

Chapter 3

Community Goals and Policy Statements

A. Purpose of Goal Setting

Municipalities commonly establish goals and policy statements as a part of most city planning efforts. Goals specify a direction of intended movement, with attendant political and financial commitments. Although there are a number of reasons to set goals, goal setting clarifies problems and generally leads to positive action.

Many of the problems confronting Colleyville, like most communities, are complex and difficult to understand. Almost everyone has a vague idea of what these problems are, but when goals are written down for everyone to see the problems become easier to understand. Furthermore, establishing community goals and policy statements elicits community support.

The citizens of Colleyville enjoy a high quality of life. The setting of goals established for this master plan are intended to maintain the existing living standards in the community and to correct existing problems where identified. The master plan is designed to provide guidance that will improve the quality of life in Colleyville in years to come. Additionally, the goals and policy statements that have been outlined in this report will help to guide and shape the future development of the community during the twenty year planning period.

The goals and policy statements listed in this Chapter represent the collective efforts of citizens and public officials who were involved in neighborhood meetings or workshops arranged to facilitate the development of the master plan. The views regarding the City of Colleyville were also collected from a community-wide telephone survey completed during summer 2003.

The priority of the Goals-Objectives-Policy Statements as listed in this chapter are a direct reflection of the volume and strength of citizen inputs during both the master planning neighborhood meetings and the follow-on telephone survey. The following four issues were the focus of an overwhelming majority of citizen comments and are listed first in the Goals-Objectives-Policy Statements chapter:

- Economic Development (including commercial development and tax base issues)
- Neighborhood Integrity (to include density)
- Vehicular and Pedestrian Circulation (including roads and traffic control)
- Sidewalks and Trails

B. Vision Statement

In 1998, the City Council adopted a vision statement as a part of the 1998 Master Plan. The vision statement that was included with the approval of the 1998 Colleyville Master

Plan represents the collective thoughts and ideas of those citizens and officials involved at the time in the master planning process regarding the future direction for the community. The vision statement has since been amended by the City Council on two separate occasions, August, 8, 2001 and August 7, 2002 to incorporate statements regarding the City of Colleyville being “the employer of choice in Northeast Tarrant County” and the “fostering of compatibility of commercial and residential areas”.

To promote continuity with past planning efforts and due to the significance of the vision statement to the Colleyville planning process, the Colleyville Vision Statement has been placed on the first page of this master plan update. However, for the purpose of reinforcing the focus on the goals and policy statements contained in this Chapter, the vision statement is being repeated.

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 and elected leadership.

We are committed to the attraction and retention of a professional city workforce by making the City of Colleyville the “employer of choice” in Northeast Tarrant County. We will foster and manage commercial and residential growth such that both will be compatible with each other, with the quality of life objectives and within the confines of the resources of the City of Colleyville.

We will provide safe, un-congested, visually pleasing roadways 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.

C. Goals - Objectives - Policy Statements in General

Goals should be established that relate to solving problems or addressing specific issues affecting the community. The goals included in this document are arranged according to specific issue topics identified during the community planning process.

In a broad sense, a goal is a general statement concerning an aspect of the City's desired ultimate physical, social and economic environment. A goal sets the tone for development decisions in terms of the citizen's desired quality of life.

The associated objectives and policy statements express the specific actions necessary to achieve the stated goal, without assigning responsibility to any specific action.

D. Goals – Objectives - Policy Statements

The following goals – objectives and policy statements were determined to be of primary importance to the future of Colleyville by the citizens of the community, the City Council, and the Planning and Zoning Commission.

1. Priority One - Issue Category - Economic Development

Goal – Establish first-class commercial areas that provide benefit to the City and enhance community sustainability

<i>Objective/policy</i>	<i>Continue development of major commercial centers at Town Center Colleyville and the Village at Colleyville that will serve as the catalysts to accelerate the development of the city's commercial corridor along Colleyville Boulevard</i>
<i>Objective/policy</i>	<i>Keep property taxes as low as possible, while maximizing the use of commercially zoned areas</i>
<i>Objective/policy</i>	<i>Promote the building-out of the remaining vacant commercial areas with revenue generating businesses</i>
<i>Objective/policy</i>	<i>Develop a quality commercial tax base that brings in revenue to help keep property taxes as low as possible</i>

<i>Objective/policy</i>	<i>Maximize the development of the commercial core of Colleyville Boulevard between Glade Road and Hall Johnson Road; encourage major retail developments outside the commercial core at intersections with Cheek Sparger Road and John McCain Road; encourage office development outside the commercial core boundaries and between major retail developments</i>
<i>Objective/policy</i>	<i>Encourage and support the Precinct Line Road corridor as a new commercial area in the western area of the city</i>
<i>Objective/policy</i>	<i>Encourage diversification of the existing commercial areas near State Highway 121</i>
<i>Objective/policy</i>	<i>Maximize commercial connectivity and linkage between the Village at Colleyville and Town Center</i>
<i>Objective/policy</i>	<i>Seek development of a niche hotel development within certain areas such as the Village at Colleyville</i>
<i>Objective/policy</i>	<i>Consider development of an economic incentive program</i>

2. Priority Two - Issue Category - Neighborhood Integrity

Goal – Preserve the superior quality of Colleyville's residential neighborhoods

<i>Objective/policy</i>	<i>Maintain the current level of housing quality and density</i>
<i>Objective/policy</i>	<i>Allow development of higher density neighborhoods as buffer areas in appropriate transitional areas which support commercial areas and enhance property values</i>
<i>Objective/policy</i>	<i>Continue development of luxury residential areas while maintaining the “country feel” along major collector streets</i>
<i>Objective/policy</i>	<i>Ensure that residential planned development districts promote a positive image for the community</i>

<i>Objective/policy</i>	<i>Encourage redevelopment of older properties located along major collector streets into estate settings</i>
<i>Objective/policy</i>	<i>Preserve larger lot sizes, i.e., 30,000 sq. ft. and up, and promote the redevelopment or combination of smaller lots into larger estate lots</i>
<i>Objective/policy</i>	<i>Promote greenbelts and buffer areas in front of subdivisions adjacent to major thoroughfares</i>
<i>Objective/policy</i>	<i>Encourage large single lot development on major thoroughfares as "estate" properties</i>
<i>Objective/policy</i>	<i>Consider development of a strategy to initiate rezoning of properties identified as inconsistent with the future land use plan</i>

3. Priority Three - Issue Category - Vehicular and Pedestrian Circulation

Goal – Provide transportation facilities to meet the future needs of the community

<i>Objective/policy</i>	<i>Ensure equal access to major collector streets for citizens competing with traffic cutting through the City of Colleyville</i>
<i>Objective/policy</i>	<i>Take necessary traffic control steps to ensure at least equal access to major collector streets for citizens entering and exiting local neighborhoods during morning and afternoon peak traffic periods,</i>
<i>Objective/policy</i>	<i>Strive for a Level of Service C as a minimum on all collector streets shown on the Master Thoroughfare Plan</i>
<i>Objective/policy</i>	<i>Improve traffic capacity and efficiency on the collector street system by adding turning lanes at major street intersections, while avoiding the construction of additional lanes for the collector street system</i>
<i>Objective/policy</i>	<i>Encourage TXDOT to complete the reconstruction of Colleyville Boulevard with a minimum negative impact on adjacent businesses, including the provision for alternate routes during construction</i>

<i>Objective/policy</i>	<i>Encourage TXDOT to reconstruct Colleyville Boulevard with adequate landscaping and other amenities that will enhance the visual appearance along the corridor, while providing efficient traffic flow through the community</i>
<i>Objective/policy</i>	<i>Cooperate with the North Central Texas Council of Governments in the use of the DART railway for mass transit to DFW Airport, including a future stop at Bransford Road, Pleasant Run Road or John McCain Road</i>
<i>Objective/policy</i>	<i>Implement a street sign program to promote the efficient movement of traffic within Colleyville</i>
<i>Objective/policy</i>	<i>Support the current two lane roadway collector system through the community, except in commercial areas</i>
<i>Objective/policy</i>	<i>Promote appropriate landscaping along major roadways</i>
<i>Objective/policy</i>	<i>Work with Keller ISD to ensure that a new north/south collector street is built on the east side of the proposed new elementary school on McDonwell School Road, to provide alternative traffic flow at that site, and as part of the city's revised master plan for economic development along Precinct Line Road</i>

4. Priority Four - Issue Category – Sidewalks and Trails

Goal – To complete the network of trails and sidewalks throughout the community prior to build-out of the city

<i>Objective/policy</i>	<i>Establish a construction budget and an annual work plan which provides for the long term implementation of the Colleyville Pathways Plan for all neighborhoods</i>
<i>Objective/policy</i>	<i>Work with Keller ISD to ensure timely development of a paths/sidewalk/crossings/road signs and warning sign system to allow Colleyville children to safely go to and from the projected Keller ISD elementary school on McDonwell School Road that will serve</i>

hundreds of homes in northwest Colleyville
Objective/policy Plan for all neighborhoods to have access to sidewalks and hike and bike trails

5. Non-prioritized - Issue Category – Fiscal Commitment and Responsibility

Goal – Establish long range plans that can be linked to the fiscal commitment of the community

Objective/policy Approve goals and objectives/policies related to the City's and citizens' commitment to provide the resources, including financial, capital and staffing, to make them a reality

Objective/policy Provide the necessary infrastructure to promote quality residential and commercial development at a rate consistent with the physical and economic growth of the city

Objective/policy Provide managed growth of city facilities, growth being consistent with the incoming financial resources of the City

Objective/policy Maintain or increase revenue from impact fee sources in an effort to compensate for additional facility demands caused by new development

Objective/policy Foster effective city management and elected leadership responsive to the citizens and based upon the good of the city and its people

6. Non-prioritized - Issue Category - Community Appearance

Goal – Improve the overall quality and appearance of residential and commercial areas

Objective/policy Provide well maintained commercial corridors and public rights-of-way in the community

Objective/policy Develop distinctive appearance improvements along the three major commercial corridors, particularly at community entrance points

Objective/policy Consider creation of incentives to foster redevelopment of the external appearance of

	<i>existing commercial developments which do not meet the City's current building design standards</i>
<i>Objective/policy</i>	<i>Revise commercial appearance standards to include some masonry feature requirements</i>
<i>Objective/policy</i>	<i>Improve the architectural appearance of road signs and street lighting</i>
<i>Objective/policy</i>	<i>Clean up the appearance of Colleyville Boulevard by reconstructing the electrical and other overhead utility services and/or by burying underground wherever possible</i>
<i>Objective/policy</i>	<i>Establish a coordinated informational signage program that creates a "branding" for Colleyville</i>
<i>Objective/policy</i>	<i>Budget for and strengthen code enforcement programs</i>
<i>Objective/policy</i>	<i>Educate neighborhoods/HOA's in code enforcement programs</i>

7. Non-prioritized - Issue Category – Public Services

Goal – Provide exceptional municipal and other public services, while maintaining efficiency

<i>Objective/policy</i>	<i>Fulfill commitment to be the "Employer of Choice" among communities in Northeast Tarrant County. Work diligently to maintain all staffing levels appropriately</i>
<i>Objective/policy</i>	<i>Fulfill commitment to upgrade and enhance services and facilities for the senior population</i>
<i>Objective/policy</i>	<i>Maintain the high quality of educational facilities and programs available in Colleyville by continuing to support activities of the Grapevine-Colleyville Independent School District</i>
<i>Objective/policy</i>	<i>Preserve existing neighborhood streets by establishing an effective and continual street maintenance program</i>
<i>Objective/policy</i>	<i>Enhance services of the Colleyville Public Library</i>

8. Non-prioritized - Issue Category - Public Safety

Goal – Maintain and improve the level of public safety services

- Objective/policy* *Enhance public safety, fire and police personnel, facilities and services as needed to protect the safety and health of the citizens*
- Objective/policy* *Construct a central fire station on Hall Johnson Road*
- Objective/policy* *Ensure that new developments provide adequate access for emergency services*
- Objective/policy* *Emergency vehicles should be able to safely respond to calls from any part of the city within five minutes of their receipt*
- Objective/policy* *Improve traffic signals, turning lanes, and streets*
- Objective/policy* *Improve and expand the existing street lighting system to all areas in the City*

9. Non-prioritized - Issue Category - Public Utility Services

Goal – Provide adequate water and sewer services to all parts of the community

- Objective/policy* *Ensure that the availability of water and sewer services in the northwest and west portions of Colleyville are commensurate with rezoning and development in the area*
- Objective/policy* *Give priority to infrastructure and city services that affect the health and safety of citizens*
- Objective/policy* *Provide budgeting and staffing for full-time development of the Geographical Information System (GIS)*

10. Non-prioritized - Issue Category - Open Space

Goal – Preserve and enhance open space areas in the City

- Objective/policy* *Limit the amount of open space that can be utilized for detention ponds to 50% of the open space area in a residential planned unit development*

<i>Objective/policy</i>	<i>Require amenities in residential planned unit development open space areas such as benches, sidewalks, play areas to enhance the quality of the open space</i>
<i>Objective/policy</i>	<i>Ensure that open space areas function as quality areas for the neighborhood</i>
<i>Objective/policy</i>	<i>Establish a minimum size for open space</i>
<i>Objective/policy</i>	<i>Require tree planting or enhanced landscaping for PUD buffer areas along streets</i>
<i>Objective/policy</i>	<i>Preserve some open space and agricultural areas</i>

11. Non-prioritized - Issue Category - Parks and Recreation

Goal – Provide park facilities and recreational programs that accommodate the needs and interests of all citizens

<i>Objective/policy</i>	<i>Retain natural landscape in selected parks, or park areas within a park, to protect native trees, meadowland, and native wildlife</i>
<i>Objective/policy</i>	<i>Analyze the need for park land acquisition in Colleyville</i>
<i>Objective/policy</i>	<i>Provide long term planning for the preservation of “park open space”, with special emphasis on the identification of park land in the southeast portion of the city</i>
<i>Objective/policy</i>	<i>Maintain a cooperative relationship with the Grapevine-Colleyville School District for sharing of recreational facilities</i>

12. Non-prioritized - Issue Category - Tree Preservation

Goal – Promote tree preservation in the city

<i>Objective/policy</i>	<i>Strengthen the Tree Preservation Ordinance to strongly prevent the loss of existing trees</i>
<i>Objective/policy</i>	<i>Find creative methods to add more “large tree” landscaping to public projects</i>

- Objective/policy* *Take into account the quality and/or species of tree when considering ordinance waivers*
- Objective/policy* *Promote planting of native Texas hardwood trees*

13. Non-prioritized - Issue Category - Drainage and Flood Control

Goal – Eliminate property damages caused from flooding

- Objective/policy* *Modify the Land Development Code to mandate city-required residential and commercial development retention and drainage plans to include clear and enforceable steps to ensure minimization of silt/sedimentation runoff and the attendant damage to downstream properties during lot clearing and construction*
- Objective/policy* *Improve drainage to protect the homes and property of the citizens*
- Objective/policy* *Provide underground drainage systems along highways and major roadways*
- Objective/policy* *Correct existing drainage problems in developed areas of the city, while maintaining the natural landscape of the community*
- Objective/policy* *Recognize emergency response planning already in place. Publish, make available at City Hall, and make available on the city's website the plan for coordinating fire, police and other emergency response services to all areas of the city during the closure of roads due to flooding*

14. Non-prioritized - Issue Category - Historic Preservation

Goal – Preserve historic resources in the City

- Objective/policy* *Recognize historical resources and sites with historical markers and directional signs*
- Objective/policy* *Identify areas for placement and/or relocation of historic structures*
- Objective/policy* *Encourage donation of historic structures or properties to the City*

