

Destination Colleyville



COMPREHENSIVE PLAN

Adopted
December 15, 2015

ORDINANCE O-15-1972**AN ORDINANCE ADOPTING THE COLLEYVILLE 2035 COMPREHENSIVE PLAN, DESTINATION COLLEYVILLE, BY REPEALING ORDINANCE O-04-1483; AUTHORIZING PUBLICATION; AND PROVIDING AN EFFECTIVE DATE**

WHEREAS, the City Council approved Ordinance O-04-1483 on October 19, 2004, adopting the 2004-2025 Colleyville Master Plan; and

WHEREAS, the City Council deems it in the best interests of the public to adopt this ordinance amending the 2004-2025 Colleyville Master Plan with the adoption of the Colleyville comprehensive plan, Destination Colleyville, to reflect the changes in the community demographics and to establish a land use plan for the future growth of the community; and

WHEREAS, the City of Colleyville has complied with the requirements contained in Section 11.03 of the Colleyville Charter regarding the Master Plan adoption procedure; and

WHEREAS, the City of Colleyville has complied with the provisions of Chapter 213.003 of the Texas Local Government Code regarding comprehensive planning public hearing requirements; and

WHEREAS, the Planning and Zoning Commission has forwarded their recommendation to the City Council of the final draft of the Colleyville comprehensive plan, Destination Colleyville; and

WHEREAS, all statutory and constitutional requirements for the passage of this ordinance have been adhered to, including but not limited to the Open Meetings Act; and

WHEREAS, the purposes of this ordinance are to promote the public health, safety, and general welfare of the citizens of the City of Colleyville.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF COLLEYVILLE, TEXAS:

- Sec. 1. THAT the document entitled "Destination Colleyville" is hereby adopted as the guide for future development of the community.
- Sec. 2. THAT the City Secretary is hereby authorized and directed to cause publication of the descriptive caption hereof as an alternative method of publication provided by law.
- Sec. 3. THAT this ordinance shall become effective immediately upon publication.

AND IT IS SO ORDERED.

The first reading and public hearing being conducted on the 17th day of November 2015.

The second reading and public hearing being conducted on the 1st day of December 2015.

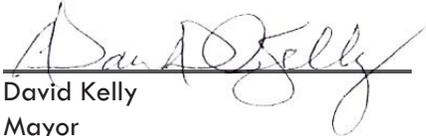
A third reading and public hearing being conducted on the 15th day of December 2015.

PASSED AND APPROVED by the City Council of the City of Colleyville, Texas, on this the 15th day of December 2015.

ATTEST:


 Amy Shelley TRMC
 City Secretary

CITY OF COLLEYVILLE


 David Kelly
 Mayor

APPROVED AS TO FORM AND LEGALITY:


 Matthew C. G. Boyle
 City Attorney



Destination Colleyville

A Comprehensive Plan

Prepared for

City of Colleyville, Texas

by

Halff Associates, Inc.



in association with



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DESTINATION COLLEYVILLE - EXECUTIVE SUMMARY

Colleyville is one of the premier places to live in the greater Dallas-Fort Worth (DFW) Metroplex. The city is well known for its great neighborhoods, excellent schools, and well-maintained parks and amenities, all located with convenient access to regional employment destinations such as DFW International Airport, Downtown Fort Worth, Las Colinas, and Downtown Dallas.

This comprehensive plan reflects the vision for the Colleyville of tomorrow. It has been crafted from community input over the course of more than a year. It builds on the strengths of the city today and identifies the framework for key decisions and actions that will guide Colleyville over the next two decades to make that vision become a reality.

The Colleyville community recognizes and cherishes the strengths of the city and wants to preserve and enhance those qualities. The community wants to make Colleyville *the* destination of choice for those seeking a vibrant place to live, work, or play with a high quality of life. This plan reinforces and builds on the principles and values that have historically guided decisions in the city, but it also updates policies on new topics since the previous plan's adoption.

Destination Colleyville contains the following framework that encompasses the goals and policies of the Plan:

- Preservation of neighborhoods.
- Enhancing Colleyville's economic resilience.
- Creating a connected Colleyville.
- Enhancing Colleyville's character and brand.
- Securing the economic spine of the city.
- Enhancing amenities and services.

The Plan then translates these framework principles into key goals for economic stability, transportation, housing and neighborhoods, City services and facilities, future land use, and character and placemaking. Each of these elements includes goals, policies, actions and benchmarks which are based on Colleyville's unique context and community input.

More specifically, this Plan details the future vision for Colleyville Boulevard. Colleyville Boulevard is not only the city's main economic engine, but is also the key to defining the character of Colleyville. It provides access to entertainment and boutique retail destinations, as well as meeting the day-to-day needs of the residents who live in the city. One of the major goals of this comprehensive plan update is to address the redevelopment and enhancement of properties along Colleyville Boulevard to create a cohesive development character, while recognizing key nodes or areas as special places with greater concentration of commercial/retail uses in a more pedestrian-friendly context.

This Plan emphasizes implementation as a key for its success. Implementation in the Plan's context is aligning the policies in this plan with the city's regulatory, infrastructure, operational, and fiscal tools. In moving forward, this Plan and associated principles and goals help the community prioritize the city's actions in addressing its many competing needs and requests. *Destination Colleyville* guides the city into its bright future, setting the stage for continued success.

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ACKNOWLEDGEMENTS

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CHAPTER 1 – INTRODUCTION

From its quiet rural beginnings, Colleyville has become one of the premier places to live in the greater Dallas-Fort Worth (DFW) Metroplex. The city is well known and admired for its great neighborhoods, excellent schools, and pleasing parks and amenities, all located within a few miles of DFW International Airport, Fort Worth and the many employment opportunities of the region.

The Colleyville community recognizes and cherishes the strengths of the city and wants to preserve and enhance those qualities. The community wants to make Colleyville the destination of choice for those seeking a vibrant place to live, work, or play with a high quality of life.

This comprehensive plan is the collective vision of the community for the Colleyville of tomorrow. It has been crafted with extensive input from the Colleyville community over the course of more than a year and represents the dreams and aspirations for the city. It builds on the strengths of the city today and identifies the framework for key decisions and actions that will guide Colleyville over the next two decades to make that vision become a reality.

This plan reinforces and builds on the principles and values that have always guided decisions in the city, but also establishes a fresh perspective that responds to changing dynamics.

DESTINATION [des-tuh-ney-shuh n]



The word “destination” is defined as:

- the purpose for which something is “destined;”
- a place to which one is journeying; and
- a place worthy of travel or for an extended visit.

What is “Destination Colleyville?”

The title “Destination Colleyville” represents a vision for what the city will become in the future, as well as how the city is perceived by those who live outside of it. The idea builds on the strengths of what Colleyville already is – a unique place that can be called home and that has everything that is needed, including great places to live and all the nearby amenities that make up a great way of life. It also recognizes that the Colleyville community has reconfirmed its commitment to maintaining the city’s unique rural character which makes it like no other place in the DFW Metroplex.

This plan recognizes that for the long-term vision to become a reality, Colleyville should not only be a choice community for residents and destination retail, but it should continue to draw from the regional market for new visitors and excellent companies.



Superb neighborhoods are an example of what makes Colleyville a “destination” in the greater DFW Metroplex region.

Why Plan?

Over the next 20 years, Colleyville will change and grow. In order to ensure that change occurs in a planned and positive fashion, it is critical to determine the highest priorities, steps to implement recommended changes, and any responsible parties. These important items are addressed by Destination Colleyville.

To set the stage, it is also important to recognize why the City should plan now. The previous comprehensive plan, *Colleyville Plan (2004–2025)*, and all comprehensive plans, are a snapshot in time. Much has changed in the past 10 years. Over time, significant internal and external influences begin to make previous planning efforts outdated, or at best, reactionary. Indeed, Colleyville is at a crossroads in determining its future, one where decisions made today will help re-confirm the vision, set the action agenda, and determine the highest priorities for moving forward.

Changing Influences

The DFW Metroplex of 2015 is quite different from the DFW Metroplex of 2004, and in fact, much has happened both locally and globally that has affected Colleyville. These changes call for a plan that embodies core principles reflecting the wishes and desires of the Colleyville community. These changing influences include:

- **The world is more connected today.** In 2004, Twitter did not exist, and Facebook had just launched. The first iPhone was still three years away from being introduced, and most were quite satisfied with the advanced technology of flip phones. Today, the world’s social and economic system is even more connected and interdependent, where a slowdown in China or oil production decisions in the Middle East can have an immediate impact on the DFW Metroplex.
- **The DFW Metroplex economy is very different.** In 2004, the United States was still a net importer of energy, and the impacts of 9/11 were growing daily as Americans awoke to new security needs. In 2015, the energy sector is a huge driver of the region’s economy, and the DFW Metroplex is a leader in wage growth, promoting demand for higher end retailing and amenities.
- **The DFW Metroplex population continues to grow.** The ever increasing population of the DFW Metroplex (i.e., 5.6 million people in 2004 to an estimated 7.1 million people in 2015) will drive increasing levels of traffic, further challenging the Colleyville community’s desire to preserve the area’s rural character. Further, the DFW Metroplex is one of the fastest growing metropolitan areas in the United States. By the year 2050, Tarrant County alone is projected to almost double in population (from 1.8 million people to almost 3.5 million people). Similarly, Dallas County will grow by 1.2 million people, and Collin County will almost quadruple to 3.8 million people. This significant growth will further increase the demand for high quality housing and neighborhoods in Colleyville.

REGIONAL GROWTH IMPLICATIONS

Significant regional growth provides greater opportunities for new public and private sector investment and reinvestment. It can also bring about negative impacts (e.g., increased traffic congestion) that require additional resources to mitigate.



- **There is an opportunity to provide for a range of options for the Colleyville Community.** While Colleyville’s predominant attraction is the city’s beautiful neighborhoods, a growing segment of the population is increasingly interested in connecting residential properties to amenities such as trails, parks, shopping, and dining areas that promote social experiences.
- **Colleyville’s demographics continue to change.** As noted in The Colleyville Plan (2004–2025), the median age of the city’s residents continues to become older, increasing from around 40 years in 2000 to 45.5 in 2010 and 45.6 in 2013. This gradually aging population may begin to impact the types of retailer, entertainment, and dining prospects for the commercial areas of Colleyville.

Building on the City’s Strengths and Unique Opportunities

This plan fully recognizes the unique strengths of Colleyville and builds on them. These are discussed in detail in subsequent sections of the plan, but include:

- **The city has a great location.** In addition to being only five miles from DFW International Airport, Colleyville benefits from a back-door, direct connection that provides easy access to the airport for residents and local businesses. Additionally, the city benefits from newly improved freeways that provide quick access to the entire region.
- **Colleyville Boulevard provides an opportunity for economic growth.** When proposed improvements by the Texas Department of Transportation (TxDOT) including the turnback to city for maintenance are completed, Colleyville Boulevard will have improved traffic capacity. Better defined access points from

Colleyville Boulevard to adjacent commercial areas will provide opportunities to improve connectivity between developments. Planned walkways will also make walking and bicycling along Colleyville Boulevard more feasible, and additional aesthetic improvements will help create a true sense of place along much of the Corridor.

- **The city has character and exceptional natural areas.** Colleyville is known for the beauty of its neighborhoods. Its tree-lined roadways are complemented by stunning homes and pastures that contribute to Colleyville’s “country feel.” Natural and semi-natural areas such as Big Bear Creek and Little Bear Creek create spectacular amenities right within the core of Colleyville. Similarly, the Cotton Belt Trail corridor provides access to semi-natural areas and a corridor near the core of the city.
- **Non-residential redevelopment provides opportunities to further shape the city.** While much of Colleyville has been developed, a new round of redevelopment or enhancement of existing development, especially along Colleyville Boulevard, is already beginning to take place. Each project offers the opportunity to promote and reinforce the environmental character and connectivity goals established by this plan.

The Purpose of Destination Colleyville

The purpose of this plan is to guide the future growth and changes that will occur in Colleyville. Simply put, a comprehensive plan is a document that articulates the key principles and vision for a community, and outlines a set of goals and actions to achieve that desired vision. The plan provides guidance and direction to City staff, elected and appointed officials, residents, property owners, businesses, and developers in the choices and decisions that they make. It is first and foremost a plan driven by the Colleyville community, both current and future.

A comprehensive plan is also a policy document. It requires action to implement the vision and intent of the plan. Subsequent actions generated by a comprehensive plan may include:

- Improvements to the city's operations that implement the comprehensive plan's vision. Strategic investments in capital infrastructure, such as roadways, utility infrastructure, public facilities,



Destination Colleyville will help to create a framework for retaining what makes Colleyville attractive and unique.

and parks and trails. Although more specificity may be found in separately adopted plans, the comprehensive plan provides recommendations that create the framework for subsequent updates.

- Efforts and actions among city departments and other agencies that advance the goals and objectives of the plan.
- Partnerships with other parties, including other governmental agencies, private land owners or developers, and other stakeholders or interest groups who can carry forward actions recommended by this plan.
- Securing funding resources to accomplish the implementation of the plan.

How this Plan is Structured

Destination Colleyville is laid out in ten plan chapters that discuss the background for the plan, lay out the vision for the city in the future, and discuss recommendations for implementing key actions for moving forward. The ten chapters include:

- **Chapter 1: Introduction.** This chapter describes the meaning of *Destination Colleyville* and the basic framework of the plan.
- **Chapter 2: Colleyville Context.** This chapter describes the background conditions of Colleyville, including the physical, demographic, and economic nature of the city today.
- **Chapter 3: Plan Framework.** This chapter establishes the essential framework to guide the city into the future. Specifically, it captures the vision, goals, and policies to coordinate public and private decisions in the community.

- **Chapter 4: Economic Stability.** This chapter describes the city’s current economic condition and future opportunities for businesses and financial sustainability in the community.
- **Chapter 5: Transportation.** This chapter describes the city’s existing transportation and trail system and identifies ways to enhance them in addition to establishing the city’s updated Master Thoroughfare Plan.
- **Chapter 6: Housing & Neighborhoods.** This chapter describes the city’s existing neighborhoods and provides strategies to preserve and enhance the quality of life as the city grows and evolves.
- **Chapter 7: City Services & Facilities.** This chapter describes the city’s existing services and facilities (e.g., parks, library, recreation, fire, and police) and infrastructure (e.g., drainage, water, and wastewater) and provides strategies to maintain and improve them over time.
- **Chapter 8: Future Land Use.** This chapter describes the future land use categories for the city and establishes the city’s updated Future Land Use Map.
- **Chapter 9: Character & Placemaking.** This chapter establishes public streetscape and private development standards in order to create a unique vision for the city’s major commercial corridors -- Colleyville Boulevard and Precinct Line Road.
- **Chapter 10: Implementation.** This chapter describes the implementation structure and mechanisms for moving forward and making the plan a reality.
- **Appendix A & B.** These outline an analysis of the Colleyville Boulevard Corridor (Appendix A), and assessment of existing zoning (Appendix B).

Plan Time Frame

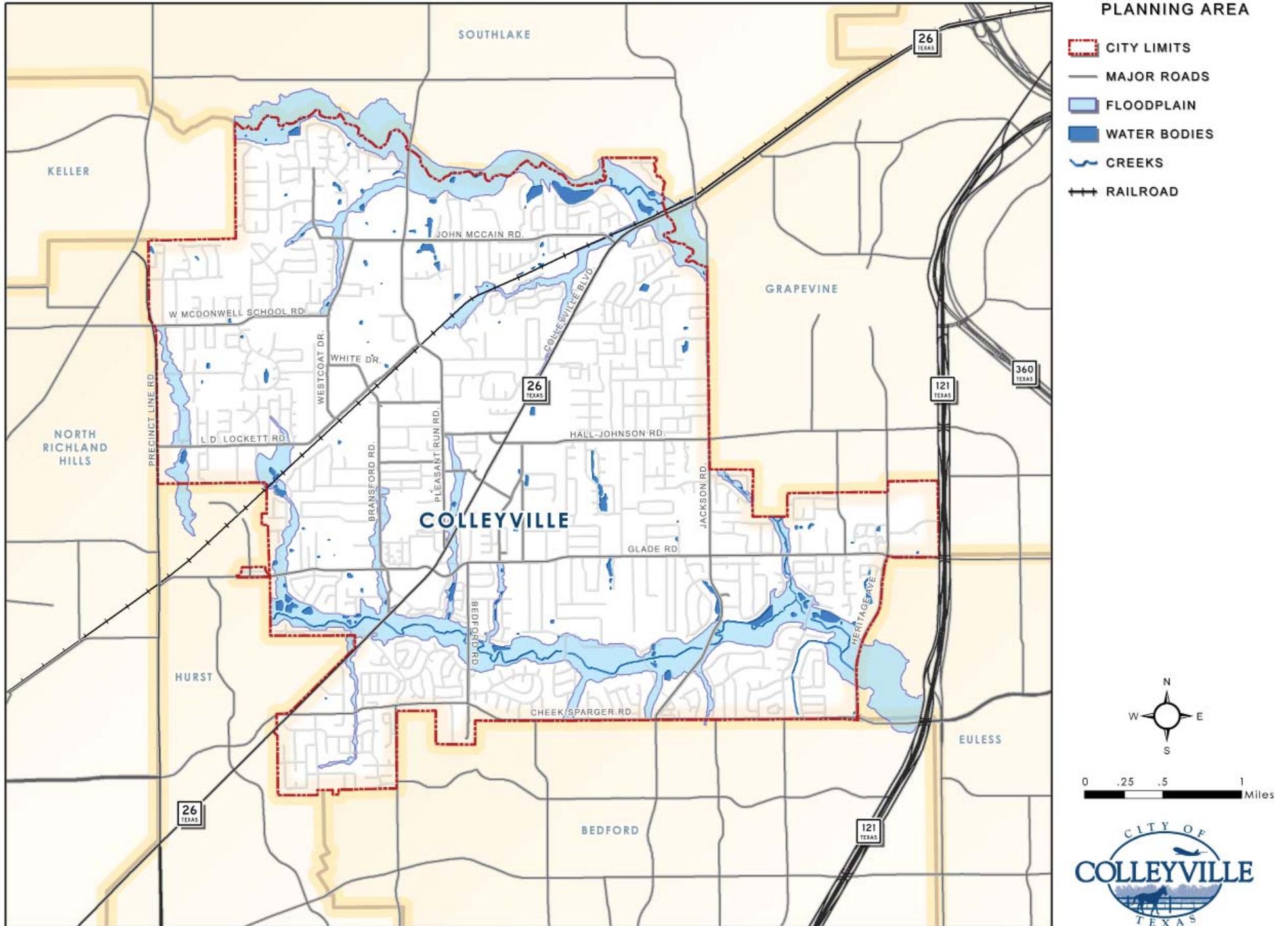
Destination Colleyville provides guidance for a time frame of up to 20 years, or until the year 2035. It looks out over this 20-year time frame and describes what the ideal Colleyville of 2035 looks and feels like. Given the rapid speed of changes in the world around us and in the DFW Metroplex, as well as more direct but unforeseen changes that may directly impact the city, this plan should be reviewed periodically.

Planning Area

The planning area for *Destination Colleyville* includes the corporate limits of the city, which encompasses 13.10 square miles of area. The city is bisected northeast to southwest by Colleyville Boulevard (State Highway 26), which is the major commercial corridor running through the city.

Surrounding the planning area are several neighboring cities: Southlake, Grapevine, Euless, Bedford, Hurst, North Richland Hills, and Keller. The established area of Colleyville and the surrounding cities means that the city has reached its full geographic extent. In other words, future growth and development will occur within the current corporate boundaries unless very minor boundary adjustments are made with other cities. See Map 1.1, *Planning Area*, on the next page.

Map 1.1, Planning Area



INTRODUCTION



Any realistic plan should be based on a comprehensive assessment of the community's context – physical, social, and market. This chapter describes Colleyville's planning context starting with its origins to its current population characteristics and future growth estimates.



History of Colleyville

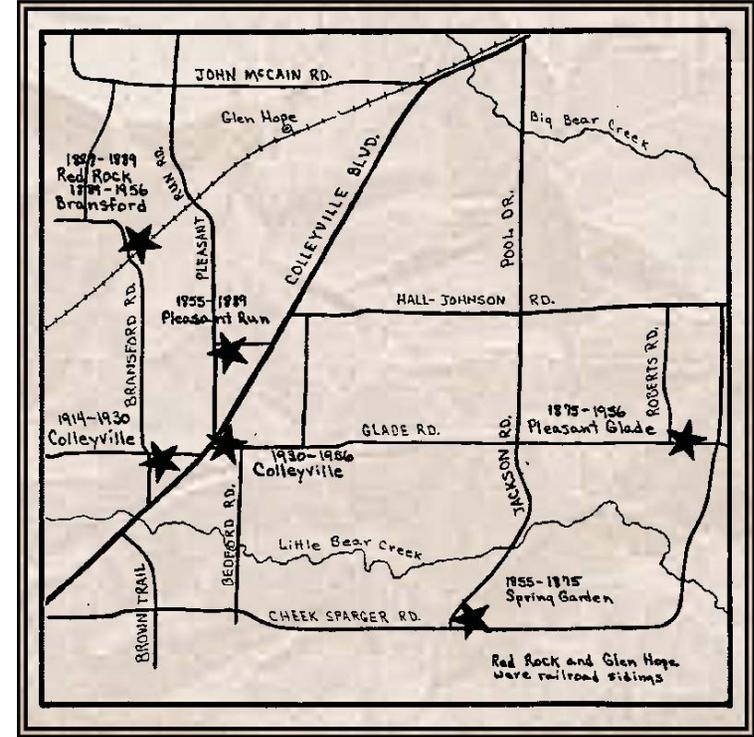
The Colleyville area was originally settled in the 1850s by people coming to the area for farming and ranching. Six small communities were established in the late 19th and early 20th century: Spring Garden, Bransford, Pleasant Run, Pleasant Glade, Colleyville (1914-1930), and Colleyville (1930-1936).

Colleyville’s namesake was Dr. L.H. Colley, a physician who located to the area. He became one of the most well-known physicians in Northeast Tarrant County, and gradually the area became known as “Colleyville.”

With the rise of the automobile and growth of industrialization, farming and ranching declined, and the rural communities came together to form the larger Colleyville. The town incorporated on January 10, 1956, primarily as a way to prevent annexation into one or more of the neighboring cities.

The earliest reported population for Colleyville was 25 in 1936, when the town had two businesses. By 1945 its population had increased to 40 and by 1958 a population of 100 was recorded. By 1960 the city had 1,491 residents.¹

¹ Texas Handbook Online.



Historic map of the original six communities that ultimately led to the establishment of Colleyville.

Source: The Colleyville Plan, 2004.



Historical photo of the McCain Harvest in Colleyville, Texas.

Connections to Colleyville’s past are marked throughout the community. The Webb House is one of a few of the original structures that remain, and road names such as Bransford Road, Glade Road, and Cheek-Sparger Road give tribute to the original communities and residents that preceded the Colleyville of today.

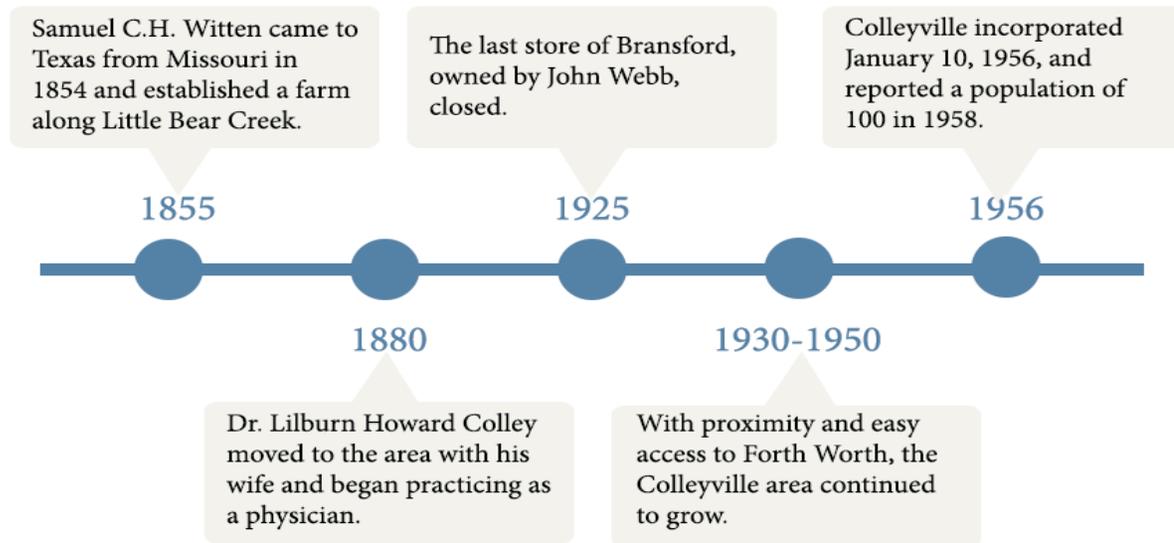


The Webb House *(image on the left)*

The Webb House was built in 1914 by John Rueben Webb to replace his family home, which had burned. The house stands in what was once the settlement of Bransford, one of the early communities that would later become known as Colleyville. An example of a regional housing design prominent in the early 20th century, the Webb House features a one-and-one-half story, gabled-roof, T-plan design, with a full-hipped roof porch on columns. The pair of central doors, flanked by double-hung windows with small space windows under the eaves, was typical of its era. Photo courtesy: City of Colleyville



Figure 2.1. Historical Timeline



Population Characteristics

In 2014, Colleyville had an estimated population of 23,740¹ persons, a 12.2 percent increase in growth since the city’s comprehensive plan was last updated in 2004.² This equates to approximately 1.1 percent annual growth over the past 11 years.

Population characteristics can inform many of the decisions the City makes. They determine some lifestyle choices (e.g., shopping and spending habits), as well as household and community amenity preferences.

Colleyville is one of the most affluent communities of the Dallas-Fort Worth Metroplex, boasting the second highest median household income in the region, and having a highly educated population. The city has a higher-than average median population age (45.6), with those aged between 35 and 54 accounting for the largest percentage of the population. The median age in Southlake is 42.6 years. Grapevine is 36.9 years, and Bedford is 36.2 years. The State of Texas median age is 33.6 years.

The median age has increased from 40.0 in 2000 to 45.5 in 2010³ and 45.6 in 2013⁴. The cohorts with the largest changes in population since 2000 include a decline in those aged between 35 and 44 (-1,280 persons) and an increase in those aged between 60 and 64 (1,309 persons). *The Colleyville Plan (2004-2025)* identified a decline in young families in Colleyville since 1990. This trend has continued, with the population of those between 25 and 34, and children aged 0 to 14, declining since 2000.

A psychographic profile provided by the Market Analysis completed by Catalyst Commercial in 2015 provides further

1 City estimate. The 2013 American Community Survey population estimate was 23,465.
 2 The Colleyville Plan (2004-2025) used 21,157 persons as the starting point population estimate for projections in 2004.
 3 2010 Census
 4 2013 American Community Survey Estimate

information on individual values, attitudes, interests, and behaviors. The data can help inform decisions for land use and future development in Colleyville.

The report identifies the dominant psychographic categories in Colleyville as:

- **Crème de la Crème** – Urban neighborhoods with residents that measure far above average in all traditional classifications, including income, education, and family status.
- **Married in the Suburbs** – These suburban neighborhoods are home to upper-middle-class residents with high incomes, married-couple households, and white-collar jobs.
- **Retired in the Suburbs** – Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.
- **Thriving Alone** – Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

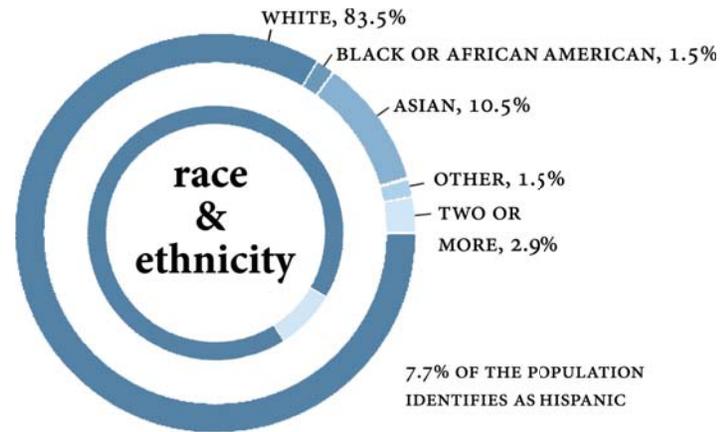


When asked what they liked about Colleyville, one respondent said “family friendly, small-town feel.”

Source: Response to intercept survey at the Red, White & Souza event.

Figure 2.2. Demographic Snapshot

An estimated
23,740
 people lived in
 Colleyville in 2014.
City of Colleyville



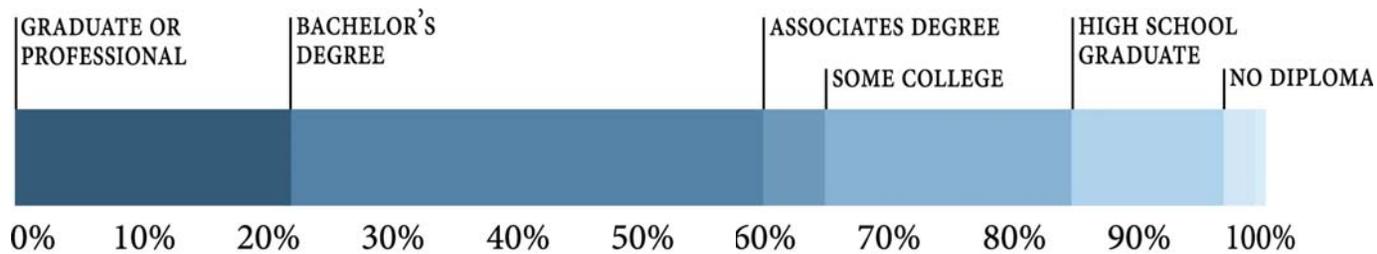
median household income
\$153,021
 exceeds region by
2nd highest in region **162%**

WHY ARE DEMOGRAPHICS IMPORTANT?



Demographic analyses provide a snapshot of specific aspects of a community (e.g., age, ethnicity, level of education, etc.) and how they change over time. It provides a basis of understanding which helps frame specific recommendations targeted to the actual needs of the community. For example, it could indicate that a community is aging and therefore additional resources may be needed for senior citizens during the horizon of the plan.

Nearly **two-thirds** of the city's population over 18 holds an associates college degree or higher.

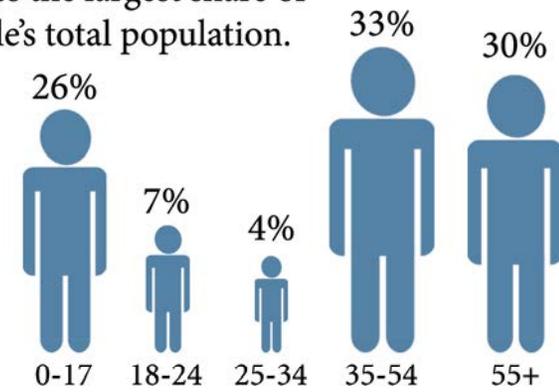


Demographic Snapshot Data Sources: U.S. Census Bureau, American Community Survey, 2013 5-year Estimates

Figure 2.2. Demographic Snapshot (con't.)

median age
45.6 years
old

The population between **35 and 54** constitutes the largest share of Colleyville's total population.



Population Growth

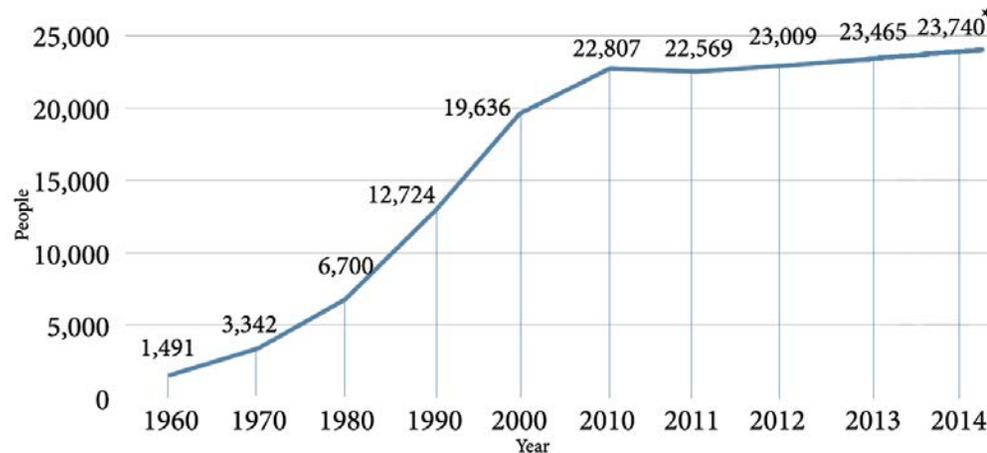
Colleyville’s location in northeast Tarrant County has contributed to its growth since incorporating in 1956. Its proximity to Fort Worth and accessibility via State Highway 26 make it a prime location to live, work, or play.

In 1960, the city’s first official count by the U.S. Census Bureau, the city had a population of 1,491 people. Each decade following, Colleyville doubled in size, until 1990, when it had a reported population of 12,724 people. While growth was still high, it slowed in the 1990s and has continued at a more moderate pace since then.

By 2014, Colleyville’s estimated population was 23,740 people,¹ which is near what was projected in The Colleyville Plan (2004-2025) for the year 2015, a high and low estimate projected a population between 25,389 and 24,411 people.

¹ City estimate. The 2013 American Community Survey estimate was 23,465.

Figure 2.3. Colleyville Historical Population Growth: 1960-2014



Source: U.S. Census Bureau (1960 - 2010)
* City estimate (2014)

POPULATION STABILIZATION

Although the city experienced tremendous growth from the 1960s through the 2000s, the rate of growth has stabilized since 2010.



The Colleyville Plan (2004-2025) also projected that the city’s maximum population would range between 26,020 people (low estimate) to 27,068 people (high estimate) and be reached by 2025. The population projection methodology correctly assumed that as the city ran out of remaining land left for development, the rate of growth would continue to decrease.

Further, the plan projected that the city's annual growth rate would slow to 1.25 percent during the years 2011 through 2015, decrease even further to 0.75 percent for the years 2016 through 2020, and decrease further to 0.50 after 2020. During the past five years (2010 to 2014), the city's actual annual growth rate was 0.81 percent.

With fixed boundaries and an increasingly limited amount of land remaining available for development, Colleyville is getting closer to its maximum population.

Population Estimate

While it would be easy to simply utilize the estimate that was contained in The Colleyville Plan (2004-2025), there have been many changes in the city that have occurred since then. First is that the city, like the rest of the country, has been impacted by a significant recession. While this may not have had as great of an impact on Texas cities as elsewhere, it has resulted in changes in consumer preferences (regarding housing, debt, driving and commuting preferences, among others). The city has also had 10 additional years of development which means there is less land available for development. Therefore, it was determined that

an analysis, using a similar methodology as was used in *The Colleyville Plan (2004-2025)*, would further quantify the city's maximum population.

First, areas within the city that had sufficient acreage (approximately 3 acres or larger) and characteristics for potential redevelopment were identified. These areas equaled about 492.7 acres or 0.77 square miles out of 13.10 square miles. Second, an analysis of both the city's current Future Land Use Map (adopted 2004) and the draft Future Land Use Map contained within this plan were undertaken. Both maps identified that a majority of these potential areas are classified as single-family detached residential.

In *The Colleyville Plan (2004-2025)*, the low and high estimates were calculated using an average residential density factor of 1.8 (base estimate) and 3.5 dwelling units per acre (high estimate). The estimate below was (see Table 2.1, *Population Forecast*) prepared using the following calculation:

$$[(\text{acres}) \times (\text{density}) \times (\text{occupancy rate}) \times (\text{household size})] + [(\text{vacant platted lots}) \times (\text{household size})] + (\text{current population estimate}) = \text{population forecast}$$



Population growth stabilizes as the city has fewer and fewer parcels remaining for development.

The result indicates that the city could reach a population of 27,943 people depending on the development that occurs over the next 20 years and beyond. The city can feasibly accommodate this population growth by utilizing sound land use planning and associated implementation tools. The differences in population should not have a significant impact on the city’s ability to provide services or meet infrastructure needs.

Table 2.1, Population Forecast

Acreage ¹	Density	Vacant Platted Lots ²	Household Size ³	Occupancy Rate ⁴	Projected Maximum Population ⁵
492.7 +/-	1.8	600	2.88	96.9%	27,943 people

Notes:

¹ The identified acreage is based on an analysis of property that is of sufficient size, shape, and characteristics to be potentially redeveloped during this planning horizon.

² Is an approximate estimate of residentially zoned and platted lots that are currently vacant or under construction.

³ Household size is from the U.S. Census Bureau 2010 Decennial Census: *Profile of General Population and Housing Characteristics: 2010*.

⁴ Occupancy Rate is from the U.S. Census Bureau 2010 Decennial Census: *Profile of General Population and Housing Characteristics: 2010*.

⁵ The projected maximum population is derived by adding the estimated increase in population to the current population of 23,740 people.

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INTRODUCTION

This chapter lays out the foundation for the entire comprehensive plan update -- the community's Vision, Goals, Policies, Actions, and Benchmarks for all critical elements of *Destination Colleyville*. Developed through an involved public process, the Plan Framework ties the different elements of land use, transportation, economic development, and public facilities together with a thoughtful implementation strategy to prioritize public investment.

VISION [definition]

- the act or power of anticipating that which will or may come to be
- something seen or otherwise perceived during such an experience
- a vivid, imaginative conception or anticipation



The Vision for the Future

Developing the Vision Statement for the future of Colleyville was the first step in creating the comprehensive plan. The Vision Statement reflects shared values of what the community hopes Colleyville will one day become, articulating the desired state of the community in the future. The Vision Statement was developed early in the planning process in order to help frame the goals, policies, and actions of the plan as the process progresses.

The comprehensive plan was crafted with significant help from stakeholder and public input over the course of a year. Discussions throughout the planning process helped to shape the development of this plan. The Community Development Department spearheaded

the planning effort and met with members from all departments and divisions throughout the process.

A Comprehensive Plan Advisory Committee (CPAC), comprised of representatives from the City Council, included representatives from the City Council, Zoning Board of Adjustment, Planning and Zoning Commission, Architectural Review Commission, and the Colleyville community.



Public meetings were held to gather the input of property owners, residents, and neighborhood representatives.

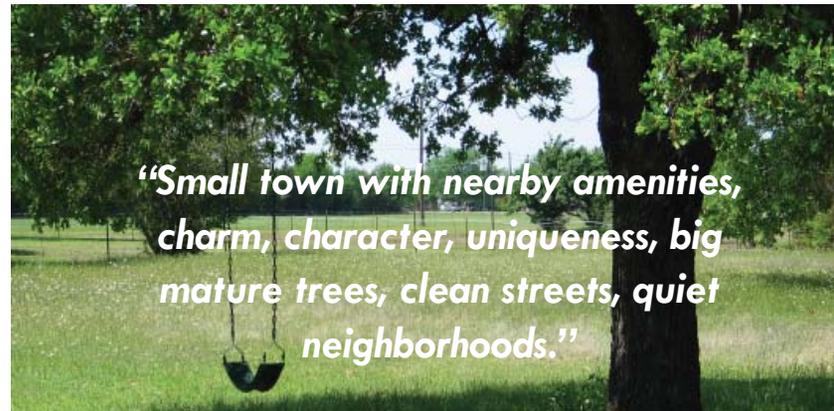
Public Engagement Summary

Engagement Methods

Multiple methods were used to gather input from the Colleyville community about their ideas and vision for the future. The various approaches to gain input included:

- **Project Website.** A website was created where information was posted about the planning process, schedule, relevant documents, meeting materials, announcements of upcoming meetings, a brief survey and a forum for sharing pictures.
- **Intercept Survey.** A small-scale survey was conducted “in the field.” The purpose of the intercept survey was to get a snapshot of the present thoughts regarding the community. The intercept survey took place at the Red, White, and Sousa event on June 27, 2014 and at other events during the planning process.
- **Mail-out/ Internet Survey.** A city-wide survey was mailed to all households and 1,323 responses (825 by mail; 498 online) were received. The survey results provided insight on quality of life questions; issues relating to transportation, neighborhoods, and retail goods and services; and satisfaction with City services.
- **Focus Groups.** Meetings were held with key stakeholders including neighborhood association leaders, homeowners, business owners, City Council members and other local leaders. These discussions helped refine and shape key areas for the plan. A 15-member Comprehensive Plan Advisory Committee (CPAC) also met at key intervals in the planning process to discuss important issues and help steer planning recommendations.

- **Public Meetings.** Three city-wide public meetings and workshops were held during the planning process. Each meeting served as an opportunity for City officials, the Planning Team and Colleyville residents to discuss thoughts, issues and the vision for the future.



WHAT MAKES COLLEYVILLE “UNIQUE?”

Most of the respondents to the mail-out/internet survey expressed pride in their community. When asked what made the city “unique,” respondents from the Colleyville community had the following to say:

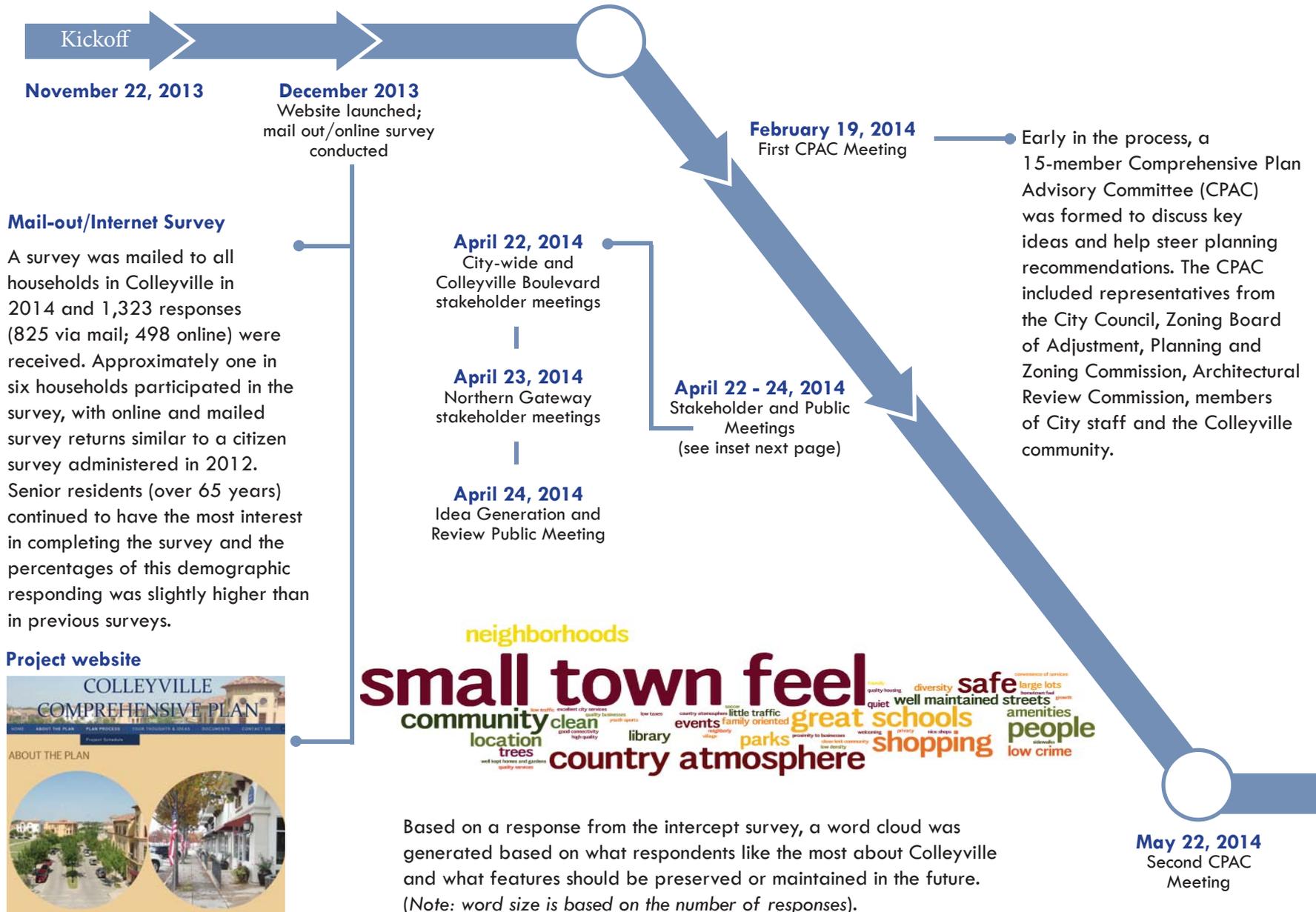


- Genuinely nice people
- Small town feel in the middle of a big town
- Upscale small town
- Two-lane roads, livestock, horses in the fields
- Parks and bike trails
- People using outdoor trails, parks, playgrounds, sports areas, etc.
- Great parks
- Beautiful neighborhoods
- Family centered
- Lots of young kids and great schools
- Best place to raise a family

Source: Respondents to the mail out/internet survey.

Public Engagement Timeline

Figure 3.1. Public Engagement Timeline



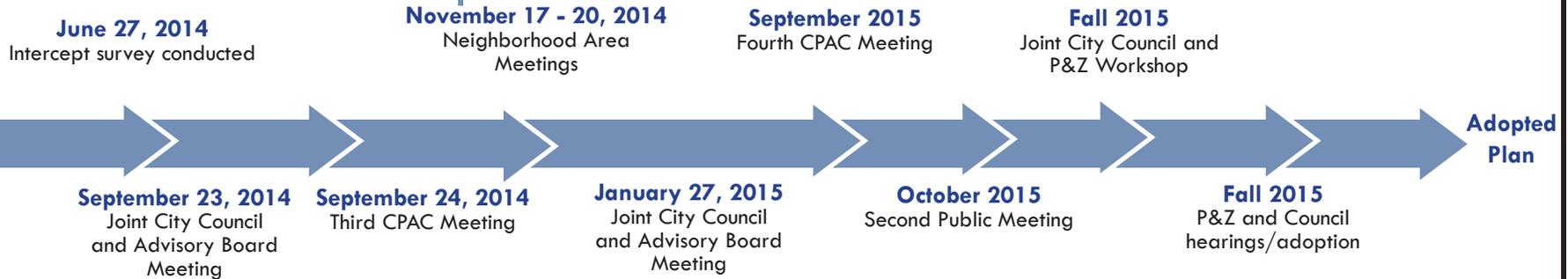
Public Engagement Timeline (con't.)

Stakeholders and Public Meetings on April 22 - 24, 2014

Various stakeholder meetings were held at the Colleyville Center and the public library involving property owners, residents, and neighborhood representatives. These meetings included design charrettes and roundtable discussions concerning the large undeveloped properties along John McCain Road, Colleyville Boulevard, and Precinct Line Road.



Neighborhood meetings were held with representatives from each of the six neighborhoods to learn and discuss ideas and priorities for the future.



What Was Heard

The surveys and public meetings provided the Colleyville community an opportunity to voice their thoughts on a variety of planning issues. Below is a summary of community feedback.

QUALITY OF LIFE

- Preserve the unique small town feel of Colleyville
- Create walkable, vibrant mixed-use developments
- Provide consistency in building and sign design guidelines

RETAIL

- Attract more sit-down restaurants
- Attract more medium-sized retail stores
- Bring in more entertainment venues, like an event space that could accommodate an amphitheater or stage
- Add more large retail stores and a major supermarket



OVERALL SATISFACTION

Satisfaction with overall quality of life remains very high (98% of the respondents indicated that they were “very satisfied” or “satisfied” with most city services in mail-out/internet survey).

Respondents continued to be satisfied with city services, most noticeably – fire and police protection, emergency medical services (EMS), libraries, and trash/recycling collection. Respondents also indicated that City employees provided good customer service and satisfaction ratings have remained high.

Source: Respondents to the mail out/internet survey.

TRANSPORTATION

- Improve Glade Road and Cheek - Sparger Road to improve traffic flow.
- Create better sidewalks/trails for walking and bicycling
- Establish more tree-lined roadways

NEIGHBORHOOD ISSUES

- Improve condition of major streets leading into neighborhoods
- Reduce door-to-door solicitations
- Reduce speeding
- Provide appropriate transitions between commercial and residential uses
- Preserve existing trees

CHALLENGES

- Improve traffic congestion
- Attract more retail and commercial services
- Improve the appearance of Colleyville Boulevard
- Preserve Colleyville’s rural atmosphere

Building on Past Planning Efforts

Creating a vision for the future involves identifying community goals for where the city needs to be in 20 years and beyond. Planning for that future involves understanding where the city is today and then determining appropriate goals, policies, and actions to implement the vision.

Creating a new vision for the future does not mean that earlier progress is dismissed; rather, much of the existing city is a product of prior planning efforts. These past planning efforts are extremely important to the success of this plan too. To some degree, they have provided the framework for this process – through the assimilation of existing conditions that have not changed, through the identification and celebration of successes already achieved, and conversely, through the understanding of lessons learned. Consequently, each of the planning efforts described below (among others) have been thoroughly analyzed, and relevant and applicable information has been synthesized into this plan, where appropriate:

The Colleyville Plan (2004-2025)

The Colleyville Plan (2004-2025), which was prepared as an update to the city's 1998 Master Plan, was a city-wide long-range plan designed to guide the city through to the year 2025. In the plan, it clearly acknowledged that the city had been undergoing significant growth pressures for the previous four decades. In an effort to change course, the community envisioned a new future dedicated to “preserving and enhancing strong family and community values, gracious suburban living, natural beauty and historical settings” (vision statement). The plan also acknowledged that the path forward involved fostering and managing growth consistent with the city's resources, infrastructure, and services.

Water & Wastewater Master Plan (2014)

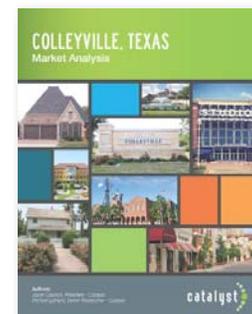
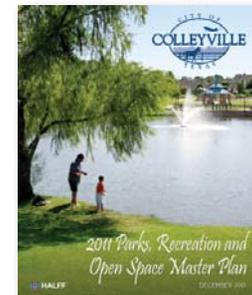
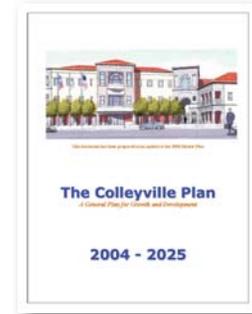
Acknowledging that the City does not own its own water and wastewater treatment facilities (it is a wholesale customer of the Trinity River Authority [TRA]), the City commissioned the 20-year *Water and Wastewater Master Plan* to evaluate the current conditions of the city's existing infrastructure, and to proactively and adequately prepare for the future. A 20-year, \$55 million water and wastewater capital improvement program (CIP) was developed to ensure the City could comply with minimum State requirements while meeting the usage needs of the predicted population.

2011 Parks, Recreation & Open Space Master Plan

In 2011, the City adopted the *Parks, Recreation and Open Space Master Plan*, a visionary and ambitious plan of action to improve the city's passive recreational opportunities (particularly through an expanded park system connected by trails) and improve overall quality of life. As a central tenet, it called for providing one of the highest quality parks, recreation, and open space systems in the Metroplex. In the Plan, recommendations were provided to create a system where residents could escape, enrich, and enjoy Colleyville's great park and recreational facilities and beautiful natural resources. The plan also synthesized applicable recommendations from the 2005 *Colleyville Pathways Plan*.

Colleyville, Texas, Market Analysis

In 2010 and 2013, the City worked with Catalyst Commercial to perform an in-depth retail market analysis with an intent of ensuring that future retail would fit within the city's existing market and economic reality and vision for the future.



Vision Statement (2015)

In 2004, the City Council adopted a vision statement to be included in the 2004 *The Colleyville Plan*. This vision statement represented the collective thoughts and ideas of those citizens and officials involved in the master planning process regarding the future direction for the community. The Comprehensive Plan Advisory Committee (CPAC) reviewed the 2004 Vision Statement and updated it to reflect the desire to make Colleyville a true Destination for residents and visitors alike (updates to the 2004 statement are in **bold**).

To promote continuity with past planning efforts and because this vision statement still resonated in today's planning process, the 2015 Vision Statement as adopted by City Council through this Comprehensive Plan is remaining largely the same as what was envisioned in 2004. This is a testament to the clarity this community has with regard to where the city will be in the future.

*We, the citizens of Colleyville, are dedicated to preserving and enhancing strong family and community values, gracious suburban living, natural beauty and historical settings. We will foster and manage commercial and residential growth consistent with our city's resources, infrastructure and services. We will work in partnership with our school system to provide the best possible education and training for our following generations. We will promote effective and efficient city management, elected leadership **and ensure great communication between the city and residents.***

*We are committed to **making Colleyville a destination place, where residents can live, work, and play.** We will foster and manage commercial and residential growth such that both will be compatible with each other, with the quality of life policies, and within the confines of the resources of the City of Colleyville.*

We will provide safe, visually pleasing roadways with better mobility and attractive landscaped residential and commercial environments. We will balance development with parks and open spaces accessible to all citizens. We will provide our citizens with a safe community free of pollution, crime, and drugs.

We recognize that this vision statement is the ideal on which our community is shaping its future. Therefore, we the citizens of Colleyville, pledge ourselves to a program of goal-oriented actions and decision making, for the betterment of Colleyville.

– THE COLLEYVILLE COMMUNITY
2015 VISION STATEMENT

Plan Principles

Although the vision has remained the same, the path to achieve it has to keep up with a changing environment. Continued outward expansion from the DFW Metroplex increases the scale and intensity of growth pressures being felt in Colleyville, not to mention a host of fundamental changes in the world around us.

Based on long-standing community input from previous planning efforts, as well as this one, a new set of plan principles were developed to ensure Colleyville continues progression toward its envisioned future. These plan principles provide the fundamental framework for the analysis and recommendations discussed throughout the rest of this plan. They include:

- **Preservation of neighborhoods.** Colleyville is a superb place to live. Its neighborhoods are beautiful and housing is attractive and very well maintained. All neighborhoods have attractive natural settings or an emphasis on significant landscaping. Amenities are plentiful, both within neighborhoods and nearby. First and foremost, Colleyville's neighborhoods, both existing and yet to come, should remain among the very best in the entire region.
- **Enhancing Colleyville's economic resilience.** The diversification of Colleyville's tax base is key to enhancing the city's economic status. Proactive strategies are necessary to improve on what is already an excellent financial position. It may be necessary to fund the type of management, maintenance, and investments in the future that the Colleyville community has asked for. Encouraging non-residential development that provides that strong resource underpinning is vital to the future of the city. This may include increasing the value of development in key areas, such as the areas along Colleyville Boulevard, at the northern gateway to Colleyville, and along the city's edges at Precinct Line Road and State Highway 121.
- **Creating a connected Colleyville.** The Colleyville community expressed their interest in a completely connected city, where major destinations such as parks, schools, retail, dining and civic facilities are all easy to get to in a variety of modes and not only by driving. This goal was echoed repeatedly throughout the planning process. Whether walking or riding a bicycle, a comfortable and safe network (which is well underway) should be completed. Colleyville has the opportunity to make additions and improvements to the network that can have significantly positive effects on quality of life.
- **Enhancing Colleyville's character and brand.** The Colleyville community wants to preserve its unique character and country feel while reinforcing this aesthetic into creating a special brand that sets the city apart.
- **Securing the economic spine of the city.** Through high-quality infill development, more walkable and urban-scaled buildings, and the strategic placement of parking in less visible locations, the Colleyville Boulevard Corridor can gradually evolve into a more identifiable special place. The Colleyville community expressed significant interest in moving forward with this throughout the planning process.
- **Enhancing amenities and services.** In city-wide surveys over the years, the Colleyville community has expressed their appreciation for the effective infrastructure that they have. They are interested in quality over quantity, ensuring that amenities, such as parks and the library, and services, such as public safety and utility infrastructure, are all high quality and provide great value to the community.

Goals, Policies, Actions, & Benchmarks

The Colleyville community has voiced their ideas and intentions which have been captured by the Vision Statement, and the plan goals, policies, and actions of *Destination Colleyville*.

Destination Colleyville, as summarized in this chapter, addresses many facets of Colleyville and how those pieces fit together to provide a comprehensive plan. The plan addresses the steps (i.e., the plan of action) to make the Vision a reality over the coming years.

The vision and goals are applied to the different plan elements involved in the comprehensive planning process, including economics, transportation, infrastructure, housing, parks, trails, recreation, and other community facilities.

Each plan element contains a goal(s), a series of policies, and recommended actions. Benchmarks for measuring success are also included for most plan elements. Together, these goals, policies, actions, and benchmarks are the building blocks for Colleyville’s future. This plan helps guide the “finishing touches” and lays the groundwork for an even stronger Colleyville, one that preserves its strengths while adapting to future change.

- **Goals** – Describe the desired outcome for a plan element. It is different from the Vision Statement in that it speaks directly about the element in more detail.
- **Policies** – Identify strategies that are more focused to work towards the element goal. There may be more than one policy working towards the same goal.
- **Actions** – Include specific tasks or steps taken in order to implement a policy. Action items are specific enough to identify a target timeframe, partners or agencies, and, in some cases, potential costs for implementation.
- **Benchmarks** – Measure progress toward achieving the goals over time.



Summary of Plan Element Goals & Policies

The goals, policies, actions, and benchmarks identified below are explored in further detail in the following chapters in this plan:

Economic Sustainability Chapter 4



Goal:

Expand the retail base and diversify the local economy to strengthen Colleyville's position in the region and increase its attractiveness as a high quality place to live, work, and play.

Policies

1. Redevelop – Encourage commercial redevelopment opportunities consistent with Land Use and Placemaking policies.
2. Recruit – Continue to promote Colleyville as an excellent and convenient place to locate a business.
3. Retain – Continue to support existing business development opportunities and initiatives.

Benchmarks

- Increased traffic to the City's Economic Development webpage.
- Increased and encouraged engagement in business networking activities.
- Increased sources for sales tax revenue.

Transportation Chapter 5



Goals:

Maintain the existing street network that encourages efficient and pleasant movement of all modes in the city with a focus on improving strategic vehicular, pedestrian, and bicycle connectivity at key locations.

Balance the need for efficient movement with promoting and protecting the unique character of the city's established roadways.

Policies

1. Implement the Master Thoroughfare Plan.
2. Explore opportunities to improve connectivity within and between neighborhoods and developments (especially along the Colleyville Boulevard Corridor and adjoining neighborhoods).
3. Balance traffic volume, capacity, and mobility needs with the preservation and/or creation of character along city streets.

Benchmarks

- Additional facilities constructed to connect key destinations by walking and bicycling.
- Additional intersection improvements completed.
- Increased number of cross access points between existing and future developments where appropriate.

Housing & Neighborhoods Chapter 6



Goals:

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a “country feel.”

Connect neighborhoods and provide high quality amenities.

Policies

1. Preserve neighborhood character and quality.
2. Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.
3. Require new neighborhood developments to demonstrate and contribute to Colleyville’s character.

Benchmarks

- Improved access to neighborhood-level park improvements.
- Increased number and quality of neighborhood-level amenities and connections (ex. trails).

City Services & Facilities Chapter 7



Goal:

Maintain an exceptional system of City services and facilities that is technologically current, efficient, and responsive to the needs of the Colleyville community.

Policies

1. Continue to maintain and improve the City’s facilities as appropriate.
2. Continue proactive and effective public services to ensure the public health, safety, and welfare of the Colleyville community.
3. Provide and maintain a well-planned and fiscally sustainable public infrastructure.
4. Proactively support efforts to promote green initiatives for fiscal resilience.

Benchmarks

- Additional facility improvements completed.
- Maintained a minimum 90 percent level of satisfaction among the community with City services.
- Maintained or improved current response times for Police and Fire services.
- Additional infrastructure improvements completed.

Future Land Use Chapter 8



Goal:

Maintain the integrity of the existing land uses by ensuring the Future Land Use Plan map and categories reflect the land use mix and character of desired development.

Policies

Establish appropriate future land use categories in the City's Future Land Use Map (FLUM):

- Residential
- Commercial
- Institutional
- Parks and Open Space
- Colleyville Boulevard Corridor (CBC)

Character & Placemaking Chapter 9



Goal:

Ensure high quality neighborhood design that positively contributes to surrounding neighborhoods and the country character of Colleyville.

Enhance the city's commercial corridors to make them unique destinations – specifically Colleyville Boulevard and Precinct Line Road – by creating a unique design aesthetic that sets these corridors apart from adjoining communities and continues to attract destination commercial uses.

Policies

1. Preserve the “country-feel” of roadways.
2. Ensure compatibility of new neighborhoods with existing neighborhoods and connectivity with adjoining developments where appropriate.
3. Create a plan to coordinate the public realm and private development standards for the Colleyville Boulevard Corridor with a strong and unique sense of place that transforms the Corridor into a true destination.
4. Create a unique commercial corridor for Precinct Line Road.

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INTRODUCTION



Economic sustainability is essential to Colleyville's future. At its core, it will impact Colleyville's growth and vitality, regional competitiveness, city tax rates, and capacity to maintain the high quality public facilities and services that the Colleyville community expects.



Creating a Strong and Sustainable Economy for Colleyville

Colleyville is strategically positioned to maintain economic health and vitality. The city's economy is supported by a variety of components, including above average talent, high quality commercial, preeminent housing, but also the wide services and choices available in Colleyville.

While market conditions can influence economic development, the City can play a vital role in making sure Colleyville continues to be an attractive place to do business. Proactive strategies currently employed by the City help set the stage for new development as well as facilitate economic development growth.

A Strong Regional Economy

Colleyville's location is ideal in the heart of the Dallas-Fort Worth (DFW) Metroplex and benefits from the

region's economic vitality. DFW is currently one of the strongest economies in the nation. According to the Bureau of Labor Statistics, it was ranked number one for job growth and number two in number of jobs added in the second quarter of 2014.

Colleyville has a robust commercial tax base and premier residential neighborhoods that support its economy. Its proximity to DFW International Airport and growing employment centers make Colleyville competitive and well positioned compared to other outlying suburbs.

Colleyville is part of the Tarrant County Workforce Development Area (WDA). According to the Texas Workforce Commission, the WDA is expected to gain over 192,000 employees between 2012 and 2022, a change of 22.3 percent. This would bring total employment in the WDA to over one million.

Colleyville is one of the most economically resilient municipalities, due to its proximity to the Dallas/Fort Worth International Airport, affluent population, quality school district, and central location to a diverse population base. (All these make) Colleyville a good location for commercial growth and sustainability.

Source: Catalyst Commercial. Retail Analysis and Merchandising Plan for Colleyville, Texas, 2010.

Colleyville has a growing commercial core and a number of large employers. The three industries that are most relevant to Colleyville’s economic context with strong projected growth (based on percentage) are education & health services (29.9%), professional & business services (29.8%), and leisure & hospitality services (29.6%) (see Figure 4.1 *Employment by Industry Projections* below).

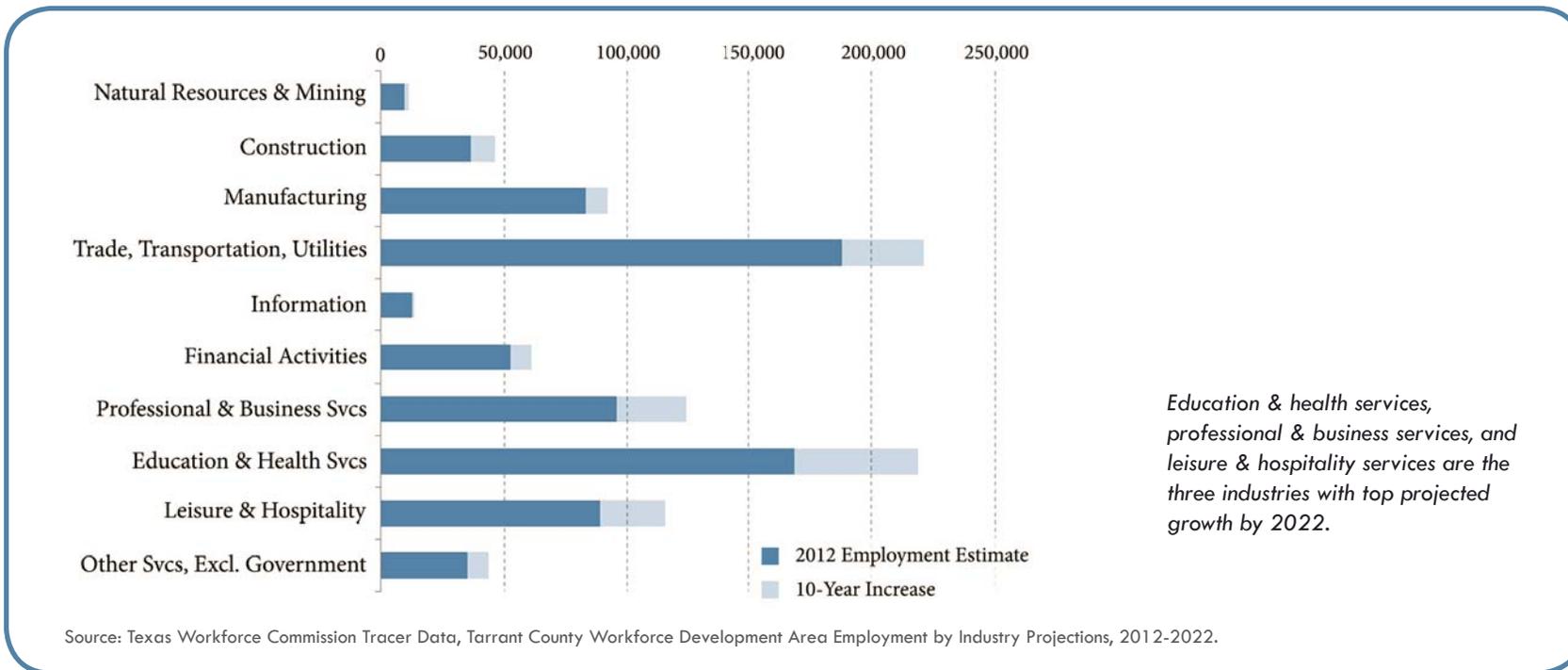
Due to its central location, proximity and access to the DFW International Airport, combined with the city’s diverse population base and educated workforce, Colleyville is well-positioned to capitalize on forthcoming economic development opportunities.

Economic Opportunities for Colleyville

Given that Colleyville is a desirable community with a high quality of life, the City is in an excellent position to leverage the economic strengths of the region. The key is to ensure that these economic strengths are perpetuated into the future.

As described previously, the Colleyville community is well educated and highly trained. As such, 58 percent of the residents hold occupations in management, business, science, or arts, and 26 percent hold sales or office occupations. These occupation types typically pay higher than median salaries and can support the high property values associated with Colleyville’s beautiful estates.

Figure 4.1. Employment by Industry Projections



Moreover, the workforce is employed in those industries poised for the highest growth in the region. Nearly 40 percent of the city’s workforce is employed in administrative support, professional scientific and technology services, and health care and social assistance.¹ As employment opportunities increase in the area, Colleyville will benefit by maintaining a stable residential base and capturing more retail and office uses within the city. A market analysis performed by Catalyst Commercial identified specific retail and office opportunities in Colleyville, which are summarized below:

RETAIL OPPORTUNITIES

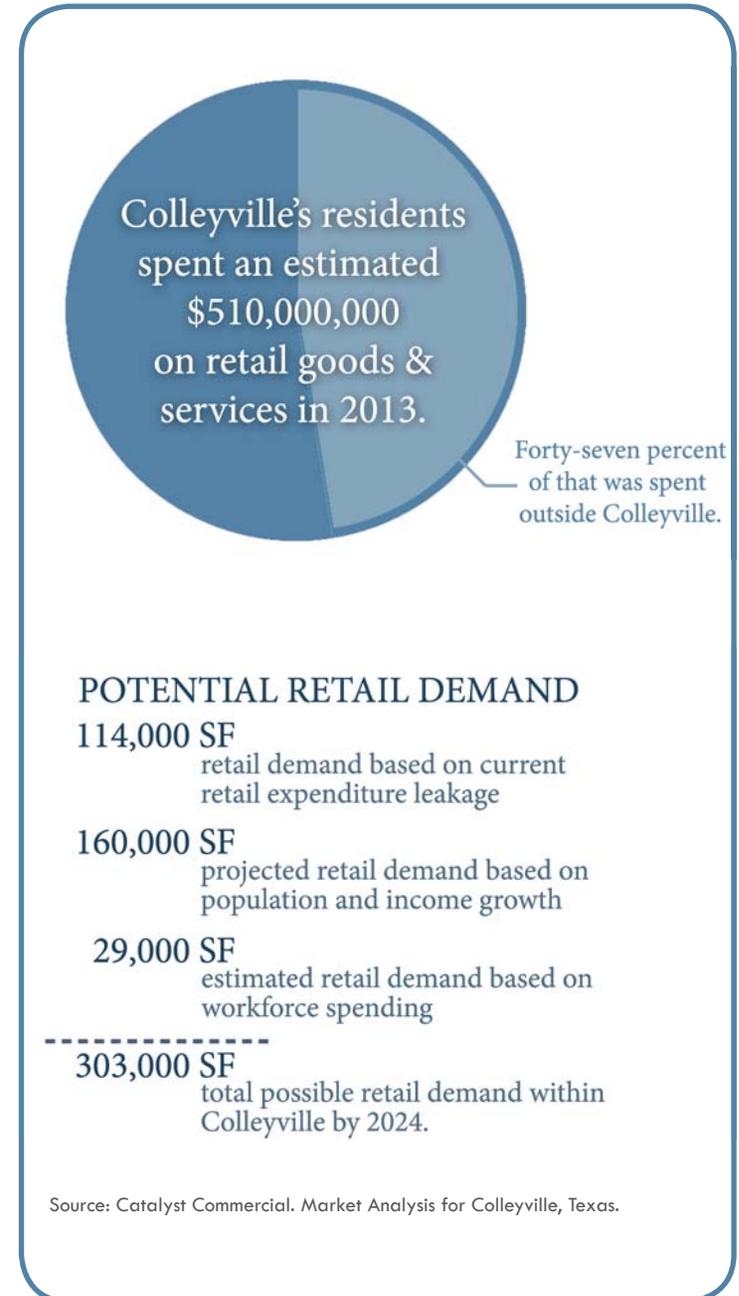
There is a high demand for retail in Colleyville due to retail leakage caused by residents shopping elsewhere in the region. Current and projected retail demand among residents in Colleyville and surrounding communities is high. Additionally, the workforce that commutes into and through Colleyville creates additional demand for retail. Based on Colleyville household data, there is enough current and projected demand to support an additional 303,000 square feet of retail goods and services in Colleyville by 2024.

This retail analysis took into account proximity of adjacent community retail centers, limited amount of greenfield land and lack of highway frontage in Colleyville, and the changing face of retailing due to competition from web-based retailers.

According to Catalyst’s market analysis, workforce spending patterns account for an additional \$195 per person per week, totaling \$99 million in annual sales in the city’s retail stores and restaurants. It is estimated that the addition of more high quality development with national and regional brands, convenient parking, and a variety of retail and restaurant options could bring in an additional 10 percent of potential retail expenditures from the local

¹ Catalyst Commercial. Market Analysis for Colleyville, Texas.

Figure 4.2. Potential Retail Demand



workforce which are currently spent outside the city limits (see Figure 4.2 *Potential Retail Demand* on Page 34).

OFFICE SPACE OPPORTUNITIES

As industries expand and diversify in the area, demand for professional office space will also grow. Office space users will include not only those businesses that provide services to residents, such as lawyers, real estate agents, and financial businesses, but also businesses that provide support services to other companies.

Rental rates in the Westlake/Grapevine/Colleyville submarket are some of the strongest in the region, and vacancy rates of class A and B office space in Colleyville are below the average of the overall market.

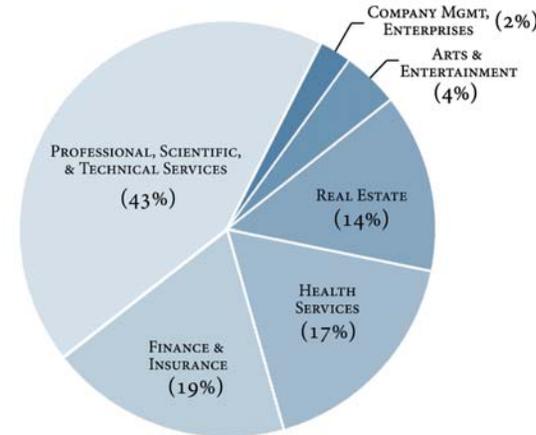
According to the office market analysis performed by Catalyst Commercial, there is 817,000 square feet of office space in the city, 88 percent (719,000 square feet) of which is for small office firms. Most of these small firms (43%) provide professional, scientific, and technical services. Only 17 percent is occupied by firms that offer health services (see Figure 4.3 *Employment Trends* on the right).

Overall, the city’s 12 largest employers account for over 60 percent of the city’s overall employment. In total, approximately 2,700 businesses employ over 9,800 workers within the city. A significant portion of these workers are employed in the retail and food service sector which accounts for approximately 18 percent of all workers.

Based on current trends, nearly 5,300 square feet of net absorption will be for small office space (firms with five employees or less). Small business relocation from existing space may create additional demand. Based on historical office space turnover trends and average vacancy rates, Colleyville could capture an additional 9,500 square feet of annual office demand for a total of 14,800 square feet of annual absorption.

Figure 4.3. Employment Trends

Small Office Firms by Industry Sector



Source: Catalyst Commercial. Market Analysis for Colleyville, Texas.

Top Local and Area Employers

The City of Colleyville and surrounding area is home to numerous employers. Below are the top employers (based on total employment) in the area:

DFW International Airport (on-airport employees only)	60,000
Sabre Corporate HQ	2,532
Grapevine Colleyville ISD*	1,681
Texas Health Harris Methodist Hospital	1,546
Gaylord Texan Resort Hotel & Convention Center	1,500
HealthMarkets	1,450
Baylor Regional Medical Center at Grapevine	1,230
Atlantic Southeast Airline, Inc.	1,000
Triad Financial Group	1,000
Market Street*	369

*in City of Colleyville

OFFICE CLASS DEFINITIONS



Office classes represent a subjective quality rating of buildings which indicates the competitive ability of each building to attract similar types of tenants. A combination of factors including rent, building finishes, system standards and efficiency, building amenities, location/accessibility and market perception are used as relative measures.

Class A: Most prestigious office buildings competing for premier office users with rents above average for the area. Buildings have high quality standard finishes, state of the art systems, exceptional accessibility and a definite market presence.

Class B: Office buildings competing for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area. Building finishes are fair to good for the area and systems are adequate, but the building does not compete with Class A at the same price.

Source: Building Owners and Managers Association International (<http://www.boma.org/research/Pages/building-class-definitions.aspx>)

Outside of the projected annual demand, Colleyville remains and can continue to be an attractive location for office uses due to the City's proximity to DFW International Airport.

Relevance to Destination Colleyville

One key to creating a sustainable economic development strategy for Colleyville is through placemaking. A vibrant and attractive physical context creates the environment for bringing new spending, leveraging existing visitors, and retaining as much local demand as possible.

Although Catalyst Commercial's analysis identifies several areas where Colleyville is currently underserved with regard to available retail and office space, there are significant challenges to attracting

new commercial development. The first challenge is the significant regional competition, and the second is a limited availability of undeveloped land in high demand locations.

In order to address the first challenge, the City will need to build on its current successful strategy of creating a targeted and niche recruitment strategy for choice retailers and high quality businesses. The second challenge can be addressed by optimizing development and redevelopment opportunities by integrating public investment in placemaking elements.

Such a public investment strategy, together with the focused recruitment strategy, should create a market dynamic where the city's commercial corridors remain competitive as market conditions change, well into the future.

Economic Sustainability Framework

Based on a careful analysis of Colleyville's context and market opportunities, the following section establishes the framework of policies and actions to implement the City's Economic Sustainability goal:

GOAL

Expand the retail base and diversify the local economy to strengthen Colleyville's position in the region and increase its attractiveness as a high quality place to live, work, and play.



Policy: Redevelop – Encourage commercial redevelopment opportunities consistent with Land Use and Placemaking policies.

Given Colleyville's development context, there are limited opportunities for new commercial development on undeveloped properties. In addition, as identified in the work undertaken by Catalyst Commercial, there is an opportunity for optimization of additional sales tax-generating businesses that could be captured within the city. This dynamic will, in the long-term, create a more sustainable commercial tax base, thus helping to reduce the tax

responsibilities placed on residential landowners. However, many of these new businesses will want to be located along the Colleyville Boulevard Corridor. With limited opportunities, this needs to be through a carefully crafted redevelopment strategy for existing underutilized and under-performing properties based on market opportunities.

- **Action 4-1: Continue to utilize creative funding mechanisms (e.g., grants, public improvement or municipal development districts, etc.) to encourage desirable economic growth in targeted areas of commercial redevelopment.**

The City already has been successful in using a range of funding mechanisms, such as matching grants, infrastructure participation, and non-cash incentives as tools for attracting new businesses and improving existing ones along Colleyville Boulevard. Incentives, when quantified, can be effective in mitigating excessive development costs and gaps in public infrastructure needed to facilitate high quality development, especially in a redevelopment context. Incentives should be evaluated based upon need, overall public/private ratio, payback period, impact on adjacent developments, net new benefits and other policy goals. In addition, where possible, performance-based incentives should be used. This also includes a continual evaluation of existing programs (e.g., the city's existing Tax Increment Reinvestment Zone (TIRZ)) to ensure they are functioning as needed, and whether or not additional restructuring is recommended.

Incentives, if carefully targeted, frequently provide a net positive return on public investment. This then increases the City's capacity to bring additional private investment that can contribute to the continued economic vitality of the city.

- **Action 4-2: Facilitate infrastructure improvements and amenities that support placemaking.**

Today, cities are competing to be great places to live and work. In that regard, facilitating development and redevelopment that has a "sense of place" is becoming an essential component of many economic development efforts. This plan establishes a strong vision to transform Colleyville Boulevard into a true destination with a set of coordinated public and private improvements.

Redevelopment is often more expensive due to demolition, property agglomeration, upgrading infrastructure, amending easements, utility relocations, and coordinating with existing adjoining businesses and neighborhoods. To this end, the city should identify and prioritize public infrastructure investments that can encourage private redevelopment that creates higher quality environments, better merchandising, and enhances elements that improve quality of life.

PLACEMAKING

"Placemaking is a multi-faceted approach to the planning, design, and management of public spaces...the art of creating places that uplift and help us connect with others."



Source: Project for Public Spaces.

Figure 4.4. Businesses Needed in Colleyville

As part of the city-wide survey administered during this comprehensive planning process, participants identified the following types of businesses that were needed in the city. These expressed “needs” by community residents can contribute to additional sales tax dollars and revenues for the city.

- **Small retail stores / boutiques** – 48.3 percent of respondents felt that more small retail / boutique stores were definitely needed (15%) or somewhat needed (33.3%).
- **Medium-sized retail stores** – 77.7 percent of respondents felt that medium-sized retail stores were definitely needed (34.0%) or somewhat needed (43.7%).
- **Large retail stores** – 56.1 percent of respondents felt that large retail stores were definitely needed (30.6%) or somewhat needed (25.5%).
- **Professional services** – 42.5 percent of respondents felt that additional professional services (e.g., medical, legal, health, beauty, etc.) were definitely needed (10.2%) or somewhat needed (32.3%). Conversely, almost 40 percent felt that more of these services were not needed.
- **Sit-down restaurants** – 85.2 percent of respondents felt that additional sit-down restaurants were definitely needed (45.2%) or somewhat needed (40.0%). Conversely, 50.4 percent felt that more fast food services were not needed.
- **Mixed-use developments** – 47.0 percent of respondents felt that mixed-use areas were definitely needed (16.2%) or somewhat needed (30.8%).

Source: Community responses from the 2014 city-wide opinion survey

Policy: Recruit – Continue to promote Colleyville as an excellent and convenient place to locate a business.

Businesses are attracted to locations that are vibrant and offer a high standard of living for their management and staff. Businesses with specialized professional staff, in particular, favor walkable and vibrant locations that help them attract top talent. Colleyville can readily be promoted as a place where it is easy to live, work, play, and stay. The City’s neighborhoods and schools are already top-notch and can help recruit businesses to the City in conjunction with the City’s incentive policy and Economic Development Strategic Plan.

There are limited locations within the City for new, quality, commercial development. It will be imperative to ensure that the City can maximize this new commercial development potential to the extent possible. Details on the design and quality considerations are included in Chapter 9.

■ **Action 4-3: Continue to pursue new commercial development in the Colleyville Boulevard Corridor and other appropriate locations.**

Pursuing new, quality, commercial development in the Colleyville Boulevard Corridor, specifically at the Northern Gateway, and the Precinct Line Road Corridor, is a priority to increase commercial tax base, and to reduce retail sales leakage to other cities within the region. Catalyst’s assessment identified the capacity for an additional 303,000 square feet of retail goods and services by 2024 (see Figure 4.4. *Businesses Needed in Colleyville* on the left).

Historically, the City has absorbed an average of 6,000 square feet of professional office space and current absorption is close to 15,000 square feet with vacancy near 7%. Additional opportunities in Colleyville would be for boutique corporate headquarters. Overall, forecasts show that demand for quality office will continue to increase. The addition of quality professional office uses will not only capitalize on the areas available highly educated workforce but also provide additional daytime visitors that can increase sales at Colleyville’s stores and restaurants.

- **Action 4-4: Continue to identify the types of prospective businesses (retailers, restaurants, and office uses) that will complement Colleyville’s market context.**

The City has already recruited several quality retailers and restaurants. Continuing to use this strategic approach by communicating the strength of the city’s economic development opportunities and incentives to prospective new retailers and restaurants, will be the key to maintain the current momentum. This could include continuing coordinating meetings at local and regional conferences, organizing annual Retailers Roundup events, etc.

- **Action 4-5: Continue to pursue and strategically develop high quality lodging-related uses within the city.**

As part of a larger effort to increase long-term tax revenue, the City should target hospitality-related uses to attract tourists and visitors. This will support leisure and corporate recruitment and retain visitor spending. In addition, the City should explore integrating conference/meeting space to attract out-of-town guests and increase spending on hotels, restaurants, and local shopping for additional tax revenue. In addition to providing direct jobs within the community, hotels and other lodging-related uses provide the city with hotel occupancy tax revenue and other complementary benefits that can be utilized to fund additional marketing and promotional materials or events.

- **Action 4-6: Establish partnerships to create a business incubator or accelerator to support start-ups and local businesses within the city.**

In addition to national credit retailers and established chain restaurants, it will also be important for the City to support a program to incubate new local businesses in an effort to diversify the city’s commercial base.

A small business incubator or accelerator is a facility that provides small, start-up businesses with temporary space and shared business support services. An overarching goal of an incubator or accelerator is to enhance the entrepreneurial climate within the city and to create jobs that can lead to growth and expansion. The focus is on helping new businesses overcome the common problems that cause a business to fail within its first four years of existence. These include poor management, lack of funding, and inadequate marketing.

Although it is normal that small business start-ups have a high failure rate, the City can support the Chamber of Commerce and others in efforts to increase their chances of success. Led by the Chamber, this can include, but is not limited to, temporary office space, office services (e.g., copying, printing, faxing, computers, and high-speed Internet access), etc.

WHAT IS A BUSINESS INCUBATOR or ACCELERATOR?

A business incubator or accelerator is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services.



Source: National Business Incubation Association, www.nbia.org

Additional resources on business incubators or accelerators can be found through the Economic Development and Tourism division of the Office of the Governor and through the National Business Incubation Association.

Policy: Retain - Continue to support existing business development opportunities and initiatives.

As the anticipated reconstruction of Colleyville Boulevard and associated redevelopment of properties occur, it is important to retain and support existing businesses that are performing well and those that fit into Colleyville’s commercial niche strategy. Working with the Chamber of Commerce and other area organizations to create a support system for existing businesses will be important in this regard.

■ **Action 4-7: Continue to promote a “buy local” program.**

“Buy local” campaigns are great marketing tools used to generate pride and increase the economic stability of small businesses. In addition, it retains as much spending as possible within the community. As of 2015, the total retail leakage (i.e., retail expenditures by Colleyville residents outside Colleyville) is over \$242 million annually. Some of this retail sales tax leakage can be stemmed by new commercial development within the city. However, a long-term buy local program can complement the City’s strategy to maximize sales tax revenues.

■ **Action 4-8: Continue to support the business counseling program offered in association with SCORE.**

SCORE “Counselors to America’s Small Businesses” is a nonprofit association comprised of over 13,000 volunteer business counselors throughout the United States. Members are trained to serve as counselors, advisors, and mentors to aspiring entrepreneurs and business owners. The services provided are offered as a community service at no fee. Continued support by the City can provide the necessary assistance for small businesses to get started and grow.

■ **Action 4-9: Coordinate with area partners and social media channels to develop promotional materials to market Colleyville as a “destination,” in addition to promoting the city in general.**

The city can benefit from promoting Colleyville as a destination. There are several opportunities to create a variety of digital and/or hard-copy marketing and promotional materials including shopping and dining guides, shopping coupons, event flyers, etc.

While residents shopping locally can help retain sales tax revenues, visitors are equally important as they bring outside dollars into Colleyville. The City should consider a tourism marketing study to understand the profile of its

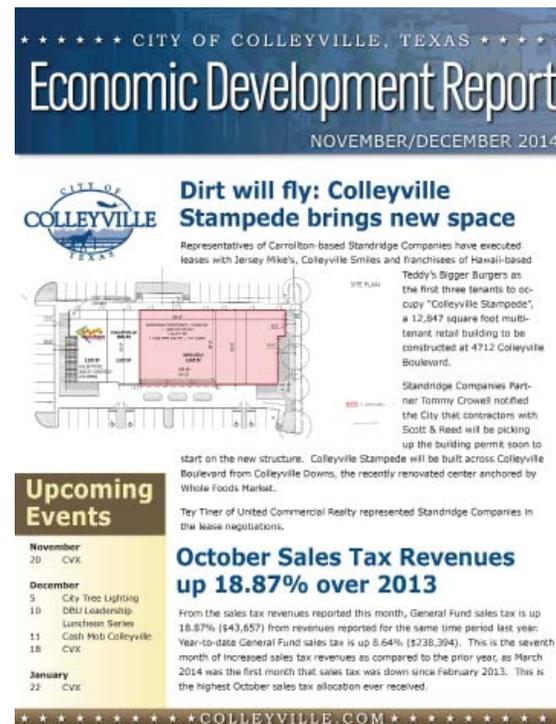
non-local visitors and develop a targeted marketing campaign to popular channels that align with Colleyville’s visitor profile.

Currently, the City promotes Colleyville through a number of social media outlets, including Facebook pages and through the quarterly economic development newsletters. In the age of social media, this is an important, and oftentimes inexpensive, means of communicating with the community. Additional means of promotion should be explored to “get the word out” about available programs and offerings; amenities, events, and festivals; and other important information. The effectiveness of existing outreach should be evaluated to ensure the message is appropriate and resonating with the Colleyville community.



Colleyville’s existing Facebook fan pages provide an inexpensive means of outreach to the Colleyville community. More importantly, they engage the community using technology that is already being used on a daily basis.

Source: <https://www.facebook.com/colleyvilletexas>



Colleyville’s Economic Development newsletter that keeps the development community and citizens at large up-to-date about development activity in the city.

Source: <http://www.colleyville.com/economicdevelopment.html>

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INTRODUCTION

Ultimately, the success of a transportation system is measured in terms of access and mobility. In other words, it is measured by how easy it is to get where you are going, no matter how you are getting there. A good transportation system provides balance between accessibility and mobility to create safety and efficiency in the movement of people and goods.



Transportation

A city's transportation system has a strong influence on the quality of life and economic prosperity of a community. When residents and visitors cannot move with relative ease, it leads to increased frustration, lower quality of life, and negative perceptions about the community in general. Conversely, when movement around the city occurs easily, and through a quality and connected street network, it leads to positive perceptions about the community and oftentimes increases the economic attractiveness of the city to potential new residents and businesses.

Although cities are comprised of many moving parts, one of the most complex is transportation. In particular, transportation planning involves a deep understanding of how transportation decisions affect land uses, and vice versa. Transportation should accommodate multiple modes of travel, often times within the same limited right-of-way. The city's transportation network is part of, and interrelated to, a greater regional network of transportation facilities. Accordingly, this brings multiple jurisdictions to the table, all which can impact how people move into, out of, and through the city.

Despite the fact that Colleyville's population has leveled since 2010, and population growth is projected to be modest until the city reaches its maximum population, the city will still be impacted by growth stemming from the DFW Metroplex. As stated previously in Chapter 1, *Introduction*, the DFW Metroplex is one of the fastest growing in the United States, with Tarrant County alone being projected to almost double in population (from 1.8 million people to 3.5 million people) by 2050. Due to the city's proximity to the DFW International Airport and its superb quality of life, the city's transportation system will surely be impacted by regional growth trends.

For Colleyville, a community that has reached its geographic extents for new growth, transportation planning and thoroughfare development will be more focused on improving key linkages; refining existing corridor appearance, functionality, and efficiency; and improving the balance of transportation choices for all users, particularly during revitalization and redevelopment projects.

Streets

Streets are one of the most important physical parts of any city and can often represent as much as one-fifth of the community's total developed area. In Colleyville, streets and street rights-of-way represent approximately 12 percent of the city's total land area. In addition to the movement of traffic throughout the city, streets also move pedestrians and bicyclists within the same rights-of-way. Streets provide access to, and accommodate drainage for, abutting properties, provide for open space between buildings, and provide space for the installation of various utilities (e.g., storm sewers and surface drainage, sanitary sewers, water mains, gas mains, cable television and electric transmission lines). Streets are also the primary means by which emergency services (e.g., police and fire protection) are provided to an area.

Just as importantly, streets are the primary way in which one experiences a city. In Colleyville, tree-lined streets and large estates lend the city a rural feel, particularly when combined with beautiful and attractive front yards. Retaining that rural character and country feeling is one of the most important priorities of the Colleyville community. To many, it is one of the primary reasons they moved to the city and what makes them stay in Colleyville.

Streets are among the most important “framework” elements in a city, and how they look tells us a lot about a city.



“Quiet country atmosphere, including the many attractive two-lane roads such as Pleasant Run, Bedford Road, and Westcoat.”

PERCEPTIONS OF STREETS IN COLLEYVILLE



Most of the respondents to the mail-out/internet survey had a positive impression of the overall street network in the city. In fact, many of the responses to the question of “what makes Colleyville unique” involved answers relating to the quiet, rural roads within the city.

Source: Respondents to the mail out/internet survey.

Since streets provide for the movement of people and goods to, from, and through the community, considerable forethought has been given to the development of adequate circulation. The locations of the various land use arrangements are ultimately determined, to a large degree, by the location and type of transportation facilities available to handle traffic, both within the city itself, and between the city and adjacent communities.

Access to the major transportation network is very important to the community, since over 88.8 percent of all Colleyville workers commute to work in automobiles. The mean travel time for those commuting was 25.4 minutes.¹

Similar to many communities across the country, the Colleyville community has expressed significant interest in increasing bicycle and pedestrian connectivity in the city. The community also prefers to invest in improving vehicular transportation. The roadway network needs to be sufficient to serve the automobile as the primary mode to move people to and from their destinations, but additional linkages in other modes such as walking and biking are also desired.

¹ U.S. Census Bureau, 2013 ACS

Complete Streets

A “Complete Street” provides access for all users, including motor vehicles, bicycles, and pedestrians. Users of all ages and abilities are able to move safely along and across a Complete Street.¹ Benefits of Complete Streets include:

- Creation of more efficient streets that do not depend on one single mode of mobility;
- Ensuring that current and future street improvements, by any entity (private or public), consider providing balanced access to non-vehicular modes, as well as vehicles;
- Greater attention being paid to streetscape elements such as crosswalks, street lighting and

¹ National Complete Streets Coalition, <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq>

furniture, pedestrian crossings, wide sidewalks, street trees, promenades, and accessibility ramps;

- Helping create a healthier and more vibrant community by encouraging walking and bicycling by residents and visitors of all ages; and
- Providing access for younger residents of the city to walk or ride a bike to school, leading to more active youth in Colleyville.

In Colleyville, the rural cross-section found on many well-loved streets creates challenges to providing facilities for pedestrians and bicyclists. However, considerations to provide for such facilities where appropriate and feasible are recommended for every street on the Master Thoroughfare Plan.



An example of a proposed Complete Street in Sugar Land, Texas.

Character of Streets

The community identified the country character associated with driving along roads within and throughout Colleyville as one of the community's key strengths. The old county roadway system that previously existed in most of the neighboring communities eventually gave way to multi-lane improvement projects. However, in Colleyville, significant sections of the old county roadway system have been retained and generally function today as

the collector streets. Many of the existing roadways in the city contain signature elements (e.g., mature trees, rural fencing, open swales, etc.) that create a unique character which sets Colleyville apart from many of the surrounding communities. See Figure 5.1, *Existing Streets With Character*. Some of these streets include sections of Pleasant Run Road, Cheek-Sparger Road, Jackson Road, Oak Knoll Drive, Westcoat Drive, Bransford Road, John McCain Road, and McDonwell School Road.

Figure 5.1. Examples of Existing Streets With Character



Fencing and open space as signature elements



Mature trees and no curbing as signature elements



Open swales and no curbing as signature elements

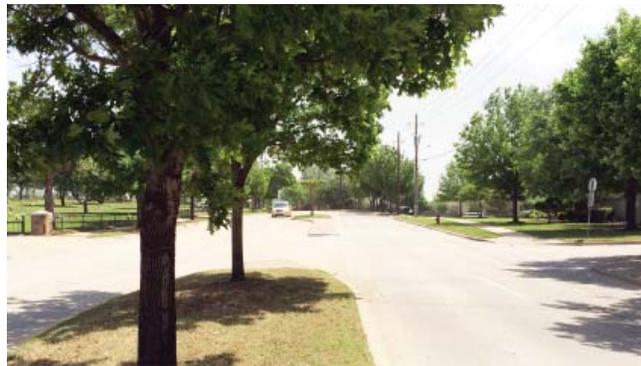


Fencing and woodlands as signature elements

The Colleyville community and Comprehensive Plan Advisory Committee (CPAC) recommended that the character of key roadways in the city be considered when planning for land use and street improvements. Some newer streets in Colleyville incorporate some desired elements (e.g., sidewalks and parkway areas), but suffer from wide pavement cross-sections and a lack of mature trees (see Figure 5.2, *New Streets With Character Elements*). Along these streets, consideration

could be given to narrower lane widths, wider parkway areas, greater connectivity between developments, and more emphasis on capacity at intersections. Similar to many other communities across the country, other existing streets in Colleyville were designed and constructed without character-creating elements. Many of these streets (see Figure 5.3, *Streets With Character Opportunity*) result in streets that lack a sense of place.

Figure 5.2. New Streets With Character Elements



Existing street with additional character elements



Rebuilt street with additional character elements

Figure 5.3. Streets With Character Opportunity



Street with opportunity for additional character elements



Street with opportunity for additional character elements

Master Thoroughfare Plan (MTP)

The Master Thoroughfare Plan (MTP) identifies the major thoroughfare routes serving the community and the general location of all future major thoroughfares. The MTP, prepared as a component of *Destination Colleyville*, updates the 2004 Master Thoroughfare Plan.

Regional Transportation System

The major transportation facilities serving northeast Tarrant County are Interstate Highways 30 and 35W, Loop 820, State Highway 183, State Highway 114, and State Highway 121 (see Map 5.1, Regional Transportation System).

Each of these facilities plays an important role in gaining access to Colleyville. Interstate Highway 30 is a major national roadway extending east from Dallas and west to IH-20 at the Parker County line. Interstate Highway 35W connects Hillsboro to Denton and is a very heavily traveled highway. In recent years, it has become a major route for truck traffic associated with international trade.

Loop 820 is the major circulation route around Fort Worth and serves a number of communities located on the edge of Fort Worth's urban area. State Highway 183 basically extends east and west between Dallas and Fort Worth, and is a major facility for commuters between these two cities and cities situated adjacent to this major highway. State Highway 114 connects northern Tarrant County and Denton County to DFW International Airport and Dallas.

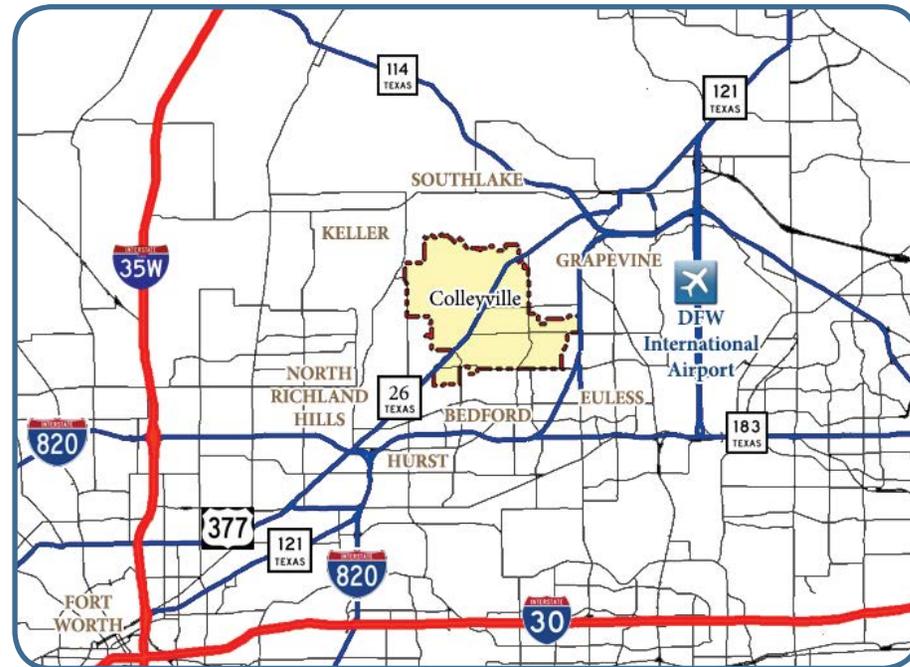
Local Transportation System

State Highway 121 extends north-south along the eastern boundary of Colleyville, and provides a major connecting route to the DFW International Airport and the northern portion of Dallas. The significant street

intersections along State Highway 121 which serve Colleyville are at Cheek-Sparger Road, Glade Road, and Hall-Johnson Road. The completion of the “DFW Connector” project in 2013 has significantly improved mobility along State Highway 121.

State Highway 26 (Colleyville Boulevard) and FM 3029 (Precinct Line Road) also serve as important transportation routes in Colleyville. Colleyville Boulevard is a four- to five-lane undivided highway that traverses the center of Colleyville, entering from the southwest and exiting at the northeast corner of the city. It is along this corridor where the majority of Colleyville's commercial properties are located. It is currently being reconstructed into a six-lane divided roadway. Precinct Line Road is a seven-lane undivided

Map 5.1, Regional Transportation System



regional roadway that extends along the western edge of Colleyville and serves as the western boundary between Colleyville and North Richland Hills.

Traffic Generators

Typically, the major sources of traffic in a community are internal (e.g., travel to and from a school or a shopping center). In Colleyville, however, a significant amount of vehicular traffic is generated by adjacent community residents traveling through Colleyville to reach destinations in other nearby communities. Colleyville Boulevard carries a significant amount of external commuter traffic. However, its route does not extend through Colleyville’s residential neighborhoods, contrary to the east-west roadways of McDonwell School Road, John McCain Road, Glade Road, Hall-Johnson Road, and Cheek-Sparger Road.

In the past, Colleyville has received relatively little economic benefit from increased traffic through the community. With the growth of retail areas such as Colleyville Downs, the Village at Colleyville, and the Colleyville Town Center/Market Street development, connectivity can serve to generate significant activity that benefits the city.

North Tarrant Parkway was recently extended to Interstate Highway 35W, between Fort Worth and Keller. This route provides a multi-lane connection from the north side of Fort Worth to Precinct Line Road. Due to its completion, east-bound traffic will likely increase in the future along McDonwell School Road and John McCain Road. Mid-Cities Boulevard already provides a multi-lane east-west roadway from Saginaw to DFW International Airport through Colleyville along Cheek-Sparger Road.

During early morning and evening commute times, additional traffic (which comes in large part from the external pass-through traffic) increases congestion along Colleyville’s roadways making it more difficult to gain access to adjacent residential neighborhoods. This is not to be too unexpected, as most of the major intersections on the city’s predominantly two-lane arterial system are not designed to accommodate high volumes of turning movements.

Traffic Volumes

On an annual basis, City collects traffic volume information for most of the major roadways in the community, generally taken near major intersections. Future traffic volume projections are derived from the North Central Texas Council of Governments (NCTCOG) 2035 Traffic Volume Projections. However, several roadways are already seeing traffic counts at the 2035 level. Information on both current and projected traffic volumes is useful for economic development purposes as well as for establishing a sound roadway maintenance or improvement program.

TRAFFIC GENERATORS

Within the city limits, the major traffic generators include, but are not limited to, the following:

- Glade Points shopping center
- Colleyville Downs shopping center (formerly Village Park)
- Colleyville Town Center
- Village at Colleyville
- Area schools



Thoroughfare Classifications and Standards

The following describes the general functional classifications of streets that are defined in the Master Thoroughfare Plan. Each type of street is grouped into classes according to the character of service they are intended to provide. Each also function differently, with varying rights-of-way widths, number of vehicular lanes, and vehicular lane widths. A description of each classification and typical dimensions follows:

LOCAL STREETS

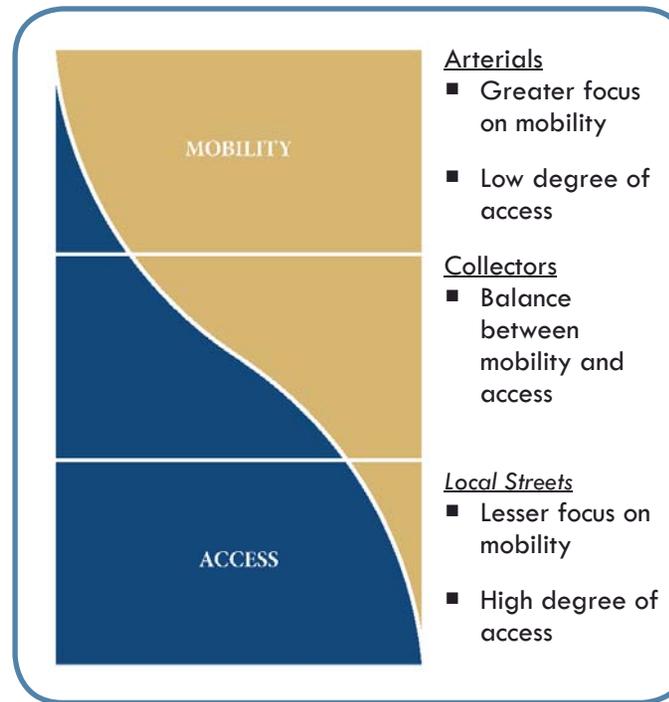
Local streets provide access to properties, typically residential or local destinations, and prioritize accessibility over mobility. Local streets generally make up the majority of the streets in a community.

The actual cross-section of local streets may vary from community to community, depending upon street construction practices, abutting land uses, parking, planting of street trees, and other considerations. In Colleyville, local streets will typically have a right-of-way width of 50 feet. Recommended pavement widths for a local street are 28 feet (29 feet back to back of curb for an urban section). For a rural section, the travel lane width will be 24 feet with a two-foot concrete ribbon along the outside edges. This pavement width is adequate for common residential densities, which typically generate an average of approximately 10 vehicle trips per weekday, per each urban dwelling unit.

COLLECTOR STREETS

Collectors provide the transition from arterials to local streets. Service is at a lower speed for shorter distances by “collecting” traffic. They typically connect residential areas, schools, local shopping centers, and destinations, and move traffic over shorter distances. Collectors try to balance mobility and accessibility.

Figure 5.4. Street Functional Classification Differences



Local land access should be more carefully regulated along a collector street. Numerous driveway cuts increase the number of potential conflict points and create safety issues, including increased congestion and number of traffic accidents. Parking on major collector streets should be discouraged, and residential buildings should preferably not face onto, or have driveways entering, the major collector streets. Examples of major collector streets in Colleyville include John McCain Road and Bransford Road.

From a design standpoint, the right of way of a collector street should not be narrower than any of the local streets entering it. Additionally, the design of a collector street should include consideration for the right-of-way width and number of lanes which provide for continuity of the overall system. Right-of-way widths will be a maximum of 75 feet with pavement widths of 28 to 42 feet, depending on whether the street is serving an urban or rural area and the need for a specific lane configuration (e.g., six-foot paved shoulders, center turn lane, etc.).

ARTERIAL STREETS

Arterials move large volumes of traffic between major destinations. With some degree of access control they prioritize mobility over accessibility in order to provide the highest level of service at the greatest speed for the longest uninterrupted distance. Major arterial thoroughfares are often multi-lane facilities and are often constructed and maintained by the Texas Department of Transportation (TxDOT). The two major arterial streets in Colleyville are Colleyville Boulevard and Precinct Line Road. Minor arterial streets provide for traffic movement from the various neighborhoods to commercial areas and other major traffic generators (e.g., schools and municipal buildings), and also serve as routes for thru-traffic from adjacent cities. Right-of-way widths will be a maximum of 95 feet with pavement widths of 36 feet to 44 feet. Examples of minor arterial streets include Hall-Johnson Road, Cheek-Sparger Road, and Glade Road.

EXPRESSWAYS/FREEWAYS

Expressways/freeways provide for expeditious movement of traffic between areas and across cities,

with an intent of moving large volumes of traffic at relatively high speeds, with as few delays and interruptions as possible. One of the ways this occurs is through the limitation of direct access to adjacent properties. With the exception of adjacency to a segment of State Highway 121 on the eastern border of Colleyville, no expressways will occur in the city.

Street Design Standards and Cross-Sections

The Master Thoroughfare Plan (MTP) is designed to provide for the future travel needs of the community by ensuring the orderly development of the street system. It is also designed to ensure that adequate rights-of-way are preserved with general alignments and sufficient width to allow for the efficient expansion and improvement over time. While Colleyville's existing thoroughfare system is nearly complete, there are areas where future traffic capacities will require existing travel lanes to be expanded for improved traffic flow.

The MTP provides guidance as to the functional classification of street. These functional classifications are then subject to design standards which provide specifications on right-of-way and pavement widths, traffic capacity, number of lanes (including turn lanes), and the design of sidewalks or trails (see Table 5.1., *Master Thoroughfare Plan Design Standards*, below). Cross-sections are provided to help illustrate the different types of street designs standards for Colleyville (see Figures 5.5 through 5.13, located on pages 55 through 59).

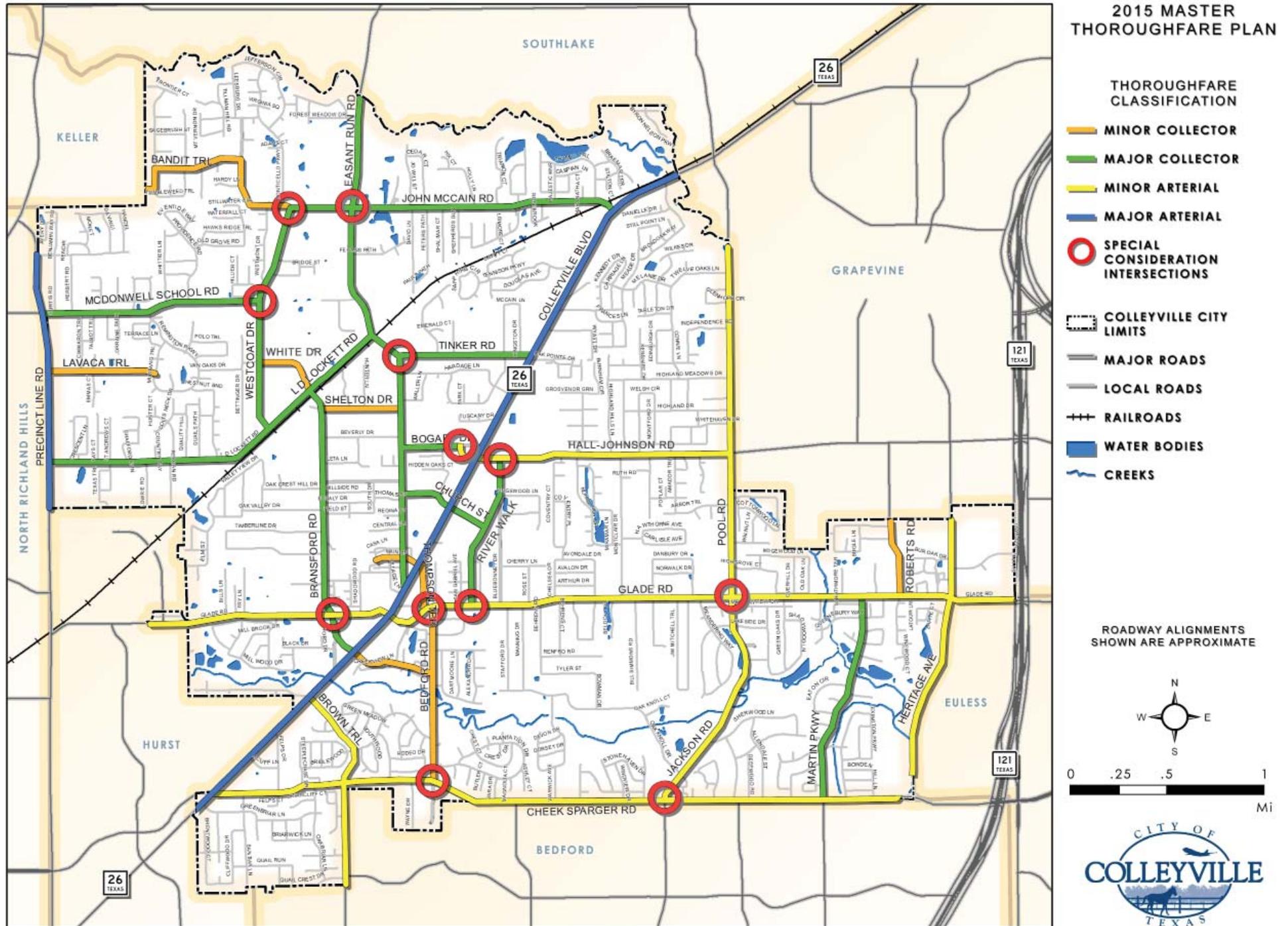
Table 5.1. Master Thoroughfare Plan Design Standards

CITY OF COLLEYVILLE - MASTER THOROUGHFARE PLAN CLASSIFICATION CRITERIA											
Road Classifications	Road Type	Ideal Traffic Volume Capacity ¹ (Average Daily Traffic)	Right-of-Way Width (Feet)	Roadway Typical Section ⁵							
				Pavement Width ² (Feet)	Number of Lanes (#)			Minimum Median Width (Feet)	Parkway Width ³ (Feet)	Sidewalk Minimum Width (Feet)	
					Total Number of Lanes	Dedicated Left Turn Lane	Dedicated Right Turn Lane				Parking Allowed
Local	R2U	0 - 1,250	50'	24'-28'	2 Lanes	N/A	N/A	Yes	N/A	11'-13'	5'
Minor Collector	C2U	1,250 - 3,500	75'	30'-36'	2 Lanes with Option for Turn Lanes at Intersections	Optional	Optional	Yes	N/A	19.5' - 22.5'	5'
Major Collector	C2U/C3U	3,500 - 13,000	75'	36'-42'	2+ Lanes	Optional	Optional	No	N/A	16.5' - 19.5'	5'
Minor Arterial	M2U/M4U/M4D	8,000 - 23,000	95'	36' -44'	2+ Lanes	Optional	Optional	No	16'	17.5' to 29.5'	5'
Principal Arterial	P4D/P6D	21,000 - 35,000									

Notes:

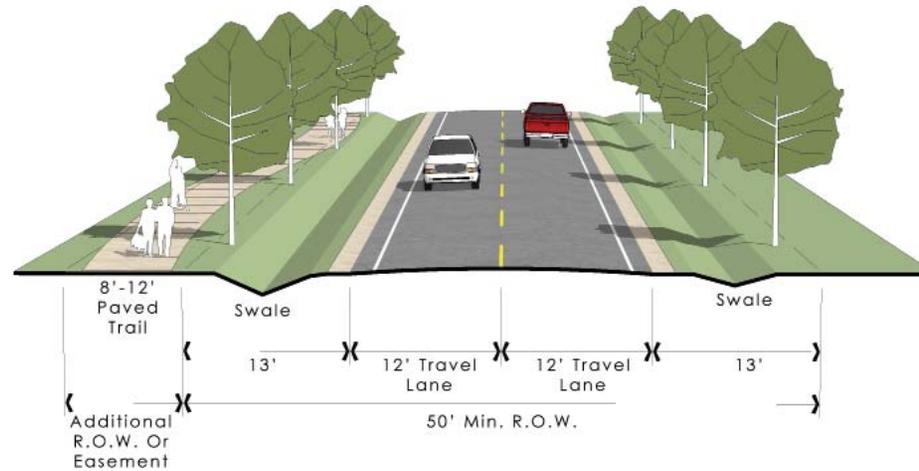
- Traffic Volume Capacity is based on guidance from the North Central Texas Council of Governments (NCTCOG) Roadway Service Volume (Capacity) Estimates. The Traffic Volumes are the Non-Directional and represent the Average Daily Traffic (ADT) in a 24-Hour Period. Assuming a Level of Service "C" Capacity, Principal Arterial is LOS "D".
- Total Pavement width shown is for a typical cross section, and may vary at intersections. The Total Pavement width for undivided roads is from face of curb to face of curb. The continuous two-way left turn lane (if used) is included in the Total Pavement width. For median divided roads, pavement width is for all through traffic lanes. The pavement width does not include the width of the median. For all roads that do not have a continuous left turn lane, additional left turn or right turn lanes at intersections are not included in the Total Pavement width.
- Parkway Width is face of curb to right-of-way. The width shown represents one side of the road (not both parkways).
- The only Principal Arterial in the City of Colleyville is State Highway 26 (Colleyville Boulevard). State Highway 26 is a Texas Department of Transportation (TxDOT) Controlled Road. Therefore, TxDOT will determine road right-of-way and typical section.
- Context-Sensitive Solutions (CSS) principles, called for in Action 5-10 on page 65, shall be used when developing specific street and sidewalk designs, and may impact some street and sidewalk dimensions.

Map 5.2, Master Thoroughfare Plan



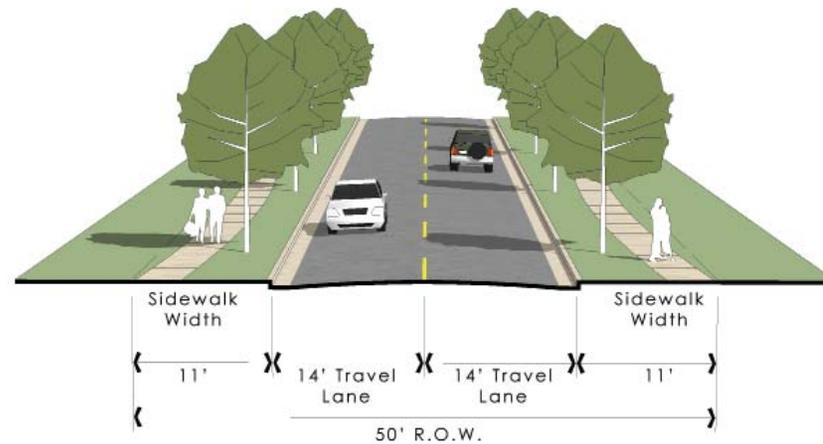
LOCAL STREET CROSS-SECTIONS

Figure 5.5. Local Street – Rural Cross-Section



The cross-section of a rural local street provides 24 feet of pavement for two travel lanes. Additional two-foot wide concrete ribbons run along both outside edges of the travel lanes and are part of the parkway. The width of the travel lanes and concrete ribbons provide room for on-street parking while still maintaining traffic flow on these relatively low-volume streets. Depending on the adjacent land uses, sidewalks or trails may be provided in the 13-foot wide parkway. If a trail is required, additional right-of-way or an easement will be needed.

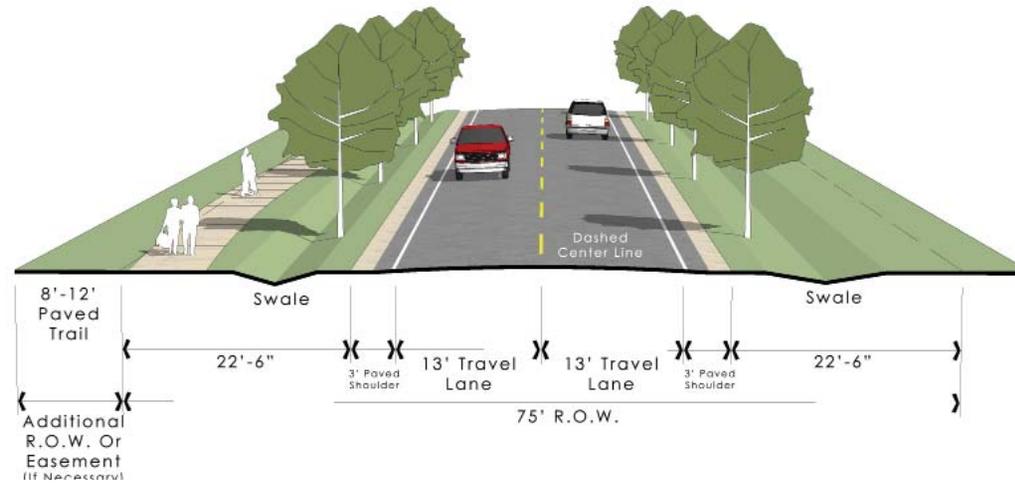
Figure 5.6. Local Street – Urban Cross-Section



The cross-section of an urban local street provides 28 feet of pavement from face of curb to face of curb for two travel lanes. The 28-foot width provides room for some on-street parking while still maintaining traffic flow on these relatively low-volume streets. Within the 11-foot parkways, there is room for a sidewalk or possibly a trail. If a trail is required, and there is not sufficient right-of-way, additional right-of-way or an easement will be needed.

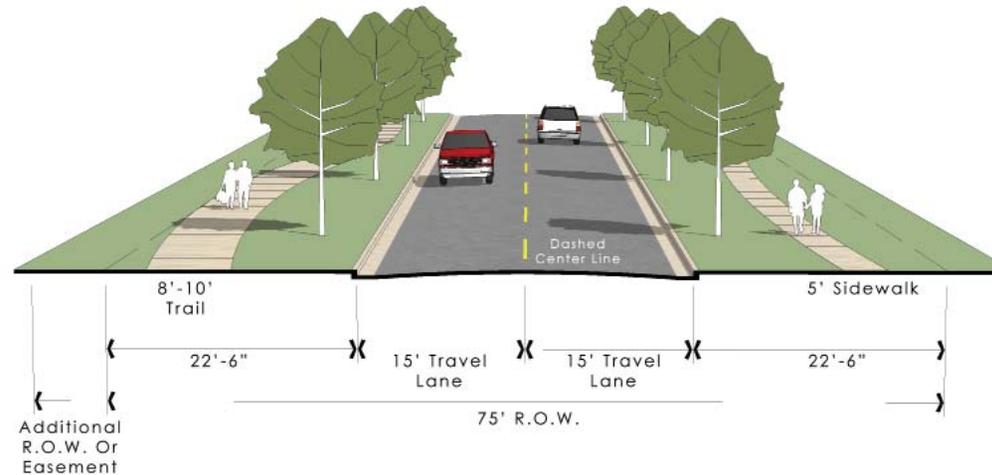
MINOR COLLECTOR STREET CROSS-SECTIONS

Figure 5.7. Minor Collector Street – Rural Cross-Section



The cross-section of a rural minor collector provides 30 feet of pavement for two travel lanes, plus two-foot wide concrete ribbons along both outside edges of the travel lanes. The 30-foot width provides additional space for traffic flow and on-street parking while still maintaining the flow of traffic. With 75 feet of right-of-way, there should be adequate space to provide a sidewalk or possibly a trail. If for some reason neither a sidewalk nor trail can be accommodated in the 75 feet of right-of-way, additional right-of-way or an easement will be required.

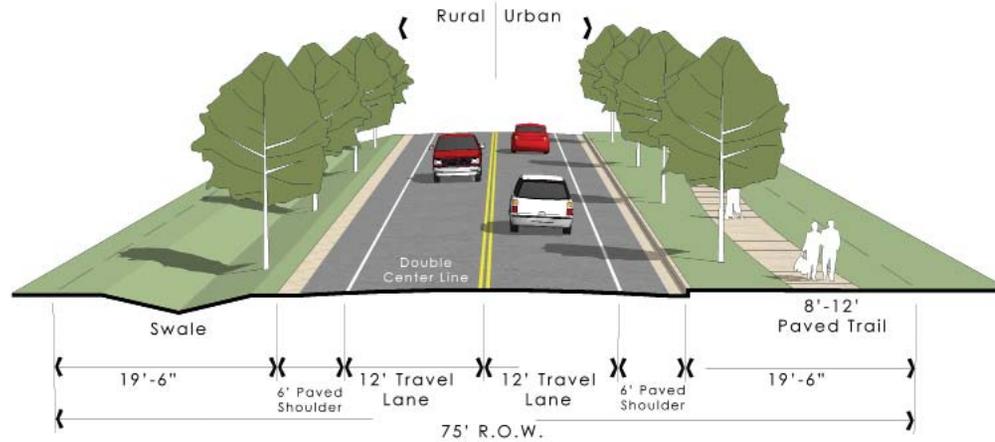
Figure 5.8. Minor Collector Street – Urban Cross-Section



The cross-section of an urban minor collector provides 30 feet of pavement from face of curb to face of curb for two travel lanes. The 30-foot width provides additional space for some on-street parking while maintaining the flow of traffic. With 75 feet of right-of-way, there should be adequate space to provide a sidewalk or trail.

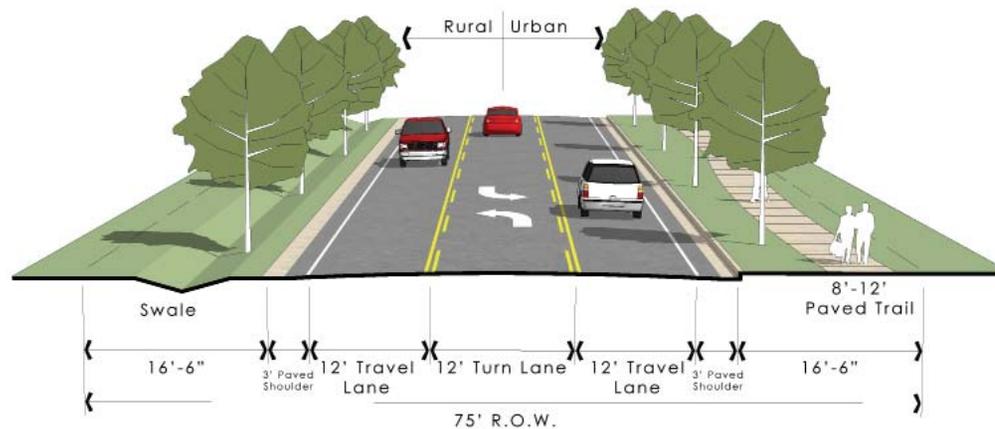
MAJOR COLLECTOR STREET CROSS-SECTIONS

Figure 5.9. Major Collector Street – Rural or Urban Two-Lane Cross-Section



The cross-section of a rural or urban two-lane major collector provides 36 feet of pavement for two travel lanes. The 36-foot pavement width provides additional width to allow for emergency vehicles to pass and provides additional capacity by allowing space for vehicles to pass on the right side of a left-turning vehicle. It also provides more room for the flow of traffic and higher traffic volumes. As shown above, a rural cross-section is depicted on the left and an urban cross-section on the right. With 75 feet of right-of-way, there should be adequate space to provide a sidewalk or trail in both rural and urban areas.

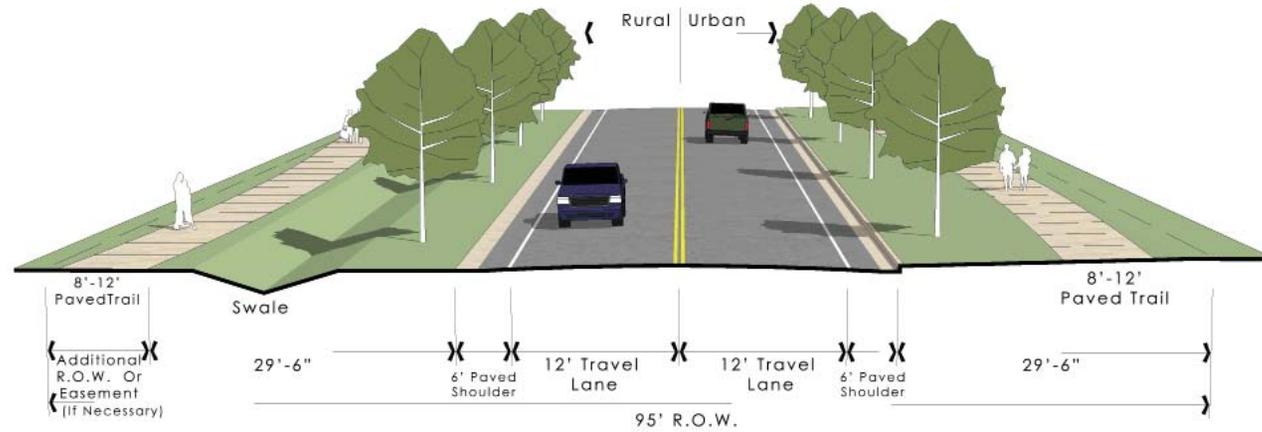
Figure 5.10. Major Collector Street – Rural or Urban Three-Lane Cross-Section



The cross-section of a rural or urban three-lane major collector provides two travel lanes, plus a two-way left-turn center lane. The rural major collector includes two-foot wide concrete ribbons along both outside edges of the travel lanes. The center turn lane provides additional capacity by providing a full lane for left-turning vehicles, allowing through traffic to flow unimpeded. As shown above, a rural cross-section is depicted on the left and an urban cross-section on the right. With 75 feet of right-of-way, there should be adequate space to provide a sidewalk or trail in both rural and urban areas.

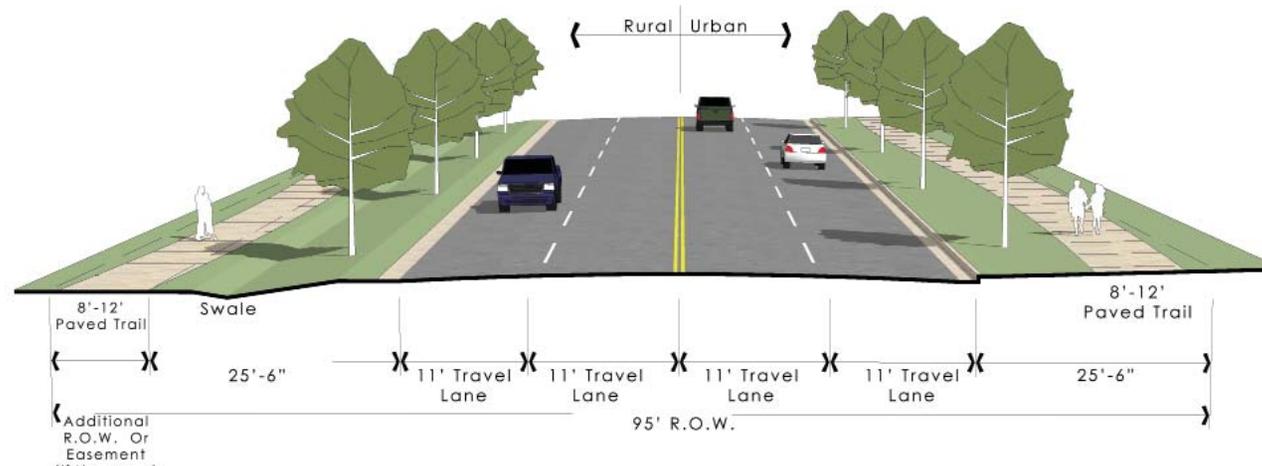
MINOR ARTERIAL STREET CROSS-SECTIONS

Figure 5.11. Minor Arterial Street – Rural or Urban Two-Lane Cross-Section



The cross-section of a rural or urban two-lane minor arterial provides two 12-foot travel lanes with two six-foot paved shoulders. As shown above, a rural cross-section is depicted on the left and an urban cross-section on the right. With 95 feet of right-of-way, there should be adequate space to provide a sidewalk or trail in urban areas. However, additional right-of-way may be needed for trails in rural areas if sufficient right-of-way is not present.

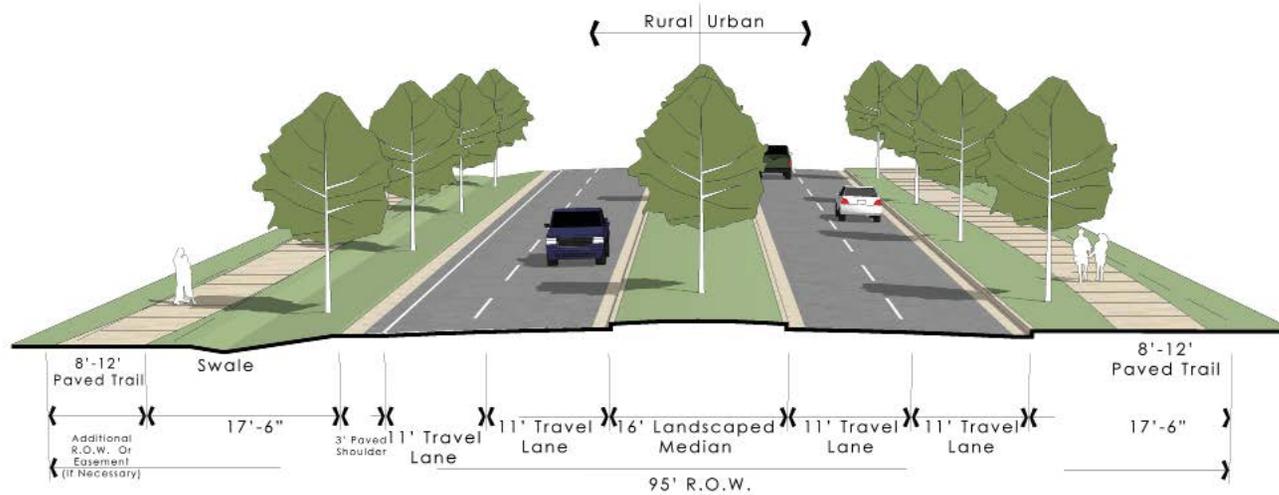
Figure 5.12. Minor Arterial Street – Rural or Urban Two-Lane Cross-Section



The cross-section of a rural or urban four-lane minor arterial provides four 11-foot travel lanes and no paved shoulders. As shown above, a rural cross-section is depicted on the left and an urban cross-section on the right. With 95 feet of right-of-way, there should be adequate space to provide a sidewalk or trail in urban areas. However, additional right-of-way may be needed for trails in rural areas if sufficient right-of-way is not present.

MINOR ARTERIAL STREET CROSS-SECTIONS (CON'T.)

Figure 5.13. Minor Arterial Street – Rural or Urban Four-Lane Cross-Section



The cross-section of a rural or urban four-lane minor arterial can also be designed with a 16-foot center median, four 11-foot travel lanes, and no paved shoulders. As shown above, a rural cross-section is depicted on the left and an urban cross-section on the right. With 95 feet of right-of-way, there should be adequate space to provide a sidewalk or trail in urban areas. However, additional right-of-way may be needed for trails in rural areas if sufficient right-of-way is not present.

Transportation Framework

GOALS

Maintain the existing street network that encourages efficient and pleasant movement of all modes in the city with a focus on improving strategic vehicular, pedestrian, and bicycle connectivity at key locations.

Balance the need for efficient movement with promoting and protecting the unique character of the city's established roadways.



Policy: Implement the Master Thoroughfare Plan.

The Master Thoroughfare Plan establishes the City's ultimate street network most of which is already in place. Implementing the Master Thoroughfare Plan helps to improve traffic flow and other short- and long-term mobility needs of the city. As Colleyville continues to grow and adds new residents, and as the population of the DFW Metroplex also grows, traffic levels along the City's arterial and collector streets will increase. More specifically, Colleyville Boulevard is slated to be improved to a six-lane boulevard within the next few years.

■ Action 5-1: Consider access management strategies along city streets.

As traffic in the city evolves, additional consideration regarding potential access management strategies that could be implemented during street improvement and redevelopment projects. These could include limiting the number of access points (streets and driveways) along arterial streets (e.g., Cheek-Sparger Road), synchronization of traffic control devices, adding acceleration or deceleration lanes, cross-access easements between adjoining developments, and in some cases, adding center turn lanes or medians. Access management should be implemented in conjunction with turn lanes and other cross-access improvements that to ease congestion on city streets.

■ Action 5-2: Continue to design and implement improvements at key intersections designated on the Master Thoroughfare Plan.

Given the challenges to increasing roadway capacity along many of the city's rural roadways, improvements to facilitate vehicular movements at key intersections (denoted on the Master Thoroughfare Plan as "special consideration intersections") should remain a high priority. By reducing delays at intersections, the capacity of area roadways is enhanced.



During the planning process, the Colleyville community frequently noted their appreciation for the roundabouts that have been installed in recent years, and asked that those improvements continue. The photo depicts the roundabout installed at the intersection of Glade and Pool Roads.

Policy: Explore opportunities to improve connectivity within and between neighborhoods and developments (especially along the Colleyville Boulevard Corridor and adjoining neighborhoods).

As Colleyville developed, many neighborhoods were built with only one or two vehicular access points and frequently lacked vehicular connections to nearby neighborhoods. In recent years, many newer developments have been built in the same manner, forcing all traffic out to the nearby collectors or arterials. In places where higher capacity collectors and arterials are available, this may be acceptable. However, with the desire to maintain a rural character in Colleyville, this design arrangement simply increases the burden on the city's collectors and arterials. Similarly, many commercial developments were designed without internal connectivity to adjacent parcels.

In addition, there is increasing desire on the part of Colleyville residents to be able to walk or ride a bicycle to nearby destinations. Access to sidewalks and trails for both recreation and mobility is becoming an important element of quality of life for many communities, especially for Colleyville. The Colleyville community has expressed this desire repeatedly, going back to the 1998 Plan, The Colleyville Plan (2004– 2025), and most recently as part of the 2011 Parks, Recreation & Open Space Master Plan.

Given the narrow pavement sections and the desire to maintain the rural character of drainage swales along many streets, the preferred solution to improve connectivity for both bicyclists and pedestrians is to expand the city's system of trails that parallel many streets. These trails are typically 10-foot wide and can carry low to medium volumes of both bicyclists and pedestrians concurrently (as long as high-speed bicycle travel is not anticipated). Since there is a growing interest in walking and bicycling, every neighborhood in Colleyville should have comfortable and appealing options for users to walk or ride to nearby destinations.

- **Action 5-3: Improve roadway connectivity within and between residential subdivisions where appropriate.**

All new developments should be encouraged to provide agreements with adjacent developments to allow shared connection points, especially for pedestrian and bicycle access. For existing developments, the City should continue to work with local neighborhood representatives to build support for increased connectivity between developments in the future. At a minimum this could include sidewalk or trail access as a start. Improving external access not only improves the connectivity of the development it serves, but if implemented across several developments, will improve connectivity across the entire community. Concerns about cut-through traffic can be alleviated through the means of appropriate traffic calming measures.

- **Action 5-4: Improve vehicular and pedestrian connectivity within and between commercial developments for all new development and redevelopment.**

The medians being proposed on Colleyville Boulevard as part of the imminent improvements to the Corridor will limit access to several existing developments that may not have direct access to a full median opening. Although the Land Development Code already makes cross-access between adjoining properties a requirement for all new development, the City could partner with property owners to proactively retrofit existing parking lots to connect at key locations.

In addition to vehicular connectivity between commercial developments, sidewalk or trail connectivity should also be prioritized, especially if there are any existing sidewalks or trails in the vicinity of the development.

- **Action 5-5: Coordinate with neighborhood representatives to improve walking and bicycling opportunities within neighborhoods and between neighborhoods.**

Since much of the city's built environment already exists, improving pedestrian and bicycle connectivity to, from, and within residential areas will involve working collaboratively with the individual neighborhoods and their respective neighborhood associations. In addition to improving pedestrian connectivity in conjunction with vehicular connectivity, emphasis should be placed on connecting existing residential neighborhoods to key areas of interest in the community, including, but not limited to, schools, parks, libraries, and nearby retail and entertainment areas. See Map 5.3, *Connecting Destinations*

- **Action 5-6: Promote and encourage walking and bicycling as a reasonable choice to access schools, parks, key commercial areas, and other areas of interest.**

Due to the significant interest expressed by the Colleyville community for walking and bicycling opportunities, the City should continue to improve its overall trail and sidewalk system. Successful implementation involves collaboration between the City and area organizations and local school districts to conduct events that encourage youth and adults to walk and bicycle around the city more frequently. Priorities should be established to improve connectivity from the existing trail and sidewalk system to key areas of interest in the community. See Map 5.3, *Connecting Destinations* (on the page 64).

The City should partner with local school districts to improve connectivity to neighborhood schools. This involves creating a Safe Routes to School (SRTS) Plan, applying for available SRTS grants, and the design and installation of proper infrastructure (e.g., clearly signed and demarcated crosswalks), as well as promotion to and education of families.

- **Action 5-7: Update the City’s trail plan.**

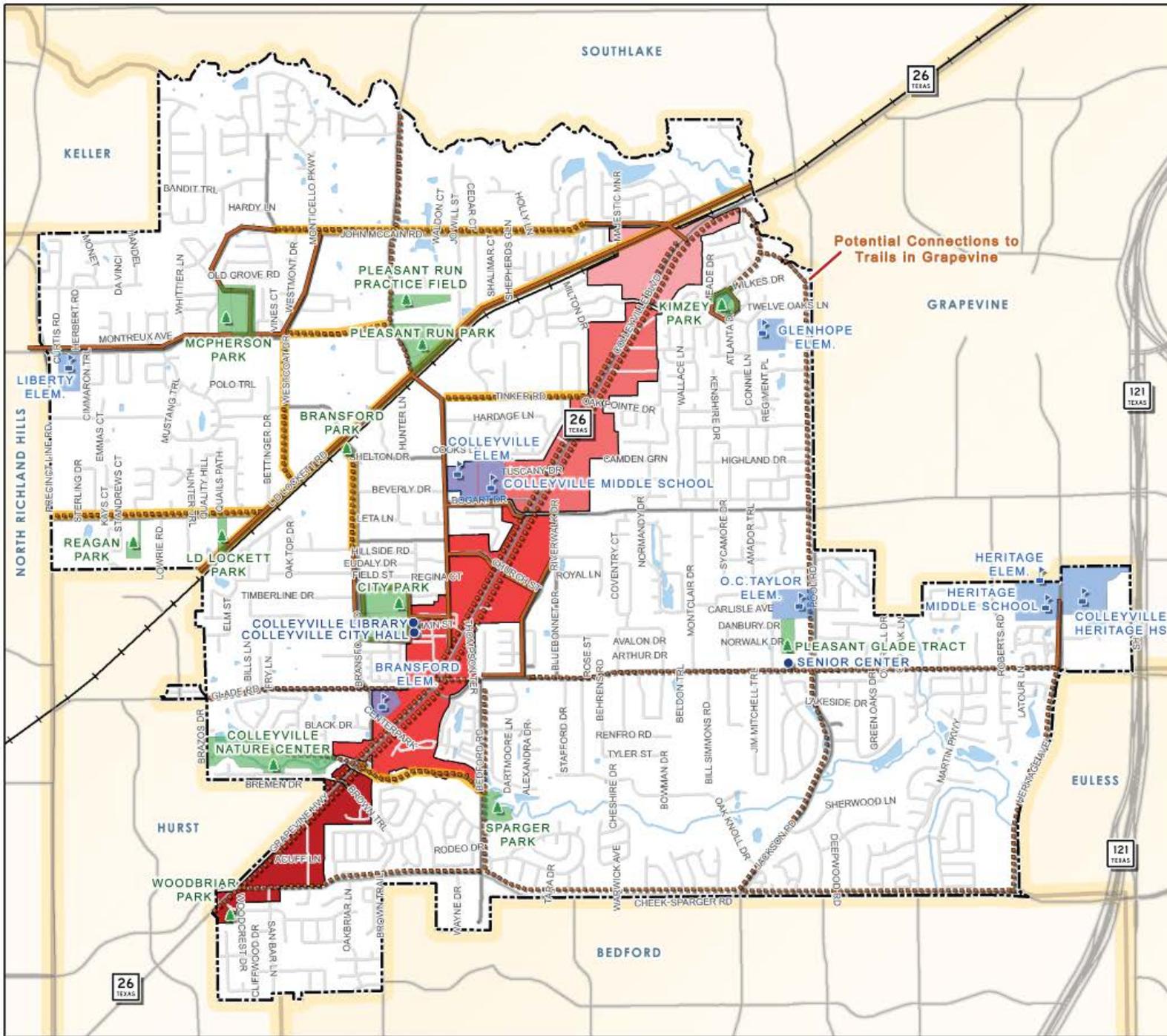
Currently located within the 2011 Parks, Recreation & Open Space Plan, the city’s trail map identifies the overall network of existing and future trails throughout Colleyville. The plan should be updated to confirm and unify trail standards (for width and type), document where trail gaps exist, identify where key connections and future trails are feasible, and to establish key short- and longer-term priorities for trails. In addition, the update should include criteria for where trails should be considered and constructed. This could include an evaluation of the potential connectivity between key points of interest (see Map 5.3, *Connecting Destinations*), proximity to school attendance zones, community interest and support, and feasibility of construction (e.g., available right-of-way, impacts to the urban tree canopy, needed grading or drainage improvements, etc.). This could also include a scoring matrix to assign points to each recommended trail based on how well it conforms to the established criteria listed above.

The Plan should also address innovative best practices that should be allowed (and/or required) as part of private sector development of trail segments. These could include such things as “sand bridging,” the use of multiple trail surfaces, varying trail widths to preserve trees or other native features, etc. Finally, guidance should be provided as to how trail segments should be prioritized for inclusion in the city’s annual capital improvement plan.

- **Action 5-8: Integrate trail and sidewalk improvements as part of street improvement or redevelopment projects where appropriate.**

Where feasible, fund trails as part of street improvements – since many trails in Colleyville will be developed in parallel with improvements to roadways in the City, trails that are designated on the City’s trail plan should be implemented as part of street upgrades. In this way, the trails and streets can be designed at one time to address unique corridor constraints or opportunities.

Map 5.3, Connecting Destinations

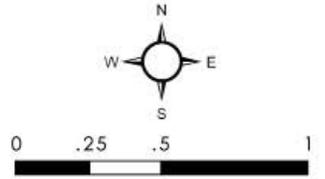


POTENTIAL BICYCLE / PEDESTRIAN CONNECTIVITY CORRIDORS

- SCHOOLS
- PARKS
- CIVIC FACILITIES
- COLLEYVILLE CITY LIMITS
- MAJOR ROADS
- LOCAL ROADS
- RAILROADS
- EXISTING CONNECTIVITY
- FOR POTENTIAL CONSIDERATION AS FUTURE CONNECTIVITY CORRIDORS
- ADDITIONAL POTENTIAL TRAIL CONNECTIONS (THAT WERE NOT INCLUDED IN THE 2011 PARKS MASTER PLAN)

COLLEYVILL BLVD. CORRIDOR

- NORTHERN GATEWAY
- UPPER SECTOR
- CENTRAL SECTOR
- SOUTHERN GATEWAY



■ **Action 5-9: Integrate trail and sidewalk improvements as part of the City’s Capital Improvements Program (CIP) with a direct tie to the City’s trail plan.**

In addition, the City should consider creating a sidewalk or trail infill program as part of the CIP which can prioritize short segments (1/4 mile or less) that can be implemented if street improvements are not imminent in order to provide short term (between 5 and 10 years) connectivity or critical links.

Policy: Balance traffic volume, capacity, and mobility needs with the preservation and/or creation of character along city streets.

The rural character exhibited by many of the streets in Colleyville is one of the city’s strongest assets. Colleyville, as a community, strongly supports the preservation of that rural character, rather than developing standard streets that can be found in any community in the area. Given the relatively low number of collectors and arterials in Colleyville, attention should be paid to the character and context of each non-local street. Further, both the Colleyville community and the Comprehensive Plan Advisory Committee (CPAC) recommended that the character of key roadways in the city be considered when planning for land use and roadway improvements.

■ **Action 5-10: Develop site-specific or context-sensitive solutions (CSS) that preserve the character of streets as they are improved.**

As streets are redeveloped or improved, signature elements (e.g., the drainage swales which help to create a rural character along many of the city’s roadways) should be identified for possible protection prior to finalizing design and construction plans. Landscape architects, planners, or urban designers should be included as early in the process as possible when a street is considered for improvement. Preliminary engineering reports should be used to identify solutions that combine appropriate best practices and design standards, while also exploring specific strategies to preserve the character-building signature elements of that street (see the Character of Streets section earlier in this Chapter). Standard cross-sections should be used for guidance, but should maintain flexibility and be adjusted as necessary using CSS.

BAR DITCHES / SWALES

In the 2014 Citizens’ Survey, 57 percent of respondents expressed that eliminating bar ditches on city streets is not important for Colleyville to address in the near future (27% not very important; 14% not at all important; 17% no opinion). Bar ditches (also known as barrow pits or swales) are roadside channels dug for drainage purposes.

Source: 2014 Citizens’ Survey.



WHAT IS CSS?

Context sensitive solutions (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders in providing a transportation facility that fits its setting. It is an approach that leads to preserving and enhancing scenic, aesthetic, historic, community, and environmental resources, while improving or maintaining safety, mobility, and infrastructure conditions.

– Results of Joint AASHTO / FHWA Context Sensitive Solutions Strategic Planning Process, Summary Report, March 2007



The rural character while traveling through many parts of the city, especially west of Colleyville Boulevard, is unique to the area and helps Colleyville stand out as a community.

- **Action 5-11: Encourage preservation of signature street elements as part of improvement projects.**

Since the character of many existing streets is such an asset for the community, implementation of unique, one-of-a-kind solutions, where appropriate, should be supported. Utilize preliminary engineering reports to identify the funding levels needed for improvements to each street corridor. Support efforts for companion tree preservation and streetscape elements as part of improvements to streets, where possible.

- **Action 5-12: Consider context-sensitive solutions to constructing trails within the city.**

Many of the streets in Colleyville are conversions from the city's rural past and are still lined with trees. Consequently, even trail or sidewalk design and construction should consider the context of each individual corridor to determine appropriate solutions for building that segment of trail or sidewalk. Since many of the streets within the city have relatively narrow rights-of-way, drainage swales could be utilized to improve city-wide connectivity. While the City should have general standards for trail width that it applies consistently, the implementation of trails should use context-sensitive solutions to protect mature trees and other signature elements that define Colleyville's rural character.



INTRODUCTION



Colleyville is known as a superb place to live. It will take a lot of effort to ensure that existing housing and neighborhoods are maintained in a high quality condition, that existing neighborhoods are continually improved to keep pace with changing preferences (e.g., more walkable), and that new neighborhoods are designed and constructed in a manner that contributes to (rather than detracts from) the existing character of the city. Each of these focuses are important to ensure that housing and neighborhoods in Colleyville continue to be among the very best in the DFW Metroplex.



Housing and Neighborhoods

Colleyville is widely known for the high quality of its neighborhoods. Colleyville residents enjoy quiet internal neighborhood streets with little traffic, mature trees, extensive green areas, nearby parks and other amenities, and access to some of the best schools in the entire DFW Metroplex region. The city's crime rate is extraordinarily low, and residents can also rest assured that their investment in their property will retain its value over the years. As a result, Colleyville continues to be one of the most desired places to live.

Retaining the value and quality of neighborhoods is one of the single most important priorities of the Colleyville community.

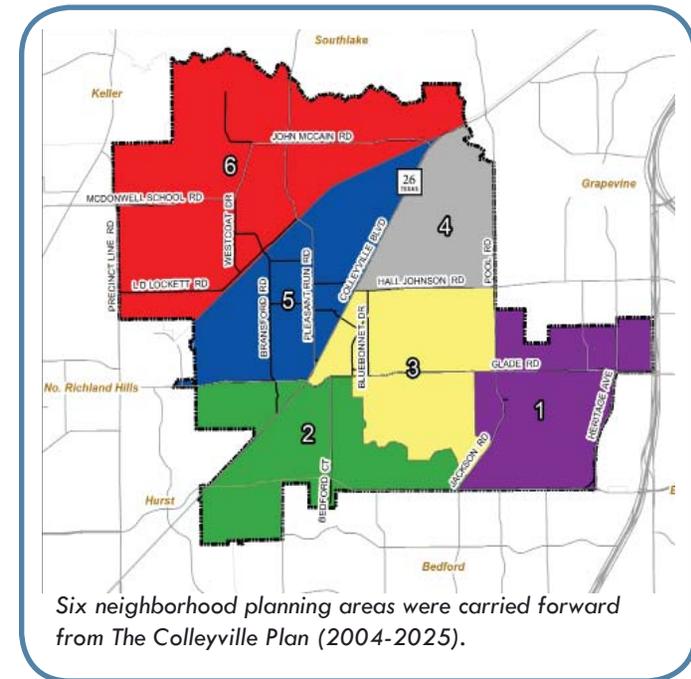
Since much of the city consists of existing residential neighborhoods, Colleyville's long-term future is inextricably tied to its housing quality and conditions. While one challenge is to protect and preserve existing neighborhoods, another is to ensure future housing further strengthens the city's status in the DFW Metroplex region. In the city's mature existing neighborhoods, housing exhibits a rural character accessed by rural roadways. In these areas, increased access to quality-of-life amenities (e.g., improved walkability, recreation, etc.) is important. In new neighborhoods, tree preservation, high quality layout and design should be a minimum requirement to ensure that these important amenities are considered while creating neighborhoods that have a sense of character. Each of these considerations, if done well, strengthens the character of the city which is so important to the Colleyville community.

Neighborhood Planning Areas

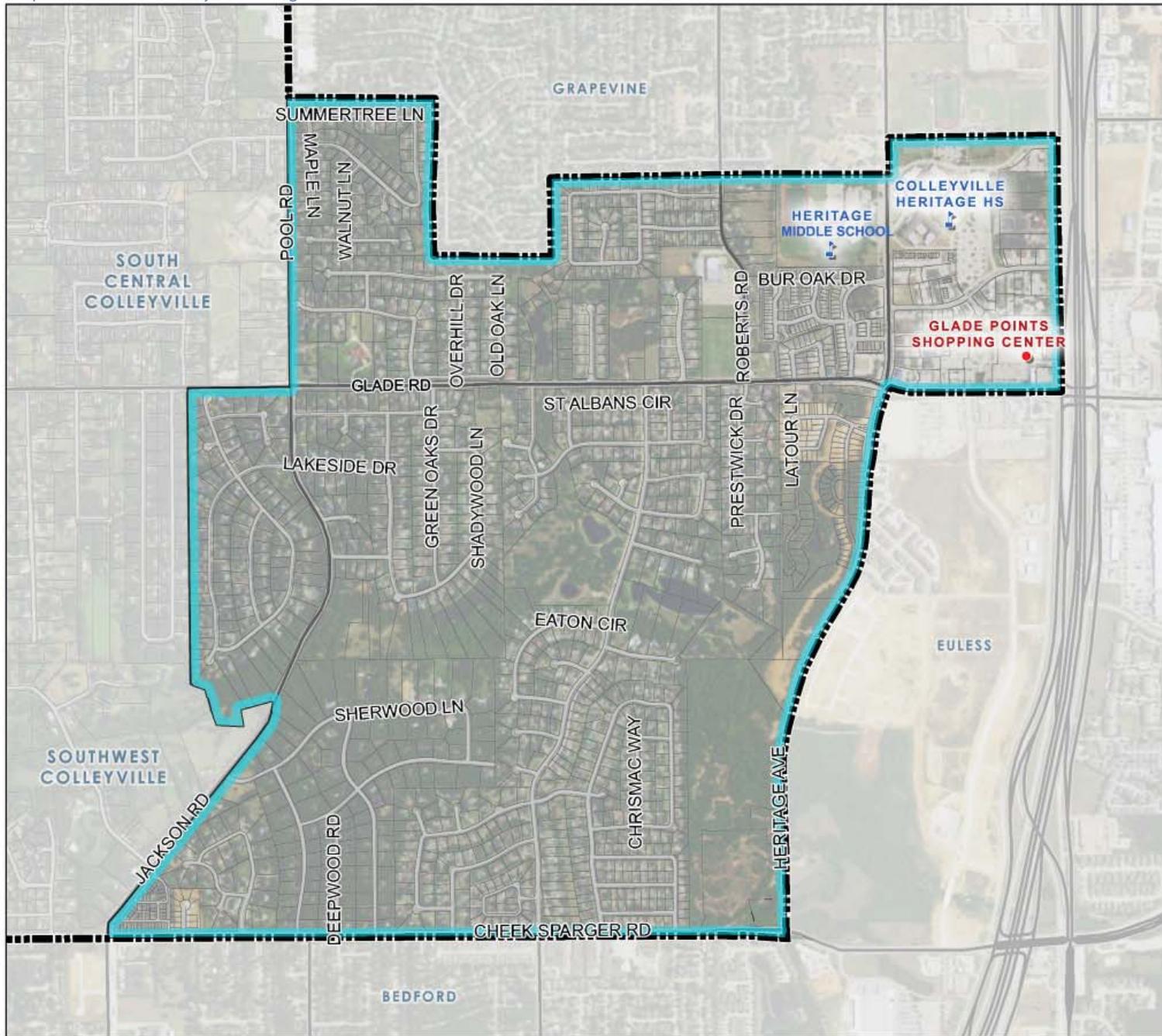
During the planning process for The Colleyville Plan (2004-2025), the city was divided into six neighborhood planning areas to help facilitate participation and planning. The boundaries of the six planning areas were chosen based on the service areas of the existing homeowner associations, as well as physical features such as major streets, railroads, and creeks.

Destination Colleyville uses the same six neighborhood planning areas to facilitate discussions and develop strategies to enhance neighborhoods in all parts of the city.

Figure 6.1. Six Neighborhood Planning Areas



Map 6.1, Southeast Colleyville - Neighborhood Area 1

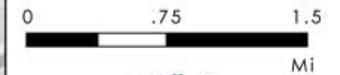
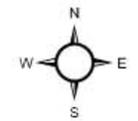
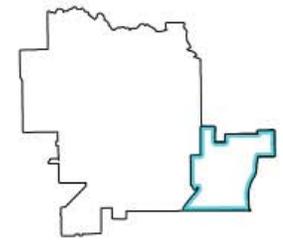


SOUTHEAST COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

-  Schools
-  Parks
-  Commercial Areas

-  COLLEYVILLE CITY LIMITS
-  NEIGHBORHOOD AREA
-  MAJOR ROADS
-  LOCAL ROADS



Southeast Colleyville - Neighborhood Area 1

Placement in the Community

Southeast Colleyville occupies the southeast quadrant of the city. Bounded by Cheek-Sparger Road to the south, Jackson and Pool Roads to the west, State Highway (SH) 121 and Heritage Avenue to the east, and the city limits with Grapevine to the north and east, Southeast Colleyville totals approximately 1,213 acres (1.9 square miles) or 14.3 percent of the overall land area of Colleyville. With the development of the Heritage Avenue tract into single family homes, most of Southeast Colleyville is developed.

During the planning process for the comprehensive plan, feedback from focus groups comprised of residents of this area noted the convenience of living here, with easy access to SH 121 and also to commercial areas along Colleyville Boulevard. The major issue for the area is traffic congestion along Glade Road and Cheek-Sparger Road, and occasional periodic traffic delays generated by other users in the area (e.g., churches).

Character and Form

The following descriptions provide a summary of the character, development pattern, transportation and connectivity, and parks, recreation and open space in Southeast Colleyville.

- **General character.** Small portions of this area can be characterized as fairly typical suburban style developments. However, these developments transition to portions of Southeast Colleyville that are among the most beautiful in all of Colleyville. Home styles vary from older 1970's ranch style homes to large mansions with extensive open space and attractive front yards. Several gated communities exist in the area along Martin Parkway

and Jackson Road. Much of the area drains to tributaries of Little Bear Creek, and as a result the area is heavily wooded with stands of large mature trees. This wooded character is extremely appealing and is one of the distinguishing aspects of much of Southeast Colleyville. Private ponds which are visible from the area's public streets also contribute to the lush, luxurious feel of the area.

- **Development Pattern.** Approximately 90 percent¹ of this area is comprised of existing single family residences, with the remaining 10 percent consisting of commercial and institutional uses. Residential lot sizes vary from estate-sized lots along drainage tributaries of Little Bear Creek, to garden home-sized lots north of Glade Road and west of Heritage Avenue. Development patterns transition from freeway commercial uses at Glade Road and SH 121, to garden residential lots near Heritage Avenue and Glade Roads, finally to larger lots further to the west and throughout the remainder of Southeast Colleyville. Residential uses in the area total 1,112 acres and 1,707 lots, yielding a residential density of approximately 1.54 dwelling units per acre².
- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the primary east-west minor arterials in the area. Heritage Avenue, Martin Parkway, and Jackson Road are the primary north-south roadways for this area. Apart from the four-lane sections of Glade Road and Heritage

¹ Existing residential percentage for each neighborhood area includes all areas within residential and agricultural zoning districts and includes rights-of-way and parks.

² Residential density is calculated by dividing the total number of residential lots (occupied and vacant) in the neighborhood by the total land area in the neighborhood in residential or Agricultural zoning district categories.

Avenue at the commercial areas near SH 121, most streets in the area, including arterial, are two-lane roadways.

- **Parks, Recreation, and Open Space.** Southeast Colleyville has several private parks but no public parkland. The open parkland behind the Senior Center in Southwest Colleyville provides the main park space for this area. A total of 46 acres of private parkland are contained in the area, however, much of this private parkland is fenced and restricted to specific neighborhoods or homes. Some residents of the area have access to Melrose Park, which is a large private neighborhood park located on Martin Parkway. With the exception of wide sidewalks along a portion of Glade Road and Heritage Avenue, leading to the middle school and high school, the area has no existing public trails. Private recreational trails can be found in Melrose Park, as well as in privately shared open space east of Martin Parkway.

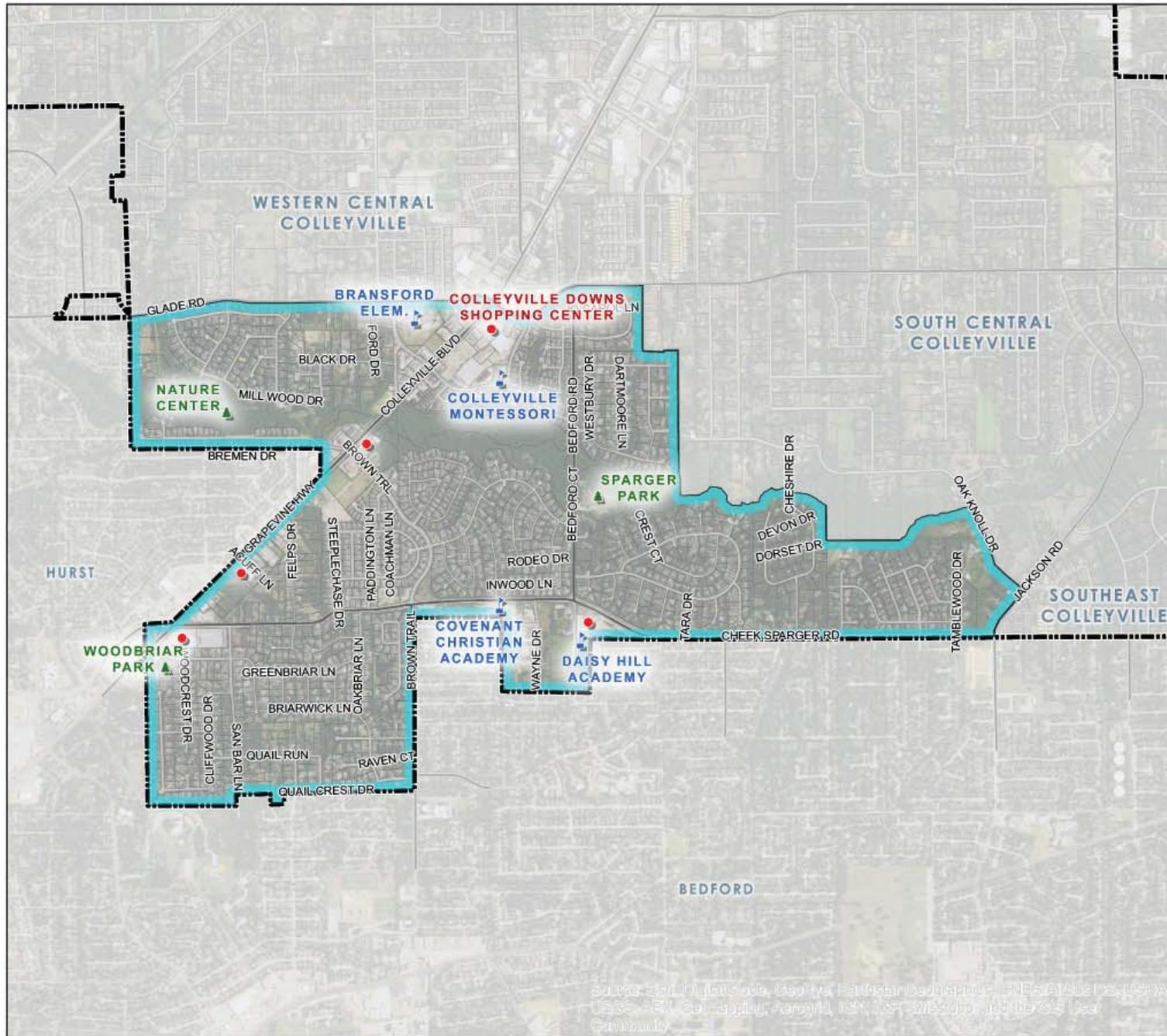
Key Current and Future Considerations for Southeast Colleyville

1. The commercial areas between SH 121 and Heritage Avenue are vital to the overall fiscal health of the city. They are the only freeway-oriented properties in the city, and have no direct residential adjacencies. As such, the intensity of development directly adjacent to SH 121 should be maintained and even increased where appropriate. Non-residential densities can decrease closer to Heritage Avenue, but should still remain among the highest in the city.
2. Roadway improvements are discussed in the Transportation section of this plan. However,

Southeast Colleyville residents have expressed their desire that Glade Road remain two lanes, with the exception of upgrades at intersections to improve traffic flow. Any improvements to Cheek-Sparger Road should carefully consider the character of the roadway. For both roads, shoulder improvements for roadway safety and traffic flow improvements at key intersections should be considered, where and when feasible.

3. No public park improvements are currently slated for this area. However, future park improvements in the city's park land adjacent to the Senior Center will be needed to provide public facilities for residents of Southeast Colleyville.
4. Sections of eight- to 10-foot wide trails exist along the north parkway of Glade Road between Pool Road and Heritage Avenue. Filling trail gaps along this section of Glade Road should be planned in order to enhance connections to area schools, retail and dining closer to SH 121.
5. Heritage Avenue and Cheek-Sparger Road intersection – work with the City of Euless to make improvements as appropriate when necessary.

Map 6.2, Southwest Colleyville - Neighborhood Area 2

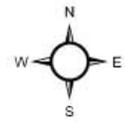
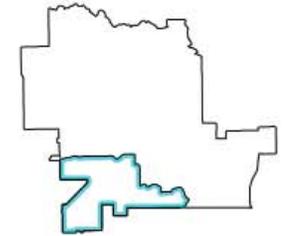


SOUTHWEST COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

- Schools
- Parks
- Commercial Areas
- Community Centers

- COLLEYVILLE CITY LIMITS
- NEIGHBORHOOD AREA
- MAJOR ROADS
- LOCAL ROADS



Source: Esri, DigitalGlobe, GeoEye, Earthstar (Earthstar), CNES/Airbus DS, USDA, AeroGRID, IGN, ERT, WorldView, and the GIS User Community

Southwest Colleyville - Neighborhood Area 2

Placement in the Community

Southwest Colleyville occupies the southwest corner of Colleyville, and is generally bounded by Glade Road and Little Bear Creek to the north, Cheek-Sparger Road to the south, Jackson Road to the east, and Colleyville Boulevard to the west. A portion of Southwest Colleyville neighborhood area is west of Colleyville Boulevard and extends to Precinct Line Road which is the city limits with Hurst. Southwest Colleyville totals approximately 1,292 acres (2.02 sq. miles) or 15.3 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the high quality of their neighborhoods and, with this area's proximity to Colleyville Boulevard, the relative convenience and accessibility to other areas of the city.

Character and Form

- **General character.** While more than three-quarters residential, this area also has some non-residential uses extending along Colleyville Boulevard. The area is traversed by Little Bear Creek and consequently includes significant green spaces. Bedford Road, which crosses Little Bear Creek, is representative of the characteristic beautiful Colleyville thoroughfare, with large trees and a classic rural feel along much of the roadway in this area.
- **Development Pattern.** Southwest Colleyville is essentially completely developed, with only a few lots remaining open for development. The area is approximately 83 percent existing residential uses with 1,718 lots. This neighborhood has a density of

approximately 1.60 dwelling units per acre. Lots in the area are still generally below average in size, ranging from 10,000 to 15,000 square feet in size.

- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the only east-west minor arterials in the area. Colleyville Boulevard, Precinct Line Road, Bedford Road, and Brown Trail are the only major north-south roadways in the area. With an eventual six lanes, Colleyville Boulevard has significant capacity to handle the traffic needs of the area. However, getting to Colleyville Boulevard is through a two lane section of Cheek-Sparger Road between Oakbriar Lane and Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** This area has a higher percentage of public parkland than any other in the city. The Colleyville Nature Center and Sparger Park take advantage of their pristine locations adjacent to Little Bear Creek and are major amenities for the area. Woodbriar Neighborhood Park provides amenities south of Cheek-Sparger Road, and all neighborhoods in this area have close access to parks. Trails can be found in both parks, and older private trails along Cheek-Sparger Road point to future trail possibilities that mimic the public trail across Cheek-Sparger Road in Bedford.

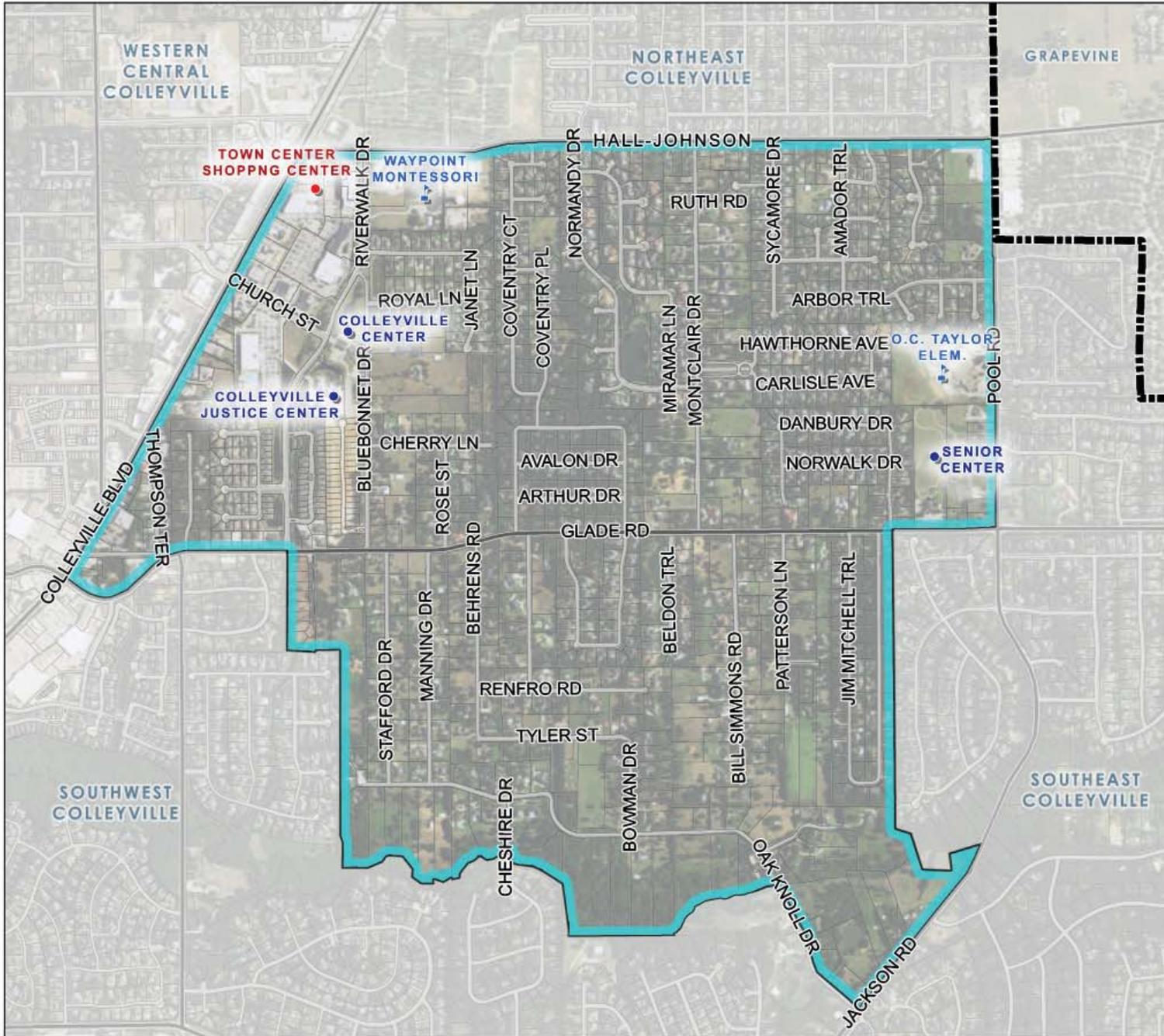
Key Current and Future Considerations for Southwest Colleyville

1. Redevelopment of the existing commercial lands between Colleyville Boulevard and Felps Drive will most likely occur in the future, and should be encouraged to bring additional destination value to Colleyville Boulevard. The buffering of residential

areas east of Felps Drive should be incorporated into any redevelopment plans for the area. More compact and walkable non-residential development should be encouraged for other tracts along Colleyville Boulevard, and should take advantage of the desire to be close to Colleyville Downs Shopping Center.

2. Neighborhood-scale retail and office uses should be encouraged at the southern corners of Cheek-Sparger Road and Bedford Road, with adequate buffering provided where residential adjacencies occur.
3. Proposals for development of floodplain lands on the north side of Little Bear Creek between Colleyville Boulevard and Bedford Road should be carefully evaluated for their potential impact on area flooding and the beautiful creek environment. The loss of creek environment could impact the value of nearby residential areas.
4. Evaluate options to improve traffic flow along Cheek-Sparger Road between Bedford Road and Colleyville Boulevard, including improving the intersection of Bedford Road and Cheek-Sparger Road. Consider improvements as appropriate along Cheek-Sparger Road between Colleyville Boulevard and Brown Trail (San Bar Lane to Oakbriar Lane).
5. Trail linkages between the Nature Center and Sparger Park would create a unique amenity for this neighborhood area and should be a high-priority focus. These trail linkages could use natural paving materials in keeping with the character of the area.
6. Explore ways to widen and enhance the existing trails on the south side of Cheek-Sparger Road in partnership with the City of Bedford.

Map 6.3, South Central Colleyville - Neighborhood Area 3

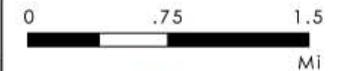
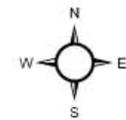


SOUTH CENTRAL COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

-  Schools
-  Commercial Areas
-  Community Centers

-  COLLEYVILLE CITY LIMITS
-  NEIGHBORHOOD AREA
-  MAJOR ROADS
-  LOCAL ROADS



South Central Colleyville - Neighborhood Area 3

Placement in the Community

Neighborhood Area 3 (South Central Colleyville) focuses on a central area of the city, east of Colleyville Boulevard. It extends from Pool Road on the east, the centerline of Little Bear Creek and Jackson Road on the south, Colleyville Boulevard on the west, and Hall-Johnson Road to the north. This area is key to the future of Colleyville, since it contains commercial areas along the Colleyville Boulevard Corridor. South Central Colleyville totals approximately 1,248 acres (1.95 sq. miles) or 14.7 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the quality and love for their neighborhoods. They expressed the desire to ensure that the character of major streets in the area, such as Glade Road, is not lost due to roadway improvements to increase traffic flow.

Character and Form

- **General character.** Much of this neighborhood area has a large estate lot feeling to it. The area also includes significant commercial development along Colleyville Boulevard. Residential areas along Little Bear Creek, with forest-like stands of mature trees, are among the most scenic and beautiful areas in the entire city.
- **Development Pattern.** As is the case in other areas, South Central Colleyville is essentially completely developed, with only a few lots remaining to be developed. The area is approximately 90 percent existing residential uses, which is the third highest ratio of residential to non-residential in the city. This neighborhood has an approximate density of 1.00 dwelling units per acre. A significant number

of large estate-sized lots can be found along Oak Knoll Drive, other streets south of Glade Road, and along Montclair Drive and Bluebonnet Drive north of Glade Road.

- **Transportation and Linkages.** Glade Road and Hall-Johnson Road are the only major east-west arterials in the area, and they link this neighborhood area to commercial developments along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access north of Glade Road, and are supplemented by Riverwalk Drive and Montclair Drive in the area. South of Glade Road, Jackson Road, Martin Parkway, and Heritage Avenue all provide adequate north-south connectivity given the low density of the area.
- **Parks, Recreation, and Open Space.** South Central Colleyville has only one public open space, at the Senior Center along Glade Road, and no significant private parks. Although it is located in Southwest Colleyville, nearby Sparger Park also serves this area. Open spaces at the Colleyville Center also have potential to address quasi-parkland needs for this area. Trails can be found in Sparger Park, at the Senior Center, and along Church Street and Riverwalk Drive. Trails along Glade Road stop at Pool Road and do not extend westward into this area.

Key Current and Future Considerations for South Central Colleyville

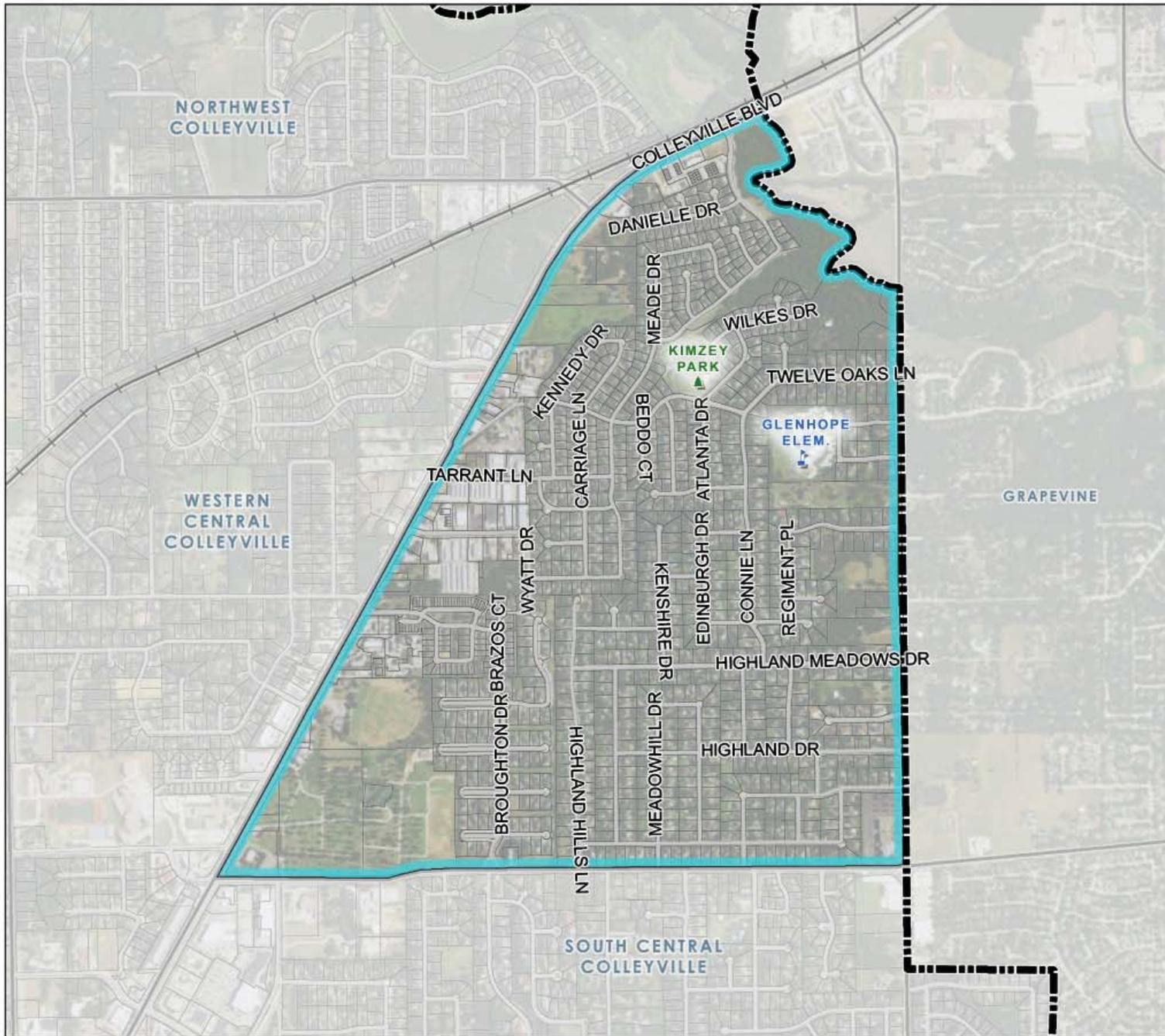
1. Though not yet realized, pedestrian and bicycling connections between this area and the major retail, dining, and entertainment uses along Colleyville Boulevard are vital and highly desired. Efforts to

provide these connections, while preserving the area's existing character and large trees, should be a priority.

2. Intersection, and ingress/egress, and other improvements along Glade Road as planned should continue to improve traffic flow. Preservation of mature trees should be prioritized and may require unique design solutions.



The Colleyville Senior Center is one of the amenities serving the Colleyville community in South Central Colleyville (Neighborhood Area 3).

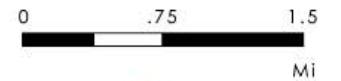
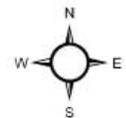


NORTHEAST COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

-  Schools
-  Parks

-  COLLEYVILLE CITY LIMITS
-  NEIGHBORHOOD AREA
-  MAJOR ROADS
-  LOCAL ROADS



Northeast Colleyville - Neighborhood Area 4

Placement in the Community

Occupying the northeastern portion of the city, Neighborhood Area 4 (Northeast Colleyville) encompasses the area north of Hall-Johnson Road, east of Colleyville Boulevard, west of Pool Road and south of Big Bear Creek. Northeast Colleyville totals approximately 793 acres (1.24 sq. miles) or 9.4 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area were concentrated on issues dealing with the future development of large rural tracts along Colleyville Boulevard, and the interest in trail connections to Big Bear Creek.

Character and Form

- **General character.** This area is characterized by more traditional suburban residential neighborhoods. Lot sizes in this area might be considered large in other communities but are on the smaller side for Colleyville. Neighborhoods range in age from more mature developments that have been in place for more than 30 years, to newer areas around Kimzey Park that were developed within the last 10 to 15 years. With the exception of the visual open space provided by the Memorial Park Cemetery at the corner of Hall-Johnson Road and Colleyville Boulevard and a portion of Big Bear Creek north of Kimzey Park, this area has no significant open space features. Neighborhoods have attractive mature trees that add character and value to properties in the area.
- **Development Pattern.** While still largely developed, Northeast Colleyville does have some large remaining undeveloped areas along Colleyville Boulevard. Northeast Colleyville is

approximately 81 percent existing residential uses, which is the lowest ratio of residential to non-residential in the city. At approximately 1.59 dwelling units per acre, this area has the highest overall density of single family residential in the city.

This area incorporates extensive commercial properties along Colleyville Boulevard. Many of these commercial and industrial type uses can be redeveloped in the future.

- **Transportation and Linkages.** Hall-Johnson Road is the only major east-west minor arterial in the area, and provides the only direct link to commercial areas along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access, with no other continuous north-south roads in the area. Apart from Tarrant Lane, Industrial Boulevard and Oak Pointe Drive provide limited road connections between area neighborhoods and the commercial destinations along Colleyville Boulevard. However, the bulk of the residents to go south to Hall-Johnson Road or north along Pool Road to access signalized intersections at Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** Kimzey Park in the northern tip of this area and the playground facilities at Glenhope Elementary School provide the only public park and playground services for residents of this area. A small private park with a pond and walking trail located south of Independence Street provides park access to nearby residents. Natural areas along small portions of Big Bear Creek which are within Colleyville are found in this area. Apart from walking trails located in Kimzey Park, the area has no significant publicly accessible trails.

Key Current and Future Considerations for Northeast Colleyville

1. Promote the development of a unique walkable commercial site at the Northern Gateway, an undeveloped 23 acre tract across from John McCain Road and Colleyville Boulevard. Ensure that adequate buffering/transitions between the development and adjacent residential areas is incorporated.
2. To provide a stronger and more sustainable economic foundation for the city, encourage the redevelopment of older commercial and industrial uses along Colleyville Boulevard into high quality commercial and service destinations. Where feasible, make these walkable.
3. Create additional pedestrian and bicycling connections between neighborhoods in this area and the major retail, dining, and entertainment uses along Colleyville Boulevard.
4. Create walking and bicycling connections between Kimzey Park and regional trails to the north along Big Bear Creek.

Western Central Colleyville - Neighborhood Area 5

Placement in the Community

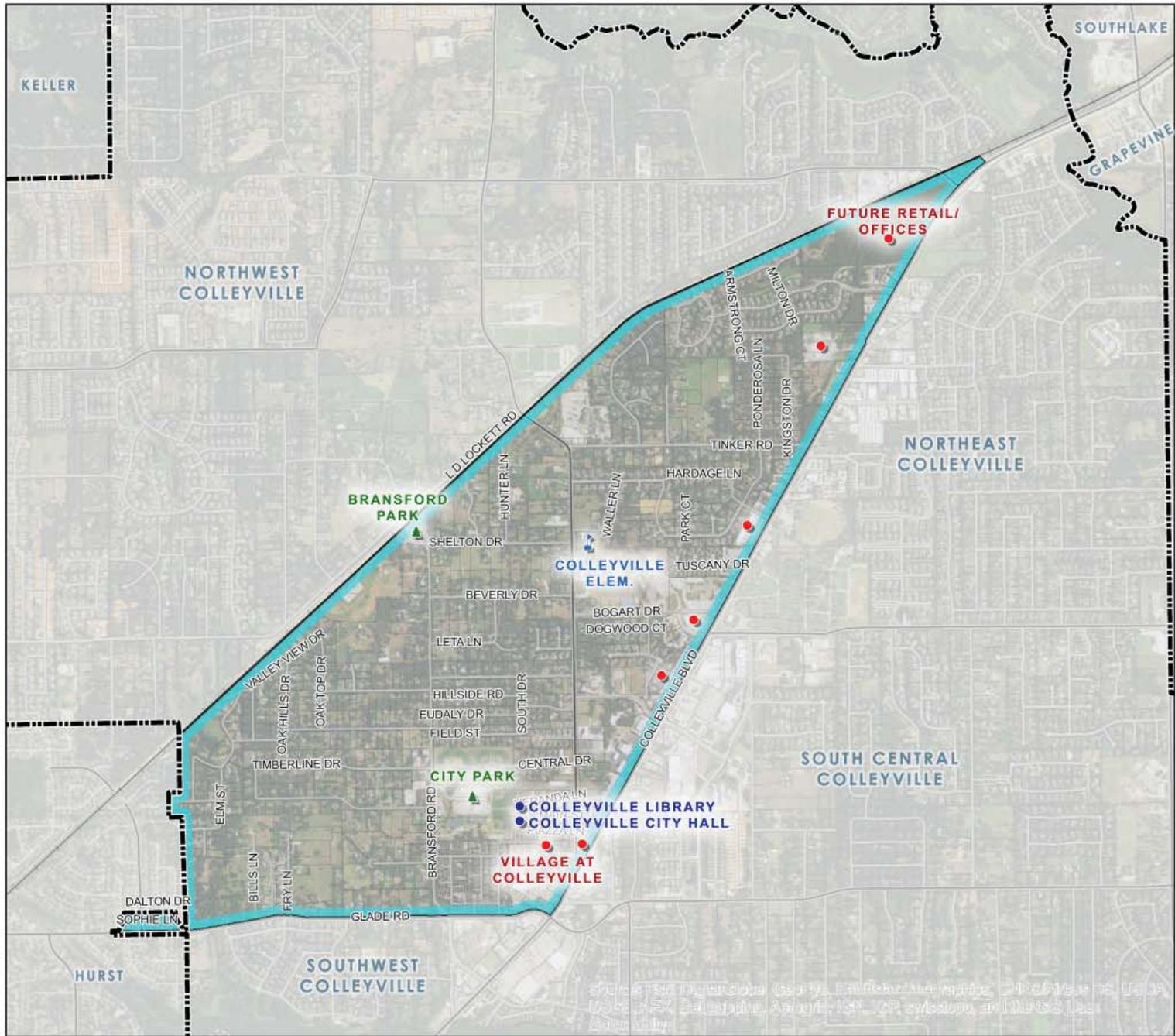
Occupying the center-west portion of the city, Neighborhood Area 5 generally occupies the area between Colleyville Boulevard to the east and the Cotton Belt Trail corridor to the west. Glade Road forms the southern boundary of this area. The area contains a portion of the northern gateway, three connected undeveloped tracts that total to 36 acres. Western Central Colleyville totals approximately 1,324 acres (2.07 sq. miles) or 15.6 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area focused on issues relating to appropriate transitions to the future development on the large Northern Gateway tracts along Colleyville Boulevard, and the interest in connections to the regional Cotton Belt Trail.

Character and Form

- **General character.** This area is characterized by a mix of residential lot sizes, ranging from high quality, zero-lot-line homes in the Village area to large estate-sized lots closer to the Cotton Belt Trail. Tinker and Bransford Roads in the area are all two-lane rural roads that characterize the city's country past. Extensive mature trees and open swale drainage preserve a country feeling throughout the residential portions of this area.
- **Development Pattern.** Western Central Colleyville is approximately 86 percent existing residential uses. and its density is approximately 1.16 dwelling units per acre. Non- residential development along Colleyville Boulevard ranges

Map 6.5, Western Central Colleyville - Neighborhood Area 5

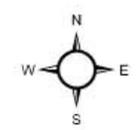


WESTERN CENTRAL COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

- Schools
- Parks
- Commercial Areas
- Community Centers

- COLLEYVILLE CITY LIMITS
- NEIGHBORHOOD AREA
- MAJOR ROADS
- LOCAL ROADS



from the walkable, mixed-use character of The Village, to churches, medical facilities, and schools between Church Street and Bogart Drive, to older commercial developments north of Tinker Road. The northernmost tip of Western Central Colleyville includes the 59-acre undeveloped lands that are referred to as the city’s Northern Gateway. Thirty-six (36) of those acres are on the west side of Colleyville Boulevard and 23 on the east.

- **Transportation and Linkages.** Glade Road serves as the only continuous east-west road in the area. Other east-west connections are provided by Tinker Road and Bogart Drive, but neither extend completely across the area. Conversely, excellent north-south movement is provided by Colleyville Boulevard, Pleasant Run Road, and Bransford Road.
- **Parks, Recreation, and Open Space.** City Park is centrally located in this area and serves as the major passive and active park for the area. Bransford Park has also been recently improved with many amenities and is home to the historic Webb House. In addition, private parklands in the northern tip of this area provide trails and park facilities for residents in the Tension Parkway area. The Cotton Belt Trail is one of the major regional amenities in the area, and is accessed via Bransford or Pleasant Run Roads. The availability of trails is among the best in the city in this area.

Key Current and Future Considerations for Western Central Colleyville

1. Promote high quality non-residential development of the Northern Gateway properties, so as to contribute to a sustainable economic foundation for the city. Ensure that adequate buffering from

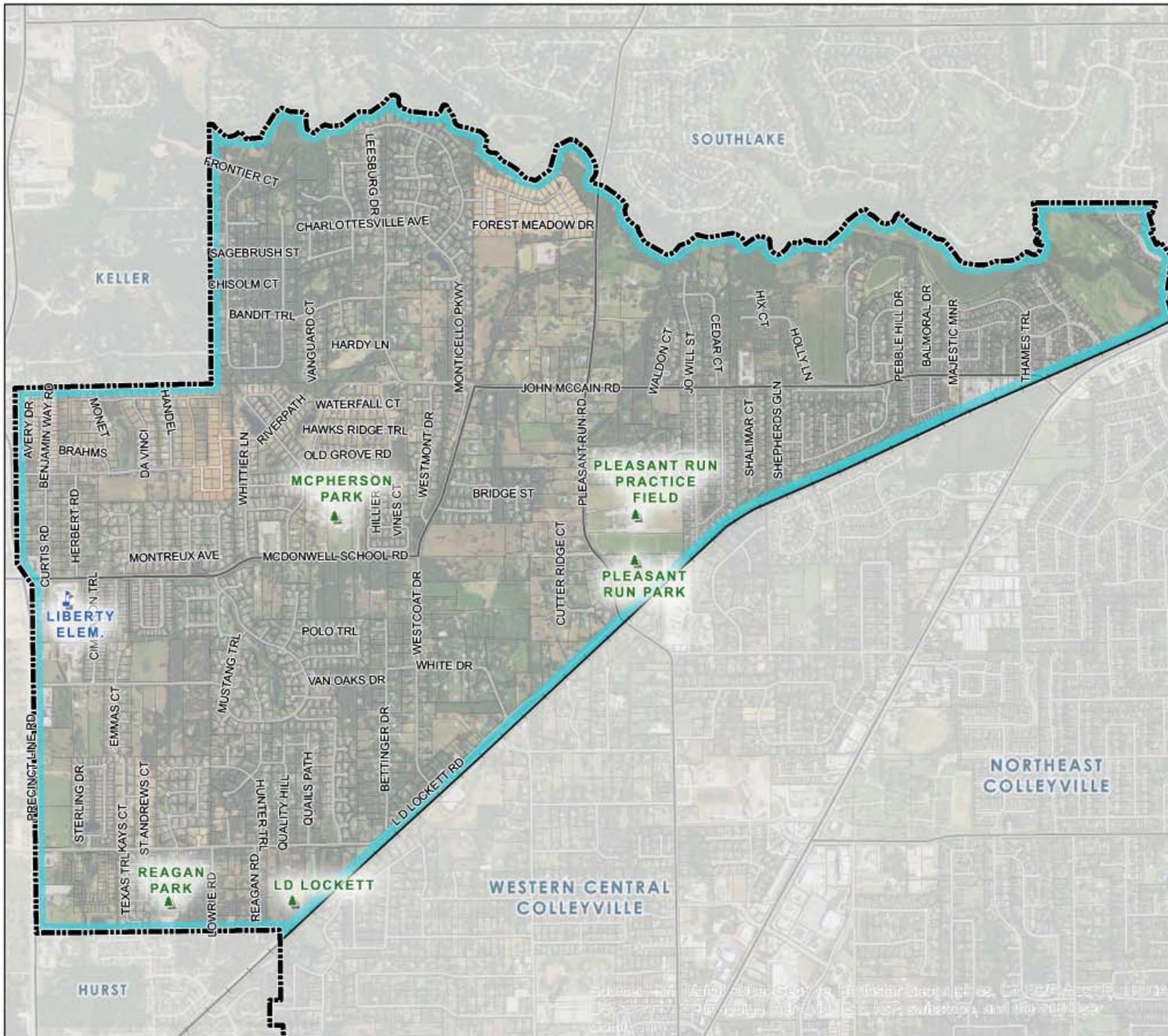
and transitions to adjacent residential areas are provided.

2. Promote the maintenance of larger lot (1/2 to one acre) requirements.
3. Encourage the development of a “creekwalk” environment along the existing drainage corridor between Church and Main Streets (see Chapter 9 for additional information). Added value and a unique sense of place can create a one-of-a-kind destination in the area.



Maintaining areas in larger lot configurations is important for areas on the western edge of Western Central Colleyville.

Map 6.6, Northwest Colleyville - Neighborhood Area 6



NORTHWEST COLLEYVILLE

EXISTING NEIGHBORHOOD FEATURES

Schools

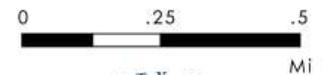
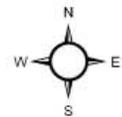
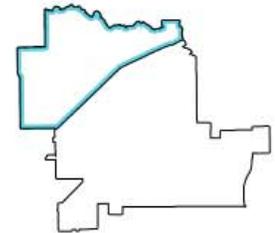
Parks

COLLEYVILLE CITY LIMITS

NEIGHBORHOOD AREA

MAJOR ROADS

LOCAL ROADS



Northwest Colleyville - Neighborhood Area 6

Placement in the Community

Neighborhood Area 6 (Northwest Colleyville) encompasses the western third of Colleyville. It is bounded by the Cotton Belt Trail corridor to the east, Big Bear Creek to the north, Precinct Line Road to the west, and L. D. Lockett Road to the south. Northwest Colleyville totals approximately 2,601 acres (4.06 sq. miles) or 30.7 percent of the overall land area of Colleyville.

Character and Form

- **General character.** This neighborhood encompasses the entire western sector of the city. A significant number of the large estate lots on the far western edge of the city near Precinct Line Road have been redeveloped into smaller-lot neighborhoods transitioning to lower density neighborhoods to the east. The Northwest Neighborhood has beautiful established areas with the country character that represents what the Colleyville community wants to preserve.
- **Development Pattern.** This neighborhood area is the largest in the city, encompassing more than 30 percent of the gross land area of the city. Northwest Colleyville has experienced significant change since the previous comprehensive plan in 2004. The neighborhood's residential density of 1.06 dwelling units per acre is one of the lowest in the city. Overall, 96 percent of the area is existing single family residential uses, the highest percentage in the city. The area has significant open space and parklands, but a very small amount of retail development.
- **Transportation and Linkages.** Major roadways in the area include L. D. Lockett Road, Westcoat

Drive, McDonwell School Road, Precinct Line Road, Pleasant Run Road, and John McCain Road. In addition, the MTP proposes McDonwell School Road be extended east from Westcoat Drive to connect just west of Cutter Ridge Court to improve east-west connectivity in the area. Most roadways in Northwest Colleyville all are generally two-lane rural cross-sections, and intersection improvements and MTP connectivity recommendations can serve to improve traffic flow in the area.

- **Parks, Recreation, and Open Space.** This area has four City parks and multiple smaller private parks. L. D. Lockett, McPherson, Reagan, and Pleasant Run Parks are the major public park facilities in the area. Trail connections along McDonwell School Road and Westcoat Drive, as well as the Cotton Belt Trail, are the major trail corridors in this area. Trails along McDonwell School Road are excellent examples of trail integration adjacent to a two-lane roadway.

Key Current and Future Consideration for Northwest Colleyville

1. Encourage a mix of retail and professional office uses along the remaining undeveloped areas of Precinct Line Road, with the goal of expanding the city's sales tax base.

Housing and Neighborhood Framework

GOALS

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a "country feel."

Connect neighborhoods and provide high quality amenities.



Policy: Preserve neighborhood character and quality.

Neighborhoods are one of Colleyville's greatest assets, as they form the foundation for the city's reputation and quality of life. As neighborhoods age and mature, some develop a unique and enduring character while others are unable to maintain the quality of development they once had. For this reason, the City should support neighborhood protection and preservation efforts. Safe, well-maintained neighborhoods that have enduring character allow reinvestment and help maintain property values and residential tax base.

The City can support and establish programs to protect and enhance the integrity of its neighborhoods. Potential strategies include improving or updating public facilities and services such as streets, street lighting, drainage systems, traffic control or management, neighborhood policing, and code enforcement.

- **Action 6-1: Consider overlays for established neighborhoods.**

In many neighborhoods, residents may want to protect the existing character of development. In these cases, the City could work with neighborhood residents and representatives to develop specific recommendations for protection or enhancement. This may include the creation of a special area plan that frames appropriate changes needed in the underlying regulations, such as garage placement, setbacks, building materials, etc. This may also include other actions that help existing neighborhoods maintain or add landscaping, sidewalks, trails, and park amenities.

- **Action 6-2: Provide mechanisms for context-sensitive residential redevelopment.**

Given the high demand for homes in the Colleyville area and as the city approaches build-out, it will be important to thoughtfully design new residential projects with appropriate considerations of lot sizes, transitions and connections to adjacent neighborhoods, trails, open space and tree preservation, and design of open fencing, landscape treatment, and setbacks along rural character roadways.

Policy: Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.

While the city is known for its superb neighborhoods, there are still opportunities for improvement so they continue to be one of the key assets in the community. Access to sidewalks, trails, and parks is becoming an important element of quality of life for many communities, especially for Colleyville. Neighborhoods designed with such amenities typically maintain their property values over time. It is about providing safer and inviting ways to move in and around one's neighborhood without having to get in an automobile in addition to creating a reinvestment dynamic in the neighborhood as it matures.

- **Action 6-3: Continue to focus on neighborhood park and recreation improvements to positively contribute to neighborhood vitality.**

Clean, well-maintained, and vibrant neighborhood parks are an anchor for strong, established neighborhoods. The City can work with neighborhoods to determine ideas to increase access to, and amenities at, neighborhood parks. This could include the installation of upgraded or additional amenities at existing parks.

- **Action 6-4: Improve neighborhood connectivity to the Colleyville Boulevard Corridor and key destinations.**

Colleyville Boulevard is the economic spine for the city. It also contains most of the commercial services that the Colleyville community is interested in visiting. Currently, the Village at Colleyville is probably the most walkable and pedestrian-friendly commercial area in the city. As additional areas of Colleyville Boulevard are redeveloped and revitalized (e.g., in the Northern Gateway), more opportunities for creating walkable and pedestrian-friendly environments can be created. As a result, there will also be increased demand for accessing these areas without having to get in an automobile. Consequently, the City can proactively increase neighborhood connectivity to the Colleyville Boulevard Corridor. This could include the development of key greenway trails (e.g., along Little Bear Creek) which provide needed east-west connectivity from established neighborhoods to Colleyville Boulevard. This could also include the installation of new sidewalk and trail segments in areas where sidewalk connectivity is limited or nonexistent, and the installation of crosswalks. In addition, connections to the Cotton Belt trail from the Northern Gateway should be prioritized.

Policy: Require new neighborhood developments to demonstrate and contribute to Colleyville's character.

As evident by the online survey that was administered during the planning process, the Colleyville community has expressed an interest in quality development as one of the key attributes that makes Colleyville unique. As such, it is also a high priority to ensure that all new neighborhoods add to the existing quality of development. This can be done by requiring the development of neighborhoods which provide a high quality of design, an easily perceived sense of identity, and bicycle and pedestrian connectivity.

- **Action 6-5: Encourage new neighborhood design that creates defined centers, edges, common spaces, and entries.**

Creating neighborhoods with defined centers, edges, and entries where feasible gives neighborhoods a sense of place. A defined center provides for a focal point to gather (e.g., park, trail, school, etc.), defined edges allows neighborhood residents to take pride in their geographic area, and bold and unique entries (e.g., entrance monuments) provide notice to residents and visitors that one has entered into a new defined place.

- **Action 6-6: Require new neighborhoods to be connected where appropriate.**

Connectivity is an important quality of great neighborhoods. A well-connected neighborhood reduces congestion along major streets, is friendlier to pedestrians and bicyclists, facilitates active transportation, and leads to higher levels of physical activity. One way to ensure that new neighborhoods are connected is to require conformance

with additional connectivity standards which could be incorporated into the City’s subdivision regulations. Concerns about cut-through traffic can be alleviated through appropriate design of new residential streets for low speed traffic and traffic calming measures on existing residential streets.

For vehicles, it is important to create multiple entries between a neighborhood and the City’s thoroughfare system. This reduces congestion at intersections and along the entire thoroughfare system by dispersing vehicles among multiple access points. This could also include reducing the use of cul- de-sac streets and increasing the number of internal connected streets. Although given Colleyville’s development context, there may be few remaining opportunities to create new strategic connections to help overall traffic circulation.

At a minimum, it will be important to create a strong internal sidewalk system to connect to all internal (e.g., neighborhood pools and schools) and external (e.g., off-site trails, commercial areas, etc.) destinations. This may include the creation of internal greenway trails and pedestrian access easements through connecting cul-de-sacs and the middle of long blocks.

- **Action 6-7: Encourage the construction of local gateways and signs that promote unique neighborhood identity that is tied to Colleyville’s heritage and/or a “country feel.”**



The entrance to Pebble Hill Plantation Estates is an example of a well-designed neighborhood entrance.

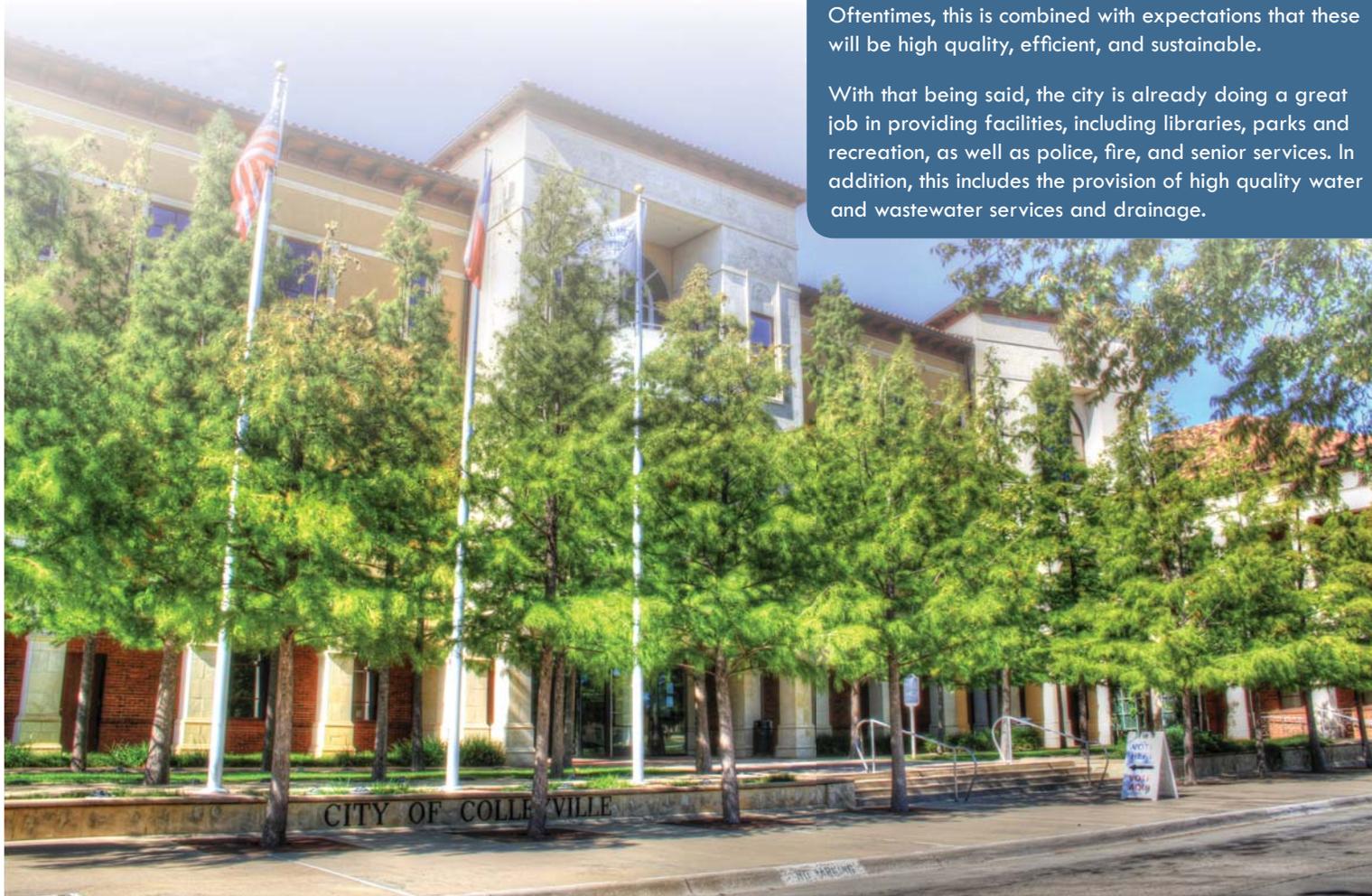
Gateways help define entrances and provide a sense of place to a neighborhood. Many existing neighborhoods include attractive gateway entrance features. The City can review its sign regulations to ensure that there is enough flexibility to allow for creative design of gateway entrance monuments that add to the character of the city’s neighborhoods. In addition, the City can encourage the construction of unique gateway entrances for all new neighborhoods. Such gateways and signs should be coordinated with landscaping, fencing, and other streetscape elements within the neighborhood.



INTRODUCTION

As a city matures over time, the demand for high quality services and facilities also increases. Particularly in affluent communities such as Colleyville, expectations are set high that the city will continue to provide, if not expand, the types of services and facilities available. Oftentimes, this is combined with expectations that these will be high quality, efficient, and sustainable.

With that being said, the city is already doing a great job in providing facilities, including libraries, parks and recreation, as well as police, fire, and senior services. In addition, this includes the provision of high quality water and wastewater services and drainage.



City Services & Facilities

Colleyville provides high quality community services and facilities to its community. These include, but are not limited to, a library, parks and recreation, senior services, fire and police services, drainage, and water and wastewater services (see Map 7.1, *Colleyville City Facilities*, on the next page). The City continually pursues new ways to deliver these services in the most efficient and cost-effective manner as possible. This ensures that the high quality levels of services are maintained over time.

Changing demographic preferences and ever-evolving technologies create new demand for the same services. In addition, the simple passage of time will require the City to provide services differently. For instance, most of Colleyville has been developed in recent decades as part of the outward expansion of the DFW Metroplex. Now that the City has reached its maximum geographic extent and there are limited new parcels for development, the City will have to begin considering how existing infrastructure will require replacement and address some capacity enhancements. Accordingly, this chapter provides the necessary guidance to improve and expand the city's existing services and facilities to meet the expectations of the Colleyville community.

The Colleyville Public Library

The Colleyville Public Library opened in 2003 and is located next to City Hall in The Village. Originally, it operated out of a 10,000 square-foot floor area; but since its opening the library has continued to experience annual growth in circulation numbers and has expanded its services. In some years, the library has seen double and triple digit increases in circulation. To accommodate this growth, the library began a second floor expansion in 2011 which added an additional 14,000 square feet of public service

SATISFACTION WITH CITY SERVICES

94.4 percent



When asked about the overall quality of city services, the Colleyville community resoundingly indicated that they were satisfied. The 94.4 percent response rate breaks down into 35.8 percent being very satisfied and 58.6 percent being satisfied.

Source: Respondents to the mail out/internet survey.

area, bringing the library's total square footage to approximately 24,000 square feet. The purpose of the expansion was to provide additional space for basic services; relocate the children's area to the second floor; provide space for growth in collections; enable the zoning of activities of similar noise levels; create generous programming, meeting space, and a teen area; and to leverage staff operations so that they could serve the highest and best use for patrons.

As of 2015, the Colleyville Public Library is managed by the Library and Recreation Department and serves the cultural, educational, intellectual, and recreational needs of the Colleyville community. It provides an array of adult and children library materials in a variety of formats that meet the needs of a diverse patronage. It provides fiction and non-fiction books, magazines, DVDs, music CDs, books on CD, digital media downloads (including audio books, eBooks, eMagazines, music and videos), and online databases which can be accessed both on site and remotely.

Although the Library itself provides 48 hours of on-site access, the library's online and digital materials

are available 24 hours a day, seven days a week. In addition to the enormous amount of available online and on-site materials, the Library also provides interlibrary loan service, access to public computer stations, children's and adult programming, free on-site wi-fi, and other services.

Since the Library has opened, it has accomplished several strategic goals which have improved the access and availability of library resources for the Colleyville community. These include completing the migration to a statewide interlibrary loan system, launching three new interactive digital services for youth patrons (i.e., BookFlix, TrueFlix, and FreedomFlix) and a new downloadable audiobook collection (i.e., OneClickdigital), completing the LS2 PAC eBook integration with Overdrive, and offering several special events that celebrated the Library's tenth year of service to the Colleyville community.



Figure 7.1. Trends Affecting Public Libraries

The library will have to be proactive in adapting to the following trends affecting all public libraries:

- Communication systems are continually changing the way people access information.
- All technology ends. All technologies commonly used today will be replaced by something new.
- The ultimate small particle storage has not been reached yet.
- Search technology will become increasingly more complicated.
- Time compression is changing the lifestyle of library patrons.
- The demand for global information is growing exponentially.
- The stage is being set for a new era of Global Systems.
- A transition from a product-based economy to an experience-based economy is occurring.
- Libraries will transition from a center of information to a center of culture.

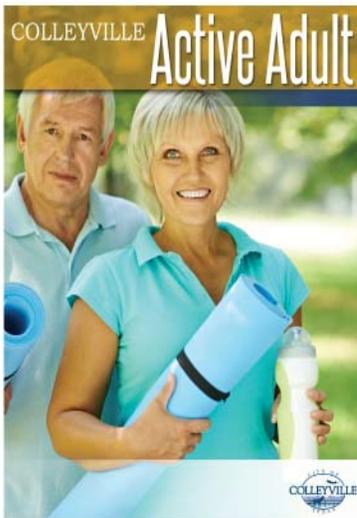
Source: City of Colleyville Annual Operating Budget Fiscal Year 2015.

Since it opened in 2003, the Colleyville Public Library has seen tremendous growth in circulation. Technology, such as this self-checkout kiosk, helps the library grow without the need for significant increases in staffing. The library is managed by the Library and Recreation department, which also oversees the Senior Center and recreation for the city.

Library Support

The Library is supported by the Colleyville Public Library Foundation and the Friends of the Colleyville Public Library, both nonprofit organizations. The Colleyville Public Library Foundation was established in 2002 with a purpose of raising funds needed for improvement and expansion. Since its inception, the Colleyville Public Library Foundation has raised over \$500,000 to benefit the Library, its programs and projects. The Friends of the Colleyville Public Library organization was established in 1991 to promote the interest and welfare of the library as a cultural, educational, and community asset to Colleyville. As part of its mission, it provides fundraising, volunteer support, and cultural and educational programs.

The Colleyville Public Library should update its long-range plan for the Library to continue to adapt to an industry that is undergoing an unprecedented technology-driven transformational change (see Figure 7.1. *Trends Affecting Public Libraries*).



As part of an active marketing program, the City produces the Colleyville Active Adult guide outlining a complete listing of events, classes, and activities available for active adults. This, in addition to quality recreational programs, led to a 21 percent increase in active memberships at the Senior Center from 2013 to 2014.

Recreation & Senior Center

Colleyville's recreation programming, including the Senior Center, is managed by the Library and Recreation Department.

The Recreation division provides youth, adult, and athletic programs along with managing special events for the City. It also assists Colleyville Youth Sports Associations in securing City and GCISD practice and game facilities. As part of an effort to improve a sense of community, the Parks and Recreation and Library resources were combined together for special event coordination, programming, and management.

The Senior Center is one aspect of recreation that has seen significant growth in recent years, particularly as Colleyville's demographics continue to age. Colleyville's median age increased from 40 years to 45.6 years from the year 2000 to 2013 (see the demographic snapshot provided in Chapter 2, *Colleyville Context*).

The Senior Center strives to create a diverse and fun environment which encourages individuals and groups to connect with one another through a wide variety of health, wellness, enrichment, technology, education, special events, and travel opportunities for the Colleyville community.

Parks

Parks have been an important priority for the Colleyville community for many years. Planning started back in the 1990's with the adoption of the 1998 Pathways Plan and 1999 Parks, Recreation, and Open Space Master Plan, which provided the foundation that created the system that exists today. More recently, the city adopted an updated 2011 Parks, Recreation, and Open Space Plan (which integrated the recommendations from the 2005 Pathways Plan) to

guide the actions of staff and elected and appointed officials as they work to implement the long-term vision over the next 20 years. These independent and highly detailed documents provide an action plan for how the city moves forward with the acquisition and development of new property, the redevelopment and maintenance of existing property, and the types recreational services that are provided.



Parks provide active and passive recreation opportunities for the community.

A Vision for Parks

As part of the development of the 2011 Parks, Recreation, and Open Space Master Plan, a mission was identified to provide one of the highest quality parks, recreation, and open space systems in the DFW Metroplex by creating opportunities where people can “escape and enjoy an enriching environment.” Through the public engagement process, a new vision was created for the future of the parks and recreation system (see at right).

To help implement this vision, a series of goals were developed and adopted by the Parks and Recreation Advisory Board and City Council. These include:

- Provide parks and trails within easy and convenient access to households in Colleyville.
- Provide leisure opportunities for all ages, specifically targeting young adults to baby boomers (who are historically underserved in terms of recreation facilities and programming).
- Support the development of a healthy community by providing facilities and programs that lead to choices for healthy living.
- Aim to be comprehensive and financially sustainable while encouraging collaboration.
- Market Colleyville as a destination known, in part, for its unique parks and leisure programs, while also marketing to current users and residents.
- Reflect and support the city’s objective to become the environmental leader in Tarrant County.

Needs Assessment

While the existing parks, recreation, and open space system was rated as excellent, a plan of action for the future is necessary to ensure the system continues to excel long into the future. This is particularly important as the city nears its population estimate of 27,943 persons by 2035 (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city).

Colleyville is unique in that the majority of park acreage in the city is made up of private parks and open spaces (over 301 acres as compared to approximately 225 public park acres). In most cities in the DFW Metroplex, park and recreation areas are predominantly comprised of public parks. Therefore, the acreage for private parks and open spaces is included in the level of service (LOS) analysis of this plan because of its significant contribution to the overall public-private park system in the city.

Colleyville’s current LOS and future LOS were calculated using the historical population counts from the 2010 U.S. Census, combined with recommended National Recreation and Park Association (NRPA) standards that have been tailored to the city’s unique situation (see Table 7.1, *Current and Projected Parkland LOS*, on the next page). These numbers differ slightly than what was indicated in the 2011 Parks, Recreation, and Open Space Master Plan because of a larger projected maximum population (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city) and more accurate 2010 Census Data.

Today, the city’s LOS for overall public parks is 9.88 acres per 1,000 people. This is less than the per capita

“Colleyville has a renowned system of parks, recreation, open space, and trails that creates a true sense of ‘home’ within the city of Colleyville.”

Source: Vision from the 2011 Parks, Recreation, and Open Space Master Plan

acreage recommended by the National Recreation and Parks Administration (NRPA), which the city compares itself against for national benchmarking. In order to meet the NRPA LOS standard for public parks for the current population, the city would need to add approximately 32 additional acres of public parkland. In order to meet the NRPA LOS standard for public parks for the projected population, the city would have to add approximately 90 to 98 acres of new public parkland. When factoring in the city’s private parks and open space lands, the city has more than enough acreage to meet the minimum LOS standard for the

current population and would still be near the top of the range for the projected population.

Park Service Area Deficits

In addition to determining current and future park acreage needs based on the city’s population, it is also important to ensure that the park and recreation system is well distributed and accessible for most users. Typically, neighborhood parks serve an area of about one-quarter mile to one-half mile (which equates to about a five to 10 minute walk), while community parks serve an area of about one mile (which equates to about a five minute drive).

Table 7.1. Current and Projected Parkland LOS

Park Category	Existing Acreage (2015)	NRPA Standard	Level of Service (LOS) (22,807 population) ¹	Projected 2035 LOS (27,943 population) ²
Public Parks	225.24	11.25 - 20.50 acres / 1,000	9.88 acres / 1,000	8.06 acres / 1,000
Neighborhood Parks	41.66	1 - 2 acres / 1,000	1.83 acres / 1,000	1.49 acres / 1,000
Community Parks	101.10	5 - 8 acres / 1,000	4.43 acres / 1,000	3.62 acres / 1,000
Other Parks	82.48	Variable	3.62 acres / 1,000	2.95 acres / 1,000
Private Parks and Open Space	301.70	None	13.23 acres / 1,000	10.80 acres / 1,000
Grand Total	526.94	11.25 - 20.5 acres / 1,000	23.10 acres / 1,000	18.86 acres / 1,000

Table Notes:

¹ The current population of 22,807 people is derived from the 2010 Census Bureau.

² The projected population of 27,943 people is derived using the population estimates set out in Chapter 2, *Colleyville Context*.

Fire Department

The Colleyville Fire Department is a strong community asset, providing excellent fire protection and emergency medical response services to the community. It accomplishes this through prevention and safety focused messages, emergency medical services (EMS), fire suppression operations, emergency management operations, and non-emergency community activities such as the promotion of fire safety and prevention education throughout Colleyville and the DFW Metroplex.

The department is comprised of four divisions, including Fire Administration, Fire Operations, EMS Operations, and Fire Prevention/Investigation. Fire Administration is responsible for overall planning, development, and administration and implementation of all department services. In addition, Fire Administration is also responsible for the maintenance of a comprehensive all-hazards emergency management program for the city.



The Fire Department provides both emergency services and non-emergency activities for the community.

Fire Operations is responsible for fire suppression, rescue, emergency medical response, and hazard mitigation. They currently operate out of three facilities, two of which opened in 2008. All three facilities are at or near capacity in terms of equipment. The three facilities provide satisfactory coverage to all areas of the city, and are located at:

- **Central Fire Station and Administration.**

Located at 5209 Colleyville Boulevard in the geographic center of the city, this station houses a fire truck, two medical units (one front line, one reserve), and a battalion response unit. The station opened in early 2008.



- **Station #2.** Located at 5212 Pool Road, adjacent to O.C. Taylor Elementary School, this station also opened in early 2008, and serves the eastern areas of Colleyville.



The station houses a fire response truck.

- **Station #3.** Located at 312 West McDonnell School Road, this station serves the northwestern areas of the city. The station is 15 years old, and houses an engine truck and a smaller brush fighting unit.



EMS Operations is responsible for the provision of emergency medical care to sick and/or injured persons as well as providing transportation to the hospital. Fire Prevention/Investigation is responsible for all fire alarm and fire sprinkler plan review and inspections, fire investigations, and the coordination and delivery of fire safety education programs.

In the 2014 fiscal year, there were an approximate total of 627 fire and service related responses and 950 EMS related responses recorded. The call volume is anticipated to continue to increase.

The department also has mutual aid agreements with neighboring communities, and calls requesting mutual aid have also been increasing. At the beginning of the 2015 fiscal year, the department operated with over 42 full-time staff members, including administrators, battalion chiefs, engineers and firefighters. While it is not anticipated that any additional fire stations are needed, a key area to monitor is ensuring that the department has adequate equipment and resources to maintain the high level of quality and safety the Colleyville community has come to expect. This includes possible renovation of the Hall-Johnson facility to house reserve equipment.

Police Department

The Colleyville Police Department utilizes a community-based policing philosophy which focuses on forming community partnerships to protect and preserve the community. It strives to maintain a high level of community involvement and low crime rates.

With an extremely low incidence of reported violent crimes in 2013 (nine), a very low ratio for a city of over 20,000 residents, the city had a crime rate that is almost 85 percent better than the typical Texas

community average. The Colleyville Police Department is charged with providing exceptional police services that ensure safe and secure neighborhoods and support the city's high quality of life.

The police department maintains a staff of 48 officers and support personnel, of which 42 are sworn positions. Since 1999, the department has also been supported by the Colleyville Crime Control and Prevention District (CCCPD), which is authorized by

"In 2013, Colleyville was ranked as the safest community of its size in Texas and made the list again in 2015 as the second safest community in Texas."

Source: www.safewise.com



48 dedicated police officers and support personnel help to maintain the safety of Colleyville.

Colleyville voters through 2024, and receives proceeds from a half-cent sales tax allocation to help with funding. This assistance and the city's very high safety standing reflect the high priority the community places on the department. Indeed, a very high level of public safety is a key component of Colleyville's very high standard of living.

The Police Department is located near the center of the city at the Colleyville Justice Center on Riverwalk Drive. When it opened in 2003, the Colleyville Justice Center was appropriate for the city. It now needs to be reevaluated to support a strong push by the department for community-based collaborative policing. The Colleyville Justice Center includes jail facilities which are no longer needed due to regionalization of this service, but which are difficult to reconfigure into a more open layout. A recent brief evaluation pointed out potential reconfiguration scenarios, but a more detailed assessment is required to flesh out a preferred reconfiguration option.

The Police Department is comprised of three divisions, including Police Administration, Patrol, and Services. The Police Administration Division serves and protects the Colleyville community through prevention, proactive partnerships, and professional service. It focuses on reducing the crime rate, updating policies and procedures to keep current with the Texas Best Practices Recognition Program, providing officers with specialized training, and fostering strong community relations.

The Patrol Division utilizes a community-based policing program which focuses on fostering partnerships with high levels of community involvement and preventative policing. One of the unique aspects of the Colleyville Police Department is its use of innovative programs and

technology to maintain and promote a safe and secure environment. This includes such things as automated license plate reader technology, digital message boards in the patrol briefing rooms, and weekly training programs.

One of the key components in the Patrol Division includes the Bicycle Patrol Program. This unit consists of officers who have volunteered, in addition to their regular duties, to utilize bicycles to protect the Colleyville community on trails, near retail establishments, and in other areas where regular patrol cars may not have adequate access.

The Services Division includes staffing and resources for warrant officers, criminal investigations, school resource officers, and code enforcement. In addition, it is responsible for all personnel training. For criminal investigations, the focus is to review and investigate all reported criminal activity, identify possible suspects, and process all crime scenes. Similar to other divisions, the use of technology plays an important role in maintaining a high level of police services and low crime rate within the city.

The School Resource Officers Program is also another important program within the department. It works closely with the Grapevine-Colleyville Independent School District to ensure the safety and security of all students.

The Police Department is also responsible for Code Enforcement within the City. The department tries to obtain voluntary compliance of nuisance codes through community education and by appealing to civic responsibility. A citation is normally issued only as a last resort and is easily avoided through responsible action by a property owner.

Drainage

Colleyville has two main creeks known as Big Bear Creek and Little Bear Creek. These creeks generally flow west to east through the city. There are four tributaries in Colleyville that flow into Big Bear Creek and 12 tributaries that flow into Little Bear Creek.

Big Bear Creek, Little Bear Creek, and their tributary creeks are shown on Flood Insurance Rate Maps (FIRM), dated September 25, 2009, that were prepared by the Federal Emergency Management Administration (FEMA). The FEMA FIRMs show areas subject to flooding, limits for the one percent annual chance flood (100-year flood), limits for the 0.2 percent annual chance flood (500-year flood), and other flood prone areas. The intent of the FIRM is to administer the National Flood Insurance Program, not necessarily to identify all areas subject to flooding, particularly from local drainage sources of small size. Current floodplain areas in Colleyville with a one percent annual chance of a flood occurring are shown on Map 7.2, *Drainage Areas*, on the next page.

Halff Associates, Inc., performed a Drainage Master Plan for Colleyville and published this plan in January 1992. Several other drainage studies in specific areas of the city have been prepared since 1992, but a comprehensive Drainage Master Plan has not been performed since 1992. Over the past few decades, significant development has taken place in Colleyville. This has greatly increased the impervious surface coverage throughout the city and has the potential of significantly changing the localized flooding conditions in Colleyville. An update to the Drainage Master Plan is a priority in the City's Capital Improvements Program (CIP).

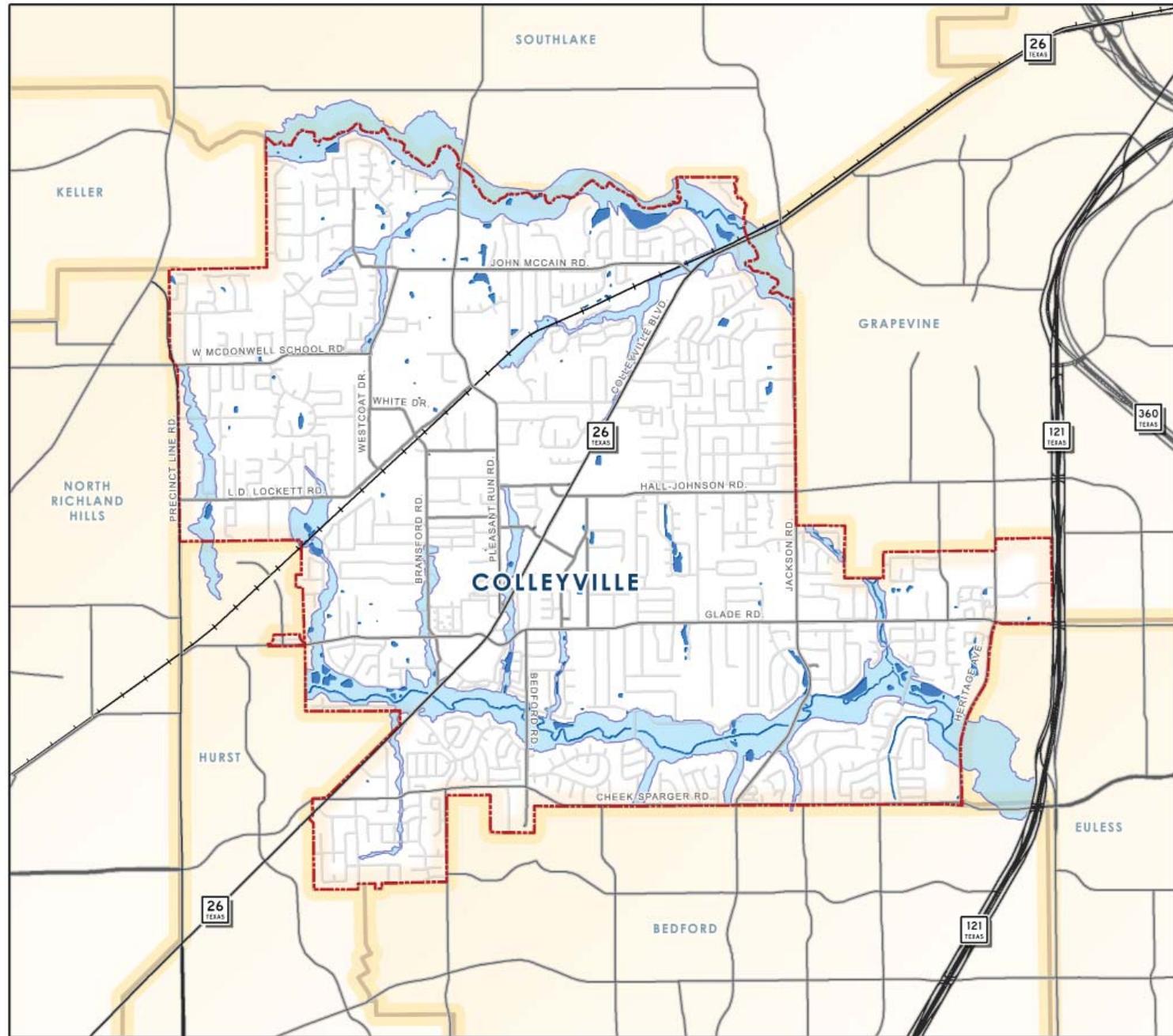
The cities of Colleyville and Southlake are working together to study Big Bear Creek using funding from FEMA's Cooperating Technical Partners (CTP) Program. The CTP Program is an innovative approach to creating partnerships between FEMA and participating National Flood Insurance Program (NFIP) communities, regional agencies, and states agencies that have the interest and capabilities to become more active participants in the FEMA flood hazard mapping program. The North Central Texas Council of Government (NCTCOG) is administering the funding for the program for FEMA.

To protect the public health and safety from the loss of life and property caused by surface water overflows, stagnation, and pollution, the City enacted a public drainage utility in 1993 which assesses charges for all property within the delineated area. These assessments are used for the future construction, repair, and maintenance of the drainage system (see Chapter 98, Article IV, *Drainage Utility System*, of the Colleyville Code of Ordinances).

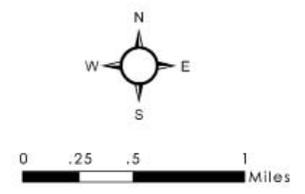


Drainage areas in Colleyville are also one of the city's greatest natural assets. Many of these areas retain significant amounts of trees and vegetation, and create some of the most beautiful locations in the city.

Map 7.2 Drainage Areas

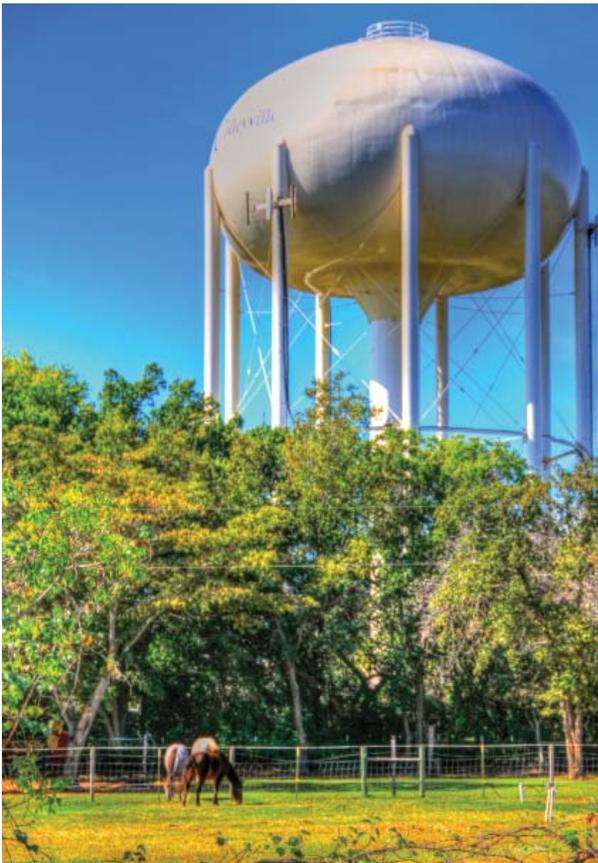


- Legend**
- CITY LIMITS
 - MAJOR ROADS
 - FLOODPLAIN
 - WATER BODIES
 - ~ CREEKS
 - ++ RAILROAD



Water & Wastewater

Prior to drafting Destination Colleyville, the City commissioned a private sector consulting firm to develop the Water and Wastewater Master Plan (completed December 2014). The purpose of the plan was to evaluate the current conditions of the existing infrastructure and to adequately prepare for future growth and facility maintenance over the 20-year plan horizon. The plan included a 20-year capital improvement plan (CIP) totaling \$55 million.



Above is one of three elevated storage tanks located in Colleyville.

Water Treatment & Distribution

Although the City owns and maintains its water distribution system, it purchases wholesale treated water from the Trinity River Authority (TRA). Accordingly, all treatment of the City's domestic water is done by the TRA. The ability to track this transfer of water is accomplished through a series of four metered points located throughout the city. Once received from the TRA, the city distributes it to municipal customers through 200 miles of pipelines across two pressure planes (a high and a low). To overcome gravity, the city uses one pump station and one ground storage tank, as well as three elevated storage tanks.

As part of the assessment of existing conditions, most water distribution facilities were found to be in good condition with the exception of the Overland Trail Ground Storage Tank which has been decommissioned due to the need for extensive rehabilitation. The overall positive condition of the water distribution system is not atypical considering that much of the city is still relatively new despite its high growth rates over the past several decades.

Wastewater Treatment & Distribution

Similar to the water system, the City does not own or operate a wastewater treatment plant. Rather, the City contracts with the TRA to provide treatment of the City's wastewater. To collect this wastewater, the City owns and maintains 159 miles of sanitary sewers, 3,029 manholes, and two lift stations. The collected wastewater is transferred to the TRA at two interceptors which accommodate each of the 12 sewer drainage basins.

As part of the assessment of existing conditions (undertaken as part of the Water and Wastewater Master Plan in 2014), the City's wastewater collection system was generally found to be in good condition and only minor improvements were needed. An assessment of manholes did, however, identify that almost a third of those analyzed needed rehabilitation.

In addition, an infiltration and inflow (I/I study) analysis was performed. This was undertaken to determine how much rainwater was infiltrating the sanitary sewer system during rain events. Fortunately, it was determined that the City's overall rate of infiltration and inflow is low.

Finally, an analysis and prioritization model was developed to assist the City with determining when a project is necessary. As part of the analysis, a series of triggers were identified to help classify both the water and wastewater infrastructure potential projects.

Capital Improvements Program (CIP)

Overall, 27 water projects and 17 wastewater projects were identified in the 2014 Water and Wastewater Master Plan as needing to be addressed for the ongoing growth and maintenance of the City's existing and future distribution and collection system. The 20-year CIP totals \$54.9 million in new projects needed during the duration of this plan.

City Services & Facilities Framework

GOAL

Continue to maintain an exceptional system of City services and facilities that is technologically current, efficient, and responsive to the needs of the Colleyville community.



Policy: Continue to maintain and improve the City's facilities as appropriate.

The quality of city facilities plays an important role in the ensuring quality of services delivered and in turn, the success (both socially and economically) of a city. Facilities that create community pride, are up-to-date both physically and technologically, and responsive to the needs of the community, result in high levels of satisfaction. High levels of satisfaction can lead to positive self image of the community, which is a strong marketing advertisement for outsiders who may be interested in relocating to the city (either for residence or business). While the City's current efforts have resulted in a high level of satisfaction today, the Colleyville community did express an interest in improving and/or expanding on what currently exists. The City should periodically monitor city facilities and develop options to address future needs. This includes an assessment of the City's Parks Maintenance Facility and Public Works Service Center.

■ Action 7-1: Update the long-range plan for the Colleyville Public Library.

To effectively respond to the trends affecting all public libraries (see Figure 7.1, Trends Affecting Public Libraries, earlier in this chapter), the city should develop a new three- to five-year long-range plan for the Colleyville Public Library. This should include a community needs analysis as well as an identification of current use and future demand for library services and programming. It should also evaluate the potential to transform the Library into a true "third place" that anchors community life in Colleyville and facilitates broader, more creative interaction. Such a plan should also identify future improvements and funding opportunities. As an implementation action of the long-range plan, a timeline should be developed to review and revise the existing library policies and procedures to reflect any changes identified.

■ Action 7-2: Update the Parks, Recreation, and Open Space Master Plan as needed.

In order to be competitive for Texas Parks and Wildlife Department (TPWD) grant funding, the state specifies that a park master plan must cover the full planning area of the jurisdiction, provide guidance for a period of at least 10 years, and be updated every five years. The City should consider initiating an update to the 2011 Parks,

Recreation, and Open Space Master Plan so that the City remains competitive for grant funding. As part of the update process, the City should:

- Conduct an updated survey and solicit feedback from the Colleyville community on trail alignments, the need for additional shade protection, specific needs for enhanced or more outdoor space for community special events, and indoor space for recreational programming
- Conduct a park conditions assessment.
- Evaluate opportunities to add new types of recreational amenities or programming that appeal to inter-generational and non-traditional users (including young adults and those who may be in retirement) in existing and future parks.
- Determine strategies to increase, improve, and maintain the existing and future parks and recreation system in a manner that is comprehensive while being fiscally sustainable.
- Consider undertaking a park condition assessment for each park in the park and recreation system.
- Use of the Park and Recreation System in marketing efforts as part of an overall economic development program.

■ **Action 7-3: Evaluate options to upgrade the Colleyville Senior Center to continue to serve senior residents of the City.**

The Senior Center is in a converted building that is aging and in need of modernizing. An evaluation with alternative options to improve the building has been conducted. The City should continue to explore options to fund the suggested improvements and to determine the appropriate timing for those improvements.

■ **Action 7-4: Evaluate options to improve the Colleyville Center so that it can continue to meet citizen needs as well as attract additional usage and visitations.**

The Colleyville Center is an excellent community resource as well as a facility that attracts many events and meetings to the City. The facility is in a highly competitive market for private events and the City should continue to evaluate options to upgrade, enhance and/or expand the facility so that it continues to excel in attracting events to Colleyville.

Policy: Continue proactive and effective public services to ensure the public health, safety, and welfare of the Colleyville community.

The Colleyville Fire, Police, and EMS Departments are assigned the responsibility of protecting the public health, safety, and welfare of the Colleyville community. As growth continues in the city (particularly infill growth along Colleyville Boulevard), the City will need to evaluate the availability and effectiveness of both facilities & equipment and staffing to make sure it is sufficient to adequately respond to both emergency and non-emergency situations to maintain current response times. Effectiveness also includes having well-trained police officers, EMS personnel, and firefighters and buildings, equipment, and apparatus that are technologically up-to-date and well-maintained.

■ **Action 7-5: Continue to ensure Police, EMS, and Fire Department equipment and facilities continue to meet the current and future public safety needs of the Colleyville community.**

Continue to evaluate and upgrade Police, EMS, and Fire Department equipment as needed. Over the next decade, the Fire Department will need to continue to convert and modernize the response fleet. Ultimately the fleet should include two front line engines, a front line response truck, and a reserve truck and engine.

Evaluate options to either replace or upgrade the current Fire and EMS Department's reserve unit storage. The current facility at the Hall-Johnson site could be effectively and efficiently renovated to meet the current and future needs by gutting out and expanding the existing facility.

One of the priorities identified is to upgrade the Colleyville Justice Center to meet new collaborative trends in policing. This involves retaining a qualified architect to conduct a detailed assessment, developing detailed internal and external reconfiguration options and cost assessments, determining the time frame for construction based on the evaluation and recommended scenarios, and identifying the appropriate funding source to complete this project within a 10-year time frame.

■ **Action 7-6: Continue to ensure that firefighter, EMS personnel, and police officer training is adequate to respond to emergency situations.**

The City should continue to prepare and implement a departmental and interdepartmental continuing education training program so that emergency responders (Fire, Police, and EMS) can adequately enhance and maintain the skills necessary to fulfill their mission.

■ **Action 7-7: Continue to ensure that Fire, Police, and EMS Departments staffing needs are maintained adequately to address changes in growth and current levels of service.**

As the city continues to grow to its maximum population, the City should ensure that the Fire, Police, and EMS Departments have adequate number of firefighters, police officers, and emergency medical technicians to protect the public health, safety, and welfare of the Colleyville community and maintain current levels of service. Periodic evaluations should take place to determine the correct number based on the needs of the community.

- **Action 7-8: Maintain a proactive approach to the use of technology to improve public safety in Colleyville.**

Rapidly evolving technology is making public safety more efficient and effective, and the City should support new technological initiatives that help communicate with residents and help prevent and solve crimes. In addition, the City should also conduct periodic reviews to assess new technologies and determine if they are appropriate for the city.

Policy: Ensure that there is well-planned and fiscally sustainable public utility infrastructure (e.g., drainage, water, and wastewater).

The supply of water, treatment of wastewater, and drainage are significant long-term issues for any community which must be planned well in advance of future needs.

- **Action 7-9: Annually budget the necessary funds to design and construct the identified projects set out in the established Capital Improvements Program.**

As part of the 2014 Water and Wastewater Master Plan, Garver identified future growth and usage and developed a 20-year, \$55 million capital improvement plan which will allow the City to both properly maintain the existing infrastructure and plan for the future. Accordingly, the City should allocate the necessary funding on an annual basis to ensure the system is maintained and/or expanded in a cost-effective, efficient, and timely manner. Subsequent year allocations should be determined using the capital improvement triggers identified in the plan which were established to help the City classify deficiencies and help determine when a project is necessary.

- **Action 7-10: Evaluate options to improve the Public Works facility.**

The Public Works facility and outdoor yard area on Hall Johnson Road requires improvements and upgrades to continue to provide high quality service to all of Colleyville's citizens. The City should explore options to renovate and enhance the facility and should identify potential funding sources and timing for those improvements.

- **Action 7-11: Periodically update the Water/Wastewater Master Plan.**

Periodically update the Water and Wastewater Master Plan to reflect changing conditions. An update should be considered by the year 2020.

- **Action 7-12: Update the Master Drainage Plan to continue to ensure the city is adequately protected.**

The City's Master Drainage Plan should be updated to develop a higher level of detail than what was provided in the 1992 plan. This Master Drainage Plan would provide the City with the tools necessary to identify the most critical flood-prone locations, potential solutions, and the costs for necessary drainage projects.

Depending on the recommendations identified in the Master Drainage Plan, the City should identify available funding sources to implement to make the improvements to the city's drainage system in addition to evaluating the City's current utility fee structure.

Policy: Proactively support efforts to promote green initiatives for fiscal resilience.

Colleyville should explore opportunities to promote more environmentally friendly and green initiatives that are also fiscally beneficial to both the City and residents.

- **Action 7-13: Work with regional water supply entities to ensure that Colleyville's drought contingency planning is proactive and innovative.**

Ensure that the City continues to monitor and maintain a strong water supply, and that efficient and effective water conservation techniques are used where appropriate.

- **Action 7-14: Explore low impact development (LID) solutions for commercial, residential, and public infrastructure projects.**

The City should explore LID solutions as an opportunity to implement storm water management and water quality management strategies over that can have a significant impact on this sub watershed and also provide quality of life and aesthetic benefits while saving costs. The City should evaluate the benefits of adopting and participating in North Central Texas Council of Governments' (NCTCOG's) *integrated Stormwater Management (iSWM)* program which is intended to help area cities achieve their goals of water quality protection, streambank protection, and flood mitigation, while also helping communities meet their construction and post-construction obligations under state stormwater permits.

- **Action 7-15: Promote green building and energy efficiency as part of public and private development.**

As part of a growing trend to reduce the environmental impact of development, the City should support efforts in both public and private sector development that incorporate green building practices and/or energy efficiency. This could include an assessment of the City's Land Development Code to remove impediments and/or add

incentives for green building practices. Examples of green building practices that should be considered include low impact development (which utilizes the site's natural resources as part of the overall stormwater management program), rainwater capture, xeriscaping, and pervious pavement, among others.

- **Action 7.16: Consider establishing an Urban Forestry Program to preserve and enhance the urban tree canopy in the city.**

Tree canopy within Colleyville is an important component of the city's overall character and is one attribute that sets the city apart from other areas within the DFW Metroplex. As the city continues toward developing the limited number of remaining lots and revitalizing and redeveloping existing lots, it is important to have a strategy in place to protect what makes the city what it is today. An urban forest provides a number of economic, environmental, and social benefits to a city. Economic benefits include attracting tourists and businesses, increasing property value, and reducing the amount of energy needed for development. Environmental benefits include providing food and habitat for wildlife, absorbing carbon dioxide, reducing the heat island effect, and reducing sedimentation in streams. Social benefits include adding character and promoting a sense of pride in a community as well as increased privacy. Due to the significant amount of benefits provided, the City should consider establishing an Urban Forestry Program to protect this significant asset to the community. This could include an initial assessment of city parks, followed by an assessment of all City-owned property. A subsequent phase could include the eventual preparation of an Urban Forestry Master Plan, which is a roadmap to effectively and proactively manage and grow the city's urban tree canopy.



INTRODUCTION

The purpose of this chapter is to establish the necessary policy guidance to effectively plan for the future growth and redevelopment of the city, to develop differing areas of character, and to identify placemaking strategies that strengthen the uniqueness of the city that already exists.

Identifying the future land use of the city helps elected and appointed officials, City staff, the Colleyville community, and private developers, better understand why and how land should be developed in the city.



Land Use

Understanding how existing land use patterns have developed in the city is important to identifying future land uses. In other words, future land use is guided first and foremost by existing development patterns, followed by changes in community preferences and market conditions. Future land use categories guide development proposals and economic development opportunities.

Existing Land Use

Beginning as a rural farming community, the city has evolved into a prosperous community that still retains its unique country charm and rural identity. This is a significant reason why Colleyville has such a strong residential market. Indeed, when viewed as part of the DFW Metroplex, Colleyville is renowned as a very

desirable place to live. The city has benefitted from the strength and vitality of the DFW Metroplex over the past decade. In particular, during the 2013-2015 time period, the City issued over 100 new residential permits and around six to 10 new commercial permits per year. As of 2015, there were 599 total new residential lots under construction, approved, or proposed in the development pipeline.

A comparison of existing land use changes between 2003 and 2015 is shown in Table 8.1, *Existing Land Use Comparison (2003-2015)*. Key land use trends over the past decade include:

- **Colleyville is approaching build-out.** One of the most significant changes in land use that has occurred over the past decade is that the city is

Table 8.1. Existing Land Use Comparison (2003-2015)

Existing Land Uses	Existing Land Use (2003) ¹	Existing Land Use (2015) ²
Residential	53.7%	60.3%
Commercial	2.4%	4.2%
Mixed Use	-	0.03%
Light Manufacturing/Commercial Tech	0.7%	0.4%
Institutional	3.8%	4.5%
Public Parks & Open Space	2.0%	2.3%
Private Open Space	5.5%	4.9%
Streets/railways	12.1%	13.6%
Vacant/undeveloped/ranch or agriculture	19.4%	9.8%

¹ The delineation of existing land use was derived from a study undertaken in 2003 as part of the development of *The Colleyville Plan (2004-2025)*.

² The delineation of existing land use is derived from a study undertaken as part of this planning process. The existing land use types do not correlate exactly to Future Land Use Categories established in this plan.

approaching its maximum development potential with a decrease in vacant/undeveloped land from 19.4 percent in 2004 to 9.8 percent today. In fact, much of the undeveloped lands are large remnant pasture/agricultural tracts or open space associated with larger homesteads. This is even more significant considering that Texas encountered a slowdown in development activity during several of the years in the past decade. Despite that, an additional 10 percent of vacant land was developed within the

city, predominantly as residential (an increase of 6.6%) and commercial (an increase of 1.8%).

- **Changes in the pace of development/redevelopment.** Over the past decade, the pace of new development decreased while the pace of redevelopment increased.

Figure 8.1. General Residential Land Use Areas (2015)

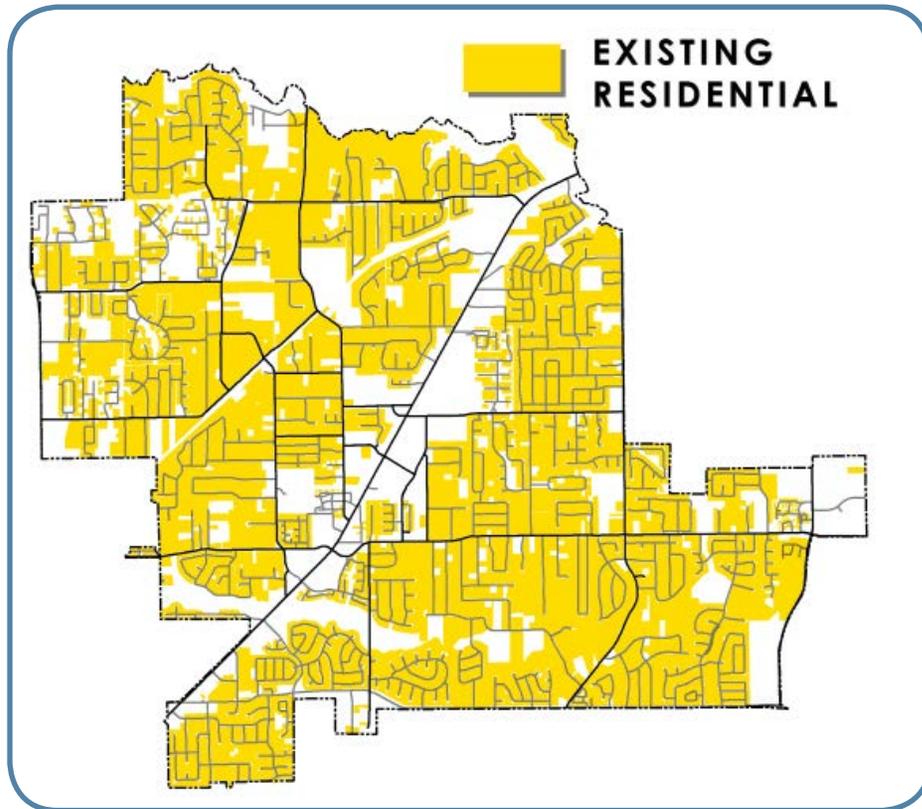
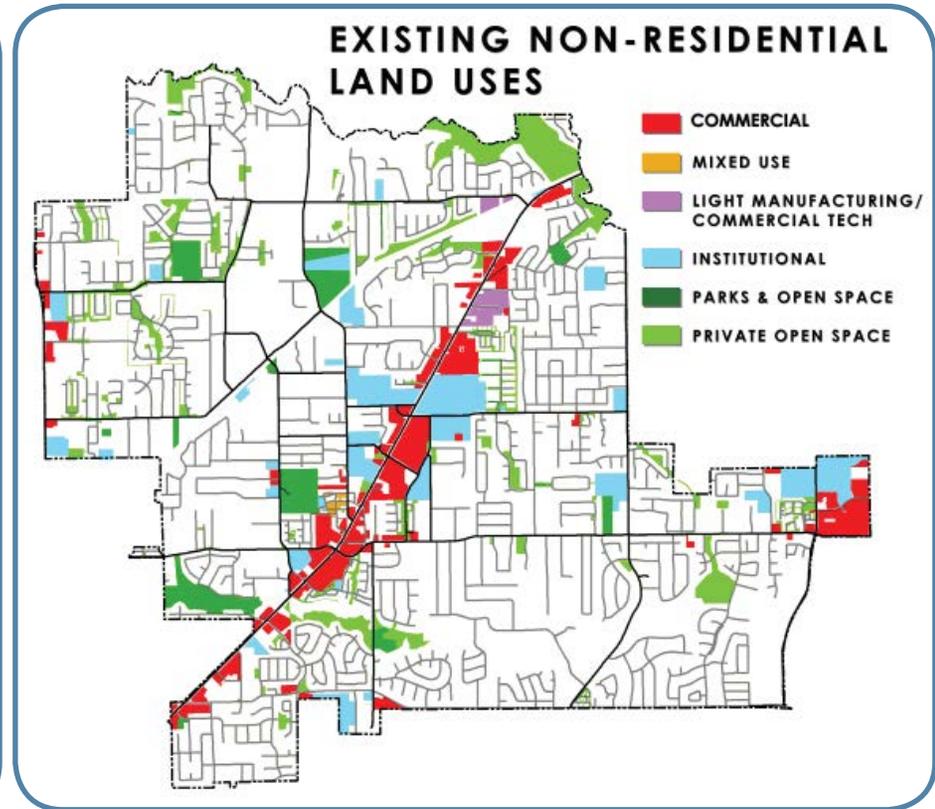


Figure 8.2. General Non-residential Land Use (2015)



- **Higher quality commercial developments.** Colleyville's efforts to attract higher quality retail and entertainment developments continues. These are typically in the form of the redevelopment of older retail centers or buildings. The redevelopment of a grocery anchored site into the Colleyville Downs Shopping Center in 2014 signaled a new interest in Colleyville as a higher-end retail and commercial destination.
- **Minor changes in the ratio of light industrial uses.** The amount of light industrial or warehouse type uses has decreased slightly from 0.7 percent to 0.4

percent. As rents along Colleyville Boulevard rise, this trend of industrial uses transitioning to higher-rent office and retail-service uses will continue.

- **Little change in institutional, public parks, and public/private open space.** The amount of lands allocated to institutional uses (e.g., civic buildings, schools, and churches), public parks, and public/private open space has generally remained the same. As a small portion of the overall percentage of the city, changes to these land use categories will have little effect on the remaining composition of the city.



The Colleyville Town Center.

Residential Density

The maximum density of each residential project should be 1.8 dwelling units per gross acre. Destination Colleyville proposes to maintain the residential density policies of the 2004 Colleyville Plan. The 2004 Colleyville Plan states:

“One of the fundamental principles associated with the City’s zoning authority, as granted by the State, is the ability to regulate population density through the adoption of zoning regulations. By establishing a variety of zoning districts, and each district with a different minimum lot size, municipalities are able to control the number of dwelling units that can be built in a particular area. Controlling the overall density has far-reaching public interests and ultimately has an effect on transportation, parks, schools and other public facilities.

Colleyville is noted for its large-lot subdivisions and for its large homes with generous front and side yards. Additionally, many older single family homes located along the major collector street network have been demolished and the properties rebuilt into estate type settings. The redevelopment of these estate properties has helped to keep the overall residential density quite low and promotes the rural atmosphere that Colleyville citizens enjoy.

In Colleyville, the 1998 Comprehensive Plan established a city-wide residential density benchmark of 1.8 dwelling units per net acre. This standard approximates the density achieved by the R20, Single Family Residential District, which calls for a minimum lot size of 20,000 square feet. The intent of this lower residential density standard is to maintain the rural character and ensure a higher quality of residential development that makes Colleyville unique.”

The 2004 Colleyville Plan further states that “Developments with densities higher than 1.8 dwelling units per acre would be acceptable, according to the 1998 Mater Plan guideline, but only in those areas deemed to be consistent with sound land use planning principles, such as for those transitional areas situated between commercial uses and less dense residential developments, or near major street intersections. Higher density development may also be appropriate for smaller parcels that make less dense development economically difficult or on sites with unique topographical features. Since the future land use plan of Colleyville, prepared in 1998, utilized the 1.8 dwelling unit per acre guideline and the community has embraced this as a suitable development density, there is no need to deviate from this standard.”

Each residential project should be a maximum of 1.8 dwelling units per acre, but “variances” could be allowed in certain and specific situations. Variances to the 1.8 dwelling units per gross acre maximum could be the following:

- The project is located within a transitional area.
 - » Between commercial and residential uses (existing or Future Land Use Map-designated).

OR

- The project is located on a property with unique topography.
 - » Restricted access options,
 - » Significant floodplain or drainage considerations,
 - » Property shape that necessitates deviations from standard development, or
 - » Native tree stand(s).

COMPATIBILITY CONSIDERATIONS



1. Landscape buffers:

- a. Preserve existing trees that separate the proposed use from the existing use when possible.
- a. Preference for landscape screening and open fencing to contribute to residential character.
- a. New trees planted where proposed use is adjacent to existing use for beautification and screening.

2. Form:

- a. As residential square footage to lot area ratio increases, open space(s) and buffering provided should also increase.

3. Traffic Impacts:

- a. Connections to existing neighborhoods should be provided with sensitivity to the existing homes.
- b. Impact to roadways and intersections in the vicinity should be mitigated where possible.

TRANSITIONAL AREAS

A key topic during the comprehensive plan drafting process was the need for guidance related to proposals for transitional developments, especially as it concerns developments proposed with lots smaller than 20,000 square feet. Although residential developments with large lots are very common in Colleyville and are still being proposed for new construction, as the city approaches build out, many new residential neighborhoods have come under the Planned Unit Development - Residential (PUD-R) zoning district. PUD-Rs provide some level of variation with respect to lot sizes and development standards while giving the City more control over the development character, treatment of transitions, and overall quality of the development.

A transitional area is a piece of land that may be appropriate for residential development with lots smaller than 20,000 square feet. These areas serve as gradual changes in intensity from commercial or institutional uses to lower density residential uses (lots 20,000 square feet or larger). Proposals requesting variance to the 1.8 dwelling units per gross acre requirement should address each compatibility consideration listed here.

There are instances when an existing land use will be different from the land use designated on the Future Land Use Map or instances when the existing land use will be different than the zoning on a property. For example, there could be a residential home on a property zoned for commercial uses and also designated on the Future Land Use Map for commercial uses. In these instances, a proposal can provide a phased approach whereby screening and/or landscaping provided could be adjusted along the common boundary once the residential property was redeveloped with commercial uses (ex. wooden screening fence with shrubs then gets removed to provide cross access between commercial parcels).

Future Land Use Map Framework

GOAL

Maintain the integrity of the existing land uses by ensuring the Future Land Use Plan map and categories reflect the land use mix and character of desired development.



Policy: Establish appropriate future land use categories in the City’s Future Land Use Map (FLUM).

The Future Land Use Map (FLUM) provides a roadmap indicating future areas within the city that are comprised of similar or compatible land uses. This “preferred future” provides guidance to City staff, appointed and elected officials, land and business owners, the public, and private developers as to what types of development are desirable in different parts of the city (see Map 8.1, *Future Land Use Map*, on the next page).

As its core, the FLUM helps to implement the preferred future by providing decision-making guidance. The FLUM strikes a balance between ensuring predictable outcomes for the community at large while responding to community needs.

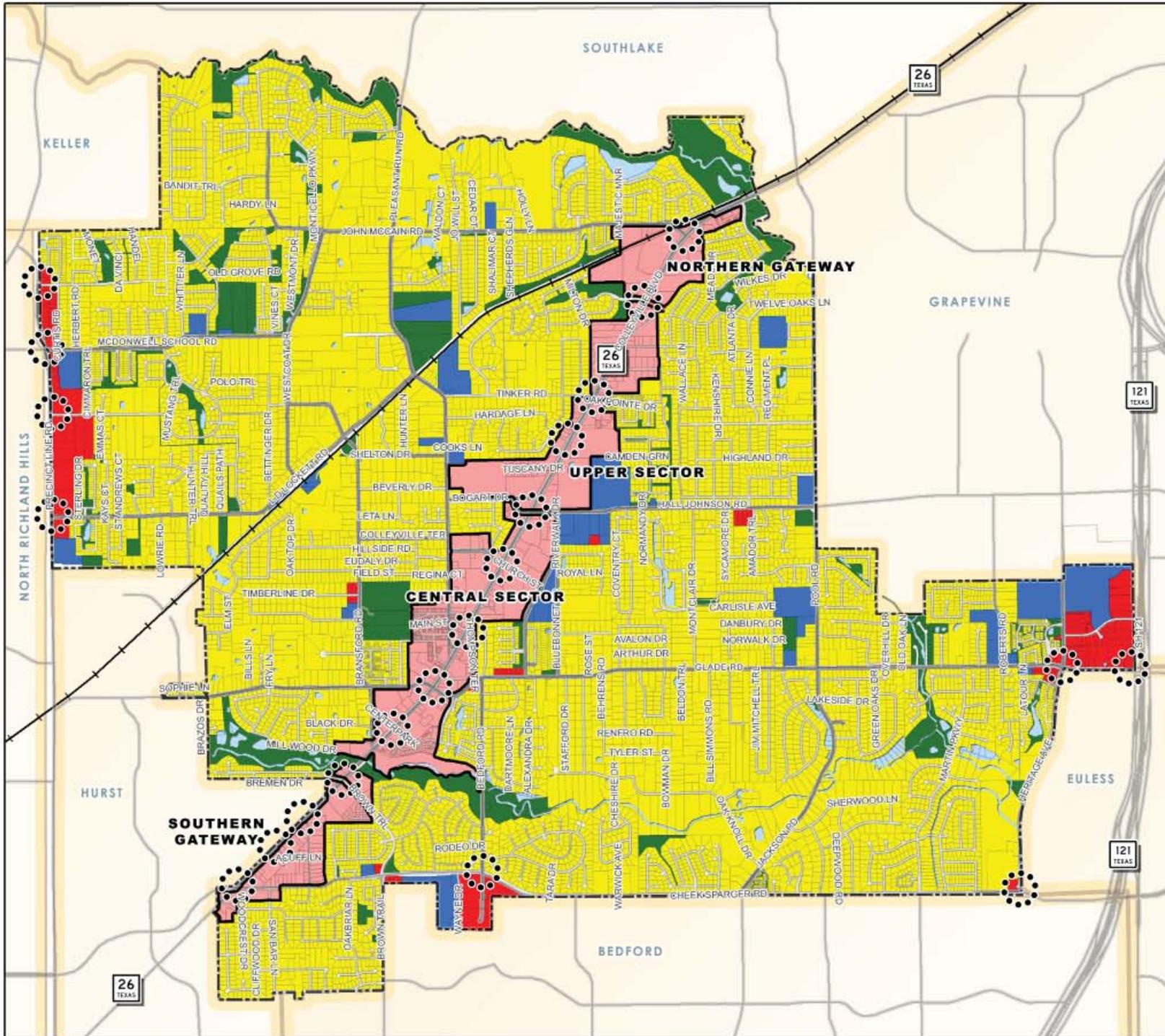
Therefore, it becomes important to have and implement a FLUM that is supported by the community, and that truly reflects the envisioned future of the Colleyville community. If this support is comprehensive, the vision of the FLUM can be implemented.

The following section provides descriptions of the intended uses and character of development within these future land use categories. This is intended to guide the development community with respect to the community’s consensus vision for development within each land use category.

The recommended FLUM includes the following land use categories:

- Residential
- Commercial
- Institutional
- Parks and Open Space
- Colleyville Boulevard Corridor (CBC)

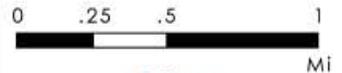
Map 8.1, Future Land Use Map



FUTURE LAND USE MAP

- RESIDENTIAL
- COMMERCIAL
- INSTITUTIONAL
- PARKS/OPEN SPACE
- COLLEYVILLE BLVD CORRIDOR

- SALES TAX PREFERRED INTERSECTION
- COLLEYVILLE CITY LIMITS
- MAJOR ROADS
- RAILROADS
- WATER BODIES AND CREEKS
- PARCELS



A COMPREHENSIVE PLAN SHALL NOT CONSTITUTE ZONING REGULATIONS OR ESTABLISH ZONING DISTRICT BOUNDARIES

Residential

This land use category is predominantly comprised of single-family detached residential dwellings. The preference for new residential areas is that they preserve rural character along John McCain Road, Westcoat Drive, Pleasant Run Road, Bransford Road, and similar roadways, and that they incorporate landscaping and tree preservation features to retain the natural quality of new residential areas in the city. Residential areas typically include:

LAND USE TYPES

- Detached residential
- Parks, trails, and open space

DESIRED DEVELOPMENT CHARACTERISTICS

- Predominantly single family residences on lots over 20,000 square feet with natural landscaping, a rural appeal, and significant private open space.
- Overall aesthetic is country charm, exemplified by large open spaces, mature trees, and rustic ranch fences in some areas of the city – especially along rural roadway corridors such as Westcoat Drive, Pleasant Run Road, and Bransford Road.
- High-quality development with attractive entrance areas and amenities (e.g., internal walking trails).
- Appropriate transitions (e.g., one-story offices) between residential and non-residential areas.

Figure 8.3. Illustrative Residential Uses



Commercial

This land use category is comprised of commercial development (e.g., retail, professional services, office). The current character of these areas is dominated by streets, access driveways, and surface parking areas that are frequently located in the front of the building. Moving forward, the desired character of these commercial areas is more visually attractive development with architectural styles that are less residential in character, have less parking along the front, and improved landscaping. These land uses are generally found along the major roadways of Precinct Line Road, SH 121, and Cheek-Sparger Road in order to take advantage of larger volumes of traffic.

This category excludes development along Colleyville Boulevard which is its own district due to the unique vision for that corridor.

Commercial areas typically include:

LAND USE TYPES

- Sales-tax generating businesses at key intersections (retail sales and service uses)
- Entertainment and recreation uses
- Office uses
- Parks, trails, and open spaces

DESIRED DEVELOPMENT CHARACTERISTICS

- Attractive buildings highlighted by distinct architectural elements such as towers, entry features, arcades, etc.
- Extensive landscaping to improve visual quality of the site and buffer adjacent, non-compatible uses.
- Features that enhance walking and bicycling to and within the development and to adjoining neighborhoods.

Figure 8.4. Illustrative Commercial Uses



Institutional

This land use category is comprised of public and institutional development which includes City-owned facilities, plus other public and private buildings and sites with an institutional nature (e.g., schools, places of worship, etc.). Institutional areas typically include:

LAND USE TYPES

- Government/civic buildings
- Schools, colleges, and universities
- Places of worship and cemeteries

DESIRED DEVELOPMENT CHARACTERISTICS

- Architecture and site characteristics that are distinct and attractive.
- High degree of automobile and pedestrian activity, oftentimes during both the day and night.
- Institutional functions may require multiple buildings, arranged in a campus-like setting.
- Sites may have special parking and passenger drop-off requirements.
- Civic buildings include public outdoor spaces that can be used for social gatherings, attractive open space, or serve as supplemental park space (as in the case of school play yards).
- Shared facilities to contribute to efficient use of land and convenience to community members.

Figure 8.5. Illustrative Institutional Uses



Parks and Open Space

This category is comprised of public and private park and recreation areas and greenways. The main purpose is to provide places for the Colleyville community to get together and socialize or recreate. A portion of these areas are public parks and trails. A larger portion, however, encompasses the city's significant areas of private parks and open spaces. Open space areas typically include:

LAND USE TYPES

- Public parks and open space
- Private parks and open space
- Linear greenways and buffers
- Public or private lands within drainage or flood-prone areas that are generally unsuitable for development

DESIRED DEVELOPMENT CHARACTERISTICS

- Park design, intensity of development, and planned uses/activities that match the character of the area that it is serving (by way of example, a park located in a rural area should be designed and configured in a way that is compatible with the area's rural character).
- Architecture and site characteristics that are distinct and attractive.
- On- and off-site pedestrian and bicycle connectivity.
- Protection of, and interaction with, sensitive natural resources.

Figure 8.6. Illustrative Open Space Uses



Colleyville Boulevard Corridor

This land use category is to promote the transformation of Colleyville Boulevard into a vibrant and economically strong “town center” for the City. While still readily accessible via the automobile, more compact and walkable development types will create a distinct sense of place. The Colleyville Boulevard Corridor includes:

LAND USE TYPES

- Retail, service, and entertainment
- Office
- Public and institutional uses
- Flexible innovation uses (e.g., research, office-warehouse, etc.)

DESIRED DEVELOPMENT CHARACTERISTICS

- Architecture and site characteristics that are distinct, attractive, and have a pedestrian-friendly urban form.
- Able to accommodate a high degree of automobile activity, but parking is not the predominant visual feature from adjacent streets.
- Significant connectivity through cross/mutual access easements and multi-modal options (biking and walking).
- Design encourages a high degree of pedestrian activity, oftentimes during both the day and night.
- Institutional functions may require multiple buildings, arranged in a campus-like setting.
- Building facades are articulated, have significant window areas, and often include porticos or awnings to provide shade for pedestrians.
- Multistory buildings are encouraged to add a greater variety of destinations and uses in close, walkable proximity. This in turn leads to an increased vibrancy for the area and more available commercial development square footage.

Figure 8.7. Illustrative Colleyville Boulevard Corridor Development Types



COLLEYVILLE BOULEVARD CORRIDOR LAND USE AREAS

The Colleyville Boulevard corridor has unique land use areas with distinct character and land use characteristics. The areas serve as the basis for specific policies and actions related to each area. The four areas are described below:

- Northern Gateway: Offers a unique opportunity for new development on relatively undeveloped property as a new mixed commercial node, highlighting this northern entry point into the city along the Corridor.
- Upper Sector: Offers a unique opportunity to create an eclectic Corridor node with a mixture of newer buildings with older buildings that can take advantage of the City's façade improvement grant program and evolve over time into a more attractive and cohesive section of the Corridor with a mixture of retail, office, and service uses.
- Central Sector: Has the most potential to become a true center of activity within the city by tying the major commercial and entertainment centers along the Corridor with a focus on creating a more walkable street context.
- Southern Gateway: An opportunity to create a more memorable entry point to the city and elevate the quality of the existing development with a focused, long-term redevelopment strategy.

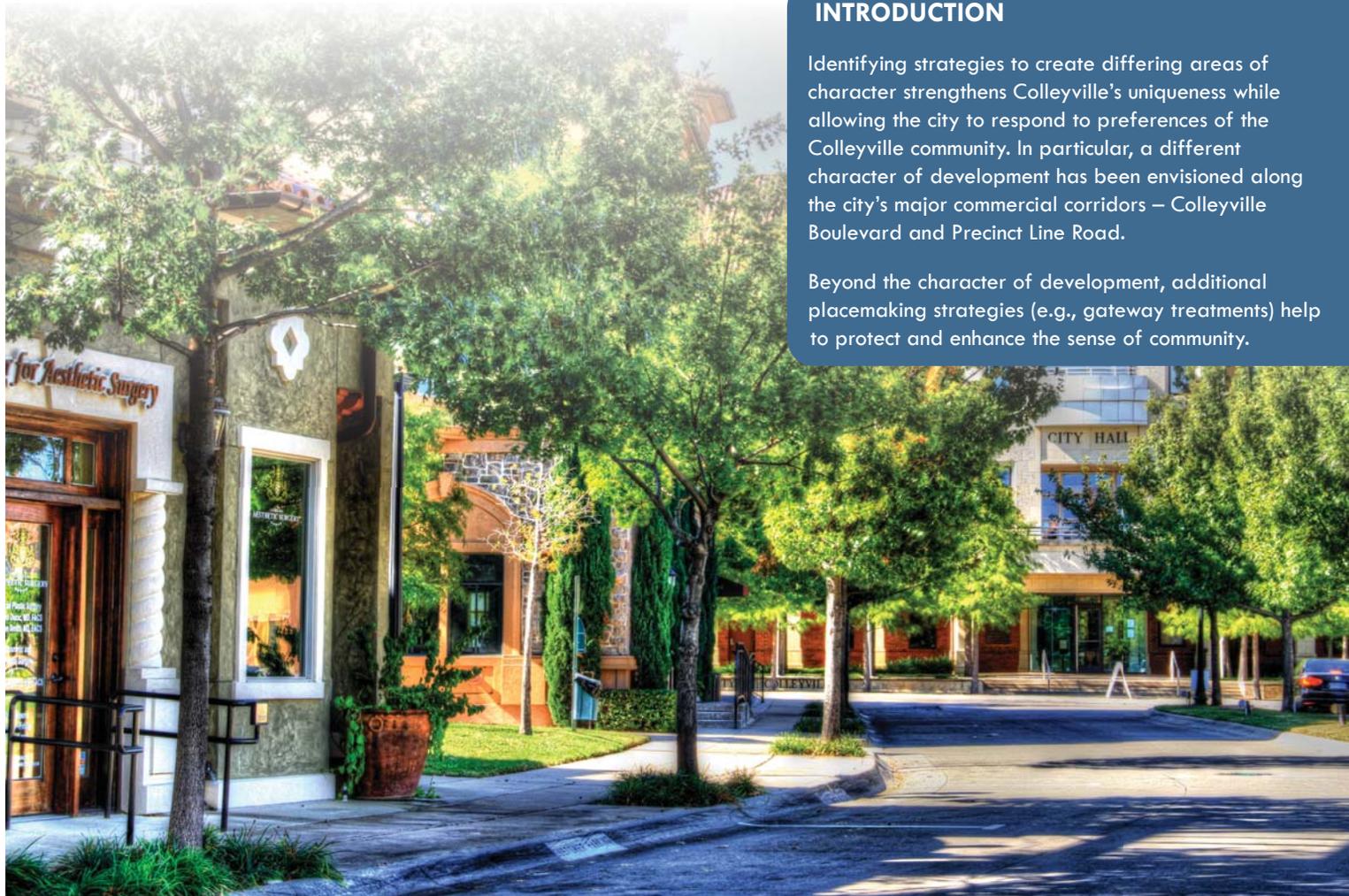
Actions related to each Colleyville Boulevard Corridor area are contained in Chapter 9, and a detailed discussion of each area is contained in the Appendices.



INTRODUCTION

Identifying strategies to create differing areas of character strengthens Colleyville's uniqueness while allowing the city to respond to preferences of the Colleyville community. In particular, a different character of development has been envisioned along the city's major commercial corridors – Colleyville Boulevard and Precinct Line Road.

Beyond the character of development, additional placemaking strategies (e.g., gateway treatments) help to protect and enhance the sense of community.



Character and Placemaking Framework

Communities are becoming increasingly concerned about a lack of character or a “sense of place.” Colleyville already has neighborhoods that have quality amenities with a unique sense of place. The key will be to ensure that neighborhoods maintain this sense of place and character. Even the City’s historic structures should be considered and maintained as part of Colleyville’s unique character.

In addition, this chapter also lays out the key development character and placemaking goals, policies, and actions to transform the city’s major commercial corridors – Colleyville Boulevard and Precinct Line Road.

GOALS

Ensure high quality neighborhood design that positively contributes to surrounding neighborhoods and the country character of Colleyville.

Enhance the city’s commercial corridors to make them unique destinations – specifically Colleyville Boulevard and Precinct Line Road – by creating a unique design aesthetic that sets these corridors apart from adjoining communities and continues to attract destination commercial uses.

Policy: Preserve the “country-feel” of roadways.

PUBLIC REALM



The public realm consists of all of the public spaces and places where Colleyville citizens have shared encounters each day. Sidewalks, trails, streets, parks, and plazas are

the areas where they can come together, socialize, intermingle and experience the city. The physical surroundings that define these spaces contribute to creating a sense of place and a quality of life that is unique to Colleyville.

Some of the city’s roadway’s contribute to its rural feel and identity and is one of the city’s strongest assets. Colleyville, as a community, strongly supports the preservation of that rural character, rather than developing standard streets that can be found in any community in the area. Further, both the Colleyville community and the Comprehensive Plan Advisory Committee (CPAC) recommended that the character of key roadways in the city be considered when planning for land use and roadway improvements.

■ **Action 9-1: Establish rural character standards along certain streets, in the public realm, where appropriate, such as John McCain Road, Bransford Road, Jackson Road, and Cheek-Sparger Road.**

The City should evaluate standards as they impact private development, and public and private infrastructure standards (specifically street and drainage) to ensure that priority is given to design elements that help preserve and create the rural character of key roadways.

- **Action 9-2: Ensure that new development preserves the rural character in design efforts.**

In reviewing new residential development applications, priority should be given to design elements such as open fencing, deeper setbacks, natural landscaping, low-impact trails, bio-swales, tree preservation, etc. Tree planting, where appropriate, in both the private and public realm, should be considered to add to the city’s “brand”.

- **Action 9-3: Ensure that street and trail/sidewalk improvements are undertaken with consideration of the rural character context (see Chapter 5 for additional detail).**

Many of the streets in Colleyville are conversions from the city’s rural past and are still lined with trees. Consequently, even trail or sidewalk design and construction should consider the context of each individual corridor to determine appropriate solutions for building that segment of trail or sidewalk. Since many of the streets within the city have relatively narrow rights-of-way, drainage swales could be utilized to improve city-wide connectivity. While the City should have general standards for trail width that it applies consistently, the implementation of trails should use context-sensitive solutions to protect mature trees and other signature elements that define Colleyville’s rural character. The cross sections in Chapter 5, Transportation should be used as guides and modified to fit the specific context under consideration.

Policy: Ensure compatibility of new neighborhoods with existing neighborhoods and connectivity with adjoining developments where appropriate.

As evident by the online survey that was administered during the planning process, the Colleyville community has expressed an interest that high quality development is one of the key attributes that makes Colleyville unique. As such, it is also a high priority to ensure that all new neighborhoods add to the existing quality of development. This can be done by requiring the development of neighborhoods which provide a high quality of design, an easily perceived sense of identity, and a range of amenities.

- **Action 9-4: Continue to examine site design criteria, as it relates to buffers between residential and non-residential uses.**

The City should evaluate current buffering and screening standards between commercial and residential uses and develop a tool box of solutions that can be adapted to different conditions. This includes, but is not limited to, height slope requirements, flexibility in screening walls, limitations on loading, unloading, and dumpster locations, trail and linear open space connectivity, etc.

The Colleyville Boulevard Corridor

- **Action 9-5: Evaluate non-residential product types and scales in areas to create appropriate transitions while preserving established neighborhoods.**

In addition to physical design of buffers between commercial and residential neighborhoods, other site layout, block organization, land use, and building type considerations should also be tailored to accommodate adjoining contexts.

- **Action 9-6: Implement a program for sidewalk/trail infill projects between the Colleyville Boulevard Corridor and adjoining neighborhoods through the City's Capital Improvements Program (CIP).**

Where feasible, fund trails as part of street improvements – since many trails in Colleyville will be developed in parallel with improvements to roadways in the city, trails that are designated on the City's trail plan should be implemented as part of street upgrades. In this way, the trails and streets can be designed at one time to address unique corridor constraints or opportunities.

In addition, the City should consider creating a sidewalk or trail infill program as part of the CIP which can prioritize short segments (1/4 mile or less) that can be implemented if street improvements are not imminent in order to provide short term (between five and 10 years) connectivity or critical links.

Policy: Create a plan to coordinate the public realm and private development standards for the Colleyville Boulevard Corridor with a strong and unique sense of place that transforms the Corridor into a true destination.

Colleyville Boulevard is not only the economic spine of the city, but can also be the key to defining its character. It functions as a regional transportation corridor, a local connector, provides access to entertainment and boutique retail venues, as well as meeting the day-to-day needs of the Colleyville community.

One of the major goals of *Destination Colleyville* is to address the redevelopment and enhancement of properties along the Colleyville Boulevard Corridor. It is critical to maintain and enhance this corridor as a thriving address for destination businesses, specifically sales tax-generating businesses. To this end, it is important to create a market-based development framework that combines a strong physical vision, regulatory structure, and public infrastructure investment into a business plan for the Corridor.

The goal is to create a de-facto “master developer” context along the Corridor that facilitates high quality development and redevelopment due to coordinated public and private efforts. This will create the market context for long-term redevelopment and enhancements to underutilized properties, thus making the Corridor a magnet for choice retailers, destination restaurants, and high quality entertainment uses.

LOCATION

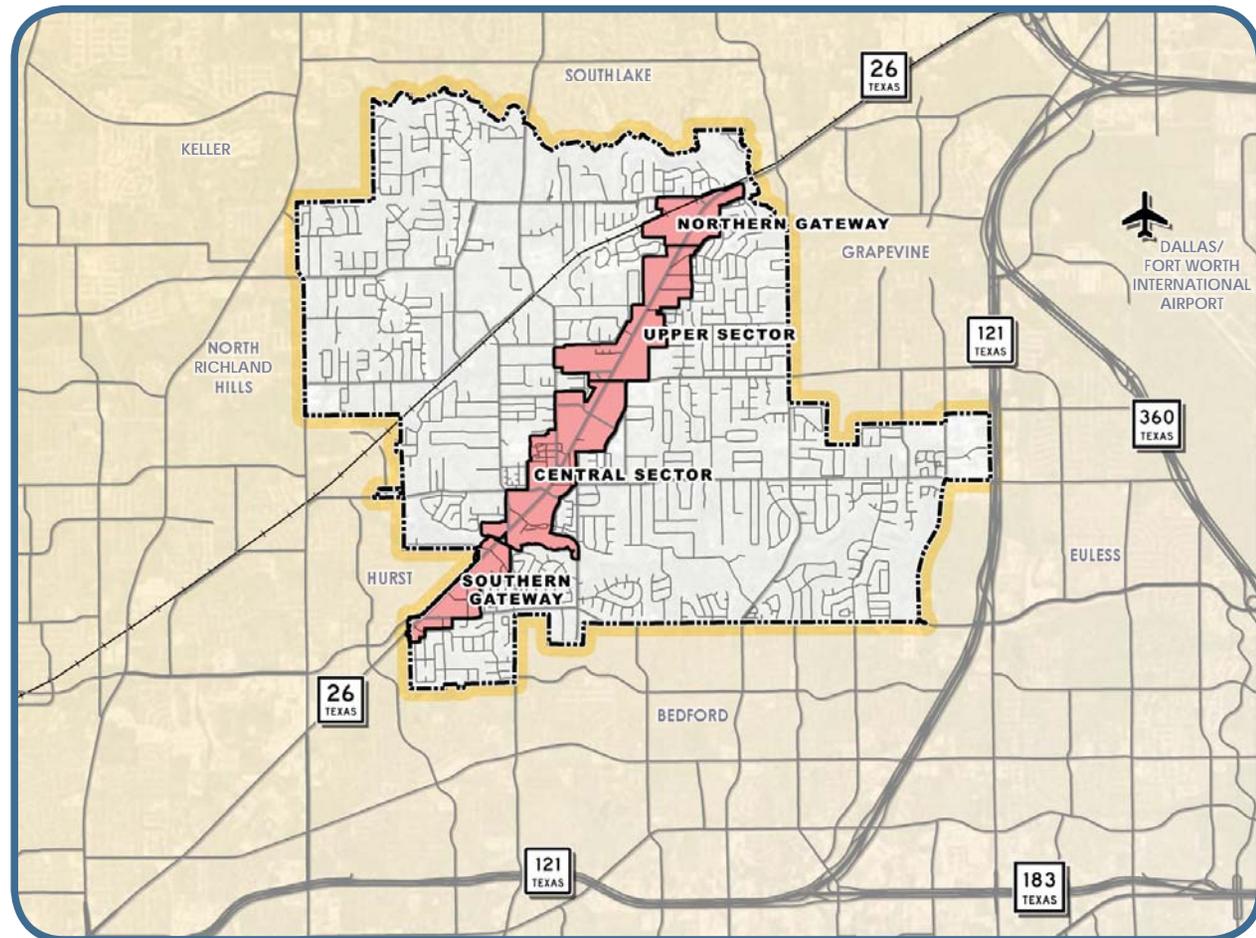
There are three major roadways affecting the city – State Highway 121 (SH 121) (on the eastern edge), Precinct Line Road/FM 3029 (on the western edge), and State Highway 26 (Colleyville Boulevard). Of the three, Colleyville Boulevard runs diagonally through the city from northeast to southwest and is one of the primary roadways used by the Colleyville community for accessing neighborhoods, schools, and shopping, as well as for commuting to and through the city (see Map 9.1, *Regional Context for the Colleyville Boulevard Corridor*).

Colleyville Boulevard connects the cities of Grapevine, Colleyville, Hurst, North Richland Hills, and Haltom City, and is a major regional arterial in northeast Tarrant County. Through Colleyville, it is approximately four miles in length and is mostly a four-lane facility with a continuous two-way center left turn lane and no curbs or gutter. The section of Colleyville Boulevard from the northern city limit line to John McCain Road is currently being improved to a six-lane facility with a center median and turn lanes. Future phases include improvements to implement a six-lane facility from John McCain Road to Brown Trail.

EXISTING DEVELOPMENT CONTEXT & CHARACTER

Along the length of the Colleyville Boulevard Corridor within the city, the existing context (land uses and development character) is not uniform along its entire length. To assist with this planning effort, the Corridor can be characterized as four distinct zones or sectors starting from the north and proceeding south. They are:

Map 9.1, Regional Context for the Colleyville Boulevard Corridor



- **Northern Gateway** (Bear Creek to Tennison Parkway)
- **Upper Sector** (Tennison Parkway to Hall-Johnson Road)
- **Central Sector** (Hall-Johnson Road to Brown Trail)
- **Southern Gateway** (Brown Trail to Cheek-Sparger Road/Mid-Cities Boulevard)

The development context along the Corridor is a mix of older auto service, industrial development mixed in with newer office, professional services, and retail buildings towards the northern sectors of the corridor. The Central Sector has the highest concentration of newer retail developments, many of which have been built or significantly redeveloped over the past 15 years. The lower or southernmost portion of the Corridor also has smaller and aging auto-service and strip retail buildings. Generally, there are very few vacant or undeveloped properties, but a large agglomeration of vacant properties is located in the northern section of the Corridor (see Map 9.2, *Colleyville Boulevard Corridor and Sectors*).

The Corridor is mostly auto-oriented, with buildings set back from the roadway and parking located in front of the buildings between the roadway and the buildings. Most of the corridor also lacks sidewalks and safe places to walk. Shoulders, if any, are very narrow with swales immediately adjacent to them. Most of the Corridor also has overhead utility lines and poles that add to the visual clutter. (see Figure 9.1. *Character of Existing Development along the Colleyville Boulevard Corridor*.)

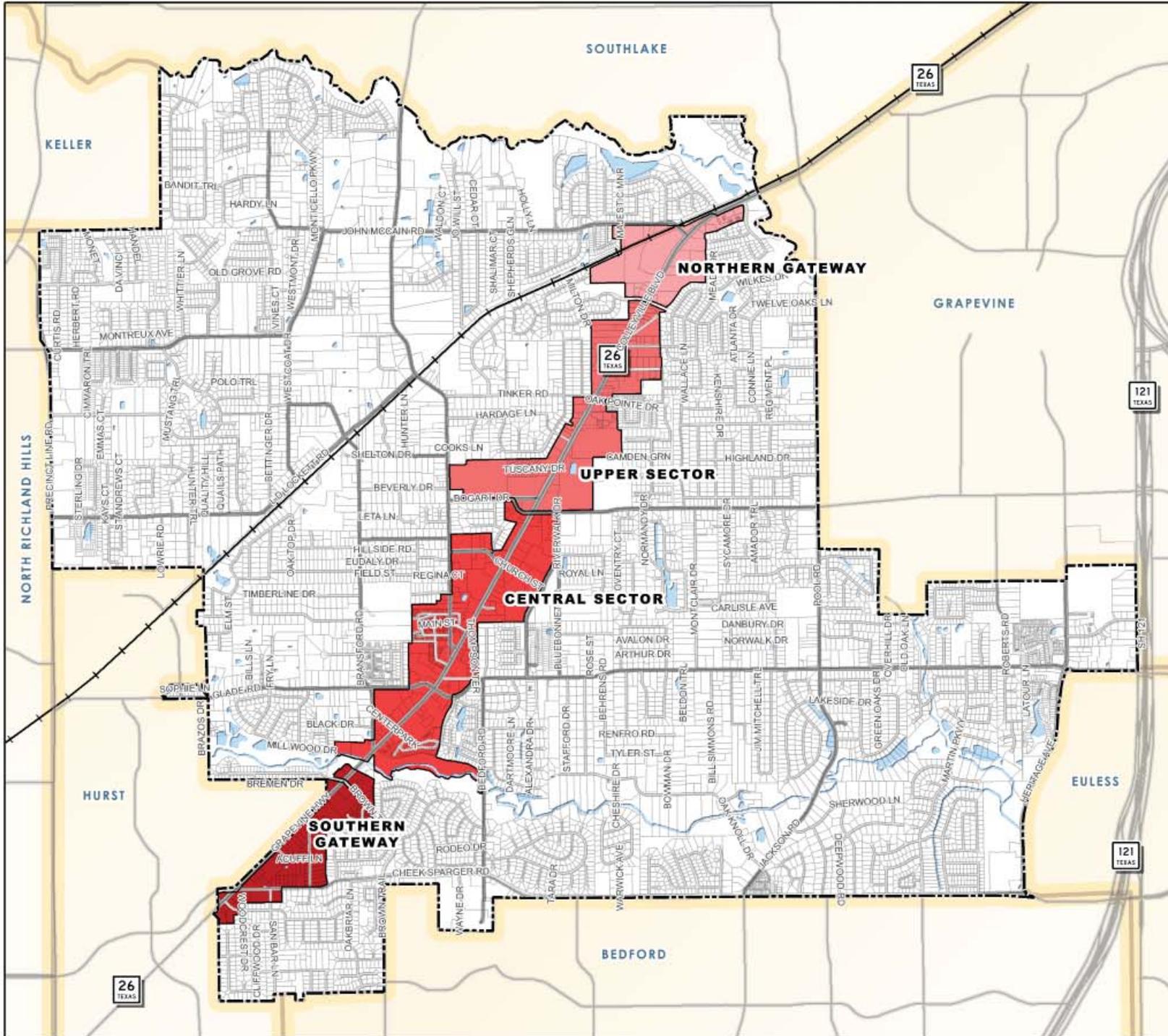
Although it is clear when traveling down Colleyville Boulevard that it is a center for activity and commerce, there are no clear signs that the Corridor is Colleyville’s

main destination or that it is specifically in Colleyville either. There is a patchwork of architectural styles and materials, some properties lacking landscaping while others provide abundant and tasteful landscaping. There are no distinguishing features that indicate when one has entered or left the city other than two Colleyville monument signs. Appendix A provides more detailed discussion about the existing land use context and development character in the different sectors of the Corridor.

Figure 9.1. Character of existing development along the Colleyville Boulevard Corridor

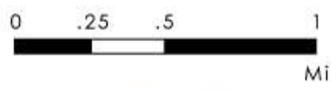


Map 9.2, Colleyville Boulevard Corridor and Sectors



**COLLEYVILLE
BOULEVARD
CORRIDOR AND
SECTORS**

- NORTHERN GATEWAY
- UPPER SECTOR
- CENTRAL SECTOR
- SOUTHERN GATEWAY
- CITY LIMITS
- MAJOR ROADS
- LOCAL ROADS
- RAILROADS



COLLEYVILLE BOULEVARD CORRIDOR: FUTURE VISION AND DEVELOPMENT CHARACTER

This section explores the future vision for the Colleyville Boulevard Corridor (herein called the Corridor) based on an assessment of current context, market potential, and community preferences. The goal is to create a cohesive development character along the corridor while recognizing key nodes or areas as special places with greater concentration of commercial/retail uses in a more pedestrian-friendly context.

The whole corridor cannot be made walkable, but key locations or nodes can be made more pedestrian friendly to facilitate a “park-once” environment. A “park-once” environment provides better connections between neighborhoods and adjoining commercial uses and between adjoining commercial developments to allow a driver to park one time and walk to multiple

uses, buildings, and blocks. In addition, a key principle is to create a design context that elevates the tenant mix and creates a better functional linkage between redevelopment and economic development.

The recommendations include short- and long-term strategies to retrofit some of the more auto-oriented development to create a more pedestrian-oriented context and create a more nuanced design context along the Corridor. This means that different locations along the Corridor lend themselves to different redevelopment opportunities based on the market and current context. The following section describes the vision, goals, and implementation strategies for the Corridor as a whole and for the specific sectors along the Corridor.

Overall Corridor Recommendations

- **Action 9-7: Establish overarching design principles and guidelines for the entire Corridor.**
 - Improve and unify key private development character by providing a unifying palette of materials that can be interpreted differently along the Corridor. The palette of materials that is appropriate in the Colleyville Boulevard Corridor includes (see Figure 9.2, *Desired Character in the Colleyville Boulevard Corridor*, on page 133 and Figure 9.3, *Desired Architectural Treatments for Key Facade Elements*, on page 134):
 - » Building materials of limestone, brick, and stone
 - » Clay tile or metal sloped roofs or flat roofs with parapets
 - » Native and drought tolerant landscaping
 - » Architectural details for buildings at street intersections and emphasis of key building entrances
 - » Vertical landmarks at key focal points
 - Improve and unify key visual qualities of development along the Corridor, such as public realm streetscape elements, by providing a palette of materials that can be interpreted differently along the Corridor (see Figure 9.4 *Desired Character of Public Realm Improvements in the Colleyville Boulevard Corridor* on page 135). The palette of materials that is appropriate in the Colleyville Boulevard Corridor includes:

Figure 9.2. Desired Character in the Colleyville Boulevard Corridor



- » Screening of parking lots with shrubs or low walls
- » Street lighting standards (pedestrian and vehicular lighting)
- » Drought tolerant landscape palette for parkways and medians that includes ornamental and shade trees in addition to shrubs and ground cover
- » Sidewalk and pedestrian amenities
- » Special treatment of intersections and pedestrian crosswalks with stamped concrete or asphalt
- Develop a strategy to address the visual appeal and character of all public realm elements of the Corridor.
 - » Based on existing development, future development, and the ultimate vision for redevelopment along the Corridor, specific locations (such as the Central Sector) should be considered a priority for public realm improvements.
 - » To minimize the visual impact of overhead utilities on the Corridor in the short-run, canopy or ornamental trees should be planted in between the utility lines and the travel lanes to shield them. Long-term, the City should possibly evaluate a range of funding options and partnerships including zoning entitlements such as mix and intensity of uses, developer’s agreements, Chapter 380 agreements, tax increment financing (TIF) reimbursements, and other incentives.
- Encourage the creation of unified sign plans for large development projects to enhance the character of development along the Corridor.

Figure 9.3. Desired Architectural Treatments for Key Facade Elements



Tower elements, storefronts, sidewalk cafes, doors, windows, balconies, roof and building materials, and the screening of streets are all appropriate architectural treatments for key facade elements.

- » Promote consistency among signs within a development thus creating visual harmony between signs, buildings, and other components of the site.
- » Enhance the compatibility of signs with the architectural and site design features within a development.
- » Encourage signage that is in character with planned and existing uses thus creating a unique sense of place.
- » Encourage multi-tenant commercial uses to develop a unique set of sign regulations in conjunction with development standards.
- Develop a comprehensive vehicular and pedestrian wayfinding plan for the city's major destinations, specifically destinations within the Central Sector in order to facilitate easy access for both local and regional visitors to the corridor. (see Figure 9.5, *Desired Vehicular and Pedestrian Wayfinding*, on page 135.)

Figure 9.4. Desired Character of Public Realm Improvements in the Colleyville Boulevard District



Examples of desired public realm improvements such as native and drought resistant landscaping, cross walk and sidewalk treatments for improving walkability, etc.



Figure 9.5. Desired Vehicular and Pedestrian Wayfinding

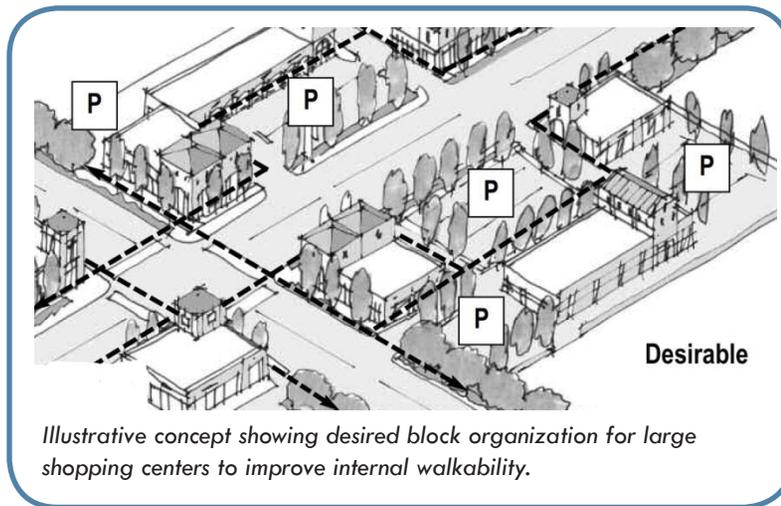
Desired examples of vehicular and pedestrian wayfinding along the city's major corridors and within major destinations.

As discussed in Chapter 8, the Colleyville Boulevard Corridor was further divided into four sub-areas, which in turn allow for specific ideas and actions to be developed for each sub-area. The four sub-areas are a) the Northern Gateway, b) the Upper Sector, c) the Central Sector, and d) the Southern Gateway. Recommended actions related to each sub-area are as follows:

Northern Gateway ■ **Action 9-8: Establish specific design principles and guidelines for the Northern Gateway, based on the market opportunities and physical context.**

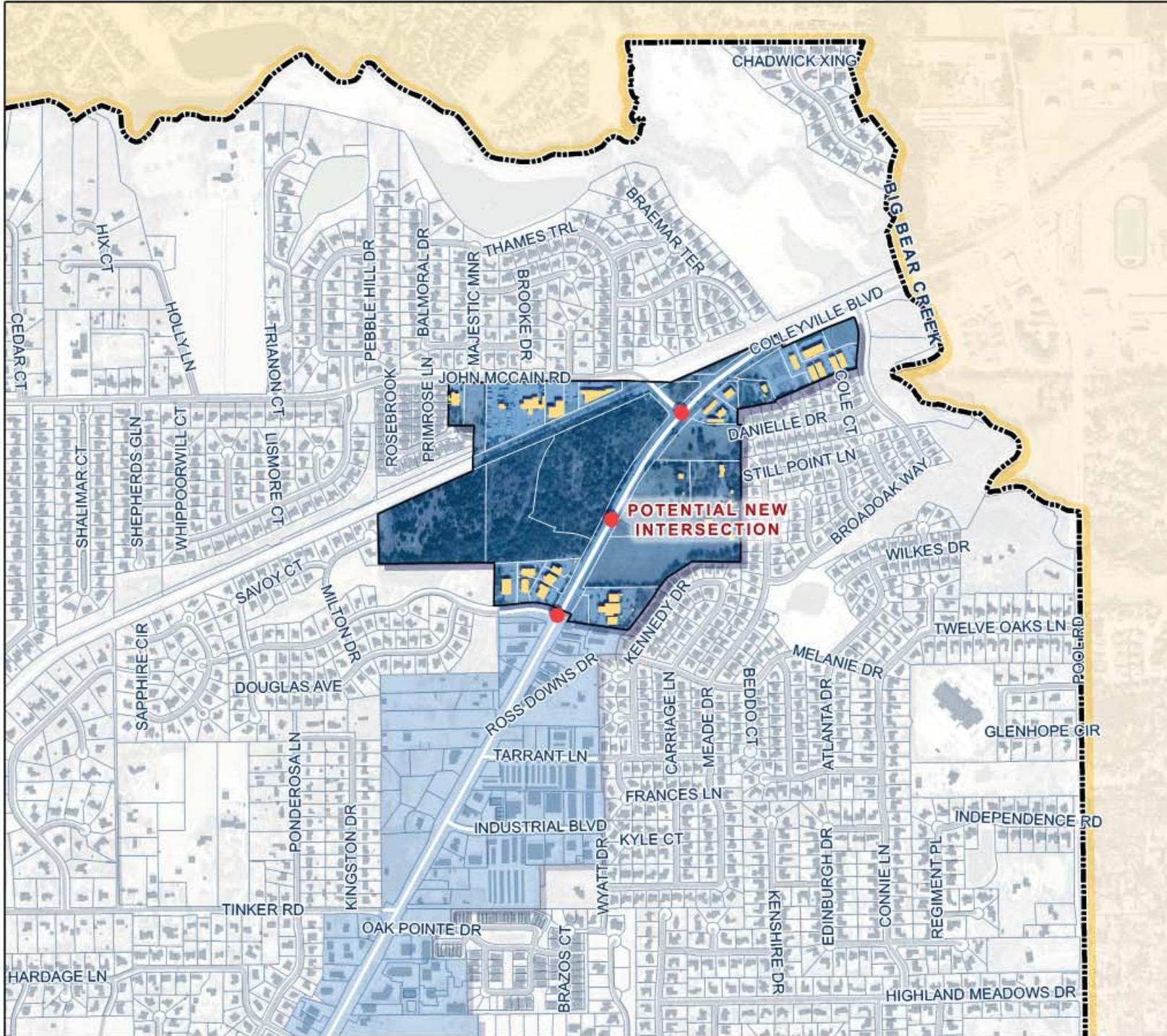
The Northern Gateway (see Map 9.3 *Northern Gateway Context*) offers the city a unique opportunity for new development on relatively undeveloped property as a new node highlighting this entry point into the city along the Corridor. Given the importance of ensuring the right character of development at this location, several design concepts were explored based on community input, market opportunities, and existing context assessments. Some key goals of the preferred Northern Gateway concepts include:

- Use any detention areas immediately adjacent to the roadway at the intersection with John McCain Road to create a vertical gateway element announcing both the development and entrance into the city. Such a gateway element could include signage, public art, landscaping, a water feature, or combination of similar elements.
- Bring buildings closer to Colleyville Corridor and minimize visibility of any surface parking along the Corridor.
- Encourage multi-story buildings immediately adjacent to the Corridor in addition to corner tower elements to add interest and character along the Corridor.
- Create an internal “street” network that creates a walkable block pattern with buildings and sidewalks lining it, parallel or angled on-street parking, service areas behind the building and the bulk of the parking located in the middle of the block (see Figure 9.6, *Illustrative Desired Block Organization*).



- Create appropriate transitions to adjoining neighborhoods:
 - » Preserve any existing landscape buffers, require masonry screening, and building height transitions.
 - » Minimize the impact of any service areas located adjacent to existing neighborhoods by increasing setbacks and ensuring any outdoor lighting is away from residential uses (see Figure 9.7a and 9.7b, *Concept for the Development of the Northern Gateway*, on the next two pages).
- Incorporate park- or square-like, centrally-located amenity areas for public gathering or café-style outdoor dining.
- Focus the frontage of the Corridor on attracting quality retail and restaurant uses that generate sales taxes with office and/or retail-service uses as transitions to existing neighborhoods.

Figure 9.6. Illustrative Desired Block Organization



LEGEND

COLLEYVILLE BOULEVARD CORRIDOR

NORTHERN GATEWAY

CITY LIMITS

KEY INTERSECTIONS

CITY LIMITS

KEY INTERSECTIONS

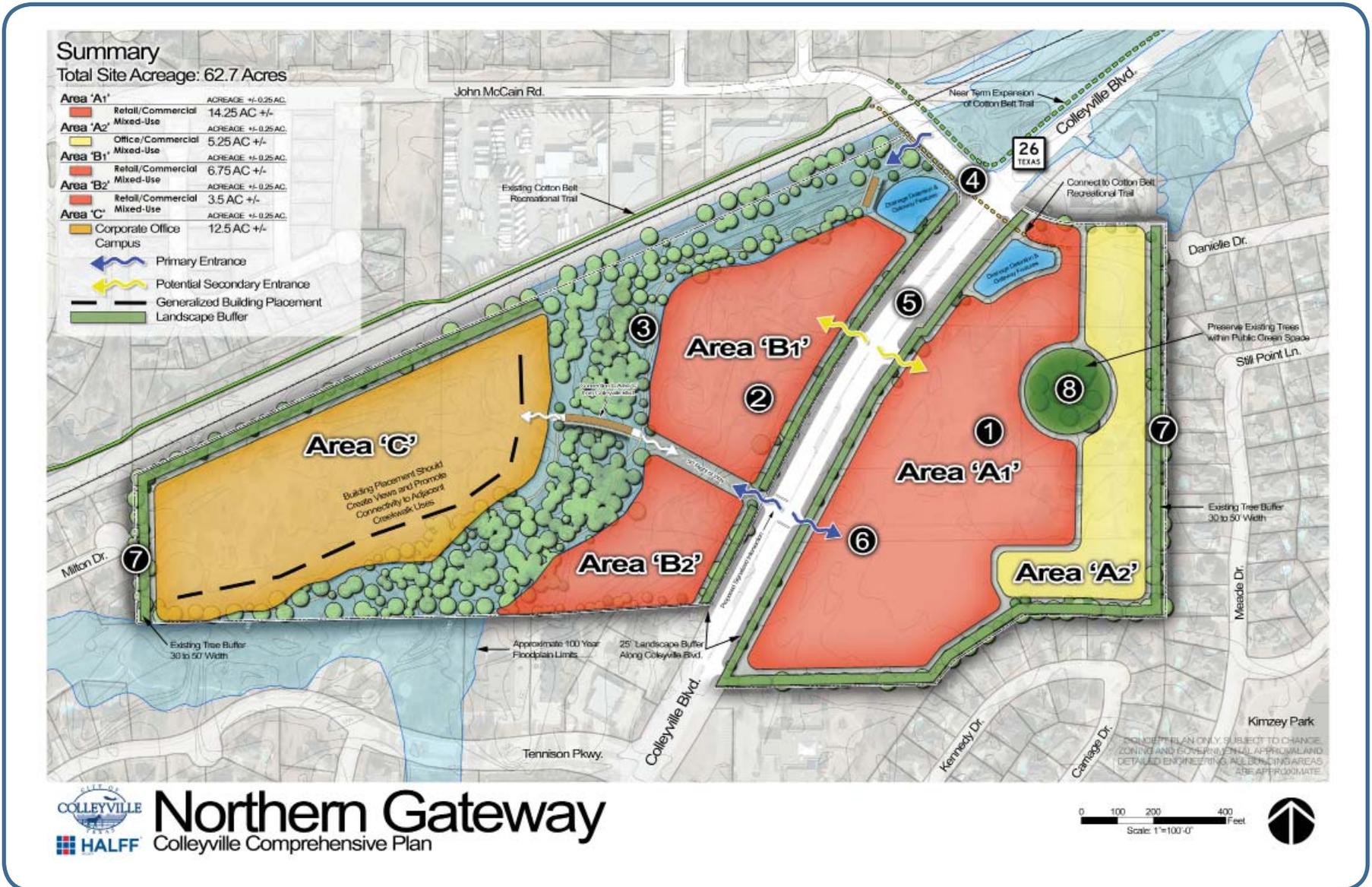
EXISTING BUILDINGS



0 250 500 1,000
Feet



Figure 9.7a, Concept for the Development of the Northern Gateway *



*Figure 9.7a provided for illustrative conceptual purposes only.

Figure 9.7b, Concept for the Development of the Northern Gateway (con't)

1 Development emphasis on tax generating uses.



2 Screen or locate parking areas so as to not dominate development.



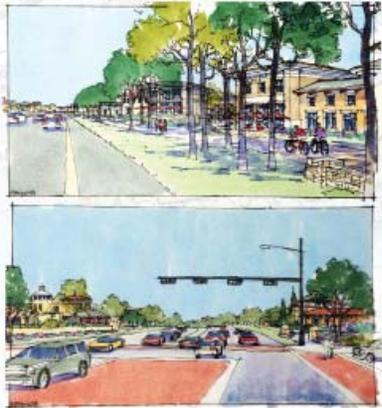
3 Create continuous "creekwalk" environment along existing drainage/preserve existing trees.



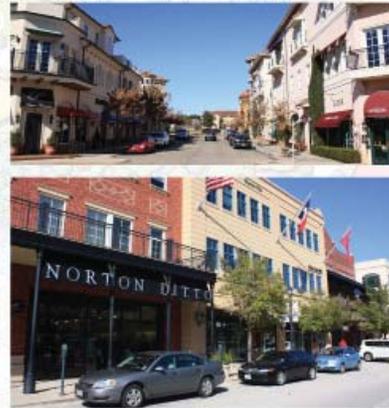
4 Use necessary detention areas to create a "gateway" element for Colleyville.



5 Create compatible & similar "gateway" effect along both sides of Colleyville Blvd.



6 Create connectivity/high level of walkability in internal streets.



7 Maintain existing trees/add masonry walls to buffer adjacent residential areas.



8 Incorporate park-like amenity areas as central features.



Northern Gateway DESIRED DEVELOPMENTAL ELEMENTS

Colleyville Comprehensive Plan

Figure 9.8. Desired Campus-style Office Development in the Northern Gateway Sub-Area



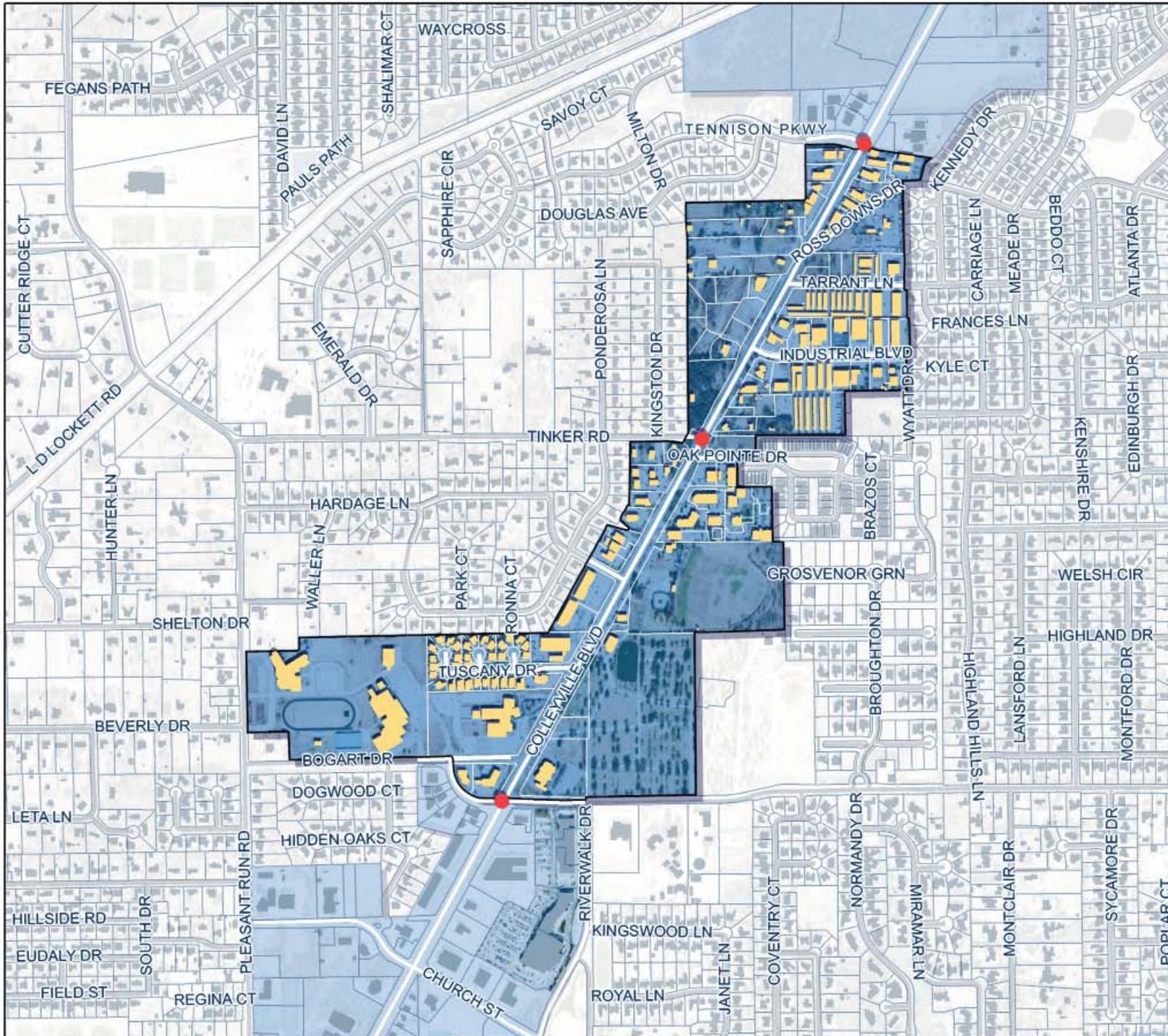
- Create a “creekwalk” environment with outdoor café-style dining by preserving the existing drainage and vegetation that separates the front third of the site from the back two-thirds.
- Promote a campus-style office park development in Area ‘C’ of the site, and preserve the existing vegetation to the extent possible (see Figure 9.8, *Desired Campus-style Development in the Northern Gateway*).

Upper Sector

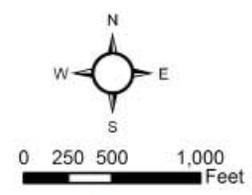
- **Action 9-9: Establish specific design principles and guidelines for the Upper Sector of the Corridor based on existing context and long-term redevelopment opportunities.**

The Upper Sector of the Corridor offers a unique opportunity to create an eclectic corridor with a mix of newer buildings and older buildings that can take advantage of the City’s Facade Improvement Grant Program (see Map 9.4, *Upper Sector Context*). This area can evolve over time into a more attractive and cohesive section of the Corridor. Given that there are no major intersections, there may be limited potential for retail-focused uses in the short-term along this section of the Corridor. However, allowing some of these older, smaller, auto-service and light industrial uses to transition to flex offices, garden offices, and retail-service uses would create some redevelopment

Map 9.4 Upper Sector Context



- LEGEND**
- COLLEYVILLE BOULEVARD CORRIDOR
 - UPPER SECTOR
 - CITY LIMITS
 - KEY INTERSECTIONS
 - CITY LIMITS
 - EXISTING BUILDINGS



activity in an area of the Corridor that would benefit from incremental changes to properties in order to set the Upper Sector on the right path over the long-term (10-plus years).

- Target older buildings in this Sector to take advantage of the City’s Facade Improvement Grant Program.
- Partner with the property owners/business owners to improve landscaping and/or streetscaping along the Corridor in conjunction with any Facade Improvement Grant.
- In conjunction with any facade or site improvements, work with adjoining property owners to identify opportunities for cross-access easements that would provide alternative access to businesses along this section of the Corridor. The medians being constructed with TxDOT’s State Highway 26 improvements will limit access to some properties which could benefit from a long-term plan to encourage cross-access from one property to the next along both sides of the Corridor. The City should promote its matching grant program for cross-access easements along the Corridor.
- Prioritize private development standards that:
 - » Limit surface parking along the Corridor to no more than one double-loaded parking aisle (angled or head-in).
 - » Screen surface parking along the Corridor with country character design elements such as open, decorative wood or metal fencing or vegetative screening.
 - » Encourage shared parking between adjoining properties with non-competing peak parking demands.

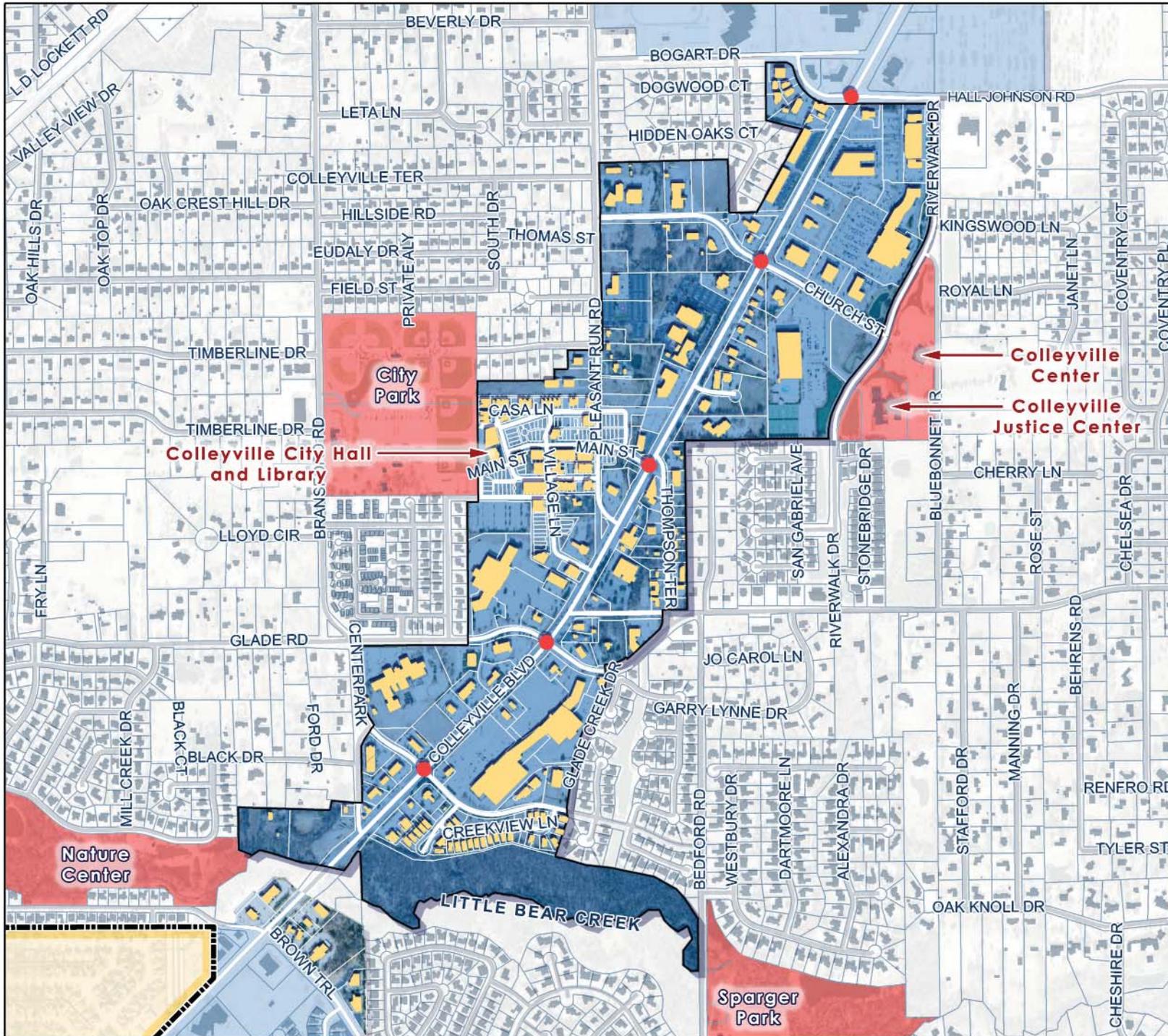
Central Sector

- **Action 9.10: Establish specific design principles and guidelines for the Central Sector of the Corridor to transform it into a true walkable, mixed commercial center for the city.**

The Central Sector of the Corridor currently has the most commercial retail development and has the most potential to become a true center of activity within the city. It can be envisioned as a series of major nodes (centers) that are connected along the Corridor starting with the Colleyville Town Center at Hall-Johnson Road to the Village at Main Street and Colleyville Downs at Centerpark (see Map 9.5. *Central Sector Context*). The goal is to make each of these nodes or centers internally walkable to create more of a “park once” environment while creating a unique sense of place along the Colleyville Boulevard Corridor. To this end, there are several recommendations that are unique to this section of the Corridor (see Figure 9.9, *Desired Character in the Central Sector*, on page 144).

- As redevelopment occurs, bring buildings closer to Colleyville Corridor at key intersections (Hall-Johnson Road, Church Street, Main Street, Glade Road, Centerpark Drive, and Brown Trail) and orient buildings to anchor the corner and the east-west street connecting adjoining neighborhoods to the Corridor.

Map 9.5 Central Sector Context



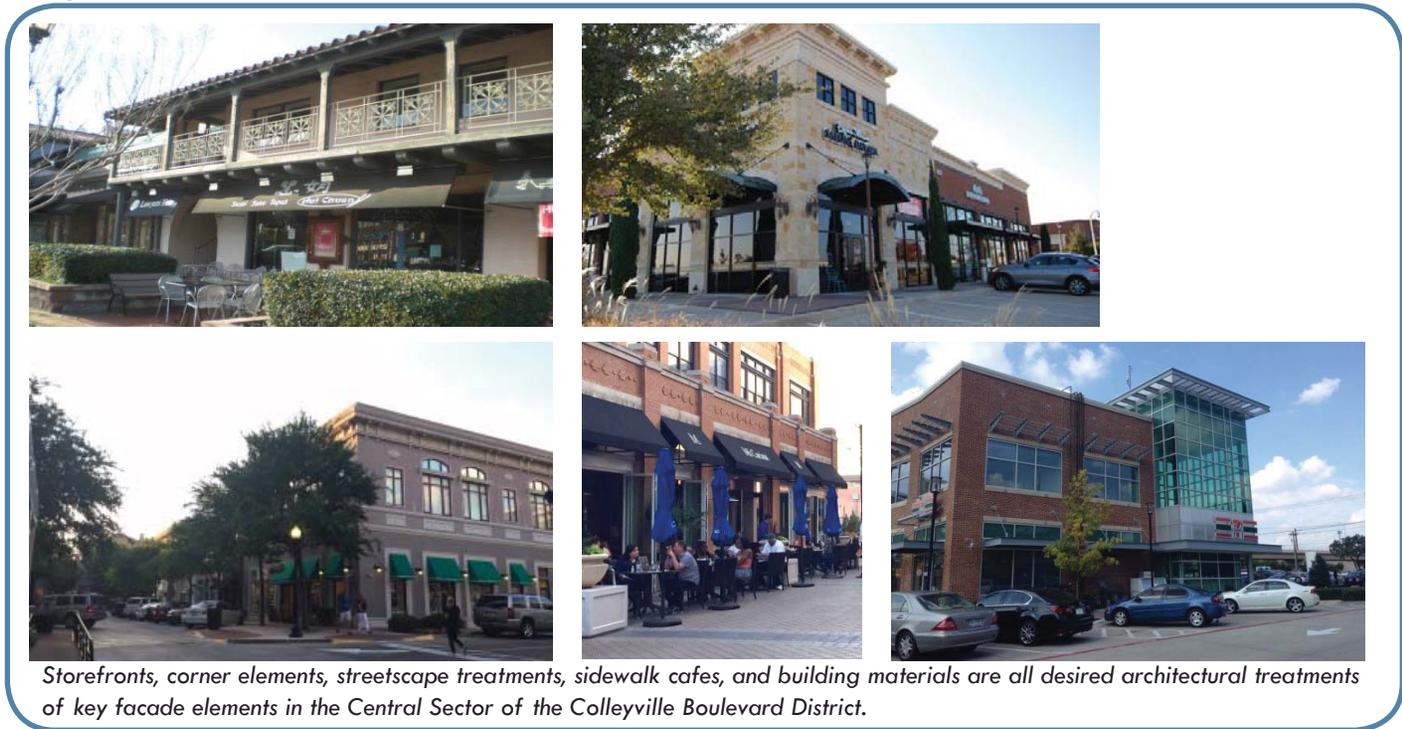
LEGEND

- COLLEYVILLE BOULEVARD CORRIDOR
- CENTRAL SECTOR
- CITY LIMITS
- KEY INTERSECTIONS
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



- Encourage multi-story buildings immediately adjacent to the Corridor in addition to intersection tower elements to add appropriate scale, interest, and character along the Corridor.
- Improve and unify key private development character by providing a palette of materials for the Central Sector of the Corridor. The palette of materials may include:
 - » Building materials of limestone, brick, and stone
 - » Clay tile or metal sloped roofs
 - » Native and drought tolerant landscaping
 - » Screening of parking lots with shrubs or low walls
 - » Corner building/tower elements
 - » Architectural details for buildings, emphasis of key building entrances
 - » Facade details, vertical and horizontal courses such as cornices, lintels, sills, and water courses should be used to add interest along building facades
 - » Vertical landmarks at key focal points

Figure 9.9. Desired Character in the Central Sector



Storefronts, corner elements, streetscape treatments, sidewalk cafes, and building materials are all desired architectural treatments of key facade elements in the Central Sector of the Colleyville Boulevard District.

- Create a “hybrid” street frontage context along Colleyville Corridor where some buildings (at street intersections) are closer to the Corridor and mid-block buildings are set back with a secondary sidewalk context created along the storefronts (see Figure 9.10, *Illustrative Concept of Desired Development Frontage Along Colleyville Corridor*, and Figure 9.11, *Desired Development Along the Frontage of Colleyville Corridor*).
- Manage off-street parking to create a “park-once” environment:
 - » Limit surface parking along the Corridor to mid-block locations and to no more than one double-loaded parking aisle (angled or head-in).
 - » Encourage shared parking between adjoining properties with non-competing peak parking demands.
 - » Encourage parking management strategies, including parking time limits and valet parking at peak demand periods.
 - » Establish a blended parking ratio for all commercial uses in order to allow uses to change over time based on market preferences without being burdened by use-based parking ratios.
 - » Treat mid-block locations with surface parking along the Corridor frontage with street screens of shrubs or low masonry walls or open fencing in addition to a double row of trees to create a de-facto “street wall” along the Corridor.
 - » When justified by market demand, structured parking should be considered long-term to allow for greater intensity of commercial development as land values and rents rise based on market momentum. Given three major centers along the Central Sector of the Corridor, three possible locations for parking garages

PARK ONCE DISTRICT

Park once districts are areas where people may drive to a single destination park one time and then walk within that area to different businesses such as a bank, a doctor’s office, or stopping for lunch and doing some shopping. Many trips but only one parking space. This is sometimes called a “park once” district, because people are encouraged to park in one place and then make stops on foot rather than driving from one destination to another within the district.

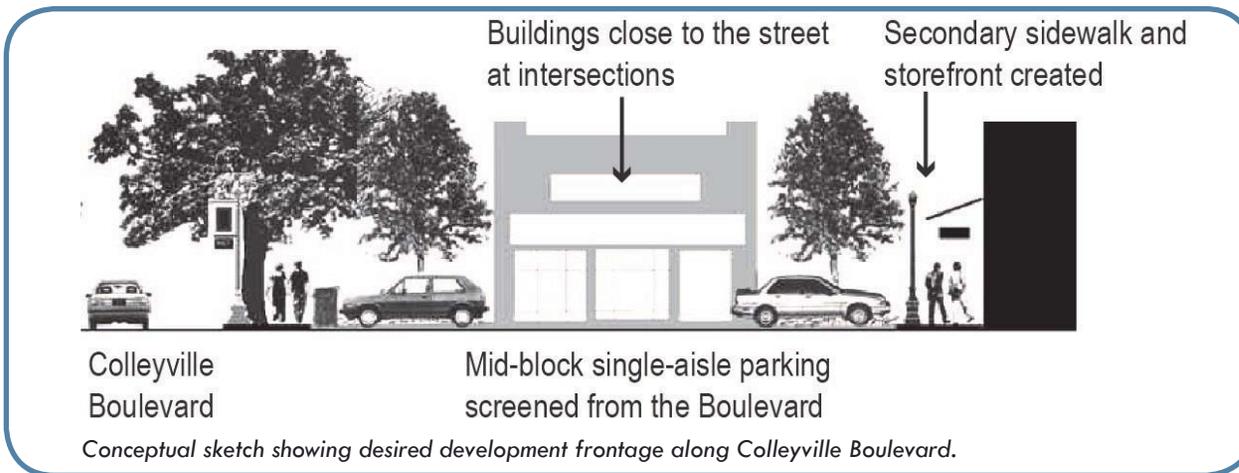


Figure 9.10. Illustrative Concept of Desired Development Frontage Along Colleyville Boulevard

should be explored. Special attention should be given to the design of parking garages to avoid plain facades with views of parked cars from adjoining properties and rights-of-ways. Facade details, vertical and horizontal courses such as cornices, lintels, sills, and water courses should be used to add interest along parking garage facades. To the extent possible, parking garages should be located behind principal structures to limit views from the Corridor and should not be located next to any existing residential neighborhoods. In addition, where feasible, ground floors of parking garages should accommodate commercial uses.

- Encourage increased walking and bicycling to the Corridor by improving pedestrian and trail connections to adjoining neighborhoods along the major east-west streets (Hall-Johnson Road, Church Street, Main Street, Glade Road, Centerpark Drive, and Brown Trail) from the Corridor.
- Large shopping centers should be encouraged to have a block organization that creates an interconnected system of internal “streets” with sidewalks and continuity of storefront experience (see Figure 9.13. *Illustrative Desired Block Organization*). Some of the key elements are:
 - » Anchor and pad tenants have ample visibility from the Corridor.
 - » Buildings are located along the street edge, especially at street intersections, and the majority of parking is located in the interior of the site.
 - » Block pattern should be designed in a manner as to evolve to be more pedestrian-friendly and walkable.
 - » Incorporate small public spaces or areas for sidewalk cafes.
 - » Interconnected driveways and walkways to create a park-once environment.

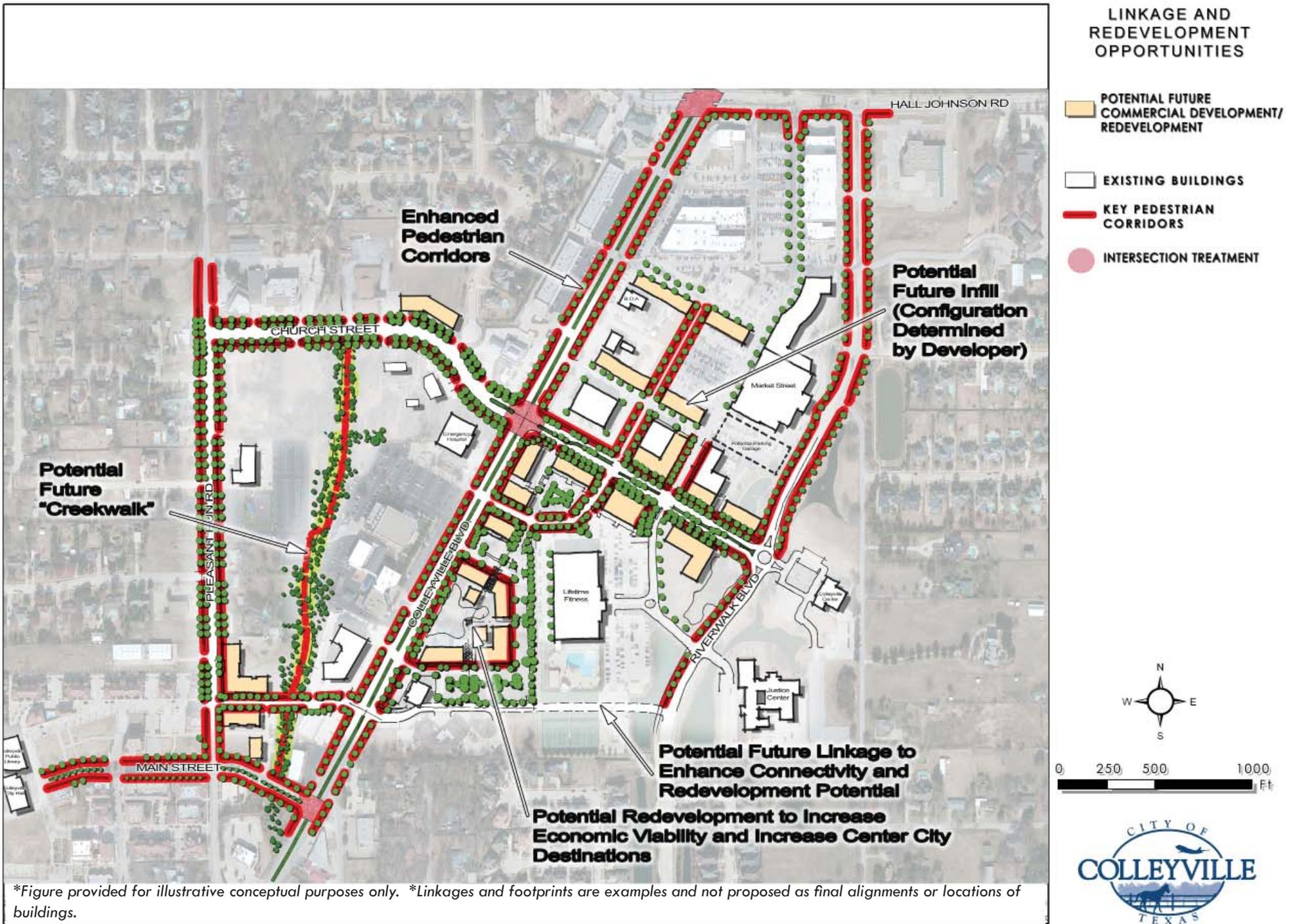
Figure 9.12, *Opportunities for Linkage and Redevelopment in the Core Area of the City* on the following page illustrates how infill development and future streetscape efforts can link key areas within the Central Sector of the Corridor into a more walkable environment.

Figure 9.11. Desired Development Along the Frontage of Colleyville Boulevard



Images showing the desired frontage in the Central Sector.

Figure 9.12, Opportunities for Linkage and Redevelopment in the Central Sector of the Corridor*



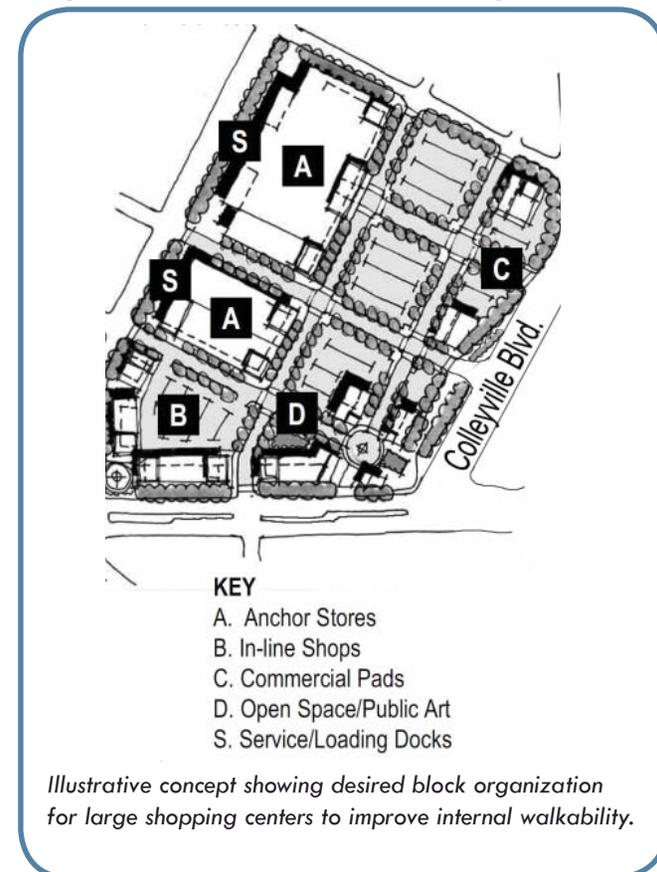
*Figure provided for illustrative conceptual purposes only. *Linkages and footprints are examples and not proposed as final alignments or locations of buildings.

Southern Gateway ■ Action 9-11: Establish specific design principles and guidelines for the Southern Gateway based on market and long-term redevelopment opportunities.

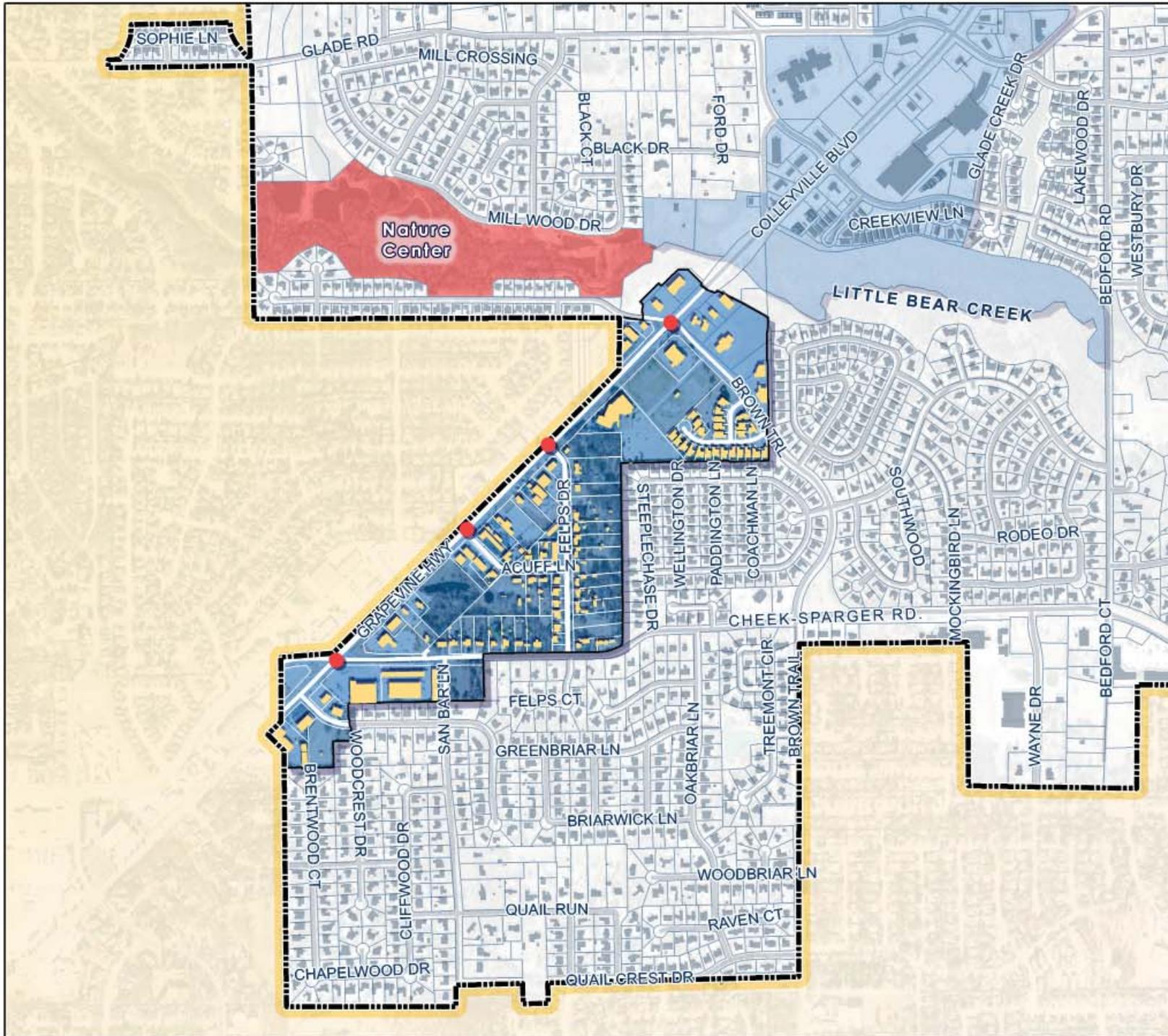
The Southern Gateway is currently ambiguous and is mostly a series of small lots with auto-service uses in old metal buildings and non-updated uses and structures (see Map 9.6. *Southern Gateway Context*). This location has the benefit of proximity to the Central Sector of the Corridor, but has the challenges due to existing development, multiple property ownership, floodplain proximity, and neighborhood adjacencies. The goals are to create a more memorable entry point to the city and elevate the quality of development. This can be done either by a lot by lot and building by building redevelopment that takes advantage of the City's Facade Improvement Grant Program or a property agglomeration under a master developer with a complete redevelopment. Some of the key goals for the Southern Gateway include:

- Target older buildings in this section of the Corridor to take advantage of the City's Facade Improvement Grant program.
- Partner with the property owners/business owners to improve landscaping and/or streetscaping along the Corridor in conjunction with any Facade Improvement Grant.
- In conjunction with any facade or site improvements, work with adjoining property owners to identify opportunities for cross access easements that would provide alternative access to businesses along this section of the Corridor.
- Prioritize private development standards that:
 - » Limit surface parking along the Corridor to no more than one double-loaded parking aisle (angled or head-in).
 - » Screen surface parking along the Corridor with country character design elements such as open, decorative wood or metal fencing or vegetative screening.

Figure 9.13. Illustrative Desired Block Organization



Map 9.6 Southern Gateway Context



LEGEND

- COLLEYVILLE BOULEVARD CORRIDOR
- SOUTHERN GATEWAY
- CITY LIMITS
- KEY INTERSECTIONS
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



0 250 500 1,000 Feet



- » Encourage shared parking between adjoining properties with non-competing peak parking demands.
- » Encourage transitioning of auto-service uses to office or retail-service uses.
- If a long-term wholesale redevelopment of this section of the Corridor can be either coordinated with the multiple property owners or master developer, development concepts similar to the Northern Gateway could be explored.

■ **Action 9-12: Evaluate an increase in funding for the Façade Improvement Grants Program for properties within the Colleyville Boulevard Corridor, but also consider making the program for landscaping and other improvements that could help achieve the vision for the Corridor.**

- Evaluate the potential to target specific areas such as properties in the Southern Gateway and Upper Sector to encourage redevelopment that is more consistent with the vision for the Corridor.
- Ensure that with the Façade Improvement Grant, other streetscape and site improvements that are feasible and make the properties come closer into compliance with the vision are also encouraged.

■ **Action 9-13: Complete the northern and southern gateway features, either in conjunction with Colleyville Corridor street improvements or with private development.**

- Partner with TxDOT or with developers to create stand-alone or development coordinated entry signage that could include monument sign, public art, bridge improvements (over Big Bear and/or Little Bear Creek), landscaping, or a combination of similar elements.

Precinct Line Road

Policy: Develop a unique set of standards for Precinct Line Road that can set it apart from other communities and create a unique commercial corridor

Distinct from the Colleyville Corridor is the Precinct Line Corridor. It runs along the western edge of the city and is a major north-south regional arterial that links the cities of Southlake, Keller, North Richland Hills, and Hurst to SH 121, Loop 820, and SH 183. Its current cross section is a seven-lane undivided roadway with a two-way continuous left turn lane. The west side of corridor is in North Richland Hills and the east side of the corridor is in Colleyville. The corridor is mostly residential with key intersections of modest neighborhood-oriented commercial.

- **Action 9.14: Focus on attracting sales-tax generating uses at intersections and professional or medical office uses at mid-block locations.**

There are several vacant parcels along this corridor and these represent some additional remaining opportunities for sales tax-generating development in Colleyville. The challenge, however, is the significant retail node located at the intersection of Davis Corridor (FM 1938) and Precinct Line Road just north of the city limits. There are opportunities for modestly scaled neighborhood-oriented retail at key intersections with office and/or retail service uses at mid-block locations.

- **Action 9.15: Encourage the coordination of commercial signage, landscaping, and building design to create a cohesive design aesthetic for the Precinct Line Corridor.**

While enhancing the appearance of the Colleyville Corridor is of high importance, it is also important to improve the appearance of Precinct Line Road. This could include improved landscaping, sign controls, building materials, among other amendments to the City's Land Development Code and could include standards that are similar to those applied to the Colleyville Boulevard Corridor in many respects.

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CHAPTER 10 – IMPLEMENTATION & NEXT STEPS

Introduction

Implementation is a critical part of any plan’s success. While preceding chapters of *Destination Colleyville* discuss how to achieve the desired vision and goals for the future of Colleyville, successful implementation requires a well-planned strategy. The strategy for *Destination Colleyville* identifies methods for strengthening execution of the recommendations through an alignment of the city’s regulatory framework, funding priorities, and incentive policy.

Specifically, this section makes several recommendations for improvements both in the public realm and for private development. This section establishes community priorities and potential funding sources. This section also lists recommended zoning and design standards needed to implement key elements of the vision in a manner that is consistent with the plan’s vision.

The implementation strategy is organized into the following six components:

1. Regulatory Framework
2. Identify and fund catalyst projects;
3. Targeted use of public investments;
4. Establish prioritization;
5. Continue to seek partnerships; and
6. Monitor progress.

1. Regulatory Framework

A strong vision developed by the community cannot be realized without an alignment with the regulatory tools in the LDC. This alignment will build on market momentum for quality development, provide for market predictability, and give City staff and elected and

Figure 10.1. Implementation Tools

It is oftentimes said that planning is the easy part while implementation is the hard part. Accordingly, it will take a lot of hard work and initiative to successfully implement the vision of *Destination Colleyville*. As detailed in this plan, the goals and actions will be achieved using the following types of implementation tools:

	Council adopted policies and regulations.		Fiscal prudence and transparency.
	Changes in operations and new programs.		Capital improvement projects.
	Strategic partnerships, collaboration and teamwork.		Updates and determination of the following year’s “to do” list.

appointed officials a rational method for sustained implementation.

A summary assessment of the existing regulatory structure is included in Appendix B. Based on the issues identified in that assessment and the Vision for the Colleyville Boulevard Corridor the following section lays out the recommended regulatory framework.

PROPOSED REGULATORY FRAMEWORK

The first set of recommendations are overarching for the whole city (shown in Table 10.1 *Overarching Zoning Recommendations* on the next page). Table 10.2, *Proposed Colleyville Boulevard Corridor Regulatory Framework*) beginning on this page, summarizes the

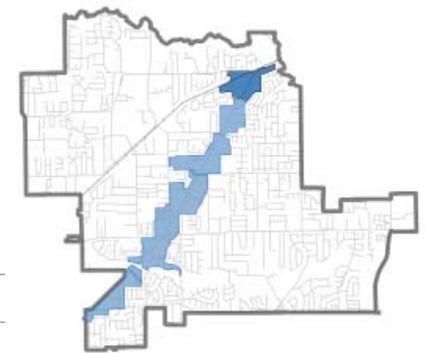
desired standards and framework for converting each of the Colleyville Boulevard Corridor Sectors into more walkable and memorable zones.

Table 10.1. Overarching Zoning Recommendations

Land Use Designation	Recommended Zoning Tool	Recommended Implementation Priority
Residential	<ul style="list-style-type: none"> ■ Maintain maximum density target of 1.8 dwelling units per gross acre. ■ Revise the PUD-R development standards to establish rural frontage standards along certain key roadways such as John McCain Road, Pleasant Run Road, Bransford Road, and Westcoat Drive. ■ Revise PUD-R standards to require appropriate transitions and quality open space. More specifically, establish design and performance criteria for open space to maximize value creation, tree preservation, preservation of rural frontage along key roadways, etc. 	City Initiated
Commercial	<ul style="list-style-type: none"> ■ Streamline all commercial design standards into one section of the LDC. ■ Include all elements of building and site design in the same section. ■ Create corresponding public realm and streetscape standards to complement the private realm standards. ■ Revise PUD standards to address appropriate design context for mixing of residential and commercial uses in the same PUD. 	City Initiated
Colleyville Boulevard Corridor	<ul style="list-style-type: none"> ■ Create an integrated regulatory tool (through a Corridor Zoning District or similar tool) to achieve a mix of commercial uses, appropriate transitions and buffers, and desired character that is tailored to the four different sections of the Boulevard as described in the vision -- the Northern Gateway, Upper Sector, Central Sector, and Southern Gateway (see Table 10.2, <i>Proposed Colleyville Boulevard Corridor Regulatory Framework</i> for more detail). ■ Establish appropriate urban design standards associated with each sector including building design, site design and orientation, mix of use, signage, and civic/open space standards with pedestrian-oriented design elements, specifically in the Central Sector. ■ Establish public and private street design standards that are consistent with the different sectors and vision for the Corridor. 	City Initiated

Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework

Corridor Sector	Northern Gateway
Purpose & Intent	<ul style="list-style-type: none"> ■ Intended to create a new development node at this northern entry point to the city. ■ Take advantage of the significant vacant/undeveloped property and key location. ■ Create significant value by allowing greater building massing and intensity while preserving the natural assets of the site. ■ Mix of commercial (retail, restaurants, corporate and professional office - mainly sales-tax generating uses) envisioned on both sides of the Gateway. ■ Implementing a coordinated streetscape creates a strong and appealing image at this entry point into Colleyville.
Location	<ul style="list-style-type: none"> ■ From Big Bear Creek (northern city limits) to Tension Parkway
Land Uses	<ul style="list-style-type: none"> ■ Commercial (office, retail) on any floor (emphasis on sustained sales tax-generating uses with direct frontage on Colleyville Boulevard. ■ Corporate office anchor potential behind the Boulevard frontage on the western site. ■ Commercial frontage (ground floor built to commercial code standards) required along Colleyville Boulevard frontage. ■ Some residential uses (single-family, live-work) may be permitted on the western site as a transition to the existing neighborhood through the R-PUD process. ■ Garden office uses may also be permitted as a transition to the adjacent existing neighborhoods. ■ No drive-thru, gasoline sales and service, or auto-related sales and service permitted.
Building Placement and Development Standards	
Building Heights	<ul style="list-style-type: none"> ■ Multiple-story buildings along the Corridor and transitioning down two (2) stories maximum next to existing neighborhoods.
Building/Parking Placement	<ul style="list-style-type: none"> ■ Encourage the creation of a quasi-pedestrian block structure internal to the site with key private streets as pedestrian-oriented streets. ■ Require joint/cross access easements between adjoining developments. ■ Require new buildings to be built at or close to major street intersections and along key pedestrian-oriented streets. ■ Off-street parking limited to a single parking aisle with two rows of head-in angled or perpendicular parking between the building and Colleyville Boulevard.
Building Frontage	<ul style="list-style-type: none"> ■ A minimum amount of the lot frontage (approx. 60% - 75%) along Colleyville Boulevard to be occupied by buildings ■ Create a secondary street frontage with streetscape treatment (street trees/shade and minimum 10-foot wide sidewalks) along the storefronts behind the parking row along Colleyville Boulevard.



Map 10.1, Northern Gateway Key Map

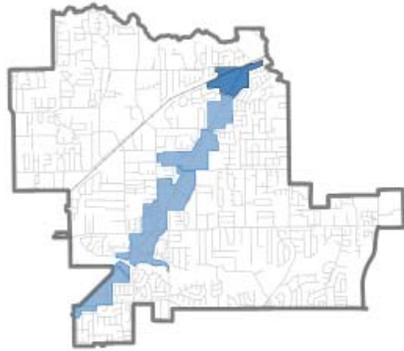


Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Northern Gateway (con't)
Off-Street Parking Strategy	<ul style="list-style-type: none"> ■ Shared parking permitted; shared parking agreements may be needed. ■ Location of parking – limit parking between buildings and right-of-way of SH 26 to a single aisle (double row, head-in, parallel, or angled); bulk of surface parking located behind the building or middle of blocks. ■ Joint access easements between one property and adjacent properties encouraged.
Residential Transition Requirements	<ul style="list-style-type: none"> ■ Building heights limited to two (2) stories within 50 feet of single-family residential zoning (1:1 height transition). ■ Keep existing vegetation or enhance vegetative buffer between existing residential zoning and new development. ■ Min. eight-foot high masonry or similar fence with 15-foot landscape buffer. ■ Loading/unloading, dumpsters, or service areas are not permitted directly adjacent to existing neighborhoods.
Building Design Elements	
Building Orientation and Entrances	<ul style="list-style-type: none"> ■ Buildings to be oriented towards Colleyville Boulevard at key intersections (John McCain Road) and pedestrian-oriented internal streets with at least one primary pedestrian entrance such as an internal street.
Roof Forms	<ul style="list-style-type: none"> ■ Simple flat roofs with parapet with sloping roof accents (corners, towers, awnings, etc.).
Minimum Facade Transparency	<ul style="list-style-type: none"> ■ Establish a minimum requirement for doors and windows along Colleyville Boulevard and key internal pedestrian-oriented street-facing facades (70% - 40% for ground floors and 50% - 25% for upper floors). ■ Limit large expanses of blank walls.
Facade Design	<ul style="list-style-type: none"> ■ Base, middle, and top articulation. ■ Horizontal rhythm (20'-30'): Shall be the repetition of certain vertical elements on a building facade to establish a pedestrian scale along the street front. This rhythm may be expressed by changing materials or color, by using design elements such as fenestration, columns and pilasters, or by varying the setback of portions of the building facade. ■ Encourage corporate office campus/building design. ■ Design standards for parking garages should be established.
Building Materials	<ul style="list-style-type: none"> ■ Convey the impression of permanence and stability. ■ Generally masonry or comparable for Colleyville Boulevard and key internal pedestrian-oriented street facades.

Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Northern Gateway (con't)
Streetscape & Landscape Elements	<ul style="list-style-type: none"> ■ Screen surface parking from roadway with three-foot high vegetative or open rural type fencing (wood or metal) screen along Colleyville Boulevard. ■ Strong internal walkability between uses along internal “streets” with consistent streetscape elements –sidewalks, lighting, and street trees. ■ Consistent and similar tree planting, street screens, and strong vertical monument features (integrated with development signage) on either side of Colleyville Boulevard to create a “Gateway” effect.

Representative character for corporate office campus areas within the Northern Gateway Sub-Area



Map 10.2, Upper Sector Key Map

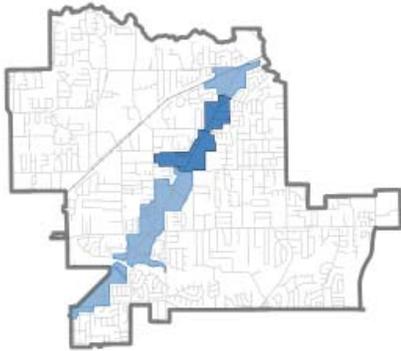


Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Upper Sector
Purpose & Intent	<ul style="list-style-type: none"> Intended to allow for a long-term transition from its current smaller scale auto-service and industrial character to an eclectic mix of services, retail, office, and innovative commercial uses.
Location	<ul style="list-style-type: none"> From the intersection of Tension Parkway south to north of Hall-Johnson Road.
Land Uses	<ul style="list-style-type: none"> Mix of services, retail, office, and commercial uses with direct frontage on Colleyville Boulevard. Some auto-related sales and service uses are allowed in this area (if they are existing), as well as outdoor nursery sales. Transition to office and medical/high-tech assembly and innovation uses. No residential uses are envisioned in this area. Preference for sales-tax generating uses at signalized intersections.
Building Placement and Development Standards	
Building Heights	<ul style="list-style-type: none"> Multiple story buildings with appropriate transitions to any adjacent neighborhoods
Building/Parking Placement	<ul style="list-style-type: none"> Off-street parking limited to a single parking aisle with two rows of head-in angled or perpendicular parking between the building and Colleyville Boulevard. Joint access easements between one property and adjacent properties encouraged; together with consolidation of driveways and access management.
Building Frontage	<ul style="list-style-type: none"> A minimum amount of the lot frontage (approx. 50%) along Colleyville Boulevard to be occupied by buildings.
Off-Street Parking Strategy	<ul style="list-style-type: none"> Shared parking permitted; shared parking agreements may be needed.
Residential Transition Requirements	<ul style="list-style-type: none"> Keep existing vegetation or enhance vegetative buffer between existing residential zoning and new development. Min. eight-foot high masonry or similar fence with 15-foot landscape buffer. Screen or limit frontage of loading/unloading or service areas that are next to existing neighborhoods.

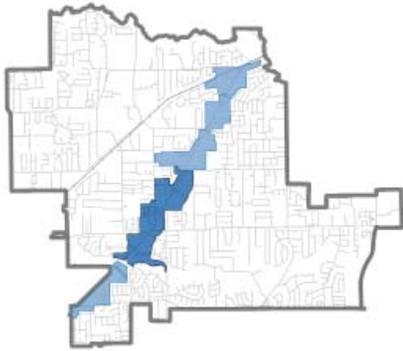
Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Upper Sector
Building Design Elements	
Building Orientation and Entrances	<ul style="list-style-type: none"> Buildings to be oriented towards Colleyville Boulevard with main entrances off Colleyville Boulevard
Roof Forms	<ul style="list-style-type: none"> Simple flat roofs with parapet with sloping roof accents (corners, towers, awnings, etc.) or sloping roofs (for smaller building footprints < 6,000 sq.ft.)
Minimum Facade Transparency	<ul style="list-style-type: none"> Limit large expanses of blank walls
Facade Design	<ul style="list-style-type: none"> Horizontal rhythm (20'-30'): Shall be the repetition of certain vertical elements on a building facade to establish a pedestrian scale along the street front. This rhythm may be expressed by changing materials or color, by using design elements such as fenestration, columns and pilasters, or by varying the setback of portions of the building facade. Allow flexibility to encourage adaptive reuse of existing metal buildings with upgraded facades that meet the intent of this section
Building Materials	<ul style="list-style-type: none"> Allow more flexibility for conversions of existing metal buildings with updated facades using architectural metal, masonry, or similar combination of cladding materials
Streetscape & Landscape Elements	<ul style="list-style-type: none"> Screen surface parking from roadway with three-foot high vegetative or masonry street screen along Colleyville Boulevard. Streetscape and street lighting elements may be more functional/utilitarian than decorative or stylistic compared to the Northern Gateway and Central Sector.

Representative images of desired development character in the Upper Sector of the Colleyville Boulevard Corridor



Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)



Corridor Sector	Central Sector
Purpose & Intent	<ul style="list-style-type: none"> ■ Envisioned as the core of the Colleyville Boulevard Corridor that is walkable and vibrant especially walkable from neighborhoods adjoining the Corridor. ■ Focus of the highest intensity of retail, dining, and entertainment uses within a compact, linear corridor. ■ Higher non-residential intensities are encouraged, made feasible by supplemental structured parking.
Location	<ul style="list-style-type: none"> ■ From north of Hall-Johnson Road to the intersection of Brown Trail.
Land Uses	<ul style="list-style-type: none"> ■ Emphasis on retail, dining, and entertainment uses, but supplemental service uses are also encouraged. ■ Auto-related sales and service uses are not permitted. ■ Limit location and establish design standards for drive-thru facilities. ■ No new residential uses are envisioned in this area. ■ Sales-tax generating uses are encouraged throughout this Sector.
Building Placement and Development Standards	
Building Heights	<ul style="list-style-type: none"> ■ Multiple-story buildings along the Boulevard and transitioning down two (2) stories next to existing neighborhoods. ■ Buildings at key street intersections (Hall-Johnson Road, Glade Road, Centerpark Drive, and Brown trail) should incorporate tower elements to create interest and sense of arrival.
Building/Parking Placement	<ul style="list-style-type: none"> ■ Encourage the creation of a quasi-pedestrian block structure internal to the site with key private streets as pedestrian-oriented streets. ■ Require new buildings or additions to existing buildings to be built at or close to major street intersections and along the key pedestrian-oriented streets (major east-west streets and internal streets). ■ Off-street parking limited to a single parking aisle with two rows of head-in angled or perpendicular parking between the building and Colleyville Boulevard.
Building Frontage	<ul style="list-style-type: none"> ■ A minimum amount of the lot frontage (approx. 60% - 75%) along Colleyville Boulevard to be occupied by buildings and along the major east-west streets (Hall-Johnson Road, Glade Road, Centerpark Drive, etc.) ■ Create a secondary street frontage with streetscape treatment (street trees/shade and min. 10-foot wide sidewalks) along the storefronts behind the parking row along Colleyville Boulevard. ■ Incorporate sidewalk cafes, plaza, and active open spaces to create more vibrancy along the street edge

Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Central Sector (con't)
Off-Street Parking Strategy	<ul style="list-style-type: none"> ■ Establish the same off-street parking ratio (One (1) space per 275 - 300 sq.ft.) for all commercial uses in order to facilitate a long-term market-based transition of uses. ■ Joint access easements between one property and adjacent properties encouraged; together with consolidation of driveways and access management. ■ Shared parking permitted; shared parking agreements may be needed. ■ Location of parking – limit parking between buildings and right-of-way of SH 26 to a single aisle; bulk of surface parking located behind the building or middle of blocks. ■ Encourage a consolidated, structured parking strategy for key locations within the Central Sector.
Residential Transition Requirements	<ul style="list-style-type: none"> ■ Building heights limited to two (2) stories within 50 feet of single-family residential zoning (1:2 height transition). ■ Min. eight-foot high masonry or similar fence with 15-foot landscape buffer. ■ Screen or limit frontage of loading/unloading or service areas that are next to existing neighborhoods.
Building Design Elements	
Building Orientation and Entrances	<ul style="list-style-type: none"> ■ Buildings to be oriented towards Colleyville Boulevard at key intersections and east-west streets (Hall-Johnson Road, Glade Road, Centerpark Drive, etc.) and pedestrian-oriented internal streets with at least one primary pedestrian entrance such as an internal street.
Roof Forms	<ul style="list-style-type: none"> ■ Simple flat roofs with parapet with sloping roof accents (corners, towers, awnings, etc.).
Minimum Facade Transparency	<ul style="list-style-type: none"> ■ Establish a minimum requirement for doors and windows along Colleyville Boulevard, key east-west streets, and key internal pedestrian-oriented streets (60% - 40% for ground floors and 50% - 25% for upper floors).
Facade Design	<ul style="list-style-type: none"> ■ Base, middle, and top articulation. ■ Horizontal rhythm (20'-30'): Shall be the repetition of certain vertical elements on a building facade to establish a pedestrian scale along the street front. This rhythm may be expressed by changing materials or color, by using design elements such as fenestration, columns and pilasters, or by varying the setback of portions of the building facade. ■ Design standards for parking garages should be established.
Building Materials	<ul style="list-style-type: none"> ■ Convey the impression of permanence and stability. ■ Generally masonry or comparable for Colleyville Boulevard facades, east-west street facades, and key internal pedestrian-oriented street facades.

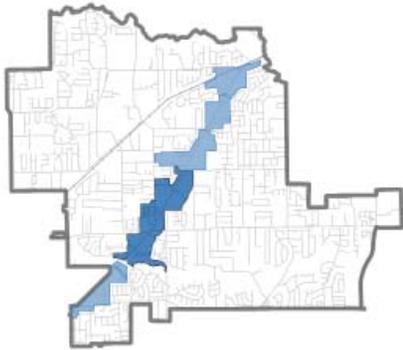


Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Central Sector (con't)
Streetscape & Landscape Elements	<ul style="list-style-type: none"> ■ Screen surface parking from roadway with three-foot high vegetative or masonry street screen along Colleyville Boulevard. ■ Strong internal walkability between uses along key internal “streets” with consistent streetscape elements –sidewalks and street trees. ■ A higher standard of streetscape treatment with street trees, street lighting, signage, etc., should be created for Colleyville Boulevard. ■ Street trees and decorative lighting set this sub-district apart from other sub-districts.

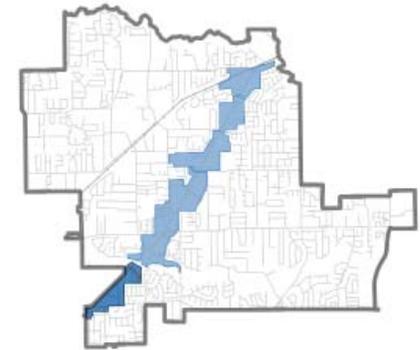
Representative image of desired development character in the Central Sector of the Colleyville Boulevard Corridor



Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Map 10.4, Southern Gateway Key Map

Corridor Sector	Southern Gateway
Purpose & Intent	<ul style="list-style-type: none"> ■ Intended to allow for a long-term transition from its current smaller scale auto-service and industrial character to an eclectic mix of services, retail, office, and innovative commercial uses (if redeveloped one lot at a time). ■ Allow flexibility for a coordinated master planned approach with greater intensity and mix of commercial uses to create a “Southern Gateway” into the city.
Location	<ul style="list-style-type: none"> ■ From Brown Trail to the southern limits of the city at Cheek-Sparger Road
Land Uses	<ul style="list-style-type: none"> ■ Mix of services, retail, office, and commercial uses with direct frontage on Colleyville Boulevard. ■ Short-term, existing uses should be allowed to transition to office and medical/high-tech assembly uses and long-term to more retail uses. ■ No residential uses are envisioned in this area. ■ Preference for sales-tax generating uses at Brown Trail and Cheek-Sparger Road intersections.
Building Placement and Development Standards	
Building Heights	<ul style="list-style-type: none"> ■ Multiple-story buildings along the Boulevard and transitioning down to two (2) stories next to existing neighborhoods (if master planned in a coordinated manner). ■ Two (2) stories (max.) if each property is redeveloped independently.
Building/Parking Placement	<ul style="list-style-type: none"> ■ Off-street parking limited to a single parking aisle with two rows of head-in angled or perpendicular parking between the building and Colleyville Boulevard. ■ Joint access easements between one property and adjacent properties encouraged; together with consolidation of driveways and access management. ■ If all properties are master planned in combination, allow for greater intensity of non-residential development with a quasi-pedestrian block structure internal to the site with key private streets as pedestrian-oriented streets. ■ Require new buildings to be built at or close to major street intersections (Brown Trail and Cheek-Sparger Road) and along any new internal pedestrian-oriented streets.
Building Frontage	<ul style="list-style-type: none"> ■ A minimum amount of the lot frontage (approx. 50%) along Colleyville Boulevard to be occupied by buildings.
Off-Street Parking Strategy	<ul style="list-style-type: none"> ■ Shared parking permitted; shared parking agreements may be needed. ■ Location of parking – limit parking between buildings and right-of-way of SH 26 to a single aisle; bulk of surface parking located behind the building or middle of blocks



Map 10.4, Southern Gateway Key Map

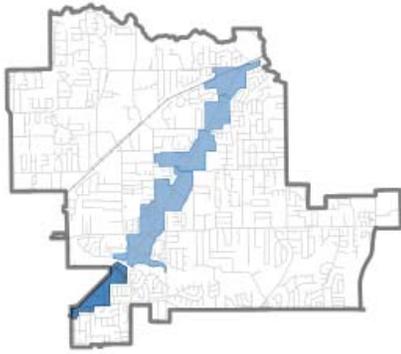


Table 10.2. Proposed Colleyville Boulevard Corridor Regulatory Framework (con't.)

Corridor Sector	Southern Gateway (con't)
Residential Transition Requirements	<ul style="list-style-type: none"> ■ Keep existing vegetation or enhance vegetative buffer between existing residential zoning and new development. ■ Min. eight-foot high masonry or similar fence with 15-foot landscape buffer. ■ Screen or limit frontage of loading/unloading or service areas that are next to existing neighborhoods.
Building Design Elements	
Building Orientation and Entrances	<ul style="list-style-type: none"> ■ Buildings to be oriented towards Colleyville Boulevard with main entrances off Colleyville Boulevard.
Roof Forms	<ul style="list-style-type: none"> ■ Simple flat roofs with parapet with sloping roof accents (corners, towers, awnings, etc.) or sloping roofs (for smaller building footprints < 6,000 sq.ft.).
Minimum Facade Transparency	<ul style="list-style-type: none"> ■ Limit large expanses of blank walls.
Facade Design	<ul style="list-style-type: none"> ■ Horizontal rhythm (20'-30'): Shall be the repetition of certain vertical elements on a building facade to establish a pedestrian scale along the street front. This rhythm may be expressed by changing materials or color, by using design elements such as fenestration, columns and pilasters, or by varying the setback of portions of the building facade. ■ Allow flexibility to encourage adaptive reuse of existing metal buildings with upgraded facades that meet the intent of this section.
Building Materials	<ul style="list-style-type: none"> ■ Allow more flexibility for conversions of existing metal buildings with updated facades using architectural metal, masonry, or similar combination of cladding materials.
Streetscape & Landscape Elements	<ul style="list-style-type: none"> ■ Screen surface parking from roadway with three-foot high vegetative or masonry street screen along Colleyville Boulevard. ■ Streetscape and street lighting elements may be more functional/utilitarian than decorative or stylistic compared to the Northern Gateway and Central Colleyville sub-districts.

Representative images of desired development character in the Southern Gateway



2. Identify and Fund Catalytic Projects

Certain key catalyst projects or redevelopment targets (such as the Northern Gateway area) are noted in this plan. Whether noted here or determined in the future, these catalyst projects, located in key high visibility or high impact areas, are chosen since they should have a ripple effect and help transform the areas around them. An example might be a specific targeted residence or business at a key intersection near one of the identified districts, which could spur reinvestment and redevelopment throughout the area. Another example might be the long-term development of a connector trail from Sparger Park, under Colleyville Boulevard, to the Colleyville Nature Center, to be evaluated for implementation only when that section of the Corridor is reconstructed. This would provide key connectivity between neighborhoods on the east and west sides of town. Catalyst projects should be chosen because of their ability to have the greatest influence on a larger area around them and the willingness/availability of a private development partner.

3. Targeted Use of Public Investments

The Importance of Public Investment. Investment is risky, particularly in the economic climate we live in today. Before private investment occurs, it needs to be reassured of the future conditions and status of an area. Public investment not only creates a more appealing environment to generate private investment, but it also demonstrates to private investors the level of attention that City leaders and staff are paying to key community issues.

All the projects cannot be funded through any one public funding source and neither is it appropriate to do so. Instead, different “buckets” of dollars should be identified that are appropriate for different types of improvements based on the scale and impact of the improvements. Different local government funding sources may be available for the funding of needed infrastructure to implement *Destination Colleyville*. In some cases, when an associated private development project is of a considerable size, some of the identified public improvements could be combined with private investment. However, along Colleyville Boulevard, there is an immediate opportunity to coordinate with TxDOT and major property owners to implement the streetscape and public realm improvements identified in this plan. For other projects, there needs to be a commensurate fit between the scale of the improvements and the funding source used to finance it. Based on such a categorization, the improvements needed to implement the vision can be categorized under two major classes:

- a. **Common infrastructure.** Any major regional-scale public infrastructure project such as regional drainage or major reconstruction of city streets that provides city-wide benefits. Funding for such projects could be from bond funding or currently authorized capital improvement program funds given the larger scale and city-wide impact of such projects.
- b. **Project specific improvements (includes enhancements, beautification, and landscaping).** Offering project-specific or more traditional incentives to a specific development project including funding of public infrastructure benefitting specific properties or blocks, specifically along Colleyville Boulevard.

This could include reimbursements to developers or property owners through the TIRZ, City’s Facade Improvement Grant Program, or “Chapter 380” Economic Development Agreements for public improvements.

Public funding dollars are limited, and therefore need to be targeted to where they can provide the greatest benefits. The following types of investments are appropriate uses of public funding.

- **Economic benefit to the citizens of Colleyville.**
First and foremost, public dollars should help catalyze revenue enhancement for a sustainable Colleyville.
- **Maintenance/improvements to city infrastructure.**
City infrastructure should be maintained at a superior level, and where large expenditures are required, these funds should target those upgrades.
- **Elements that improve quality of life.** Actions that make Colleyville an attractive place to live, and that attract others to the city, should be prioritized.
- **Elements that facilitate investment in Colleyville.**
Colleyville should be viewed as an attractive place to invest in, and actions that reinforce that notion should be prioritized. In particular, code changes that facilitate creative reinvestment in the heart of Colleyville should be heavily prioritized.
- **Actions that leverage other funding resources.**
Expenditures that help bring other external funding resources to the table, such as grants or private investment, should be actively pursued.

- **Actions that use and leverage existing City resources or City-owned lands.** These actions take under-utilized City resources and re-use them for better economic return on investment.

4. Establish Prioritization

There are many recommendations and actions to address a variety of needs in the city included in *Destination Colleyville*. While all are important, some actions may be more immediate in nature and require faster implementation, while others can be accomplished over a longer period of time, or wait until funding sources have been developed or a private development partner has been identified.

A Strategy for Prioritization

Prioritization of actions recommended by *Destination Colleyville* should be based on three key criteria noted throughout the comprehensive plan:

1. **Helps address or improve one or more of the six key plan principles of *Destination Colleyville*.** The six plan principles represent long-standing desires of Colleyville residents, going back to the 1998 Comprehensive Plan. They focus on preserving neighborhoods, enhancing the economic strength of the city, improving connectivity throughout the city, enhancing the City’s brand, improving the economic spine of the city, and improving amenities and services that are provided by the City. Actions that address more than one of the six plan principles should rank higher given the multiple benefits from the initiative, emphasizing that these principles illustrate the overriding direction of the city for the next decade.

2. Targeted- and action-specific community input.

While *Destination Colleyville* had an extensive amount of community input, specific actions may impact or benefit a more targeted area of the city or a more specific population, and therefore should involve more detailed input. This additional input should not overwhelm prior community direction that resulted in the six plan principles above, but rather complement and enhance that prior input.

3. Funding, need, and scheduling issues.

All actions and goals should be evaluated for their 1) ability to be funded, 2) their level of need (i.e., as a result of an unusual event such as a natural disaster or a one-time partnering opportunity), and 3) timing issues. These three criteria can greatly contribute to the success of an action implemented by the City, and therefore are included as prioritization considerations.

- **Funding.** Some actions can be implemented at no or very little cost (for example revisions to zoning regulations can be implemented at low costs relative to return on investment). Others may require significant funding, and as such, a funding source or partnership needs to be identified.
- **Level of Need.** Unforeseen actions, opportunities, or needs will arise and the prioritization methodology should be able to account for and process those actions.
- **Timing.** Some actions may be needed so as to be able to implement or address others. The level of need may also impact timing.

It is important to recognize that a comprehensive plan is not a Capital Improvement Plan. Further detailed design or engineering is required to develop a specific project list and cost projections that go with each of those detailed actions. Rather, the comprehensive plan assigns a level of priority to actions in order to help guide the City Council and Colleyville's management and staff in the implementation of the actions of the plan.

Confirm Implementation Priorities, Responsibilities, and Time Frames.

Implementation priorities, responsibilities, and time frames are to be initiated by various departments within the City. On the following pages, actions from Chapters 4 through 9 are listed and prioritized as an immediate, short-term, medium-term, or long-term action (see Table 10.3, *Implementation Priorities, Responsibilities, and Time Frames*, starting on the next page).

PUBLIC AND PRIVATE SECTOR INVESTMENTS

While much of the built environment is developed by the private sector, the City has a dual influence on the quality of the resulting built environment. Through zoning and development regulations, the City sets minimum standards of development (e.g., setbacks, building materials, landscaping, signage, etc.) which the private sector must adhere to when designing and constructing projects. Within the public rights-of-way, the City (or other public agency such as TxDOT or other state agency) can directly determine whether new projects contribute to the overall quality of development in Colleyville, or detract from it.



Table 10.3. Implementation Priorities, Responsibilities, and Time Frames

Action No.	Recommended Action	Potential Time frame
Economic Sustainability		
Action 4.1	Continue to utilize creative funding mechanisms (e.g., grants, public improvement or municipal development districts, etc.) to encourage desirable economic growth in targeted areas of commercial redevelopment.	Short-term, Ongoing
Action 4.2	Facilitate infrastructure improvements and amenities that support placemaking	Short-term to Mid-term
Action 4.3	Continue to pursue new commercial development in the Colleyville Boulevard Corridor and other appropriate locations.	Ongoing, Short-term
Action 4.4	Continue to identify the types of prospective businesses (retailers, restaurants, and office uses) that will complement Colleyville's market context.	Ongoing
Action 4.5	Continue to pursue and strategically develop high quality lodging-related uses within the city.	Short-term to Mid-term
Action 4.6	Establish partnerships to create a business incubator or accelerator to support start-ups and local businesses within the city.	Mid-term
Action 4.7	Continue to support the business counseling program offered in association with SCORE.	Ongoing

Time Frames

Immediate (within 1 to 2 years)

Short-Term (within 5 years)

Mid-Term (within 5 to 10 years)

Long-term (may be initiated sooner but will not be completed in under 10 years)

Ongoing - No specific time frame

Table 10.3. Implementation Priorities, Responsibilities, and Time Frames (cont'd)

Action No.	Recommended Action	Potential Time frame
Transportation		
Action 5.1	Consider access management strategies along city streets.	Short-term to Mid-term
Action 5.2	Continue to design and implement improvements at key intersections designated on the Master Thoroughfare Plan.	Short-term to Mid-term
Action 5.3	Improve roadway connectivity within and between residential subdivisions where appropriate.	Mid-term to Long-term, where feasible
Action 5.4	Improve vehicular and pedestrian connectivity within and between commercial developments for all new development and redevelopment.	Short-term to Long-term, where feasible
Action 5.5	Coordinate with neighborhood representatives to improve walking and bicycling opportunities within neighborhoods and between neighborhoods.	Short-term to Mid-term, where feasible
Action 5.6	Promote and encourage walking and bicycling as a reasonable choice to access schools, parks, key commercial areas, and other areas of interest.	Short-term to Long-term, where feasible
Action 5.7	Update the City's trail plan.	Short-term to Mid-term
Action 5.8	Integrate trail and sidewalk improvements as part of street improvement or redevelopment projects where appropriate.	Mid-term to Long-term
Action 5.9	Integrate trail and sidewalk improvements as part of the City's Capital Improvements Program (CIP) with a direct tie to the City's trail plan.	Short-term
Action 5.10	Develop site-specific or context-sensitive solutions that preserve the character of streets as they are improved.	Short-term to Mid-term
Action 5.11	Encourage preservation of signature street elements as part of improvement projects.	Short-term to Mid-term
Action 5.12	Consider context-sensitive solutions to constructing trails within the city.	Short-term to Mid-term

Table 10.3. Implementation Priorities, Responsibilities, and Time Frames (cont'd)

Action No.	Recommended Action	Potential Time frame
Housing & Neighborhoods		
Action 6.1	Consider overlays for established neighborhoods.	Short-term
Action 6.2	Provide mechanisms for context-sensitive residential redevelopment.	Short-term to Mid-term
Action 6.3	Continue to focus on neighborhood park and recreation improvements to positively contribute to neighborhood vitality.	Short-term to Mid-term
Action 6.4	Improve neighborhood connectivity to the Colleyville Boulevard Corridor and key destinations.	Short-term to Mid-term, where feasible
Action 6.5	Encourage new neighborhood design that creates defined centers, edges, common spaces, and entries.	Short-term
Action 6.6	Require new neighborhoods to be connected where appropriate.	Short-term to Long-term
Action 6.7	Encourage the construction of local gateways and signs that promote unique neighborhood identity that is tied to Colleyville's heritage and/or a "country feel."	Short-term to Mid-term
City Services & Facilities		
Action 7.1	Update the long-range plan for the Colleyville Public Library.	Short-term to Mid-term
Action 7.2	Update the Parks, Recreation, and Open Space Master Plan as needed.	Short-term to Mid-term
Action 7.3	Evaluate options to upgrade the Colleyville Senior Center to continue to serve senior residents of the City.	Short-term to Mid-term
Action 7.4	Evaluate options to improve the Colleyville Center so that it can continue to meet citizen needs as well as attract additional usage and visitation.	Short-term to Mid-term
Action 7.5	Continue to ensure Police, EMS, and Fire Department equipment and facilities continue to meet the current and future public safety needs of the Colleyville community.	Ongoing
Action 7.6	Continue to ensure that firefighter, EMS personnel, and police officer training is adequate to respond to emergency situations.	Ongoing
Action 7.7	Continue to ensure that Fire, Police, and EMS Departments staffing needs are maintained adequately to address changes in growth and current levels of service.	Ongoing
Action 7.8	Maintain a proactive approach to the use of technology to improve public safety in Colleyville.	Ongoing

Table 10.3. Implementation Priorities, Responsibilities, and Time Frames (cont'd)

Action No.	Recommended Action	Potential Time frame
City Services & Facilities (cont'd)		
Action 7.9	Annually budget the necessary funds to design and construct the identified projects set out in the established Capital Improvements Plan.	On-going
Action 7.10	Evaluate options to improve the Public Works facility.	Short-term
Action 7.11	Periodically update the Water/Wastewater Master Plan.	Mid-term
Action 7.12	Update the Master Drainage Plan to continue to ensure the city is adequately protected.	Short-term
Action 7.13	Explore low impact development (LID) solutions for both commercial, residential, and infrastructure projects.	Short-term to Mid-term
Action 7.14	Promote green building and energy efficiency as part of public and private development.	Short-term to Mid-term
Action 7.15	Consider establishing an Urban Forestry Program to preserve and enhance the urban tree canopy in the city.	Short-term to Mid-term
Character & Placemaking		
Action 9.1	Establish rural character standards along streets, in the public realm, where appropriate, such as John McCain Road, Bransford Road, Jackson Road, and Cheek-Sparger Road.	Short-term
Action 9.2	Ensure that new development preserves the rural character in design efforts where appropriate.	Short-term
Action 9.3	Ensure that street and trail/sidewalk improvements are undertaken with consideration of the rural character context (see Chapter 5 for additional detail).	Short-term to Mid-term
Action 9.4	Continue to examine site design criteria, as it relates to buffers between residential and non-residential uses, and amend the Land Development Code as appropriate.	Short-term
Action 9.5	Evaluate non-residential product types and scales in areas to create appropriate transitions while preserving established neighborhoods.	Short-term
Action 9.6	Implement a program for sidewalk/trail infill projects between the Colleyville Boulevard Corridor and adjoining neighborhoods through the City's Capital Improvements Program (CIP).	Immediate

Table 10.3. Implementation Priorities, Responsibilities, and Time Frames (cont'd)

Action No.	Recommended Action	Potential Time frame
Character & Placemaking		
Action 9.7	Establish overarching design principles and guidelines for the entire Corridor.	Immediate to Short-term
Action 9.8	Establish specific design principles and guidelines for the Northern Gateway, based on the market opportunities and physical context.	Immediate to Short-term
Action 9.9	Establish specific design principles and guidelines for the Upper Colleyville Boulevard Corridor based on existing context and long-term redevelopment opportunities.	Immediate to Short-term
Action 9.10	Establish specific design principles and guidelines for the Central Colleyville Boulevard Corridor to transform it into a true walkable, mixed commercial center for the city.	Immediate to Short-term
Action 9.11	Establish specific design principles and guidelines for the Southern Gateway based on market and long-term redevelopment opportunities.	Immediate to Short-term
Action 9.12	Evaluate an increase in funding and grants for the Façade Improvement Program for properties within the Colleyville Boulevard Corridor, but also consider making the program for landscaping and other improvements that could help achieve the vision for the Colleyville Boulevard Corridor.	Short-term
Action 9.13	Complete the northern and southern gateway features, either in conjunction with Colleyville Boulevard street improvements or with private development.	Immediate to Short-term
Action 9.14	Focus on attracting sales-tax generating uses at intersections and professional or medical office uses at mid-block locations.	Ongoing
Action 9.15	Encourage the coordination of commercial signage, landscaping, and building design to create a cohesive design aesthetic for the Precinct Line Corridor.	Short-term

5. Continue to Seek Partnerships

Interdepartmental and interagency collaboration are critical components to strengthening implementation efforts. Federal-aid funding opportunities often require cooperation among local and regional agencies. By partnering with other agencies and organizations, funding resources can be utilized more efficiently and efforts will carry farther.

Moreover, the City needs to create strong partnerships with private entities such as the development community, employers, non-profit organizations,

and others that can help achieve the goals and recommendations of this plan. This will help create buy-in among the various affected entities and strengthen implementation efforts.

Many recommendations in this plan require partnerships and collaboration with other City departments, public agencies, and organizations in and around Colleyville and the DFW Metroplex (see Table 10.4, *Potential Partners*, below).

Table 10.4. Potential Partners

Public Departments & Agencies	Potential Role or Function
City of Colleyville	One of the primary groups that will take an active role in the implementation of the <i>Destination Colleyville</i> is the City's staff itself, including, but not limited to Community Development, Economic Development, Fire and Police, Library and Recreation, Parks, and Public Works departments. Each will promote implementation through capital improvement requests and annual budget requests, and the initiation and preparation of new policies, programs, regulations, and other operational changes.
Grapevine - Colleyville Independent School District (GCISD)	The GCISD can be an important partner, particularly as it relates to access to recreational resources and improved connectivity from neighborhoods to schools.
Texas Department of Transportation (TxDOT)	TxDOT is a potential partner on a number of implementation actions primarily for improvements to Colleyville Boulevard.
Tarrant County	Potential partner regarding health initiatives and regional transportation initiatives.
Colleyville Chamber of Commerce	Assistance in business retention and recruitment.
North Central Texas Council of Governments (NCTCOG)	Partner to facilitate/coordinate transportation funding initiatives that benefit Colleyville. NCTCOG may also help fund other non-motorized initiatives such as trails.
Surrounding Cities	Partnerships to promote employment, higher education initiatives, connectivity of trails, and collaborative transportation coordination.

6. Monitoring Progress

Destination Colleyville is a living document and should be updated periodically to assess progress, identify new opportunities, and reevaluate goals and priorities. Plans are evaluated to obtain information that can guide future decisions. *Destination Colleyville* identifies benchmarks for each plan element to measure implementation. Data should be collected, reported, and analyzed frequently to evaluate ongoing progress and the appropriateness and effectiveness of certain actions.

The City should use the benchmarks identified in Chapter 3, *Plan Framework*, to evaluate progress towards implementation. Additionally, a 10-year update allows the City to evaluate the goals and vision for the future of Colleyville, which may result in adjusting goals, policies, and actions.

7. Next Steps

Colleyville is truly a special place to live. As noted many times in this plan, the city has a unique feeling to it. That feeling is created by the quality of the city's neighborhoods and the sense that one lives in a beautiful country setting even though the advantages and destinations of a major metropolitan area are very close by. That special feeling is further enhanced by the availability of retail and entertainment options, as well as first-class parks, libraries, and amenities such as the Colleyville Center.

This plan's goal is to preserve and enhance those qualities that make Colleyville great, and to guide the City in strengthening those features as it evolves over the next two decades. It is also important to remember that the vision in this plan is for the entire Colleyville community, not any one particular geographic area, age group, or area of interest. It is a collective vision, one that benefits everyone.

It is an ambitious plan, but one that is achievable. It can help guide the growth of Colleyville as it matures, so that the city continues to be known as the community of choice in the area.

Making the Vision Reality

Any plan, such as *Destination Colleyville*, is only a start. In reality, this plan is an action plan that lays out the key steps to help guide the City. Those actions require the following commitments to help make them become reality.

- **Working together.** The steps to bring the plan's vision to fruition involve the entire Colleyville community. Achieving the plan's vision will involve partnerships and coming together. It may require coming up with solutions that involve some give and take, but that ultimately result in a win for everyone in the city.
- **Commitment to the plan.** Realizing the vision will require sticking to the priorities established in the plan.
- **A continued commitment to quality.** Everything that has been done by the City has always had an eye on quality, with City Hall and the Library being prime examples. Moving forward, that commitment to emphasizing quality over quantity should always be maintained.
- **Resources.** Many steps or actions of this plan may also require resources, and decisions will need to be made on what to commit, and when. Whenever they are allocated, adequate resources should be committed so that a high level of quality is provided. In some cases, greater resources committed, sooner rather than later, may yield much better benefits and results in the long run.
- **A commitment to the principles and goals of the plan.** The plan principles and goals of the plan established in Chapter 3, *Plan Framework* should represent the basis for decision-making in the city. Whatever else changes, those goals represent the wishes of the Colleyville community and direction for the future.

- **Be willing to be bold.** There are occasions when boldness is required. Colleyville’s leaders must be willing to acknowledge those times and push forward, recognizing that boldness today may yield great benefits and future savings for the city. However, that boldness should always be balanced with careful consideration of the impact of the actions that are undertaken on behalf of the Colleyville community.

Destination Colleyville is more than just a plan. It is the City’s dream for a bright future for everyone that lives in Colleyville today, and for those who will choose to live in Colleyville someday.

APPENDIX A – COLLEYVILLE BOULEVARD CORRIDOR EXISTING CONTEXT ANALYSIS



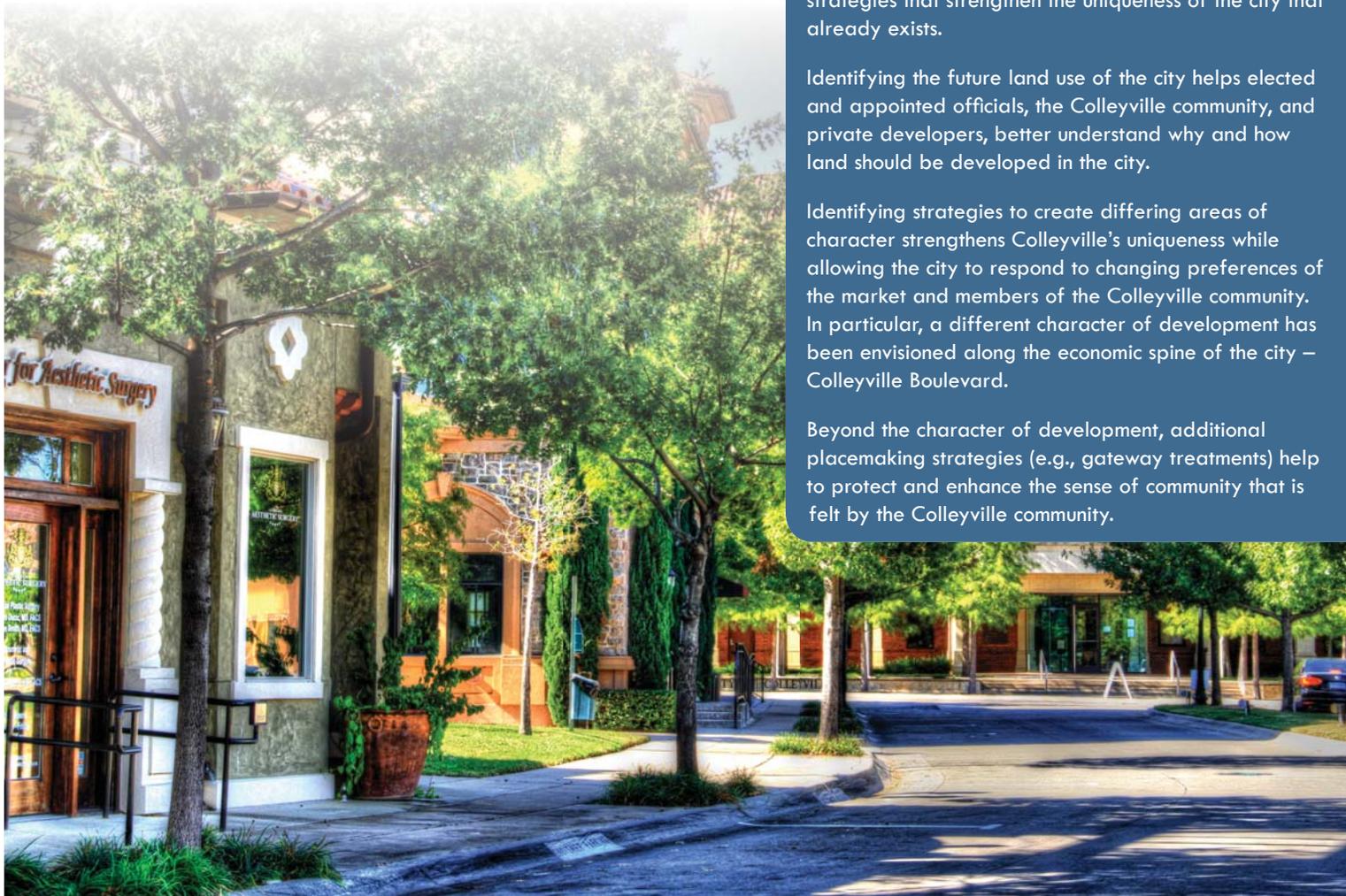
INTRODUCTION

The purpose of this chapter is to establish the necessary policy guidance to effectively plan for the future growth and redevelopment of the city, to develop differing areas of character, and to identify placemaking strategies that strengthen the uniqueness of the city that already exists.

Identifying the future land use of the city helps elected and appointed officials, the Colleyville community, and private developers, better understand why and how land should be developed in the city.

Identifying strategies to create differing areas of character strengthens Colleyville's uniqueness while allowing the city to respond to changing preferences of the market and members of the Colleyville community. In particular, a different character of development has been envisioned along the economic spine of the city – Colleyville Boulevard.

Beyond the character of development, additional placemaking strategies (e.g., gateway treatments) help to protect and enhance the sense of community that is felt by the Colleyville community.



Existing Development Context & Character

Along the length of Colleyville Boulevard within the city, the existing context (land uses and development character) is not uniform along its entire length. In fact, it can be characterized as four distinct zones or nodes starting from the north and proceeding south. They are:

- **Northern Gateway** (Bear Creek to Tennon Parkway)
- **Upper Sector** (Tennon Parkway to Hall-Johnson Road)
- **Central Sector** (Hall-Johnson Road to Brown Trail)
- **Southern Gateway** (Brown Trail to Cheek-Sparger Road/Mid-Cities Boulevard)

The development context through Colleyville is a mix of older auto service, industrial development mixed in with newer office, professional services, and retail buildings towards the northern section of the corridor. The central section has the highest concentration of newer retail developments, many of which have been built or significantly redeveloped over the past 15 years. The lower or southernmost portion of the corridor also has smaller and aging auto-service and strip retail buildings. Generally, there are very few vacant or undeveloped properties, but a large agglomeration of vacant properties is located in the northern section of the corridor (see Map 11.1, *Regional Context for the Colleyville Boulevard District* and Map 11.2, *Colleyville Boulevard District and Sectors*).

The Boulevard is currently exceedingly auto-oriented, with buildings set back from the roadway and parking always located in front of the building between the roadway and the building. Most of the corridor also lacks sidewalks and safe places to walk. Shoulders, if any, are very narrow with swales immediately adjacent

to them. Most of the Boulevard also has overhead utility lines and poles that add to the visual clutter.

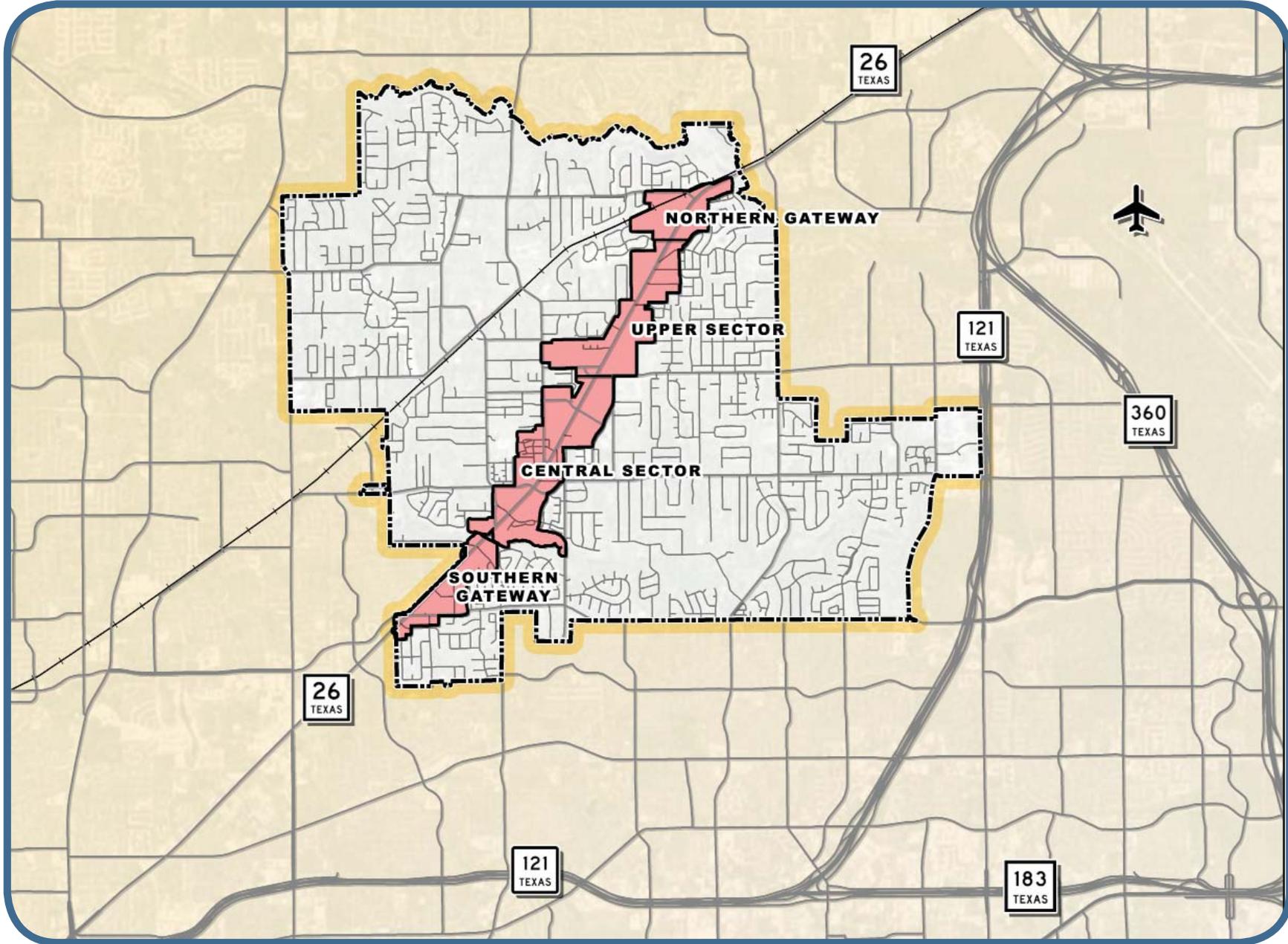
Although it is clear when traveling down Colleyville Boulevard that it is a center for activity and commerce, there are no clear signs that the Boulevard is Colleyville's main destination. There is a patchwork of architectural styles and materials, some properties lacking landscaping while others provide abundant and tasteful landscaping. There are no distinguishing features that indicate when one has entered or left the city other than two Colleyville monument signs. The following section provides more detailed discussion about the existing land use context and development character in the different sections of the corridor.

NORTHERN GATEWAY

Big Bear Creek forms the boundary between Colleyville and the cities of Southlake and Grapevine to the north (see Map 11.3, *Northern Gateway*, and Figure 11.1, *Northern Gateway Existing Character*). The entrance into the city is announced by the bridge crossing over the creek into the city with significant floodplain adjacent to the roadway. A relatively new strip retail building and garden office buildings are located on the south side of the creek and on the eastern side of the Boulevard. This area is also the location of the largest contiguous undeveloped property in the city. The intersection of John McCain Road and Colleyville Boulevard is signalized and John McCain Road provides the main access to the neighborhoods in the northern sector of the city. Some of the challenges of development in this area are:

- Floodplain issues.
- Cottonbelt Rail crossing close to the John McCain Road/Colleyville Boulevard intersection.

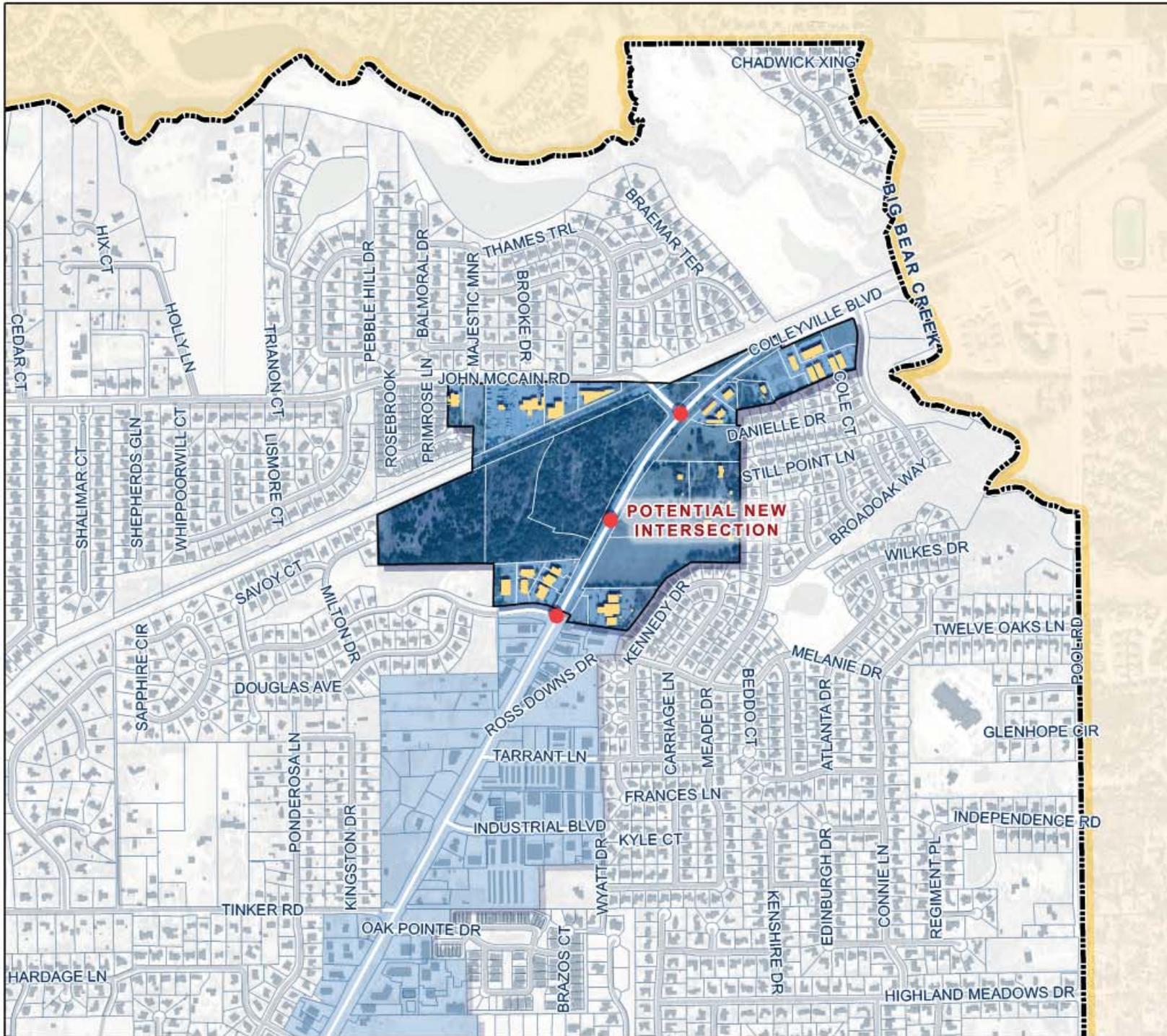
Map 11.1, Regional Context for the Colleyville Boulevard District



- Existing industrial uses (RV sales, auto parts warehouse, etc.) along the northern edge of the rail line along John McCain Road detract from the visual quality of this area.
- Vacant property west of Colleyville Boulevard and south of the rail line is approximately 36 acres in size, heavily wooded with a creek that runs north-south, and has an odd geometry because it is over 1,700 feet deep. Without coordination between the front and back parcels of this area, this lot depth and the creek crossing may pose challenges to attract retail development on the back half of the site due to visibility, access, and costs.
- Vacant/undeveloped properties on the east side of Colleyville Boulevard just south of the Bear Creek Spirits and Wine building have three different property owners and, if consolidated, total approximately 23 acres. With over 900 feet of lot depth, this location has a high potential for a mix of retail, restaurant, and supporting commercial uses.
- Adjacency to the existing neighborhoods should be considered carefully during planning and development of these properties.
- A total of approximately 59 acres is available to create a new development node with a mix of commercial uses and establish an important gateway into the city.

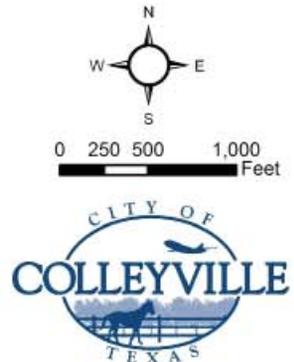
Figure 11.1. Northern Gateway Existing Character





LEGEND

- COLLEYVILLE BLVD. DISTRICT
- NORTHERN GATEWAY SUB-AREA
- BORDERING DISTRICT
- CITY FACILITIES
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



UPPER SECTOR

See Map 11.4, *Upper Sector*, and Figure 11.2, *Upper Sector Existing Character*.

■ Western Edge.

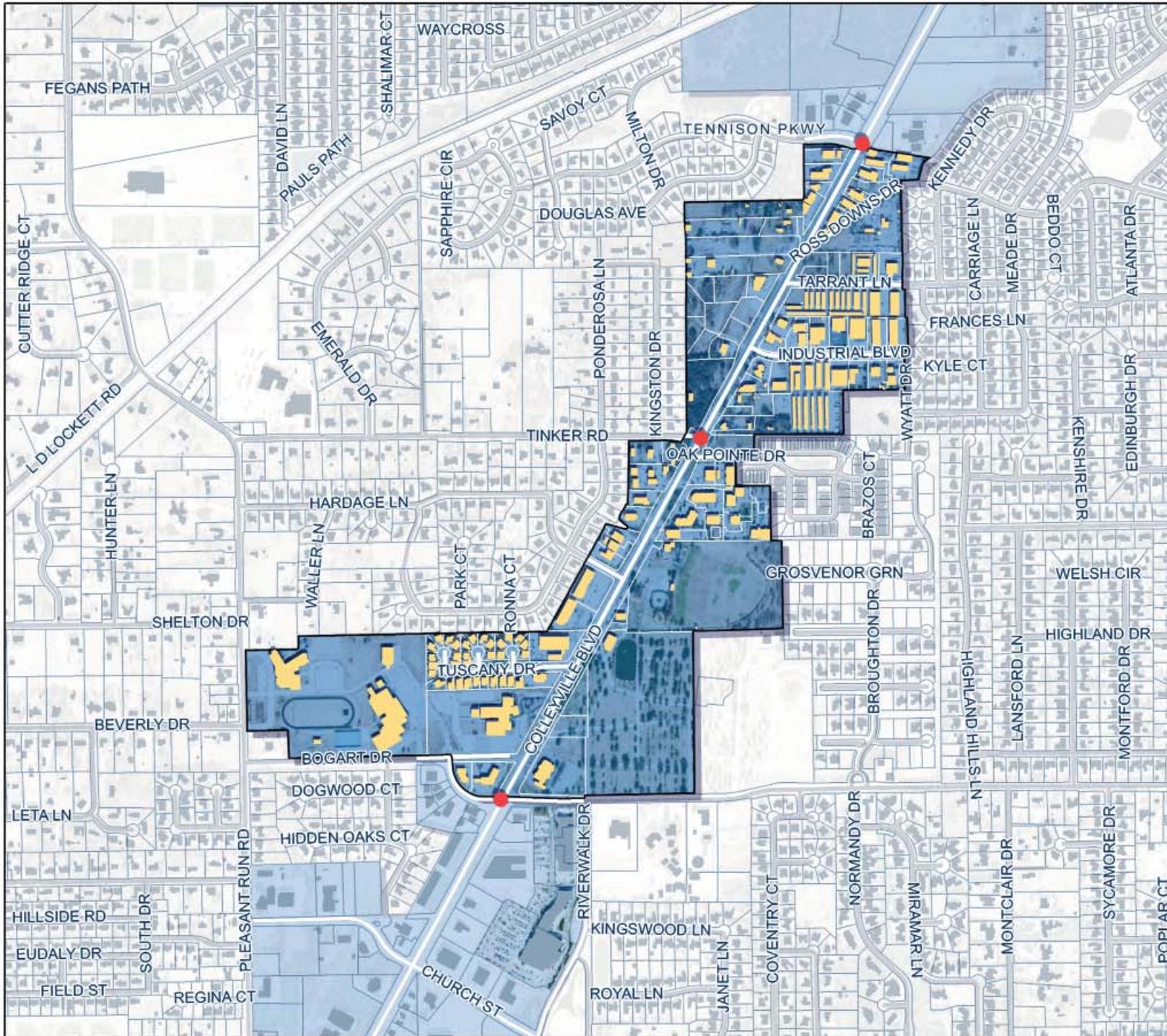
- » This zone is characterized by very shallow commercial lot depths that were developed more recently into smaller garden office developments. These are interspersed with older auto-service uses and some vacant/under-utilized properties that are oddly triangular in shape.
- » Newer strip retail and garden offices developed closer to Hall-Johnson Road intersection.
- » Grapevine-Colleyville Independent School District (GCISD) campus and a small-scale retail anchor at the intersection with Hall-Johnson Road.

■ Eastern Edge.

- » Older, metal buildings, industrial, storage, and warehouse uses with abutting neighborhoods. Some of the buildings/uses may transition as rents rise along the corridor, but some of the warehouse and storage uses will likely remain.
- » Newer retail and garden office development (Colleyville Square) with mixed residential development behind it at Kingston Drive.
- » Golf driving range and Bluebonnet Hills cemetery between Colleyville Square and the Hall-Johnson Road intersection. As the market matures with higher rents, the golf driving range and the older auto-service use immediately adjacent to it could have potential opportunities for higher and better uses.
- » Most new development is comprised of one-story brick masonry buildings with the exception of the small retail development at the northwest corner of Hall-Johnson Road and the Boulevard (which is two-story).

Figure 11.2. Upper Sector Existing Character





LEGEND

COLLEYVILLE BLVD. DISTRICT

- UPPER SUB-AREA
- BORDERING DISTRICTS
- CITY FACILITIES
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



CENTRAL SECTOR

This area is geographically the middle portion of the corridor in Colleyville and is also the location of the highest intensity of commercial retail within the city (see Map 11.5, *Central Sector*). As such, the focus on this area is to create a “downtown” for a suburban city that has no established or historic city center. Although several existing developments are auto-oriented, there is an opportunity to create a more walkable context that better connects the neighborhoods to the corridor in the long-term, especially considering some of the existing multi-story, walkable developments in the area.

The Village at Colleyville was planned as a mixed use development and town center. Given the scale and intensity of commercial uses, and a lack of direct visibility on the Boulevard of some of the key commercial developments, this section of the Boulevard could benefit from a coordinated wayfinding signage system directing drivers to various developments.

This section of the Boulevard can be further delineated into four sub-areas. They are:

Hall-Johnson Road to Church Street

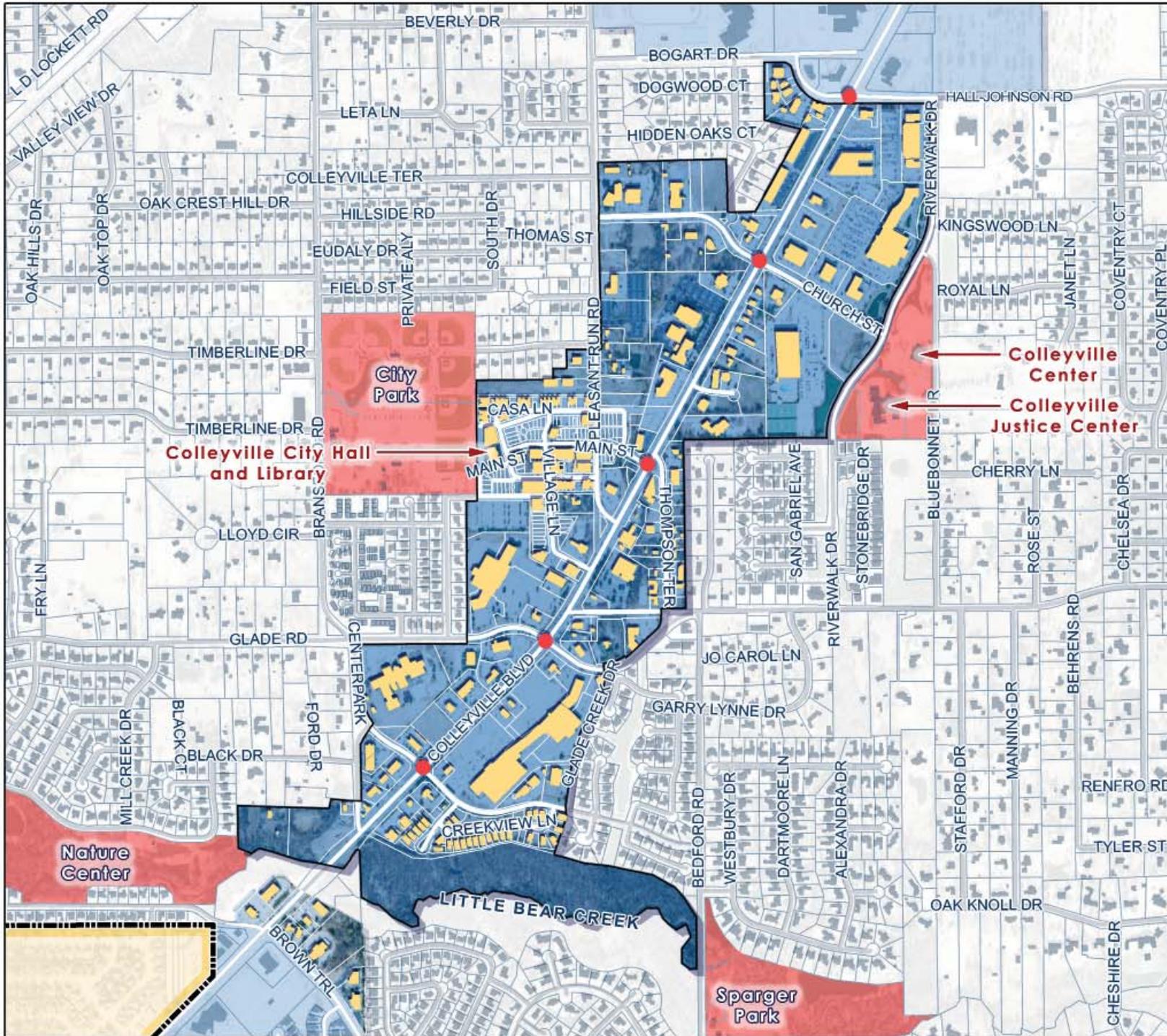
- **Eastern Edge.** A major specialty grocery (Market Street) anchored retail center with one of the city’s major entertainment use – Studio Movie Grill – is located at the southeast corner of Hall-Johnson Road. The Colleyville Boulevard frontage has several pad sites with restaurants and banks. This development is comprised of commercial retail space and transitions to the east to Colleyville Center – a city event facility next to the Municipal Court complex. Some of the major destinations such as Market Street, Studio Movie Grill, and the Colleyville Center all suffer from limited visibility

from Colleyville Boulevard and could benefit from a targeted wayfinding signage system.

- **Western Edge.** The southwest corner of Hall-Johnson Road and Colleyville Boulevard has some professional/garden office buildings with medical and dental offices. There may be some opportunities for more active retail uses at the hard corner to take advantage of the visibility and access from both Hall-Johnson Road and Colleyville Boulevard based on market potential. Just south of that there are two retail strip buildings built in the mid-1980s on lots with very shallow depths (approximately 180 feet) with an abutting residential neighborhood. Tenants are a mix of small retail, chain fast-food, and neighborhood services.

Church Street to Main Street

- **Eastern Edge.** At the southeast corner of the intersection of Church Street and Colleyville Boulevard is a newer bank building with several older, smaller commercial buildings (auto service, offices, a restaurant) and the City’s Fire department building (built more recently in 2008) with direct frontage on Colleyville Boulevard. Behind this block is a major fitness facility (Lifetime Fitness) that has access from Church Street. There is potential for some of the older buildings with direct frontage on the Boulevard to be redeveloped over time; however, shallow lot depths will be a challenge unless properties are planned in coordination.
- **Western Edge.** Starting at the southwest corner of Church Street and Colleyville Boulevard is the recently built Baylor Medical Office building and, immediately south of it, the church campus of First Baptist Church of Colleyville. The two new “Front



LEGEND

- COLLEYVILLE BLVD. DISTRICT
- CENTRAL SUB-AREA
- BORDERING DISTRICTS
- CITY FACILITIES / DESTINATIONS
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



0 250 500 1,000 Feet



Door” buildings (a mixed use and a retail building), which have provided a much needed address for the Village at Colleyville, are located just south of the church. This “Front Door” development creates much needed visibility into the Village from Colleyville Boulevard and changes the character along the corridor with its Mediterranean style architecture and scale of three stories. However, there is one older strip commercial building just north of Main Street, but its facade has been renovated to fit better with the Village context. Main Street is the major access point from the Boulevard into the Village development and terminates in the City Hall/Library building.

- Village at Colleyville.** The Village is a walkable mixed use development designed and built in the early 2000s to resemble a true Mediterranean village center. Development character reflects the principles of walkable mixed use with short blocks, on-street parking, building at or close to the street with parking behind, ground floor storefront design, and pedestrian scale of buildings. The Village has some small urban passages, but there is no major public gathering space for public events that is typical of many downtowns. Future development should consider the provision of such a public open space as a priority for community events as well as to add value and additional character to the Village itself (see Figure 11.3, *Village at Colleyville*).

Figure 11.3. Village at Colleyville



Main Street to Glade Road

- Eastern Edge.** This is a triangular block created by Colleyville Boulevard, Glade Road to the south, and Thompson Terrace to the east. Some buildings on this block are being redeveloped with destination boutique restaurants (Citrus Bistro and Next Wood Fired Bistro). The remainder of the block has some older retail-service and office use buildings that could potentially be redeveloped to create a draw by concentrating an additional boutique restaurant that takes advantage of the current momentum. This block backs up to older residential buildings on Thompson Terrace that could be redeveloped to create a better transition (with professional offices) between the commercial on Colleyville Boulevard and the abutting neighborhoods (on Oak Timbers Court).

The block between Old Glade Road and Glade Road has a mix of older buildings (insurance office, restaurant, and auto-service uses) and a restaurant pad site slated for redevelopment. The middle of the block has some mature trees that could potentially provide for attractive outdoor café-style seating for restaurants.

- Western Edge.** The direct frontage on the Boulevard is a mix of an older renovated building (the Londoner Pub), a vacant lot with some existing residential buildings off of Pleasant Run Road, a newer retail-services building associated with the Village and a Walmart Neighborhood Market (including two pad sites with a bank and a pool supply store) at the northwest corner of Colleyville Boulevard and Glade Road.

Glade Road to Brown Trail

- Eastern Edge.** The block between Glade Road and Centerpark Drive is the location of Colleyville Downs, the city's newest retail node created by the redevelopment of the former Albertsons Grocery store site (see Figure 11.4, *Colleyville Downs at Whole Foods Market*). It is the home of Whole Foods Market which is the major anchor of this center. Starting with the announcement and opening of Whole Foods, the stage was set for the redevelopment of several of the pad sites within Colleyville Downs into higher-end restaurants and retailers. There is increased market momentum to elevate some of the under-performing sites along this section of the Boulevard. This momentum should be leveraged to the greatest benefit of the city to transform the central section of the Boulevard into a choice retail corridor destination for the city and the region.

Figure 11.4. Colleyville Downs at Whole Foods Market



The block between Centerpark Drive and Brown Trail is divided by Little Bear Creek. North of it is a mix of newer garden office buildings and a restaurant pad that was renovated to house a Bahama Bucks restaurant. South of Little Bear Creek are two auto-oriented sales and service uses and a dry cleaner. A gas station with fuel pumps and canopy is located at the northeast corner of Brown Trail and the Boulevard.

- **Western Edge.** The triangular block formed by Glade Road, Bransford Road, and Colleyville Boulevard is fairly deep with commercial lots fronting directly on the Boulevard and an elementary school immediately behind the commercial lots. A bank, retail strip building, various retail-service buildings, a vacant lot, and a drive-up chain fast-food restaurant are located with direct frontage on the Boulevard.

The block immediately south of Centerpark Drive, also bounded by Colleyville Boulevard, Bransford Road, and Centerpark Drive, is a smaller block with older, small neighborhood retail, auto-service uses and a gas station.

The block between Bransford Road and Mill Valley Drive (Brown Trail) is divided by Little Bear Creek and, immediately north of the creek, a vacant lot with cleared frontage on Colleyville Boulevard. South of the creek is a garden office building and a fast-food chain restaurant.

Little Bear Creek and the bridge improvements over it can be enhanced as an important placemaking element of Central Colleyville Boulevard, especially as a gateway into it (see Figure 11.5, *Central Sector Existing Character*).

Figure 11.5. Central Sector Existing Character



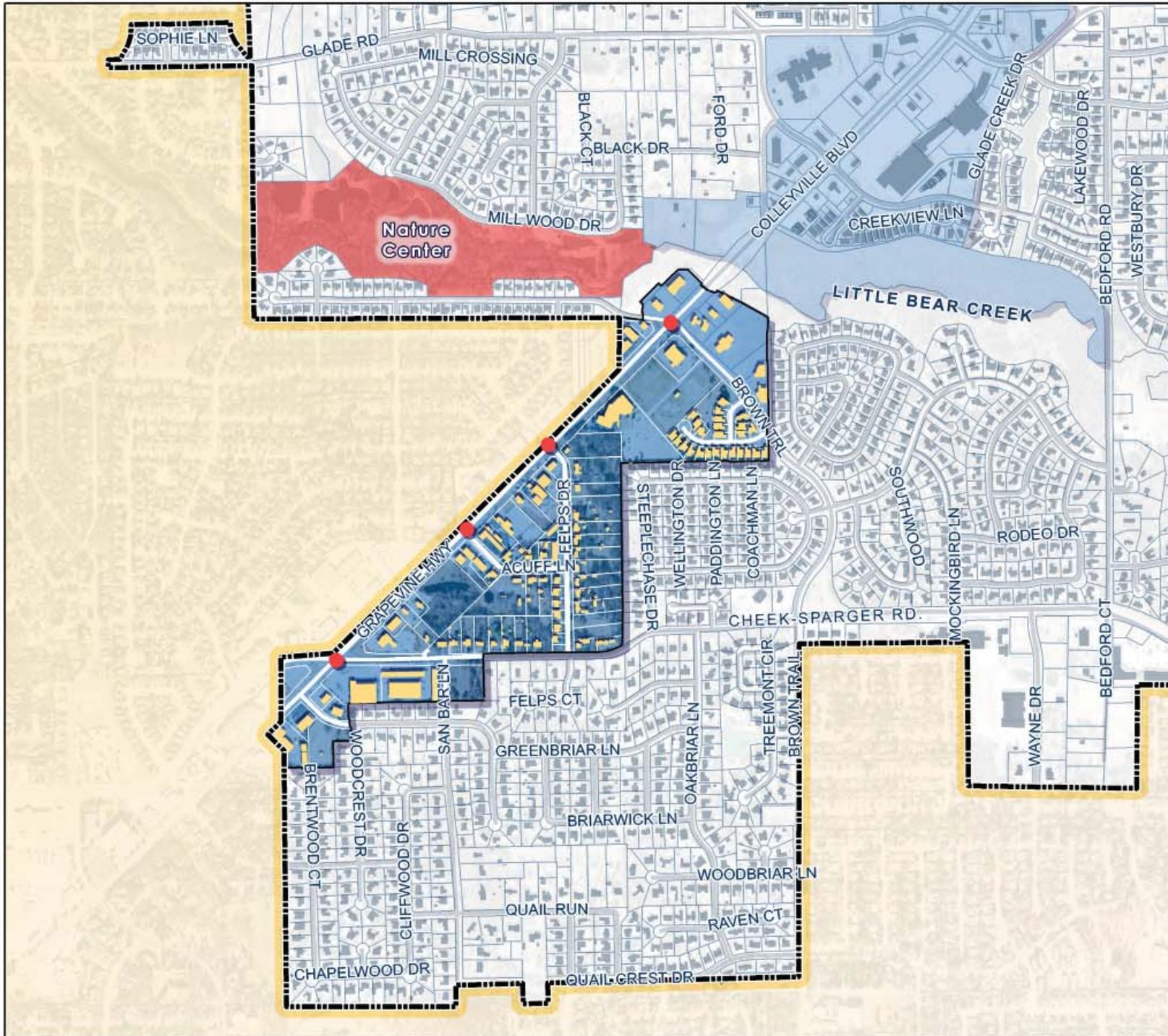
SOUTHERN GATEWAY

The southernmost section of the Boulevard is from Brown Trail to the city limit line just south of Cheek-Sparger Road (see Figure 11.6, *Southern Gateway Existing Character*, and Map 11.6, *Southern Gateway*). Only the eastern edge of this portion of the corridor is in the City of Colleyville and the western edge is in the City of Hurst. Almost all the existing development is in older buildings with several auto-service and sales uses. These blocks are also characterized by shallow lot depths, floodplain challenges, multiple-ownership, and adjacency to residential uses behind the commercial lots. Existing character does not distinguish it from the corridor in Hurst. The southeast corner of Colleyville Boulevard and Cheek-Sparger Road has a bargain retail anchor at the hard corner and a partially vacant strip retail building with frontage along Cheek-Sparger.

Figure 11.6. Southern Gateway Existing Character



Map 11.6, Southern Gateway



LEGEND

- COLLEYVILLE BLVD. DISTRICT
- SOUTHERN GATEWAY SUB-AREA
- BORDERING DISTRICT
- CITY FACILITIES / DESTINATIONS
- CITY LIMITS
- KEY INTERSECTIONS
- EXISTING BUILDINGS



0 250 500 1,000 Feet



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APPENDIX B – ASSESSMENT OF EXISTING ZONING

Overview of Current Zoning Regulations

Table 12.1, *Current Zoning Regulations* on pages 195-196 summarizes the predominant residential zoning districts and is followed by a summary of the major non-residential zoning districts in the city. In addition, this section also summarizes the design standards for large commercial buildings and Commercial Design Standards in the city.

Map 12.1, *Existing Zoning Map* on the following page illustrates the distribution of residential and non-residential zoning categories throughout the city.

Non-Residential Zoning Districts

CC-1 Village District. Several of the smaller mixed commercial developments along Colleyville Boulevard are zoned CC-1 Village District. The purpose of this zoning category is to allow for smaller-scale, clustered retail sales, service, and office uses without a major anchor store. This category is intended for mid-block locations without major street intersections. It allows for a range of professional and medical office, retail sales and service (alcohol sales by SUP), and restaurants (drive-thru service by SUP) by right.

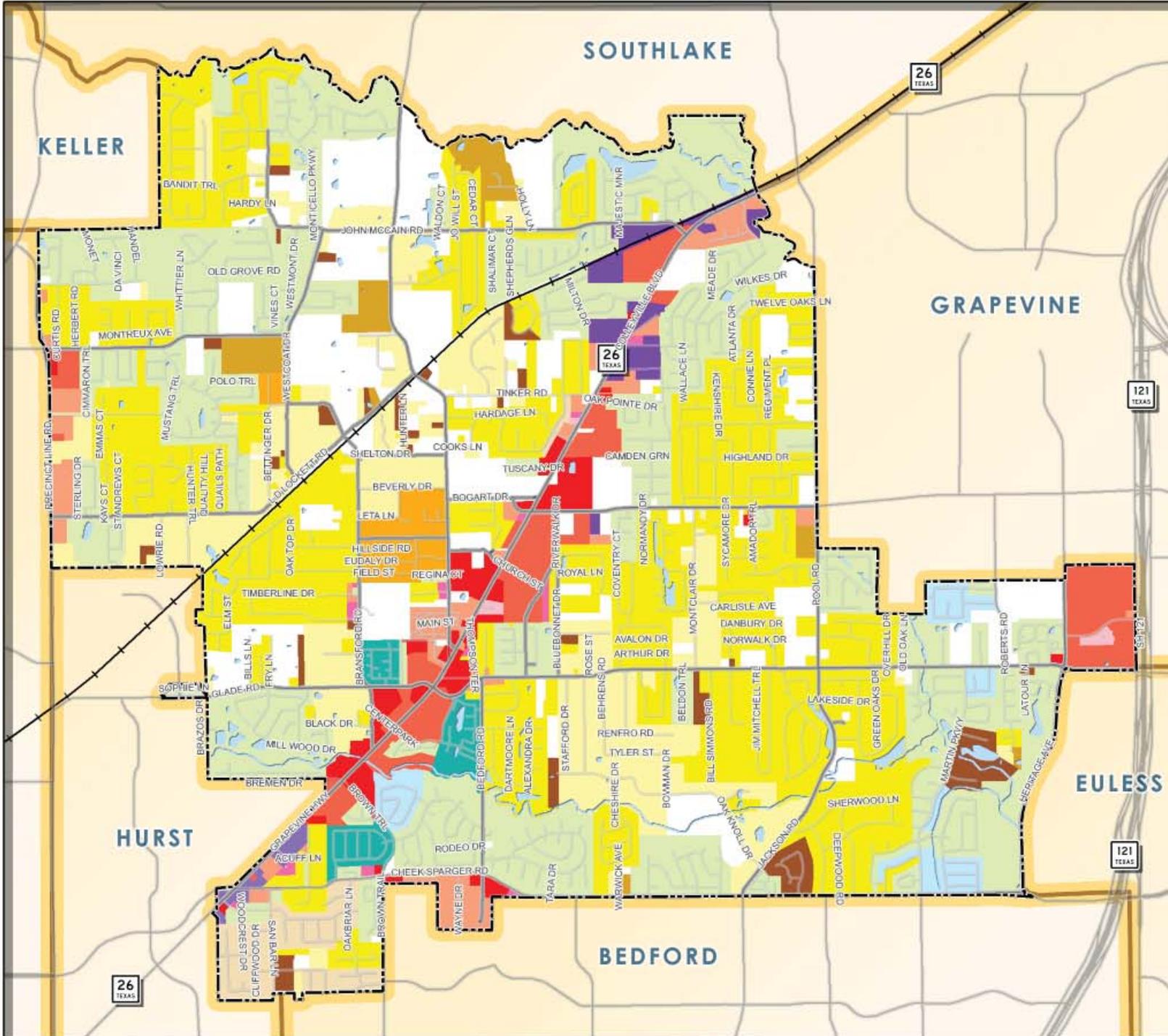
CC-2 Shopping Center District. Several larger retail and shopping center developments along Colleyville Boulevard are zoned CC-2 Shopping Center District. This zoning district is intended for larger properties and commercial developments with an anchor store and smaller in-line and pad sites also located at major intersections along the Boulevard. It allows for a range of professional and medical offices, retail sales and service (alcohol sales by SUP), and restaurants (drive-thru service by SUP) by right.

PUD-C Planned Unit Development – Commercial: This zoning district is intended to provide more flexibility with respect to development projects that may not meet the exact standards in any of the other zoning districts on the books due to unique site contexts or development vision and goals. This category allows for a mix of commercial uses including retail sales and service, office (professional and medical), institutional, industrial, and residential uses. Development standards are often tailored for specific projects and are approved through the ordinance approving the PUD-C zoning district. There are some major development projects along Colleyville Boulevard that are zoned PUD-C. One such project is the Village at Colleyville located within the Central Colleyville Boulevard zone. This PUD-C establishes two neighborhood types within the Village – Neighborhood Center (intended to be the core of the walkable commercial uses with some residential) and Neighborhood General (intended to be less commercial focused with higher percentage of residential uses). The development standards are tailored to achieve the vision for the Village including some public realm and street standards that are included in the PUD-C.

CPO Professional Office Commercial District. This zoning district is intended to provide for compatible transitions next to residential neighborhoods and provide for a range of small-scale, professional and medical offices. In actual practice, use of this zoning category is generally limited to some mid-block locations along Colleyville Boulevard. This district also allows other compatible uses such as art, dance, and photography studios.

ML Light Manufacturing District. Several properties in the Northern Gateway, Upper Colleyville Boulevard,

Map 12.1, Existing Zoning Map



LEGEND
EXISTING ZONING

- AG AGRICULTURAL
- CC-1 VILLAGE RETAIL
- CC-2 SHOPPING CENTER
- CC-3 HIGHWAY COMMERCIAL
- CM NEIGHBORHOOD COMMERCIAL
- CPO PROFESSIONAL OFFICE
- ML LIGHT MANUFACTURING
- PUD-C PLANNED UNIT DEV., COMMERCIAL
- PUD-R PLANNED UNIT DEV., RESIDENTIAL
- R-10 SINGLE FAMILY RES (10,000 SQ FT MIN)
- R-15 SINGLE FAMILY RES (15,000 SQ FT MIN)
- R-20 SINGLE FAMILY RES (20,000 SQ FT MIN)
- R-30 SINGLE FAMILY RES (30,000 SQ FT MIN)
- R-40 SINGLE FAMILY RES (40,000 SQ FT MIN)
- R-MF MULTI-FAMILY RESIDENTIAL
- RD TWO FAMILY RESIDENTIAL
- RE SINGLE FAMILY 'ESTATE' RESIDENTIAL

- CITY LIMITS
- MUNICIPAL BOUNDARIES
- MAJOR ROADS

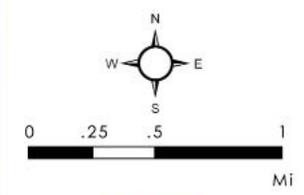


Table 12.1. Current Zoning Regulations

Zone	AG - Agricultural District	R40 – Single-Family Residential District	R30 – Single Family Residential District
Element Regulated			
Land Uses			
Residential			
Single-Family Detached	Permitted	Permitted	Permitted
Duplex, townhome, multi-family, etc.	Not Permitted	Not Permitted	Not Permitted
Accessory	Permitted (Carports w/ SUP); district specific standards apply	Permitted (Carports and servants quarters w/ SUP)	Permitted (Carports and servants quarters w/ SUP)
Agricultural	Permitted (roadside produce stands w/SUP)	Private horse stables permitted (roadside produce stands w/SUP)	Private horse stables permitted w/ SUP
Utility	Permitted w/ SUP	Permitted w/ SUP	Permitted w/ SUP
Public and Institutional	Parks, public schools, religious institutions, and government facilities permitted by right; all others by SUP	Parks, public schools, religious institutions, and government facilities permitted by right; all others by SUP	Parks, public schools, religious institutions, and government facilities permitted by right; all others by SUP
Office	Not Permitted	Not Permitted	Not Permitted
Retail & Service	Not Permitted	Not Permitted	Not Permitted
Recreational & Entertainment	Not Permitted (Commercial outdoor recreation w/ SUP)	Not Permitted	Not Permitted
Automotive & Transportation	Not Permitted (Airports and heliports w/ SUP)	Not Permitted (Airports and heliports w/ SUP)	Not Permitted (Airports and heliports w/ SUP)
Heavy Commercial, Industrial, Manufacturing	Not Permitted (Temporary concrete batch plants and oil & gas extraction w/ SUP)	Not Permitted (Temporary concrete batch plants and oil & gas extraction w/ SUP)	Not Permitted (Temporary concrete batch plants and oil & gas extraction w/ SUP)
Residential Density (max. DU/Ac)	0.3	1.25	1.5
Lot Size (min. sq.ft.)	130,680 (3 ac)	40,000	30,000
Height (max.)	2.5 stories (35' max.)	2.5 stories (35' max.)	2.5 stories (35' max.)
Lot Coverage (max.)	20%	20%	25%
Parking (min.)	2 per unit (excluding in-garage spaces)	2 per unit (excluding in-garage spaces)	2 per unit (excluding in-garage spaces)
Setbacks (min.)			
Front	40'	40'	35'
Side	25'	15'	10'
Rear	40'	25'	25'
Design Standards	None	None	None
Park Dedication	1 ac for every 25 dwelling units or fee-in-lieu	1 ac for every 25 dwelling units or fee-in-lieu	1 ac for every 25 dwelling units or fee-in-lieu

Table 12.1. Current Zoning Regulations (con't)

Zone R20 – Single Family Residential District		Residential Planned Unit Development (PUD-R)
Element Regulated		
Land Uses		
Residential		
Single-Family Detached	Permitted	Permitted if specified in the PUD ordinance
Duplex, townhome, multi-family, etc.	Not Permitted	Permitted if specified in the PUD ordinance
Accessory	Permitted (Carports and servants quarters w/ SUP)	Permitted if specified in the PUD ordinance
Agricultural	Private horse stables permitted w/ SUP	Permitted if specified in the PUD ordinance
Utility	Permitted w/ SUP	Permitted if specified in the PUD ordinance
Public and Institutional	Parks, public schools, religious institutions, and government facilities permitted by right; others by SUP	Permitted if specified in the PUD ordinance
Office	Not Permitted	Permitted if specified in the PUD ordinance
Retail & Service	Not Permitted	Permitted if specified in the PUD ordinance
Recreational & Entertainment	Not Permitted	Permitted if specified in the PUD ordinance
Automotive & Transportation	Not Permitted (Airports and heliports w/ SUP)	Permitted if specified in the PUD ordinance
Heavy Commercial, Industrial & Manufacturing	Not Permitted (Temporary concrete batch plants and oil & gas extraction w/ SUP)	Permitted if specified in the PUD ordinance
Residential Density (max. DU/Ac)	2.1	1.8 (greater densities may be allowed per the LDC, Chapter 3 Land Use, Section 3.23 PUD – Planned Unit Development, Item H. See footnote on next page*)
Lot Size (min. sq.ft.)	20,000	13,000 (16,000 avg. lot size)
Height (max.)	2.5 stories (35' max.)	3 stories (30' max.)
Lot Coverage (max.)	30%	50%
Parking (min.)	2 per unit (excluding in-garage spaces)	Per use category
Setbacks (min.)		(May be revised per PUD Ordinance)
Front	30'	30'
Side	10'	10'
Rear	25'	25'
Design Standards	None	Open space design standards
Open Space		Min. 20% of the gross project area
Park Dedication	1 ac for every 25 dwelling units or fee-in-lieu	1 ac for every 25 dwelling units or fee-in-lieu

and Southern Gateway areas are zoned ML Light Manufacturing. This zoning generally reflects older existing auto-service, storage, warehouse, and manufacturing uses along this corridor and close to the Cottonbelt Rail line. In addition to storage, warehousing, and manufacturing uses, auto-service uses and uses with outdoor storage needs are permitted in this zone. General retail sales, service, and office uses are not permitted in this zone.

Overview of Current Design Standards

There are two different sections of the City's Land Development Code that establish design standards for non-residential (commercial and institutional) development within the city. The first section is Chapter 3.25.1 Large Commercial Buildings and the second is Chapter 6 Commercial Design Standards.

Large Commercial Buildings. Section 3.25.1 mostly applies to new or expanded commercial buildings over 40,000 square feet in size within the ML Light Manufacturing District and new/revised PUD-C districts (all PUD-C except O-99-1141 for Village at Colleyville). All other buildings design standards default to Chapter 6 Commercial Design Standards.

* Density Bonus (per current Colleyville Land Development Code) – “A proposal for a PUD-R or a PUD-C containing a residential density exceeding 1.8 dwelling units per acre may be considered where the amount of open space area provided exceeds the minimum open space requirement or where additional amenities are provided within the open space area. A PUD proposal which contains a density exceeding 1.8 dwelling units per acre shall only be acceptable in an area consistent with sound land use planning, such as a transitional area situated between a non-residential area and less dense residential developments, or near a major street intersection, or for smaller parcels with unique topographical features that make less dense development economically difficult.”

The large commercial building section establishes standards for several aspects of site and building design including:

- Facade articulation standards (both horizontal and vertical facade articulation)
- Requires a minimum of 30 points per application of Commercial Building Design standards in Chapter 6 of the City's Development Code
- Minimum treatment of non-street fronting side and rear facades
- Landscaping standards
- Screening and buffering adjacent to public streets and residential uses
- Signage standards
- Maximum parking standards (1 space per 200 sq.ft.)
- Loading, service, delivery, and outdoor storage
- Exterior surface material and color standards

Buildings less than 40,000 sq.ft in size. The Commercial Design Standards section of the City's Land Development code establishes a palette of facade design standards for buildings less than 40,000 sq.ft. that can be used to meet a design score standard established by zoning district (min. of 30 points for all commercial zoning districts). The main goal of this set of standards is to improve the aesthetic appeal of buildings from a driver's point of view. It is also intended to limit the creation of big, plain “box” buildings with minimal or no facade elements. A total of 50 points is possible under five different categories of design improvements (with a max. of 10 points possible under each category):

1. **Facade Articulation Variables.** Requires horizontal variation in building facades where portions of buildings protrude or are punched in to discourage facades with plane surfaces.
2. **Vertical Departure Variables.** Requires vertical variation of building facades where portions of the building facade wall are raised or lowered to create the impression of changing height.
3. **Shade Coverage Variables.** Requires certain unenclosed structural areas attached to the building facade to provide shade along the building front.
4. **Horizontal and Diagonal Roof Planes Variables.** Requires changes in roof and parapet lines and shapes.
5. **Fenestration Variables.** Requires transparent windows and doors on the building facades.

Issues with Existing Regulatory Structure

Several aspects of the existing regulatory structure need to be refined in order to implement the vision for not just Colleyville Boulevard, but also for new neighborhoods within the city. Some of these critical issues are listed below:

COLLEYVILLE BOULEVARD DISTRICT

- Existing zoning districts and associated standards along the Boulevard do not directly relate to the vision and specific development opportunities for the four distinct areas along the Boulevard – the Northern Gateway, Upper Colleyville Boulevard, Central Colleyville Boulevard, and the Southern Gateway.

- The existing zoning regulations do not provide for “adjacency predictability” which is important to implementing vision for the Boulevard. Specifically, development standards within each district may not result in a predictable built environment. The use of PUD’s along the corridor also creates an environment where “adjacency predictability” becomes difficult. The use of PUD zoning does not easily allow a building to transition to other uses based on market opportunities since it is often created for a specific building and use.
- Development standards in many of the zoning districts are primarily use-based with limited design and public realm standards and do not result in supporting walkability, specifically within the Central Colleyville Boulevard zone. Moreover, changing standards in these districts would impact other areas of the city that are also zoned the same.
- To implement the community vision for Colleyville Boulevard, it will not be enough to just regulate building articulation, roof design, and fenestration. While these design elements are important, there needs to be additional standards to relate development on one lot to the next by creating continuity of frontages and relating private development standards to public realm standards. At a minimum, good, functional urban design standards as it relates to pedestrian-oriented development will be required in the areas within the Central Colleyville Boulevard zone to ensure that redevelopment is consistent with the community’s vision.

AREAS OTHER THAN COLLEYVILLE BOULEVARD

- Current PUD-R standards do not specify standards for preserving the rural character along certain streets and corridors and acceptable treatment of such frontages.
- Building design standards for the city's other major arterials such as Precinct Line Road, SH 121, and Cheek-Sparger Road do not distinguish development in Colleyville from developments along the same corridors in adjoining cities of Hurst, Bedford, North Richland Hills, Euless, or Grapevine.
- Current PUD standards do not specify standards for creating a mixed PUD with both residential and commercial uses. This is specifically an issue for some of the properties that are not suitable for retail-based uses on mid-block locations, depth/size of the property, adjacencies to residential neighborhoods, and an over-retailed trade area.

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