



# Parks, Recreation and Open Space MASTERPLAN

DRAFT PLAN | JANUARY 2019



ACTIVE ADDISON





Parks, Recreation and Open Space  
**MASTERPLAN**

DRAFT PLAN | JANUARY 2019



in association with:

 **LELAND CONSULTING GROUP**

**DR. JOHN CROMPTON**  
Department of Recreation, Park and Tourism Sciences  
Texas A&M University

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### MAYOR AND CITY COUNCIL

Joe Chow, Mayor

Paul Walden, Mayor Pro Tempore

Tom Braun, Deputy Mayor Pro Tempore

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Guillermo Quintanilla, Council Member

Lori Ward, Council Member

Marlin Willesen, Council Member

### CITY MANAGERS OFFICE

Wes Pierson, City Manager

Ashley Mitchell, Deputy City Manager

Caitlan Biggs, Former Assistant to the City Manager

### PROJECT LEADERSHIP TEAM

Rob Bourestom, General Services Director

Orlando Campos, Economic Developer Director

Olga Chernomorets, IDS Senior Planner for Development

Charles Goff, IDS Assistant Director of Development

Alisha Holmberg, Tourism Coordinator

Jasmine Lee, Special Events Director

Olivia Riley, Chief Financial Officer

Mary Rosenbleeth, Public Communications Director

Erin Seifert, Recreation Manager

Shelby Stofer, Special Events Manager

### CONSULTANT TEAM

Cindy Mendoza, MIG Director of Parks and Recreation

Jay Renkens, MIG Principal

### PARKS AND RECREATION DEPARTMENT

Janna Tidwell, Director of Parks and Recreation

Michael Kashuba, Former Director of Parks & Recreation

### SPECIAL PROJECTS COMMITTEE

Judy Barrett

Bert Blair

Tarea Doty

Brett Estep

Mary Anne Mayer Redmond

Benjamin Paquette

Janis Roberson

Ronna Schmoker

Shannon Sear

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# Executive Summary

Addison is an attractive, vibrant, forward-thinking community in the Dallas Metroplex. The Town blends community livability with iconic parks, business innovations, new urbanist development and—with Kaboom Town and Taste Addison—unique events that draw people from throughout the region. Addison currently has an excellent system of parks, recreation facilities, and greenbelts, but the community is growing, and recreation trends are changing. Expectations are also changing, and there is an increased commitment to supporting recreation, social gatherings, economic vitality, environmental health and Addison’s identity through parks and programs.



The planning process involved three advisory groups and six different input opportunities. More than 1,150 community members were involved.

### COMMUNITY INPUT OPPORTUNITIES

- Stakeholder Interviews
- Business Focus Groups
- Pop-Up Events (bilingual)
- Mapita Questionnaire (bilingual)
- Prioritization Survey
- Draft Plan Review Meetings

### ADVISORY GROUPS

- Special Projects Committee
- Project Leadership Team
- Town Council

## The Future of Parks and Recreation

In 2018, the Town began updating its Parks, Recreation and Open Space Master Plan (Master Plan) to guide future improvements to Addison’s park and recreation system. The Master Plan outlines a strategic path forward and provides direction to enhance and steward the Town’s parks and recreation assets. It proposes forward-thinking initiatives, on-trend programming, and strategic reinvestment in existing assets, new amenities and a range of small- and large-scale transformative projects. Anticipated to be implemented over the next 10 years, the Master Plan recommends projects that will provide Addison residents, families, business professionals and visitors with a variety of high-quality recreation experiences and an enriched work-life environment.

**Figure ES-1 : Planning Process**

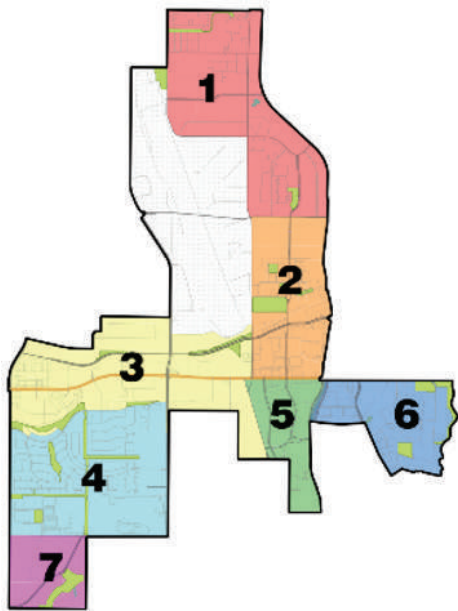
Addison’s Master Plan was developed in four phases from December 2018 through February 2019. The process identified new standards, policies and funding priorities for the future.





## Community Priorities and Vision

The Addison community is unique, with high and evolving expectations. Community preferences, priorities and expectations underpin every recommendation in this Master Plan. To ensure that the park, recreation and open space system effectively serves residents and the entire community, residents from seven distinct planning areas, as well as stakeholders, partners, businesses, elected officials, staff, youth, and people of diverse cultures were invited to share their aspirations for the park and recreation system.



**Figure ES-2: Addison Planning Areas**  
Addison's Master Plan accounted for the unique needs of seven 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

Seven themes emerged from community feedback, representing cross-cutting priorities for parks and recreation.

### OUTREACH THEMES

Exercise and Active Recreation

Trails

Connections to Nature

Events and Social Gatherings

Park Benefits

Added Park Attractions and Recreation Opportunities

Addison Quality and Brand

The community's vision for parks and recreation emerged from community priorities and guided the development of Master Plan goals and objectives, which are highlighted on the next page.

### MASTER PLAN VISION

We envision an active, vibrant, interconnected urban hub with unique public/private recreation and open spaces that promote Addison's heritage, art, greenspace, economic vitality and neighborhood cohesiveness.

# ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

## GOALS

### Goal 5: Placemaking & Community Building

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison's character and connect parks to community destinations.

### Goal 1: Recreation

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

### Goal 2: Social Cohesiveness

Connect and engage residents by providing neighborhood programs, events, and social hubs in parks for people of all ages, abilities, cultures, and interests.

### Goal 4: Environmental Stewardship

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.

### Goal 3: Economic Vitality

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.



## OBJECTIVES

### Goal 1

- 1a. active recreation
- 1b. variety of facilities
- 1c. underserved areas
- 1d. Athletic Club
- 1e. collaboration

### Goal 2

- 2a. programs
- 2b. unique gatherings
- 2c. social hubs
- 2d. diverse seating
- 2e. reservable pavilions
- 2f. events for targeted groups

### Goal 3

- 3a. branding
- 3b. regional events
- 3c. funding efficiencies
- 3d. financing
- 3e. marketing through photos
- 3f. quality maintenance
- 3g. recreational tourism

### Goal 4

- 4a. resource stewardship
- 4b. natural systems
- 4c. low-impact operations
- 4d. sustainable design
- 4e. conservation areas
- 4f. nature experiences

### Goal 5

- 5a. placemaking
- 5b. adjacent uses
- 5c. local trails
- 5d. public art
- 5e. public/private spaces
- 5f. unique amenities

## RECOMMENDATIONS

See systemwide and site recommendations in Chapter 3 and Appendix F

# Master Plan Overview

## 1. THE BACKGROUND: INTRODUCTION

Why do we plan? As noted in Chapter 1, we developed this Master Plan to align Addison’s parks and recreation services with community expectations, to identify the key projects that will transform our community, and to ensure Addison has the resources needed to create a park system that embodies our unique identity. Addison’s multifaceted system includes 113.5 acres of attractive parks, engaging recreational facilities, rich amenities and nationally renowned signature events within the Town’s 4.4 square miles.

## 2. OUR COMMUNITY’S ASPIRATIONS: VISION FRAMEWORK

More than 1,500 public participants and three advisory groups helped define our vision, mission, and goals, as well as community expectations and needs to enhance and improve our parks, facilities, and recreation services. Residents articulated seven clear priorities, as defined in Chapter 2, which informed systemwide goals, policy-level objectives and standards that will ensure we the quality of our future park and recreation system.

## 3. TRANSFORMATIVE PROJECTS AND INITIATIVES: RECOMMENDATIONS

Evolving recreation trends, changing community dynamics, and aging assets will affect every park in Addison over the next ten years and create a need for several new ones. Chapter 3 describes the game-changing initiatives, transformative projects, and support systems that together will radically change the Town’s approach to investing in park and recreation. It identifies recommendations to address significant asset management needs, the Cotton Belt Rail Station and Addison Central development, trail connectivity, recreation programming and park activation, and





economic development. Based on the results of a prioritization survey, it features key catalytic projects at Addison Circle/Central, South Quorum, Vitruvian Park, Les Lacs Park/the Athletic Club, Town Park, George Bush Elementary and a new park and trail along Addison Road. Finally, it recommends changes to park maintenance, nature integration, wayfinding, art and placemaking to create Addison's park system of the future.



#### 4. STEPS TO SUCCESS: IMPLEMENTATION

The Town faces both great opportunities and challenges for implementing this plan. Achieving the community's vision will require re-thinking funding priorities, with potentially \$17.5 million needed to enhance existing parks and \$37.8 million needed for the acquisition and construction of new parks, greenbelts and trails to serve new development and underserved areas. To assist the Town in sequencing projects, Chapter 4 summarizes enhancement costs and longer-term asset management needs. It also presents prioritization criteria, a short-term action plan and funding strategies to carry projects forward. Implementation will require updates to the Town's land dedication requirement, in-lieu fees and park development fees, among other funding strategies.



#### A-H. DATA AND DETAILS: APPENDICES

The multi-phased Master Plan process included substantial data gathering and analysis. Master Plan appendices consolidate the data necessary to implement the plan. These include:

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

## Investing in Our Future

This Master Plan captures the community’s vision and articulates a realistic approach for enhancing parks, facilities and recreation opportunities. However, it identifies more projects than the Department of Parks and Recreation can implement with existing resources. By focusing on key initiatives and projects as highlighted in this plan, Addison has direction on how to balance needs and achieve the right mix of opportunities to serve a dynamic community.

The Town of Addison must invest wisely and plan proactively for the asset management challenges and development opportunities that lay ahead. This will require strategic budgeting and business

planning, plus some difficult funding decisions—such as replacing previous services with more cost-effective approaches to have the funds on hand for park re-investment, asset management, and new development. It will require the strategic expansion of existing funding resources, as well as the exploration of new ones to fund capital projects, maintenance and recreation programming. Above all, it will require focus, collaboration and innovation to work with developers, businesses, stakeholders and other departments to enhance the shared assets that support Addison’s livability, vitality and prosperity now and in the future.





1

# Introduction

## Chapter 1

Community members cherish the rich experiences that Addison's diverse parks and recreation system offers. Whether jogging along a greenbelt, listening to live music at a Summer Series event, taking in stunning vistas and swaths of colorful spring tulips, or relaxing in a neighborhood park, Addison's lush "backyard" offers respite from the Town's fast-paced and lively urban environment. Parks, trails and greenbelts inspire, educate and connect people to the natural world and to each other. Community facilities, programs and events stimulate public life, which can improve physical and mental health and strengthen community cohesion, economic development and community pride.

Over the past decade, Addison's population has grown and demographics have shifted, new recreation trends have emerged, and there is an increased commitment to environmental responsibility and public health. The evolving Addison community provides an exciting opportunity to re-evaluate the 2009 Parks, Recreation and Open Space Master Plan and identify priorities that respond to current needs and values, as well as physical, social and economic conditions and opportunities.



## Master Plan Purpose

The Addison Parks, Recreation and Open Space Master Plan (Master Plan) guides future improvements to Addison’s system of parks, recreation, facilities, trails, greenbelts, programs and events. The purpose of the Master Plan is to outline a strategic path forward and provide direction to enhance the park and recreation system. The proposed changes involve forward-thinking initiatives, on-trend programming, reinvestment in existing assets, new amenities and a range of small- and large-scale transformative projects. Plan implementation is envisioned to provide the Addison community with a variety of high quality recreation experiences, enhanced walkability, a distinct sense of place and enriched quality of life.

This document identifies overarching directions that reflect community values in several key categories, including:

- Expanded recreation opportunities;
- Social cohesiveness;
- Economic vitality;
- Healthy environmental systems; and
- Placemaking and community building.

These common threads provide the basis for more detailed goals, objectives and recommendations, as well as an action plan for the future. Together, these Master Plan elements serve as important tools to guide staff in accomplishing its mission-led services, achieving community aspirations, advancing the vision for the park and recreation system and informing decisions and investments over the next 10 years.





## Master Plan Development Process

This Master Plan is the result of a one-year process that involved technical analyses and broad stakeholder engagement. Town staff, stakeholders and leaders worked together in three advisory groups to provide professional and technical guidance throughout the process. The planning approach also involved a variety of outreach activities and encouraged participation from a wide range of stakeholders, including residents, employees and representatives from diverse interest groups. In total, more than 1,150 community members weighed in through online surveys, face-to-face interviews, pop-up events and focus group meetings (see Chapter 2).

### The Master Plan was informed by recent and concurrent planning processes:

- Addison Circle Special Area Study (2018)
- Townwide Asset Management Plan (2018)
- Economic Development Strategic Plan (2018)
- Inwood Road Special Area Study (2017)
- Master Transportation Plan (2016)
- Addison Quorum Art Walk (2013)

This community input and advisory group guidance identified community aspirations and priorities throughout the four-phased Master Plan development process (Figure 1-1). The phased process involved examination of the current system, including a review of physical conditions and related background documents, and identification of creative ideas for a future premier system. All phases highlighted the unique character of Addison and encouraged innovative thinking.

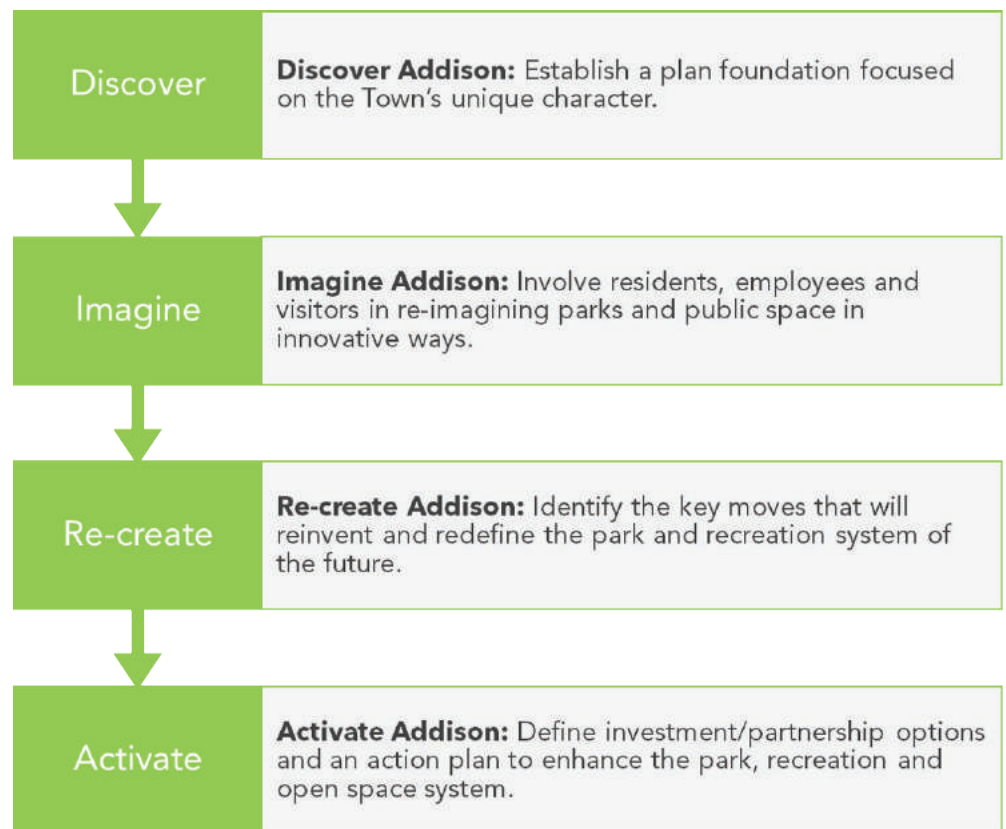


Figure 1-1 : Planning Process

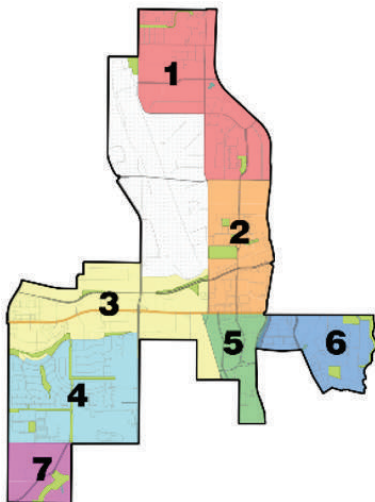
## The Addison Community

Addison is a unique community that is growing and changing. For this planning effort, Addison was evaluated using seven distinct planning areas (map 1-1). Each area possesses different demographic and land use characteristics that influence park, facility and program needs (Figure 1-3) (see also Appendix A demographic data by area, as well as Appendix F maps and planning area overview).

### ADDISON BY THE NUMBERS (2017 DATA):

- 15, 866 residents live in Addison
- 53,275 people work in Addison
- 86% of households are renter-occupied
- Only 15% of households have children
- 60% of residents are White
- 31% are of Hispanic origin
- 28% are young professionals (ages 25-34)
- 10% are older residents and retirees ages 65+
- 3,500+ are Addison Athletic Club members

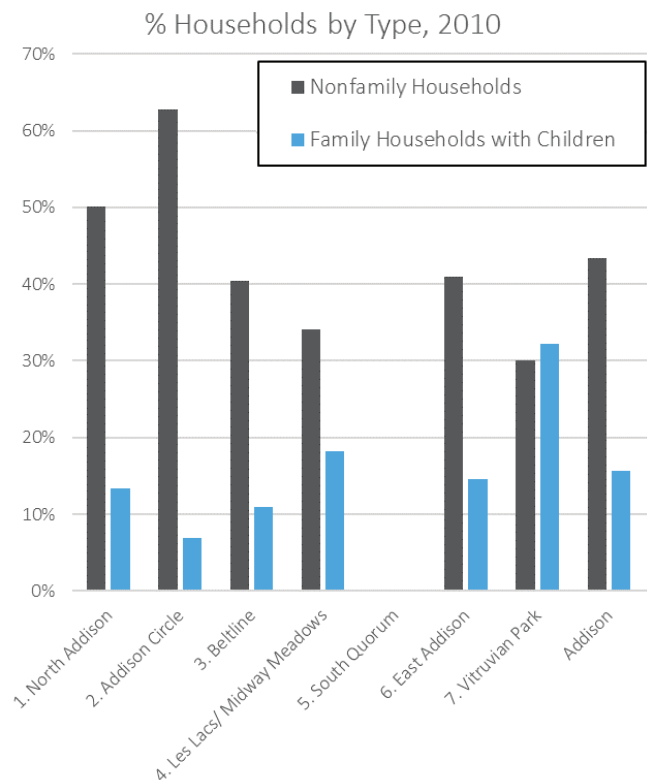
Sources: ESRI, U.S. Census Longitudinal Employer-Household Dynamics. Note: Economic Development estimates employment numbers to be significantly higher than reports here.



**Figure 1-2: Addison Planning Areas**  
Refer to Figure 1.3 for planning area names.

## Snapshot of the System

Within only 4.4 square miles, Addison’s multifaceted system includes 113.5 acres of attractive parks, engaging recreational facilities and rich amenities (Map 1-1). Sites range from small neighborhood parks that serve nearby neighbors to large destination parks that attract visitors from throughout the Dallas Metroplex (Appendix B). The system includes an additional 65 acres of smaller landscaped areas that contribute to Town beautification. Recreation programs are provided at the Athletic Club, and the Town also facilitates more than 135 special events and seasonal festivals annually for residents and visitors, attracting more than 650,000 participants (City data).



**Figure 1-3: Addison Households by Planning Area**  
Distinct planning area characteristics affect park needs. The Vitruvian Park planning area in south Addison has the highest percentage of households with children, and Addison Circle has the lowest. South Quorum has no residential units. (Source: ESRI; see Appendix A for details.)

# System Highlights

## COMMUNITY RECREATION FACILITIES

Athletic Club  
Les Lacs Dog Park  
Community Garden

## NATIONALLY-RENOWED SIGNATURE EVENTS

Taste Addison  
Oktoberfest  
Kaboom Town!  
Vitruvian Lights

## FAMILY-FRIENDLY NEIGHBORHOOD PARKS

Town Park  
Dome Park  
Les Lacs Linear Park North

## ADDISON PLACEMAKING

Pollinator Patches  
Public Art Program  
Annual Tulip Planting

## URBAN OASIS

Bosque Park  
Spruill Park  
Quorum Park

## TRAIL AND GREENBELT NETWORK

White Rock Creek Trail  
Arapaho Park  
Redding Trail and Dog Park

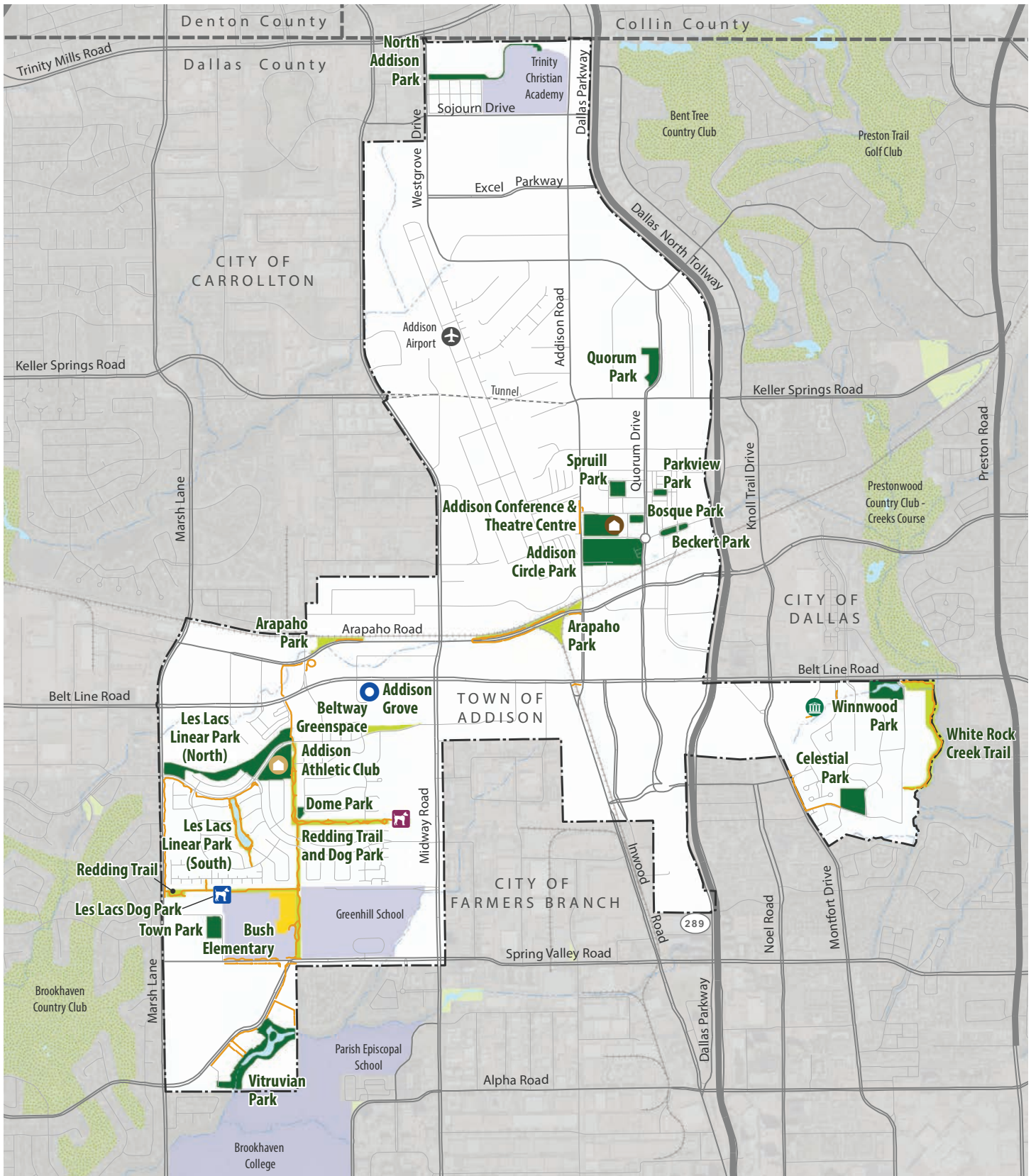
## VIBRANT LOCAL EVENTS

Summer Series  
Easter Egg Hunt  
Vitruvian Salsa Festival  
Halloween Bash and Craft Fair

## RECREATION PROGRAMS

Active Addison  
Kidscene  
Group X Health and Fitness  
Fifty Plus  
Camp Gladiator

Figure 1-4: System Highlights



**Map 1-1: Existing Parks and Greenbelts**



**Town of Addison Parks and Recreation Facilities**

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

- Addison Conference & Theatre Centre
- Addison Athletic Club
- Redding Trail Dog Park
- DISD Dog Park
- Town Hall

**Other Parks and Facilities**

- Other Parks
- Golf Courses
- Schools

**Base Map Features**

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

## The Park System Today

- **Public Parks:** 15 sites, 67.5 acres
- **Greenbelts:** 5 sites, 40 acres
- **School Recreation Facilities:** 2 sites, 5.9 acres

## Recreation Program Service Areas

- **Regional and Local Events**
- **Child and Youth Development**
- **Health and Wellness**
- **Enrichment and Learning**

## Document Organization

The remainder of this document is organized into the following chapters.

**Chapter 2: Vision Framework**—Highlights community priorities and needs that informed the vision, mission, goals and objectives, and presents supporting park standards.

**Chapter 3: Recommendations**—Identifies game-changing initiatives, transformative projects and supporting systems for park maintenance and beautification; nature integration; walkability and wayfinding; and art and placemaking.

**Chapter 4: Prioritization and Implementation**—Summarizes capital and operations costs, outlines a prioritization approach, presents an action plan for short-term projects, and proposes funding strategies.

**Appendix A: Demographic and Market Analysis**—Assesses Addison’s current population and market conditions and summarizes key findings.

**Appendix B: Park and Facility Inventory**—Summarizes and classifies existing park and facility data.

**Appendix C: Outreach Findings**—Describes the public outreach approach and summarizes results.

**Appendix D: Park and Recreation Trends**—Identifies regional recreation trends that may influence parks and recreation services over the next 10 years.

**Appendix E: Design and Development Guidelines**—Presents guidelines for the design and development of park land systemwide, as well as for the acquisition, development and renovation of parks by classification.

**Appendix F: Site Recommendations**—Provides site-specific recommendations for Addison’s existing and proposed parks and trails.

**Appendix G: Cost Matrix**—Identifies cost assumptions, capital and operations cost estimates for facilities.

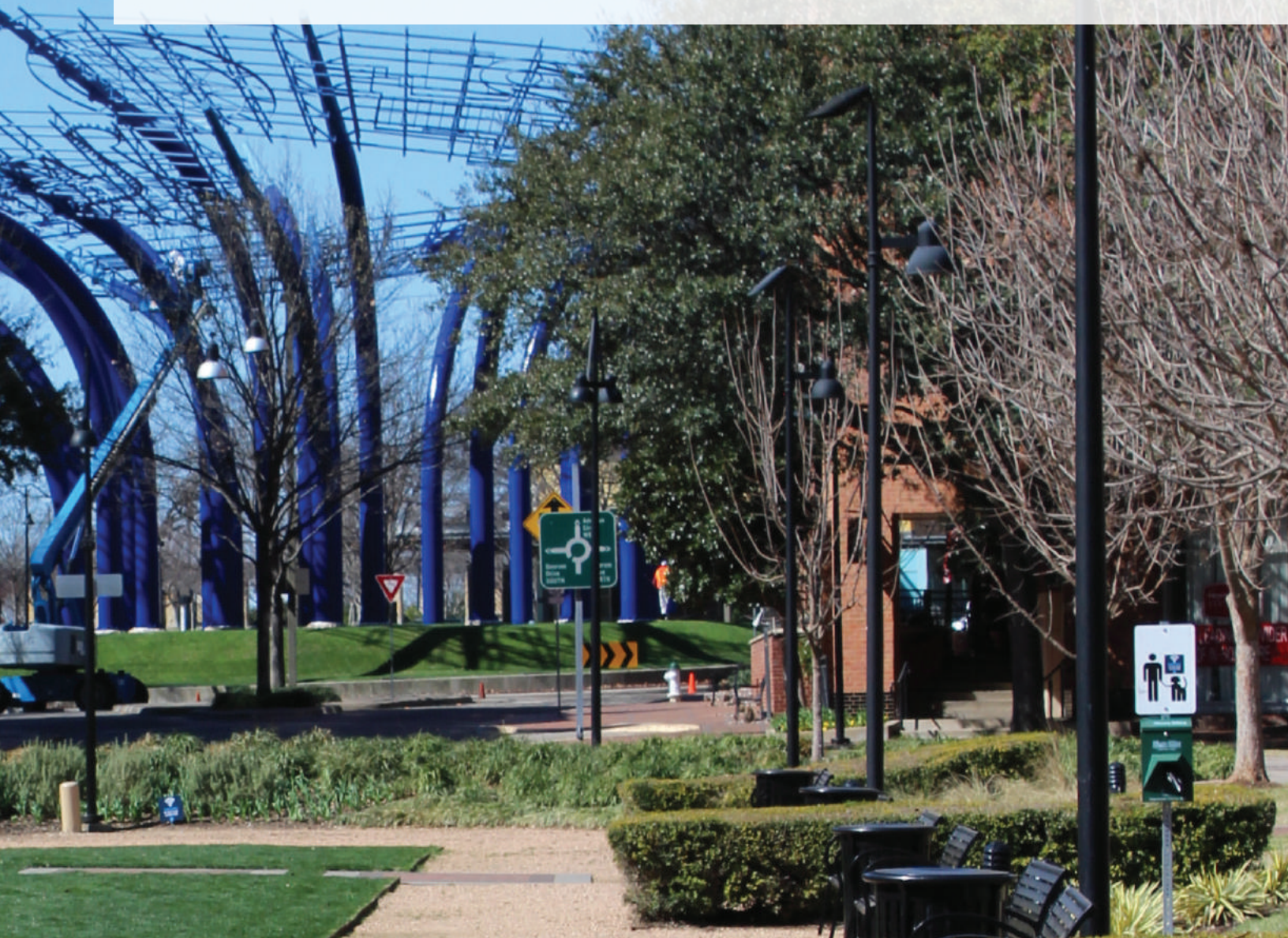


2

# Vision Framework

## Chapter 2

Addison is a unique community, where the combined priorities of residents, employees, community leaders and stakeholders drive decisions on the types of parks, recreation facilities, programs and events to provide. Some of these priorities have changed over time. New priorities, preferences and values—as identified in this chapter and cultivated through a comprehensive engagement process—sparked the re-imagining of the vision and mission for Addison’s park and recreation system. These priorities and needs also informed the Master Plan goals, objectives and standards presented in this chapter.



## Community Priorities and Needs

To ensure that park, recreation and open space system effectively serves residents and the entire community, a robust outreach and engagement process involved three advisory groups and six different community input opportunities.

### COMMUNITY AND STAKEHOLDER INPUT OPPORTUNITIES

- **Stakeholder Interviews:** Seven interviews were conducted with Council members and community leaders to discuss opportunities for enhancing parks and recreation.
- **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 discussed options to enhance the business environment through activities and open space.
- **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 participated in a place-based mapping survey. Participants were asked to identify and locate their favorite parks and activities and 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.
- **Draft Plan Review Meetings:** Community members and stakeholders will have the opportunity to review the Draft Master Plan and provide feedback to the Project Team during the final phase of plan development.

### ADVISORY GROUPS

- **Special Projects Committee:** The Special Projects Committee was created to advise the project team throughout the development of the Master Plan. The Committee met four times to provide insight about the local community and ensure the plan addresses the needs of all Addison residents, employees and visitors.
- **Project Leadership Team:** The Project Leadership Team included staff members from different Town departments who reviewed materials, discussed project directions, and ensured the Master Plan incorporated relevant data and was consistent with concurrent Town planning efforts. The Project Leadership Team met four times during the planning process.
- **City Council:** City Council provided direction through stakeholder interviews and received regular updates on plan deliverables and findings.

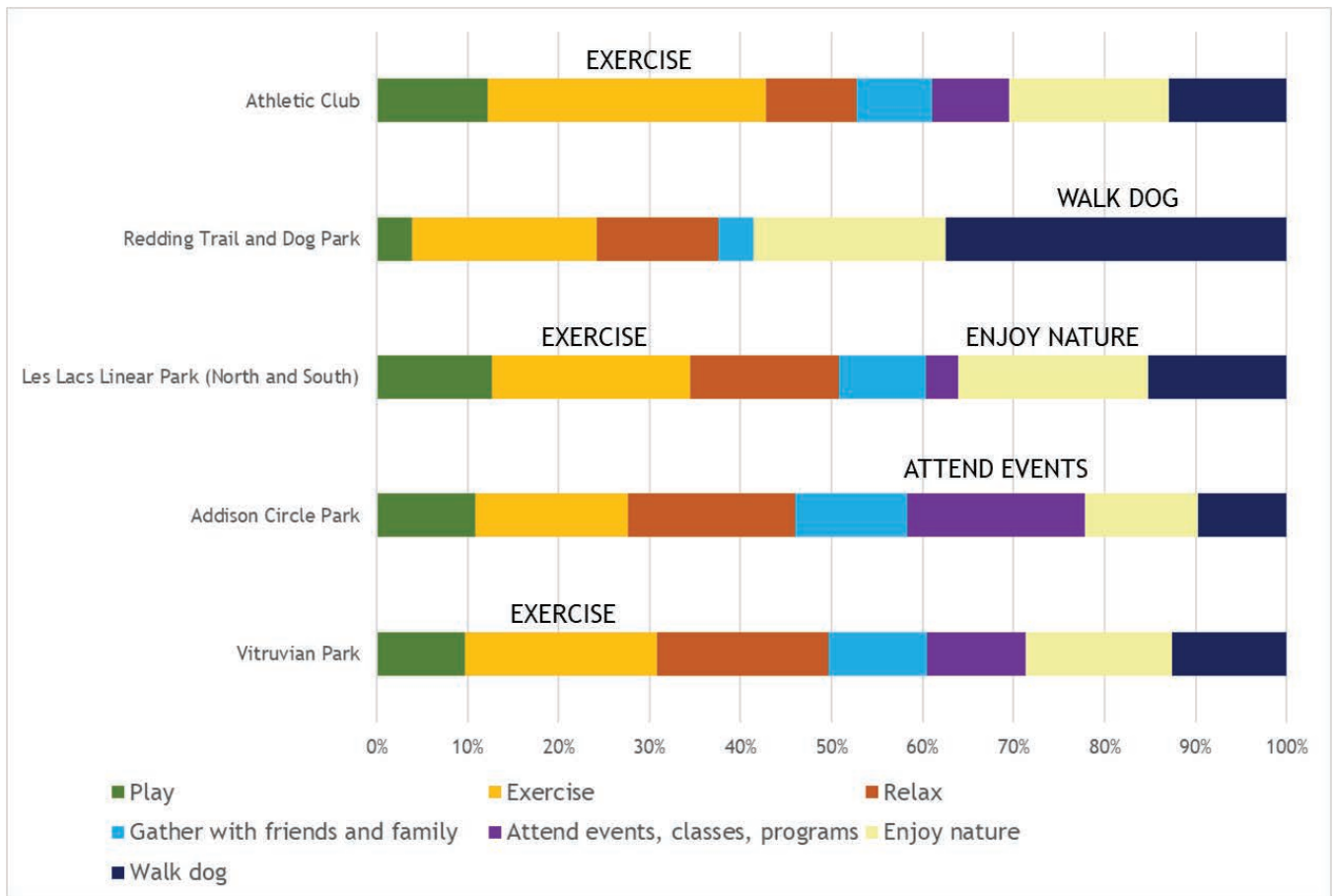
From these meetings and activities, seven key outreach themes emerged as priorities for Addison residents, employees, stakeholders and community leaders. Described on the next pages, these themes reflect the community's needs and aspirations for Addison's parks, facilities and programs. (See Appendix C for additional details.)



# 1 EXERCISE AND ACTIVE RECREATION

Fitness and wellness are essential to Addison’s quality of life and, as such, residents highly value the active recreation opportunities provided by the Town’s parks and recreation facilities. Exercise is the most popular activity in parks, and Addison’s residents are eager to see more opportunities for active recreation in Addison, especially walking, jogging, and biking. For community members seeking to expand and diversify their fitness and wellness activities, fitness classes and

organized activities offer fun and social alternatives to jogging. Dog walking is also a popular activity among Addison’s residents. Expanding opportunities for exercise and active recreation in Addison’s parks, programs and open space is a key priority for community members, as they seek to improve their health, fitness and overall well-being.

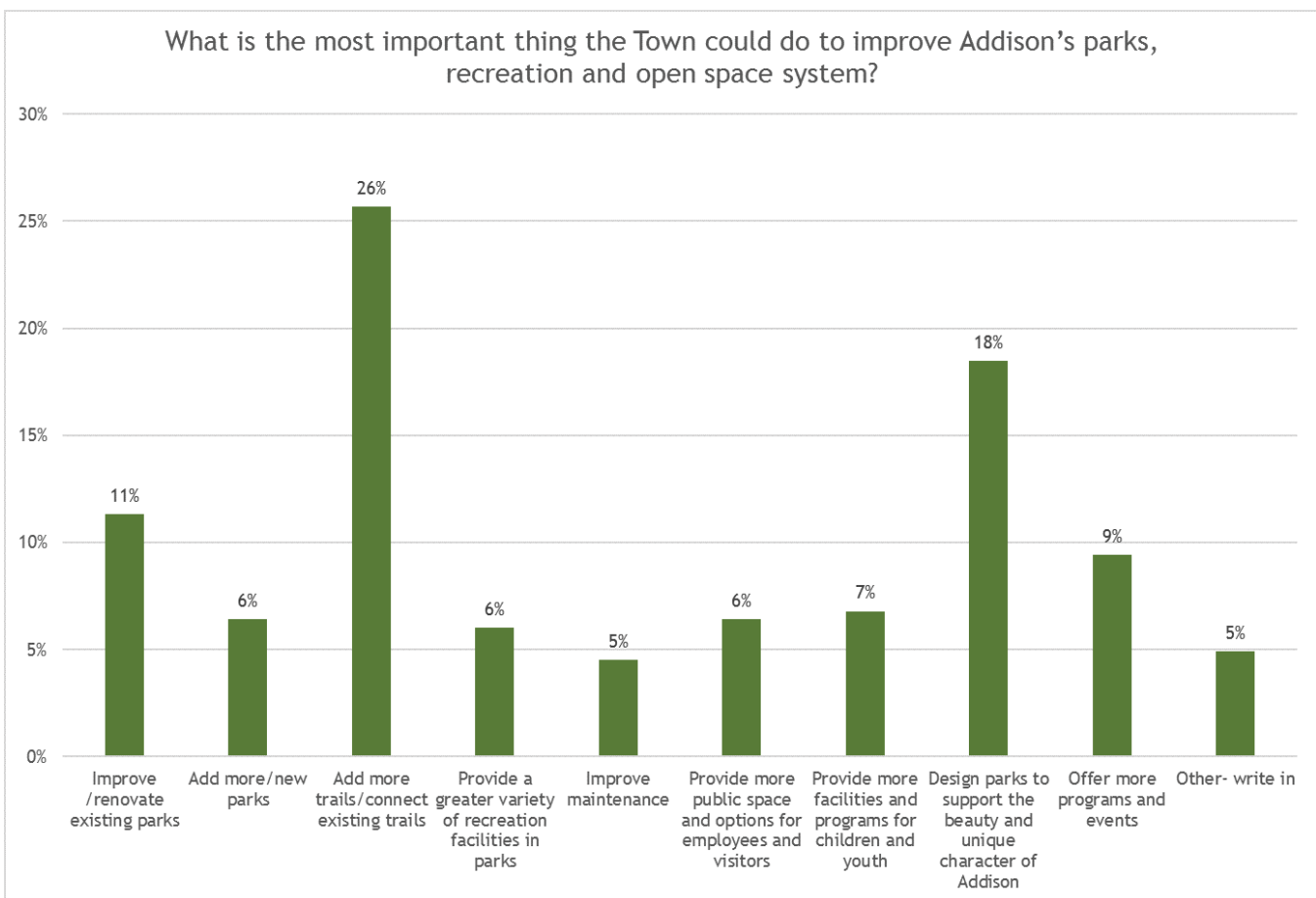


**Figure 2-1: Most Frequent and Popular Activities in Key Parks**  
 Exercise is considered the most popular activity in 3 of 5 of Addison’s most popular parks.

## 2 TRAILS

Addison’s trail network is highly popular with local residents. In fact, it is the most frequently used type of facility, compared to parks and specialized recreation destinations, according to outreach participants. The popularity of trails stems from the multitude of diverse uses they support. While trails are essential in connecting people to parks and other destinations in town, they also offer valued opportunities for active recreation, including walking, biking and jogging.

Outreach participants indicated that adding more trails is a major priority for residents and is considered the best way to improve Addison’s parks, recreation and open space system. Residents and business employees would like to see an expanded trail and bike route network with ample shading throughout the Town, helping to improve access to recreation and connectivity between parks, neighborhoods and other destinations, such as the Cotton Belt Line.



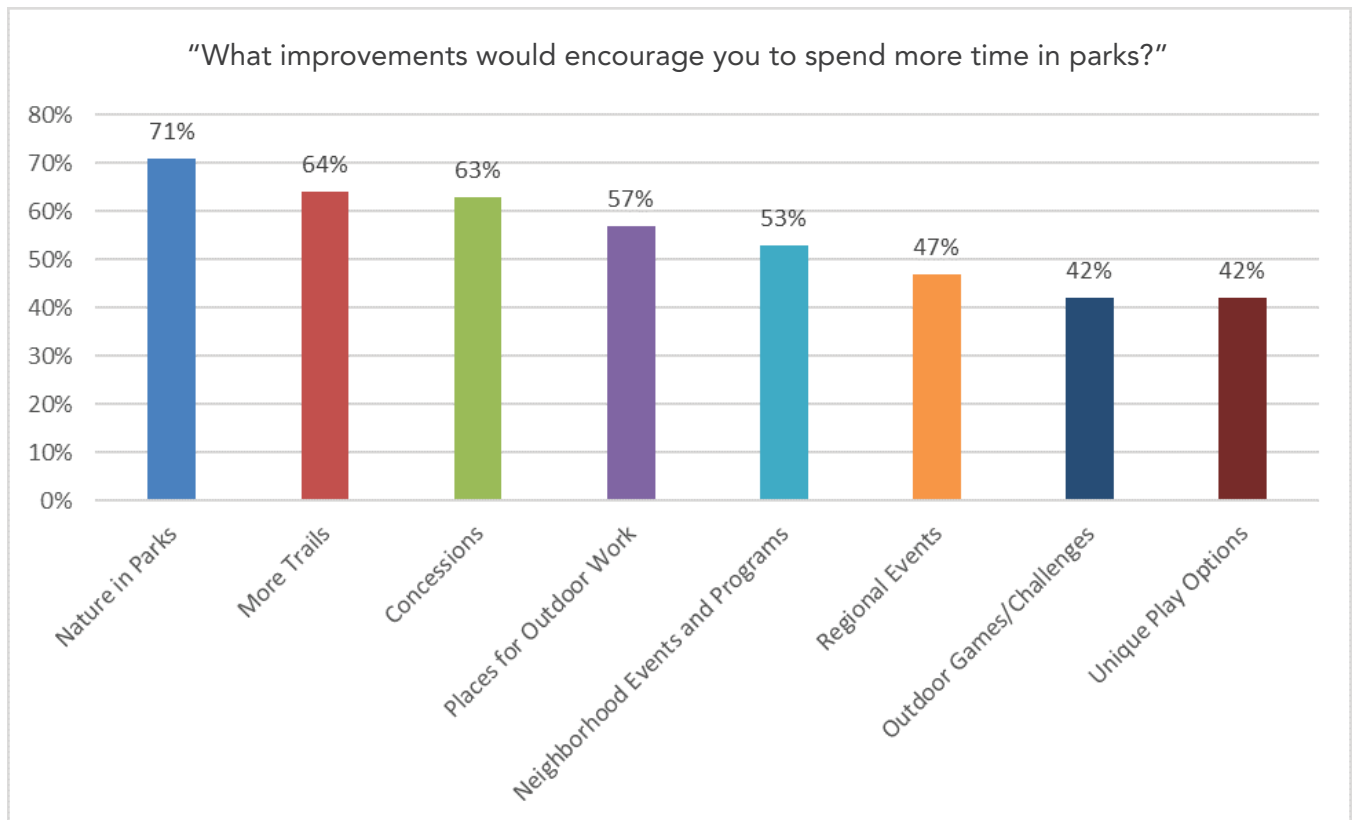
**Figure 2-2: Priority Improvements**

According to survey respondents, adding more trails and better connecting trails is the most important thing the Town can do to improve its parks, recreation and open space system.

### 3 CONNECTIONS TO NATURE

Addison residents and employees rely on parks and open space as a way to connect to nature and experience the outdoors. Not only is enjoying nature one of the most popular activities in parks, outreach results indicate that residents would be more likely to spend time in parks if Addison’s parks provided more opportunities to connect to nature. As such, expanding access to nature is a top priority for

Addison’s residents, who would like to see the Town incorporate more nature into its parks and trails. The Town’s parks could better highlight existing natural amenities and tree cover, adding to its “natural capital” and quality of life. Enhanced connections to nature also support environmental education and improve overall health and wellness.



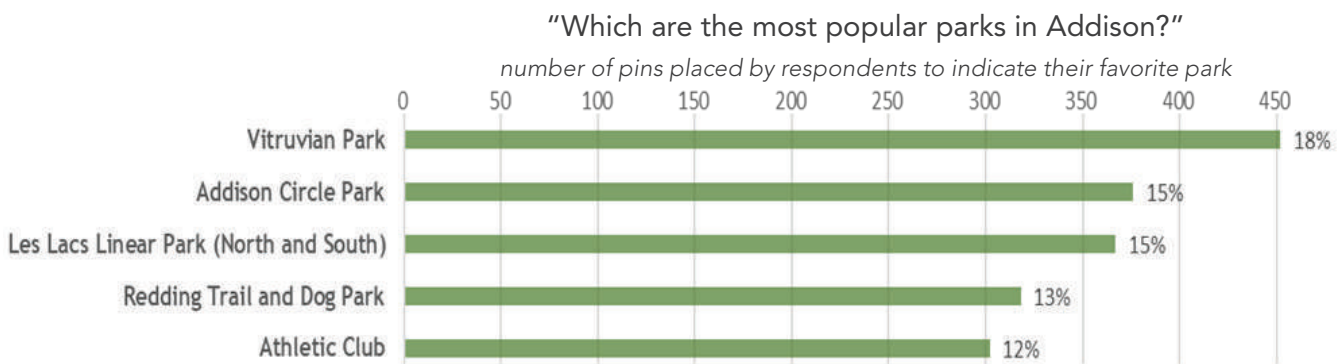
**Figure 2-3: Reason to Spend More Time in Parks**

Survey respondents want to see improved access to nature in the Town’s parks,

## 4 EVENTS AND SOCIAL GATHERINGS

Community gatherings and social events are highly valued by Addison's residents and community. Of the four most popular activities conducted in parks, three are social activities, including events, festivals, social gatherings and opportunities for outdoor eating. The business community sees great benefits in enhancing the social gathering activities and amenities in parks, as these help foster a dynamic and fun work

environment for employees who can enjoy outdoor work spaces and after-hours social and recreation options. Residents and employees would like to see more diverse and innovative opportunities to gather with friends, family and colleagues, such as food trucks, farmer's markets, outdoor work stations, small community events, and a pavilion for company or community picnics.



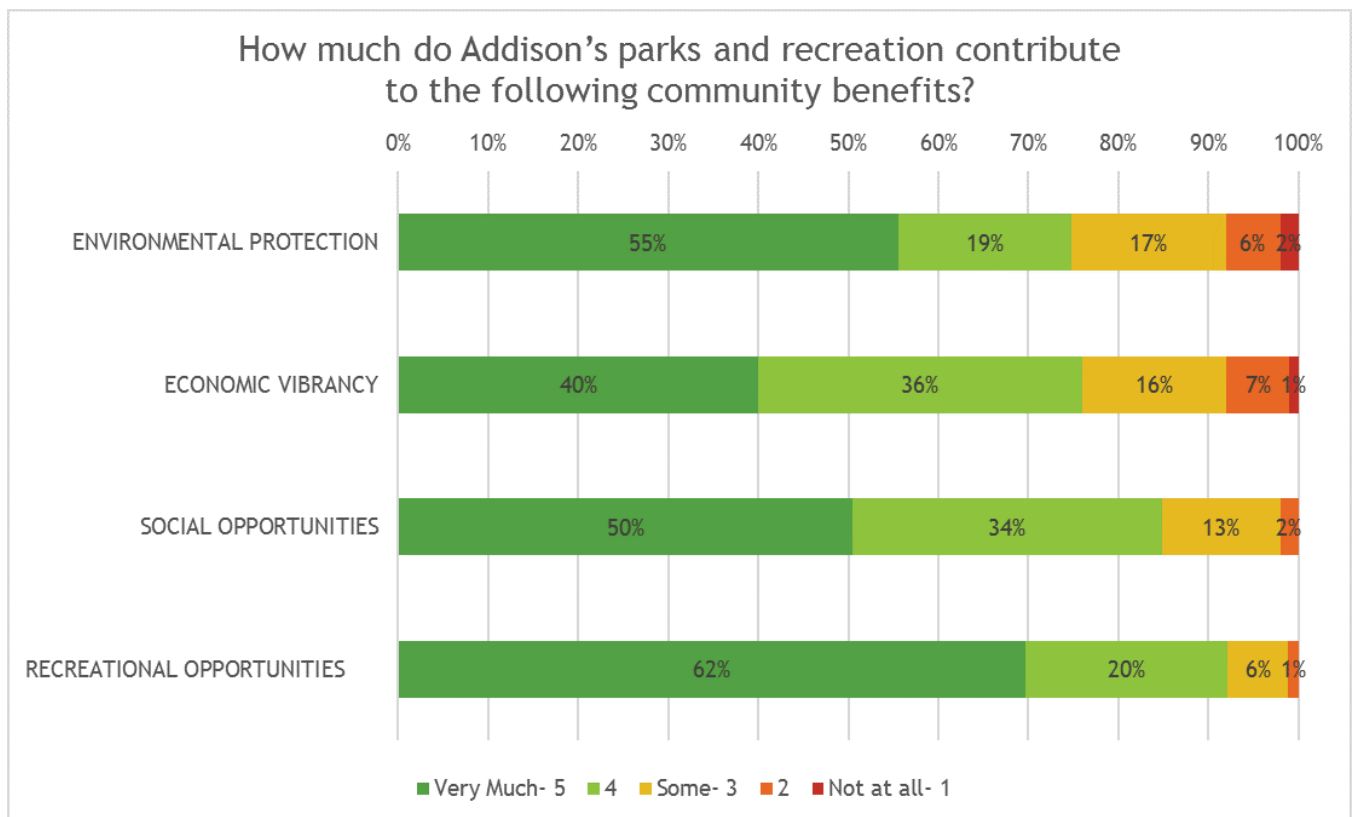
**Figure 2-4: Most Popular Parks**

The most popular parks "pinned" in the Mapita Questionnaire include three sites recognized for their events, social activities and recreation programs. These include Vitruvian Park, Addison Circle Park, and Les Lacs Linear Park.

## 5 PARK BENEFITS

Addison’s community members recognize that the Town’s parks, recreation and open space are critical to providing quality-of-life benefits to all residents, employees and visitors. These include recreation and social opportunities, as well as environmental protection and support for Addison’s economic vibrancy. Outreach respondents strongly favor enhancing the quality, maintenance and amenities of the Town’s parks, facilities and trails in order to expand the benefits provided by parks, especially in terms of health and wellness, community building and

social connections, relaxation and stress reduction, and environmental protection. In improving the park system, the business community sees an opportunity to bolster the Town’s economic attractiveness and competitiveness, in order to attract the best and the brightest talents to Addison. One of the most valued benefits of enhancing the parks, and trail system is the increased connectivity between people, nature and other common destinations and the creation of a more walkable community.



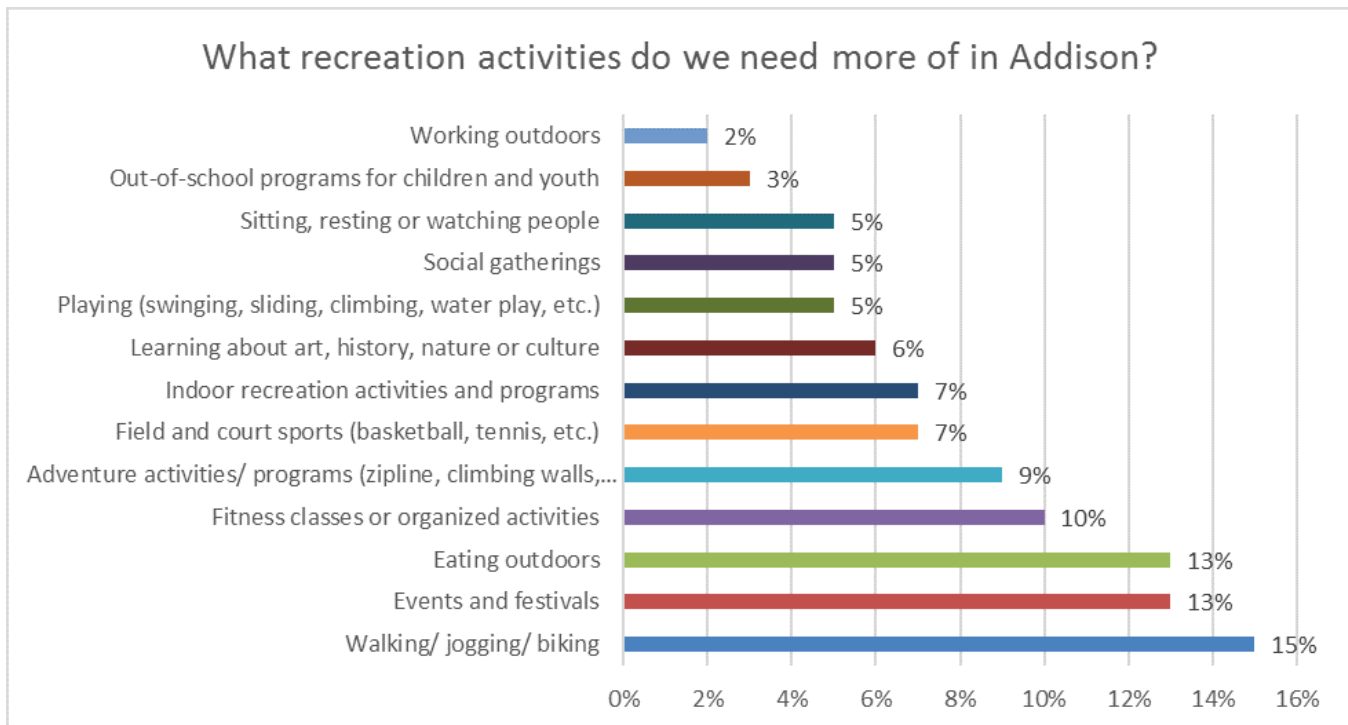
**Figure 2-5: Benefits Associated with Addison’s Parks**

While nearly all respondents (99%) recognize and value the recreational benefits provided by parks, a large majority of respondents also noted the important role that parks play in contributing to social opportunities, economic vibrancy and environmental protection.

## 6 ADDITIONAL PARK ATTRACTIONS AND RECREATION OPPORTUNITIES

Addison residents, employees and visitors desire a variety of recreation experiences and would like to see new high-quality attractions in the Town’s parks and recreation destinations. Outreach participants indicated that they would spend more time in parks if a greater number and diversity of park attractions were available, especially a greater variety of facilities, diverse programs, more concessions, small events and interactive art. Among other ideas, outreach participants would like to see more outdoor

programming, including games, challenges and fitness activities such as running clubs or races. The business community is particularly enthusiastic about the possibility of outdoor co-working stations, food trucks, temporary installations, dog runs and outdoor exercise equipment.



**Figure 2-6: Desired Recreation Activities**

Respondents would like to see a variety of recreation activities expanded. Trail-related opportunities, events and festivals, and outdoors eating options were favored by the most respondents.

## 7 ADDISON QUALITY AND BRAND

Residents expect high-quality amenities and unique recreation opportunities that contribute toward Addison's reputation as a welcoming, comfortable and fun place to live, work and play. Residents want beautiful parks and trails that reflect the community's character while enhancing the Town's overall vitality. Building and promoting a unique and exciting brand identity for Addison's parks, recreation and open space system emerged as a top priority for local stakeholders and business leaders. Combined with efforts to beautify

the Town's parks, trails and recreation facilities, a recognized brand can encourage more people to enjoy the parks and recreation opportunities offered by the Town. Residents also shared creative ideas for the promotion of parks, recreation and open space, such as welcome packets for new residents and employees, mobile applications, video promotions, and guided art tours showcasing local history and heritage.



Iconic and interactive art such as Addison Blueprints and the fountain at Addison Circle Park contribute to Addison's brand as an active, innovative and vibrant urban hub.

**The vision framework includes the following elements:**

**Mission:** The purpose of the Park and Recreation Department, its business and essential services. The mission describes the type of work done.

**Vision:** Addison's aspirations for parks and recreation services. This vision paints a picture of the parks and recreation system the Town wants to achieve.

**Goals:** Directions for long-range change. Goals represent the Town's overarching directions for the park and recreation system.

**Objectives:** Specific and measurable outcomes that contribute to achieving our goals. Objectives provide policy-level guidance on key elements of the Town's five goals.

**Recommendations:** Specific activities and initiatives that will achieve the stated goal. Recommendations describe the site-specific projects that are needed to achieve the goals of the Parks, Recreation and Open Space Master Plan.

## Vision Framework

The priorities, values and aspirations for the Town of Addison are the guiding forces for the Parks, Recreation and Open Space Master Plan. Through meetings with the Project Advisory Committee and input received from the community, these values and aspirations were integrated into a vision framework. These elements provide the foundation for the Master Plan and are aligned with the Addison Comprehensive Plan.

### MISSION

The Master Plan proposes replacing the Town's separate mission statements for parks and for recreation with a unified mission that describes the collective services of the Park and Recreation Department. The following mission illustrates how recreation is a key component of park and facility activation:

***To preserve and enhance Addison's exceptional quality of life and work-life environment by maximizing the recreational, social, economic and environmental benefits of the community's award-winning parks, trails, green spaces and recreation facilities.***

### VISION

Through the Master Plan process, the following vision emerged:

***We envision an active, vibrant, interconnected urban hub with unique public / private recreation and open spaces that promote Addison's heritage, art, greenspace, economic vitality and neighborhood cohesiveness.***

Five goals and several objectives are proposed to help achieve the Town's vision for the future park, recreation and open space system. These goals and objectives are highlighted on the next page.



# ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

## GOALS

### Goal 5: Placemaking & Community Building

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison's character and connect parks to community destinations.

### Goal 1: Recreation

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

### Goal 2: Social Cohesiveness

Connect and engage residents by providing neighborhood programs, events, and social hubs in parks for people of all ages, abilities, cultures, and interests.

### Goal 4: Environmental Stewardship

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.

### Goal 3: Economic Vitality

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.

## OBJECTIVES

### Goal 1

- 1a. active recreation
- 1b. variety of facilities
- 1c. underserved areas
- 1d. Athletic Club
- 1e. collaboration

### Goal 2

- 2a. programs
- 2b. unique gatherings
- 2c. social hubs
- 2d. diverse seating
- 2e. reservable pavilions
- 2f. events for targeted groups

### Goal 3

- 3a. branding
- 3b. regional events
- 3c. funding efficiencies
- 3d. financing
- 3e. marketing through photos
- 3f. quality maintenance
- 3g. recreational tourism

### Goal 4

- 4a. resource stewardship
- 4b. natural systems
- 4c. low-impact operations
- 4d. sustainable design
- 4e. conservation areas
- 4f. nature experiences

### Goal 5

- 5a. placemaking
- 5b. adjacent uses
- 5c. local trails
- 5d. public art
- 5e. public/private spaces
- 5f. unique amenities

## RECOMMENDATIONS

See systemwide and site recommendations in Chapter 3 and Appendix F

Figure 2-7: Vision Framework Diagram

## Master Plan Goals and Objectives

The following goals and objectives together provide the policy direction to guide Master Plan recommendations for enhancing Addison's parks, facilities, programs, events and identity. Recommendations are described in Chapter 3 and presented in full in Appendix F.



### GOAL 1: RECREATION

Provide parks and indoor and outdoor recreation facilities to support active recreation and community needs.

- Objective 1a.** Provide more recreation facilities to support outdoor exercise, fitness and active recreation in Addison's parks. Consider a variety of sports courts, sports fields, loop trails, and activity spaces.
- Objective 1b.** Distribute a greater variety of recreation facilities throughout Addison to diversify and improve recreation opportunities and access for all residents and employees.
- Objective 1c.** Acquire and develop parks in underserved residential and non-residential areas where parks and open space are not accessible within a 10-minute walk. (See Map 2-1.)
- Objective 1d.** Improve the Athletic Club and surrounding park to support indoor/outdoor programs and events, respond to changing recreation trends and better address community and family needs, including residents of all ages.
- Objective 1e.** Increase collaboration with partners, stakeholders, developers, schools and local businesses to provide a greater variety of facilities and recreation activities in parks.



### GOAL 2: SOCIAL COHESIVENESS

Connect and engage residents by providing neighborhood programs, events and social hubs in parks for people of all ages, abilities, cultures and interests.

- Objective 2a.** Increase park use by providing more outdoor recreation programs and self-directed activities in parks, including activities that support community fitness, play for all ages, cultural and art interpretation, and lifelong learning. (See Game Changing Initiatives in Chapter 3.)
- Objective 2b.** Continue to provide unique community events and increase neighborhood-focused social gatherings to foster community cohesiveness and strengthen community spirit.
- Objective 2c.** Provide a variety of social hubs in parks (e.g., dog parks, activity centers, game tables).
- Objective 2d.** Provide diverse and accessible seating opportunities, including co-working stations and grouped seating, to strengthen social interaction in parks and underserved areas.
- Objective 2e.** Develop reservable pavilions and picnic shelters to support large group gatherings and recreation programming.
- Objective 2f.** Promote programs and activities for underserved groups, including youth ages 8-18, employees, seniors, local ethnicities and families.



### GOAL 3: ECONOMIC VITALITY

Promote economic vitality and sustainable business operations by implementing sound business practices and promoting recreational tourism.

- Objective 3a.** Promote the benefits and brand of Addison's parks, trails, art and programs.
- Objective 3b.** Continue to support the Special Events Department to facilitate or host regional scale events to promote Addison and the town's businesses.

- Objective 3c.** Be fiscally and financially prudent in funding the community’s park and recreation system, prioritizing funds for asset management and new development at sites that generate revenues through programs, events and reserved uses.
- Objective 3d.** Pursue additional resources to fund and finance new park spaces and enhancements to existing parks, including grants, general obligation bonds, increased use/activity fees, park development fees and fees in lieu of land. (See Funding Strategies in Chapter 4.)
- Objective 3e.** Recognize and enhance the photographic appeal of Addison’s parks and facilities as a way to market the Town.
- Objective 3f.** Create a tiered maintenance structure to provide quality park maintenance and beautification efforts for parks, facilities and open spaces consistent with Town’s brand and sustainable business practices. (See Supporting Systems in Chapter 3.)
- Objective 3g.** Collaborate with the Town’s Economic Development and Tourism Department to engage partners, stakeholders and local businesses to support recreational tourism. (See Game Changing Initiatives in Chapter 3.)



## GOAL 4: ENVIRONMENTAL SYSTEMS

Conserve and promote natural areas and features that support ecological systems and connect residents to nature.

- Objective 4a.** Inventory, maintain and steward existing natural resources in parklands, including riparian corridors and the tree canopy.
- Objective 4b.** Emphasize or integrate natural systems, habitat and pollinator patches in parklands and public open space; encourage these where appropriate in private development. (See Supporting Systems in Chapter 3.)
- Objective 4c.** Implement low-impact operating techniques, such as native plantings, organic maintenance and the use of perennials in place of annual plantings.
- Objective 4d.** Emphasize sustainability and water conservation in the design of all new parks.
- Objective 4e.** Acquire and steward open spaces and conservation areas to preserve natural resources and provide ecological benefits, such as urban cooling and stormwater filtration.
- Objective 4f.** Expand opportunities to experience nature.



## GOAL 5: PLACEMAKING AND COMMUNITY BUILDING

Design parks, trails and public spaces in collaboration with other agencies, businesses and partners to create distinct places that represent Addison’s character and connect parks to community destinations.

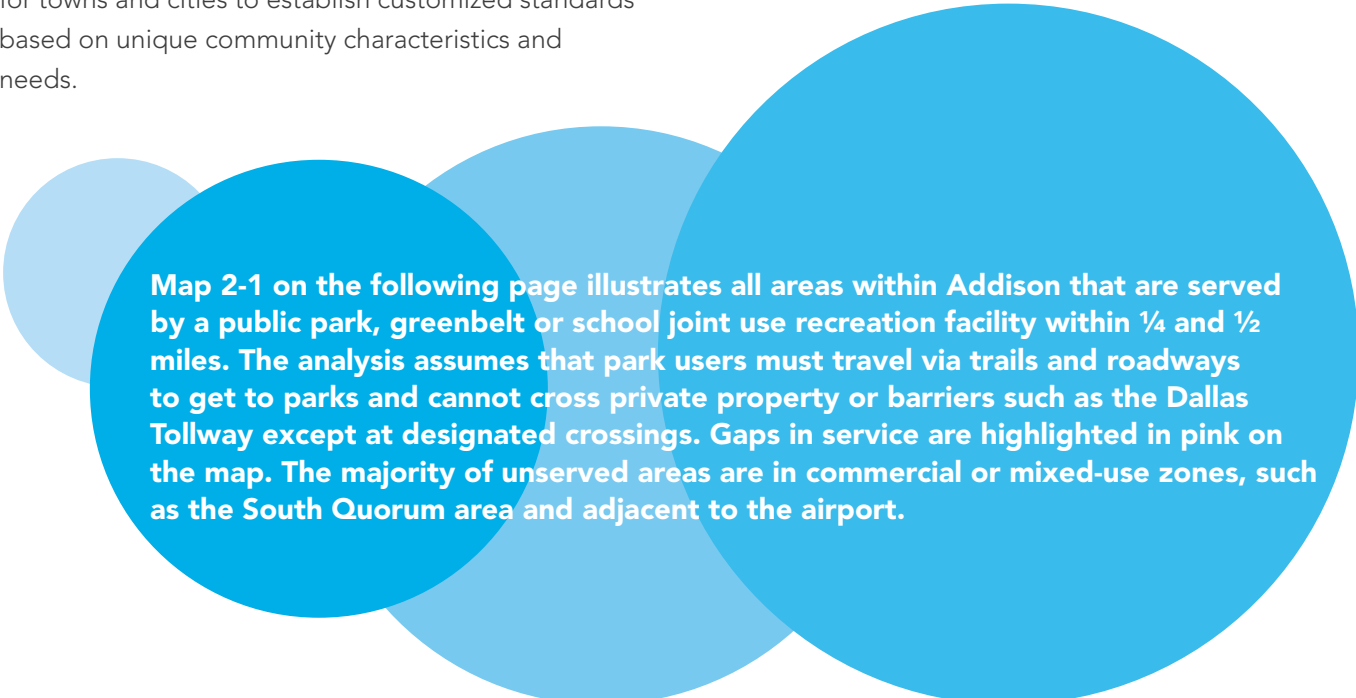
- Objective 5a.** Implement placemaking techniques that influence park, trail and public space design, renovation, development and maintenance. (See Supporting Systems in Chapter 3 and the Design and Development Guidelines in Appendix E).
- Objective 5b.** Improve interaction and synergies between adjacent uses to parks, trails and public spaces.
- Objective 5c.** Strengthen regional and local connections to parks and community amenities via local trails, regional trails, strategic on-street bike routes and access to transit. (See Game Changing Initiatives in Chapter 3.)
- Objective 5d.** Recognize and expand the role of art in public spaces to define a sense of place and reflect Addison’s character and identity. (See Supporting Systems in Chapter 3.)
- Objective 5e.** Coordinate with businesses and developers to maximize use and utility of public / private open spaces.
- Objective 5f.** Provide unique, high quality amenities to enhance comfort and use of the Town’s parks and trails.

## Park Standards

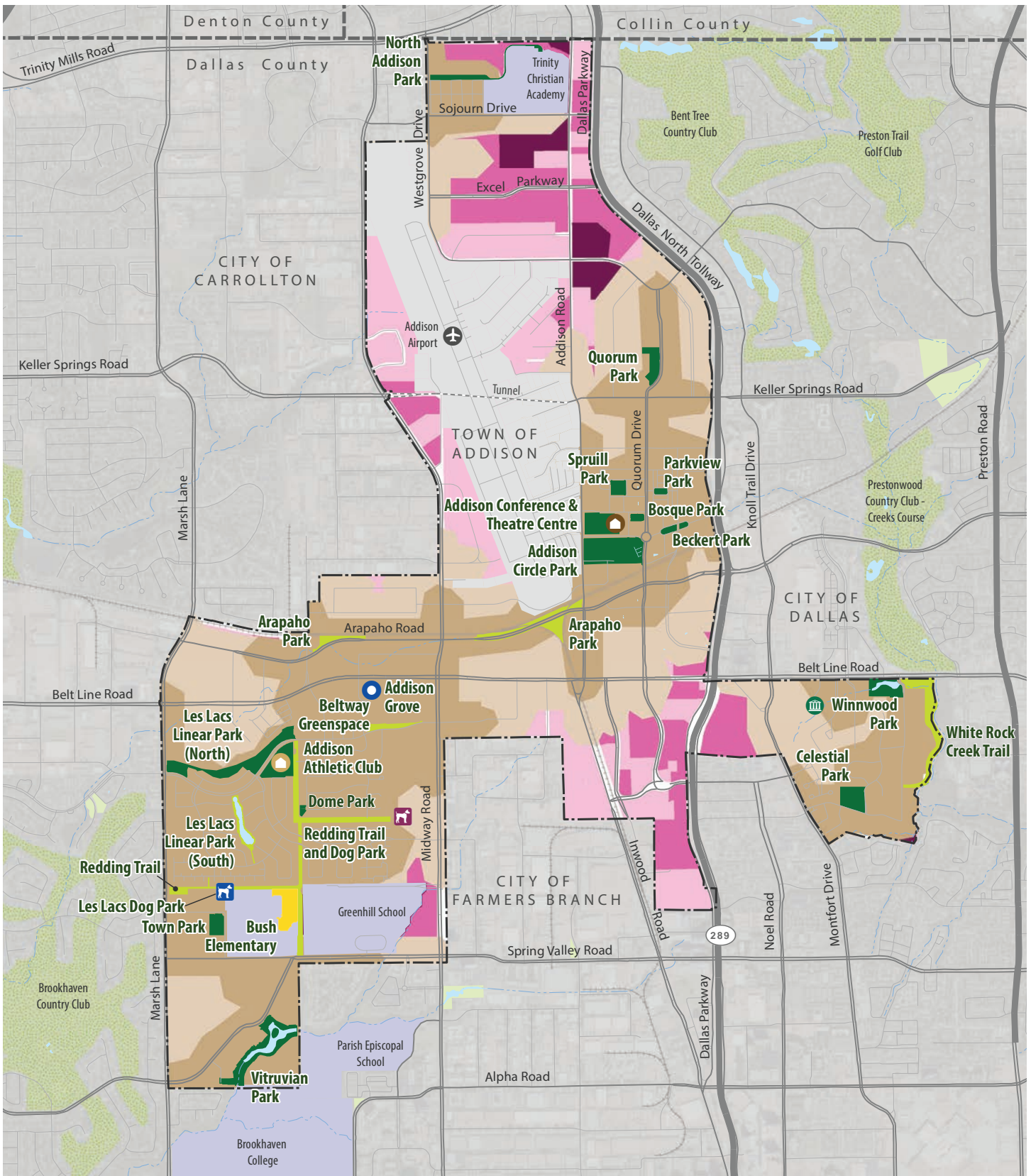
To carry out Master Plan objectives, the Town of Addison will need to renovate existing parks and acquire and develop new parks and trails. Appendix E introduces new Design and Development Guidelines to guide high-quality systemwide park design, plus the development and renovation of parks by classification and function. For each park classification, guidelines note the intent, ideal park size, desired location and access, parking requirements, appropriate park facilities, support amenities needed, connections to adjacent uses, and desired landscaping/greening plant palettes. Because of the unique opportunities and needs associated with Addison's park system, these design and development guidelines are intended to replace the Facility Ratios noted in Addison's 2009 Parks, Recreation and Open Space Master Plan, which were based on outdated standards proposed by the National Recreation and Parks Association (NRPA) and Texas Outdoor Recreation Plan. NRPA now advocates for towns and cities to establish customized standards based on unique community characteristics and needs.

In addition to Design and Development Guidelines, this Master Plan provides general guidance for the provision of parks, as noted below. Given the uniqueness of Addison's residential and employment landscapes and the demands those create for the park and recreation system, these park standards are based on the following:

- **Walkability/Bikeability:** The Town of Addison strives to ensure that all residents have access to some type of public park, greenbelt or school joint-use recreation facility within a ¼-mile or ½-mile walking or biking distance from home. This distance is consistent with national initiatives to provide quality parks within a 10-minute walk of all residents in communities across the country. Addison, however, takes this one step farther. Since Addison is a vibrant commercial and office hub, the City is now looking to provide open space and/or recreation services to employees within walking or biking distance of their place of employment.



**Map 2-1 on the following page illustrates all areas within Addison that are served by a public park, greenbelt or school joint use recreation facility within ¼ and ½ miles. The analysis assumes that park users must travel via trails and roadways to get to parks and cannot cross private property or barriers such as the Dallas Tollway except at designated crossings. Gaps in service are highlighted in pink on the map. The majority of unserved areas are in commercial or mixed-use zones, such as the South Quorum area and adjacent to the airport.**



**Map 2-1: Access to Parks, Greenbelts and School Recreation Facilities**



**Parks and Recreation Facilities Accessibility**

- 1/4-Mile Walking Distance to Park
- 1/2-Mile Walking Distance to Park

**Areas Not Served by Parks within 1/2 Mile**

- Residential Zones
- Mixed-Use Zones
- Commercial/Industrial Zones

**Other Parks and Facilities**

- Other Parks
- Golf Courses
- Schools

**Town of Addison Parks and Recreation Facilities**

- Public Parks
- School Recreation Facilities
- Addison Conference & Theatre Centre
- Redding Trail Dog Park
- Greenbelts
- Planned Parks
- Addison Athletic Club
- Les Lacs Dog Park
- Town Hall

- **Trail Connectivity and Access:** Recognizing the important role that trails play in supporting recreation, park access, and non-motorized connections to different destinations, the City is planning to develop more trails. Since off-street trail developed based on redevelopment opportunities, no numerical guidelines or standard is established.
- **Park Acreage for Residents and Employees:** Many cities set parkland level-of-service (LOS) standards based on the amount of park acreage per 1,000 residents served. Addison currently does not have an adopted LOS standard. The value of adopting an LOS standard is to have a metric to gauge the amount of parkland needed. While this metric would provide a good baseline standard for Addison’s residents, it would not address all needs since Addison’s daytime (employment) population exceeds the numbers of residents by a significant amount (Figure 2.8).

The Town of Addison currently provides 113.45 acres of public parks, greenbelts and school joint-use recreation facilities to serve 15, 866 residents, resulting in an LOS of approximately 7.2 acres per 1,000 residents (Table 2-1). This is a reasonable

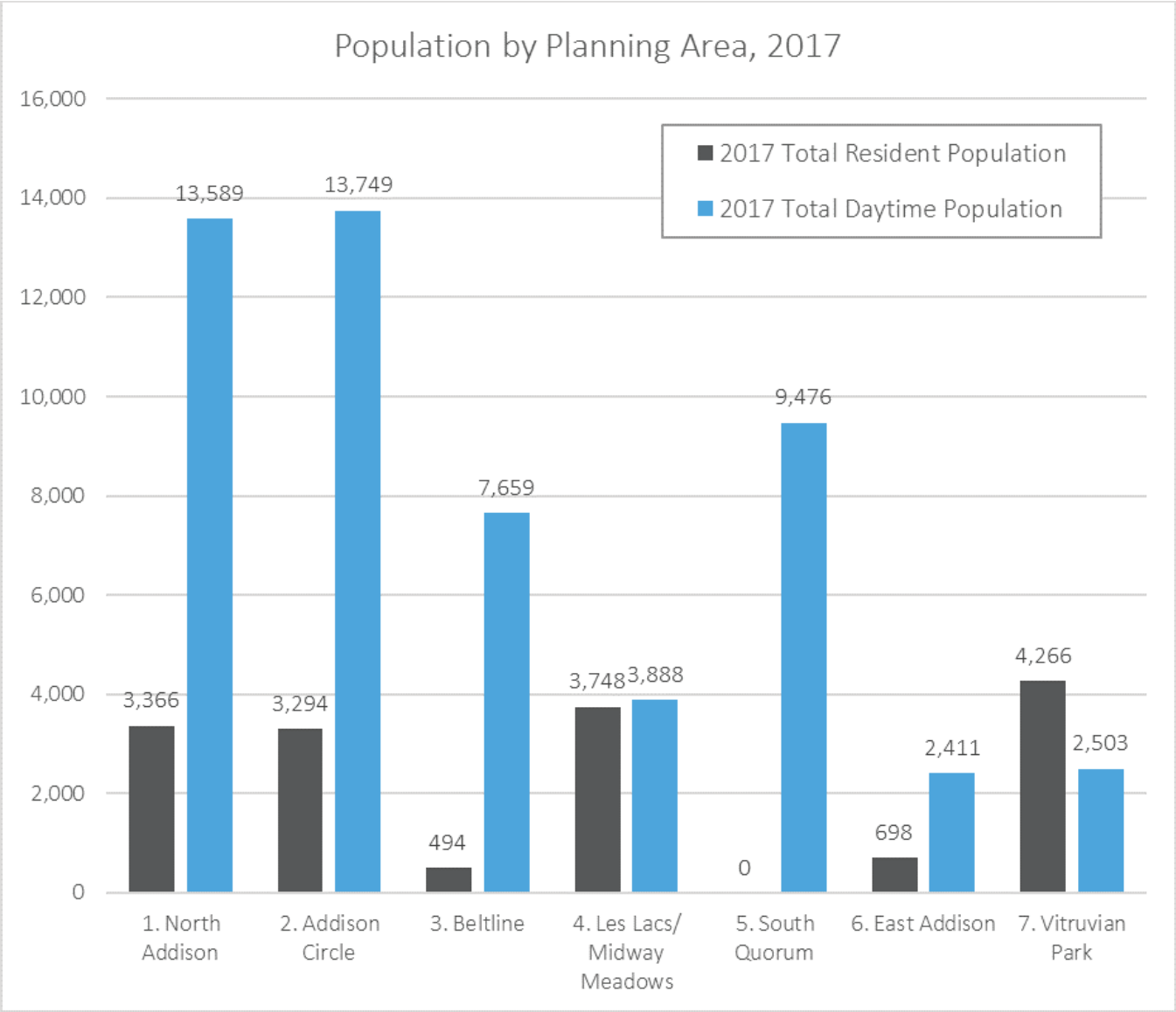
service level for a residential population, but not nearly enough park acreage to serve the Town’s daytime population. If employees are counted in the base of potential park users (53,275 employees as per ESRI data, but the actual number may be greater according to Economic Development estimates), Addison provides a total LOS of 1.6 acres per 1,000 people in the community (residents and employees). This is substantially lower than the Town’s desired level of service and reflects the fact that the City has not provided parkland to serve business areas in the past.

To address the existing deficiencies in the park system, this Master Plan identifies a need for 13.68 additional acres of parks and greenbelts (see Chapter 3 and Appendix F for proposed new parks and trails). As shown in Table 2-1, that would reflect an LOS of 8.0 acres per 1,000 residents and 1.8 acres for all people in the community. These LOS standards should be used as a baseline to ensure that sufficient parkland is provided in the future. As businesses and higher-density housing are added in the future, more park land should also be added to continue to provide the same or greater level of service as the community grows.

**Table 2-1: Parkland Level of Service (LOS) for Residents and the Community (Residents + Employees)**

Parkland Types	Park Acres	Residential LOS (acres/1,000 residents)	Community LOS (acres/1,000 people)
Existing Parks, Greenbelts and School Recreation Facilities	113.45	7.2	1.6
Existing and Planned Parks, Greenbelts and School Recreation Facilities	127.13	8.0	1.8

Notes: Residential level of service is based on a 2017 population of 15, 866 residents. Community level of services is based on the combined 2017 estimates of residents and employees, which is 69,141 people.



**Figure 2-8: Addison Resident and Daytime Population by Planning Area (2017)**

*In Addison, employees outnumber residents by more than 3-to-1, resulting in a very high daytime population. This affects the demand and needs for parkland and recreation facilities. (Source: ESRI)*



3



# Recommendations

## Chapter 3

Several significant initiatives are underway in Addison that will influence park development and improvements over the next 10 years and beyond. While this Master Plan identifies potential enhancements to parks and open space to support the community's five goals, it also recommends ways to strengthen the synergies between the Town's park investment and larger development goals and initiatives to improve the Addison's quality of life and economic vibrancy. Addressing these critical game-changing initiatives, transformative projects and support systems together will radically change the Town's approach to investing in park and recreation services.



# Plan Framework

The plan framework on the following page illustrates how the vision, goals and objectives described in Chapter 2 inform the recommendations described in this chapter and in Appendix F. Master Plan recommendations are highlighted in two major categories, Game Changing Initiatives and Transformative Projects, and are assisted by Supporting Strategies.

- **Game Changing Initiatives** address concurrent Town planning initiatives and systemwide strategies for enhancing parks and recreation.
- **Transformative Projects** described key projects at proposed and planned sites that can transform Addison's park and recreation services.
- **Supporting Strategies** describe the support services needed maintain, steward, enhance and improve access to park resources across town.

Together, the vision, goals and recommendations plot the course for an improved, community-supported parks and recreation system. Along with the site recommendations for all existing and proposed parks that are presented in Appendix F, these projects support a vibrant, walkable community where parks, greenspace, and activities are intrinsic to the live-work-shop lifestyle, Town brand, and experiences that residents, visitors and employees want.

# ADDISON PARKS & RECREATION VISION

active | vibrant | interconnected | unique | vital | cohesive

## GOALS and OBJECTIVES



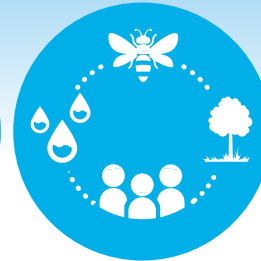
Recreation



Social Cohesiveness



Economic Vitality



Environmental Stewardship



Placemaking & Community Building

## RECOMMENDATIONS

### GAME CHANGING INITIATIVES

#### Contents

- Asset Management Needs
- Cotton Belt Rail Station & Addison Central
- Trail Connectivity
- Programming, Park Activation and Experiences
- Economic Development and Tourism Initiatives

### TRANSFORMATIVE PROJECTS

#### Contents

- Addison Circle/Central
- South Quorum Activity Hubs
- Vitruvian/New Vitruvian
- Les Lacs North/Athletic Club
- Proposed Park/Trail on Addison Road
- Town Park
- George Bush Elementary

## SUPPORTING STRATEGIES

#### Contents

- Maintenance and Beautification
- Nature Integration
- Walkability, Accessibility and Wayfinding
- Art and Placemaking

Figure 3-1: Plan Framework Diagram

# Game Changing Initiatives

Achieving Addison's vision will require re-setting Town priorities for parks, recreation and open space. The Parks and Recreation Department must address these five initiatives that significantly affect other projects and uses.

- **Asset Management Needs**
- **Cotton Belt Rail Station and Addison Central**
- **Trail Connectivity**
- **Programming, Park Activation and Experiences**
- **Economic Development and Tourism Initiatives**

## Asset Management Needs

Town parks—and the amenities, facilities and landscaping in them—deteriorate as they age and require periodic updating and renovation beyond the regular maintenance they receive. Some facilities eventually must be replaced to ensure safe and continued use. Other facilities may be removed and replaced with different elements, since evolving recreation trends change needs for the types of amenities, facilities and programs in parks. (See Appendix D.)

Addison’s 2018 Asset Management Plan identifies 4,129 assets within Town parks that will need repair and/or replacement over the next 30 years. The total replacement costs for those assets is approximately \$36 million. The majority of park assets are currently in good/fair condition or better as expected based

on age. However, the Town does not have the funds it needs to replace, renovate or refresh assets at the end of their lifecycles.

The current concern is that nearly \$2.6 million worth of park assets are categorized as medium or high risk for failure (Figure 3-2). The larger concern is that—within the planning horizon of this Master Plan and beyond—many of the “low risk” assets will transition to higher risk issues. Approximately \$11 million worth of overall assets are expected to need replacement or rehabilitation in the next 10 years (Figure 3-3).



Figure 3-2: Prioritized Risk by Probability of Failure

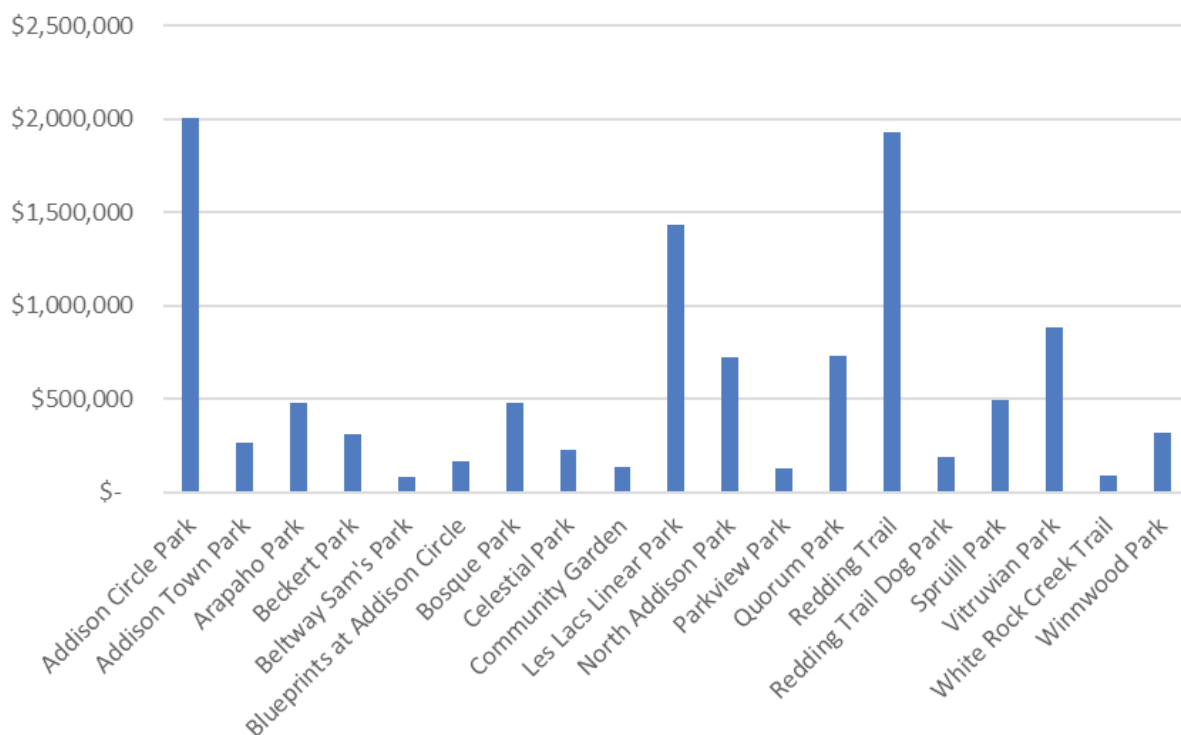


Figure 3-3: Costs of Assets Requiring Replacement or Rehabilitation in the Next 10 Years by Park/Trail

The numbers above do not account for the full cost of renovation and replacement, since Parks and Trails, Landscape, and Buildings are described as three separate Management Systems. Another \$758,000 worth of landscaping is considered medium- or high-risk for failure. Of the two buildings in parks, the Special Events Pavilion is in poor condition.

The Parks and Recreation Department currently spends about \$420,000 annually on the maintenance of parks, trails and landscape areas. In comparison, the Town will need the following in addition to what it currently spends on park maintenance:

- Parks and trails: \$1.6 million annually
- Landscaping: \$689,000 annually
- Buildings: \$289,025 annually (based on cost of Athletic Club and Special Events Pavilion only; these facilities are maintained through other funds)

This issue is critical. It affects both capital projects and maintenance for parks, trails, facilities and landscaping. Greater park demand and use associated with planned high-density development and increasing visitation will increase wear and tear on park facilities faster than projected.

## RECOMMENDATIONS:

- Use the new asset management tool to re-evaluate costs, track the lifecycle of park assets and implement an annual replacement schedule.
- Decrease maintenance costs where feasible to address facility maintenance needs.
- Avoid like-for-like replacements of existing assets. Where zoning allows, consider alternative amenities and facilities that better respond to Master Plan goals and changing recreation needs.
- Considering removing at the end of their lifecycle high-maintenance or high-cost amenities and facilities with limited value for recreation or social use.
- Factor in new parks in development (e.g., Addison Grove) and new parks, facilities and trails that are planned for development into maintenance and asset replacement schedules.
- Factor in access improvements as per the Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA) triggered by renovation.
- Set aside funds for the future replacement and refreshing of parks, facilities and landscaping that will all need attention in a similar timeframe.
- Diversify funding sources and public/private partnerships and ensure that new development pays for park/recreation impacts so that Town funds are focused on park renovation and replacement and other priority projects.

## Cotton Belt Rail Station and Addison Central

The Town of Addison will be redeveloping the area south of Addison Circle Park in conjunction with the development of the Cotton Belt Rail Line and Station. The mixed-use development, station and rail line is anticipated to include several open space areas as well as a new off-street multi-use regional trail connecting Addison to surrounding cities. These projects will augment the park and recreation system and affect the number of visitors and use of Addison Circle Park and surrounding parks.

The Addison Circle Special Area Study (see Figure 3-4) identifies a preferred vision for Addison Central that includes plazas extending between Addison Circle Park and Addison Central area as interconnected “fingers of green.” The study

proposes bike/pedestrian paths along the Cotton Belt right-of-way, as well as a pedestrian bridge over the Dallas North Tollway. It recommends including a public art installations and a wayfinding system with signage to guide DART riders from trains to other Addison destinations, including the Restaurant Row on Beltline and Addison Circle retail. As a unique development envisioned in conjunction with developers, the parks in this area may include public/private partnerships unlike any others in Addison.

Given the development’s location, Addison Central will take up part of the open space area previously used to support regional events and festivals. As the vision for this area is refined, Special Events and Parks and Recreation staff should be involved in decisions because of the implications for parks, facilities, events and programs.

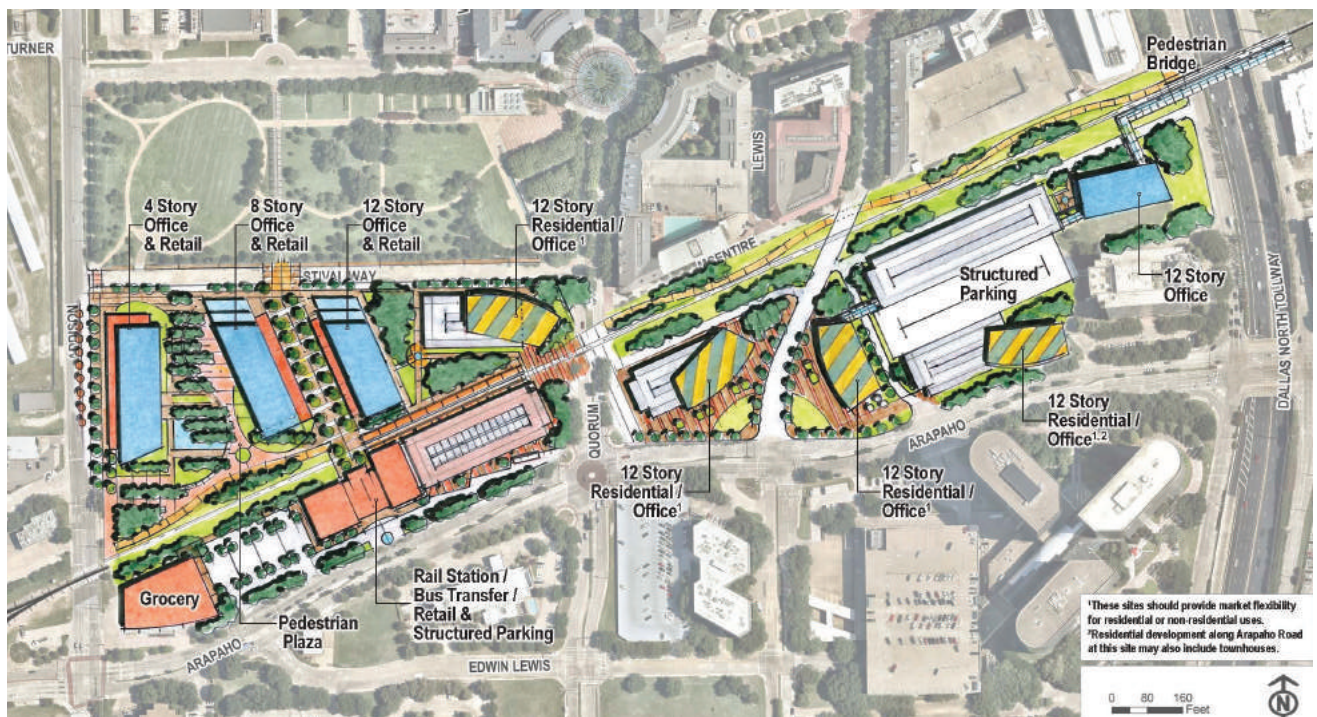


Figure 3-4: Addison Central Preferred Development Plan

## RECOMMENDATIONS

- In advance of any new development (or re-development), evaluate and update Town development policies regarding land dedication requirements, in lieu fees, and impact fees.
- Create a joint new master plan for Addison Circle Park, Addison Central, the Conference and Theater Centre, Blueprints, and Beckert Park, treating them as a cohesive unit. (See recommendations for Addison Circle Park and Addison Central).
- 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.
- Assess the impacts of this development on Addison's events and activities at Addison Circle and Beckert parks.
- Enhance pedestrian/bike connectivity from this location to other trails and destinations in Addison as per trail and connectivity recommendations.
- 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.





## Trail Connectivity

Across the nation, trail use is recognized as the most popular type of recreation activity, making greenbelts and trails corridors among the most popular type of parkland. This is true in Addison, where community engagement findings noted the importance of trails as well as the need for more trails and improved connectivity. Addison currently has trails and pathways primarily in the Les Lacs/Midway Meadows Planning Area, and to a lesser extent in the Belt Line Planning Area and East Addison Planning Area. However, the Town lacks an interconnected network of trails that provides opportunities for pedestrians and bicyclists to reach parks and community destinations.

The Town's Master Transportation Plan recommends a coordinated system of off-street trails, enhanced pedestrian paths, bike routes and active transportation corridors. It also identifies "preferred future connectivity" to illustrate options to connect Addison's trails to those of surrounding cities. While many of the recommended projects apply to street development, the plan proposes extending the existing trail system with routes to improve park access, community walkability, and commutes to different destinations within town.

Nowadays, proposed new parks and developments, plus a stronger emphasis on serving business/employment areas, are changing trail needs. Not only will the demand for trails be greater, but trails will be needed in new locations to enhance connectivity and access. This Master Plan recommends rethinking this proposed trail network to emphasize connections to the new Cotton Belt regional trail and the South Quorum areas. It also identifies both north/south and east/west connections, as well as potential off-

street loops, trail extensions, pedestrian/sidewalk enhancements to support park access.

### RECOMMENDATIONS

- Develop a Trails Master Plan that considers trail recommendations in this Master Plan, along with additional opportunities to provide different classes of trails and pathways, including on-street bike routes.
- Develop a new regional trail along the Cotton Belt light rail corridor to connect Addison to other nearby cities.
- Acquire easements, plan, and develop approximately 10 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, bike repair stations, dog waste receptacles, drinking fountains and shade.
- Create a trail hub for bikes and develop ordinances to help manage bike-share programs.
- Implement the site-specific trail recommendations noted in Appendix F.



## Programs, Park Activation and Experiences

Trends show that park use and recreation activities support health, fitness and wellbeing. To support community and individual health and the quality of life of residents and employees, agencies across the nation are seeking ways to maximize the recreational and social benefits of parks.

The Town of Addison operates a highly popular Athletic Club as a benefit to residents. The facility focuses on indoor programming with some outdoor opportunities at the adjacent park. The Town provides highly-popular regional and local events at Addison Circle Park, Vitruvian Park and Beckert Park. The Town also has a partnership to facilitate sports at Bush Elementary through an interlocal agreement and supports meetings at indoor facilities. Through a pilot program, it allows contract program providers to provide activities such as the Boot Camps in Addison Circle Park and Vitruvian Park. Beyond that, there is a great opportunity to expand recreation programs and activities into more parks and to diversify the types of activities offered.

Currently, some of the best outdoor sports opportunities in Addison are supported by Vitruvian Park developers. Their softball/kickball fields and sand volleyball courts are highly popular amenities, but they are located on land slated for future development. The loss of these active recreation opportunities will

create an urgent need for additional programs and sports opportunities. This is even more impactful when considering the future development will increase the population of residents in that area, thus increase the need for more recreation opportunities.

The Master Plan includes recommendations to provide new facilities at key sites to introduce new recreation options, including sports such as futsal, activities such as bike skills, and games such as outdoor ping pong and chess. It also introduces both permanent and temporary activity hubs in parks. Pop-up or movable activity hubs create temporary activities in spaces that can be reserved for other uses, such as the large-scale events at Addison Park. More permanent features such as outdoor exercise equipment will increase drop-in use of parks and trails. Features such as pickleball courts are proposed in locations that not only facilitate programming but also could support larger tournaments and the economic vibrancy of the town.

Besides facilities, the Master Plan recommends increasing recreation staff to provide or recruit providers offering more programs in parks. Residents and employees will benefit from outdoor fitness programs such as yoga, running, Zumba and boot camp; plus small events such as concerts and games in conjunction with food trucks or a farmer's market.

## RECOMMENDATIONS

- Amend Town ordinances that prohibit play and activities such as throwing balls and playing catch in parks.
- Adopt an ordinance (currently a pilot program) which allows staff to utilize contract program providers within designated parks.
- Develop selected sites as activity hubs and active recreation hubs. (See Appendix F.)
- Initiate outdoor fitness and recreation and more local park programming, targeting local residents and employees.
- Consider adding a staff position for a recreation coordination/supervisor whose focus is programming beyond the Athletic Club.
- Pursue partnerships with local pickleball groups and entities to create an annual Addison Pickleball Tournament. Place temporary striping on existing tennis courts to support play.
- Update the reservation and fee system for pavilions, shelters, parks, and gazebos, particularly as new reservable elements are brought online.
- Continue discussions with DISD around sports and programming opportunities at Bush Elementary.
- Invest in mobile recreation equipment and pop-up activities and games that can be temporarily located in different parks across town.

### ADDISON EVENTS

Taste Addison  
Addison Kaboom Town!©  
Addison Oktoberfest  
Summer Salsa  
Shakespeare Dallas  
Mary Kay 5K  
Arbor Day Celebration  
Walk MS  
Wellness Expo  
Addison Community Garage Sale

## Economic Development and Tourism Initiatives

The Town of Addison is a hub of business activity in the Dallas Metroplex. As noted in the 2018 Economic Development Strategic Plan, the Town draws more than 125,000 people to the start-ups, headquarters and major corporations located within 10 million square feet of office space in Addison. More than 180 restaurants, 24 hotels, big box and small stores, and the Addison Airport further support business and commercial activities, attracting employees and shoppers to the town.

It isn't just the businesses that attract people, however. Addison's parks clearly play an important role in encouraging people to visit Addison—whether through special events or by providing an attractive, pedestrian-friendly place to stay overnight or shop. Addison offers a multitude of signature special events and annual events in its parks, drawing thousands of people from the region.

With the addition of the Cotton Belt Light Rail Station and regional trail hub, it will become easier for visitors to come to Addison for activities and festivals. The Parks Department, in conjunction with the Special Events and Tourism Department, have an opportunity to maximize the synergies between parks, events and other entertainment and shopping opportunities to create a “stay and play and eat and shop” environment to support Addison's businesses and economic vibrancy. System enhancement such as trails should be prioritized to connect parks to businesses and other destinations. Park activation and events such as tournaments can be prioritized to further attract visitors and encourage them to stay longer in Addison.



## RECOMMENDATIONS

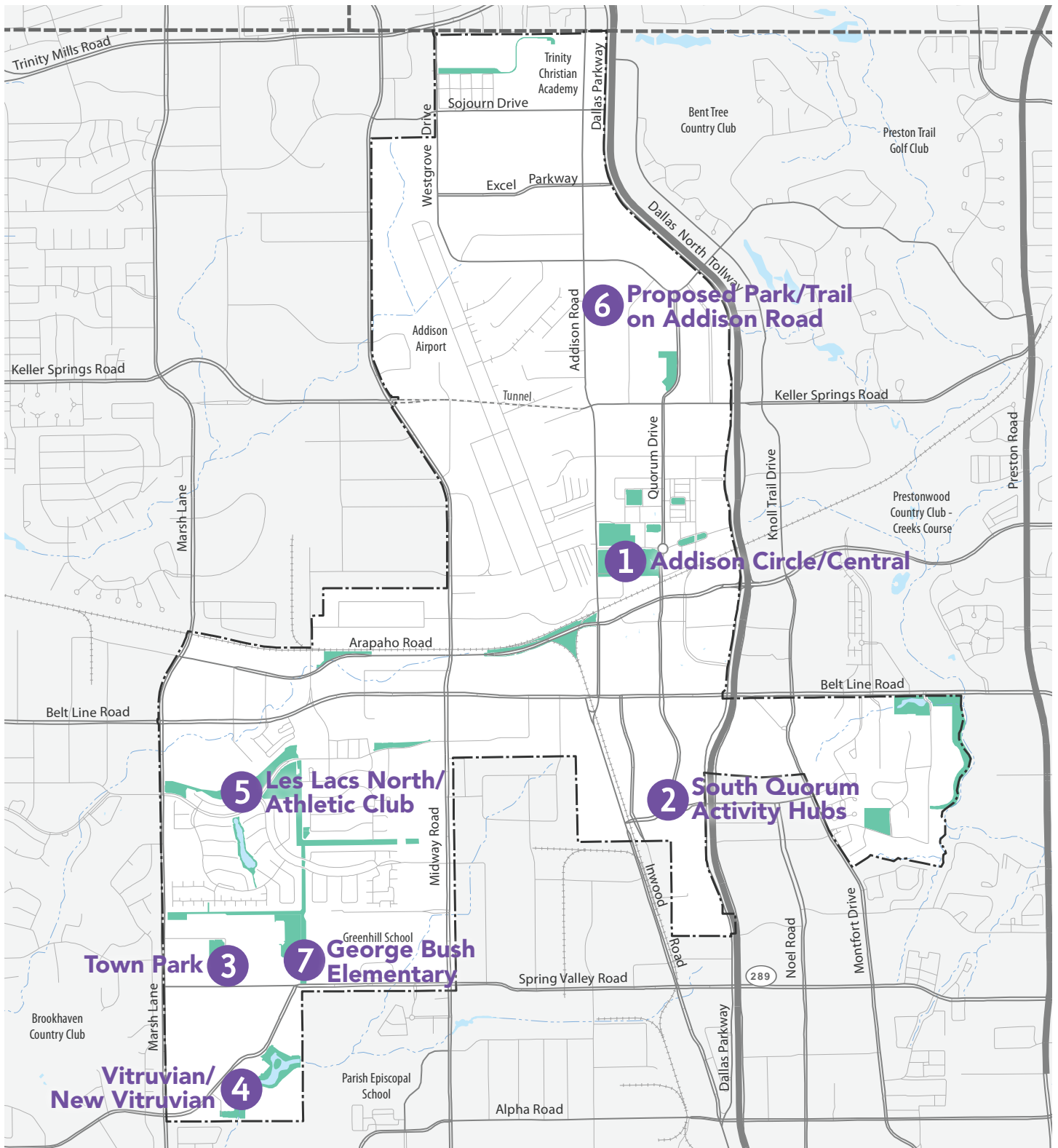
- Use hotel tax funds to support tourism-related special events and park improvements at sites that are regional attractions or located near hotels, and thus serving out-of-town visitors.
- In new residential or mixed-use development, strive to acquire larger park sites as per Design and Development Guidelines that will create opportunities to provide specialized recreation facilities that attract visitors from outside of Addison.
- Build parks with open edges to establish synergies with surrounding uses.
- Consider public-private open spaces in business areas and unique park elements such as rooftop parks with a capacity to support events. Sell tickets to rooftop venues/events during larger seasonal events such as KaboomTown and Octoberfest and make unique parks and plazas reservable for private events.
- Encourage movie and photography opportunities in Addison.
- Partner with local restaurants to provide food for local events.
- Explore options to provide more frequent events and programs at Addison Circle Park and other sites. Explore the use of contract event staff for set-up, clean-up and event operations.
- Revisit the fee philosophy, permitting and market pricing strategy to ensure groups that provide events, races, festivals, food trucks, concessions or similar uses in parks are paying the full cost for staff administration, set-up/clean-up, maintenance and event operations, including an added facility fee to support long-term asset renovation and replacement due to event and use impacts.
- Coordinate with other economic development and tourism initiative as noted in the Economic Development Strategic Plan.



# Transformative Projects

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. As noted in Appendix F, improvements are recommended for 22 existing sites, seven new sites, and additional trail corridors. Among those projects, there are seven projects that stand out as unique opportunities to transform parks, recreation facilities and programs in Addison. Some of these transformative projects occur at individual sites, while others reflect synergies in smaller and large moves implemented at sites near or adjacent to one another. These following seven projects are highlighted:

- Addison Circle/Central
- South Quorum Activity Hubs
- Vitruvian/New Vitruvian
- Les Lacs North/Athletic Club
- Proposed Park/Trail on Addison Road
- Town Park
- George Bush Elementary

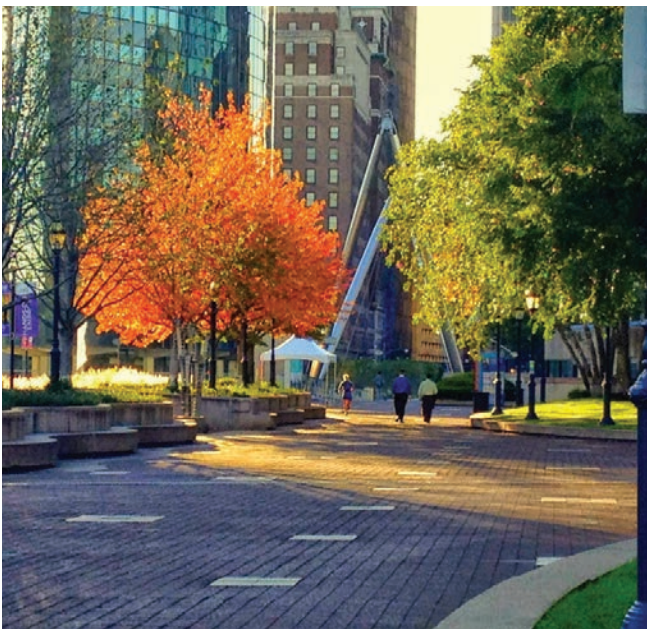


**Map 2-1: Transformative Project Locations**



# 1 Addison Circle/Central

Addison Circle/Central is envisioned as a regional activity hub that will engage residents, employees of local businesses and visitors by offering events, programs and leisure space. The site boasts the classic Addison Circle Park and welcomes new planned development to the south. Addison Circle Park is successfully programmed with large events that attract residents and visitors to Addison. The planned expansion southward includes mixed use development, open space and regional trail and transit connections. Thus, the recommendations in Addison Circle/Central emphasize the continued success of Addison Circle Park's programming and events, additional park activation, and synergies between this site and the new parks and trails to be developed in Addison Central (Figure 3-5). Addison Circle/Central can be enhanced as a regional event space and destination activity hub for daytime and evening activities.



## STRENGTHEN SITE AS A CENTRAL HUB

- Prepare a cohesive Master Plan for Addison Circle/Central to strengthen its function as a regional destination. Plan these sites as a cohesive unit, along with the Conference & Theater Centre and Beckert Park.
- Update the northeast entrance to establish a stronger gateway by incorporating a new interactive water feature and plaza with seating, shade, and food vendors from local restaurants.
- Add a new social space or facility in the northwest corner. Revisit plans to update the existing pavillion in conjunction with this new facility.
- Bolster outdoor programs to activate the site daily, considering activities such as yoga in the park, walking group meet-ups, pop-up programs such as badminton and croquet and interactive play opportunities with movable, interactive pieces.
- Develop ordinances that support features such as art, bike-share, a shade structure and wayfinding signage.

## CONNECT TO ADJACENT USES

- Create a relationship between Addison Circle Park, the multiuse development of Addison Central and the Cotton Belt Regional Rail Station with a formalized gathering space along Festival Way.
- Emphasize a new north to south promenade that connects Addison Circle Park, the transit station and the Conference & Theater Centre.
- Encourage more park use by updating the building frontage along the park's edge; in Addison Central, ensure that built uses open towards the park to increase interaction.
- 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.



- Install bicycle parking and establishing a bike share system to connect residents, employees and visitors to nearby destinations.

### MAINTAIN FLEXIBLE OPEN SPACE

- Preserve the existing grounds that remain integral to Addison's signature seasonal events and attractions.

- Formalize a gathering space along Festival Way that allows for park and light rail access to regularly occurring events such as formalized food trucks.
- Incorporate active gathering spaces, including temporary / experiential art exhibits that cater to young adults, professionals and visitors to the area.

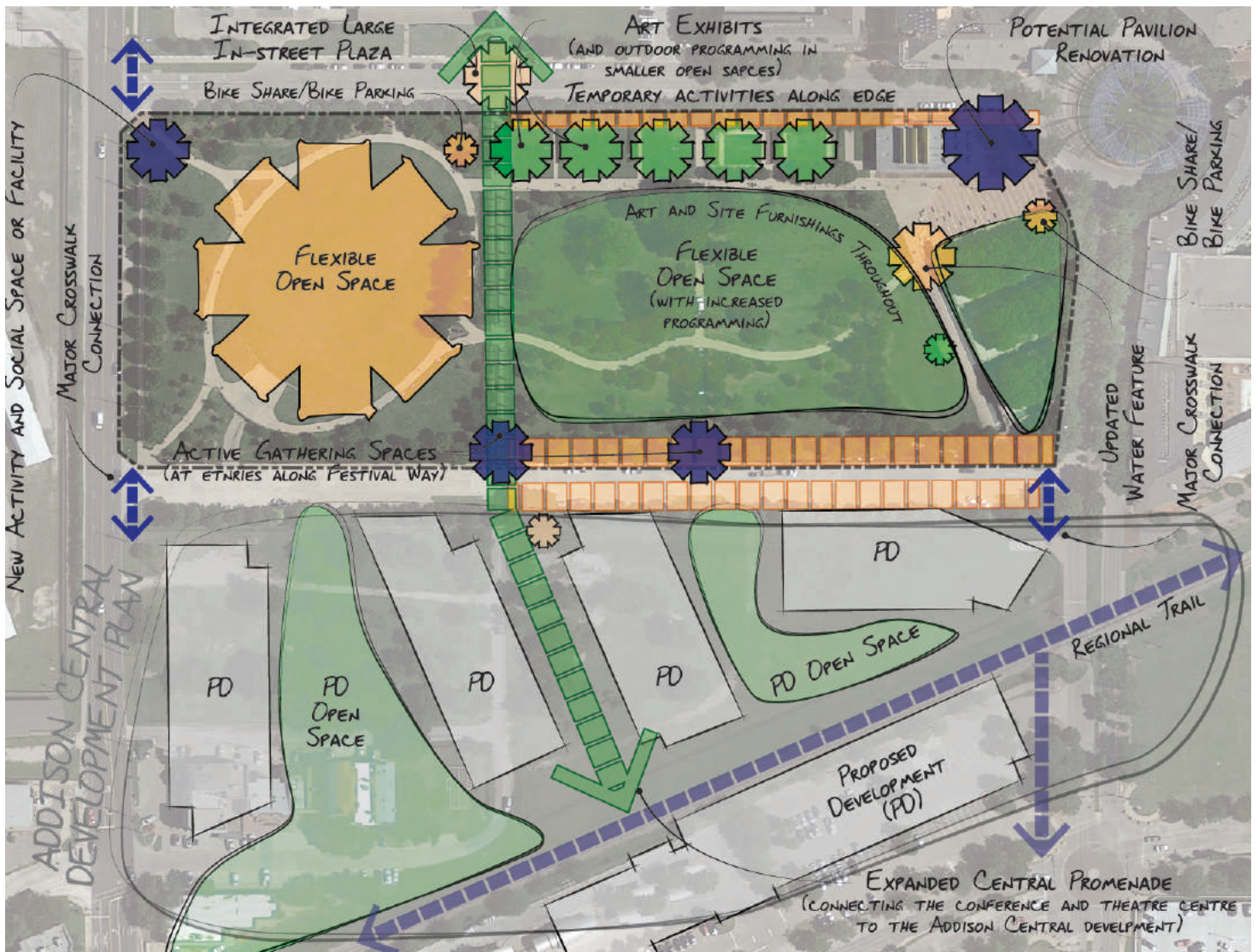


Figure 3-5: Addison Central/Circle Diagram

## 2 South Quorum Activity Hubs

The South Quorum area has an opportunity to evolve from an indoor office environment to an indoor/ outdoor co-working space and program area that provides respite for nearby employees. Currently without parks or public spaces, the vision is to create a series of small activity hubs using non-traditional park space such as parklets, parking areas and greenspace to host food trucks, pop-up social activities, and outdoor co-working spaces. South Quorum employees need social opportunities within walking distance to take advantage of free time over lunch breaks and in the evening. As such, the activity nodes are connected by an Art Walk loop, and the area is connected to surrounding uses via the local trail system (Figure 3-6). As a unique urban complex, features and fixtures will incorporate artistic, placemaking components that will require public / private partnerships.

### ENHANCE PEDESTRIAN ACCESS AND CONNECTIVITY

- Enhance the pedestrian experience through the

creation of the South Quorum Art Walk.

- Provide pedestrian crossings across Quorum Drive and Landmark Place to allow for safe points of connection between nodes of activity.
- Create a larger degree of connectivity by integrating local off-street trails.
- Signify major points of entry with physical elements such as public art and monumentation.

### DISPERSE NODES OF ACTIVITY

- Introduce areas of activation (activity node) in a variety of shapes and sizes throughout the South Quorum area to provide a relief from the office environment.
- Build a physical framework at the Landmark property to support a variety of events, such as food trucks, farmer's markets, music or pop-up activities.
- Activate the central median along Quorum Drive by creating a co-working area, including shaded seating and tables.



## ACCOMMODATE TEMPORARY AND POP-UP USES

- Activate underutilized areas and areas whose primary use fluctuates either by time of day or season by augmenting that use with temporary strategies, such as parklets.

- Partner with local offices and businesses to program South Quorum with indoor and outdoor pop-up events, social activities and programs.

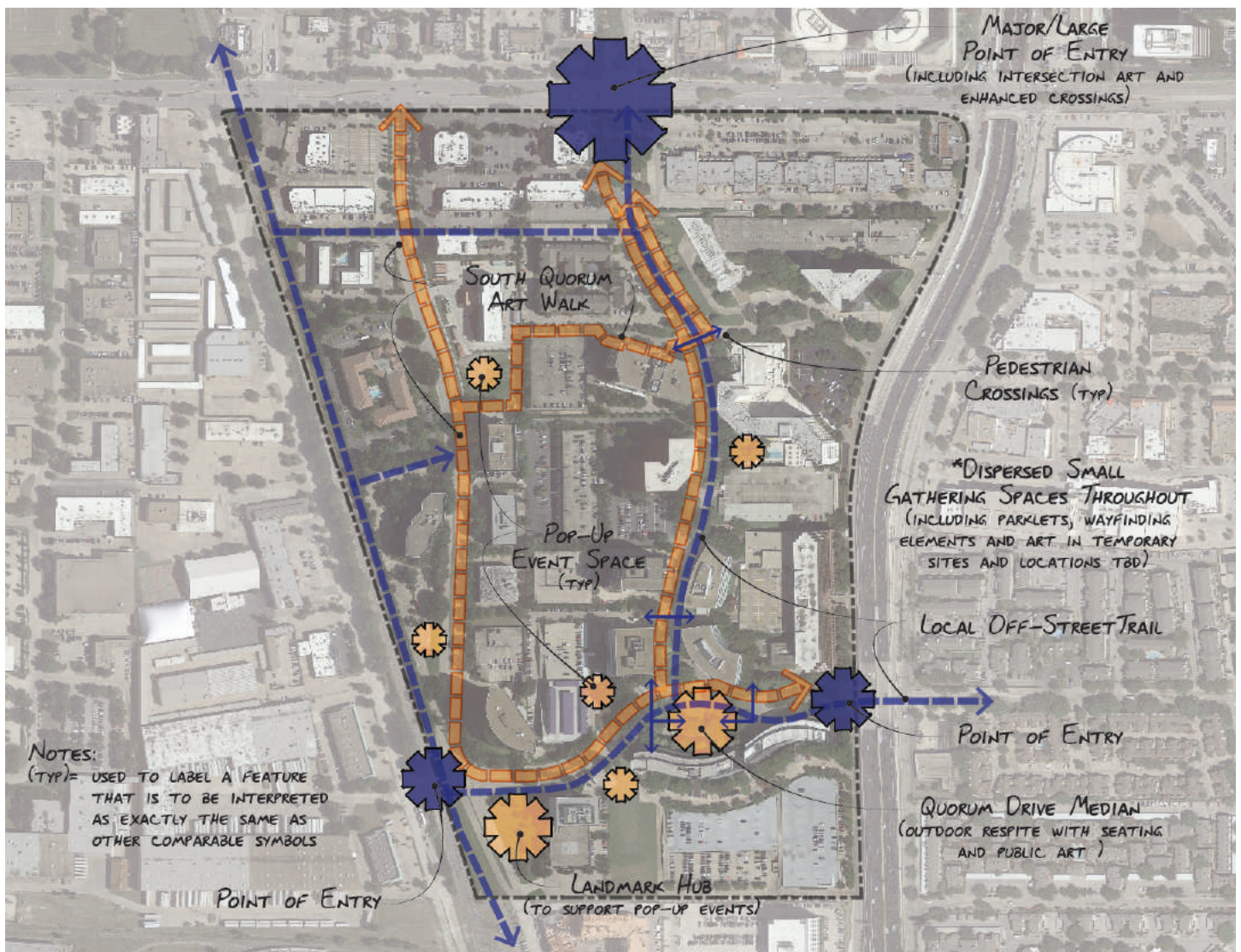


Figure 3-6: Quorum Activity Hubs Diagram

### 3 Town Park

Town Park is a neighborhood park serving residents in a more affordable section of Addison. The quaint park provides large trees, a perimeter path, a children’s playground and a pollination garden patch. However, due to the amount of park usage and optimal location, Town Park would benefit from new and improved family and youth-oriented facilities and programming (Figure 3-7). Further establishing Town Park as a family neighborhood park that supports play, sports, picnicking, walking and bicycling is recommended.

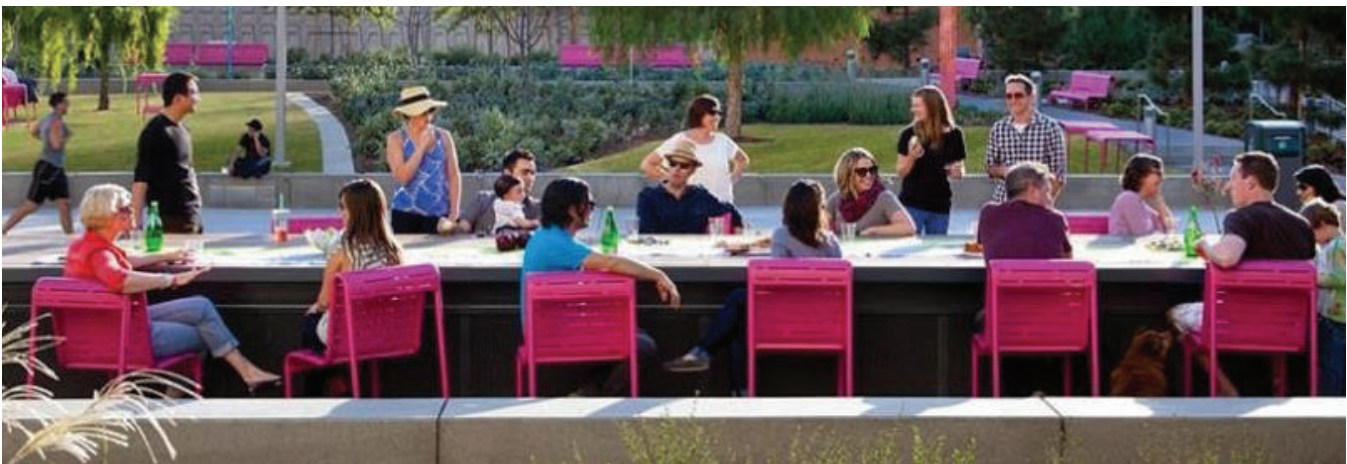


#### SUPPORT ACTIVE AND PASSIVE RECREATION

- Introduce new facilities that complement existing park features, such as a futsal court or multi-use sports court, a half-basketball court with adjustable hoop, bicycle parking, a perimeter path and running loop/tricycle track.
- Incorporate a small group picnic shelter to accommodate community gathering needs.
- Support a variety of gatherings by providing additional seating opportunities, such as benches, picnic tables, and one large community-style long table.

#### INCORPORATE NEIGHBORHOOD IDENTITY

- Support multi-family, community-oriented neighborhood programs, such as family-oriented events and barbecues.
- Incorporate art to reflect the cultural heritage of surrounding neighbors.
- Strengthen ties to and access from the surrounding neighborhood by establishing additional park entrances and providing on-street parking.



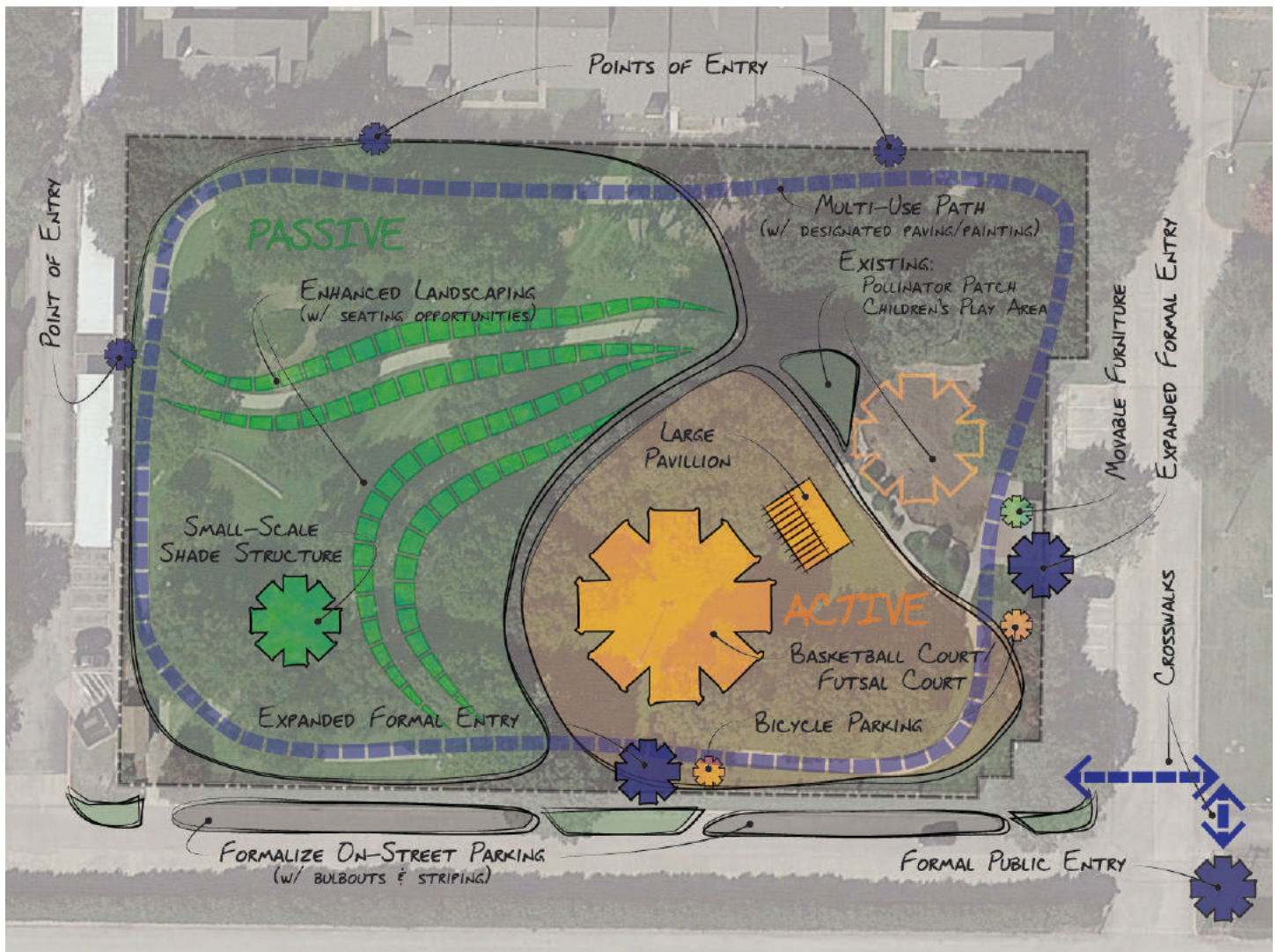
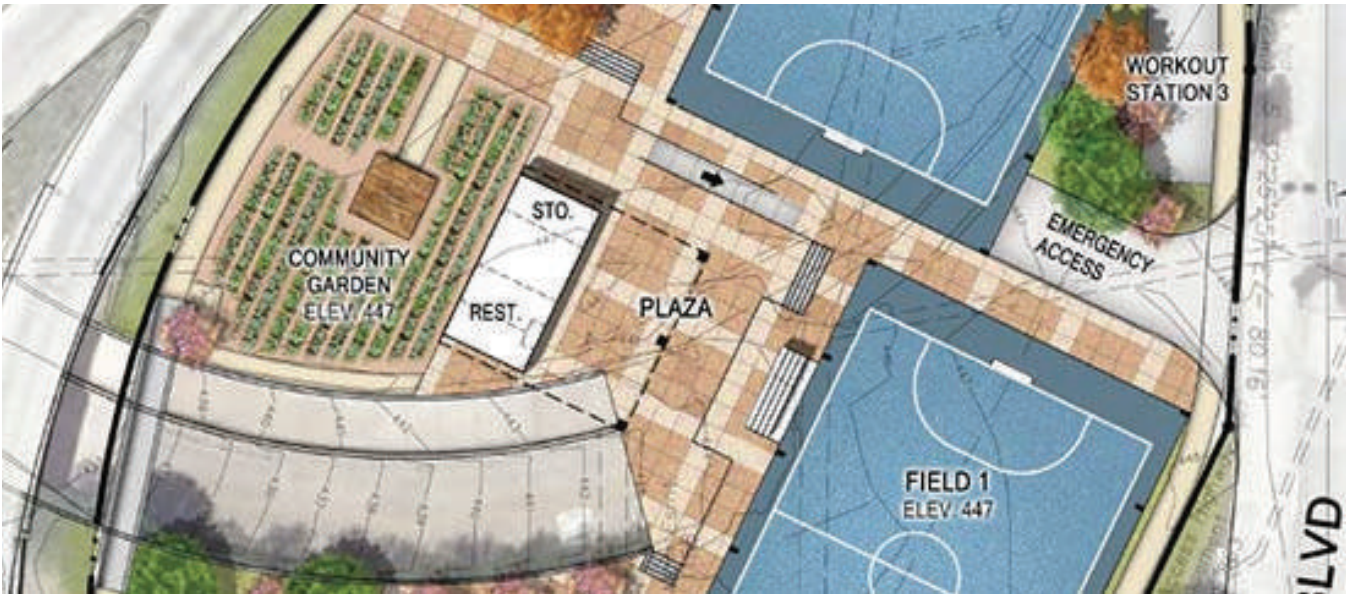


Figure 3-7: Town Park Diagram



## 4 Vitruvian/New Vitruvian

Vitruvian Park is a residential community with exclusive amenities and activity space for young professionals and families. This includes greenspace, activity and event spaces, and retail, restaurants and office spaces. In addition to the 12-acre Vitruvian Park, the area currently supports sports fields and sand volleyball courts, that support very active kickball, softball and volleyball leagues. However, these sports fields and courts are located in an area slated for development, and a new park is planned for this area. While the existing park is designed to hold large events and features a meandering walkway, creek and manicured landscape, the new park has been proposed as a smaller site, focused on recreation programs and social uses. As such, the recommendations in Vitruvian Park emphasize balanced uses and programs to support a growing resident population. Identifying an opportunity to retain or replace existing sports uses is integral to the Vitruvian Park as well as the entire community. This area is also anticipated to be connected to the rest of Addison via the local trail network. Together, Vitruvian Park, the new park at Vitruvian and trail corridor are recommended to feature small event spaces, sport facilities, social space and outdoor fitness.

### STRENGTHEN EXISTING PARK FEATURES AND PROGRAMS

- Maintain successful park elements such as the waterfront seating area and pathways.
- Allow boating/waterplay activities through controlled access points.
- Integrate more naturalized plantings to create the sense of these parks being an oasis in the middle of the planned development.
- Support increased small-group programming such as weddings, chocolate and wine tasting events, outdoor fitness programs and 5-K races.

### ESTABLISH A HOME FOR SOCIAL GATHERINGS AND COMPETITIVE SPORTS

- Work with the developer to find solutions that meet the recreational needs of residents after the loss of open space.
- Develop or preserve sports opportunities and work with the developer to integrate new sports courts such as futsal and pickleball.
- Recognize the parks as a destination (even when not programmed) and ensure parking needs are met in conjunction with other development needs.



## 5 Les Lacs North/Athletic Club

Les Lacs North Linear Park and the Athletic Club are located in the Les Lacs/Midway Meadows planning area. This area has many families and an active, aging population that would both benefit from a greater variety of recreation opportunities. As such, the recommendations in Les Lacs North/Athletic Club emphasize well-maintained park space and recreational programs to support a broad resident base. With its different types of facilities and the presence of the Athletic Club and community garden, Les Lacs North is the closest Addison has to a true community park. These elements should be sustained, new elements should be added, and this area should be connected to the local trail network to improve bike and pedestrian access. These enhancements will support added recreation programming.

### SUPPORT FITNESS AND GATHERINGS FOR ALL AGES AND ABILITIES

- Update Les Lacs North's play equipment with a universal, inclusive and thematic play area with family-friendly play options and opportunities for people of all ages and abilities. Provide shaded outdoor fitness stations and challenge elements for older children and teens. Consider rock-climbing structure and zip lines.
- Accommodate group gatherings by adding a large group pavilion with movable tables, lighting and restrooms.
- Increase use by adding sports court lighting and striped tennis and pickleball courts.
- Adapt Athletic Club spaces to respond to changing recreation trends, accommodating needs for social space for older adults and seniors and enhancing indoor/outdoor programming opportunities for all ages.
- Prioritize the Athletic Club improvements to continue to support sports, health, wellness and social opportunities. Invest in racquetball court conversion, gym lighting and track refurbishment, locker room upgrades, pool equipment modernization, lobby and meeting room renovation, improvements to the children's pool and additional reservable meeting room space.
- Enhance pedestrian crossings, landscaping and points of entry to ensure safe access.



## 6 Proposed Park/Trail on Addison Road

Northern Addison along Addison Road was identified in the Master Planning process as an underserved area in need of nearby park land. This area is just north of the new proposed development Addison Circle West, which will add to demands for recreation opportunities in this area. While there is a proposed north/south trail corridor along Addison Road connecting North Addison Park to Circle Park, there is a great opportunity here to potentially secure a new site for a park and trailhead in North Addison. The proposed new park and trail on Addison Road is envisioned as an active recreation area and trail wayside for nearby neighbors and trail users.

### SUPPORT RECREATION THROUGH PARTNERSHIPS

- 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.
- Work with Oncor to determine appropriate site uses. Involve nearby residents and businesses in master planning the park for local use.
- Evaluate shared parking arrangements with nearby and adjacent businesses.

### FACILITATE ACTIVE RECREATION AND PLAY

- 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.

### IMPROVE TRAIL-RELATED RECREATION

- Provide trail system signage, a trailhead and connections to the adjacent off-street trail when developed. Provide bike racks, seating and tables for a wayside picnic or snack station.
- Coordinate with Oncor to determine whether a restroom is allowable at this site.

### ENHANCE PLACEMAKING AND SITE CHARACTER

- Consider seating as an art element to accommodate viewing and socializing.
- Consider naturalized planting to buffer noise and park from adjacent uses.





## 7 George W. Bush Elementary

George W. Bush Elementary and the associated open fields play a critical role in the recreational needs for the Dallas Independent School District (DISD) and the town at large. Centered between two private facilities, Greenhill School and Alfred J. Loos Sports Complex and Swimming Pool, George W. Bush Elementary provides public recreation facilities on school grounds. Interlocal agreements between the Town and DISD, as well as between DISD and other private sports leagues, provide an opportunity for the Town of Addison to increase recreation use of this site through coordination and collaboration. As negotiated through a joint use agreement, there may be opportunities to enhance existing elements on site, to provide a thematic play area, increased sports opportunities, an outdoor classroom and natural elements to better suit the needs of both the school and residents.

### REVALUATE AND EXPAND THE INTERLOCAL AGREEMENT

- Continue coordination with the DISD through the expansion of the interlocal agreement so that new parties, such as private sports leagues, can be managed within the overall capacity of the site.
- Include provisions to allow for and encourage the enhancement of the site and its various components.

### ENHANCE NATURE AND RECREATION

- Update the existing children's play area, considering a thematic play space that allows for an expansion as well as the introduction of natural elements.
- Introduce pollinator patches for educational opportunities and ecological function.
- Naturalize part of the site to introduce natural habitat and create an opportunity for students learning; provide an outdoor classroom facility.
- Evaluate options to support sports at this site, especially in conjunction with decisions made regarding the existing sports fields and courts at Vitruvian Park.

# Supporting Systems

To emphasize these major initiatives and transformative projects, shifts in support systems and design elements must also be considered. The Town of Addison has an opportunity to rethink priorities and make improvements in the following support systems:

- Maintenance and Beautification
- Nature Integration
- Walkability, Accessibility and Wayfinding
- Art and Placemaking

## Maintenance and Beautification

The challenges the Town is facing with regards to asset management have significant implications for park maintenance. Addison needs to increase the funds it has available for capital reinvestment—which is a cost separate from the funds need for the regular ongoing janitorial care and stewardship of park resources. The Town will also need to invest more funds into ongoing park and facility maintenance as facilities age and wear through use, as park are activated to increase use, and as new parks and facilities are developed. The result will be a substantial deficit in funding, potentially greater than noted in the Townwide Asset Management Plan.

To address this deficit, the Town should re-evaluate its maintenance priorities. Past priorities have included providing a high level of maintenance and beautification, including the use of high-cost annual plantings such as tulips in Town parks and in additional small parcels maintained by Town staff. The results of the Prioritization Survey indicate that residents may be willing to consider reducing maintenance levels in appropriate places to sustain the functionality of other Town park and facility assets and resources.



## RECOMMENDATIONS

- Create a public education and community relations campaign to describe the maintenance/asset management issue and communicate the tradeoffs needed to sustain critical resources in Town parks and greenbelts.
- Create a tiered maintenance structure that provides different levels and frequencies of park maintenance and beautification efforts using the following criteria:
  - Visibility
  - Visitation and use
  - Presence of art and assets
  - Support for natural systems/ecological functions
- For high priority sites, continue a high level of maintenance and stewardship of art and landscaping (e.g. at Addison Blueprints).
- Transition less visible, lower priority sites to lower cost, less work-intensive plant palettes.
- Reduce expenditures associated with beautification and maintenance to set aside funds to repair, refresh and replace facilities and landscaping as noted in the Asset Management Plan.
- Host yard debris drop-off programs on selected advertised dates only. Discontinue or phase out practices such as picking up and disposing of yard debris for residents.
- Encourage the formation of friends groups for each park to support through volunteerism organized park projects and periodic park clean up.

## Nature Integration

Having opportunities to connect to nature was one of the top community priorities noted in the Master Plan engagement and outreach. From an ecological standpoint, there is also value in protecting and integrating more natural areas in Addison's parks and greenbelts. Park Design and Development Guidelines (Appendix E) and site-specific recommendations (Appendix F) note opportunities and potential locations to integrate more natural plant palettes, introduce pollinator patches, and remove turf where it does not support recreation or social opportunities.

### RECOMMENDATIONS

- 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.
- Restore beautification areas with low visibility and high potential for ecological function to native, drought tolerant plantings.
- Acquire trail corridors such as the Montfort greenbelt to add natural plantings and tree canopy in the East Addison area.
- Provide natural plantings along trail corridors.
- Identify and create pollinator corridors through plantings in street medians and rights-of-way to assist pollinator migration, particularly where corridors connect key park sites.
- Provide additional nature parks, or parks similar to Bosque, to emphasize natural features. Consider one to two sites, including the Inwood Road Area.

## Walkability, Accessibility and Wayfinding

To support trail connectivity, community walkability and park access, the Town of Addison needs a comprehensive wayfinding and signage program. This wayfinding system should be consistent across all parks and trails and reflect Addison's brand or character. Additional opportunities to enhance wayfinding are noted below.

### RECOMMENDATIONS

- Implement the systemwide ADA Transition Plan.
- Prioritize and implement barrier removal in conjunction with all park and facility renovation projects.
- Create a coordinated, systemwide park and trail signage/wayfinding system, adding trail mile marker and signage and replacing park and trail signage where needed for consistency, visibility and functionality. Incorporate art or Addison's brand into the signage. Incorporate trail markers that the Police Department could use to locate an area in case of an emergency.
- Initiate a pilot project to test and provide electronic "smart" signage that identifies and/or provides direction to surrounding destinations and businesses, events and activities.
- Ensure that parks have clear connections and/or points of entry for bicyclists and pedestrians as the trail system is developed.



## Art and Placemaking

Addison's brand and character should be incorporated into the park and recreation system through design, art, programming and communications. This Master Plan introduces the Town's first comprehensive set of design and development guidelines, which 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 (Appendix E). These guidelines will help the Town make decisions about future recreation and open space acquisitions, investments, improvements, and adjacent uses. They also provide guidance on best practices for enhancing the Town's character through park design.

In conjunction with the Economic Development Strategic Plan, the Town should further explore opportunities to enhance Addison through placemaking initiatives in conjunction with parks, recreation activities, art, signage and communication. The costs of new projects should be evaluated against the return on investment, balancing the broader placemaking benefits with costs to add interactive art and other customized elements in parks. The brand, Active Addison, implies the intent to sustain park and recreation uses and invest in additional activities across the park system. Key themes identified in this Master Plan can be carried forward into promotional materials to attract new development and further define and create the sense of place and community desired.

## RECOMMENDATIONS

- Adopt and implement systemwide design and development guidelines.
- Incorporate guidelines by park type when acquiring, developing, renovating or adding facilities to parks and greenbelts.
- Create dynamic parks and recreation facilities by adding or incorporating historic and cultural resources, public art, innovative features, diverse landscaping, varied color palettes, and amenities and furnishings to support social gatherings and user comfort.
- For new and renovated parks, identify a design theme and use it to guide design choices.
- Involve residents in site master planning to ensure local needs are met.
- Provide parks, facilities, and services that consider the needs of people of all demographics, including different ages, gender, incomes, race/ cultures, abilities, family configuration, and education levels.
- Where appropriate, address the needs of underrepresented populations across the park system and at key sites. Consider bilingual signage, culturally specific or expressive art, and elements such as plazas, futsal courts, community gardens, sports fields and group picnic areas.
- Work with Addison Arbor Foundation to diversify art and art experiences in parks and recreation facilities, including but not limited to interactive and functional art, educational/interpretive art, art installation and sculptures, visual/display arts, media art, and art programs/events including expressive and performing arts.
- Avoid acquiring small parcels for beautification; ensure that property owners keep and maintain these spaces as directed per Town ordinances/ codes.
- Coordinate with the placemaking initiatives of the Economic Development Department.



4

# Prioritization and Implementation

## Chapter 4

Parks, trails, programs and activities have tremendous potential to enhance Addison's economic vibrancy, community livability and quality of life in the next 10 years. The Town, however, is facing both great opportunities and challenges for implementing this plan. Achieving the community's vision will require re-thinking funding priorities, taking into account both capital and operations needs for existing and new sites. Prioritization criteria and a short-term action plan described in this chapter provide guidance for moving forward with critical plan recommendations. These elements also establish a process for carrying forward medium- and long-term project priorities into the Town's asset management planning, capital improvement planning and annual budgeting.



## Capital and Operations Costs

It is important to understand the magnitude of the cost of recommended projects. This plan uses a flexible model of planning level costs. A snapshot of this model is provided in Appendix G. Table 4-1 provides a total cost estimate for all recommended improvements at existing and proposed parks.

**Table 4-1: Cost for Improvements**

Cost Category	Total Amount (10-Year)
New Construction	\$37,843,000
Site Enhancement	\$17,462,000
<b>Total Capital Cost</b>	<b>\$55,305,000</b>
<b>Total Annual Maintenance Cost</b>	<b>\$995,000</b>

Beyond the improvement costs, new park construction and additional maintenance, Addison is assessing and currently struggling with the reinvestment needs to catch up and keep up with the needs of existing parks, trails, landscapes, and building systems. The recently completed Asset Management Plan (AMP) details the cost of replacing existing equipment and features across all Town systems. The AMP provides an estimate of the cost to replace each asset, and the

total of all assets, when they reach the end of their useful life. The AMP is critical to the understanding of the prioritization and implementation of park projects for several reasons:

- The Town is not currently funding parks, landscapes and buildings at the level needed to sustain what is already built.
- Some, but not all, of the asset replacements needs would be addressed in park enhancements.
- The Parks, Recreation and Open Space Master Plan has a 10-year horizon while the AMP plans for the 30 years to capture nearly all necessary replacements.
- New parks and additional features in parks will ultimately need reinvestment as well. (Most park features have an expected lifespan of 10-20 years).

The total one-time catch-up need for each of the three systems that are included in, or overlap with, parks, recreation and open spaces are detailed below, along with the annual funding needed to keep up with the identified needs. The three buildings used by parks and recreation fall under other maintenance budgets (General Services and Special Events), and replacement or upgrades will be a coordinated effort between departments.

**Table 4-2: Cost Park Assets Replacements**

System	Catch Up Needs (One Time)	Keep Up Needs (Annual)	Keep Up Needs (30-year Total)
Parks and Trails Management	\$18,000	\$1,600,000	\$36,000,000
Landscape Management	\$10,600	\$688,458	\$16,500,000
Building Management*	\$62,000	\$289,025	\$8,670,780
<b>Total</b>	<b>\$90,600</b>	<b>\$2,577,483</b>	<b>\$61,170,780</b>

\*Approximation of AMP analysis using 1/30th of the total replacement cost of assets at Athletic Center and Special Event Pavilion.



## Prioritization Criteria

To help make decisions (and make the decision process easy to understand), the Master Plan includes a set of questions that keep Town staff focused on priority projects. The community (through the Prioritization Challenge), the Project Advisory Committee (PAC) and the Project Leadership Team (PLT) each had an opportunity to provide input on the most important types of improvements to Addison's Parks, Recreation and Open Space system. The set of prioritization criteria presented below represent a summary of the factors that influence decisions about which project to implement first.

- Connect:** Does the project: link park and recreation facilities, provide wayfinding and promote active transportation
- Naturalize:** Does the project: increase the natural experience in day-to-day life?
- Reinvest:** Does the project: improve existing assets? Reduce the future asset management investment?
- Activate:** Does the project: increase the use of Addison parks and facilities? Introduce new activities? Bring new programming or events to parks?
- Promote:** Does the project: build awareness of Addison? Create a unique identity? Advance the sense of place or brand promise?
- Celebrate:** Does the project: connect to local history? Bring people together?
- Generate:** Does the project: create new additional resources for building or maintaining the system? Reduce maintenance costs?

As the Town moves forward with designing and developing projects, asking these questions to determine how the projects contribute to one or more criteria will ensure that projects stay aligned with plan goals and community priorities. The more criteria a project can check off, the better!

## Action Plan

This plan will guide the Town for the next 10 years. In addition to long-term recommendations, it is important that the master plan set out a shorter list of projects that can move forward almost immediately. The following projects advance the goals and priorities of Addison and show progress toward the game-changing and supporting recommendations.

**Addison Circle:** Complete a master plan and implement recommended improvements.

**Les Lacs Pond:** Identify and implement a solution to the failing pond liner.

**Vitruvian Park:** Incorporate high-energy activities into the ongoing development of this park and neighborhood, while planning for the loss of open space.

**Reinvest in the Athletic Club:** Address the critical systems that keep the building secure, comfortable and functional.

**Update Town Development Policies and Fees:** Ensure that new development contributes to the Town's vision for parks and recreation through Fee in Lieu of Land and Park Development Fees.

**Establish a User Fee Philosophy and Policy:** Clarify how the Town decides when to charge for use and when to invest in free or low-cost activities.

**Align Data Tracking with Services:** Track and report revenues, direct and indirect costs, participation, and satisfaction for the services parks and recreation provides. Break down overly large categories such as landscape into services that align with the directions and decisions indicated in this plan.

**Expand Recreation to More Sites:** Allocate staff time, build partnerships and invest in equipment to experiment with new, small ideas to increase the activity level and the value of parks to locals. Programs could include fitness, unique/temporary art, games, play leaders and more.

**Incorporate New Parks and Facilities into the Asset Management Program:** Use the new tools to start immediately tracking the life-span and reinvestment needs of new park and recreation assets as they are built; remove assets that are replaced by park renovations.

**Create a System of Signs to Direct Users to Parks and Trails:** Create a unified wayfinding program across the Town to contribute to the local identity and connect residents, workers and visitors to key destinations, making particular use of the trail system.

**Conduct a Pilot Project to Convert Formal Plantings and Turf:** Select a site to remove high-maintenance plantings and unnecessary turf grass in favor of drought resistant and habitat enhancing plantings. Evaluate public response and track one-time and ongoing costs. If successful, expand to additional sites.

**Coordinate Activation of Parks and Streets with Local Businesses:** Identify and test programs to serve employee needs for access to food, places to relax, social gatherings and exercise opportunities.

## Funding Strategies

To implement this Master Plan, a variety of funding strategies will be needed. In addition to the use of general funds and traditional voter-approved funding measures, the following strategies should be considered.

**Expand Parkland and Dedication Fees:** This plan identifies the challenges and opportunities that residential and commercial growth brings to the Town of Addison. An immediate step to ensure the practicality of (re)investing in parks and recreation is to evaluate the connection between growth, property (re) development and funding of parks and facilities.

As a short term action, the City should update its Parkland Dedication Fees to include the following:

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

See Appendix H for further details.

**Rebalance Use of Hotel Tax:** Special events and recreation tourism are actively positioned as economic development strategies. The Town's hotel tax is currently reinvested into events serving the larger region, with little attention paid to the types of park amenities and improvements that will continue to attract out-of-town visitors in the absence of events. The Town should explore use of tax revenues to fund park maintenance, asset reinvestment and new amenities at its regional parks, such as Addison Circle Park.

**Explore Establishing Park Improvement Districts to Connect the Benefits of Parks to Funding From Nearby Businesses:** Park views, access and events are selling points for real estate development, sales and leasing, in both residential and commercial areas. Park Improvement Districts create a channel for the

businesses immediately adjacent to a park to assist in funding enhanced programming or maintenance.

**Identify Transportation Projects and Funding Programs to Develop Trails:** In addition to applying for transportation related grant programs for trails, the Town should align the timing of all street improvement projects in the areas where trails are needed with the trail improvement projects. Including trails with other transportation projects maximizes the benefits of each project to the community and can reduce the costs associated with designing and implementing multiple projects.

**Establish/Expand Sponsor and Partnership Programs to Fund Ongoing Activation and Programming:** Expanding Addison's programming options creates new opportunities to engage and excite sponsors. For each programming area added or expanded, there is a likely community partner that could bring funding to the table. For example health and fitness programming, from classes in parks to engaging employee fitness programs, would be an on-brand for health care providers or insurance companies.

**Develop a Strategic Grant Application Program:** Grants are an obvious target for public agencies looking for project funding. However, the application, matching, management and reporting requirements keep grants from being truly free money. With many granting entities, including Texas Parks and Wildlife, the proven ability to maintain projects once they are in the ground is an growing focus. Addison should monitor grant opportunities (including decision criteria, deadlines and requirements) and look for alignment with the direction of this plan before deciding to move forward with application. This will result in efficient use of the necessary staff time and target grants at the highest priority and most likely opportunities.





Parks, Recreation and Open Space  
**MASTERPLAN**

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in association with:



**DR. JOHN CROMPTON**  
Department of Recreation, Park and Tourism Sciences  
Texas A&M University

