

**CITY OF FARMERSVILLE
CITIZEN ADVISORY COMMITTEE AGENDA
November 17, 2014
6:30 P.M.¹, COUNCIL CHAMBERS, CITY HALL**

I. PRELIMINARY MATTERS

- Call to Order, Roll Call, Prayer and Pledge of Allegiance
- Welcome guests and visitors and Citizen Comments: Anyone wanting to speak on any items that are not the subject of a Public Hearing on this agenda is asked to speak at this time, with an individual time limit of 3 minutes. This forum is limited to a total of 30 minutes. *(Please note that the Citizen Advisory Committee cannot respond to, discuss or take any action regarding citizen comments made hereunder because of the limitations established by the Texas Open Meetings Act, Texas Government Code Chapter 551, violations of which Act carry criminal penalties.)*

II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider, discuss and review planning-related issues and the City's Comprehensive Plan and the submission of recommendations to City Council regarding such discussions.

III. ADJOURNMENT

- No action may be taken on comments received under "Recognition of Visitors".
- The Committee may vote and/or act upon each of the items listed in the Agenda.

The Citizen Advisory Committee reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters listed on the agenda, as authorized by the Texas Government Code, including, but not limited to, Sections 551.071 (Consultation with Attorney).

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972-782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted on November 14, 2014, by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Edie Sims, City Secretary

¹ Or immediately following the conclusion of the Planning and Zoning Commission meeting.



Chapter 7: Strategic Implementation Plan

Steps to Achieve the Vision

The preceding chapters of the Farmersville Comprehensive Plan have outlined required implementation and action items to achieve the citizens’ vision. Implementing the plan’s vision will require an effective partnership between the public and private sectors and the members of the community. This section provides a road map for the city to follow that prioritizes those relationships based on a series of action items that should be implemented immediately, over the short-term (within 1 to 2 years), mid-term (3 to 5 years), and long-term (6+ years). Action items address specific recommendations required to bring this plan to life.

The timing of specific action items may change based on the availability of funding from outside sources and the ability of the City to leverage private, public, and nonprofit funding. Regular updates to this implementation plan will be necessary to keep the City’s vision current, up-to-date and headed in the right direction.

Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future.
- Strategies are the methods to achieve these goals.
- Actions are steps needed to implement the strategies. (Not all strategies have actions.)

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are organized by topic and are not arranged in any order of priority.

KEY TO TIMING COLUMN:

- Immediate
- Short-term (1-2 years)
- Mid-term (3-5 years)
- Longer-term (6+ years)
- Ongoing

Land Use

Land Use Goal 1: Guide future growth so that Farmersville develops in an orderly and sustainable pattern that provides residents with a balance of land uses - housing, jobs, shopping and recreation areas.

Strategy	Action	Timing	Responsibility
1.1 Plan for future growth, preserve environmentally sensitive areas, and follow the adopted Farmersville Comprehensive Plan when evaluating development requests.	1.1.1 Use the Farmersville Comprehensive Plan and Conceptual Land Use Map to guide development decisions.	Ongoing	Elected and appointed city representatives
	1.1.2 Adopt guidelines to use when evaluating development requests and their compliance with the Comprehensive Plan.	1-2 years	City Council
	1.1.3 Establish procedures for amending the Comprehensive Plan on a regular basis to adjust to changing conditions.	1-2 years	City Council



1.2	Concentrate development in the downtown area, the historic center and along US 380 and SH 78.	1.2.1 Promote compatible infill residential development in established neighborhoods to stabilize and enrich these areas.	1-2 years	City Planning and Zoning Commission and City Council
		1.2.2 Continue to work with the Main Street Program, the CDC, the EDC and the private sector to direct and incentivize development in the downtown core.	Ongoing	Economic Development Corporation, Community Development Corporation, Main Street
		1.2.3 Strive to locate businesses along the US 380 and SH 78 corridors that are high quality employers consistent with the desired quality and ability to pull people into the downtown area.	Ongoing	City Planning and Zoning Commission and City Council, Economic Development Corporation
1.3	Align zoning and subdivision ordinances with desired development patterns to ensure that zoning requirements promote (rather than prohibit) desired land uses as shown on the conceptual land use map.	1.3.1 Analyze subdivision and zoning ordinances and amend to bring into conformance with the plan.	1-2 years	City Planning and Zoning Commission
		1.3.2 Consider the following types of amendments to the zoning ordinance: <ul style="list-style-type: none"> • Reviewing development standards to ensure that they are market-friendly and obtain the desired development. • Adding mixed-use walkable districts to allow mixed use development-by-right in desired locations. • Consideration should be given to: • Allowing the integration of uses in multi-story mixed use or in separate use buildings on a single site; • Discouraging strip development in mixed use areas which discourage walkable mixed use development; • Adopting design guidelines requiring buffering, transitions and compatibility requirements between mixed use and adjacent existing uses. • Allowing as an alternative cluster development that preserves the natural character, open space and environmentally sensitive areas. • Incorporating development standards to ensure that industrial uses are adequately buffered and screened from adjacent uses and public view. 	1-2 years	City Planning and Zoning Commission and City Council
1.4	Proactively implement zoning changes in targeted areas to encourage investment.		Ongoing as appropriate	City Planning and Zoning Commission and City Council



Land Use Goal 2: Maintain the small town feel and protect downtown's historic character.

Strategy	Action	Timing	Responsibility
2.1	Continue supporting and investing in the Main Street Program and encouraging reuse and rehabilitation of historic structures.	2.1.1 Continue to incentivize reinvestment.	Ongoing Main Street, Economic Development Corporation, Community Development Corporation, City Council
2.2	Consider historic preservation ordinances to protect the character of Main Street and to ensure preservation of the historic character as future development pressures occur.	2.2.1: Document the city's historic resources.	Ongoing Main Street Program and Farmersville Historical Society
		2.2.2 Incorporate preservation districts into the zoning ordinance.	3-5 years City Planning and Zoning Commission and City Council
		2.2.3: Use nonprofit resources, such as the National Trust for Historic Places, to kick off a preservation program.	1-2 years Main Street Program and Farmersville Historical Society
		2.2.4 Leverage funding and tax credit opportunities that result in designation of historic districts and programs.	3-5 years Main Street Program and Farmersville Historical Society
2.3	Develop an education program for property owners on the value of preservation and the resources available to aid in rehabilitation and reuse of historic structures.	1-2 years	Main Street Program and Farmersville Historical Society

Land Use Goal 3: Position downtown to become Farmersville's cultural, educational and governmental center and connect Main Street with other parts of the central area.

Strategy	Action	Timing	Responsibility
3.1	Conduct a Central Farmersville small area plan to prepare for future growth and enhance downtown Farmersville's role as the area's historic, cultural and business center.	3-5 years	City Council



3.2	Establish gateways into the central area along US 380 and SH 78 to bring visitors into the central area and to tie these areas together with the hub of the city.	3.2.1 Provide additional entranceway signs (as currently located along SH 78) to create these entranceways.	1-2 years	Economic Development Corporation
		3.2.2 Consider additional placemaking gateway treatments to emphasize the connections to downtown.	1-2 years	Economic Development Corporation
3.3	Improve pedestrian and bike access between downtown and adjacent uses, such as the Collin County Community College site, high schools, and future mixed use centers.		6+ years	City Public Works Department
3.4	Encourage infill to support existing development patterns by ensuring development standards allowing desired development.		Ongoing	City Planning and Zoning Commission and City Council
3.5	Pursue code enforcement to ensure that structures are safe and an asset to the community.	3.5.1 Explore securing funding through grants or other funding opportunities to provide home improvement grants and loans to low income homeowners.	1-2 years	City Manager
		3.5.2 Continue to proactively enforce standards on rental properties to ensure compliance with minimum standards.	Ongoing	Code Enforcement

Land Use Goal 4: Encourage a range of housing types – both in style and size - with a variety of scales and costs to reflect the needs and desires of residents.

Strategy	Action	Timing	Responsibility
4.1	In established neighborhoods, allow for infill housing of a similar scale, orientation, and form as nearby residential structures.	Ongoing	City Planning and Zoning Commission and City Council



4.2	Review zoning districts to ensure that a range of housing types that meet the needs of different segments of the population such as seniors, young professionals and growing families, are allowed.	4.2.1 Identify areas that could accommodate a mix of housing types.	1-2 years	City Planning and Zoning Commission
		4.2.2 Actively encourage the following uses in these target areas: <ul style="list-style-type: none"> • Mixed use residential • Compact development • Cottage style housing • Live-work housing • Cluster development 	Ongoing	City Planning and Zoning Commission and City Council
		4.2.2 Regularly review and update regulations to ensure that developers can build innovative and desirable housing types as the needs change in Farmersville, and as new housing trends evolve.	Ongoing, every 3-5 years	City Planning and Zoning Commission and City Council
4.3	Manage the zoning capacity to encourage the market to build needed housing types.	4.3.1 Match the capacity of Farmersville's zoning (the number of units that could potentially be built under current regulations) with the city's forecasted growth to ensure that desired growth is permitted in desired locations.	6+ years	City Manager
		4.3.2 Make zoning changes that ensure zoning meets the city's needs particularly for a diverse housing stock.	Ongoing	City Planning and Zoning Commission and City Council
4.4	Encourage public/private partnerships to achieve desired housing.	4.4.1 Partner with interested developers using financial incentives or explore using density bonuses to encourage mixed-use and compact neighborhood development.	6+ years	Economic Development Corporation, Community Development Corporation, City Council
		4.4.2 Incentivize desired residential uses by providing needed infrastructure.	Ongoing	City Council

Land Use Goal 5: Plan for mixed-use centers to allow people to live close to work, shopping and recreation.

Strategy	Action	Timing	Responsibility
5.1 Prepare small area plans for mixed use centers to establish desired development patterns and to guide future development decisions and capital improvement plans.		3-5 years	City Manager as authorized by City Council
5.2 Plan for concentrated uses in the center of the mixed use area with transitions to less density the farther away from the centers.		Ongoing	City Planning and Zoning Commission and City Council
5.3 Ensure than new mixed use centers are compatible with existing residential areas, and protect the integrity of such existing residential areas.	5.3.1 Plan for adequate transitions between mixed use and residential uses.	Ongoing	City Planning and Zoning Commission and City Council



5.4	Create pedestrian friendly environments through careful planning and design of streets, sidewalks, trails, lighting, parking areas, pedestrian amenities and building placement. Ensure that people can easily walk from their home to a range of uses within a 5-minute walk. Streets should reflect and be consistent with Farmersville’s traditional street patterns.		Ongoing	City Public Works
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Land Use Goal 6: Plan for regional industrial and logistical uses on the eastern periphery of the extra territorial jurisdiction.

Strategy	Action	Timing	Responsibility
6.1 Continue to be aware of and involved in planning work for the Regional Outer Loop which was studied by NCTCOG in 2012. Because the recommended projects had no funding identified in the regional long-range transportation plan, Mobility 2035, progress will be dependent on additional federal, state, and or local funding becoming available. Future work on advancing the recommended projects will be coordinated with local and regional transportation partners and Farmersville representatives should be involved in that work.		Ongoing	City Manager
6.2 Continue to explore the location of a Collin County Intermodal Logistics Hub in the eastern Farmersville region. Farmersville has access to rail, major roadway facilities, and available land. The North East Texas Rural Rail Transportation District and the North Central Texas Council of Governments brought forward the concept of an intermodal facility at the intersection of the regional outer loop and the Kansas City Southern rail line. Farmersville was the chosen location for the logistics hub. The city should continue to pursue creating an Intermodal industrial park as well as similar concepts as opportunities arise.		Ongoing	City Manager



Land Use Goal 7: Plan for future Annexations

Strategy	Action	Timing	Responsibility
7.1	Continue to pursue extra-territorial jurisdiction agreements with adjacent cities.	7.1.1: Formalize extra-territorial jurisdiction agreements with each of the adjacent cities to enable future planning of these areas.	1-2 years City Manager, Mayor, City Council
7.2	Develop a program to identify and pursue annexation of high priority areas, such as extra-territorial jurisdiction areas surrounded by the city, or strategic locations on the edge of the city to ensure predictability of future development and equity in the financing and provision of services and infrastructure.	7.2.1 Identify strategic locations that are under development pressure and new development which could impact the city: <ul style="list-style-type: none"> • Areas surrounded by incorporated Farmersville. • Areas already receiving Farmersville services. • Existing development that is using city infrastructure and services. • Potential development areas – properties with regional access where higher density development and tax base could be constructed. • Areas where additional development controls are desired by city or adjacent owners. 	1-2 years City Manager
		7.2.2: Lay out a proactive approach and strategy to discuss benefits of annexation with property owners to encourage property owners to annex.	1-2 years City Manager
		7.2.3: In critical places where annexation cannot be achieved, consider use of agreements in lieu of annexation as provided by Chapter 212, Subchapter G of the Local Government Code. This allows the City Council to enter into a written contract with owners of land within the extra-territorial jurisdiction to extend land use and environmental authority, enforcement of certain land use regulations, and to provide for infrastructure development. This allows for annexation to be delayed until a future point in time when annexation is agreeable to all parties.	3-5 years TBD
7.3	Develop a long term strategy to pursue desired annexation within the extra territorial jurisdiction..	7.3.1: Monitor city growth and establish home rule status as soon as the city reaches a population of 5,000.	As soon as population reaches 5,000 City Manager
		7.3.2: Develop a long-term strategy to finance and build an infrastructure program to serve areas in the extra-territorial jurisdiction.	3-5 years City Engineer, Public Works



7.4	Apply standards in Farmersville's extra-territorial jurisdiction to promote quality development consistent with the city's objective of maintaining a small town atmosphere, growing the tax base and promoting economic development.	7.4.1: Develop preliminary regulations as allowed by state law to maintain consistent development objectives prior to annexation. Include regulations addressing characteristics of the following: Density; setbacks Quality of development Standards for streets and infrastructure improvements	3-5 years	City Council
		7.4.2: Use the preliminary regulations as a basis for entering into agreements in lieu of annexations where annexation is not possible.	Ongoing	City Council
7.5	Explore additional ways to apply user fees for city services and benefits received by residents living in the extra-territorial jurisdiction. Currently water fees and wastewater fees are adjusted for those living in the extra-territorial jurisdiction. Examples of additional services that should be reviewed include: road maintenance fees for roads requiring servicing as a result of extra-territorial jurisdiction use; park and recreation fees; library fees, etc.		1-2 years	City Manager