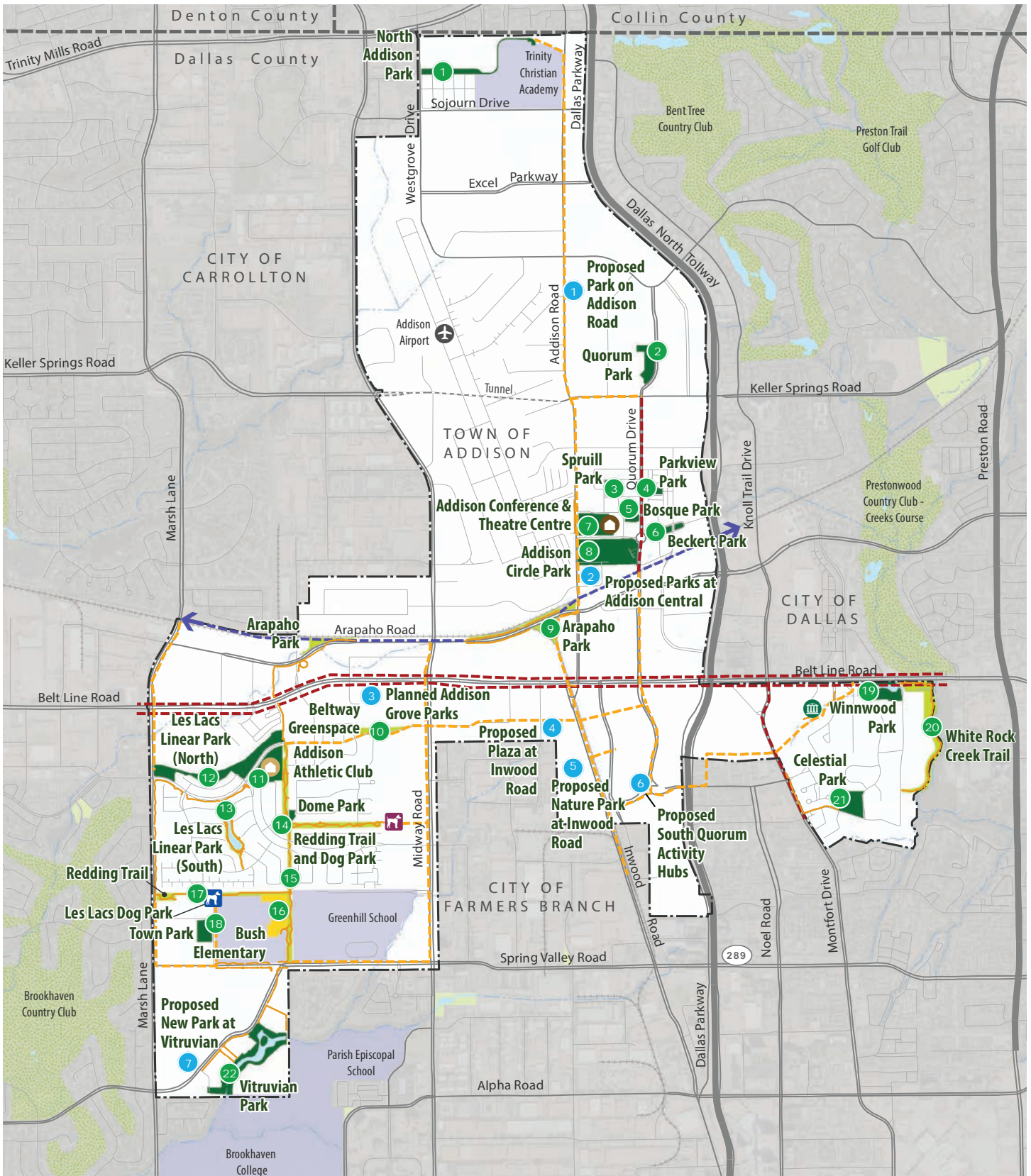
- Public Parks
- Greenbelts
- School Recreation Facilities
- Planned Parks

Other Parks and Facilities

- Other Parks
- Golf Courses
- Schools

Base Map Features

- Town Boundary
- County Boundary
- Highways
- Major Roads
- Local Roads
- Railroad
- Water Bodies



F-2 Proposed Parks and Recreation System



<p>Site Recommendations</p> <ul style="list-style-type: none"> ● Existing Site Project ● Planned/Proposed Site Project <p>Potential New Connections</p> <ul style="list-style-type: none"> --- Local Off-Street Trail --- Regional Off-Street Trail --- Enhanced Pedestrian Path 	<p>Town of Addison Parks and Recreation Facilities</p> <ul style="list-style-type: none"> --- Addison Trails --- Public Parks --- Greenbelts --- School Recreation Facilities 	<ul style="list-style-type: none"> Addison Conference & Theatre Centre Addison Athletic Club Redding Trail Dog Park Les Lacs Dog Park Town Hall 	<p>Other Parks and Facilities</p> <ul style="list-style-type: none"> --- Other Parks --- Golf Courses --- Schools
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LOCAL OFF-STREET TRAILS (CONTINUED)

- Enhance any adjacent waterways, natural landscaping and tree canopy
- Prioritize off-street trails along Addison Road and Inwood Road, creating north/south connectivity to the new Cotton Belt Station and Proposed Park on Addison Road
- Consider acquiring and developing an off-street trail on the south side of Beltline Road, connecting Les Lacs North to Beltway Greenspace, the proposed Inwood Plaza, to South Quorum Art Walk and Median Park
- Acquire corridor and develop the greenbelt from Montfort Drive to Beltline Road, extending behind Town Hall to Winwood Park
- Extend the existing trails along Arapaho Road, Les Lacs Linear Parks and the Redding Trail to provide a loop that connects to the north/south off-street trail.
- If circumstances change in the long term, consider a cap over the Dallas Toll Road in conjunction with the Montfort Greenbelt to South Quorum trail to create a pedestrian-friendly urban plaza
- Improve trail entries and provide directional and distance signage where trails connect to Addison Circle Park, Arapaho Park and the proposed new parks along Addison Road and Inwood Road
- Create a trail hub for bikes and pedestrians at the Addison Transit Station/Cotton Belt Rail Station. Include artistic benches, drinking fountains, shade, art, interpretive and directional signage, bike repair station and a bike-share docking station
- Provide a comprehensive wayfinding and signage system for all trails (see Wayfinding under Support Systems)



North Addison

North Addison's population in 2017 was 3,366 residents with 13,589 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents in this zone are relatively diverse with a higher proportion of African Americans than other areas. When comparing North Addison to the Dallas/Fort Worth region, on average its residents are slightly younger at 32 years of age (compared to 35 in the Dallas MSA). Over half of the housing units in this zone are rented (78%) and occupied by a single person (55%). The average income per capita in North Addison is around \$45,000 (compared to about \$33,000 in the Dallas MSA) and 81% of residents are employed at white collar jobs. Over half of the residents in North Addison have a bachelor's degree or higher.

North Addison could benefit from a greater variety of recreation opportunities serving both residents and employees. The development of trails through this area makes parks potential destinations for individuals and families biking or walking parks. The following recommendations outline needs and desires for existing and new parks in North Addison.

E1. NORTH ADDISON PARK

Vision: Agricultural-themed social and activity space for nearby neighbors and end destination for trail users

- Expand upon the existing agricultural theme – consider inclusion of farm-inspired art (e.g., grazing horses), a community garden and a “farm-to-table” picnic area
- Consider small activity hubs and games or thematic play elements such as a hand pump water feature

- Formalize a dog park with a fenced sub-area in an underutilized portion (east) of the park
- Provide additional shade elements
- Remove or update the outdated food pyramid signage
- Update food themed signs to more current graphics
- Incorporate stormwater management strategies on north and south edges of park, including but not limited to bioswales, catchment systems (for irrigation) and/or French drains
- Update landscaping and remove turf (where it does not support recreation) to further support the agricultural/natural theme (e.g., prairie grasses)
- Incorporate more perennials in planting beds
- Continue the organic maintenance of park landscaping

P1. PROPOSED PARK ON ADDISON ROAD

Vision: Active recreation and trail wayside

- Pursue a long-term lease agreement from Oncor to acquire and develop space for a small park along Addison Road that serves as a trail hub and activity space in this underserved area
- Incorporate an open turf area to support self-directed play such as Frisbee and catch





- Provide shaded outdoor exercise stations, accessible from the trail and site, with instructional signage
- Consider a low-noise pickleball court—if the easement allows
- Provide traditional park amenities to support active recreation uses, such as drinking fountains, benches and bike racks
- Include trail system signage, trailhead and connections to the adjacent off-street trail when developed
- Consider seating as an art element to accommodate sports viewing and socializing
- Consider naturalized planting to buffer noise and park from adjacent uses
- Evaluate shared parking arrangements with nearby neighbors

- Replace the fountain with a naturalized, playable water channel that is both an aesthetic backdrop to the co-working area and a playable water feature that could serve nearby development, including hotels
- Update landscaping with native plantings and drought tolerant landscaping; provide pollinator patches; integrate rock landscaping
- Establish a formalized pedestrian crossing of Quorum Road
- Install interpretive signage describing the columnar artwork
- Revisit options to better meet local needs when the adjacent property develops, considering a unique theme, art and activity elements to draw attention. Consider a music/sound garden and/or tai chi plaza suitable for tai chi, yoga or contemplative programs



E2. QUORUM PARK

Vision: Co-working area and contemplative space, with natural playable elements and opportunities for programming

- Create an outdoor coworking space with hardscape, shaded seating, charging stations and tables to facilitate work or employee lunches in the park

Addison Circle

Addison Circle's population in 2017 was 3,294 residents with 13,749 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents' ethnicity/ race in this zone is generally consistent with the wider region. When comparing Addison Circle to the Dallas/Fort Worth region, on average its residents are slightly younger at 33 years of age (compared to 35 in the Dallas MSA). The large majority of the housing units in this zone are rented (87%) and occupied by a single person (64%). The average income per capita in Addison Circle is around \$62,000 (compared to about \$33,000 in the Dallas MSA) and 83% of residents are employed at white collar jobs. Sixty-percent of the residents in Addison Circle have a bachelor's degree or higher.

Engaging incoming employees and young adults with parks and plazas that target their needs is a primary focus for this zone. With a younger mix of residents, Addison Circle may benefit from recreational facilities that mix social and active opportunities. Conversely, a lack of families in this zone implies less of a need for family-based amenities, except for the regional draw from Addison Circle Park. The following recommendations represent physical and programmatic improvements for Addison Circle.

E3. SPRUILL PARK

Vision: Dog park, social space and activity space for young professionals and nearby neighbors

- Provide additional movable tables and chairs in the northern plaza space along with other types of site furnishings arranged in groupings to facilitate conversations and lounging

- Consider incorporating adult-oriented activity elements, such as bocce or game tables in or near the northern plaza space
- Provide shade, lighting and seating in dog park
- Retain a large part of the open lawn for free play, sunbathing, picnics on the lawn, etc.
- Explore drainage/stormwater retention improvements in the adjacent southern right-of-way and along the eastern edge
- Encourage access from the west side of the park to accommodate users from the proposed Addison Circle West multiuse development

E4. PARKVIEW PARK

Vision: Neighborhood programming space for young professionals and nearby neighbors

- Address sidewalk connectivity issues along the east edge of the park and remove barriers to better accommodate users of all abilities
- Reimagine the use of the park's eastern edge
- In the terraced area, consider incorporating multiple elements such as a platform/stage, shade structure, seating and lighting to create a small gathering and/or performance place
- Accentuate the existing public art by incorporating supporting elements, such as native plantings and a plaza
- Update moveable tables and chairs



E5. BOSQUE PARK

Vision: Shaded gathering and lunch space for visitors, employees and nearby neighbors

- Highlight site history and existing historic/cultural elements (e.g., the well) and tree types through art and interpretive and educational signage
- Survey existing trees and implement a tree replacement program
- Provide bicycle parking
- Partner with the Addison Arbor Foundation on the installation of a glass mosaic and steel sculpture
- As a pilot project, provide electronic “smart” signage that identifies and/or provides direction to surrounding businesses and restaurants
- Update moveable tables and chairs



E6. BECKERT PARK

Vision: Small event space for visitors and town residents

- Plan future uses in conjunction with changes to Addison Circle Park, Addison Central and the Conference and Theater Center
- Provide additional external access, especially on the west entrance through crossings
- Incorporate vertical art along the fringe of the park space
- Introduce artistic geometric paving in locations currently filled with crusher fines
- Alternate tulip beds with beds of attractive perennials, such as daffodils
- Consider incorporating electrical hookups for food and beverage vendors
- Consider electronic “smart” signage at this site that identifies and/or provides direction to surrounding businesses and restaurants
- Partner with local restaurants to provide food baskets/meals for advance purchase in conjunction with events at both Beckert and Addison Circle parks



E7. ADDISON CONFERENCE AND THEATER CENTER

Vision: Renovated indoor event and performing arts space with design connection to Addison Circle Park

- Plan future improvements and uses in conjunction with changes to Addison Circle Park, Addison Central, Beckert Park and the Conference and Theater Center
- Create a strong physical connection to Addison Circle Park, such as a promenade and pedestrian crossing with enhanced paving/painted crosswalk
- Refurbish existing outdoor patio area consistent with new park furnishings proposed at Addison Circle Park
- Evaluate opportunities to provide programs in the Stone Cottage
- Coordinate development between the Center and Addison Circle Park to support high-end events, weddings and rentals (See Addison Circle Park)
- Consider incorporating a rotating art exhibit in the courtyard
- Prepare a growth plan for the park after the Cotton Belt comes through

E8. ADDISON CIRCLE PARK

Vision: Regional event space and destination activity hub for daytime and evening activities

- Create a new master plan for Addison Circle Park in conjunction with the new parks in Addison Central, improvements to the Conference and Theater Center and Beckert Park —treating them as one cohesive unit
- Design and promote this park as Addison’s central hub and brand site, literally “Where it all comes together!” Considers new frontage, circulation patterns, a promenade and plaza connecting from the Cotton Belt Rail Station through the park to the Conference Center and Theater
- Improve the park’s southern edge in relationship to multiuse development of Addison Central and the Cotton Belt Regional Rail Station
- Discuss potential impacts to special events and preserve lands and/opportunities integral to Addison’s signature seasonal events and attractions
- Prioritize creating a gathering space along Festival Way that allows for park and light rail access to regularly occurring events such as formalized food trucks





- Develop ordinances that support features such as art, bike-share, a shade structure and wayfinding signage.
- Integrate a promenade connecting Addison Circle Park, the transit station and the Conference and Theater Center, connecting to the north/south off-street trail and proposed regional trail along the Cotton Belt rail line
- In the short term, provide year-round access to the existing kitchen, as well as built elements to support its use (e.g., a food court plaza with seating, shade, trash/recycling receptacles, etc.). Support this use by partnering with local restaurants to provide food baskets/meals for advance purchase in conjunction with events at Addison Circle of Beckert Park
- In the long-term, consider the replacement of the pavilion with an in-park restaurant operated and developed by a local provider (rather than renovation for existing uses, since the pavilion is in fair condition according to the findings of the Asset Management Plan)
- Evaluate opportunities to connect the northwest plaza to the Conference Center patio, improving the pavilion, plaza, patio and grounds to support various public or private events
- Explore opportunities to activate the northwest corner and connect it with planned developments to the north, such as an eatery or similar use
- Update the interactive water feature as planned
- Create a Klyde Warren-esque activity area that can be moved during events. Activate the park's northern edge to support the adjacent businesses by incorporating site furnishings such as moveable tables and chairs and lounge seating, along with outdoor games and activities such as an outdoor reading room, chess, ping pong and pop-up games and activities



- Coordinate additional outdoor programs at this site, such as yoga in the park, trail and walking group meet-ups, pop-up programs such as badminton and croquet and interactive play opportunities with movable, interactive pieces
- Introduce and integrate art into new park furnishings and materials (seating, lighting, paving, landscaping, etc.) that complement the identity of this park
- Provide temporary / experiential art exhibits, artist in the park and pop-up play elements in the park to attract users without limiting opportunities for special events
- Incorporate bicycle racks on site
- Coordinate with programming and events to provide activities and/or events that attract people to Addison every week or month, in addition to the Town's major seasonal events



P2. PROPOSED PARKS AT ADDISON CENTRAL

Vision: Urban transit plaza and promenade, with integrated art, natural elements and public/private recreation and social spaces

- Plan, design and develop new parks in Addison Central in conjunction with the new master plan for Addison Circle Park, Beckert Park and the Conference and Theater Center—treating them as on cohesive unit
- Consider privately-owned public open spaces in conjunction with the multi-story office, retail and residential complexes as well as parks on structured parking rooftops and/or underground parking
- Enhance pedestrian/bike connectivity from this location to the Tollway and other trails and destinations in Addison (see Connectivity recommendations under Catalytic Initiatives)
- Coordinate all park and trail signage/wayfinding with the new Cotton Belt wayfinding system, adding trail mile marker and signage and replacing park and trail signage where needed for consistency, visibility and functionality



Belt Line

Belt Line's population in 2017 was 494 residents with 7,659 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. When compared to the rest of Addison, there are slightly more females than males in this area, 54% and 46% respectively. Residents in this zone are the least diverse in Addison and contain the lowest percentage of residents of Hispanic origin. When comparing Belt Line to the Dallas/Fort Worth region, on average its residents are much older at 53 years of age (compared to 35 in the Dallas MSA). Over half of the housing units in this zone are owner occupied. The households are split between single (47%) and double (40%) occupants while only 11% contain children. The average income per capita in Belt Line is around \$88,000 (compared to about \$33,000 in the Dallas MSA) and 91% of residents are employed at white collar jobs. Sixty-seven-percent of the residents in Belt Line have a bachelor's degree or higher.

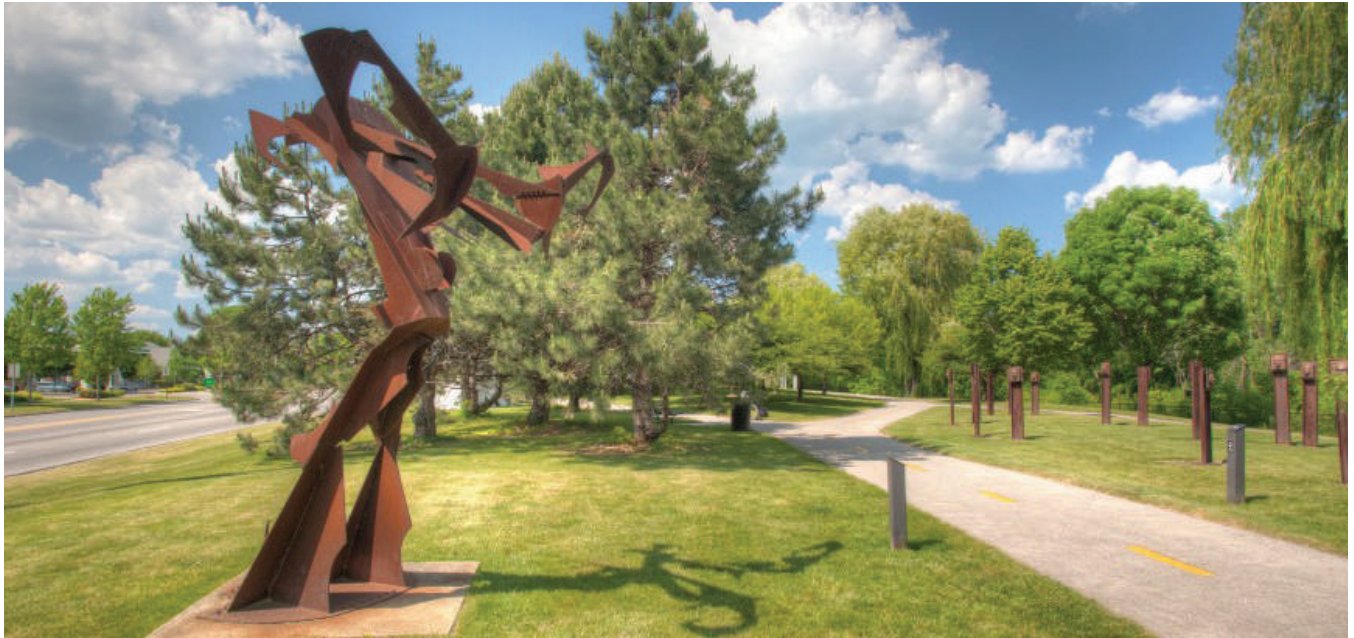
With Belt Line being the oldest population in Addison, park improvements should represent their needs. An aging population would likely increase demand for more localized recreation and park space with scenery and relaxation. Existing and new parks in this zone should also integrate spaces for employees. The following recommendations provide a range of improvements for new and existing parks in Belt Line.

E9. ARAPAHO PARK

Vision: Trail wayside, airport viewpoint and open space

- Incorporate flying or airport-themed public art as a wayfinding and identifying feature
- Incorporate features to enable airplane viewing such as a seating area with binoculars and stream control tower radio
- Incorporate benches, bicycle racks, bike share station and shade structures (adapting to the circular park geometry) as a respite for cyclists





- Provide pedestrian travel amenities, such as a system map kiosk and other end-of-trip amenities
- Create a formalized pedestrian crossing to the Belt Line on the north side of the road

P3. PLANNED ADDISON GROVE PARKS

Vision: Neighborhood parklets that provide recreation and social opportunities

- Develop the Bosque, the Commons, the Plaza and two Parklets as noted in approved plans
- Develop these five sites cohesively as a “park on the move”—providing distinct recreation and social attractions at each that encourage walking and biking and playing from site to site
- Consider sidewalk markers, crosswalk and signage that connects the small parks via a “park path” in between
- Integrate play elements (both pop up and permanent), including painted hopscotch and similar opportunities on sidewalks in between
- Consider providing trail connections to the Redding Dog Park or providing a dog run or small dog park nearby by

- Provide neighborhood-oriented programs to connect residents to these sites, such as socials, treasure hunts and meet-ups
- Create and apply a more natural landscaping palette for these sites during development, as a test for providing more native plantings and less maintenance-intensive landscaping
- Ensure that park maintenance funding is increased to care for these parks

E10. BELTWAY GREENSPACE

Vision: Walkway and open space

- Include a secondary, off-street walking path
- Provide walkable access to the Addison Grove development
- Include character defining elements, e.g., linear art, off-street seating, pollinator patches, etc.
- Adapt landscape in heavy shade areas to support shade tolerant landscaping
- Consider providing trail connections to the Redding Dog Park or providing a dog run or small dog park nearby by

Les Lacs/Midway Meadows

Les Lacs/Midway Meadows' population in 2017 was 3,748 residents with 3,888 people residing in the zone daily. When compared to the rest of Addison, there are more females than males, 53% and 47% respectively. Residents ethnicity/race in this zone is generally consistent with the wider region. When comparing Les Lacs/Midway Meadows to the Dallas/Fort Worth region, on average its residents are older at 42 years of age (compared to 35 in the Dallas MSA). Housing units in this zone are split between owner (46%) and renter (47%) occupied. The households are mixed between single (46%), double (35%) and three-plus (20%) occupants while less than 20% contain children. The average income per capita in Les Lacs/Midway Meadows is around \$68,000 (compared to about \$33,000 in the Dallas MSA) and 81% of residents are employed at white collar jobs. Fifty-five-percent of the residents in Les Lacs/Midway Meadows have a bachelor's degree or higher.

The Les Lacs/Midway Meadows zone has an aging population potentially demanding more localized recreation and park space with scenery and relaxation. Additionally, with a great number of women in this zone, the need for group activities and well-maintained, secure landscapes may be desired. The variety and amount of park spaces found in this zone exceed that of other zones, providing a solid base for park improvements. The following recommendations represent the needs and desires for Les Lacs/Midway Meadows.

E11. ATHLETIC CLUB

Vision: Facility supporting fitness, swimming, social space and meeting rooms for families and all ages.

- Plan and program this site in conjunction with Les Lacs North
- Create a business plan for the long-term management and stewardship of the facility
- Build on the recent findings of the Asset Management Plan study and the Athletic Club Master Plan to prioritize, invest in and sequence Athletic Club improvements to continue to support sports, health, wellness and social opportunities. This includes but is not limited to Phase 2 projects, such as HVAC improvements, racquetball court conversion, gym lighting and track refurbishment, locker room upgrades, pool equipment modernization, lobby and meeting room updates and renovation and improvements to the children's pool
- In new renovations, include improvements to better serve families, such as family-style restrooms and youth and teen activity space and programs, especially for ages 8-13
- Update spaces to respond to changing recreation trends, providing reservable meeting rooms with high quality audio/visuals and big screen/smart screen capacity, accommodating social space for older adults and seniors and enhancing indoor/outdoor programming for youth, teens and all ages

E12. LES LACS LINEAR PARK (NORTH)

Vision: Family and group-oriented sports, play, picnicking and activity venue for all ages and abilities

- Plan, improve and program this site in conjunction with the Athletic Club as Addison's truest community park



- Add challenge elements for older children and teens such as a rock-climbing structure and zip lines
- At the end of its lifecycle, replace the play equipment with a universal, inclusive and thematic play area with family-friendly play options and opportunities for people of all ages and abilities. Considering water and nature play components to augment the play experience
- Increase shade in play areas, considering shade sails and canopies
- Provide shaded outdoor fitness stations
- Enhance this site for additional outdoor programming and events led by Athletic Club staff; create indoor/outdoor programs
- Stripe the tennis courts for pickleball and tennis play
- Enhance and/or expand the shelter/barbecue area to create a pavilion with movable tables suitable for large-group reservable uses and outdoor programs/events
- Incorporate lighting for the pavilion, volleyball and basketball courts
- Consider providing a permanent outdoor water source that can be shut off remotely from the

Athletic Club and available to support reserved uses

- Provide a permanent restroom
- Consider signaling the pedestrian crossing to address additional safety concerns
- Enhance landscaping to highlight points of entry (both vehicular and pedestrian)
- Adapt landscape in heavy shade areas to support shade tolerant landscaping

E13. LES LACS LINEAR PARK (SOUTH)

Vision: Water feature and walkway

- Provide seating at points of trail entry that currently lacking seating, away from existing residences
- Create character-defining elements, such as public art or enhanced plantings, at points of trail entry
- Introduce in-ground distance tracking measurements and/or trail markers along loop trail
- Replace the Les Lacs Pond Liner and improve the pond edge and landscaping
- Incorporate additional pedestrian amenities as identified by the community



E14. DOME PARK

Vision: Play and seating area

- Establish a landscape buffer between the existing residences and new park
- Introduce wayfinding signage for large trails
- Provide diverse seating opportunities that enhance the overall experience, including but not limited to: the integration of art, moveable tables and chairs, etc.
- Monitor playground use once operational and determine the need for expansion or other design treatment as needed
- Provide bicycle parking

E15. REDDING TRAIL AND DOG PARK

Vision: Dog park and trail

- Provide more prominent, vehicular-oriented signage for the dog park
- Consider enhancement of the dog park, including additional shade, minor earth movement, etc. as allowable per the Oncor Easement

- Incorporate new wayfinding signage
- Introduce points of respite along the trail, including seating and shade

E16. GEORGE BUSH ELEMENTARY

Vision: Sports fields and/or naturalize outdoor student area to meet needs of students, residents and sports leagues

- Discuss with DISD opportunities to update the existing Joint Use Agreement to strengthen site use for community recreation, drop-in and league sports and outdoor education
- Continue to monitor DISD agreements with sports leagues for use and improvement of the sports fields and turf areas; consider supporting local leagues in fundraising for field improvements. Continue discussions with DISD to ensure new agreements do not negate Town use
- Continue to maintain the playground through its useful life span. When replacement is needed, consider the opportunity to co-develop with DISD a thematic play area





- If space, consider a kick-about field for drop in play (if restricted to local sport use) or development with multi-use rectangular sports fields if drop-in and league play is allowed
- Consider naturalizing part of this site to restore the prairie habitat in conjunction with integrating an outdoor classroom (e.g., shade shelter with cabinets, sink, tables and chairs) to support outdoor environmental education, science and ecology programs. Coordinate with DISD teachers to develop educational and recreational programs for elementary school children, as well as residents of various ages
- Provide pollinator patches

E17. LES LACS DOG PARK

Vision: Dog park

- Establish public access from the southern and western edge
- Introduce dog play or agility elements, such as logs and mounds, to break up the length of the space
- Keep southern gate unlocked or include a gate that will lock outside of park hours

E18. TOWN PARK

Vision: Family-oriented and youth-friendly neighborhood park that supports play, picnicking, sports (courts), bicycling and walking

- Introduce a new small group picnic shelter to accommodate community gathering needs, such as family-oriented events, barbecues, etc.
- Add a futsal court or multi-use sports court designed so the court may be temporarily lined for pickleball





South Quorum

South Quorum’s population in 2017 was 0 residents with 9,476 people residing in the zone daily. South Quorum exhibits itself as an urban core dominated by workers. It currently has the third highest daytime population in Addison.

South Quorum is essentially an office park with the primary need of employee-serving parks and plazas. Younger adults should be considered by creating parks including recreational facilities for sports, exercise and recreation. Recommendations for this area include creating a series of smaller hubs accessible to pedestrians and nearby employees. In the long-term plans for this area, recreation and leisure options may be better supported by integrating mixed uses, such as nearby coffee shops and restaurants with outdoor seating and privately-owned public open space for employee-oriented social gatherings.

- Add half-basketball court with adjustable hoop
- Provide additional, diverse seating opportunities, such as benches, picnic tables and one large community-style long table
- Provide a perimeter path with furnishings and running loop/tricycle track
- Strengthen ties to and access from surrounding neighborhood. Establish additional entrances to the park from private development on the south and west edges of the park
- Provide bicycle parking
- Incorporate art reflect the cultural heritage of surrounding neighbors

P4. PROPOSED PLAZA AT INWOOD ROAD

Vision: Urban plaza and greenspace

- Advance of re-development, evaluate and update Town development policies for land dedication requirements, in lieu fees and impact fees



- Set aside or acquire park land during redevelopment for an urban plaza and greenspace
- Develop the new park as a public square with hard and soft-scape features and hookups and access to support events such as food trucks and/or a farmer's market
- Include infrastructure to support movies, events and other reservable uses
- Include movable seating and/or seatwalls, shade and art
- Consider either permanent or pop-up play elements such as chess tables, outdoor ping pong, or outdoor library

P5: PROPOSED NATURE PARK AT INWOOD ROAD

Vision: *Urban natural area or open space*

- Seek opportunities to provide a new Bosque-style park with natural and interpretive elements. (See nature integration recommendations)
- Incorporate natural seating



P6. PROPOSED SOUTH QUORUM ACTIVITY HUBS

Vision: *A series of small activity hubs for pedestrians and nearby employees; sites include non-traditional park space such as parklets, parking areas and greenspace to host food trucks, pop-up social activities and outdoor co-working spaces*

- Identify activity nodes and connectivity between them to provide gathering space, foster outdoor working and encourage movement between sites. Consider the following:
 - Landmark Hub: Design the Landmark Property to support activities and events such as a pop-up parks, markets and food truck carnivals that incorporate pop-up games and music
 - Quorum Drive Median: Create a co-working space and small gathering area in the extra median space of Quorum Drive as a respite from the office environment. Involve the Arbor Foundation in providing an artistic shade structure and seating (functional art),



compatible with the “Sun Up at Quorum.” Retain and steward large shade trees. Consider outdoor reading and book kiosks

- o Quorum Pedestrian Crossings: Formalize pedestrian crossings of Quorum Drive to the median and at key locations through the use of decorative pavement, raised crosswalk, potential roadway improvements, or other options to ensure safe crossings to the median
- o South Quorum Art Walk: Implement the South Quorum Art Walk Pedestrian Connectivity enhancement projects, integrating art in the

design of paving, way-finding elements, bus shelters and seating areas; incorporating traffic calming measures

- o Temporary Parklets: Generate added interest by creating temporary parklets in parking spaces along the street or along the Enhanced Pedestrian Path in conjunction with host businesses (See Proposed Trail Corridors)
- o Pop-Up Events: Identify indoor spaces such as building lobbies and/or temporarily close minor streets to host additional pop-up events



East Addison

East Addison's population in 2017 was 698 residents with 2,411 people residing in the zone daily. The increase in daily population is largely due to the amount of jobs in the zone. Residents ethnicity/race in this zone is generally consistent with the wider region. Residents in this area are slightly older (average 36 years of age compared to 35 in the Dallas MSA). Housing units in this zone are predominantly owner occupied at 57%, while rentals account for 36%. The households are primarily occupied by one person (48%), while two-person homes are less common (37%). The average income per capita in East Addison is around \$68,000 (compared to about \$33,000 in the Dallas MSA) and 82% of residents are employed at white collar jobs. Sixty-one-percent of the residents in East Addison have a bachelor's degree or higher.

Balancing resident and employee open space needs is a primary focus for this zone. The following recommendations provide direction for the park spaces in East Addison.

E19. WINWOOD PARK

Vision: Natural and serene photography venue and neighborhood space

- Enhance park for neighborhood use and as end point of the Enhanced Pedestrian Path along Belt Line Road, as well as the connecting east-west local path that is proposed to run along the Montfort Greenbelt behind Town Hall
- Install sidewalk along Belt Line to provide access from Town Finance Building parking lot
- Enhance and/or refurbish existing bridge and gazebo with landscaping as backdrop for photography

- Integrate natural elements that can double as seating and/or play features for families, including grandparents and grandchildren
- Provide a meandering walking loop path
- Provide screening and/or barriers to minimize noise along the Beltline Road edge, primarily along the east half of the park where open space abuts the roadway. If the barrier is conceived as a built element rather than a planting, choose materials that complement the existing park aesthetic
- Maintain public access at designed, easily recognizable points of entry, in between the screening and/or barriers





E20. WHITE ROCK CREEK TRAIL

Vision: Riparian corridor and nature trail

- Preserve and protect existing riparian corridor and natural resources
- Steward natural resources along the corridor, and consider water quality and the ecological function of this site when making improvements
- Update or replace wooden seating areas along the existing path and formalize view points towards the creek
- Provide creek access at strategic points along the corridor
- Coordinate with other cities and landholders to consider opportunities to extend the White Rock Creek Trail and greenbelt
- Introduce in-ground distance tracking measurements and/or trail markers
- Consider installing interpretive signage

E21. CELESTIAL PARK

Vision: Neighborhood, contemplative greenspace

- Retain and build on the poetic / literary park theme when enhancing park features
- Provide ADA and general accessibility improvements for existing built elements
- Repair and/or replace existing amenities as they wear and age past their useful lifespan
- Adapt landscape in heavy shade areas to support shade tolerant landscaping

Vitruvian Park

Vitruvian Park's population in 2017 was 4,266 residents with 2,503 people residing in the zone daily. This zone houses the most people in Addison and is the only zone showing a decrease in daily population. Residents in this zone are relatively diverse with about half of the population identifying with a Hispanic origin. When comparing Vitruvian Park to the Dallas/Fort Worth region, on average its residents are slightly younger at 31 years of age (compared to 35 in the Dallas MSA). Seventy-percent of the housing units in this zone are rented and households are mixed between single (45%), double (24%) and three-plus (32%) occupants. Over 30% of Vitruvian Park households contain children, being the highest amount in Addison. The average income per capita in Vitruvian Park is around \$40,000 (compared to about \$33,000 in the Dallas MSA) and 59% of residents are employed at white collar jobs while 41% hold blue collar or service industry jobs. Thirty-eight-percent of the residents in Vitruvian Park have a bachelor's degree or higher.

Consideration for family-friendly park spaces and activity space for young professionals is a primary focus for this zone. The following recommendations provide general improvements focused on Vitruvian Park.

E22. VITRUVIAN PARK

Vision: Attractive active use and event space

- Maintain the waterfront seating area
- Create space (or utilize existing) to allow for increased small-group programming such as weddings, chocolate and wine tasting events and 5-K races

- Established controlled access points to the water and change policies to allow boating/waterplay activities by permit or for organized events and activities
- Recognize this site's function as a destination park (even when not programmed) and ensure parking needs are met in conjunction with other development needs of the area Designated parking for park uses should also be provided to offset any actual or perceived competition with existing on-street parking
- Consider opportunities to bring in additional vendors (e.g., coffee kiosk) in conjunction with event and high traffic uses
- Ensure that maintenance access is available and accommodated after new development occurs
- Integrate more naturalized planting to create the sense of this park being an oasis in the middle of the planned development

P7. PROPOSED NEW PARK AT VITRUVIAN

Vision: Championship sports, social space, outdoor fitness

- Work with the developer to find solutions that meet the recreational needs of residents after the loss of open space
- Identify options to preserve or replace existing Vitruvian volleyball courts and sports fields. If these cannot be preserved, add 1-2 lighted sand volleyball courts
- Work with the developer to integrate new sports courts such as futsal and pickleball
- Provide outdoor exercise equipment (shaded) and plaza for outdoor fitness programs
- Provide flexible social space with movable seating and infrastructure to support vendors, booths and event activities
- Connect this site via a walkway and bikeway to Vitruvian Park







Cost Matrix

Introduction

Appendix G introduces the planning-level cost estimates associated with Master Plan recommendations. The estimates are based on a general order-of-magnitude in costs to assist in evaluating and prioritizing projects for future consideration in the City’s annual capital improvement planning. Costs are in 2018 dollars not accounting for inflation.

The appendix presents three tables:

- **Table G-1:** Proposed Projects Cost Summary presents planning level project cost estimates by site associated with new construction, site enhancement, asset management, and maintenance. Costs are based on the information as noted below. Costs are identified by projects aligned with the site recommendations presented in Appendix F.
- Costs shown in Table G-1 are based on per-acre or per-site cost by Cost Tier, a grouping of park functions listed in **Table G-2: Cost Tier Assignment**. The three groups of cost tiers reflect the fact that certain types of parks require greater levels of investment to support a greater level of development and use.
- **Table G-3: Cost Assumptions** provides details regarding specific costs by category.

Matrix Definitions and Assumptions

All are based on the following information:

SITE OVERVIEW

- **Project Identification #:** A project number for reference purposes only. This does not reflect project priorities. The ID distinguishes existing projects (E) from proposed projects (P).
- **Name:** Name of the site.
- **Park Function:** The role the park plays in the overall system. This information is tied to the park inventory and classification system and used to differentiate costs by intensity of use.
- **Planning Area:** Number code of the area of Addison the park site is located within. A key is presented at the bottom of the table.
- **Acreage:** Total existing or proposed acreage of site.
- **Percentage of Site to Be Developed:** The area of the site that will be developed upon completion of recommended improvements. All sites are currently set at 100%. However, this number can be adjusted if the anticipated phasing for a proposed site only includes partial site development (e.g., 50%) within the timeframe for this Master Plan.

NEW CONSTRUCTION

- **Acquisition:** Standard per-acre cost to purchase new land for parks, natural areas, greenways, or trails.
- **Park Development:** A per-acre cost that varies by cost tier. This is a cost estimate to develop an existing or acquired piece of property, including regular infrastructure, access, internal circulation or trails, and new amenities and facilities. If high-cost buildings and specialized facilities are anticipated at these sites, these would be costed separately.

- **Trail Development:** A per-mile cost that is fixed across cost tiers. This cost is based on the full development cost of a regional trail facility with all supporting features. The same cost is applied to both regional and local trail development.

SITE ENHANCEMENT

- **Major Site Enhancement:** A per-acre cost that is 50% of the cost of full site development. This is a cost estimate to provide extensive level of improvements/upgrades to an existing park or trail corridor.
- **Minor Site Enhancement:** A per-acre cost that is 30% of the cost of full site development. This is a cost estimate to provide small to medium level of improvements/upgrades to an existing park or trail corridor.
- **Placemaking and Comfort Amenities:** A per-developed-acre allowance for the kinds of small improvements that encourage more frequent visits to a park and/or enhance site character (e.g., seating, bike stations, interpretive signage or art).
- **Nature Integration or Stewardship:** A per-acre allowance that varies by cost tier. These funds are intended for adding or restoring natural spaces and features in parks that support education, connection to nature and ecological functions.
- **Other Site Enhancement:** Costs entered here capture the enhancements that fall outside of the general assumptions of the other categories. For each "Other Site Enhancement" a description is provided.

ASSET MANAGEMENT REINVESTMENT IDENTIFIED

The 2018 Townwide Asset Management Plan identified types of assets that need reinvestment as they approach or are already past the end of their useful life. Three categories of assets (buildings, parks and landscapes) exist within the park system. The specifics of these reinvestments are tracked in the asset management tool and will change as time passes. The indications here inform future capital projects that could include or otherwise address these reinvestments.

- **Building Reinvestment:** An X here indicates that building systems such as roof, envelope, and HVAC will need reinvestment during the life of this plan.
- **Parks Reinvestment:** An X here indicates that park features and recreation facilities such as playgrounds, dog parks and sports courts will need reinvestment during the life of this plan.
- **Landscape Reinvestment:** An X here indicates that landscapes will need reinvestment, refreshing or replanting during the life of this plan.

MAINTENANCE

- **Category A Maintenance (High):** An annual per-acre cost that varies by cost tier. This represents funds needed annually to take care of this site. It includes a higher level of maintenance and more frequent tasks to maintain parks that have specialized assets, are heavily programmed, provide special events and reservable facilities, or are otherwise heavily used.
- **Category B Maintenance:** An annual per-acre cost that varies by cost tier. This represents funds annually needed to provide standard level of care including all routine and preventative tasks.

SITE TOTALS

- **New Construction Subtotal:** This is a subtotal of the acquisition and development costs of new park and trail construction.
- **Site Enhancement Subtotal:** This is a subtotal of the site enhancement, placemaking, nature and other projects.
- **Total Capital Cost:** This column is a total of all capital costs for this site.
- **Total Maintenance Cost:** This column presents the total annual maintenance cost for this site.

Note that there is some overlap and association between capital costs and asset management costs. For example, site renovation may decrease short term costs for asset management by updating or replacing current assets with new or different ones. However, site renovation may increase long-term asset management costs by adding new facilities not currently taken into account in the Asset Management Study.

Table G-1: Proposed Projects Cost Summary

*Costs for this site do not include the Conference Centre, Theater Centre or Stone Cottage.
 **Actual park acreage, facility development and associated costs will be defined as through additional planning/design for the entire Addison Central Development.

Planning Areas
 1.North Addison 3.Belt Line 5.South Quorum 7.Vitruvian Park
 2.Addison Circle 4.Les Lacs /Midway Meadows 6.East Addison

Site Overview						New Construction			Site Enhancement						Asset Management Reinvestment Identified			Maintenance		Site Totals			
Project ID	Name	Park Function	Planning Area	Acreage	% of Site Developed	Acquisition	Park Development	Trail Development	Major Site Enhancement	Minor Site Enhancement	Placemaking and Comfort Amenities	Nature Integration or Stewardship	Other Site Enhancement (Write in Cost)	Other Site Enhancement Description	Building Reinvestment	Parks Reinvestment	Landscape Reinvestment	Category A Maintenance (High)	Category B Maintenance	New Construction Subtotal	Site Enhancement Subtotal	Total Capital Cost	Total Maintenance Cost
Existing Sites																							
Public Parks																							
E8	Addison Circle Park	Destination Park	2	10.00	100%				x		x		\$ 1,000,000	Pavilion conversion or remodeling	x	x	x	x		\$ -	\$ 4,300,000	\$ 4,300,000	\$ 150,000
E22	Vitruvian Park	Destination Park	7	12.30	100%						x	x				x	x	x		\$ -	\$ 492,000	\$ 492,000	\$ 185,000
E18	Town Park	Neighborhood Park	4	2.53	100%				x		x					x	x	x		\$ -	\$ 557,000	\$ 557,000	\$ 20,000
E21	Celestial Park	Neighborhood Park	6	4.45	100%								\$ 200,000	Allowance for ADA accessibility improvements		x	x		x	\$ -	\$ 200,000	\$ 200,000	\$ 27,000
E14	Dome Park	Neighborhood Park	4	0.48	100%						x	x				x	x		x	\$ -	\$ 13,000	\$ 13,000	\$ 3,000
E12	Les Lacs Linear Park North	Neighborhood Park	4	9.93	100%				x				\$ 350,000	Permanent restroom		x	x	x		\$ -	\$ 2,336,000	\$ 2,336,000	\$ 79,000
E1	North Addison Park	Neighborhood Park	1	3.45	100%					x		x				x	x		x	\$ -	\$ 440,000	\$ 440,000	\$ 21,000
E19	Winnwood Park	Neighborhood Park	6	4.82	100%					x	x	x				x	x		x	\$ -	\$ 711,000	\$ 711,000	\$ 29,000
E6	Beckert Park	Urban Park	2	1.16	100%					x						x	x	x		\$ -	\$ 139,000	\$ 139,000	\$ 9,000
E5	Bosque Park	Urban Park	2	0.82	100%						x	x				x	x		x	\$ -	\$ 22,000	\$ 22,000	\$ 5,000
E4	Parkview Park	Urban Park	2	0.64	100%				x							x	x		x	\$ -	\$ 129,000	\$ 129,000	\$ 4,000
E3	Spruill Park	Urban Park	2	1.85	100%					x						x	x		x	\$ -	\$ 221,000	\$ 221,000	\$ 11,000
E2	Quorum Park	Urban Park	2	3.47	100%				x		x	x				x	x		x	\$ -	\$ 788,000	\$ 788,000	\$ 21,000
E11	Athletic Club	Community Facility	4	6.10	100%					x				Building renovation	x	x	x	x		\$ -	\$ 1,098,000	\$ 1,098,000	\$ 92,000
E7	Addison Conference & Theatre Centre*	Community Facility	2	5.51	100%					x						x	x	x		\$ -	\$ 992,000	\$ 992,000	\$ 83,000
Public Parks Subtotal					67.51															\$ -	\$ 12,439,000	\$ 12,439,000	\$ 738,000
Greenbelts																							
E9	Arapaho Park	Greenbelt	3	7.85	100%						x					x	x		x	\$ -	\$ 118,000	\$ 118,000	\$ 24,000
E10	Beltway Greenspace	Greenbelt	3	1.86	100%					x						x	x		x	\$ -	\$ 168,000	\$ 168,000	\$ 6,000
E13	Les Lacs Linear Park South	Greenbelt	4	4.30	100%						x		\$ 2,250,000	Pond liner replacement & edge improvement		x	x		x	\$ -	\$ 2,315,000	\$ 2,315,000	\$ 13,000
E15	Redding Trail and Dog Park	Greenbelt	4	16.34	100%					x						x	x		x	\$ -	\$ 1,471,000	\$ 1,471,000	\$ 49,000
E20	White Rock Creek Trail	Greenbelt	6	9.70	100%						x	x				x		x		\$ -	\$ 194,000	\$ 194,000	\$ 29,000
Greenbelts Subtotal					40.05															\$ -	\$ 4,264,000	\$ 4,264,000	\$ 120,000
School Recreation Facilities																							
E16	George H.W. Bush Elementary	School Park	7	5.61	100%				x			x	\$ 600,000	Potential sport field development		x	x		x	\$ -	\$ 1,470,000	\$ 1,470,000	\$ 17,000
E17	Les Lacs Dog Park	Dog Park	4	0.28	100%					x						x	x		x	\$ -	\$ 34,000	\$ 34,000	\$ 2,000
Greenbelts Subtotal					5.89															\$ -	\$ 1,503,000	\$ 1,503,000	\$ 19,000
Existing Sites Total					113.45															\$ -	\$ 18,206,000	\$ 18,206,000	\$ 876,000
Planned and Proposed Sites																							
P1	Proposed Park on Addison Road	Neighborhood Park	1	1.90	100%	x													x	\$ 2,483,000	\$ -	\$ 2,483,000	\$ 11,000
P2	Proposed Parks at Addison Central**	Destination Park	2	3.00	100%	x													x	\$ 3,920,000	\$ -	\$ 3,920,000	\$ 45,000
P3	Planned Addison Groves Parks	Neighborhood Park	3	1.45	100%		x												x	\$ 1,000,000	\$ -	\$ 1,000,000	\$ 9,000
P4	Proposed Plaza at Inwood Road	Urban Park	5	1.38	100%	x	x												x	\$ 2,355,000	\$ -	\$ 2,355,000	\$ 11,000
P5	Proposed Nature Park at Inwood Road	Urban Park	5	0.75	100%	x	x					x							x	\$ 1,280,000	\$ 6,000	\$ 1,286,000	\$ 5,000
P6	Proposed South Quorum Activity Hubs	Urban Park	5	1.70	100%	x	x												x	\$ 2,902,000	\$ -	\$ 2,902,000	\$ 10,000
P7	Proposed New Park at Vitruvian	Neighborhood Park	7	3.50	100%	x	x												x	\$ 5,974,000	\$ -	\$ 5,974,000	\$ 28,000
	Regional Trail Corridor	Greenbelt	6		100%	x		1.65				x							x	\$ 2,599,000	\$ -	\$ 2,599,000	\$ -
	Local Trail Corridors and Connectivity	Greenbelt	All		100%	x		10.00											x	\$ 15,750,000	\$ -	\$ 15,750,000	\$ -
Planned and Proposed Sites Subtotal					13.68															\$ 37,843,000	\$ 6,000	\$ 37,849,000	\$ 119,000
Existing, Planned and Proposed Total					127.13															\$ 37,843,000	\$ 18,212,000	\$ 56,055,000	\$ 995,000
Count by Category						8	5	2	6	9	10	10	5	6	2	22	21	10	21				

Table G-2: Cost Tier Assignment

Park Category	Cost Tier (I is highest cost, III is lowest)
Community Facility	Tier I
Destination Park	Tier I
Dog Park	Tier II
Greenbelt	Tier III
Neighborhood Park	Tier II
School Park	Tier III
Urban Park	Tier II

For each category pick the Cost Tier for capital and maintenance cost. This applies to all parks in this category in the matrix

Table G-3: Cost Assumptions

Project Category	Cost Assumptions			Unit	Notes/Explanation
	Tier I	Tier II	Tier III		
Acquisition	\$ 1,306,800	\$ 1,306,800	\$ 1,306,800	Per Acre of Land	\$30 per square foot, per Charles Goff 11/8/18
Park Development	\$ 600,000	\$ 400,000	\$ 300,000	Per Acre of Developed Land	Based on MIG experience
Trail Development	\$ 1,575,000	\$ 1,575,000	\$ 1,575,000	Per Mile	This cost assumes a 10ft-wide paved trail with 2" gravel shoulder on each side, signage assumed every 1/4 mile both directions and continuous 6ft wide seeded lawn along one side of trail. Improvements required may include curb and gutter, curb ramps, drainage infrastructure adjustments and installations and minimal power pole relocation.
Major Site Enhancement	\$ 300,000	\$ 200,000	\$ 150,000	Per Acre of Developed Land	50% of Park Development Cost
Minor Site Enhancement	\$ 180,000	\$ 120,000	\$ 90,000	Per Acre of Developed Land	30% of Park Development Cost
Placemaking and Comfort Amenities	\$ 30,000	\$ 20,000	\$ 15,000	Per Acre of Developed Land	Allowance
Nature Integration or Stewardship	\$ 10,000	\$ 7,500	\$ 5,000	Per Acre of Land	Allowance
Other Site Enhancement (Write in Cost)	N/A	N/A	N/A	Each	Unique project costs entered directly in the matrix page
Other Site Enhancement Description	N/A	N/A	N/A	Not Applicable	Description of unique projects
Building Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Parks Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Landscape Reinvestment	N/A	N/A	N/A	Indication only	Indicates presence of features planned for in Asset Management effort
Category A Maintenance (High)	\$ 15,000	\$ 8,000	\$ 4,000	Per Developed Acre	High standard of maintenance assigned to the sites with the most use and heaviest programming
Category B Maintenance	\$ 10,000	\$ 6,000	\$ 3,000	Per Developed Acre	Standard maintenance for all Addison parks







Parkland Dedication Fees

As noted in Chapter 4, one of the funding strategies identified to help the Town maintain its current level of service, while responding to (re)development, growth and increased density, is the adoption of Parkland Dedication Fees. The dedication requirement should be three-fold and include the following:

- Land Dedication Requirement
- A fee-in-lieu alternative to the land requirement
- A park development fee.

Currently, Addison has a land dedication requirement but not an in-lieu-of alternative or park development fee. A methodology to calculate Parkland dedications fees involves defining the Town's current level of service and identifying the Town's park facilities level of service.

Addison's unique population of residents and daytime users should be considered when establishing a parkland level of service, as typical standards may not be as applicable to Addison. In Chapter 2, Table 2-1 suggests maintaining a level of service of 8 acres per 1,000 residents as the residential population continues to grow. Using a base of residents and employees, this may translate into a base of 1.8 acres per 1,000 population, including residents and employees. Further study is needed to identify the projected employment growth and identify acreage needs and level of service standards.

A valuable resource for developing a Parkland Dedication Fee Methodology is Parkland Dedication Ordinances in Texas by Dr. John Crompton. This resource can be found at <http://rpts.tamu.edu/wp-content/uploads/sites/21/2015/05/Parkland-Dedication-Ordinances-in-Texas-A-Missed-Opportunity.pdf>



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 **LELAND CONSULTING GROUP**

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Department of Recreation, Park and Tourism Sciences
Texas A&M University



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