

[View this email in your browser](#)



December 15, 2023

Council Updates

Tom Souers Recognized for Service to Addison



Mayor Bruce Arfsten recognized former chair of the Planning and Zoning Commission Tom Souers for his service to the Addison community at the December 12 City Council Meeting. Souers resigned from the Commission this summer when he moved out of Addison. Many thanks for your dedication to Addison!

You can [watch the recognition here](#).

Council Receives Oktoberfest 2023 Reconciliation Report



At the December 12 City Council meeting, Special Events Director Abby Morales presented the 2023 Addison Oktoberfest operations, financial, and marketing reconciliation. A four-day festival held September 14-17 at Addison Circle Park, Addison Oktoberfest 2023 featured food, music, and entertainment focused on German culture with a Texas twist.

This year marked the 36th anniversary of Addison Oktoberfest. The popular Partyhalle Deck included a dedicated bar and increased seating and sold out on Thursday, Friday, and Saturday. Some of the changes and new activities this year included a new location for the Kidsgarten, which featured a Root Biegarten, the addition of a Partyplatz for teens that included a silent disco and arcade, and the expansion of Sunday Hunday to allow all dogs into the venue on the last day of the event. Last year's steins were delayed due to supply chain issues, so the new custom-made stein design that was rolled out for 2023 was a popular item.

The event, which is designed to generate tourism, resulted in 431 hotel packages redeemed, and marketing efforts exposed millions of people to Addison. More than 100 dogs competed in the Dachshund Dash on Sunday, and more than 280 people tested their skills in the Masskrug competitions held during the four-day event. (For those already training for next year, the winning time was 4:44.)

Nearly 40,000 people attended the event, and the average spend per person was \$33. The event generated 6% more revenue than budgeted, but expenses were also up slightly. Addison bids most of the rental items, such as tents and fencing, every five years. There was a sizable increase in the contracts this year because they were renewed prior to his year's event but after the time when budgets were submitted.

You can watch the [Council's Oktoberfest discussion here](#) and [read the presentation here](#).

McDonald's Gets Second Drive Through

At its December 12 meeting, the City Council approved a Special Use Permit amendment for the McDonald's at 3795 Belt Line Road that modifies its development plan to add a second drive-through lane, new menu ordering stations, and new interior landscaping. The new drive-through lane will require the removal of 17 existing parking spaces, but the improved efficiency of the new drive-through lane is intended to offset the parking demand. The restaurant opened in 1998.

You can [watch the Council's McDonald's discussion here](#) and [read the presentation here](#).

Career Discovery Academy Relocates to Addison

The City Council approved a Special Use Permit (SUP) request from Career Discovery Academy at its December 12 meeting paving the way for the healthcare professional training facility to relocate from Dallas. Career Discovery Academy, which is moving into Suite 155 at 14655 Midway Road, equips healthcare professionals with employment skills and certification readiness. Their curriculum covers a range of programs, including Certified Nurse Aide (CNA), Phlebotomy Technician, and Medical Assistant training. Additionally, the facility will offer testing services by appointment.

Operating on weekdays from 9am to 8pm, the Academy will accommodate a maximum of 12 in-person students, with the flexibility for additional students to participate in the programs online. Program durations are expected to range from 4 to 8 weeks, encompassing both lecture-based instruction and hands-on clinical training.

You can [watch the Council's Career Discovery Academy discussion here](#) and [read the presentation here](#).

Council Makes Appointments to Planning and Zoning Commission and Board of Zoning Adjustment

The City Council made appointments to the Planning and Zoning Commission and Board of Zoning Adjustment at its December 12 meeting.

Planning and Zoning Commission Appointments

The Planning and Zoning Commission has four members with terms expiring in December 2023. The next term of office begins in January of 2024 and expires in December of 2025. Members may serve up to three consecutive two-year terms. Jimmy Barker (nominated by Council Member Willesen) and Chris DeFrancisco (nominated by Council Member Liscio) were reappointed. Tom Braun (nominated by Council Member Craig) and Chelsey Smith (nominated by Mayor Arfsten) were appointed for their first term.

You can [watch the Council's Planning and Zoning Commission appointment discussion here](#)

Board of Zoning Adjustment Appointments

The Board of Zoning Adjustment has four members with terms expiring this year. Individuals appointed to the Board may also serve up to three consecutive two-year terms and will begin the next term in January of 2024. James Peck (nominated by Council Member Craig), Tyler Sommers (nominated by Council Member Willesen), John Eaglen (nominated by Council Member Liscio), and Sheila Wooldridge (nominated by Mayor Arfsten) were appointed.

You can [watch the Council's Board of Zoning Adjustment appointment discussion here](#).

Advance Addison 2050

What's New?

Survey 2 Extended, Pop Ups Planned for This Weekend, CPAC Meeting Recordings Available



Come visit with the Advance Addison 2050 team on the following dates:

Members of the Comprehensive Plan Advisory Committee (CPAC) will be at your local parks this weekend to share more information about Survey 2!

Saturday, December 16:

- 10 am – 12pm at Addison Circle Park
- 2 pm – 4pm at Vitruvian Park.

Sunday, December 17: 3 pm – 5pm at Vitruvian Park

Now extended through January 31, 2024 - Take the Vision, Values, and Priority Outcomes Survey on AdvanceAddison.com for a chance to win \$50!

Your participation and input are valuable resources that will take our community to the next level. [This survey](#) is a critical step in the community engagement process for this plan and will cover the following topics:

- Community Perception
- Community Vision, Guiding Principles, and Desired Outcomes
- Land Use & Development Character
- Housing and Neighborhoods
- Economic Development & Revitalization
- Mobility and Connectivity
- Infrastructure, Public Amenities, and the Environment

The project team will use the input gathered from this survey to develop initial scenarios, which will be discussed and refined further in future in-person and online activities. Once a consensus vision for the future has been achieved, innovative planning strategies will be developed to guide the long-term implementation of that vision. Your progress can be saved if you need to complete the survey in more than one sitting.

The survey response date has been extended to January 31, 2024. Complete the survey to be entered for a chance to win a \$50 gift card to an Addison business.

The December meeting video is now available.

The CPAC met on Thursday, December 14 to discuss feedback received on Survey 1, and offered insights on preliminary demographic analysis and land use and fiscal analysis presented by Verdunity. You can view the meeting recording [here](#).

We are looking forward to planning Addison's future with you!

Around Town

Council Hosts Boards and Commissions Holiday Party



On Tuesday, December 5, the Addison City Council hosted a holiday party at Town Hall to thank all the people who serve on the Town's Boards, Commissions, and Committees. Throughout the year, residents and members of the business community dedicate their time and talents to making Addison a great place to live, work, and play. Thank you to all those past and present who have given so generously to the Town.

A Day in the Life of a Code Enforcement Officer

Taking our community's safety, cleanliness, and visual appeal for granted is easy, but it's important to understand the effort involved in maintaining it. This week, Marketing Specialist Reagan Hunter joined Addison's code enforcement officers for an exclusive look behind the scenes. Code enforcement falls under the umbrella of the Development Services Department, and its



primary objective is to uphold the local ordinance standards approved by the City Council.

Starting off the day with a code enforcement meeting, they discussed new businesses that are setting up shop, construction projects, current open cases, and complaints from residents around Town. With a schedule set for the day, they hit the road starting with commercial code violations.

They stopped at a new business to check on their signs. Addison has a very strong policy on signage. There are very specific requirements depending on things such as how far from the road the sign will be placed, fonts, messaging, and letter size.

Following that, they went to inspect a [FixIT app](#) report of graffiti on the side of a dumpster façade. The team informed the business about the issue and offered a path to resolution. The [FixIT app](#) is a great way for the community to report issues that could make Addison safer and cleaner.

After a quick lunch break, they got back on the road to check out the residential areas. They drove through the neighborhoods looking for the most common residential code violations including trash placed out at the wrong time, the appropriate maintenance of landscaping, and anything else in plain sight that could be hazardous to neighbors.

While the life of a Code Enforcement Officer may not appear glamorous, Addison's dedicated team works diligently to collaborate with residents and businesses to ensure that everyone remains compliant with the code. Thank you to our Code Enforcement Officers for their unwavering commitment to making Addison a better place to live, work, and play.

Crowd Pleasers: Unforgettable Group Activities



Elevate the holiday season festivities with these engaging activities guaranteed to entertain everyone. Whether you are celebrating with colleagues, having a memorable night out with friends, or hosting your in-laws, these experiences will craft enduring holiday memories. Make your reservations today!

Addison Group Activities

Addison Eats

Addison Holiday Dinner Deals



Sleigh the holidays with these Holiday Dinner Deals. Luxury dining experiences, catering deals, and even to-go gingerbread houses are what make this season so magical. Check cooking off of your to-do list and gather around a table full of Addison bites this Holiday season.

Upcoming Events

Vitruvian Lights Runs Through January 1



Vitruvian Park transforms into a magical holiday wonderland during Vitruvian Lights. The lights will be on daily from 5pm – 11pm through Monday, January 1, 2024. Free parking Monday - Thursday is available onsite at Vitruvian Park in the Park Road and Ponte Avenue parking lots.

Free parking Friday - Sunday is available at the following locations:

- Vitruvian Park – Park Road and Ponte Avenue parking lots
- Alfred J. Loos Sports Complex – 3815 Spring Valley Road

How to Stay Informed

Addison shares information with the community in a number of different ways. Here are some ways you can stay updated on the latest news:

Website:

- www.addisontexas.net: Find alerts and updates on the homepage and department-specific updates on department pages.
- www.addisontexas.net/Midway: Find information on the Midway Road Revitalization Project and subscribe for project email and text updates.
- www.addisonalert.com: Get alerts about severe weather and other emergencies in the Town of Addison, as well as register to receive updates on Town programs.

Social Media:

- [Addison Facebook](#)
- [Addison Instagram](#)
- [Visit Addison Facebook](#)
- [Addison Twitter](#)
- [Visit Addison Twitter](#)
- [NextDoor](#)

Addison Newsletters: For a description of and to subscribe to all of Addison's newsletters, click [here](#).

If you have specific questions, please contact Addison's Marketing Department at marketing@addisontx.gov.

Important Numbers and Websites

Town Hall:
972-450-7000

[Volunteer](#)

[List of Restaurants](#)

Non-emergency Police Dispatch:
972-450-7156

Missed Trash:
972-392-9300, Option 2

[Request Bulk Trash Pickup](#)

Athletic Club:
972-450-7048

[Addison Website](#)

Sign up for [Addison Alerts](#)

[Addison News](#)

[Community Crime Map](#)

[Watch City Council Meetings](#)

[Addison's PEG Channel](#)
(channel 99 for AT&T subscribers,
channel 16 for Spectrum subscribers)

[Register your Security Alarm](#)

[Report a Problem with Addison FixIT](#)


Stay Connected



This newsletter is produced by the Town of Addison Marketing and Communications Department. Please direct any comments to marketing@addisontx.gov. Click [here](#) to subscribe!

Copyright © 2023 Town of Addison, All rights reserved.

 Share This Email

 Share This Email

 Share This Email

Town of Addison | P.O. Box 9010, Addison, TX 75001

[Unsubscribe marketing@addisontx.gov](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by marketing@addisontx.gov powered by



Try email marketing for free today!