

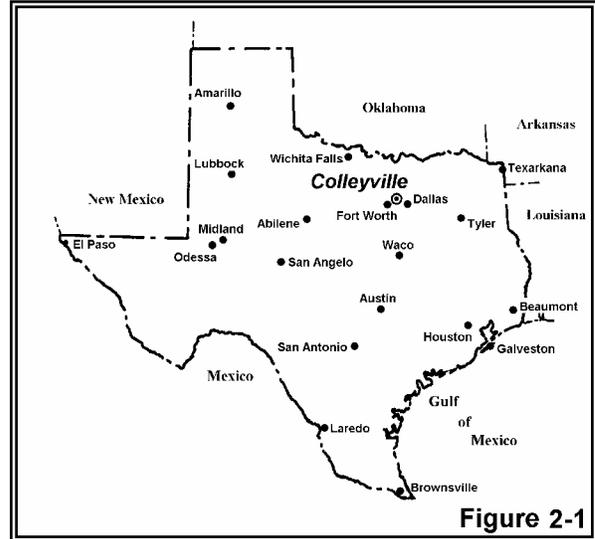
Chapter 2

Planning Process and Citizen Participation

A. Setting

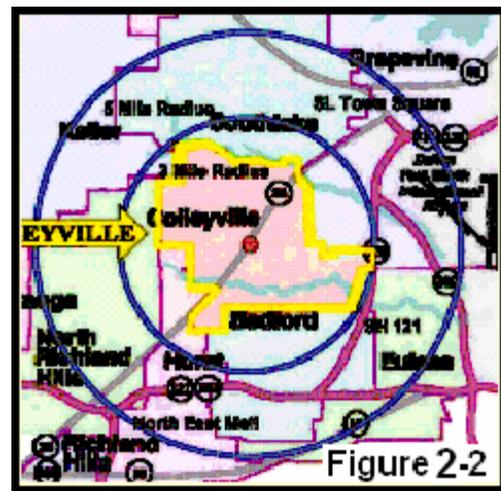
Colleyville is located in the heart of Northeast Tarrant County, an area that has become one of the most dynamic economic growth centers in Texas. By current estimates, there are over 5.7 million persons residing within the nineteen county region surrounding the major cities of Fort Worth and Dallas.

Colleyville is located approximately 15 miles driving distance from downtown Fort Worth and approximately 27 miles driving distance from downtown Dallas. Figure 2-1 shows the general location of Colleyville relative to the major cities in Texas,



Being situated only 5 miles due west of DFW Airport and 10 miles southeast of Alliance Airport, it is reasonable to assume that Colleyville will continue to enjoy prosperity and economic growth and development in the future. However, while it is expected that Colleyville will continue growing, the amount of vacant land available for development is rapidly diminishing, which will cause the rate of growth in Colleyville to be less than that experienced in prior years.

Figure 2-2 shows the relationship of Colleyville to the other nearby communities in Northeast Tarrant County.



The physical boundaries of Colleyville are essentially established, since the community is bounded on all sides by the cities of Bedford, Euless, Grapevine, Hurst, Keller, North Richland Hills, and Southlake. The city limits of Colleyville encompass approximately 13.3 square miles.

To preserve the quality of life and to protect the unique rural setting in Colleyville, the community has participated in several city planning efforts over the past three decades. This particular planning program represents the fifth time the community has undertaken a formal effort to document the past and chart the city's future physical development. The following is a list of the previous four master plans that have been prepared for Colleyville and the party responsible for its preparation.

- 1970 – A Plan for Colleyville, Texas: Wisenbaker, Fix, & Associates, Tyler, Texas
- 1987 – City of Colleyville Master Plan: Community Land Resources, Inc., Austin, Texas
- 1994: Master Plan Committee, City of Colleyville
- 1998 – Colleyville Master Plan: Master Plan Task Force, City of Colleyville

D. Basis for Updating the Master Plan

The latter part of the 1990's was a period of rapid economic expansion at the national level, and many Colleyville entrepreneurs and business owners benefited from this growth, as evidenced by the significant number of large new homes constructed during that time period. Average newly-built home sizes continued to increase during the 1990's in Colleyville and surpassed the 5,500 square foot level for new home construction by the end of the decade, exceeding the average home sizes of the seven cities bordering Colleyville. However, with the economic downturn that greeted the new millennium in 2000, business trends and market conditions changed, making it necessary in many communities for local officials to reassess future development plans, particularly those rapidly growing cities nearing final build-out, like Colleyville.

With the ultimate build-out of Colleyville on the horizon, one of the primary goals of the City Council and the Planning and Zoning Commission for fiscal year 2003 was to update the Colleyville Master Plan. The previous master plan, adopted in 1998, had recommended and produced a number of accomplishments, including the initial development of Town Center Colleyville, the Village at Colleyville, construction of a new city hall and library complex, and development of several large residential subdivisions. However, with the numerous physical changes that had occurred in the community over the past five years, combined with several major national events that also impacted the community, an update of the master plan at this time was certainly warranted.

On October 22, 2002, the City Council and the Planning and Zoning Commission held a joint workshop at the Colleyville Center for the purpose of discussing and considering various options for updating the community master plan. Consideration was given to hiring a private sector consultant, or to use existing city staff to guide the community through the planning process. At the conclusion of the joint workshop, the City Council

chose an option that utilized the efforts of city staff, but also included the assistance of private sector consultants for certain targeted elements of the work plan.

Based on the input received from earlier Planning and Zoning Commission and City Council workshops, staff prepared an outline and work plan for submission to the City Council at the November 19, 2002, Pre-Council meeting. The City Council's key directives were (1) insure a very strong citizen participation component, and (2) allow the Planning and Zoning Commission to have the lead role in development of the master plan update. Allowing the Planning and Zoning Commission to take the lead role in the master plan's development also supported the provision in the city charter which requires the Commission to make recommendations to the City Council for a plan for the physical development of the city. This document represents the culmination of the combined efforts of the Commission, the citizens of the community and City staff.

In part, as a result of early citizen comments elicited from the master plan neighborhood meetings on the need for an expanded, quality commercial tax base, the City Council undertook to direct a parallel economic development task force to focus specifically on recommendations for future economic development. The economic development task force report, but not necessarily its specific recommendations, was accepted by the City Council and is therefore recognized, although not appended, to this report.

E. Citizen Participation Process

The process for updating the Colleyville Master Plan was designed to place a high emphasis on direct neighborhood involvement. Both the City Council and the Planning and Zoning Commission preferred this choice over the creation of a "blue-ribbon committee", or a task force, due to the potential for increased levels of citizen participation in the process through direct involvement of neighborhood citizen groups and homeowner associations. It was felt that the neighborhood meeting approach provided better opportunities for citizen involvement and would foster pro-active dialogue between citizens, elected officials, and appointed officials in shaping the future direction and ultimate build-out of the community.

To accomplish this goal, the Planning and Zoning Commission hosted a series of neighborhood workshops. The workshops provided an opportunity to present an overview of major projects within the community and to inform the public of the master plan update process. The neighborhood meetings also allowed citizens in each neighborhood to become educated on community-wide issues, identify neighborhood concerns and to offer suggestions and recommendations for correcting community and neighborhood problems.

F. Neighborhood Meeting Format

The neighborhood meetings were held at the Colleyville Center between the latter part of February 2003 and the middle part of May 2003. The meetings provided an opportunity to introduce residents and property owners to the City's master planning process.

Using the mailing addresses from the City's utility billing database, notices were sent to every household in Colleyville. Commercial business address labels were separated and retained for a meeting specifically for them. Notices were also placed in the City newsletter and on the City's website to further encourage citizen participation.



To aid in keeping citizens aware of the neighborhood meeting schedule, signs were placed at strategic locations around the community advertising the dates and times of the various neighborhood meetings. Additionally, information regarding the master plan update and the neighborhood meeting schedule was placed on the City's web site.

Two meetings were held for each neighborhood with the initial meeting used to identify assets and needs and the second meeting for prioritizing the issues that had been listed and discussed from the first meeting. Shown in Table 2-1 are the dates of the neighborhood meetings.

Table 2-1 Neighborhood Meeting Dates	
Initial Neighborhood Meeting Date	Follow-up Neighborhood Meeting Date
Neighborhood 1 – February 20, 2003	Neighborhood 1 – March 6, 2003
Neighborhood 2 – April 17, 2003	Neighborhood 2 – May 1, 2003
Neighborhood 3 – February 27, 2003	Neighborhood 3 – April 10, 2003
Neighborhood 4 – March 3, 2003	Neighborhood 4- March 20, 2003
Neighborhood 5 – March 17, 2003	Neighborhood 5 – April 8, 2003
Neighborhood 6 – April 7, 2003	Neighborhood 6 – April 24, 2003

Source: Neighborhood meeting records

G. Neighborhood Boundary Map

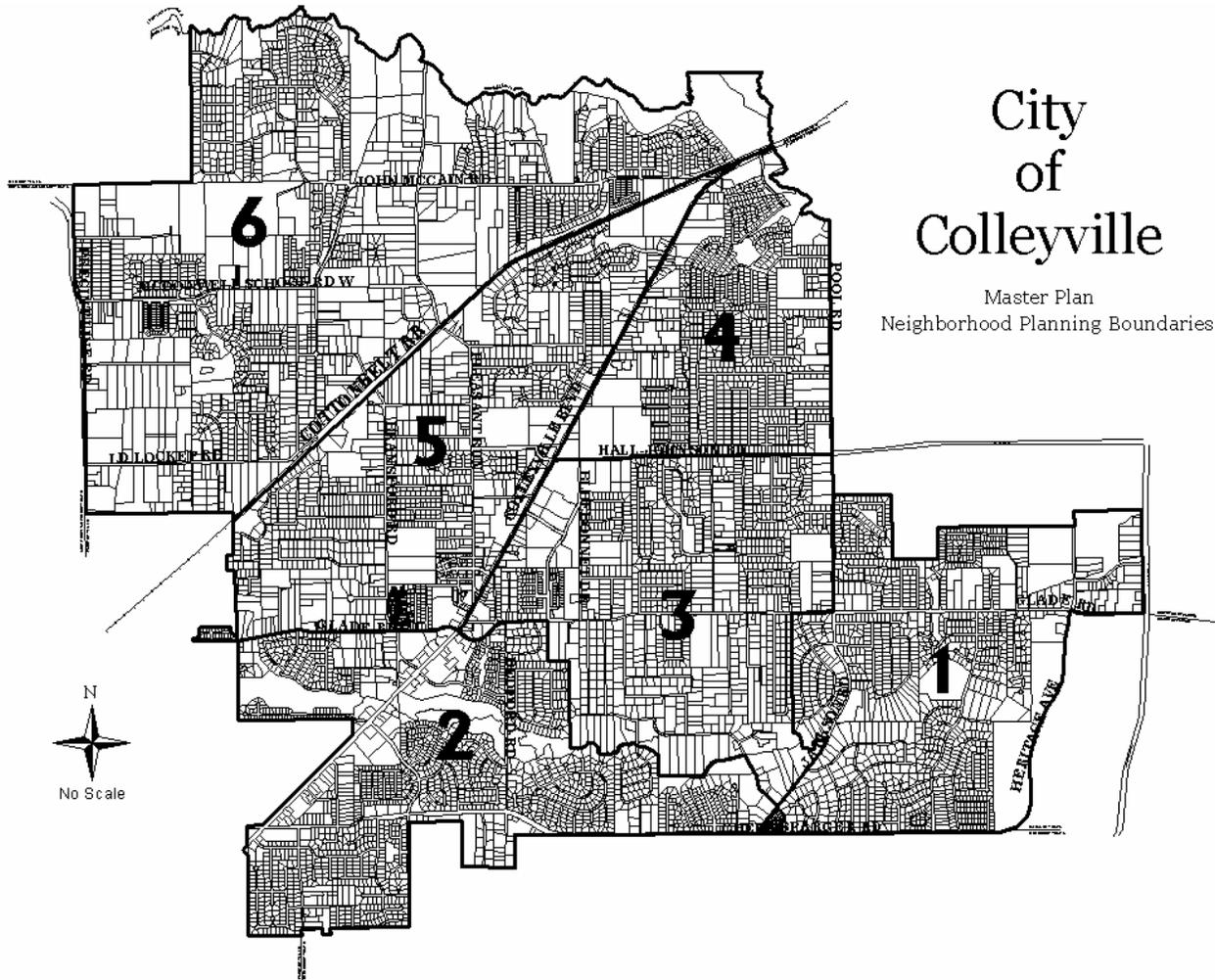
To facilitate neighborhood participation, the community was divided into six planning sectors. A map depicting the boundaries for each neighborhood area is shown on Plate 2-1. Boundaries of the various sectors were chosen according to recognizable physical features, such as major streets, railroads, and creeks. The use of these major features made it easier for citizens to relate to their particular area of the city.

To avoid the splitting of a neighborhood boundary, the service areas of the existing homeowner associations were considered in determining the six neighborhood boundaries. Shown in Table 2-2 is a summary of the basic information for each of the six neighborhood areas.

A separate series of meetings was held for the commercial businesses in Colleyville to obtain their particular vision for the community. Additionally, a special meeting of active developers, builders and major commercial real estate brokers was held to seek their input.

Table 2-2 Neighborhood Basic Data				
Neighborhood Area Number	Area in Acres	Approximate Number of Households	Approximate Commercial or Un-built Platted Tracts	Total Approximate Tracts
1	1,201	1,221	169	1,390
2	1,289	1,632	155	1,786
3	1,247	881	286	1,168
4	793	870	191	1,061
5	1,325	1,055	288	1,343
6	2,602	1,358	550	1,908
Total	8,457	7,017	1,639	8,656

Source: Colleyville GIS and Tarrant Appraisal District



City of Colleyville

Master Plan
Neighborhood Planning Boundaries

Plate 2-1

H. Detailed Meeting Structure

Each neighborhood meeting began with a staff presentation, which provided an overview of the community and the master plan update process. When the initial staff presentation was completed, participants were broken into smaller groups of eight to ten persons and assigned to a table.

During these initial meetings, information was gathered using the “nominal group technique”. This approach helped to balance participation across all group participants and allowed all attendees to bring forward ideas. This technique also encouraged problem solving rather than confrontation, and led to a greater sense of accomplishment in the end.

The nominal group technique uses a structured group approach, requiring participants to respond in writing to a question. The written responses were recorded, clarified and ranked by those in attendance. A facilitator led each small group in accomplishing the following tasks:

Generating Ideas – Each individual in the group silently generated ideas and wrote them down on index cards.

Recording Ideas – Groups members engaged in a round-robin feedback session to concisely record each idea.

Discussing Ideas – Each recorded idea was discussed in order to clarify and evaluate the idea.

Voting – Each idea was voted on to establish that table's priority ranking.

The responses were generated on the following question:

“As a resident, identify the needs and/or issues facing your neighborhood and Colleyville over the next ten years?”

Each individual worked silently and independently in generating responses to the question for ten to fifteen minutes. Working silently allowed individuals to write their own ideas and statements without influence from others at the table. Responses were recorded on index cards.



The next step involved recording the ideas of the participants on a flip chart so that everyone in the group could view the ideas. A round-robin format was used, going around the table asking for one idea from each person, until all ideas were listed. At the end of the six neighborhood meetings, nearly 850 comments and ideas were recorded. A list of all comments received is contained in Appendix One of this report.

A discussion period followed to ensure that each participant understood the ideas listed on the flip chart. At this stage, each idea could be clarified and discussed, and duplicates consolidated or eliminated. In some cases, new ideas were listed. This step was important as it helped everyone at the table to understand each idea before the voting stage.

For the voting stage, the facilitator gave each participant five self-adhesive dots. Each individual was asked to place dots next to the statements they thought were most important. A person could place one to five dots on any statement, but only five dots could be used per person.

Following the initial meeting, staff created a worksheet listing all the comments generated at the meeting. The number of dots, or score, of each comment was also included on the worksheet. The score was used to generate a list of comments for further priority ranking at the neighborhood's follow-up meeting. In general, all issues scoring three or more dots were carried forward to the prioritization process used in the second meeting. A priority ranking sheet, containing 30 to 40 issues from the first meeting was developed for each neighborhood for use at the follow-up meeting.

At the follow-up meeting, the priority ranking sheets were used to further rank the highest scoring issues. The scoring method allowed participants to assign a score from 6 to 1 for each issue, with 6 being the most important. However, the number of 6's and 5's allowed to be used were limited to provide more judicious consideration of each issue. The use of 4's, 3's, 2's and 1's were unlimited. For purposes of analysis, it is assumed that an issue which scored above the median score of 3.55 was an issue of high concern, whereas an issue scoring less than the 3.55 median score was determined to be of less concern. The following Table 2-3 contains information that was used as a guide by each participant in assigning scores for the various issues.

Table 2-3 Issue Scoring Point System and Criteria	
Assigned Score	Scoring Criteria
6	This is one of the most important issues facing the community
5	Issue should definitely be addressed and resolved, if possible
4	This issue is important, but resolution is not as time critical as other issues
3	The resolution of this issue would be noticeable in the community
2	Issue has some importance, but resolution would have slight impact
1	Issue is not significant enough to warrant serious consideration at this time

At the follow-up meeting, participants were encouraged to discuss and debate the issues described on the score sheet before voting. Following the meeting, staff recorded the scores for each issue and generated an average score for each issue. The list of issues was sorted from those ranking the highest to those ranking the lowest, thus creating the final priority ranking for each neighborhood. A copy of the final ranking was provided to each person who attended the meetings. Contained in Appendix Two of this report is a copy of the final list of issues for each neighborhood ranked from the highest to the lowest.

I. Participation Rates

Each of the neighborhood meetings was well attended, as evidenced by the information contained in Table 2-4 below. The number listed as “Signed-In” includes the total number of people that attended both meetings. The number listed as “Participate at Tables” is the number of people that took part in the small groups at the initial meeting.

A contact list for each neighborhood was maintained for sending copies of documents and meeting notices. The contact list included the names, addresses and email addresses, if available, of each participant.

Copies of the initial list of ideas and the final priority ranking were sent to each person who attended either meeting. The contact list was also used to notify people of future meetings concerning their neighborhood and any public hearings associated with the master plan update.

Table 2-4 Citizen Participation Registration		
Neighborhood	Signed-In	Participate at Tables
Neighborhood 1	68	41
Neighborhood 2	43	33
Neighborhood 3	49	31
Neighborhood 4	41	34
Neighborhood 5	73	50
Neighborhood 6	116	99
Business Group	15	10
Totals	405	288

Source: Neighborhood meeting records

J. Facilitators

The facilitators for each meeting were comprised of Colleyville staff members and Planning and Zoning Commissioners. At the initial meetings, each small group table required a facilitator to lead the discussion, and in most cases an assistant was assigned to help record responses.

In all, 25 staff members and all Planning and Zoning Commissioners participated in the initial phases of the master plan update process, whether it was as a facilitator or assistant, or helping out with registration and other duties. It was a team effort of municipal staff from all departments. The following is a list of all city staff members who participated during the process.

Bill Lindley	Dianne McWethy	Barry LeBaron	Chad Bartee
Collin Boothe	Dixie Cawthorne	Kelly Cooper	Matt Denton
Nancy Evans	Keith Fisher	Kelly Howell	Bill Hudgins
Clayton Husband	Mike Johnston	Terry Leake	Cindy Martin
Kathy Moore	Tom Niederauer	Dorothy Posey	Lin Pryzbl
Mary Rodne	Cynthia Singleton	Chris Steubing	Monica Walsh
John Young			

K. Telephone Survey

In conjunction with the update of the Colleyville Master Plan, a professional consultant was employed to conduct a community-wide telephone survey of a portion of Colleyville's citizens. The consultant determined the sample size, performed the survey and completed the survey analysis as a part of the master plan update.

The citizen's survey contained questions related to livability, community development, planning and land use issues, as well as the overall vision for the City over the next twenty years. The information obtained from this sample survey became an important element in the master planning process. Due to space limitations, the entire survey results are not included with this master plan report, but are available for review at Colleyville City Hall. The complete document is also available on the city web site at www.colleyville.com. The following conclusions from the telephone sample survey are replicated as follows.

The 2003 Colleyville Citizen Survey reveals that overall, citizens are satisfied with life in Colleyville. Ninety-five percent of respondents rated Colleyville as an excellent (49.8 percent) or a good (45.2 percent) place to live. Over 75 percent of the respondents rated the overall appearance of the city as excellent (21.4 percent) or good 57.0 percent). Nearly all (97.5 percent) of the respondents reported that the overall quality of life in Northeast Tarrant County was either very good (57.8 percent) or good (39.7 percent).

Over 87 percent of respondents reported that the factors, safe place to live and quality of schools contributed a lot or a little to making Colleyville an appealing place to live. Ninety-seven percent rated their neighborhood excellent or good in terms of cleanliness, quality of houses, and general appearance. Ninety-five percent of the respondents rated the overall appearance of their neighborhood as either excellent (52.0 percent) or good (43.0 percent). Over 80 percent of the respondents rated the following factors as very important or important in contributing to the quality of life in Colleyville: the appearance

of neighborhoods (95.3 percent), environment (87.8 percent), beautification of the city (87.0 percent) and traffic management (82.2 percent). The primary factor in choosing Colleyville as a place to live was quality of schools (33.2 percent) followed by selection of housing (11.3 percent).

Fifty percent of respondents had contacted the city in the past 12 months and 60.2 percent were satisfied with the results of that contact. City staff was considered helpful by 76.1 percent of those respondents. Fifty-one percent of respondents rated the Colleyville local government as excellent (10.5 percent) or good (40.7 percent). Eighty-three percent of the respondents were either very satisfied (26.0 percent) or somewhat satisfied (57.4 percent) with the level of services they received in return for the dollars they pay.

Two-thirds (67.7 percent) percent of the respondents said they received enough information regarding city issues and problems. Fifty-five percent of respondents said that the local newspapers were their primary source of news about Colleyville. The local newspapers were followed by word of mouth (24.3 percent). At least 20 percent of the respondents used all the news sources to gather news about Colleyville. The City Communicator newsletter (76.9 percent) was rated most useful when compared to other city news sources.

Nearly half (42.9 percent) of the respondents had visited the City's web site. When given potential uses related to city operations, respondents were most interested in using the Internet to register for recreation programs (43.6 percent), express feedback or concerns (40.2 percent), or apply for a city permit (36.3 percent). They were least interested in using the Internet to pay fines or permit fees (24.8 percent) or view city council meetings (19.0 percent). Over half of the respondents who had visited the web site rated the ease of use and getting around, the information available on the site, and the overall usefulness as either excellent or good.

Economic development and traffic congestion/streets were given as the two biggest problems facing Colleyville both today and in the next five years. When asked if they would like to see more economic development, over half of all respondents wanted more full-service restaurants (74.4 percent), retail stores (67.6 percent), and entertainment venues (58.5 percent). Less than 25.0 percent wanted more fast food restaurants with drive-through (22.7 percent), maintenance and repair services (22.0 percent), executive/management level housing (19.8 percent), or apartments (8.4 percent).

Over 90 percent of the respondents supported making public improvements in the next 5 to 10 years: rebuild deteriorating streets (98.0 percent), street maintenance (93.6 percent), adding turn lanes to some intersections (91.6 percent), and drainage improvements (90.5 percent). Smaller percentages of the respondents supported making improvements to upgrade lines to improve water service (79.6 percent), sewer system improvements (77.7 percent), park improvements (75.0 percent), a new central fire station (73.2 percent), wider travel lanes on existing 2-lane streets (63.3 percent), adding 2 or more lanes to some streets (62.6 percent), and new parks (62.0 percent). When asked if they would support paying more city taxes to make these public improvements, over 50 percent of the respondents who stated the need for improvement said they would strongly support or support a tax increase for such improvements.

There was also support for making improvements to Colleyville Boulevard: putting utility wires underground (86.8 percent), landscaped median enhancements with trees (77.9 percent), decorative traffic signal poles (49.7 percent), and decorative bridge railing (48.1 percent). Support for paying more city taxes to make these improvements among respondents supporting improvements ranged from 62.8 percent for putting utility wires underground to 42.9 percent for decorative traffic signal poles.

Source: Colleyville Citizen Survey and Needs Assessment 2003, Survey Research Center, University of North Texas, July 23, 2003

L. P & Z Workshops

Upon completion of the initial series of neighborhood meetings, the Planning and Zoning Commission met with representatives of the various municipal departments to receive comments and responses to some of the questions and concerns raised at the neighborhood meetings and to gain information regarding the operational aspects of the different departments of the City. Much of this information is included in the various chapters of the plan document.

Members of the Planning and Zoning Commission held additional workshops during the fall of 2003 and in the spring of 2004 to review and discuss the various elements of the master plan project. During the months of March and April 2004, additional neighborhood meetings were held to present the summary plan for each of the six neighborhood areas of Colleyville. The neighborhood summary plans are contained in Chapter 6 of this report.