



ADOPTED
FEBRUARY 15, 2016



2016 Comprehensive Plan City of Jersey Village



Letter from the Jersey Village Comprehensive Planning Advisory Committee Chair

We all agree that Jersey Village has been and will continue to be a wonderful, secure place to live and raise our families, and enjoy life in general. Our City is located along two major arteries which aids our ability to commute to various other parts of the large Houston Metropolitan area. Our own Police and Fire Departments are a major asset to our community which enhances the safety aspects of living here.

Planning for the future is inherent to the success of our community in the years to come. Our plan is a guiding document that will help future leaders make the improvements over the next 15-20 years that will ensure that our city remains a desirable place to live, where property values increase, and the quality of life remains strong.

In creating this Committee, our City Council recommended a cross section of our community to serve on the CPAC. Males and females, those that have been here less than five years up to those that have been here more than 35 years. We have members in their 30s up to those in their 70s. One thing we all have in common is the genuine desire to improve Jersey Village. There is a lot of competition from newer communities that have amenities that attract younger families to their area instead of ours which means we have work to do. Obviously, we want to create the environment here in Jersey Village where our collective efforts increase our property values, improve our schools, police, fire, parks, and infrastructure. Communities that don't plan and pay for progress suffer.

Citizen input along the way through General Meetings, Online Surveys, neighbor to neighbor discussions have been a guiding light in determining what issues are important to the people. Through these means and the guiding hand of our consultants, we developed 150 items to consider. Through elimination of some of the items as less important from consideration to combining others into like categories, we have come up with 15 key areas to consider. This plan will serve the city for the next 10-20 years and it covers many areas.

The U.S. 290 Corridor and its related development is important from the visual appeal to its economic impact. Enhancing the City's identity, our Parks, Open Spaces, Trails and Recreational Opportunities including our Golf Course will be addressed. Landscape Master Plans, Property Maintenance Ordinances and Long Term Maintenance of our City's Facilities are important. Encouraging development of desired office, service and entertainment venues is a priority.



It has been a pleasure serving as Chair of CPAC working with a dedicated group of residents on the committee as well as dedicated City Staff and our consultants from Freese and Nichols. This document represents many hours of work and is our collective plan and vision for the City of Jersey Village in the years to come. With a reborn sense of involvement and community spirit, we can make this happen and get back some of the hometown spirit that brought us this far.

Sincerely,

A handwritten signature in black ink that reads "Michael K. O'Kelley". The signature is written in a cursive, flowing style.

Mike O'Kelley

Chair, City of Jersey Village CPAC





Acknowledgements

Comprehensive Plan Advisory Committee

Joyce Berube
Susan C. Edwards
Tom Eustace
Rick Faircloth
Barbara Freeman
Karie Lawrence
Frank Maher
Jennifer McCrea
Howard Mead
Andrew Mitcham
Michael K. O'Kelley
Jim Pulliam
Debra Sappington
Thomas Simchak
James Singleton, Jr.
Ginger Smith
Terry W. Vanderpool

City Staff

Mike Castro, City Manager
Christian Somers, Building Official
Isabel Kato, Finance Director
Lorri Coody, City Secretary
Kevin T. Hagerich, Director of Public Works
Mark Bitz, Fire Chief
Eric Foerster, Police Chief
Kimberly Terrell, Director of Parks and Recreation
Sonya Smith, Administrative Assistant, Public Works



City Council

Rod Erskine, Mayor (through May 2015)
Justin Ray, Mayor (May 2015 through approval)
Justin Ray, Council Member, Place 1 (through May 2015)
Andrew Mitcham, Council Member, Place 1 (May 2015 through approval)
Greg Holden, Council Member, Place 2
Harry Beckwith III, PE, Council Member Place 3 (through May 2015)
C.J. Harper, Council Member Place 3 (May 2015 through approval)
Sheri Sheppard, Council Member Place 4
Jill Klein, Council Member Place 5 (through May 2014)
Tom Eustace, Council Member Place 5 (May 2014 through approval)

Planning & Zoning Commission

George E. Ohler, Position 1
Michael R. O'Neal, Position 2
Barbara Freeman, Position 3
Ratan K. Jha, Position 4 (through October 2015)
Joseph J. Paul, Position 4 (October 2015 through approval)
Debra Mergel, Chairman, Position 5
Joyce Berube, Position 6
Rick Faircloth, Vice Chairman, Position 7

Consultants

FREESE AND NICHOLS INC.

Dan Sefko, FAICP
Shad Comeaux, AICP
Michelle Queen
David Paine, PTP
Matt Cartwright
Isaac Brooks

MARSH DARCY PARTNERS

Sue Darcy
Alan Mueller

M2L

Michael P. Mauer, ASLA
Karen W. Rogers, ASLA, LEED-AP



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ENTERING

city of
Jersey
Village



CITY LIMITS

Please Drive Safely



Introduction



Photo Credit: www.jerseymeadow.com

Jersey Meadow Golf Course



Photo Credit: City of Jersey Village

Jersey Lake

A city's comprehensive plan is well-defined as a long-range planning tool that is intended to be used by City staff, councils and boards, along with citizens, to guide the community's physical development for 10 to 20 years. A comprehensive plan has two primary and interrelated focuses. The first focus is to allow the City or Town's residents the opportunity to create a shared vision of what they desire for the future of their community. The second is to establish methods in which a community can effectively achieve that vision.

Brief Overview of the Development of the Jersey Village Comprehensive Plan

With growth pressures to the north and tremendous redevelopment potential to the south, Jersey Village is on the brink of tremendous improvements, which has created a time-sensitive opportunity for the City to plan for its future. In the past, the City of Jersey Village has utilized planning strategies, which have included regular updates to their original 1989 Comprehensive Plan. Though many of the plan's elements are still relevant today, a fresh sense of direction and collective excitement created the need for reexamining the community's original vision.



In response to this need, the City of Jersey Village sought to develop a comprehensive plan that would be a guide to achieve its vision and goals through growth and development over the next several years. As a result, this update brought together the City's residents, elected officials, City staff and community stakeholders for the purpose of creating a flexible plan that will serve as a living document for both current and future decision-makers. The primary intentions of the comprehensive plan include the following:

- Efficient delivery of public services;
- Coordination of public and private investment;
- Minimization of potential land use conflicts;
- Management of growth in an orderly fashion;
- Cost-effective public investments; and
- A rational and reasonable basis for making development decisions about the community.

A comprehensive plan is not a zoning ordinance, but rather it is a high-level tool utilized by the City to make development decisions. As new development applications, zoning requests and other development decisions are made, the comprehensive plan helps to safeguard coordinated growth. By determining what land uses are appropriate within Jersey Village, and where such land uses should be located, the plan helps to protect the integrity of the City's neighborhoods and corridors. Ultimately, the synchronized land-use patterns help to protect private property by maintaining and enhancing value and protecting property from incompatible uses.

The Jersey Village Comprehensive Plan examines realities of existing conditions, demographic implications, areas of growth potential and strategies for improving quality of life.

The plan focuses not only on the physical development of the city, but also on its overall goals to become a more livable and economically vibrant community. While the plan is visionary and outlines citizens' desires, it is also measurable by employing implementation-focused recommendations.

This Comprehensive Plan anticipates change and proactively addresses major issues. The purpose of proactive planning is to minimize conflicts in decision-making to more efficiently manage time, money and resources. This plan will also lay the foundation for future improvements and prioritize action items that will shape the physical and economic characteristics of the City.

Legal Authority

The State of Texas has established laws in regard regarding to the way incorporated communities can ensure maintain the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority The authority of a City to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

CHAPTER 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning.

CHAPTER 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the City limits and also within the Extraterritorial Jurisdiction (ETJ) which varies depending upon the population of the community.



CHAPTER 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the long-range development of the municipality. Basic recommendations for comprehensive planning are to address land use, transportation and public facilities, but it may also include a wide variety of other issues determined by the community.

As stated previous, the comprehensive plan is not a zoning ordinance, but rather it is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Development Code.

2015 Comprehensive Plan

Over time the vision for Jersey Village has evolved. The need to revise community livability and development expectations has arrived. Therefore, it is now necessary to update the City's Comprehensive Plan. The City has accomplished many of its goals in recent years which include flood control improvements, residential growth, and park improvements. The next step for the City of Jersey Village will be the creation of its 2015 Comprehensive Plan. This plan is not a mandate, but rather it is a flexible guide for City Staff and elected officials to use in determining a clear future for the City. The plan contains ideas, graphics, policies and actions that originates from the identified vision created by its residents.

This 2015 Comprehensive Plan will serve as an update to the City's previous Comprehensive Plan. The updates will include revisions to the community vision and future land use plan (FLUP)

where necessary, updates to the City's goals and objectives, and new strategies for the community to elevate standards for development. These important updates will help Jersey Village continue to be a desirable community. The creation of the 2015 Comprehensive Plan will also signal to current residents, prospective residents and future business interests that the City has a vision and a plan for its future. This plan may also appeal to business and real estate investors by showing that investment in our City is part of a greater plan, supporting the long-term sustainability and viability of business and real estate investment.

DOCUMENT STRUCTURE

A deliberate plan development process involving background research, visioning, recommendations and implementation was utilized. This process is reflected in this document's ten components:

Community Snapshot

To understand where Jersey Village is going, it will first be necessary to understand its history. This section serves as the reconnaissance stage for the planning process. Historical population trends, demographics, existing conditions, physical constraints and past planning efforts are all examined to for the development of a baseline from which future planning decisions should be made.

Vision, Goals and Strategies

The community's vision is reflective of the many tangible and intangible characteristics and values, which Jersey Village desires to preserve and provide for current and future residents. This section identifies the primary issues provided by community



stakeholders and lists the goals and strategies derived from stakeholder consensus. Goals and strategies ultimately guide action items, which will be described within individual chapters and prioritized in the Implementation Plan Matrix.

Future Land Use

The cornerstone of the Comprehensive Plan is the Future Land-Use Plan Map. This section describes the appropriate land-use types within Jersey Village and graphically depicts the ideal locations for such uses on the Future Land-Use Plan Map.

Transportation and Circulation Plan

This chapter will provide a transportation framework that will serve as a guide for mobility decisions within Jersey Village. Land-use decisions ultimately impact the City's transportation network, and therefore, this section's Thoroughfare Plan provides roadway recommendations that coincide with future land-use decisions.

Economic Development

The City of Jersey Village does not have an Economic Development Corporation. The City's approach to economic development has been one of reaction to developer and/or business proposals on an ad hoc basis. This chapter examines existing information, incentives, economic development approaches and programs.

Parks, Recreation and Open Space

The space devoted to satisfying the active and passive recreational needs of citizens is a vital component of any community. The parks chapter provides guidance for parks and open space improvements. This chapter examines and analyzes

existing recreational opportunities and makes recommendations that are consistent with present and future community needs.

Community Character

Character refers to the many tangible and intangible characteristics that contribute to the City's quality of life. This section provides recommendations pertaining to quality of life issues within Jersey Village. Community character refers to the many things that conjure community pride and help make the City attractive to visitors. This includes aesthetics, social well-being, as well as health and wellness. Community character related recommendations are outlined within this chapter.

Community Facilities

Public investment into community services and the level of community services provided are critical to manage growth and safety. This chapter includes reviews of the existing conditions for public facilities and recommendations for maintenance.

Implementation Plan

The Implementation Plan organizes and prioritizes the recommendations contained within the various plan elements into an action items matrix.

Planning Process

The comprehensive planning process occurred over an 14-month period, beginning in May 2014 and culminated in the summer of 2015. The comprehensive plan included a hugely-successful community engagement effort. This effort provided the foundation for all work, ideas and recommendations acquired through public participation, stakeholder discussions, consultant work and city initiatives. As a result, this planning



process has provided a clear vision for Jersey Village's future, identified opportunities and challenges, and defined methods of prioritizing implementation of the vision.

A Comprehensive Plan Advisory Committee (CPAC) guided the development of goals, strategies, action items and the future land use for the City. Committee members were chosen and appointed by City Council, bringing together a group of residents with unique experiences, backgrounds and interests, which helped facilitate discussions and capture a wider variety of perspectives and opinions, that were ultimately considered during plan formation.

The CPAC members gathered multiple times during the project to discuss a variety of topics and issues related to the development of the Comprehensive Plan. Initial stages of the process included issue identification and visioning exercises. The committee's foresight, in conjunction with public participation, formulated the plan's vision and goals. The CPAC served as a sounding board for plan strategies and recommendations.

Community input was gathered through a variety of communication channels and techniques. Online surveys were developed to poll citizen desires on vision, issues and parks. In addition to the CPAC meetings, two public meetings were conducted during the course of the comprehensive plan to gather input, develop scenarios and to present final recommendations. Engagement exercises used during the planning process including site visits, bus tours, visioning exercises, land-use scenario exercises, issue identification exercises, visual character survey and workshops to develop planning objectives, goals and strategies.

Planning Context

An understanding of the planning context sets the framework for which planning decisions can be made. This includes an understanding of both local and regional planning efforts, as well as, issues which may significantly impact future planning decisions within the City.

REGIONAL RELATIONSHIP

The City of Jersey Village is located in west-central Harris County, Texas, approximately 17 miles from Downtown Houston, 22 miles from Sugar Land, and 23 miles from Katy. The City is easily accessible due to its location along major transportation corridors such as U.S. Highway 290, Farm-to-Market Road 529, and the Southern Pacific Railroad. Houston remains a significant draw for Jersey Village residents seeking a wider- range of entertainment and special services.

RELATED AND REGIONAL PLANNING EFFORTS

Relevant local and regional planning efforts should be considered when developing a comprehensive plan to facilitate coordinated recommendations for the study area. This section provides an overview of these related efforts.

1989 Comprehensive Plan

To some degree, the Comprehensive Plan Update has been informed by the 1989 - 2010 Comprehensive Plan. The current plan generally follows the previous plan's outline with respect to identification and analysis of plan elements, organization of demographic and statistical information, and other areas. Additionally, several important issues identified and discussed



within the 1989 Comprehensive Plan are still relevant today. Many of these issues have been revisited within this plan update, including the following:

- » Growth management, with respect to which areas of the Extraterritorial Jurisdiction (ETJ) will potentially require City services and provisions. The land uses and development patterns within the ETJ continue to impact the community;
- » Housing maintenance and neighborhood aesthetics, with respect to the protection of neighborhood cohesiveness and integrity;
- » Initiative-driven economic development programs to promote land uses that maintain a vibrant community fabric and increased tax base;
- » Maintaining high-quality municipal services, the enforcement of zoning and subdivision regulations, signage restrictions, thoroughfare planning and similar regulatory authorities to preserve the residential quality of life; and
- » Mitigating the impact of incompatible uses outside of Jersey Village.

However, the 2015 Comprehensive Plan Update also departs from its predecessor document in several significant ways, including the following:

- » This plan contains a specific economic development plan element that proposes a series of integrated strategies, which, upon implementation, will yield economic development opportunities.
- » As the community looks ahead to its near and long-term possibilities, the desires of residents and stakeholders are woven through all aspects of this plan. The Plan update process has integrated broad public participation and dialogue into the development of Plan element policy recommendations by design, to confirm public support and predict the likelihood of planning program endorsement.

Historical Context

1936

Highway maps show several homesteads in the area, including F&M Dairy (owned by Clark W. Henry).

1953

Jersey Village was officially established when Clark W. Henry, with N.E. Kennedy and Son, decided to develop homesites on Jersey Lake. At this time children attended school in Cypress and Fairbanks, but space was deliberately reserved at Jersey Village for a school, park, and eighteen-hole golf course.

1956

The community incorporated with a volunteer police force.

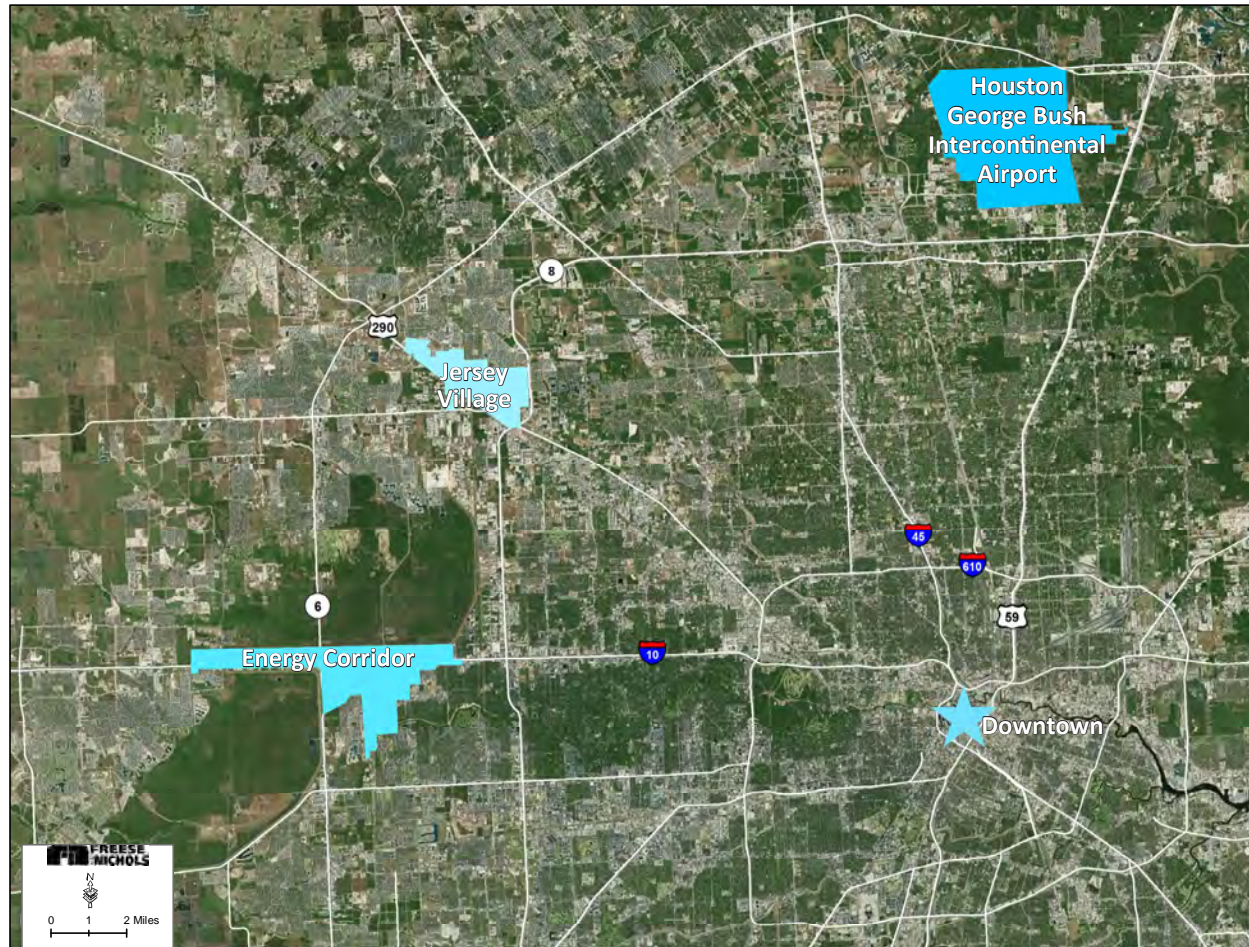


Figure I.1, Regional Context

1972

A new high school was constructed.

1980

The population reached 966 residents.

1990

The population reached 4,826 residents.

2000

The population reached 6,880 residents.

Source: Diana J. Kleiner, "JERSEY VILLAGE, TX," Handbook of Texas Online (<http://www.tshaonline.org/handbook/online/articles/hgj06>), accessed January 01, 2015. Uploaded on June 15, 2010. Published by the Texas State Historical Association.



Jersey Village Mixed-Use/Transit-Oriented Development (TOD) Plan

Jersey Village Mixed-Use/Transit-Oriented Development (TOD) Plan

The Jersey Village Mixed-Use/TOD Plan was presented in 2009 to establish a framework for sustainable development options that will utilize the City's public services efficiently. The study found that the existing mixture of land uses and potential land uses, as dictated by existing zoning, do not represent a high enough density to support transit-oriented development.

While commuter rail is not inherently necessary for a TOD to exist or be successful, this plan's recommendations were based on the assumption that a commuter rail corridor may be constructed along U.S. 290 through Jersey Village at some point in the future. And some recommendations for the area south of 290 are still appropriate in the more general context of this plan, such as:

- » Defining zoning overlays to facilitate the development of specific corridors and intersections by encouraging developers to invest in specific areas;
- » Discouraging piecemeal and haphazard development;
- » Continuing to meet with groups like Harris County, METRO, TxDOT, and the Gulf Coast Freight Rail District to discuss alternative modes of transit along major corridors (especially 290) to meet the latent demand for transit and growing populations; and
- » The necessity of creative transitions between highway facilities and future development for the City of Jersey Village to revitalize its commercial corridors and community character.

SH 6 Access Management Study North

In 2001, the Houston-Galveston Area Council (H-GAC) initiated a series of access management studies throughout the Greater-Houston Region. The SH 6 Access Management Study North is a part of this regional initiative and was sponsored by H-GAC, the Texas Department of Transportation (TxDOT), the City of Houston and Harris County. This study analyzes the SH 6/FM 1960 and FM 529 corridors, and makes recommendations to improve mobility and safety, while maintaining economic viability.

"Bridging Our Communities"- Houston-Galveston Area Council (H-GAC) 2035 Regional Transportation Plan

The H-GAC 2035 Regional Transportation Plan seeks to address greater regional growth and explore how the core values of our region's residents relate to the way the Houston-Galveston region will grow, as well as the quality of life this growth will provide. The plan illustrates the importance of linking land use, and transportation planning and policy to afford residents more options when it comes to modes of travel. Its primary focuses are on system efficiencies, opportunities to manage demand and improve safety, as well as options for adding roadway and transit system capacity.

The plan also includes recommendations for regional coordination and implementation across all 13 counties on topics, such as, system expansion, demand management, operations management, livable centers and air quality. These recommendations imply direct impacts on cities like Jersey Village that are located along major access corridors. Recommendations that influence this plan include:

- » The expansion of public transportation services by filling gaps and expanding coverage;
- » Improving connectivity by exploring opportunities for expanding multi-modal transit facilities for connecting local services;
- » Working with local transportation to develop flexible, seamless fare policies across providers;
- » Exploring public-private partnerships to encourage commuter rail in the US 90A, US 290, and SH-3 corridors;
- » Promoting access to public transportation; and
- » Exploring potential High Capacity Transit (HCT) Corridors (potentially along US 249, US 290, SH 521, SH 288, SH 225, SH 146, and SH 35).



Source: *The 2035 Houston-Galveston Regional Transportation Plan (2007)*

"Our Great Region" - Houston-Galveston Area Council (H-GAC) Regional Plan for Sustainability

According to the summary of the Our Region plan, "The Regional Plan for Sustainability looks at current and future opportunities to meet the needs of the diverse communities and residents of the region in a manner that does not compromise the needs of future generations." The plan also outlines goals for the region, develops metrics to assess sustainability, analyzes regional scenarios, and makes recommendations for implementation strategies. The Our Region plan spans topics like housing, transportation, economic development, healthy communities, and the environment and reflects HUD's livability principles. The plan aims to:

1. Enrich efforts that support workforce improvements, facilitate job growth and attract new residents, as well as conserve the natural environment and enhance the built environment; and
2. Enable the pursuit of federal funding for implementation of transportation, housing, hazard mitigation, and community and economic development projects that further sustainability in the region.¹

This plan is important in the consideration of this Comprehensive Plan because these goals align with a number of the goals outlined in this plan, which are to preserve FEMA flood plains, enhance sustainability efforts in new construction, the facilitation of public-private partnerships, and neighborhood preservation initiatives.

U.S. 290 Expansion: A Brief Overview

According to the West Houston Association, construction of the U.S. 290 Corridor from I-610 to the Grand Parkway is currently underway. TxDOT and the Harris County Toll Road Authority (HCTRA) will be sharing in the \$1.8 billion endeavor, with TxDOT providing \$1.4 billion and HCTRA, \$400 million. U.S. 290 is a major access artery of the Jersey Village community, and therefore, the current construction and future roadway conditions are a major variable in future planning considerations.

The reconstruction of the U.S. 290 corridor is considered essential to accommodating the explosive growth of the Houston region—the fourth largest metropolitan area in the U.S. and largest in Texas. The U.S. 290 Corridor has experienced considerable growth with the current corridor population estimated at 688,000. Because the projected 2040 population of 964,000 residents is anticipated, transportation issues will continue to be a serious challenge for cities within proximity of the corridor.

Sections G and F of the roadway construction are within the Jersey Village city limits. Section G began in February 2013 and is an estimated \$110.4 million project that encompasses roadway from FM 529 to West Little York, including the Beltway 8 Interchange. Section F is an estimated \$57.9 million project that began construction in October 2013 and runs from Eldridge Parkway to FM 529. According to the current information on my290.com, Project G is 53-percent complete, while Project F is 28-percent complete. Ultimately, the project hopes to contribute the following:

Freeway capacity reconstruction and widening from IH 610 to FM 2920 to create:

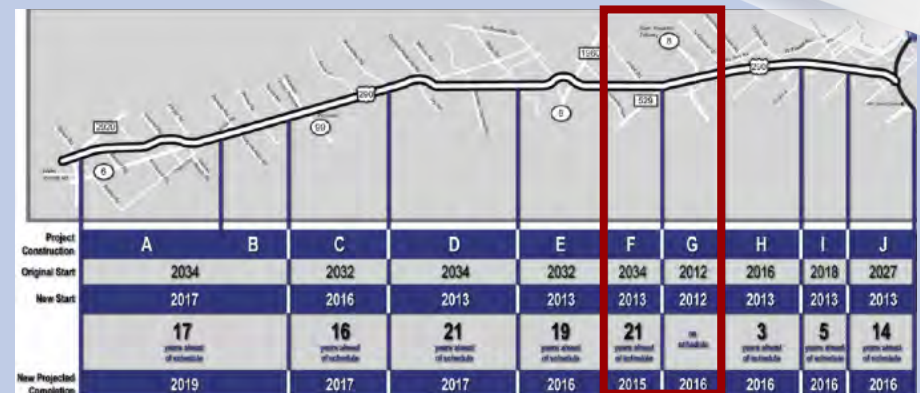
- » Five or six general-purpose lanes in each direction from IH 610 to just west of SH 6, plus auxiliary lanes, where appropriate
- » Four general-purpose lanes in each direction from just west of SH 6 to near the proposed SH 99/Grand Parkway, plus auxiliary lanes



Section G Interchange



Section F Expansion



- » Three general-purpose lanes in each direction from near the proposed SH 99/Grand Parkway to the west study limit, plus auxiliary lanes
- » Two- or three-lane frontage roads in each direction throughout the corridor;
- » Also:
 - » A four-lane, two-way managed lanes facility along Hempstead Tollway from IH 610 to the proposed SH 99/Grand Parkway
 - » Two non-tolled frontage road lanes in each direction to be reconstructed along Hempstead Tollway from IH 610 to Beltway 8
 - » U.S. 290 METRO HOV operations moved to the Hempstead Tollway managed toll lanes
 - » Proposed high-capacity transit corridor located along Hempstead Tollway; and
 - » Bicycle and pedestrian improvements.³

Because of this, the Comprehensive Plan update is being initiated during the most opportune and critical moment in time. The City will be able to consider important development questions, economic concerns, redevelopment possibilities, and other key issues that will be catalyzed by this major corridor expansion. Opportunities for redevelopment and new construction are being created as part of the U.S. 290 Expansion process, and it is critical that the City continues to plan for these changes to maintain a successful implementation while preserving key aspects of Jersey Village that residents have identified as important to their community character and identification. Specific recommendations on this subject will be discussed in detail in the following chapters of this plan and include:

- The challenge of 290 construction
- Flood risks in Jersey Village
- Improving schools
- Maintaining the look and feel of Jersey Village
- Maintaining homes as they age



Photo Credit: (above) Rigg, John. "City prepares for Hwy. 290 expansion." Community Impact Newspaper. July 18, 2013. (left and right) www.my290.com. Project Highlights and Details.



Flood Control Improvements

It is known that the City of Jersey Village has a history of flood issues, primarily along White Oak Bayou but also in a smaller tributary of the bayou. The White Oak Bayou watershed is located in central and northwest Harris County, originating northwest of FM 1960 near U.S. 290. It flows southeast to join Buffalo Bayou in downtown Houston—making this bayou finger an essential drainage-way for much of northwest Harris County, the City of Jersey Village, and the City of Houston². Over time the White Oak Bayou has been modified and enlarged. The largest expansion of this bayou occurred between 1964 and 1976, when the lower 10.7 miles of the bayou was included as part of a federal flood damage reduction project by the Harris County Flood Control District and U.S. Army Corps of Engineers.

The last major flood in October 2002 damaged more than 200 homes. Prior to that time, Tropical Storm Allison (2001) flooded

approximately 500 homes, and Tropical Storm Francis (1998) flooded approximately 200 homes. There are currently 98-acres of detention pond/lake within city limits, comprising nearly 4.3 percent of the City's land. In May of 2011, Harris County Flood Control District (HCFCD) submitted an application for FEMA Hurricane Ike Hazard Mitigation Grant funding for construction improvements to the 43- acre Jersey Meadows Stormwater Detention Basin to reduce the risk of future flooding in this area. In 2012, the project was granted the funding, which would reimburse up-to 75-percent of construction costs needed to complete the project.

This 30-month project began in June 2012 and includes removing nearly 432,000 cubic yards of soil, constructing a weir spillway structure and re-grading the detention basin's slopes. According to the Harris County Flood Control district, the project included a 1.6-mile trail around the detention basin and expands the basin to hold about 114 million gallons of water.



Photo Credit: <http://www.hcfcd.org/news/2012-0625.html>

Harris County Flood Control District's Jersey Meadows Stormwater Detention Basin (2005)

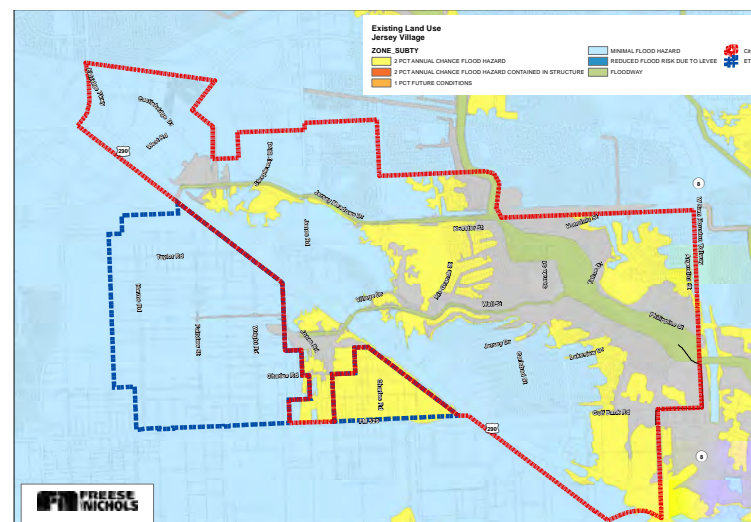


Figure I.2, FEMA Floodplain

In addition to the Jersey Meadows Stormwater Detention Basin, HCFCFCD has constructed additional flood control mechanisms in close proximity to Jersey Village. *Figure 1.3, HCFCFCD Flood Control Projects* identifies the locations of existing, and future planned flood control measures near Jersey Village. These highlighted projects were made possible through a cooperative program which provides federal funding assistance for critical flood control infrastructure. This funding provided the necessary resources for HCFCFCD to complete the 7.5-mile of channel conveyance improvements along White Oak Bayou from Beltway 8 to Tidwell Drive, as well as improvements to the 2-mile Jersey Village Channel. The Jersey Village Channel is significant in that it carries 30-percent of White Oak Bayou's

maximum flows around the City of Jersey Village during times of heavy rain.

In addition to regional drainage and flood prevention improvements, Jersey Village has also taken the initiative to make improvements within the city limits. The following are improvement projects undertaken: Argentina, Carlsbad, Chichester, Equador, Glamorgan, Leeds, Shanghi and Tahoe Paving Storm Sewer and Waterline Improvements; Honolulu Paving, Storm, and Water Line Improvements; and Phase III Paving, Storm, and Water Line Improvements. These projects assist in providing the necessary flood control measures to protect the residents of Jersey Village and their property.

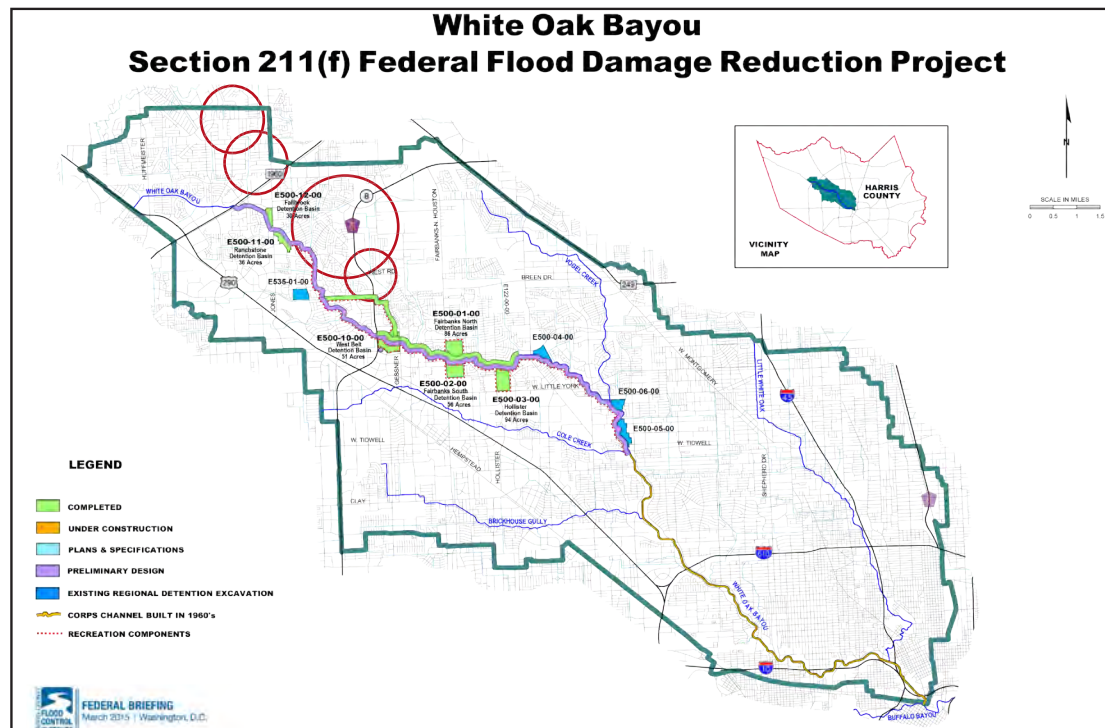


Figure 1.3, HCFCFCD Flood Control Projects

EXISTING LAND USE AND PHYSICAL CONSTRAINTS

Providing for the continued orderly and efficient use of land should be a major planning consideration in Jersey Village. The pattern of land use that exists today has evolved as a result of the City's past needs. The activities of local residents create a need for various land uses, as well as for the supplemental systems that support the land uses (i.e. thoroughfare systems, city services, infrastructure). The relationships of existing and future land uses will shape the character and quality of life of the community; especially, since nearly 92 percent of the City is developed. In order to accurately assess the City's future land use needs, an analysis of past trends and existing patterns is the topic of discussion in this chapter. From earlier demographic discussion, it was highlighted that more than three-quarters of the housing stock was built before 1970; also, while 55 percent of the City's households moved into homes between 2000 and 2009, only 18 percent of the housing stock was constructed during the same time period.

The City's man-made and physical environment greatly influences its future land use pattern growth with regard to FEMA flood maps updates, road expansions and new development. These factors ultimately contribute to the City's urban form and content, and therefore it is important to analyze them when fashioning the elements of this plan.

Existing Land Use Analysis and Map

The existing land-use characteristics of the City's limits can be seen in [Table I.1, Existing Land Use Composition](#). Also, Jersey Village's primary land use, as seen in [Figure I.3, Existing Land Use](#), is single-family residential, which comprises nearly 30-percent of the land uses within the city limits. Multiple-family dwellings make up nearly four percent of land uses and townhome comprise nearly one percent.

The second-largest land use within the City's boundaries is right-of-way, comprising nearly 20-percent (446 acres). Commercial and public/semi-public recreational land uses each make

Land Use	City Limits		ETJ		Planning Area		Acres per 1 Persons
	Acres	Percent	Acres	Percent	Acres	Percent	
Single Family	683	30.2%	15	2.1%	698	23.6%	9.2
Multi-Family	88	3.9%	0	0.0%	88	3.0%	1.2
Townhome	21	0.9%	0	0.0%	21	0.7%	0.3
Manufactured Home	0	0.0%	25	3.6%	25	0.8%	0.3
Residential	792	35.1%	40	5.7%	832	28.1%	10.9
Parks and Open Space	83	3.7%	0	0.0%	83	2.8%	1.1
Public/Semi-Public	180	8.0%	11	1.6%	191	6.4%	2.5
Private Recreation	134	5.9%	0	0.0%	134	4.5%	1.8
Retail	44	1.9%	2	0.3%	46	1.6%	1
Office	28	1.2%	0	0.0%	28	0.9%	0.4
Commercial	182	8.1%	198	28.1%	380	12.8%	5.0
Industrial	74	3.3%	302	42.9%	376	12.7%	4.9
Detention Pond/Lake	98	4.3%	5	0.7%	103	3.5%	1.4
Right-of-Way	446	19.8%	28	4.0%	474	16.0%	6.2
Railroad Right-of-Way	27	1.2%	0	0.0%	27	0.9%	0.4
Nonresidential	1296	57.4%	546	77.6%	1,842	62.2%	24.2
Vacant	170	7.5%	118	16.8%	288	9.7%	3.8
Total Acres	2,258		704		2,962		38.9

Table I.1, Existing Land Use Composition

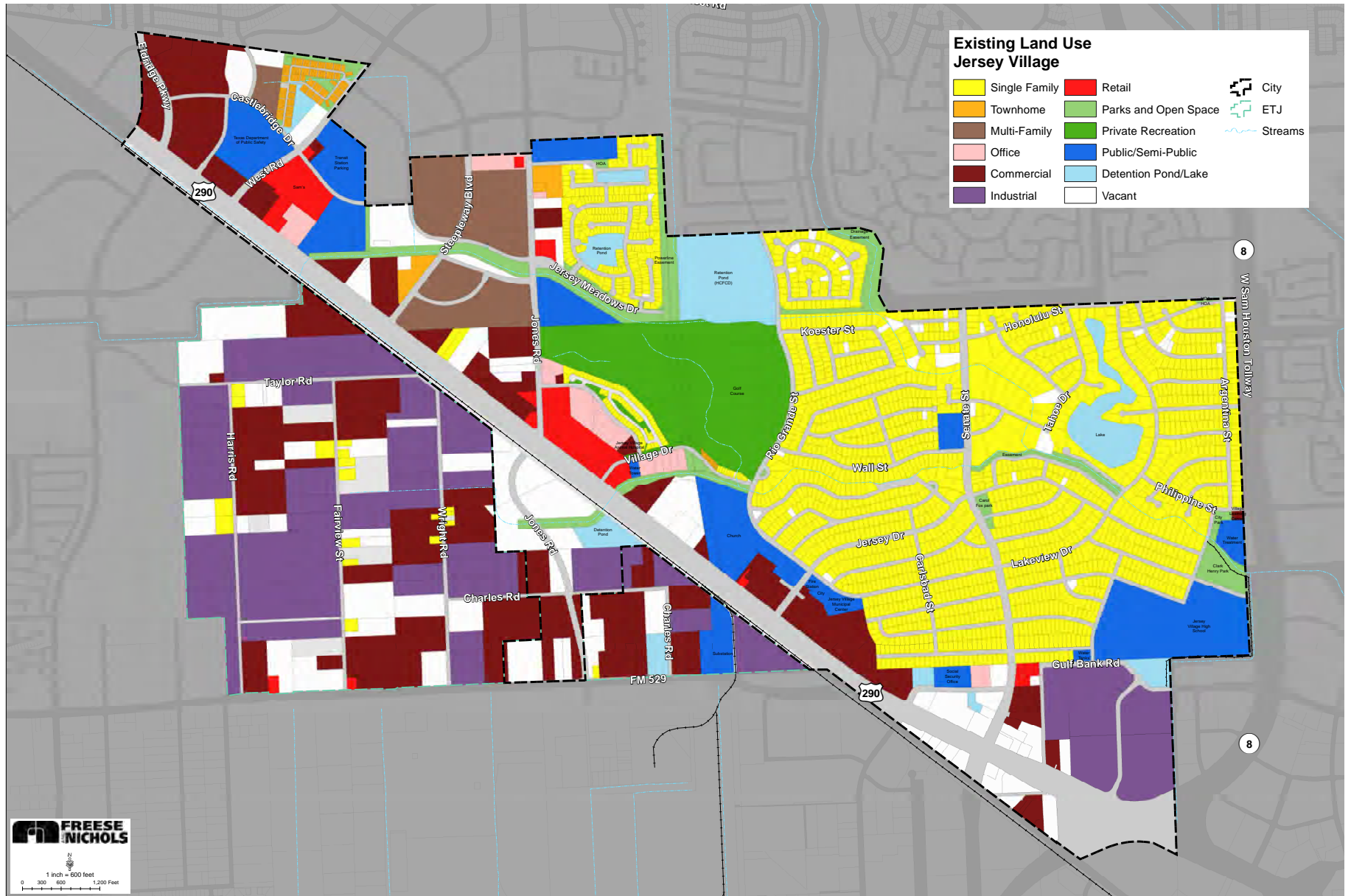


Figure I.4, Existing Land Use



up 8-percent of the City's land uses. Nearly 8-percent of the remaining available land is vacant within the City, as illustrated in the pie chart below.

The City is also known for its 18-hole golf course and other outdoor amenities, such as several private parks and Jersey Lake. The amenities were planned in advance of the City's conception, and land was set aside for their development as the City grew. The City currently has 83-acres of parks and open spaces (3.7-percent of the City's land uses), 134 acres of private recreation (5.9-percent of the City's land uses), and 180 acres of public/semi-public lands (8.0-percent of the City's land uses).

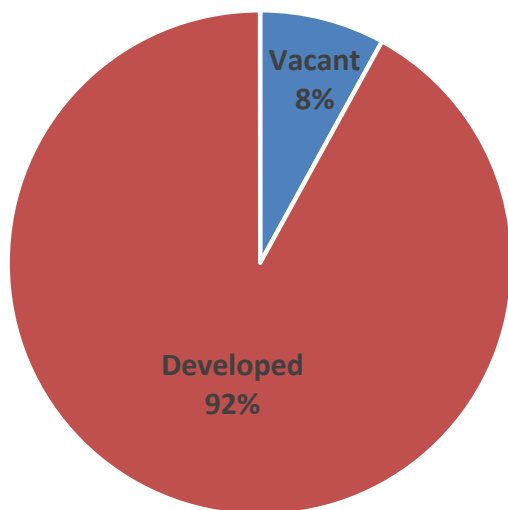


Figure I.5, Percentage of Vacant Land

Municipal Boundaries and Extraterritorial Jurisdiction

The City of Jersey Village's ETJ comprises 704-acres of land, which is located south of U.S. 290. The City's ETJ commonly extends up to one mile from the city limits based on the 2010 population of 7,620 residents. However, due to the City being nearly landlocked by other municipalities, the ETJ may extend only where other cities and their ETJ's do not exist. The ETJ serves two purposes. The first purpose is to make sure cities only annex land only within their ETJ, because it creates a limitation against annexing into the ETJ of another city. The second purpose allows for cities to extend and enforce their subdivision regulations into their ETJ. Cities cannot, however, enforce zoning regulations in their ETJ.

The major land uses that characterize the ETJ are Industrial (43%), Commercial (28%) and Vacant (17%). There is a major difference in character and function in the land uses of the ETJ from those of the residential-oriented uses in the northern city limits. This is a situation that makes transitions and guided growth essential to successful development and sound infrastructure investment. Due to the limited area in which the City can expand, the plan's focus must be on the development of the remaining vacant land and redevelopment efforts, which will impact the overall development patterns and character of Jersey Village.



Figure I.6, City Limits and ETJ





Community Snapshot

1

Introduction

The *Community Snapshot* chapter of this Plan explores key, data-based characteristics of the City of Jersey Village. Through this analysis, the City can better understand and identify particular demographic patterns that may impact future growth. Thus, the *Community Snapshot* provides the City with a comprehensive, fact-based introduction to the socio-economic conditions that exist in Jersey Village; some of the highlights include population growth, age diversity, race and ethnicity, age distribution, educational levels, household type and income, housing value, employment industry, commute time and land use are all discussed in this section.

HISTORIC POPULATION GROWTH

Fundamentally, people are the most vital element of any community. The following discussion is intended to provide insight into the historical and existing populations of the people of Jersey Village. The City experienced its biggest population growth between 1980, with a population of less than 1,000 residents, to almost 5,000 residents in 1990 (refer to *Figure 1.1, Historical Population Growth*). Suburban growth continued to take place between 1990 and 2000, with a 43 percent population increase. By 2010, the City had grown by an additional 11-percent to a population high of 7,620 people.

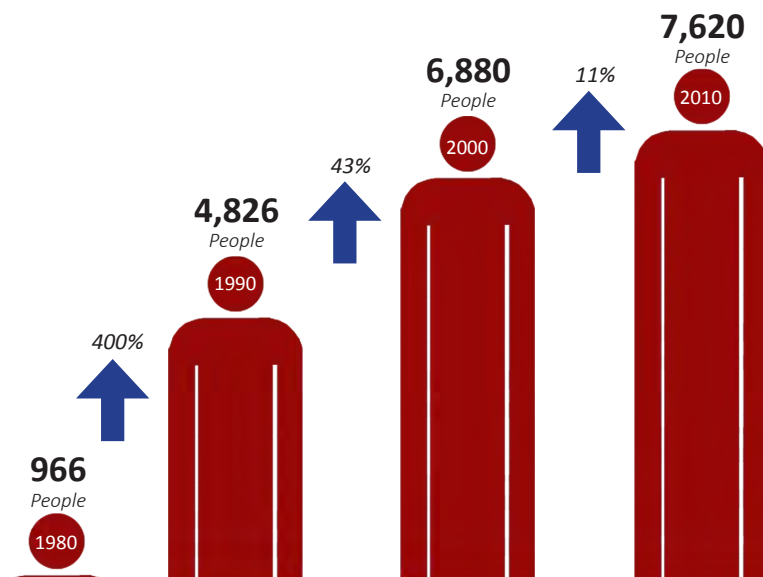


Figure 1.1, Historical Population Growth



According to the American Community Survey's population estimates, it was estimated that in 2012 there were 7,792 people in Jersey Village.

Based on *Table 1.1, Historical Compound Annual Growth Rate (CAGR)*, below, Harris County experienced a 17-percent population growth between 1980 and 1990. Jersey Village's population growth exploded in 1990 and rapidly declined over the next two decades from a nearly 400-percent growth rate to an estimated 2.3-percent in 2012. Harris County similarly declined from 20-percent growth rate to an estimated 3.9-percent in 2012.

JERSEY VILLAGE POPULATION PROJECTIONS

The Compound Annual Growth Rate (CAGR) is a method for analyzing annual average rates of growth. The City's annual growth between 1980 and 2010 was 7.1 percent (refer to *Table 1.1*, below). Based on historical population growth and recent population estimates, Jersey Village is projected to experience a 0.25 to one percent CAGR in the next 20 years.

Population projections are an important component of a long-range planning process. They help determine and quantify the demands that will be placed on public facilities and services based on the potential pace and scale of the community's physical growth. In *Table 1.2, Historical Population Growth*, analysis was conducted to project the City's population out to 2030; using a conservative 0.25 to one percent growth rate, it was calculated that Jersey Village's population would reach between 8,010 and 9,298 persons by the year 2030, if such growth is allowed by the physical city limits. Table 1.2 provides a comparison of several potential scenarios for future population change in Jersey Village. The projections build on the latest U.S. Census figure of 7,620 persons for 2010, and identify potential population levels out to 2030.

Year	Jersey Village		Compound Annual Growth Rate	Harris County	
	Population	Percent Change		Population	Percent Change
1980	966	-	7.1%	2,409,547	-
1990	4,826	399.6%		2,818,199	17.0%
2000	6,880	42.6%		3,400,578	20.7%
2010	7,620	10.8%		4,092,459	20.3%
*Est. 2012	7,792	2.3%	-	4,253,963	3.9%

Source: U.S. Census 1980, 1990, 2000, 2010; *Source: Census estimate for 2012

Table 1.1, Historical Compound Annual Growth Rate (CAGR)



Jersey Village											
0.25% CAGR		0.5% CAGR		1.0 % CAGR		1.5 % CAGR		2.0 % CAGR		2.5 % CAGR	
Year	Population	Year	Population	Year	Population	Year	Population	Year	Population	Year	Population
2010	7,620	2010	7,620	2010	7,620	2010	7,620	2010	7,620	2010	7,620
2011	7,639	2011	7,658	2011	7,696	2011	7,734	2011	7,772	2011	7,811
2012	7,658	2012	7,696	2012	7,773	2012	7,850	2012	7,928	2012	8,006
2013	7,677	2013	7,735	2013	7,851	2013	7,968	2013	8,086	2013	8,206
2014	7,696	2014	7,774	2014	7,929	2014	8,088	2014	8,248	2014	8,411
2015	7,716	2015	7,812	2015	8,009	2015	8,209	2015	8,413	2015	8,621
2016	7,735	2016	7,851	2016	8,089	2016	8,332	2016	8,581	2016	8,837
2017	7,754	2017	7,891	2017	8,170	2017	8,457	2017	8,753	2017	9,058
2018	7,774	2018	7,930	2018	8,251	2018	8,584	2018	8,928	2018	9,284
2019	7,793	2019	7,970	2019	8,334	2019	8,713	2019	9,107	2019	9,516
2020	7,813	2020	8,010	2020	8,417	2020	8,843	2020	9,289	2020	9,754
2021	7,832	2021	8,050	2021	8,501	2021	8,976	2021	9,475	2021	9,998
2022	7,852	2022	8,090	2022	8,586	2022	9,111	2022	9,664	2022	10,248
2023	7,871	2023	8,130	2023	8,672	2023	9,247	2023	9,857	2023	10,504
2024	7,891	2024	8,171	2024	8,759	2024	9,386	2024	10,054	2024	10,767
2025	7,911	2025	8,212	2025	8,847	2025	9,527	2025	10,256	2025	11,036
2026	7,931	2026	8,253	2026	8,935	2026	9,670	2026	10,461	2026	11,312
2027	7,950	2027	8,294	2027	9,024	2027	9,815	2027	10,670	2027	11,595
2028	7,970	2028	8,336	2028	9,115	2028	9,962	2028	10,883	2028	11,885
2029	7,990	2029	8,377	2029	9,206	2029	10,111	2029	11,101	2029	12,182
2030	8,010	2030	8,419	2030	9,298	2030	10,263	2030	11,323	2030	12,486

Source: U.S. Census 2010

Table 1.2, Historical Population Growth



RACE & ETHNICITY

Information regarding race and ethnicity is important to local governments to ensure that all of its citizens are being represented in decision-making processes. Those who identified themselves as Caucasian made up the largest portion of the total population in both the 2000 and 2010 U.S. Census, as seen in *Figure 1.2, Race and Ethnicity: 2000 - 2010*. However, their total percentage decreased by 10-percent in 2010, which is in line with state-wide and national trends as other ethnicities continue to grow across the country. Those of Hispanic origin made up the second largest group in both 2000 and 2010; approximately 7.3-percent of the City's population. African-Americans had a 4.2-percent increase while the Native Hawaiian and Other Pacific Islander decreased by 0.1 percent (see *Figure 1.2, Race and Ethnicity: 2000 - 2010*).

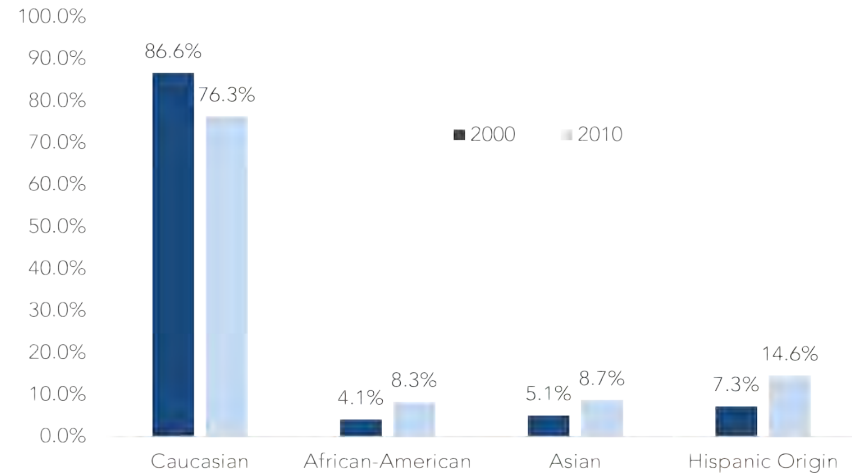


Figure 1.2, Race and Ethnicity: 2000 - 2010

Race vs. Ethnicity

While race and ethnicity share an ideology of common ancestry, they differ in several ways. First of all, race is primarily unitary. You can only have one race, while you can claim multiple ethnic affiliations. You can identify ethnically as Irish and Polish, but you have to be essentially either black or white. The fundamental difference is that race is socially imposed and hierarchical. There is an inequality built into the system. Furthermore, you have no control over your race; it's how you're perceived by others.

Source: Conley, Dalton. http://www.pbs.org/race/000_About/002_04-experts-03-02.htm

Race/Ethnicity	2000		2010		Percentage Difference
	Number	Percent	Number	Percent	
Caucasian	5,960	86.6%	5,813	76.3%	-10.3%
African-American	280	4.1%	631	8.3%	4.2%
American Indian & Alaska Native	15	0.2%	29	0.4%	0.2%
Asian	350	5.1%	663	8.7%	3.6%
Native Hawaiian & Other Pacific Islander	4	0.1%	0	0.0%	-0.1%
Some Other Race	167	2.4%	320	4.2%	1.8%
Two or More Races	104	1.5%	164	2.2%	0.6%
Total	6,880	-	7,620	-	-
Hispanic Origin	499	7.3%	1,109	14.6%	7.3%

Source: U.S. Census 2000, 2010

Table 1.3, Race and Ethnicity: 2000 - 2010

Age Group	2000		2010		Difference
	Number	Percent	Number	Percent	
Young (0-14)	1,209	17.57%	1,121	14.71%	-2.86%
High School (15-19)	464	6.74%	427	5.60%	-1.14%
College, New Family (20-24)	446	6.48%	544	7.14%	0.66%
Prime Labor Force (25-44)	2,175	31.61%	1,986	26.06%	-5.55%
Older Labor Force (45-64)	2,063	29.99%	2,424	31.81%	1.83%
Elderly (65+)	523	7.60%	1,118	14.67%	7.07%
Total	6,880	100.00%	7,620	100.00%	-
Median age	37.8		41.8		

Source: U.S. Census 2000, 2010

Table 1.4, Age of Population: 2000 - 2010

AGE DISTRIBUTION

There have been fluctuations across the board for each age group in the City of Jersey Village. In 2010, the largest segment of the population comprised of the Older Labor Force whose age range from 45 to 64, as seen above in [Table 1.4, Age of Population: 2000 - 2010](#). The second largest segment comprised of the Prime Labor Force whose age range between 25 to 44. This group had a six percent decrease while the Older Labor Force increased by two percent, and the Elderly (65+) increased by seven percent. The Young, newborn to ages 14, also had a three percent population decrease. The median age in Jersey Village rose from 37.8 to 41.8 years.

Another important aspect to examine is the age pyramid as seen in [Figure 1.3, Age Cohort](#). This is a graphic representation of the percentage of the population within the different age groups, categorized by gender. The black line represents the Texas average for both male and female in order to draw comparisons. The most visible age group belongs to those between ages 50 and 74, whose population is substantially

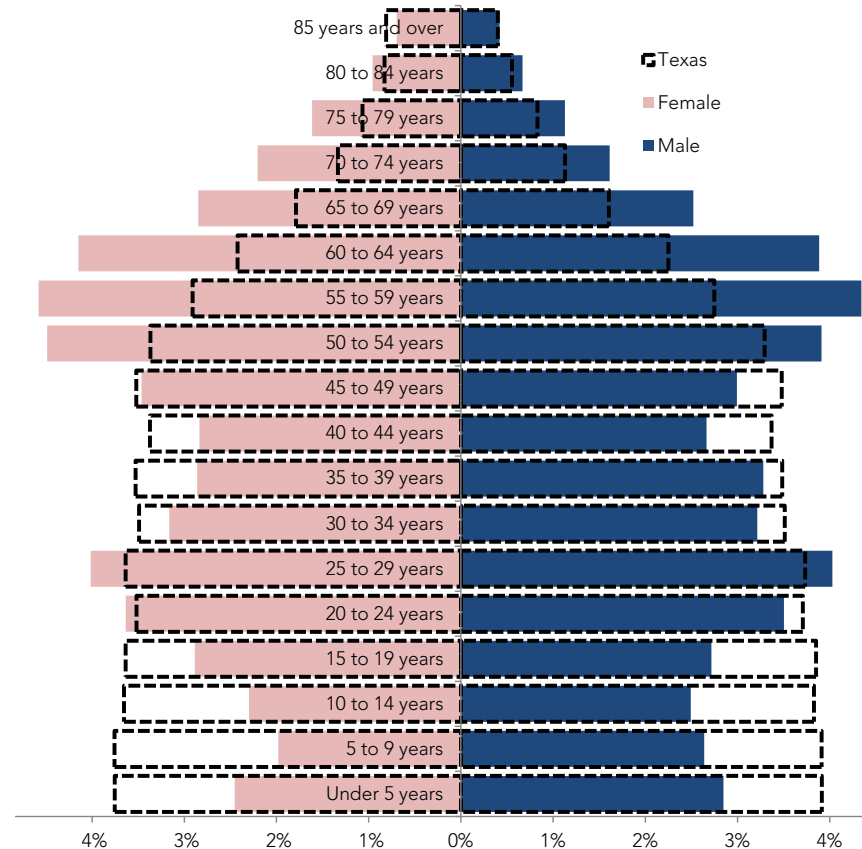


Figure 1.3, Age Cohort

larger than the state-wide average. However, the age group of 5 to 19 years old is drastically below the state average. This may be an indication that those in the 20-24 age groups are moving out of Jersey Village after they graduate college.

CITIZEN'S EDUCATIONAL ATTAINMENT

The educational level of a population generally indicates the skills and abilities of the residents of the community, which then guides the City for which types of job should be provided. In general, the educational attainment rate in Jersey Village has not changed much. While the number of high school graduates has increased since 2000, the number of Bachelor's degree holders has decreased, and the number of Graduate degree holders has increased by two percent (see [Figure 1.4, Education Attainment Levels: 2000 & 2012](#)). This attainment rate is higher than that of the State's overall average. According to a brief statistical analysis done by the U.S. Census Bureau, staying in school and gaining higher education really does pay off in the long run and that the connection between schooling and employability and wages exists not only today, but also existing more than 20 years prior. The more educated an individual is, the better his or her

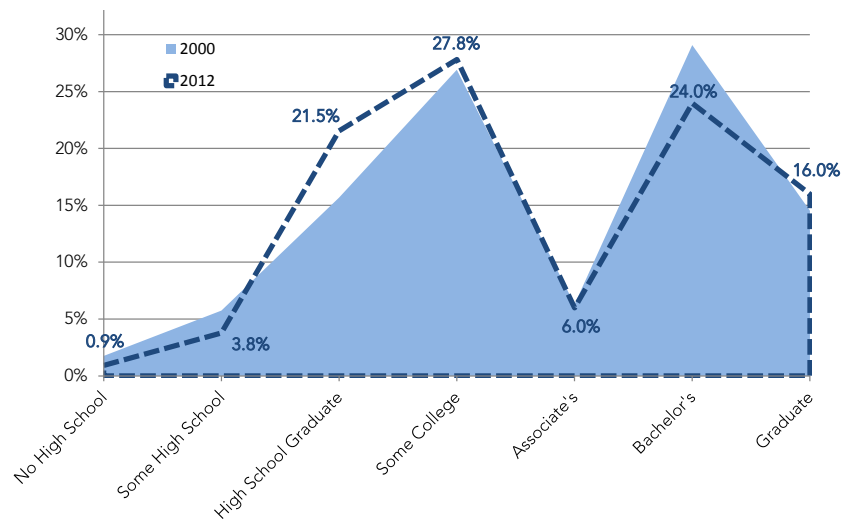


Figure 1.4, Education Attainment Levels: 2000 & 2012

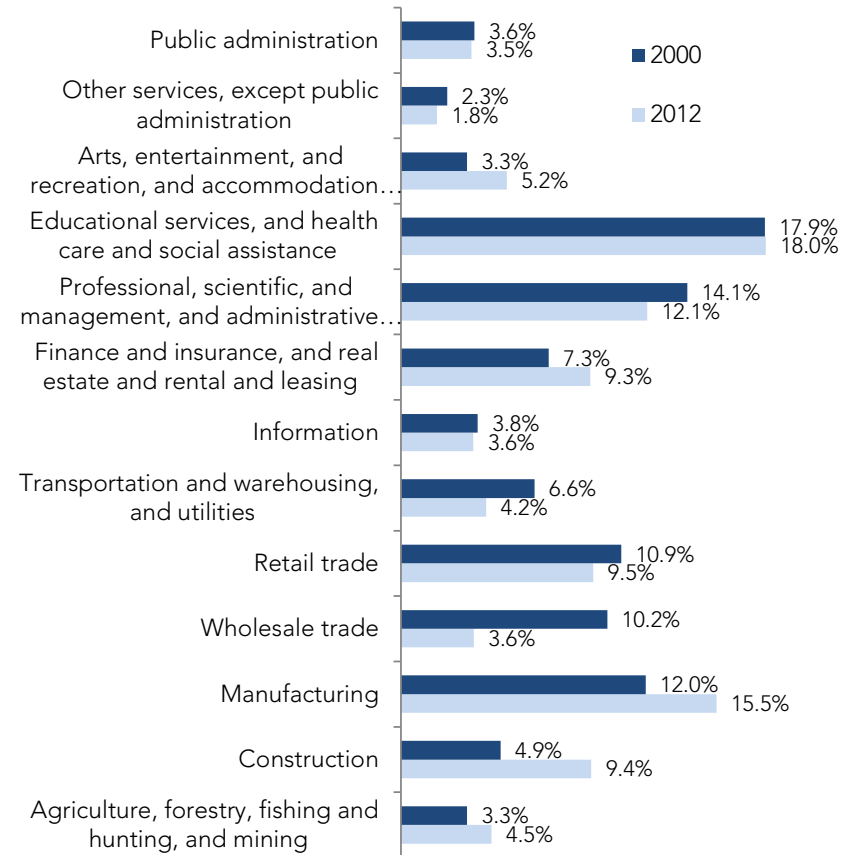


Figure 1.5, Occupations

chances of getting hired, and the more likely he or she is to earn higher wages—which ultimately leads to a higher overall standard of living.¹

EMPLOYMENT BY OCCUPATION

In 2012, the highest number of employment was in the Educational services, health care and social assistance sector,

¹ Graham, Ben, and Charles Paul. "Does higher education really lead to higher employability and wages in the RMI." (2010).

accounting for 18 percent of the total employment industry in Jersey Village. The second largest employment industry belonged to the Manufacturing sector, followed by Professional, scientific, and management, and administrative and waste management services. Industries such as Transportation and warehousing, and utilities, retail trade, and wholesale trade have decreased. All major industries are represented graphically in [Figure 1.5, Occupations](#), showing which sectors of the local economy changed the most since 2000.

LOCAL INCOME LEVELS

Knowing local income levels in a particular area can guide the planning process to provide the right kinds of business and residential options. Income is also an

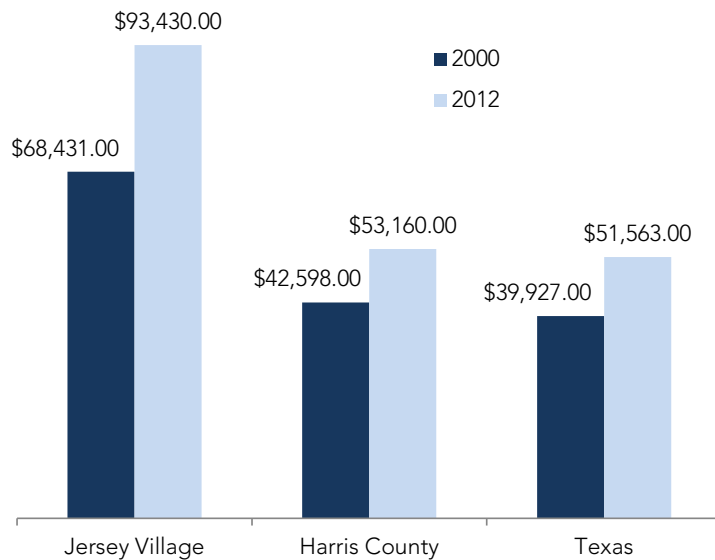


Figure 1.6, Income Levels: 2000 & 2012

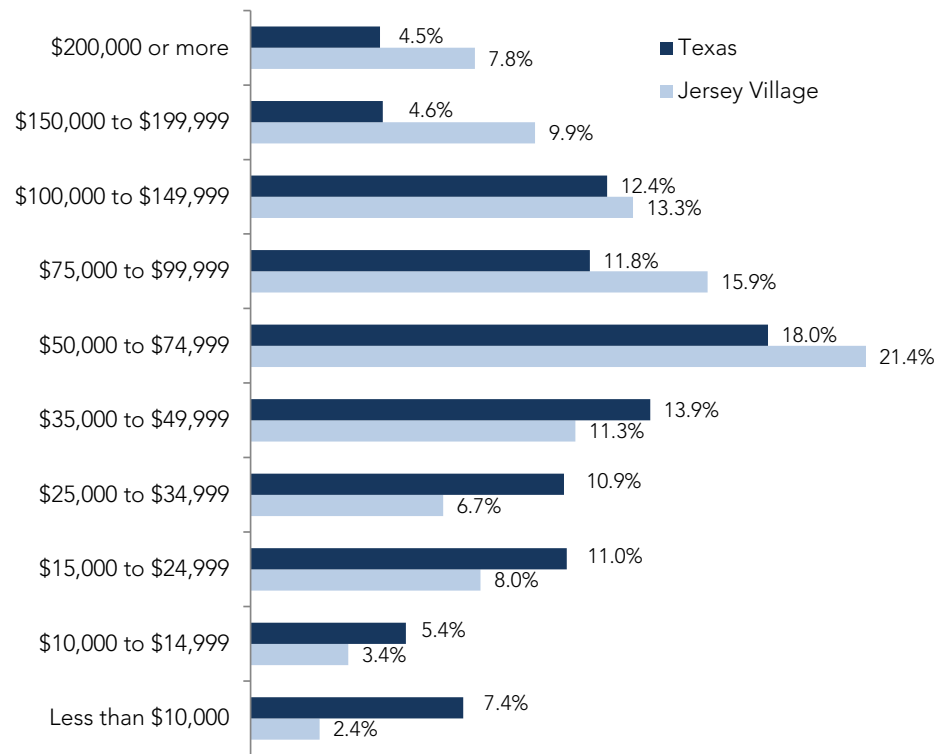


Figure 1.7, Income Levels in Jersey Village & Texas

indicator for the retail market; higher income levels generally mean more disposable income, therefore, more retail possibilities. In turn, this will mean a higher tax base for a community.

It is interesting to examine average income in Jersey Village compared to Harris County and the State of Texas, as seen in [Figure 1.6, Income Levels: 2000 & 2012](#). The bar graph shows that Jersey Village had the an income increase of \$24,999 and is well above County and State average, which has a median income of \$93,430 in 2012. Harris County has an overall median income of \$53,160 while Texas has an overall median



income of \$51,563. In *Figure 1.7, Income Levels in Jersey Village & Texas*, Jersey Village exceeded the State in income generation between \$50,000 and \$200,000+; this is important to note because it indicates that residents are earning higher wages than most other cities across the State.

HOUSEHOLD TYPE

Household type refers to how the people who live within a household are related, if they do not live alone. This section looks at what types of households are found within Jersey Village, and whether those types have changed significantly between 2000 and 2010; this data can be seen in *Table 1.5, Household Type*.

Household composition has shifted over the past decades, from predominantly traditional nuclear families to a large percentage of nontraditional and blended families. The latter type of family is a combination of two families, single-parent families or couples without children. According to the 2000 and 2010 Census, the City of Jersey Village experienced a slight decrease in the family households percentage although the number had increased. Of this category, Married Couple Family had the largest decrease by seven percent. In contrast, Female Householder with no husband present increased by almost two percent. Non-family Households make up 37-percent of the population, 32-percent of which are householder living alone and almost ten percent are 65 years and older. The average household size in 2000 was 2.42 and have decreased to 2.25 in 2010, which is also a national trend as family sizes decrease.

Household Type	2000		2010		Percentage Difference
	Number	Percent	Number	Percent	
Family Households	1,943	68.4%	2,134	63.2%	-5.26%
With Own Children Under 18 Years	825	29.0%	764	22.6%	-6.44%
Married Couple Family	1,693	59.6%	1,766	52.3%	-7.35%
With Own Children Under 18 years	669	23.6%	570	16.9%	-6.69%
Female Householder, No Husband Present	176	6.2%	268	7.9%	1.73%
With Own Children Under 18 Years	116	4.1%	148	4.4%	0.30%
Non-Family Households	897	31.6%	1,245	36.8%	5.26%
Householder Living Alone	704	24.8%	1,069	31.6%	6.85%
65 Years and Over	72	2.5%	299	8.8%	6.31%
Total Households	2,840		3,379		
Average Household Size	2.42		2.25		
Source: U.S. Census 2000, 2010					

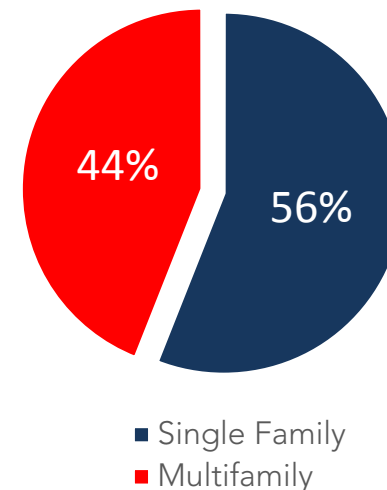


Figure 1.8, Housing Breakdown

Table 1.5, Household Type



Units in Structure	2000				2012				Jersey Village Percent Change
	Jersey Village		Texas		Jersey Village		Texas		
Total housing units	3,087		8,123,262		3,548		9,961,513		-
1-unit, detached	1,754	56.8%	5,171,892	63.7%	1,932	54.5%	6,542,607	65.7%	-2.4%
1-unit, attached	34	1.1%	249,018	3.1%	42	1.2%	263,514	2.6%	0.1%
2 units	21	0.7%	170,679	2.1%	32	0.9%	198,542	2.0%	0.2%
3 or 4 units	119	3.9%	272,988	3.4%	72	2.0%	314,623	3.2%	-1.8%
5 to 9 units	199	6.4%	356,073	4.4%	288	8.1%	485,357	4.9%	1.7%
10 to 19 units	401	13.0%	351,859	4.3%	604	17.0%	642,531	6.5%	4.0%
20 or more units	550	17.8%	819,101	10.1%	565	15.9%	760,009	7.6%	-1.9%
Mobile home	9	0.3%	731,652	9.0%	13	0.4%	754,330	7.6%	0.1%
Source: U.S. Census 2000; 2008-2012 American Community Survey 5-Year Estimates									

Source: U.S. Census 2000; 2008-2012 American Community Survey 5-Year Estimates

Table 1.6, Housing Type

HOUSING TYPE

Single family products make up 56-percent of the total housing supply while multifamily products make up 44-percent (see [Figure 1.8, Housing Breakdown](#)). The percentage of 1-unit, attached housing have decreased by two percent in 2012 while the number of multifamily housing increased. In [Table 1.7, Housing Type](#), analysis was done regarding the number of units per dwelling from 2000 to 2012, in both the City of Jersey Village and the State of Texas. The largest changes occurred among one-unit detached and 10 to 19 unit multi-plexes/apartments.

HOUSING VALUES

Housing values are important to examine because they generally indicate what the City can expect its future housing stock to contribute to the local economy. In [Table 1.7, Housing Values: 2000 & 2012](#), the total

House Values (Owner-Occupied)	2012				2000			
	Jersey Village		Texas		Jersey		Texas	
Owner-Occupied Units	1,870		5,609,007		1,652		3,849,585	
Less than \$50,000	0	0.0%	696,888	12.4%	11	0.7%	875,444	22.7%
\$50,000 to \$99,999	66	3.5%	1,361,239	24.3%	167	10.1%	1,561,509	40.6%
\$100,000 to \$149,999	231	12.4%	1,238,795	22.1%	797	48.2%	700,830	18.2%
\$150,000 to \$199,999	719	38.4%	895,978	16.0%	402	24.3%	335,179	8.7%
\$200,000 to \$299,999	678	36.3%	758,661	13.5%	182	11.0%	223,968	5.8%
\$300,000 to \$499,999	162	8.7%	436,502	7.8%	55	3.3%	104,821	2.7%
\$500,000 to \$999,999	14	0.7%	167,999	3.0%	38	2.3%	37,697	1.0%
\$1,000,000 or more	0	0.0%	52,945	0.9%	-	-	10,137	0.3%
Median (dollars)	194,300		128,000		142,900		82,500	

Source: U.S. Census 2000, 2008-2012 American Community Survey 5-Year Estimates

Table 1.7, Housing Values: 2000 & 2012

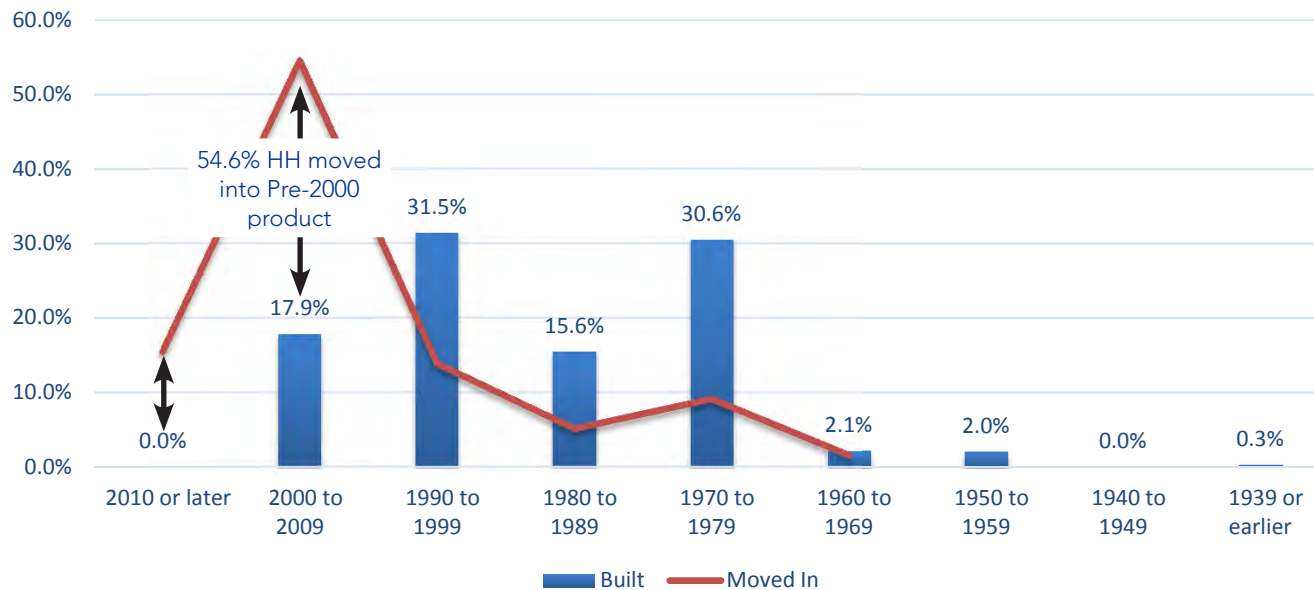


Figure 1.9, Year Built and Moved In

housing composition for both 2000 and 2012 is illustrated using a bar graph. In 2000, almost half of the housing stock were valued between \$100,000 and \$149,999. In 2012, that number decreased by 36-percent, making up 12-percent of the housing stock. Housing units valued \$150,000 or more increased as a whole. This is an indication that home values are rising. The median house value in 2000 was \$142,900 and increased to \$194,300 in 2012, having a higher value than state average.

YEAR BUILT AND YEAR MOVED IN

Parallel to national rate, housing construction slowed down after the early 2000 recession. Of the 3,312 occupied housing units, 1,808, or 55-percent of Jersey Village's households moved into their homes between 2000 and 2009. As seen in [Figure 1.9, Year Built and Moved In](#), only 18-percent of the housing stock were

built between 2000 and 2009, creating a supply and demand gap. According on the figure, more than three-quarters of the housing stock were built after 1970.

COMMUTE TIME

An important element to consider related to where people would like to live is the amount of time it takes to travel between work and home. As the population in and around Jersey Village continues to increase, time spent on roadways during traffic hours will likely increase as well. According to the 2012 American Community Survey 5-Year Estimates, the average travel time to work in Jersey Village is 26.9 minutes, compared to 24.9 for state average. In [Figure 1.10, Commute Time](#), on the following page, compares the commute time for Jersey Village residents and Texas who are employed.

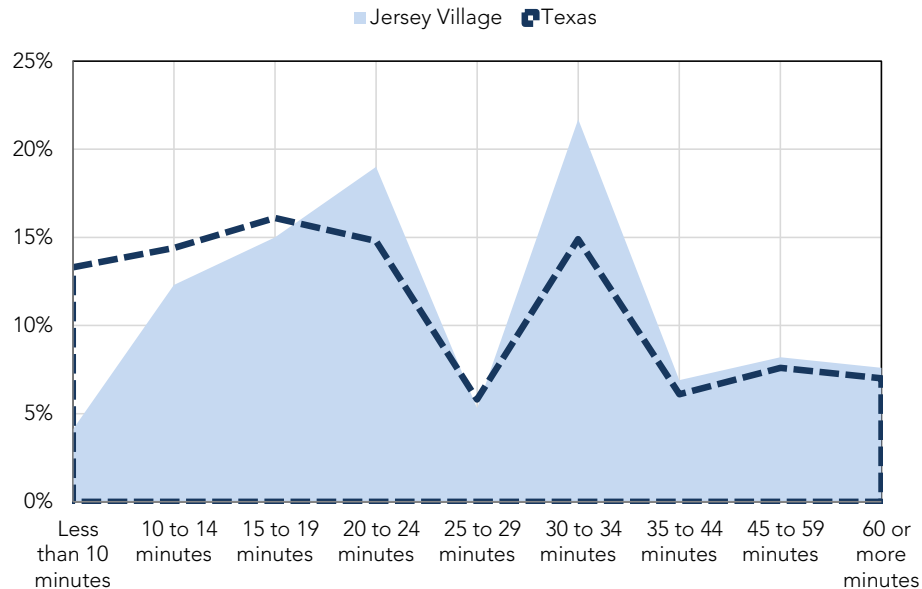


Figure 1.10, Commute Time

Means of Transportation to Work	
Workers 16 years and over	4,237
Car, truck, or van -- drove alone	86.5%
Car, truck, or van -- carpooled	6.4%
Public transportation (excluding taxicab)	2.5%
Walked	1.2%
Other means	1.5%
Worked at home	1.9%
Source: 2008-2012 American Community Survey 5-Year Estimates	

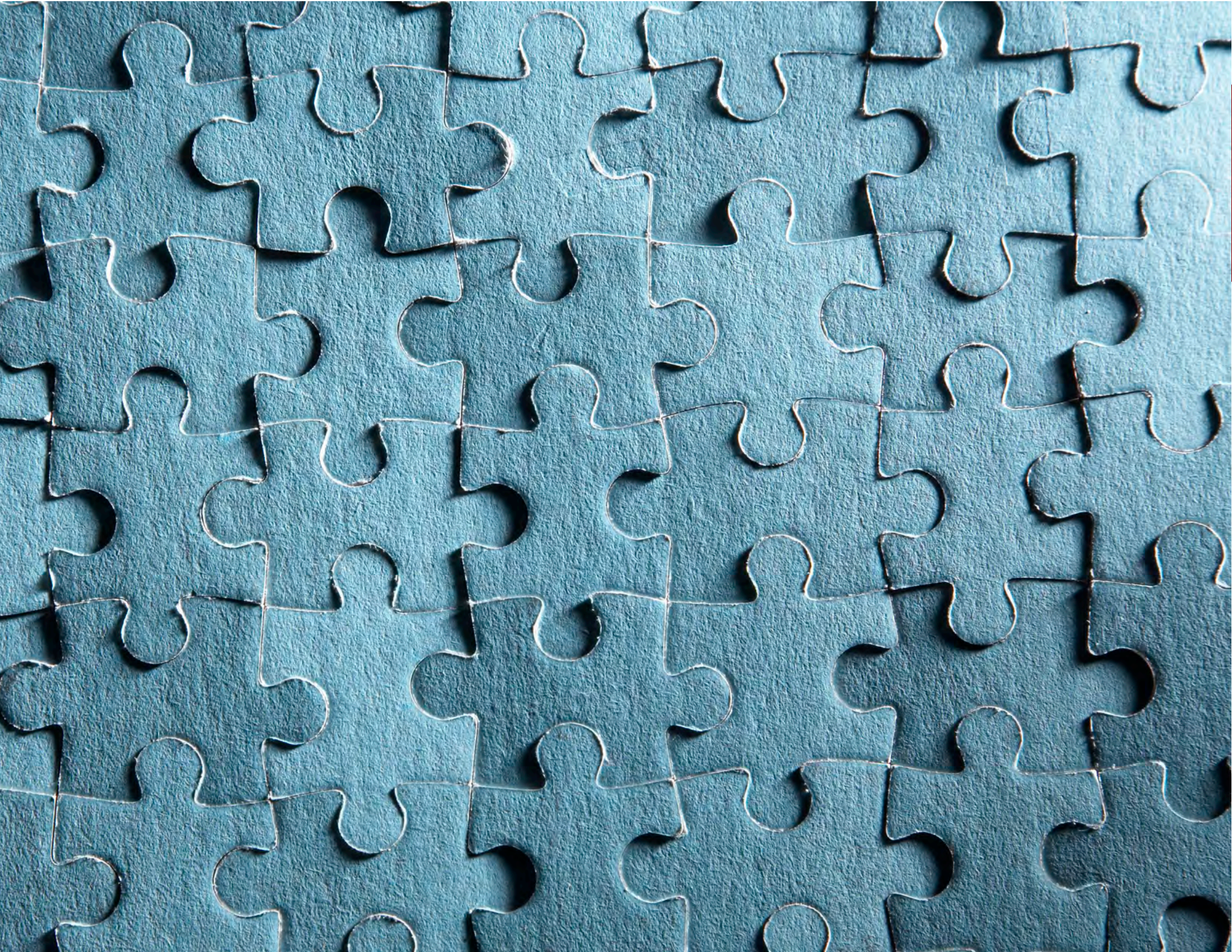
Table 1.8, Means of Transportation to Work

MEANS OF TRANSPORTATION

Eighty-seven percent of Jersey Village's residents commute to work alone by car, truck, or van. According to [Table 1.8, Means of Transportation to Work](#), six percent carpooled while almost three percent took public transportation. One percent of the working population walked to their workplace and approximately 2-percent worked from home. This information is important in predicting future travel demand and gauging the amount of pressure placed on transportation infrastructure.

Conclusion

The demographic patterns discovered through these analysis helped to inform goals, strategies, and action items presented in the plan. Demographics change, and should be evaluated every two years in order for cities to adjust and respond properly to those changes.





Vision, Goals and Strategies

2

Introduction

During this phase of the Comprehensive Plan, the planning team gained a better understanding of what individual objectives are desired from City staff, Planning and Zoning Commission, City Council, CPAC and citizens, as well as, which objectives can be feasibly achieved. This understanding also includes the overarching vision, which will serve to guide daily decisions to shape, and direct growth and development for the City of Jersey Village for the next twenty years and beyond.

This plan is premised upon a shared vision of what Jersey Village should be as it continues to grow and mature. It was the culmination of a 13-month public involvement process, which began in April 2014. The planning team facilitated meetings throughout the project, utilizing various techniques and traditional meeting formats to gather vision data. A total of 15 meetings were held to obtain input for the plan, including seven CPAC meetings, two Town Hall public workshop meetings, and one round of community facilities interviews.



Vision Creation Process

During the planning process, the community was brought together with city staff and elected officials to build consensus for the City's vision. The visioning led to a set of goals and strategies that will ultimately guide the policy and decision making surrounding new development and redevelopment.

Citizen and stakeholder input and participation was included during the vision creation process. The CPAC was formed to oversee the planning process and provide insight. The CPAC helped to identify critical issues, provided guidance for plan development and served as a checkpoint for recommendations. Many additional avenues for communication were used to reach other citizens including a project website, online surveys, public announcements and social media.



Community Input Methods

ONLINE SURVEY

Facilitating public involvement was a key component and goal of the Comprehensive Plan process. One method utilized was an online survey. This survey allowed individuals to have their voices and opinions heard. A 12-question online survey was posted to the project's website. Over the course of the plan, the survey was answered by 247 individuals from throughout the City of Jersey Village. The majority, or 72.9 percent of all respondents live in the City of Jersey Village, but work in another city. Additionally, the largest percentage of respondents (53.5 percent) have lived in the City of Jersey Village for more than 20 years.

Some of the key questions asked of the public were:

- Imagine Jersey Village as you want it to be in 10-15 years. What is it like?
- What three changes would do the most to create the city you want in the future?
- What are the most important features of a livable, thriving, and desirable neighborhood?

PUBLIC MEETINGS

The City hosted a public meeting to gather first-hand knowledge and historical context from the local citizens. The meeting was attended by 125 public participants, representing a diverse group of residents. The meeting included a series of community input boards, as well as a Visual Preference Survey to poll residents' interest in various development types and concepts (discussed in the following section).



Public meetings are one of the most important tools of the comprehensive planning process. Without the on-the-ground knowledge from Jersey Village residents and community leaders, the plan would lack key strategies and targeted actions that ultimately determine the Plan's success.

VISUAL PREFERENCE SURVEY

During the public meeting, consultants used polling technology to gain key citizen input. Using electronic polling devices, participants were able to vote for images displayed in the



presentation. Those participating chose from strongly dislike, dislike, neutral, like, or strongly like to rate their preference for the images. This type of input was invaluable in establishing the community's priorities.

For example, residents polled that they strongly liked Mixed-Use and Lifestyle Center commercial development as well as Parks and Open Spaces. Residents also indicated how much they value the neighborhoods in Jersey Village. The voting results showed neighborhoods as the number one item participants liked most about living in Jersey Village.

A sample of the polling results are displayed below. It is no surprise that many of the recommendations made in this plan result from input and information that was gathered from the visual preference survey. Specifically, recommendations regarding parks and open space, future land use, neighborhoods, livability, and economic development.



Figure 2.1, Sample: Visual Preference Survey Polling Results





Comprehensive Plan Meetings Summary

Meeting: Comprehensive Advisory Committee (CPAC) - Introductory meeting; Comprehensive Planning 101, Community Snapshot, Issue Identification

This project “kick-off” meeting was held to inform the CPAC members of the comprehensive planning process and their roles in the process. Initial input was received from the CPAC members to begin the issue identification process. This was done through the use of a SWOT analysis, where participants listed various strengths, weaknesses, opportunities, and threats affecting the community. Some of the main issues discussed were:

- Jersey Village’s greatest asset is police and emergency services
- Great government/City Council
- Attractive to younger populations and families
- An increasing tax base
- The needs for more identification, signage and better communication with residents

Meeting: City Council Visioning

It was critical to involve city leadership in the planning process at the beginning to understand their vision and plan expectations. The planning team used polling devices to obtain information and insight from city council on various issues and desires.

Meeting: Community Roundtable (Public Meeting)

The community meeting, discussed on previous pages, was well attended by residents. Participants were informed about the planning process and participated in various input exercises.

Meeting: City Staff Visioning

City staff interact with residents, ordinances, infrastructure, and other governmental agencies on a daily basis. With this exposure, city staff has first hand knowledge that is important in directing a comprehensive plan. The planning team gathered information and input from city staff that served as a foundation of the plan’s recommendations.

CPAC Meetings (7)

Seven meetings were held with the CPAC to review, in-depth, all of the topics of the plan, including: community input, a future land-use “Innovation Charrette,” transportation, circulation, economic development, community character, parks, recreation and open space, and plan implementation.

The purpose of the Innovation Charrette was to help locate specific recommendations that have been discussed, as well as to provide more information about the context for current issues and the potential recommendations. The exercise included a series of questions, which required CPAC participation to gather consensus about major issues and ideas.

Participants were asked to answer a series of questions and locate their responses on maps created specifically to identify these issues. Stickers included infographics to represent key issues, such as gateway locations, potential parks and open spaces locations. The stickers also identified key destinations within the City, trail crossings, potential redevelopment areas, roadway expansions or enhancements. Post-its were also provided to allow for more specific recommendations.

From this meeting, critical information was gathered regarding



the FLUP recommendations, as well as more specific and targeted development of objectives. Participants identified on-the-ground issues and made strategic recommendations for key areas around Jersey Village. Using their personal knowledge of the City, the CPAC began to paint a vivid picture of the needs and desires for future development and redevelopment goals.

Meeting: Public Meeting - Solicit Feedback on Draft Recommendations

Meeting: City Council Public Hearing (Plan Adoption)

Goals and Strategies

Goals and strategies are created to define what the City wants to accomplish over the next twenty years. Goals are broad ideas and strategies are steps to achieve the goals. The goals and strategies are identified within this section, and relate to various sections of the Comprehensive Plan. Each goal and strategy are followed with more specific action-oriented recommendations.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

STRATEGIES

- Improve the City's entrances with landscaping and monumentation.
- Improve the landscape character of commercial business properties.

- Reduce visual clutter.
- Improve the character of corridor character throughout the community.
- Upgrade City's logo and branding.

GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

- Create a sense of place and maximize the visual appeal of the Highway 290 corridor.
- Maximize the economic value of the Highway 290 corridor.
- Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

- Encourage housing and property maintenance to maintain neighborhood integrity.
- Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of housing types.
- Ensure that single-family residential neighborhoods are protected from intensive areas of development by using screening and buffering techniques.



- Enhance existing neighborhoods infrastructure when possible.
- Provide pedestrian connections within the neighborhoods.

GOAL 4. PRESERVE, PROTECT, AND ENHANCE THE CITY'S IDENTITY AND SENSE OF COMMUNITY BY IMPLEMENTING WAYFINDING IMPROVEMENTS THROUGHOUT THE CITY.

STRATEGIES

- Create a consistent, identifiable signage design throughout the city.

GOAL 5. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

- Explore expanded recreational opportunities.
- Update existing parks and open spaces.
- Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.
- Encourage programs and events that engage the community.
- Improve maintenance of parks and open spaces.
- Increase community connectivity.

GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

- Identify the business types most likely to be successful given the surrounding demographic profile.
- Market Jersey Village to targeted businesses.
- Ease the processes encountered by business expansions and relocations.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

- Analyze annexation options for the ETJ property.
- Promote the highest and best use for vacant or underutilized properties.

GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

STRATEGIES

- Revitalize areas of opportunities to attract new investments and activity.
- Encourage development and investment in the Jersey Crossing district, and surrounding areas.
- Update city ordinances to encourage appropriate development.



GOAL 9. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, AND UTILITIES ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

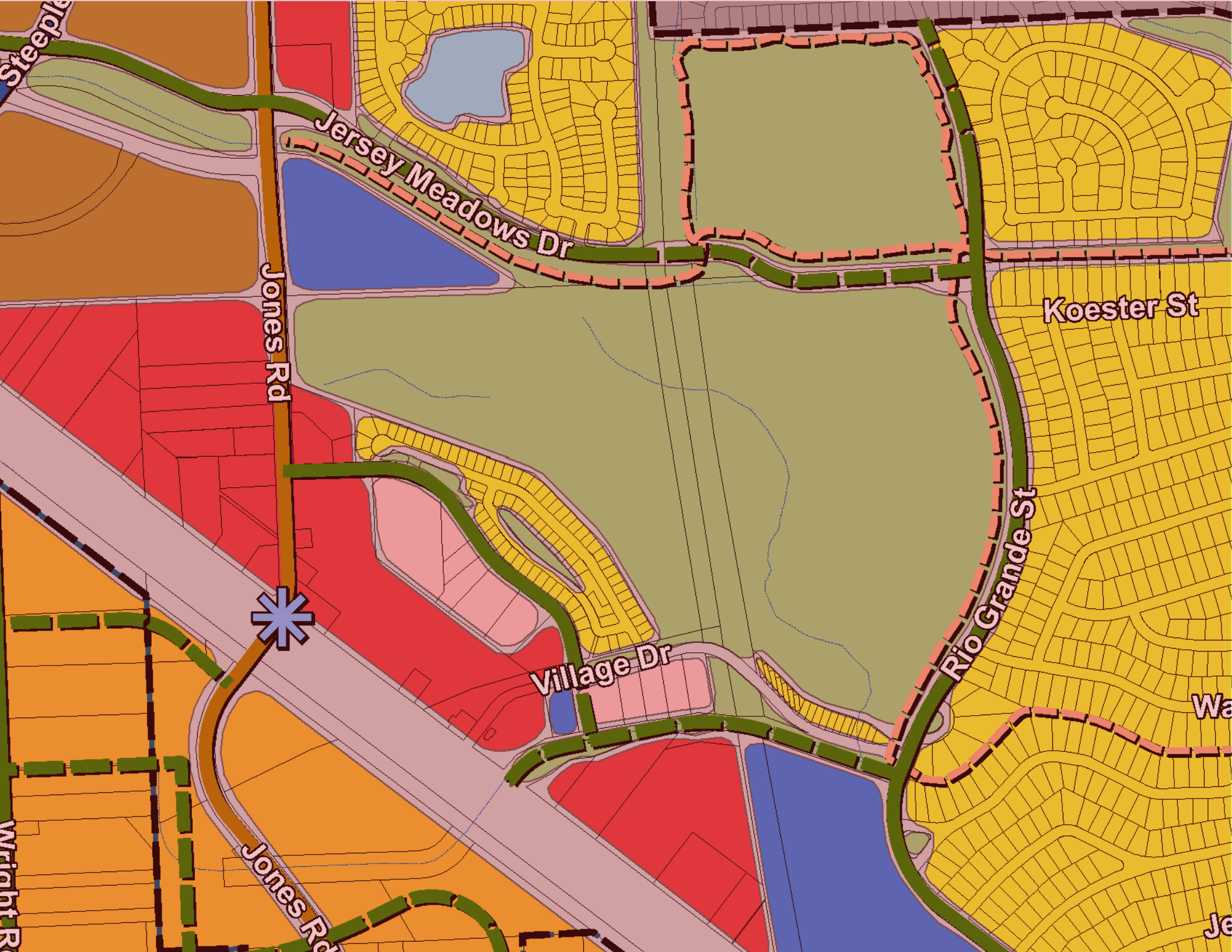
STRATEGIES

- Create policy for funding and implementation of sidewalks and connectivity with new development.
- Increase access to non-motorized transportation options to promote healthy living.
- Improve and maintain older existing street networks.
- Ensure that all storm runoff is handled in a safe and efficient manner and that streets and neighborhoods are properly drained.
- Ensure that all utilities serving city residents are of the same high standards.

GOAL 10. PROVIDE PUBLIC FACILITIES TO MAINTAIN COMMUNITY SAFETY, AND SERVE EXISTING AND NEW DEVELOPMENT IN AN EFFICIENT AND COST EFFECTIVE MANNER.

STRATEGIES

- Maintain, replace, or improve the quality of city-owned structures.
- Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.





Future Land Use

3

Overview

In communities worldwide, the use of land is a critical factor in the way people live and work. In the cities of the United States, most property is held in private ownership. As a result, there are three aspects of land use that must be considered and balanced. First, the owner should be able to build structures and make other improvements that enable them to use their property. Second, the adjacent property owners should be assured that their properties and lives will not be negatively impacted by the actions of the property owner. Third, all property owners in a community have a shared interest in ensuring that the property held in common (such as public land) and the cumulative results of all individual land use decisions create a community that is a stable and desirable place to live and work.

The purpose of this chapter is to establish the necessary guidance that enables the City to plan effectively for future growth, development, and redevelopment. Sound planning is essential to ensure that the community is prepared to serve anticipated infrastructure needs, as well as preserving key community areas in the face of future growth. Ensuring high quality development is as critical as providing the utility infrastructure and connecting streets.



The Future Land Use Plan

The concepts of land use and future land use are integral to other components of the Comprehensive Plan. For instance, the transportation network provides access to land, which influences the type and density of development that will ultimately be placed there. The provision or lack of utilities can also dictate the amount, location, and timing of development. Design and development character impact community aesthetics and, thus, the perceptions held by area residents and those considering investment in Jersey Village. Similarly, proximity to public facilities can impact public health and safety at specific locations and, as a result, impact the development potential of an area.

The Future Land Use goals and policies explain the community's objectives about the development, use and redevelopment of land. The Future Land Use Map provides a geographic application of these policies to the areas within the City and ETJ, for use during the development review process. The Future Land Use Plan should ultimately be reflected through the City's policy documents and development decisions. The ultimate purpose of the Future Land Use Plan is to serve as a flexible guide to City staff and City decision-makers. It provides a rational basis for decision-making by ensuring that each individual decision is ultimately working towards the larger community goals. The Future Land Use Plan also protects property investments by aiding in the provision of compatible development. The last, and most tangible, purpose of the Future Land Use Plan is to help the City plan for infrastructure improvements by determining where transportation and other such improvements should be made to accommodate current and long-term needs.

The Future Land Use Plan is not a zoning map, which deals with specific development requirements on individual parcels. The

zoning map should be guided by the graphic depiction of the City's preferred long-range development pattern as shown on the Future Land Use Map.

The right of a municipality to manage and regulate land use is rooted in its need to protect the health, safety and welfare of local citizens. The first step in establishing the guidelines for such management and regulation is the Comprehensive Plan. Although it is one component of the Comprehensive Plan, the significance of the Future Land Use Plan text and map cannot be overstated. Land use decisions are influenced by many of the elements of the Comprehensive Plan, including community growth, mobility, neighborhood preservation and integrity, utility infrastructure, and economic development.

Similar to the way in which a road map serves as a guide to a particular destination, the Future Land Use Plan should serve Jersey Village as a guide to its particular, unique vision for the future. Each mile driven that is represented on a map can also be compared to each individual decision that the City makes with regard to land use and zoning; these individual decisions can either lead to or detract from the City attaining its vision. In order to provide the most complete map possible, the Future Land Use Plan establishes an overall framework for the preferred pattern based principally on balanced, compatible, and diversified land uses.

Jersey Village's land use pattern has evolved over the past several decades to become what it is today. The challenge now is to maintain the City's quality of life and treasured neighborhoods, while encouraging new, quality development in key areas that will contribute to the City for years to come.



Land use considerations and guidance are at the core of any comprehensive city plan. Effective land use planning provides a framework for successful economic development efforts, for quality and sustainable residential development, for timely investment in new and upgraded infrastructure, and for coordinated extension of the public park system and a range of other municipal services, especially critical public safety services.





Compatibility of Land Uses

Compatibility of land uses has long been an important consideration for cities, residents, businesses, and planners. In fact, zoning was originally recognized as a public, health, safety, welfare issue due to the need to separate incompatible land uses from one another. Variables like noise, pollution, light, and traffic can play a huge role in the quality of life in surrounding areas and have direct impacts on adjacent land uses and residents. It is the City's responsibility to ensure that factors such as these do not negatively impact the community or its residents. This is especially critical in a unique bedroom community like Jersey Village that is primarily made up of single-family homes and retail/commercial businesses. Therefore, an important consideration of this Future Land Use Plan is to guide the allocation of land uses in a pattern that is intended to produce greater compatibility between the different types of existing land uses.

As shown in *Figure 3.1, Compatibility of Land Uses*, the more intense the type of nonresidential land use is, the less compatible the land use is with residential uses. In general, office uses and small (neighborhood) retail establishments adjacent to residential uses create positive relationships in terms of compatibility; these are considered lower intensity land uses. There are many techniques, including buffering, screening, and landscaping, that can be implemented through zoning and subdivision regulation that would help increase compatibility between different land uses—many of which Jersey Village already takes into consideration and regulates through existing policies and documents. Specific consideration should be given to how the various types of land uses relate to one another within the development as well as to how the overall development relates to the existing land uses surrounding it.

Compatibility of Various Types of Land Uses

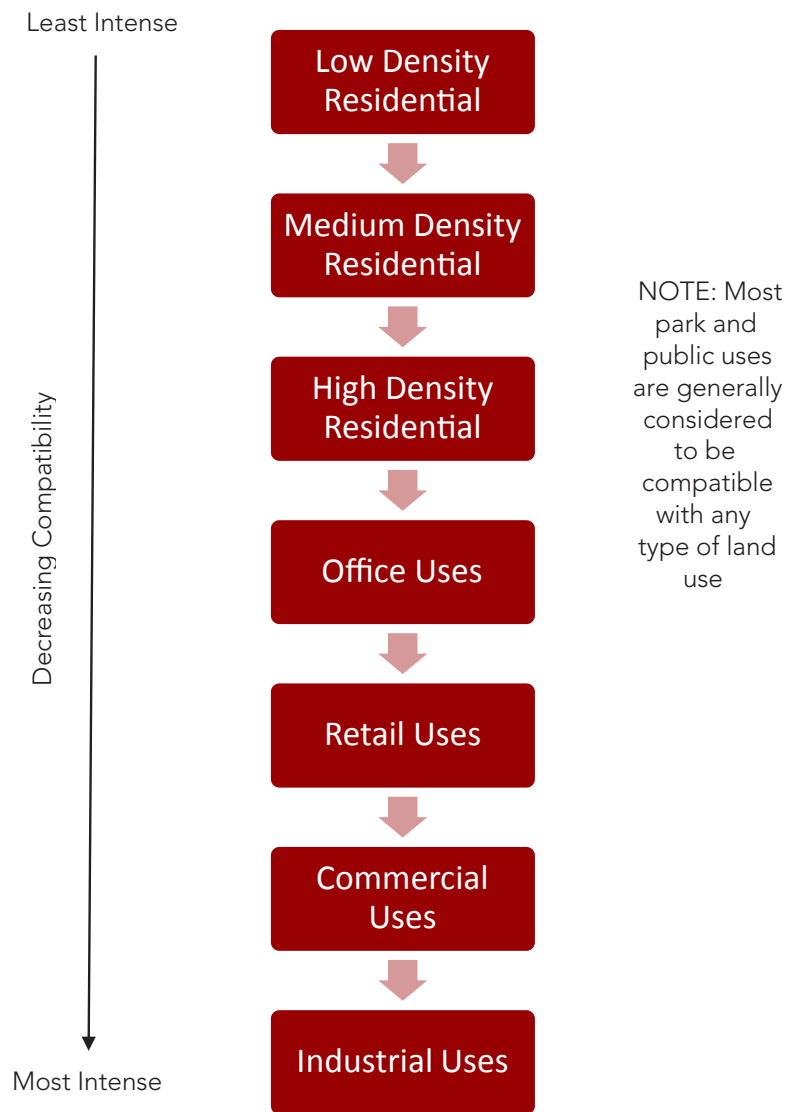


Figure 3.1, Compatibility of Land Uses



Highlight: The Differences Between Planning and Zoning Maps

The side-by-side comparison below highlights the distinct purposes and uses of a long-range land use plan map (such as [Map 3.X, Future land Use Map](#), in this chapter) relative to a City's official Zoning District Map (which Jersey Village maintains and makes available on the City's website).

Future Land Use Plan	vs. Zoning District Map
<p>PURPOSE</p> <ul style="list-style-type: none"> • Outlook for the future use of land and the character of development in the community. • Macro-level, general development plan. <p>USE</p> <ul style="list-style-type: none"> • Guidance for City zoning map and related decisions (zone change requests, variance applications, etc.). • Baseline for monitoring consistency of actions and decisions with Comprehensive Plan. <p>INPUTS AND CONSIDERATIONS</p> <ul style="list-style-type: none"> • Inventory of existing land use in the City. • Elevating area character (High-Density Residential / Low-Density Residential, Mixed Use, Office, Retail/ Commercial, Industrial, Public / Semi-Public, Parks and Open Space, and Water / Detention) as a core planning focus along with basic land uses. • The map includes a notation required by Texas Local Government Code Section 213.005: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries." 	<p>PURPOSE</p> <ul style="list-style-type: none"> • Basis for applying unique land use regulations and development standards in different areas of the City. • Micro-level, site-specific focus. <p>USE</p> <ul style="list-style-type: none"> • Regulating development as it is proposed, or as sites are positioned for the future (by the owner or the City) with appropriate zoning. <p>INPUTS AND CONSIDERATIONS</p> <ul style="list-style-type: none"> • Future Land Use map, for general guidance. • Other community objectives, such as economic development, redevelopment, flood prevention, etc. • Zoning decisions which differ substantially from the general development pattern depicted on the Future Land Use map should indicate the need for some adjustments to the planning map the next time the Comprehensive Plan is updated.

ISSUES AFFECTING JERSEY VILLAGE

The following are considered the most important issues regarding future land use in Jersey Village.

1. The Golf Course – The discussion continues regarding the future of the Jersey Village golf course. There was strong support for renovation and update, as well as for keeping the greenspace as golf and recreation.
2. Infill – Although JV has been growing in some areas, infill development and redevelopment are important strategic actions for the future due to aging homes.
3. Redevelopment of Existing Housing Stock - As infill redevelopment occurs, the need to demolish existing housing may be necessary. The City has taken a proactive approach to minimize the impact of any future residential conversions. A detailed study concluded in 2013, to outline the most appropriate course of action for future residential redevelopment. Future redevelopment of existing residential housing has the potential to affect infrastructure needs. It will be imperative to fully study the infrastructure needs of any future redevelopment site.
4. Corridors – The expansion of U.S. 290 will continue to have drastic impacts on the local economy and physical development of the City. Ensuring safety through neighborhoods will be critical as these roads are re-opened and corridors redeveloped.
5. Development in the ETJ – Development is slowly occurring in the ETJ. These developments will affect adjacent development going on within the City Limits, as well as the services and infrastructure provided by the City.
6. New Industry – As new industry seeks to locate in the Houston-Galveston region, it will be important to have a variety of different sites that provide mobility, accessibility, and visibility within the City.
7. Fiscal Balance – Jersey Village's Land Use pattern is its prime revenue source. Therefore a good balance of infill and redevelopment of existing land uses, as well as new land uses, will aid in its fiscal health.
8. The Front Door – There are several key entrances or gateways into the City. It will be important to have a positive appearance for these areas—this includes quality land uses.

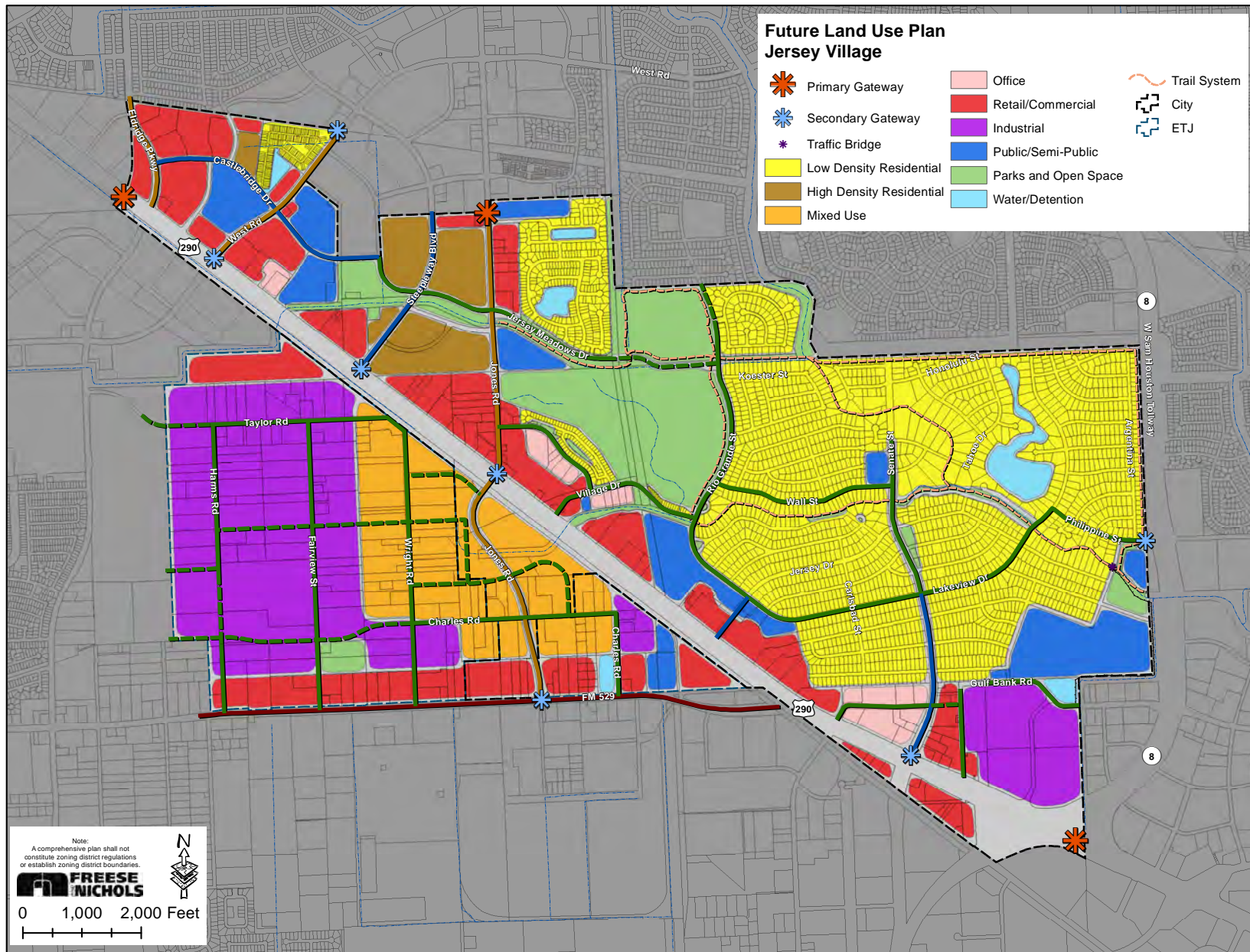


Figure 3.2, Future Land Use Plan Map

Future Land Use Types

Future Land uses in this element have been recommended based on three principal factors: 1) recognizing existing land uses by ensuring compatibility, 2) maximizing non-residential land uses, and 3) creating an overall balanced land use pattern. Knowledge of the recommended future land use can help the City apply zoning regulations accordingly. This knowledge can also help the City ensure there are adequate public facilities available, such as water, wastewater, police protection, and park facilities. The various chapters of this Comprehensive Plan address these needs and have been based in part on the Future Land Use Plan. The following sections offer brief descriptions of each of the land use types portrayed on the Future Land Use Plan Map (see [Figure 3.2, Future Land Use Map](#)). The following are general characteristics that define the land use areas. More specific information related to design and community character are included within [Chapter 7, Community Character](#) of the comprehensive plan.

RESIDENTIAL LAND USES

Residential land uses are currently the predominate use within Jersey Village, and it is recommended within the Future Land Use Plan to maintain this trend. It should be noted that low density residential land uses can be buffered from non-residential



uses with medium and high density residential land uses. The following sections discuss specific aspects of the recommended residential land uses within Jersey Village.

Low Density Residential Land Use

This use is representative of traditional, single-family detached dwelling units. Of the residential categories, it is recommended that low density residential continue to be the primary land use



for the City. The areas designated for low density residential land use are isolated and generally not adjacent to other land uses. Although all single family areas have been labeled low density, the City should ensure that the housing stock is in good shape and well maintained going into

the future. For the purpose of discussing Jersey Village's ultimate population capacity, low density residential areas have been calculated at three dwelling units per gross acre within the City limits, and 3.0 units per gross acre within the ETJ.

High Density Residential Land Uses

Traditional apartment-type units in attached living complexes characterize high density residential land use. There are currently

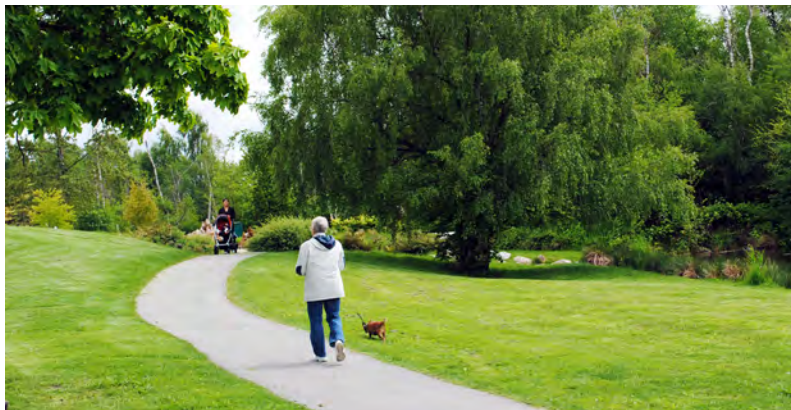


three (3) high density residential areas within Jersey Village and areas that have been recommended to become/remain used for high density are also shown. In order to ensure that multifamily areas are designed to a high standard in the future, the City should consider incorporating design guidelines into the appropriate section of the Jersey Village Zoning Ordinance.

PUBLIC LAND USES

Park & Open Space Land Uses

This land use designation is provided to identify all public parks and open spaces within Jersey Village. A community's park system is key to a high quality of life. The City has recognized this not only through its allocation of park areas (now and throughout the City's history), but also by the fact that a Park Recreation and Open Space Plan for Jersey Village has been incorporated as part of this Comprehensive Plan. The Plan addresses specific future park locations, local park and open space needs, and other recreational related issues, as well as funding mechanisms. It is intended to help Jersey Village meet the park and recreation needs of its citizens as it continues to grow in population over the next two decades.



Public/Semi-Public Land Uses

This land use designation is representative of uses that are educational, governmental or institutional in nature. Public/semi-public uses are generally permitted within any area; therefore, the areas shown on the Future Land Use Plan map include the related uses that are currently in existence. However, it is anticipated that there will be a need for additional public uses with future population growth. The City should remain aware of necessary increases in police and fire protection based on population growth and of potential needed increases in space and personnel for city administration. The Public Facilities Assessment addresses some of Jersey Village's anticipated public facility needs based on the population projections made within this Future Land Use Plan, as well as the existing conditions of those facilities. Further, locational recommendations for those facilities have been included.





NON-RESIDENTIAL LAND USES

Generally, residents of a community should be able to live, work, and recreate all within the community itself; the existence of non-residential uses allows this to occur. These uses provide a positive element for residents, and the community as a whole. A key benefit is the tax base and revenue that is provided by nonresidential uses. Citizens of Jersey Village should not have to travel to other cities in order to meet their needs for employment, goods, or services; as these needs should be met within the City. Therefore, several areas of the City have been recommended for various types of non-residential use, primarily dependent on the area's location and proximity to other types of land use. The following sections discuss specific aspects of the recommended nonresidential land uses within Jersey Village and its ETJ.

Office Land Uses (Light Intensity Business)



Today, office uses in Jersey Village are generally located intermittently between retail and commercial uses throughout the City. Office land uses are generally appropriate in all other nonresidential areas of the City, such as along U.S. 290 where many offices exist today. Office development is generally compatible with any adjacent residential area. Office uses are also appropriate within the Central Business area.

Retail / Commercial Land Uses



Retail land uses are intended to provide for a variety of retail trade, personal, and business services establishments. Retail establishments generally require greater visibility than do other types of nonresidential land use (e.g. office, commercial). In response to this need, retail land uses have

been designated in the higher traffic areas of Jersey Village, with concentrated retail uses recommended along U.S. 290, and at major intersections. However, the type of retail that develops in each of these areas will likely be different, as described in the following sections.

Areas designated for commercial land use are intended for a variety of commercial uses and establishments. These may require outside storage, product display and sales. Examples of such uses include automobile-related services and dealerships. Commercial uses often locate along major thoroughfares because they have a need for increased accessibility. The challenge lies in the fact that some commercial uses generally have a greater need for outside storage areas, which tend to lessen the visual quality of major thoroughfares.



For areas in which retail/commercial uses have been recommended along U.S. 290, increased design-



related guidelines should be applied to future commercial development within close proximity of these corridors (e.g. 100 feet). This could be done with an overlay district, and would help to ensure these commercial uses do not detract from the positive aesthetic quality of Jersey Village along this high-traffic thoroughfare. These guidelines should, at a minimum, require: 1) open storage areas to be buffered and/or screened from public view; and 2) building facades to be of masonry material.

Within recommended retail/commercial areas, office uses should be permitted as well; however, commercial uses should generally not be permitted within office areas. Commercial uses should be permitted within industrial areas, provided they are properly buffered from less-intense uses and follow the guidelines previously recommended.

U.S. 290 – A Regional Retail Corridor



Highway 290 (U.S. 290) has currently been developed with various types of retail and commercial. Generally, regional retail uses draw from a service area radius of five miles or more, depending on the actual use. For example, a large single-item retailer may draw from a 5-mile radius, while a shopping

mall may draw from a radius of more than 15 miles. Another example of a regional retail use is a fitness center which draws

from about a 5-mile area. It is anticipated that the U.S. 290 Corridor will continue to develop with retail and commercial uses intended to serve a larger population than Jersey Village itself provides. It is important to note that this retail corridor is capturing sales tax dollars from people traveling from adjacent localities through JV, thereby increasing the City's sales tax revenue. The continued opportunities for regional retail development have potential positive financial impacts on Jersey Village. Examples of regional retail uses include:

- Multi-item big box retailers, such as Target, Walmart, Sam's or Costco
- Single-item retailers, such as restaurants
- Recreation, entertainment and fitness uses, such as movie theaters, indoor amusement uses
- Hardware stores, such as Lowe's and Home Depot
- Food stores such as H.E.B.
- Clothing retailers, i.e., Kohl's
- Pet-item retailers, such as PetsMart or Petco
- Sporting goods retailers, such as Academy
- Hotels and motels

Smaller scale retail uses that serve a regional population and therefore would be appropriate within the U.S. 290 corridor include coffee shops, such as Starbucks, and dine-in restaurants.



Industrial Land Uses

The industrial land use designation is applied to areas intended for a range of heavy commercial, assembly, warehousing, and manufacturing uses. Large tracts of land with easy access to roadway and rail transportation are becoming increasingly hard to find for the industrial business community. Several large areas within Jersey Village and the ETJ, all with proximity to railroad lines, have been recommended for industrial land use.



Examples of desirable uses within the designated industrial areas include research and technology complexes. It is recommended that the City concentrate on attracting businesses engaging in light industrial-type activities contained within a building (i.e. a minimal amount of open storage), such as high-tech services, medical services, and software manufacturing. Such businesses tend to have many advantages, including employment and increased tax base.

Mixed Use Description

Mixed Use Areas allow residents and workers the opportunity to utilize multiple land uses in very close proximity. The end goal is a synergy of uses in one area that captures some personal trips that would otherwise require an additional trip in a vehicle. Retail, commercial, residential and even civic uses can be combined on one site to take advantage of each other's characteristics and share infrastructure like key roadway access, site topography, water lines and drainage treatment, and proximity to activity

centers. Tangible results can include reduced vehicle trips generated by the uses on the site and shared and even reduced parking needed if combined uses have separate peak use time periods. There are several designated Mixed Use areas designed around downtown and south along South High Street. Characteristics of Mixed Use areas include a required mix of land use types, particularly residential and retail, or commercial and retail, or all three. Often they are oriented vertically, with



retail or commercial on the first floor and residential or office on the upper floors, but the areas can also have mixed uses on different lots. Since much of these areas are already platted, a new zoning district will be needed to allow the different uses to be constructed next to the existing ones.



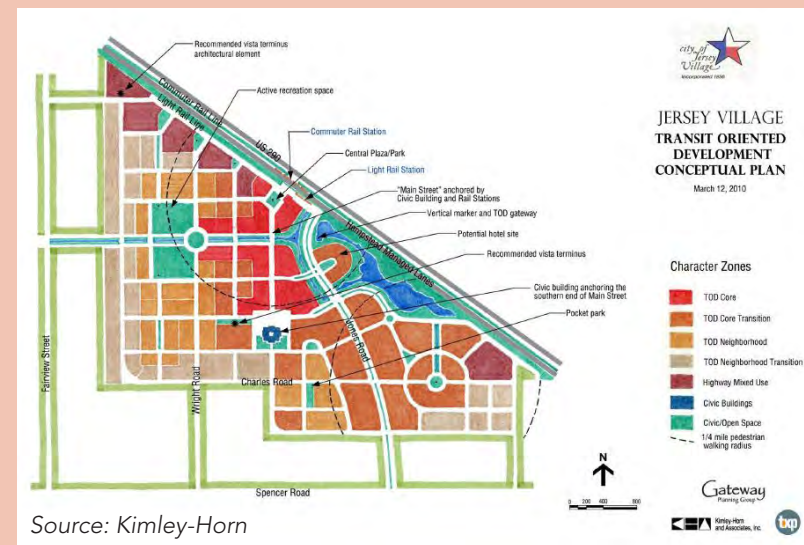
Spotlight: Jersey Village Crossing and Transit Oriented Development (TOD)

The City of Jersey Village teamed with consultants to gather input from community stakeholders (from agencies like Harris County, the Houston-Galveston Area Council, METRO, and private land owners) and develop a conceptual plan for the area south of U.S. 290, known as *Jersey Village Crossing*. Jersey Village Crossing is a proposed X acre mixed-use development that includes a major Transit-Oriented Development component that incorporates preliminary designs for a light rail stop. Recent economic trends indicate that workers want to live in places with destinations, public and civic spaces, vibrant social life, recreational opportunities, and a reasonable commute—all of which are usually included in a mixed-use development. Jersey Village can expect reasonable growth over the next 30 years (as discussed in [Chapter 2](#)), with ongoing demand for both residential and non-residential real estate. The TOD site would capture a fair share of that growth so long as it includes a mix of mutually reinforcing land uses for both day and night.

The area designated for Transit Oriented Development (TOD) along U.S. 290 is intended to enhance the relationship between land use and transportation by focusing on design, layout and intensity of use. This area is situated on the south side of the highway. The present plan for this area includes co-location of a new central transit station with the METRO light rail and

supportive reuse surrounding the site. When combined with effective transit service, the neighborhood presents more walkable opportunities nearby and safe, comfortable options for routes to walk as well as destinations to walk to. In turn, the transit provides residents

and workers in the area reliable transportation choices, extending their options, and supports the more intense use of land. In addition to transit access, characteristics of this land use type often include lower speed roads and narrower cross sections to encourage safe walking, a mix of residential uses within a quarter mile of the transit service, multistory residential, sidewalks buffered from roads, reduced parking and parking behind buildings, and a mix of uses to encourage options nearby to live, work, and play. They may also include adaptive reuse of existing buildings, design elements like awnings on buildings to protect residents from weather, pedestrian scaled lighting, benches, street trees and landscaping. Safe biking facilities like bike lanes and lower road speeds can extend the range of the TOD effective area and can further provide good alternatives to walking and driving short distances.



Source: Kimley-Horn

Figure 3.3, Jersey Village Crossing Transit Oriented Conceptual Plan



Future Land Use Projections

As depicted on the Future Land Use Map, the largest land use in Jersey Village will continue to be low density residential, comprising approximately 34.5 percent of the total land use. The future land use plan indicates that 18.1 percent will be devoted to industrial, retail/commercial will cover 14.5 percent of the city limits, and 10.2 percent of the total land use will be devoted to parks and open spaces. The smaller land uses include the public/semi-public, high density residential, office, and detention/retention ponds (refer to [Table 3.1, Future Land Use Categories](#)).

In order to ensure that taxes remain low, it will be necessary for Jersey Village to diversify the tax base and capitalize on non-residential tax generators. As depicted on the Future Land Use Plan map, the largest land use in Jersey Village will continue to be low density single-family residential, comprising approximately 34.5 percent of the total land use. If additional community services, such as parks and recreation, are to be provided, non-residential land uses must be fully utilized to maximize sales-tax revenue. The future land use plan indicates that 14.5 percent of the total land use will be devoted to retail/commercial and 9.4 percent will be devoted to the Mixed-Use (see [Figure 3.4, Future Land Use Pie Chart](#)).

Parks and Open Space will comprise approximately 10.2 percent of Jersey Village's land use. These categories represent developed recreational spaces as well as the golf course, open spaces and floodplain preservation areas/detention ponds. This greenspace acreage will help to maintain Jersey Village's quality of life, as it was a key topic of discussion during public meetings and input. Residents of Jersey Village take pride in their parks and voiced strong support of the system's continued

Land Use Categories	Acres	Percent
Residential Uses		
Low Density Residential	836	34.5%
High Density Residential	83	3.4%
Public Uses		
Public/Semi-Public	163	6.7%
Parks and Open Space	246	10.2%
Non Residential Uses		
Mixed-Use	228	9.4%
Office	40	1.6%
Retail/Commercial	352	14.5%
Industrial	439	18.1%
Detention/Retention Ponds	36	1.5%
Total Acreage	2,423	100.0%

Table 3.1, Future Land Use Categories

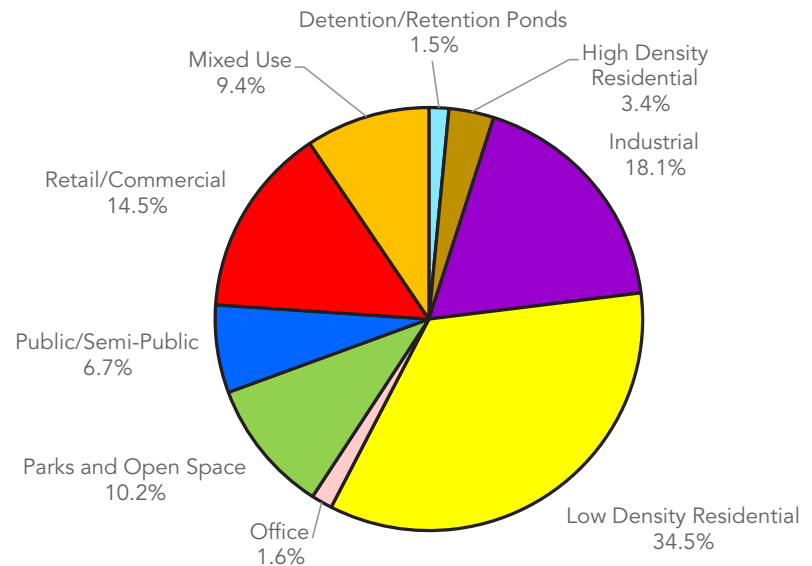


Figure 3.4, Future Land Use Pie Chart



success and preservation into the future. Discussions regarding the golf course remain a hot topic and will continue to do so, but it was clear from public responses and discussions that this space is critical to the visual aesthetic of the City, as well as the hearts of its residents.

Approximately 9.4 percent of Jersey Village future land use will be Mixed-Use. This is important because businesses along and south of U.S. 290 will function as income generators for the community both through tax base and sales tax revenue. This district will be largely retail and commercial in nature with establishments that have a regional draw, as well as high-density residential and potential TOD development (see *Spotlight: Jersey Village Crossing and Transit-Oriented Development*, above).

Table 3.1: Future Land Use Categories, depicts the acreage breakdown of Jersey Village based upon the future land use plan. The total acreage of the future land use plan coincides with the total acreage of the planning area.

Historical Growth Rates

A City's historical growth rate is often the best indicator of future growth rates. As outlined in *Table 3.2, Historical Growth Rates, 1980 - 2012*, Jersey Village's population and percent change are shown by decade, as well as the compound annual growth rate. The City experienced the largest population growth from 1990 to 2000, experiencing almost 400 percent growth that decade. Growth has slowed leading up to 2012 as the City approaches build-out within the City limits, thus the Compound Annual Growth Rate of 2.2 percent. This growth rate will be used to determine the most feasible population projections for Jersey Village.

Ultimate Capacity

The ultimate capacity is the estimated build-out population of Jersey Village. It represents the ultimate population that could be accommodated if Jersey Village develops according to the land use patterns portrayed in the Future Land Use Plan Map. The ultimate capacity is important because it helps define what the implications of land use decisions are. Additionally, the ultimate capacity helps in regards to future infrastructure needs—particularly water and wastewater. Jersey Village is an encapsulated community, meaning that it will never be larger than its extraterritorial jurisdiction, thereby making the estimate of build-out more reliable.

The ultimate capacity is based upon a variety of assumptions. The 2009 - 2013 American Community Survey 5-Year Estimates for Persons Per Household (PPH) was used for assumptions regarding the number of residents per household. Approximately 17 acres of vacant land remains within the residential category, as High Density residential does not have any remaining vacant land available. Lot sizes within the single-family residential category are largely one acre or less in size, and therefore an

Year	Jersey Village		Compound Annual Growth Rate
	Population	Percent Change	
1980	966	-	7.1%
1990	4,826	399.6%	
2000	6,880	42.6%	
2010	7,620	10.8%	
*Est. 2012	7,792	2.3%	-

Source: U.S. Census 1980, 1990, 2000, 2010; *Source: Census estimate for 2012

Table 3.2, Historical Growth Rates, 1980 - 2012



average lot size of 1.5 acres was assumed (.5 dwelling units per acre). This translates to approximately 36 additional units and an additional 92 residents.

High density Residential will have more units per acre than Low Density Residential areas. Generally, density will range between two and four units per acre. An estimate of 16.0 dwelling units per acre was utilized as an average for high density residential areas, however because there is no vacant land designed high density there is no projected units or population growth in this classification.

Finally, the Mixed-Use district will likely have a residential component, which will be critical to ensuring the vibrancy and

synergy of the area. The Mixed-Use district (including the Jersey Village Crossing conceptual development) yields 10 acres of vacant land. Higher quality multifamily units generally have higher densities and therefore an estimate of 8 dwelling units per acre was used for assumption purposes. This translates to approximately 68 dwelling units and 109 residents.

Based upon the Future Land Use Plan Map, approximately 201 new residents could call Jersey Village home at build-out. When combined with the 2013 population estimate of 7,694 people, the ultimate capacity of Jersey Village will be approximately 7,895 residents.

Ultimate Capacity within Vacant Areas: Jersey Village, TX								
Vacant Residential Land Use	Vacant Acres	DUA ⁽¹⁾	Occupancy Rate ⁽²⁾	PPH ⁽³⁾	ROW ⁽⁴⁾	Future Projected		
						Housing Units	House-holds	Population
Low Density Residential	17	3.0	97.9%	2.63	30%	36	35	92
High Density Residential	0	16.0	90.9%	1.77	15%	0	0	0
Mixed Use Residential	10	8.0	90.9%	1.77	15%	68	62	109
Ultimate Capacity within Vacant Areas						36	35	201
Current Population*						3,087	3,022	7,694
Ultimate Population Capacity						3,123	3,057	7,895

Source: U.S. Census & FNI Data

(1) Dwelling Unit Per Acre (Net Acreage)

(2) Occupancy Rate - 2010 Census Data (DP-1)

(3) Person Per Household - 2009-2013 American Community Survey 5-Year Estimates (DP04)

(4) Percentage of "Vacant Acres" subtracted for roadways

* Population derived from 2009-2013 American Community Survey 5-Year Estimates (DP04)

Table 3.3, Ultimate Capacity within Vacant Areas: Jersey Village, TX



Jersey Village has presently reached 92 percent of its build-out. The projected ultimate population capacity of is 7,895 persons. This means the City can add about 201 new residents to its existing population. Approximately 8 percent of land area of the community remains to be developed or 261 acres of vacant land. Considering that other municipalities surround Jersey Village, there are no vacant areas for the City to grow geographically beyond its city limits and ETJ. This means that population increase will only occur by developing the vacant residential areas that are already within the City's limits, plus the few remaining infill parcels within the City limits and ETJ. To guide the City in planning for how many people may ultimately need to be supported, an assessment of Jersey Village's ultimate population is provided in [Figure 3.5, Population Projections](#).

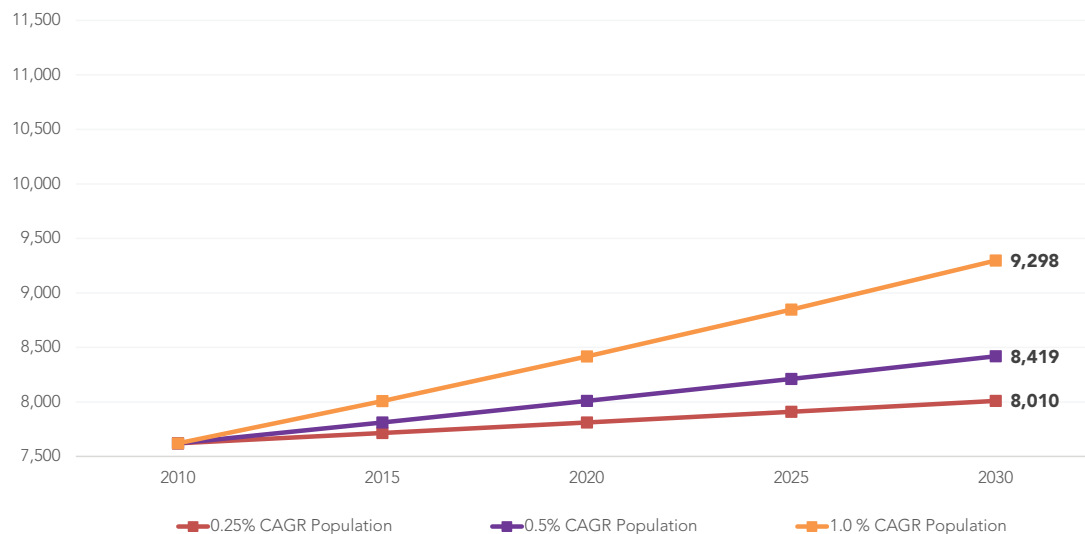


Figure 3.5, Population Projections

Population Projections

Population projections are based on historical growth rates and anticipated future development. [Figure 3.4, Population Projections](#) shows three different growth rate scenarios projected through 2030.

The 1.0% and 1.5% growth rates are conservative estimates. The 2.0% growth rate is an average and consistent projection that has been seen historically in Jersey Village and is most likely to occur based on the current Compound Annual Growth Rate determination.

As shown in [Table 3.3, Ultimate Capacity within Vacant Areas: Jersey Village, TX](#), the City is estimated to reach capacity at about 7,895 residents; therefore the projected population exceeds the ultimate capacity in every growth rate by 2015.

Based on these figures, if Jersey Village grows at a rate of 1.0%-1.5%, then ultimate capacity will not be reached until beyond 2030. Jersey Village is most likely to grow at a rate of 1.5% and reach ultimate capacity before 2015. If Jersey Village grows at a consistent rate near 2.0%, then the ultimate capacity will be reached before 2015 also.

It is important to keep in mind that



population projections are subject to change and can be impacted by a number of factors, such as the local and national economies, the real estate market, and annexation.

Administration of the Future Land Use Plan

DEVELOPMENT PROPOSALS & THE FUTURE LAND USE PLAN

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

- *Will the proposed change enhance the site and the surrounding area?*
- *Is the proposed change a better use than that recommended by the Future Land Use Plan?*
- *Will the proposed use impact adjacent residential areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent residential areas?*
- *Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?*
- *Does the proposed use present a significant benefit to the public health, safety and welfare of the community? Would it contribute to the City's long-term economic well-being?*

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be

evaluated on their own merit. It should be incumbent upon the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this Plan.

It is important to recognize that proposals contrary to the Plan could be an improvement over the uses shown on the Plan for a particular area. This may be due to changing market, development and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there is a significant benefit to the City of Jersey Village then these proposals should be approved, and the Future Land Use Plan should be amended accordingly.

ZONING AND THE FUTURE LAND USE PLAN

Chapter 211 of the Texas Local Government Code states that zoning regulations must be adopted in accordance with a comprehensive plan. Consequently, a zoning map should reflect the Future Land Use Plan to the fullest extent possible. See [Figure 3.6, City of Jersey Village Existing Zoning Map](#) (on the follow page) to see existing districts as they are designated today.

REACTIVE AND PROACTIVE USE OF ZONING AND THE PLAN

Approval of development proposals that are inconsistent with the Future Land Use Plan may result in inconsistency between the future Land Use Plan and zoning regulations. It is recommended that Jersey Village amend the Future Land Use Plan prior to rezoning land that would result in such inconsistency. In order to expedite the process of amending the Future Land Use Plan to ensure zoning regulations correspond, the related amendment

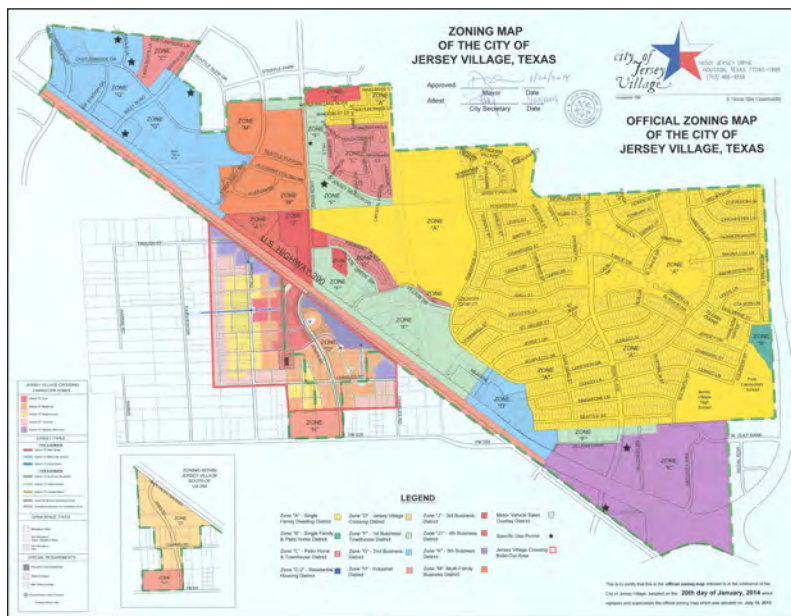
recommendation(s) could be forwarded simultaneously with the rezoning request(s). It is recommended that the City of Jersey Village engage in regular review of the Future Land Use Plan to further Land Use Plan to further ensure that zoning is consistent and that the document and the map reflect all amendments made subsequent to the Plan's initial adoption. It should be noted that specific implementation measures related to zoning are addressed within the Implementation Strategies of this Comprehensive Plan.

While the recommended Future Land Use Plan map herein

was partially based on existing land use and the City's adopted zoning map, some areas within Jersey Village conflict in terms of the way in which they are recommended to develop based on the Future Land Use Plan map and the way in which they are currently zoned. In certain instances, such inconsistency can be in the City's favor; this would be the case if the zoning map showed an area zoned as Agricultural, while the Future Land Use Plan showed the same area recommended for a nonresidential use. Such a reactive position can enable the City to rezone, thereby allowing the nonresidential use, when the particular proposed use is ideal for the location.

Conclusion

The recommendations contained herein should guide Jersey Village future land use planning and related policies. It is important to note that the Future Land Use Plan is not the community's official zoning map. Rather, it is a guide to decision making in the context of the City's future land use patterns. The Future Land Use Plan should be used consistently and updated as needed. As coordinated, quality development continues in Jersey Village over time. The official copy of the Future Land Use Plan map is on file at Jersey Village's City Hall. The boundaries of land use categories as depicted on the official map should be used to determine the appropriate land use category for areas that are not clearly delineated on the smaller-scale Future Land Use Plan map contained within this Comprehensive Plan document.



Source: City of Jersey Village

Figure 3.6, City of Jersey Village Existing Zoning Map



Land Use Recommendations

GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Establish a zoning overlay district for the Highway 290 corridor.
- Review existing development codes for compatibility with desired uses (higher quality restaurants, services, and entertainment).
- Investigate code options to amortize existing billboards and private negotiations to consolidate/update remaining billboards.

STRATEGIES

Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

- Ensure that water and sewer infrastructure has adequate capacity to serve the desired intensity of redevelopment.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of housing types.

- Establish and maintain a forecast of housing type needs, and set periodic goals to meet anticipated housing demand.
- Create an inventory of current housing assets and programs. Gaining a better understanding of the assets and programs currently available to Jersey Village will help meet any future housing challenges.
- Assign a City staff person to oversee housing related activities and concerns.
- Improve supply of housing options by identifying impediments for the creation of a greater range of housing types.
- Promote residential projects that assist young, first-time home-buyers and mature, retired residents to stay in Jersey Village when their housing needs change.
- Update ordinances to make them suitable for senior housing.

STRATEGIES

Ensure that single-family residential neighborhoods are protected from intensive areas of development by using screening and buffering techniques.

- Provide for adequate transitions between land uses using buffering and screening and other site design techniques to promote compatibility between uses.

GOAL 4. PRESERVE, PROTECT, AND ENHANCE THE CITY'S IDENTITY AND SENSE OF COMMUNITY BY IMPLEMENTING WAYFINDING IMPROVEMENTS THROUGHOUT THE CITY.

STRATEGIES

Create a consistent, identifiable signage design throughout the city.



- Develop commercial signage guidelines to encourage existing business to follow as well as control future commercial development application.

GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Identify the business types most likely to be successful given the surrounding demographic profile.

- Compile all relevant demographic data regarding the economy of the City and update at least annually.
- Adopt a sexually-oriented business ordinance prohibiting such uses in the extraterritorial jurisdiction (ETJ).

STRATEGIES

Ease the processes encountered by business expansions and relocations.

- Review existing codes to ensure they are supportive of the desired office, retail, service, and entertainment uses.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Analyze annexation options for the ETJ property.

- Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).

- Investigate any potential ETJ exchange opportunities with the City of Houston that may be mutually beneficial.

STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

- Continue to encourage residential infill, especially as existing housing stock ages.

GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

- Locate uses adjacent to each other that are compatible and complimentary, such as residential and some nonresidential development. Offices and small (neighborhood) retail establishment should be adjacent to residential uses.
- Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.
- Encourage auto-oriented land uses such as drive-through conveniences to locate on major corridors with highway access (Highway 290), but discourage them in more residential and traditional neighborhoods.
- Consider and evaluate each proposed medium and high density development on its own merit, but also by using the criteria outlined within the Future Land Use Plan.



- The City should develop a Highway 290 corridor plan and updated market assessment to determine specific steps for revitalization of corridor following the end of TxDOT construction.
- Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.

STRATEGIES

Encourage development and investment in the Jersey Village Crossing district, and surrounding areas.

- Consider mixed use development, combining residential and nonresidential uses, based principally on 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.
- Encourage site design that promotes walking and biking.
- Allow medium density uses to be permitted in any area designated for high density use.

STRATEGIES

Update city ordinances to encourage appropriate development.

- Adopt the future land use map to guide zoning and other development decisions.

GOAL 9. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, AND UTILITIES ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

STRATEGIES

Create policy for funding and implementation of sidewalks and connectivity with new development.

- Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.
- Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not located within walking distance of other developments.
- Provide proper drainage as the city redevelops and changes, and that new development does not create drainage problems adversely affecting other properties.
- Ensure that all storm drainage facilities are maintained in good working condition.
- Continue to coordinate with the flood control district to ensure potential flood risk are minimized by creating a flood reduction committee (city staff, citizens, experts) appointed by City Council to liaison with Harris County Flood Control, to advocate for the continuation and completion of flood reduction projects that benefit the City.



- Correct any existing drainage problems as resources permit.
- Provide utility extensions, improvements, and upgrades only in a manner consistent with the city's desired growth strategies. Utility extensions and improvements should not be available except to areas where development is consistent with the city's plans for growth.
- Ensure all new development is served by city utilities or by utilities with equivalent levels of service. This will ensure a fire service rating equivalent to the city's rating.





Transportation & Circulation Plan

4

Introduction and Existing Conditions

The transportation component of the Comprehensive Plan identifies future transportation needs for The City of Jersey Village, the basis for them, and describes goals and policies to direct related decisions. The transportation component of a community is often a high profile element of a plan, since it is experienced by residents daily as they make choices of how to connect with where they live, work, and play. This plan provides a framework for a more balanced transportation system to offer choices in how people travel, and includes assessment of traffic volumes and crash statistics, corridor design, and a recommendation for Thoroughfare plan with functional classifications and multimodal components. This transportation plan serves as a blueprint for transportation investment decisions. Key principles were recognized in the preparation of the plan recommendations and include:

- Ensuring that transportation, public services, and utilities are maintained and enhanced to meet the community's present and future needs, and;
- Increasing community connectivity.

REGIONAL CONTEXT

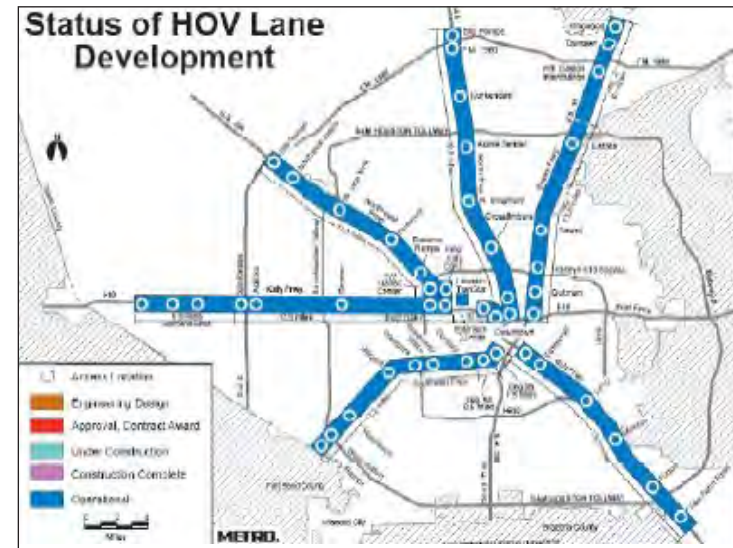
As noted in [Chapter 1](#), Jersey Village is located in the Houston-Sugarland-Baytown metro area, in the west-center of Harris County. From a transportation perspective, the regional context includes the Houston-Galveston Area Council of Governments (H-GAC). Regional planning by H-GAC in the *2040 Regional Transportation Plan: Bridging Communities* identifies priority transportation investments over the eight central counties of the region to support the anticipated growth in households and jobs. These initiatives are aimed at addressing growth over the next 25 years. Currently, over \$75 billion in investments are recommended in the plan. Within Jersey Village, recommendations from the 2040 Plan include improvements to U.S. 290 underway currently, as well as the potential for future additional lanes in the 2034 timeframe. Additional projects include commuter rail on the U.S. 290 Corridor between Waller and Downtown Houston, Commuter bus service expansion, and managed lanes on Beltway 8.

- The plan should monitor regional growth implications in order to pro-actively address mobility and accessibility issues to and from Jersey Village.
- The plan should reflect and support the opportunity for commuter rail development along the U.S. 290 Corridor, with a supporting walkable street grid surrounding the proposed station location.

LOCAL MOBILITY

Jersey Village generally has good mobility options and alternate route choices and the roadway network is largely built-out. U.S. 290 and Beltway 8 serve as the main axis for regional travel for

Jersey Village, though they do not provide mobility within the City, which is instead served by freeway frontage roads and arterial roads. The thoroughfares also serve a significant portion of through-traffic from Harris County and Houston, and some effort has been made in the past to limit some planned through-street connections, such as Senate, from being completed. Some of these connections have been limited in an effort to prevent some through travel from areas to the north and east occurring in neighborhoods. The area west of Jersey Village is primarily industrial, with large, long blocks with no through connection. Local connections and alternatives remain, though, and some small connections for local trip movement and to connect neighborhoods are proposed in this plan, as well as an increased fine-grid of streets south of U.S. 290 that will support transit oriented development there, framed around a planned commuter rail station at the intersection of Jones Road south of U.S. 290.



Source: 2040 Regional Transportation Plan

Figure 4.1, Status of HOV Lane Development



Potential Issue Areas

EXCESSIVE DRIVEWAYS ON MAJOR CORRIDORS

Development over time has created a situation of an excessive number of access points along major corridors. While properties have access rights to public corridors, the excessive number of driveways can reduce the carrying capacity of key corridors. As redevelopment occurs, sharing drives through the use of cross-access easements would reduce the number of curb cuts thereby enhancing the carrying capacity of the corridor.

EXTENDING COLLECTOR NETWORK CONNECTIONS

As Jersey Village begins to experience infill redevelopment to the west, the existing grid network of long, narrow blocks north of FM 529 will provide the basis for continued industrial use, but also the base network for potential redevelopment. As it does, a connected network of collector class facilities should be considered in order to reduce travel time along key corridors, allow for increases in vehicle use, and allow for safe passage of pedestrians and bikes in addition to cars and trucks. A supporting connected collector network would reduce corridor impedances on the arterial network, but also serve to provide for neighborhood connectivity as well as allow corridors for bike/pedestrian opportunities. Thoroughfare network expansion to the east would also serve to facilitate access/circulation to growth occurring in the eastern ETJ sector.

TRAFFIC VOLUMES

According to U.S. Census data, approximately 93-percent of all Jersey Village work trips are automobile-based with an average commute time of 29 minutes. The percentage of total home-based work trips in single-occupant vehicles has been decreasing

slightly, from 89-percent in 2000 to 84-percent in 2013, showing a slight increase in those choosing to carpool. The overall rates have stayed fairly constant over time, though the numbers of workers reporting that they worked at home has increased from 1.8-percent in 2000 to 3.6-percent in 2013. For those not working at home, the commute time varies based on the length of trip, destination, and chosen route. The performance of the local roadways (and resulting congestion) can be linked to many components – including the number of lanes, speed limit, daily traffic volumes, local peaking characteristics, adjacent land uses, traffic signal parameters, driver types, signage, pavement conditions, road design elements, and access control. In this section, traffic volumes are reported to track average conditions at the time of the plan.

Average annual daily traffic (AADT) volumes were gathered from TxDOT, and other published studies. The most heavily traveled route in Jersey Village is U.S. 290, which carries upwards of 220,000 vehicles on an average day just north of Beltway 8. Beltway 8, in turn, carries nearly 66,000 vehicles daily. In terms of arterial routes, Jones Road, West Road, and Spencer Road Street have the highest AADT's with segments averaging over 20,000 vehicles per day. Another busy route segment includes Senate Avenue to the north and south of U.S. 290, which serves as the main access for the western residential heart of Jersey Village, with approximately 10,000 vehicles counted in 2011, the most recently available saturation count available. Should traffic conditions warrant additional study for potential mitigation, a Level of Service analysis of the roadway network could be conducted for an individual corridor, or the local network in conjunction with H-GAC or independently by the City of Jersey Village. Such a study could recommend further actions for mitigation, including access management,



intersection improvements, and operational changes (see [Table 4.1, Potential Daily ADT at Key TxDOT Roadways](#)).

- The Plan recommends ensuring that roadways have adequate capacity and connectivity to serve desired levels of redevelopment.
- The Plan recommends adding operational improvements, such as dedicated right turn lanes from the Highway 290 frontage road at each of the major community gateways to facilitate ease of access and mobility.

CRASH ANALYSIS

Vehicle crashes are a source of considerable personal anguish, disruption, loss of personal property, and time, and can result in personal injury and in the worse cases, death. Analysis of crashes recorded over the prior three-year period of available data was conducted to determine if patterns were prominent and rates were compared to cities of similar size. The analysis showed that, generally, Jersey Village has a higher number of crashes resulting in severe outcomes per year compared to communities of similar size in Texas. However, once controlled for the number of crashes that occur on freeway or frontage

roads, the number falls to average rates similar to those for other communities of the same population.

For the three-year period, an average of 570 crashes per year were reported, with 4 crashes resulting in fatalities (see [Figure 4.2, Crashes and Fatal Crashes, City of Jersey Village: 2012 - 2014](#)). Despite increases in vehicle safety technology such as airbags and crumple zones, higher speeds and speed differential between vehicles involved leads to increasing severity of crash outcomes. For the period analyzed, all of the fatal crashes and the considerable majority of reported crashes resulting in severe injuries were located on U.S. 290 with a posted speed limit of 65 miles per hour. Weight differential can often also be a significant contributing factor. Although related data was not available for all years, commercial vehicles as a subset of vehicle types were not involved with any of the fatal crashes in the period analyzed. One of the fatal crashes occurred in the U.S. 290 HOV lane. Neither time of day nor weather conditions appeared to be contributing factors for fatal crashes for the period of time studied. The policy implications for the City of Jersey Village are that speed differentials between crash vehicles increase crash severity, and lower speeds are more appropriate for residential areas, with enforcement and education of speed risks an ongoing concern.

Key TxDOT Roadway	2013 Average Annual Daily Traffic	Annual Growth	2031 Potential Daily ADT
US 290	161,000 main lanes only 191,000 including main lanes	2.0%	226,000 main lanes
Beltway 8	136,800	2.0%	180,000 main lanes
FM 529	26,700	2.0%	37,000

Table 4.1, 2031 Potential Daily ADT at Key TxDOT Roadways

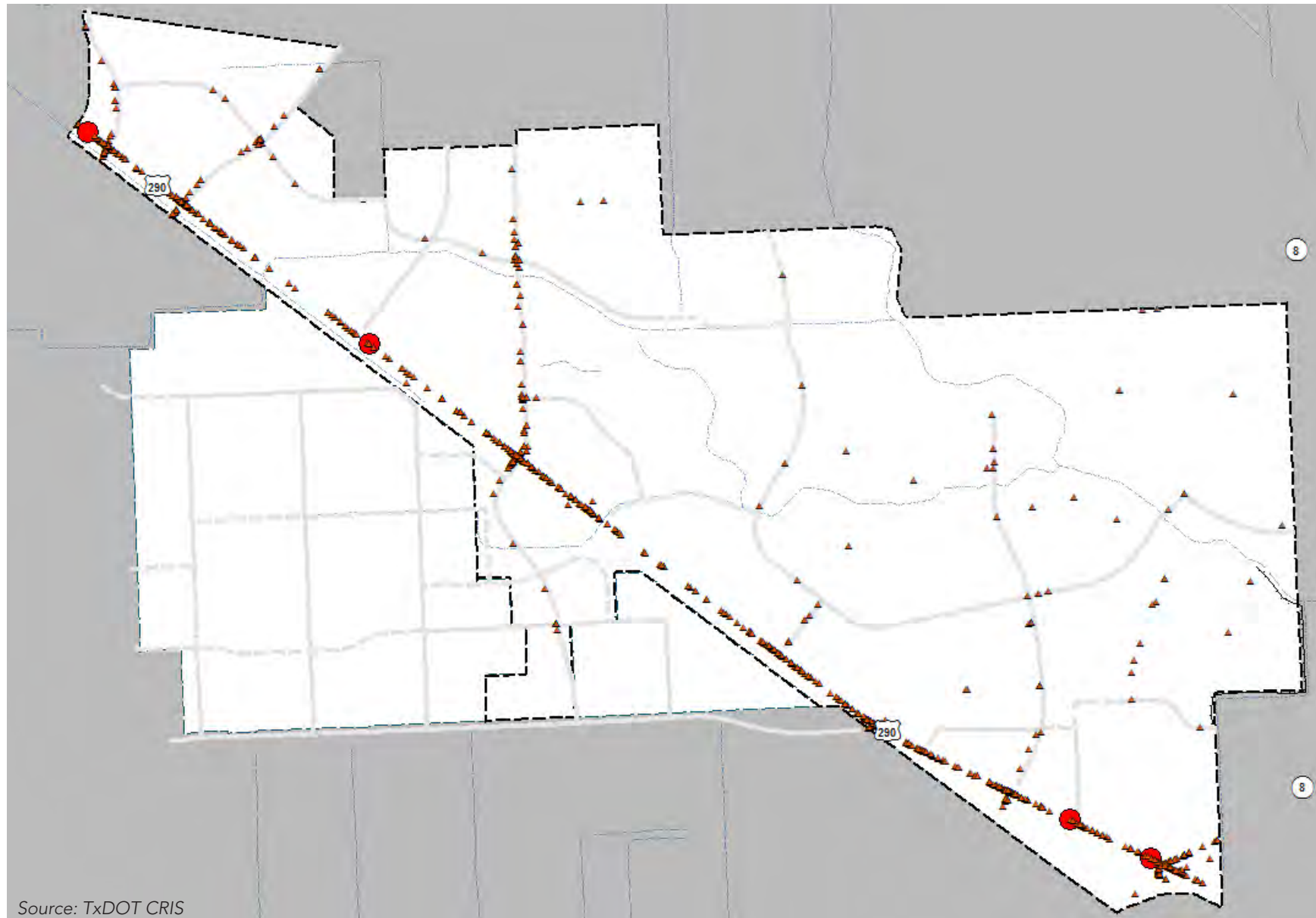


Figure 4.2, Crashes and Fatal Crashes, City of Jersey Village: 2012 - 2014



Transportation Planning

EXISTING CORRIDOR DESIGN

The City of Jersey Village has existing roadway design components that support the intended function for each of the roadway classifications outlined in this plan according to its place in the classification hierarchy. The standards include pavement widths that correspond to number of travel lanes and posted speeds of the roadway, and lane widths to allow for higher travel speeds. Standard lane widths are also regularly 11'-12' wide, with some collector streets and streets in residential sections being wider to allow for on-street parking. Increasingly, recent standards of practice by AASHTO, NACTO and others allow and encourage narrower lane widths for street applications, which preserves mobility and traffic volumes, but also help to promote lower speeds which in turn translate to reduced severity of crashes, reduced crossing times for pedestrians, shorter cross-traffic signal timing, less stormwater runoff, and less pavement to construct and maintain.

Jersey Village appears to have intended more major thoroughfare connections, such as Senate Avenue, to allow for a finer grid of major roadways as developments and communities developed in the western section of the city and to the north. In lieu of some of the connections being constructed, a larger spacing between arterials has developed, approximately 2 miles between Jones Road and Beltway 8, meaning that local trips as well as through-trips must use a route that includes one of the major thoroughfares, extending local trips in distance and time as well as adding to traffic volumes on the thoroughfare. Similarly, although sidewalks are abundant in Jersey Village, without connections, pedestrian and bike trips must also divert to the main roadways.

NETWORK DESIGN, SPACING AND SPEED

Jersey Village has a traditional suburban network of connected streets for the majority of its current geographic area, which channels vehicular trips to the regional freeway network. Local trips internal to the city are limited to collector roadways and winding through residential neighborhoods, discouraging through travel. Connectivity is generally good for thoroughfares, such as FM 529 and Jones Road. Thoroughfare spacing ranges from approximately a quarter mile in the western portion the city, to two miles between Jones road and Beltway 8, with collector roadways radiating out of the eastern portion of the city connecting residents there to the arterials at the edge. The roadway network also allows for a connected but discontinuous path parallel to U.S. 290 and the westbound frontage road, allowing for filtering of vehicles and access to commercial services.

In general, for higher levels of the functional classification system, mobility is intended to be emphasized over providing local access to adjacent land uses. Higher levels of the functional classification system also maintain more continuity over distance. Relatively higher travel speeds and flow of traffic are emphasized on these arterial routes, though conflicts exist that can reduce travel speed and an increased probability of stops that can increase the chance for crashes. These impediments include the number and spacing of traffic signals, number of access points such as driveways and cross streets, non-linked signal timing, a lack of turn lanes or median presence, and poor roadway geometrics. This can be observed as higher speeds on roadways or extended-flow signal timing at intersections, but fewer driveway access points and delay experienced by routes intersecting the higher class facility. Signalized intersections are shown in [Figure 4.3, Signalized Intersections](#) (on the previous page).



Figure 4.3, Signalized Intersections

- The Plan recommends promoting redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encouraging friendly, walkable environments within key destination areas of the community by offering incentives to developers and for redevelopment such as reduced parking requirements.

COMPLETE STREETS

One of the planning concepts Jersey Village may consider to incorporate in roadway design is a Complete Streets initiative. The focus of a complete streets initiative is to consider all modes during the planning, design, construction, operation and maintenance of the city's street network. Effective complete streets policies help communities routinely create

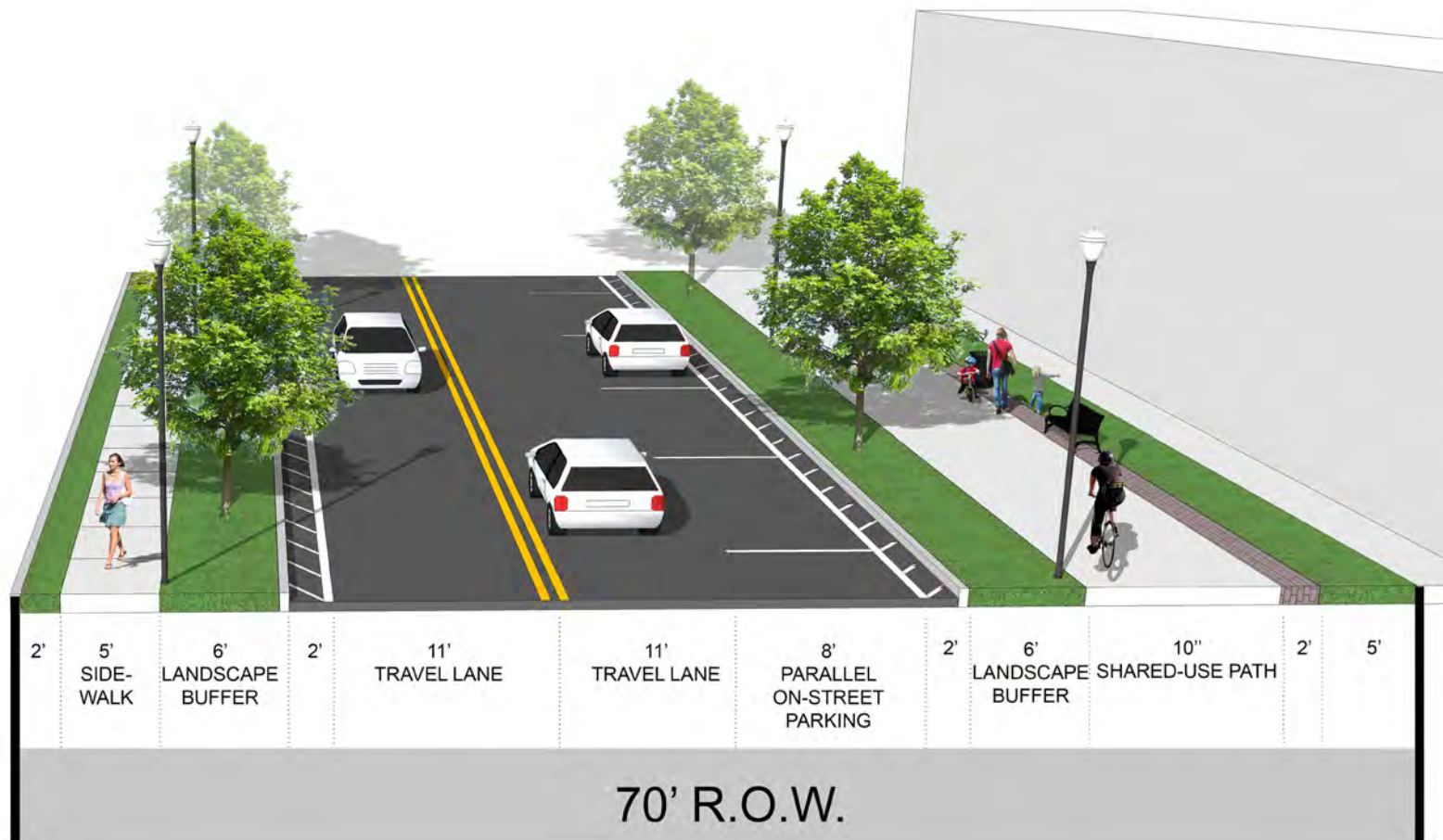


Figure 4.4, Jersey Meadows Drive Proposed Street Section



safe and inviting road networks for everyone, including bicyclists, drivers, transit operators and users, and pedestrians of all ages and abilities. Instituting a complete streets policy ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind. For the Complete Streets policy to be effective, a program of supporting policies and procedures need to be put in place in all City departments which could include a program of land use planning guidelines, a series of project development checklists, established responsibilities for addressing modal issues, and more specific design and operating standards for implementation and maintenance. An illustrative of how this policy would apply to a Minor Residential Collector—the example of Jersey Meadows Drive as it is proposed to connect between Jones Road and Rio Grande Drive is shown below within a 70 foot right-of-way.

To continue implementation of sidewalks in construction, this plan recommends requiring all new development and significant redevelopment to provide sidewalks on both sides of collectors and thoroughfares within the developed area of the city. Where developments are not within walking distance of other significant developments, or places where development is anticipated shortly, a sidewalk bank may be established for payments in lieu of construction.

ACCESS AND CORRIDOR MANAGEMENT

Access management refers to the practice of coordinating access connection points to a roadway by considering specific design criteria for the location, spacing, design and operation of driveways, median openings and intersections. In general, the goal is to have access to a specific facility decreased in order to maintain the roadway efficiency and enhance traffic safety.

As access points are reduced, the mobility and capacity of a roadway are increased through the operational and geometric improvements.

Access management provides a significant benefit to the mobility and function of the roadway and reduce the potential for accidents by minimizing speed differentials between vehicles and turning movements. Research has shown that accident rates increase consistently with an increase in the number of roadway access points, while accident rates decrease with the construction of raised medians and controlled signalized cross access.

The city should consider Access Management control standards for application on frontage roads and major thoroughfares such as Jones road and Spencer Road. As part of such a policy the following components may be included:

- The use of shared driveways should be considered as a standard when any more than one driveway is requested;



- Cross access between adjacent properties should be a stated standard for development, with justification required for not providing cross access.
- Shared parking provisions for reduction in parking requirements should be established as a benefit to providing cross access between parcels and shared driveways.

Thoroughfare Plan

FUNCTIONAL CLASSIFICATION

The Jersey Village street network is categorized by functional classifications according to roadway function (refer to [Figure 4.6, Thoroughfare Map with Classifications](#) on the following page). Functional classification is the hierarchy by which routes

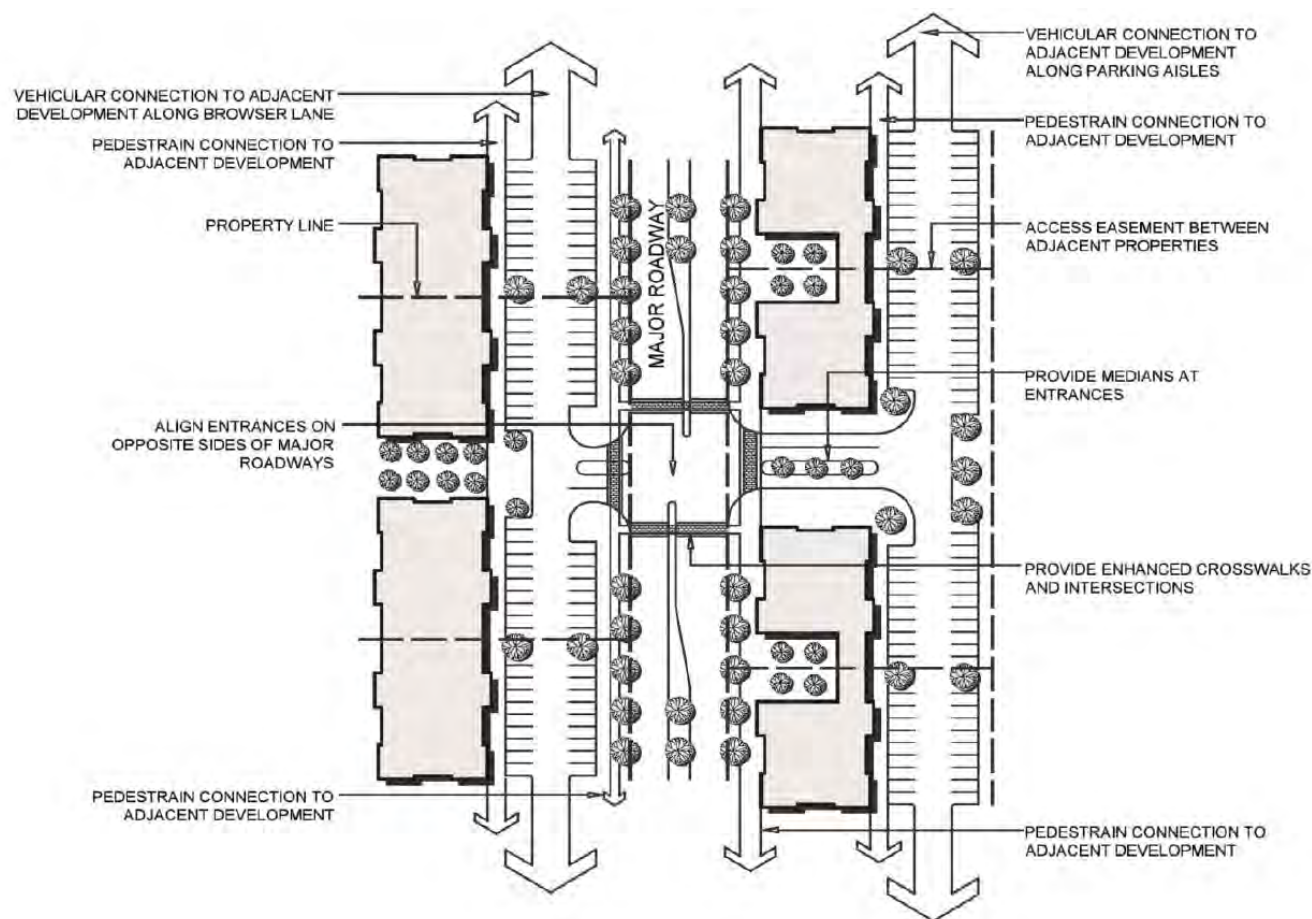


Figure 4.5, Access Management



are arranged into groups according to the nature of intended service (mobility and access). Higher functional classifications limit access but provide enhanced mobility (long distance, high speed trips). Lower functional classifications provide limited mobility but ample access to adjacent land uses. The City of Houston includes functional classifications for roadways which include the following:

Freeways and Tollways

Freeways are grade-separated with the highest level of mobility and full control of access via interchange ramps. Jersey Village is served by U.S. 290, an important corridor of regional significance connecting to the Houston central business district, as well as Brenham and Austin and points west. Beltway 8 is a major ring road of the Houston metro area, and provides access to George Bush intercontinental Airport, as well as points north east and west via I-10, I-45, and I-69.

Thoroughfares

These routes serve major traffic movements within urbanized areas, connecting Central Business Districts (CBDs) and major route nodes, outlying residential areas, significant intercity communities, and major suburban centers.

Principal Thoroughfares typically offer higher travel speeds, but these routes may have a limited number of traffic signals and driveways. Within the Jersey Village plan area, Spencer Road (SH 529) is the only road considered a principal thoroughfare.

Thoroughfares can also typically feature medium to higher travel speeds, but these routes may have more frequent traffic signals, at-grade intersections, and driveways to access adjacent land

uses. They typically can fill out a transportation network grid at approximately one-mile spacing intervals and can serve local and longer distance trips. Within Jersey Village, the following examples are routes classified as Thoroughfares:

- Jones Road
- West Road
- North Eldridge Parkway
- Senate Avenue

Collector

The collector street system features facilities that collect traffic from local streets in neighborhoods and channel traffic to the thoroughfare system. These routes typically provide access to private property, offer lower travel speeds, and serve trips of shorter distances.

Major Collectors place more emphasis on land access and typically have closer spacing for crossing streets, driveways, and traffic signals. These routes typically serve trips of moderate length at a lower through-travel speed than thoroughfares. Existing major collectors in Jersey Village include:

- Castlebridge Drive
- Steeple Way Boulevard
- Jersey Drive (from U.S. 290 to Lakeview Drive)
- Senate Avenue (from U.S. 290 to Lakeview Drive)

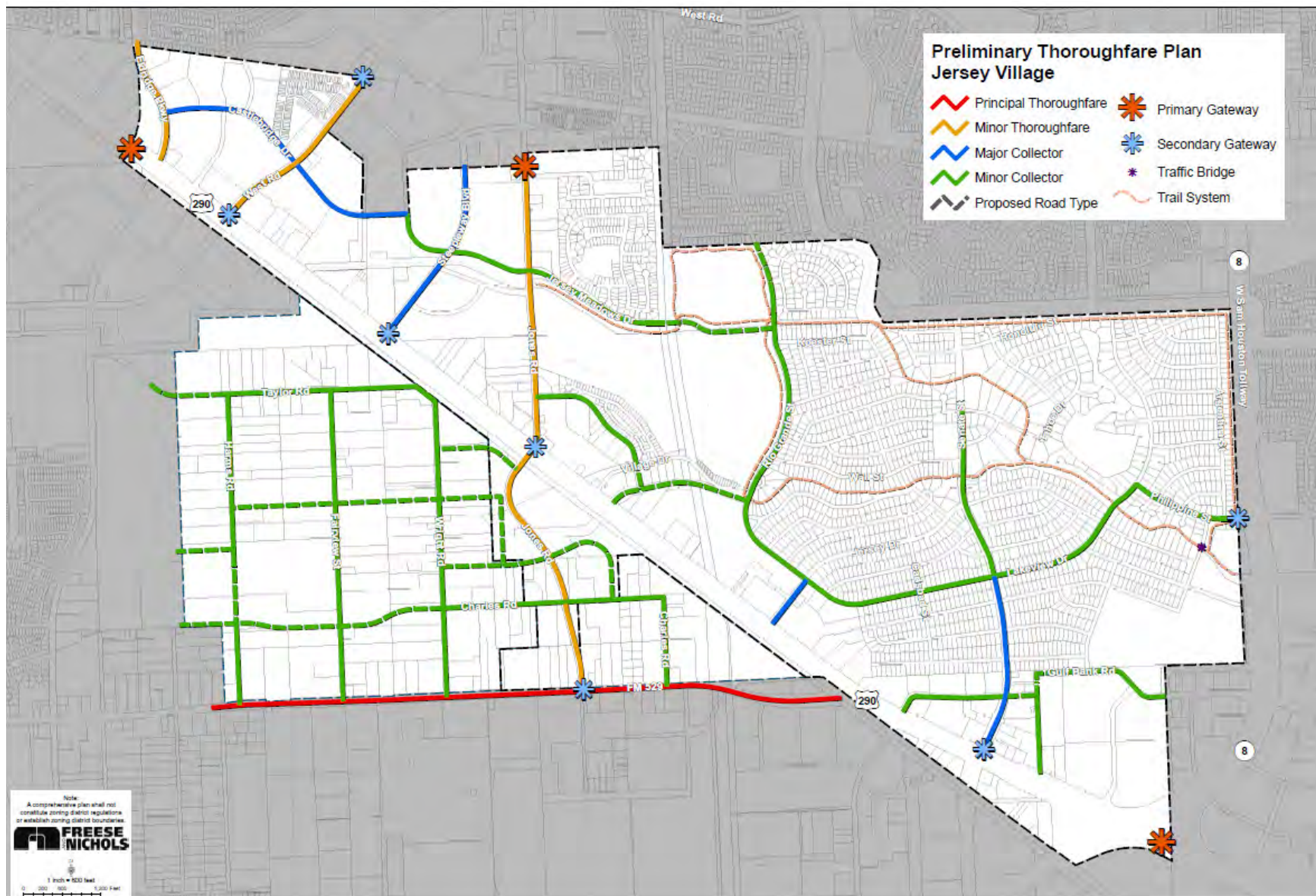


Figure 4.6, Thoroughfare Plan Map with Roadway Classifications



Minor Collectors: Minor Residential Collector and Minor Industrial Collector

These routes typically provide access to private property, offer lower travel speeds, and serve trips of shorter distances. Examples include Rio Grande Street, Jersey Meadows Drive, Taylor Road and Wright Road. Spacing and location is intended to facilitate access to the network system from neighborhoods and commercial areas as well as encourage transportation modes like biking and walking as an alternative for short distance trips.

Local Streets

The local street system offers the least mobility and the highest land access service; local access for all parcels. These streets include all facilities not classified under a higher system.

Thoroughfare Design Standards

Thoroughfare classification reflects the intended function of specific roadways that serve as part of the street and highway network, the cross section of a roadway is related to traffic volume, design capacity, and Level of Service. Standards for Freeways and Tollways are the responsibility of TxDOT or other agencies, and therefore not presented. In developed areas, varying design standards may be implemented to accommodate existing conditions.

The general roadway cross-sections used throughout the city have not changed since being identified as part of the 2009 Comprehensive Plan effort. To determine the exact dimensional requirements of each intersection, a traffic analysis should be conducted at the time of facility implementation. At a minimum, each general roadway cross-section has the ability to

accommodate a separate left-turn lane. The right-of way for the minor residential collector roadway illustrative is also designed to allow for left-turn lanes at the intersection with major arterial facilities, in lieu of on street parking near the intersection.

SIDEWALK SYSTEM AND BICYCLE ACCOMMODATIONS

Sidewalks are a vital element of the transportation system, providing access and service to activity centers, transit, homes, businesses, schools, libraries, and parks. Jersey Village provides sidewalks on the vast majority of its collector and thoroughfare network, though the collectors in the ETJ, originally constructed with industry and automobile access in mind, have sporadic and limited sidewalk connectivity. A complete streets approach includes accommodating pedestrians and cyclists safely and comfortably, with adequate space and separation from travel lanes.

In the example of the northeastern boundary of the City, there are no pedestrian and bicycle accommodations on the frontage road of Beltway 8, making a pedestrian or bicycle traverse not possible. Additional outreach should be conducted to determine where and how additional pedestrian and bike connections should be made, including taking advantage of existing right-of-way for unbuilt roadways and bayou service easements, with grants a potential source to provide funding for planning and construction.

- In order to provide greater pedestrian connections within the neighborhood, the Plan recommends developing neighborhood pedestrian connections through a trail system, including securing land needed for additional paths and utilizing existing bayous and conveyance channels to help expand the trail network.



- Ensure pedestrian mobility by repairing existing sidewalks and extending missing segments.
- Encourage site design that promotes walking and biking access and egress.
- The Plan recommends conducting a corridor pedestrian mobility study to identify specific corridor deficiencies and potential solutions for improvement prioritization.

TRANSIT CONSIDERATIONS

Local fixed route transit service is provided by the Metropolitan Transit Authority of Harris County, or Metro. Metro's service area consists of 1,660 miles and approximately 84,000,000 passenger trips served in 2013. In Jersey Village, the service consists of three fixed route commuter lines that serve downtown Houston from the Northwest Station Park and Ride located at West Road and Castlebridge drive, with a direct express ramp to the U.S. 290 HOV lane. Metro has considerable success with its commuter service, and approximately 10% of the passenger trips served are via commuter busses.

REGIONAL COMMUTER RAIL

The H-GAC 2040 transportation plan includes regional commuter rail service envisioned to serve the northwest corridor, including a planned commuter rail station in Jersey Village located on the south side of U.S. 290 at Jones Road. The City should continue to proactively plan with H-GAC and/or other interested agencies to further advance the idea for such a connection to the city. Further, the Transportation Advisory Board should proactively develop actions aimed at promoting the commuter rail opportunity in the City. The City should also continue dialogue with Southern Pacific Railroad to advance

the planning of shared right-of-way use for regional commuter rail connectivity with the metropolitan area.

Promote active dialogue for long-term investment within or adjacent to the existing rail corridor.

With the optimal location of the Jones Road Station, adjoining road and planned non-motorized connectivity, and proximity to the Metro Northwest Park and Ride, this potential site could serve a dual purpose as an intermodal hub serving. This hub would also be used to connect potential transit service throughout the community and points beyond. As the need arises for a transit system feasibility study, additional analysis should be undertaken to determine the optimal site layout for a transit center and access.

- The plan recommends exploring TxDOT and H-GAC funding opportunities for multi-modal transportation alternatives.



Transportation and Circulation Recommendations

The following action items address issues related to transportation and circulation discovered through the planning process.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

STRATEGIES

Improve the character of corridor character throughout the community.

- Conduct a corridor pedestrian mobility study to identify specific corridor deficiencies and prioritize potential improvements.

GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

- Ensure that roadways have adequate capacity and connectivity to serve the desired intensity of redevelopment.
- Add dedicated right turn lanes from the Highway 290 frontage road at each major community entrance.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Provide pedestrian connections within the neighborhoods.

- Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system.

GOAL 5. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

Increase community connectivity.

- Explore TxDOT funding opportunities for multi-modal transportation alternatives.
- Ensure pedestrian mobility by repairing existing sidewalks or extending missing sections.

GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

STRATEGIES

Encourage development and investment in the Jersey Crossing district, and surrounding areas.

- Encourage site design that promotes walking and biking.



GOAL 9. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, AND UTILITIES ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

STRATEGIES

Create policy for funding and implementation of sidewalks and connectivity with new development.

- Use the Thoroughfare Plan as a mechanism for securing H-GAC funding for streets within existing and developed areas of the city.
- Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.
- Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not located within walking distance of other developments

STRATEGIES

Increase access to non-motorized transportation options to promote healthy living.

- Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority. Solicit available funding for these types of pedestrian mobility accommodations.

- Enhance the safety pedestrian crossing of major thoroughfares and other high traffic volume streets by providing accessible pedestrian signals at no less than one-quarter mile spacing within the developed areas of the city.
- Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Jones Road, Jersey Meadows Drive, and Castlebridge Drive.

STRATEGIES

Improve and maintain older existing street networks.

- Through the development process, secure additional right-of-way at critical intersections to enable the implementation of channelized turn movements and adequate pedestrian landings and ramps at the corners.
- Identify and define minimum design and construction standards to be met by 2025.
- Maintain implementation priorities for all street improvements through a capital improvements planning process.
- Identify funding alternatives and resources available for roadway maintenance implementation.
- Develop a policy and programs for City consideration of public/private partnerships and donations to fund transportation infrastructure, amenities and aesthetics.



- Extend West Gulf Bank Road to Hillcrest Road.
- Realign Village Drive, moving existing road south, connecting to Rio Grande Street.
- Extend Jersey Meadows Drive to Rio Grande Street.
- Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.





Economic Development

5

Background and Existing Conditions

The non-residential development history of Jersey Village is largely one of “retail following rooftops” along a freeway system increasingly extending outward from Downtown Houston. Over the last three decades Jersey Village has endured significant impact to its commercial areas and enterprises as US 290 has been widened, elevated, and upgraded from highway to freeway status with changing ramp locations and access conditions. During this time, the City’s strong residential base and appeal remained constant. Over the recent past, the City’s modest approach to economic development has been to react to developer proposals, involving few requests for tax abatements and sales tax rebates.

The City’s tax structure includes both ad valorem taxes and sales tax. The ad valorem tax rate from 2006 through 2014 was \$0.7425/\$10. This stable tax rate through the recessionary period beginning in 2008 reflects the stability and discipline of council leadership and city management’s budgetary practices. Additionally the City collects \$0.015 of sales tax for its general fund and \$0.005 of sales tax for its Crime Control and Prevention District.

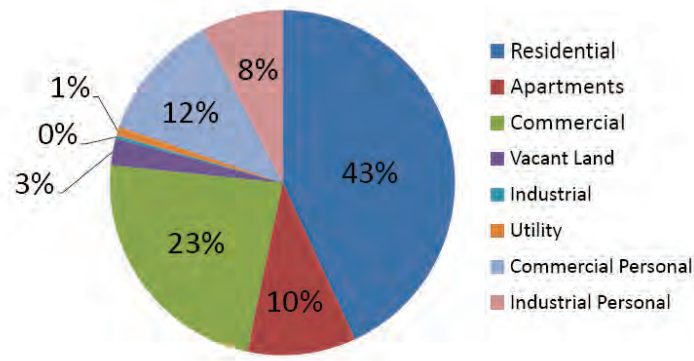


Figure 5.1, 2014 Certified Estimate of Taxable Value



The accompanying pie chart (*Figure 5.1, 2014 Certified Estimate of Taxable Value*, on the previous page), provided by the City's Finance Department indicates the revenues generated by land use for tax year 2014. It is important to note that with very little vacant land within the corporate limits, policies and programs to maximize the taxable value of existing non-residential use is critical to maintaining or reducing the percentage of revenues needed from homeowners.

Economic Development Going Forward

The CPAC and public meeting processes overwhelmingly confirmed that Jersey Village residents value the residential character of their community and are eager to maintain that character for future generations, yet they understand that the long term vibrancy of the community requires a balance of land uses and a stable or growing tax base.

The community survey set the stage for the economic development goals of the community. The largest response (over 26%) category was for the goals of promoting new development, and attracting retail, restaurant, and entertainment venues, followed closely by improvement of the City's image (20%). The greatest threat to achieving these goals cited in the survey was related to the loss of commercial base due to the Highway 290 expansion. Therefore, the concepts of growing the tax base (both property and sales), providing locally-serving services, and improving the image of the community all have a nexus with economic development policies aimed at the revitalizing the Highway 290 corridor.

Growing the tax base in conjunction with maintaining community character and values was the focus of CPAC Meeting #4. This

meeting was totally dedicated to a discussion of economic development in which the CPAC was polled on issues relating to if and how economic development should be pursued in Jersey Village. These discussions clearly indicated that the community recognizes the linkage between a strong and diverse economic base and the City's ability to provide efficient, high-quality infrastructure, municipal services, education, and responsive governance. In general, the CPAC feedback indicated that primary focus of future economic development efforts should be directed toward adding targeted non-residential locally-serving services that complement existing residential uses and that enhance the tax base.

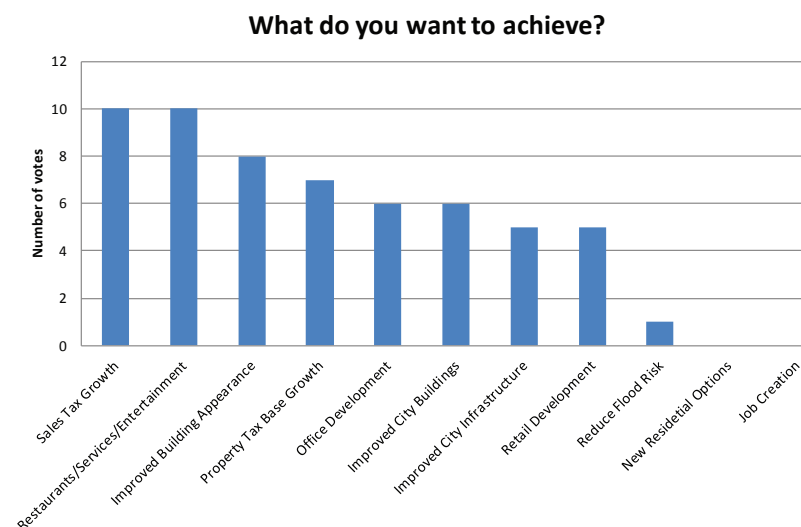
With regard to economic development, the CPAC was asked two questions:





These two questions were designed to confirm or modify data collected through the community survey and public meeting and to illicit opinions regarding the future vision of the community and the level of effort with which they are comfortable in order to achieve those goals. The ultimate balance of what is achievable is a result of the level of desire to achieve a particular goal and the public will and ability to invest toward achieving the goals.

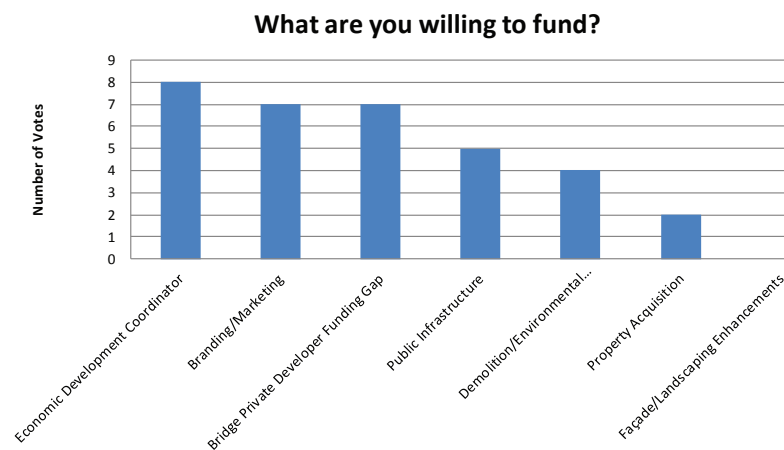
In response to the first question, the committee's responses are tabulated below:



The responses illustrate an understanding by the CPAC that Jersey Village sales taxes are largely generated by non-residents; therefore an increase in sales taxes can be seen as a property tax relief for home owners. Secondly, the emphasis on sales tax and property tax growth represents a desire to see the Highway 290 corridor redeveloped in a manner that will maximize value to

the community and improves the image and appearance of the corridor upon completion of the current highway construction projects. The concerns for restaurant/services/entertainment uses reflect the community's desire to have locally-serving establishments that will enhance community cohesion for the next generation of residents.

Responses related to the second question are shown below:



Based on these responses, the CPAC sees the achievement of economic development goals to be largely a function of more coordinated activities and a more cohesive branding and marketing strategy. The economic development-related goals and priorities included in this plan are a direct result of the assimilation of these views regarding the desired priorities and the level of acceptable investments toward those priorities.



Before economic development priorities and tools can be framed, the current threats which must be addressed and the assets that can be built upon must be analyzed. These threats and assets were compiled from public meeting feedback, surveys, and comprehensive plan advisory committee comments.

Potential Threats

In the current setting and longer term, the community has recognized several threats that may negatively impact the economic vibrancy and sustainability of the quality of life experienced by current residents. These threats are listed and described below:

- **Current US 290 construction:** During the construction period, the ability to access and utilize the commercial services along the freeway is made more difficult.
 - » **Assessment:** This is a temporary condition that will improve after construction is completed.
- **Loss of US 290 commercial properties:** Due to the widening of US 290, several businesses were purchased and displaced.
 - » **Assessment:** A concerted effort is needed to replace the lost services, property tax value, and sales tax revenues.
- **Potential decline of surrounding areas:** Jersey Village is surrounded by either City of Houston city limits or ETJ over which Jersey Village has no control.
 - » **Assessment:** Therefore, efforts to preserve the character and property values within the city are doubly important.

- **Competition from new master planned communities with more contemporary amenities:** As the Houston metro continues to grow, newer master-planned communities draw population into newer homes with a broader range of amenities than currently available in Jersey Village.

- » **Assessment:** Efforts need to be focused on strengthening, enhancing, and promoting the existing valuable assets of the community.

Community Assets

Counterbalancing these potential threats is a wide range of community assets. These assets are valued by current residents and have a positive impact on the overall quality of life experienced by residents. Economic development efforts targeted toward enhancing these strengths and counteracting the potential threats will create the best opportunities for success.

- **Location:** The community's location at the corner of Beltway 8 and US 290 is seen as a great asset. From this location, residents have ready freeway access to other areas of Houston and access to public transit and park and ride locations.
 - » **Assessment:** In the long run, this location provides a convenient location for residents and also serves as a magnet for development and redevelopment.
- **Public Safety:** The City's police and fire services are highly regarded and frequently cited as a major community asset which promotes a sense of security for residents.



- » **Assessment:** Ensuring that these services, and other City services, can be adequately funded is a top priority.
- **Schools:** Jersey Village is in the Cypress Fairbanks ISD and has two public schools located within its corporate limits. Local schools are often cited as a major attraction for new residents with young families.
 - » **Assessment:** Adapting the locally available retail and services that add to tax base and appeal to the demographics of the community as an aging population turns over is critical.

Economic Development Priorities

Inherent in the definition of economic development is the concept of improving the standard of living in a community, including enhanced quality of life assets that are valued by the community and improved public services. The economic development priorities identified through this comprehensive planning process are:

1. **Expanded Restaurant/Services/Entertainment Options:**

The highest priority for new development in Jersey Village is focused on locally-serving restaurants, services, and entertainment venues. Residents desire to have attractions such as these located in Jersey Village so they do not have to travel to access these services.

2. **Sales Tax Growth:**

Closely related to priority #1, is the priority to grow the sales tax base. Growing and diversifying the sales tax

base benefits the local economy and also provides revenue enhancements for needed services provided by the City. Since the City has a half-cent sales tax for crime prevention, increased sales tax revenues not only benefit the general fund, but also assist with funding high priority public safety services.

3. **Improved Building Appearance:**

A key concern is enhancing the visual appearance of existing retail and commercial buildings in the City, especially along the US 290 corridor. The City's image as a great place to live should be bolstered by improvements to visual appeal of the commercial areas.

4. **Property Tax Base Growth:**

A natural byproduct of attracting new retail/services/entertainment venues and enhancing visual appearance will be property tax base growth. Being the basis for the most stable and predictable municipal revenue stream, growth of property values is a key component of an economic development strategy.

5. **Office Development:**

As the US 290 construction concludes, Jersey Village at the corner of Beltway 8 and US 290 will be located at a one of the prime freeway intersections in the Houston metro area. Employment centers, categorized by office and related development, have already occurred at the intersections of Beltway 8 with other freeways; the decentralization of employment centers away from the central Houston downtown is already a well-established trend that Jersey Village can capitalize upon. Office development has the



dual benefit of providing local employment options for residents while also attracting outside workers who spend some of their earnings within the community.

These five priorities have the potential to have a synergistic effect, with each component building upon and strengthening the other components. Improved locally-serving restaurants, services, and entertainment venues not only enhance the direct quality of life for residents, they enhance the City's property and sales taxes and these new facilities will also enhance the visual appearance of the City. Employment centers supported by new office development not only support restaurants and service establishments, but also rely on those businesses in the conduct of operations within those offices. The interconnected cycle of these priorities enhances the resident's quality of life and generates critical revenue streams to support important municipal services.

Economic Development Tools

Good public policy aims to achieve long-term, sustainable improvements through the prudent use of Economic Development tools. With very rare exceptions any public participation in an economic development project should be in the form of a reimbursement funded from the revenues created by the project. Any form of public participation should only be considered when the proposed project furthers overall City goals and implements one or more of the economic development priorities described above.

The tools most appropriate for use toward achieving the priorities described above and the recommended conditions for their use are:

- **Tax Increment Reinvestment Zone (TIRZ):** A TIRZ may be appropriate for the proposed mixed use development area along Jones Road south of US 290. A TIRZ could be utilized to reimburse developers for large scale water, sewer, drainage, and roadway improvements needed to serve the area if the proposed development plan conforms to the Comprehensive Plan goals.
- **Chapter 380 Agreements:** Chapter 380 agreements can be structured in a variety of ways, but for Jersey Village the structure should be limited to reimbursement of a portion of the sales tax or property tax generated by a conforming project. Reimbursement for project costs under a Chapter 380 agreement could be applied to new retail/service/entertainment and office uses. Chapter 380 incentive programs could also be structured to incentivize rehabilitation of existing buildings by reimbursing owners for a portion of the costs associated with improving the appearance or landscaping of existing buildings.
- **Municipal Management Districts (MMD):** A MMD add an additional layer of taxation or assessment to properties within the district. An MMD could be established along the US 290 corridor, for example, as a vehicle to fund esthetic enhancements, extra levels of maintenance, and additional security protection.
- **Municipal Utility Districts (MUD):** A MUD also adds an additional layer of taxation for properties within the district. A MUD may be appropriate as a mechanism to reimburse water, sewer, or drainage costs associated with development or redevelopment of key properties. A MUD generally requires approximately 150-200 acres within its boundaries in order to be cost-effective. Any MUDs should



be structured so that ownership and operation of all utilities is transferred upon completion to the city such that the MUD functions solely as a financing vehicle and not as an operating entity.

Recommendations: Coordination of Economic Development Activities

The community recognizes the need for the municipal tax base to continue to grow to at least minimally keep pace with rising operating costs and to finance infrastructure maintenance and rehabilitation as the community ages. A concerted effort with a specific focal point is needed in order to effectively manage economic development programs. To that end, the following two components of an economic development program are recommended:

- **Economic Development Coordinator:** A coordinator would ensure that the City's efforts from various departments are focused in the same direction. A coordinator can also serve as a single point of contact and information clearinghouse for entities wishing to develop within the City. In this capacity, the coordinator would also be responsible for preparing and compiling demographic and real estate data that may be valuable in the decision-making process of outside entities interested in relocating to or developing within the City. This position should focus on implementing the economic development and Highway 290-related goals identified in the comprehensive plan, with a particular focus on marketing to outside businesses and coordinating Highway 290 corridor redevelopment. This position does not necessarily need to be an added staff member; an existing staff member could

be designated with the additional responsibilities of the coordinator.

- **Branding/Marketing:** Residents overwhelmingly have a positive image of the community and its people. The chief concern is that the "outside world" does not recognize the assets that the community offers. As the community ages, attracting a new generation of young families is seen as vital to the long term vibrancy of the community and the school system. A branding and marketing program is seen as essential in promoting the community and making sure that Jersey Village is recognized as one of the premier first-tier suburbs of Houston.

Additional Economic Development Recommendations

GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Establish a zoning overlay district for the Highway 290 corridor.
- Establish a 380 grant program to reimburse a portion of the costs associated with updating building facades and landscaping to new standards.



STRATEGIES

Maximize the economic value of the Highway 290 corridor.

- Consider the creation of a Tax Increment Reinvestment Zone (TIRZ) as a financing mechanism for upgraded public improvements in partnership with redeveloping properties.
- Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.
- Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.
- Identify and target underserved retail market segments.
- Adopt guidelines regarding the appropriate use and amount of public investment for the various categories of redevelopment desired by the city.

GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Identify the business types most likely to be successful given the surrounding demographic profile.

- Conduct a retail market analysis.
- Adopt guidelines regarding the appropriate use and amount of public investment for the various categories of redevelopment desired by the city.

STRATEGIES

Market Jersey Village to targeted businesses.

- Prepare marketing materials highlighting the assets and advantages of Jersey Village.
- Establish a program to contact targeted office, retail, service, and entertainment businesses.
- Establish working relationships with commercial brokerages.
- Expand marketing of the golf course for tournaments and other special events.

STRATEGIES

Ease the processes encountered by business expansions and relocations.

- Appoint a designated contact point and coordinator for business permitting inquiries and processes.
- Assemble a package detailing the Jersey Village development process and available incentives.
- Establish a business-owners council as a resource learning about the needs of business and communicating the City's goals to the business community.
- Prepare a job description for a full-time economic development coordinator to be considered by city management and the City Council.



GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

- As the Highway 290 construction comes to an end, encourage convenient commercial services to support neighborhood needs.

GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

- Identify potential redevelopment sites and create proposal packages to incentivize developers.





Parks, Recreation and Open Spaces

6

Background

Parks and open spaces enhance a community's quality of life by facilitating active play, quiet reflection, healthy lifestyles, and community interaction. A healthy, vibrant parks systems should provide diverse opportunities for passive and active play. A well developed park system can help a new community grow and an older community to re-establish itself. For the purposes of this review, parks and open spaces are meant to include open landscape space, trails, and recreational facilities such as ball fields, athletic courts, and senior, youth, and community centers.

The parks, recreation, and open space review seeks to compliment and reinforce the long range vision for the City of Jersey Village. The scope of this chapter, although encompassing parks and open spaces citywide, is a first step in the development of a comprehensive parks an open space master plan that will serve the present and future needs of the community. A primary recommendation of this chapter is for the City to engage a consultant to produce a more comprehensive review the City's current and future needs beyond the scope of this report.



The Parks, Recreation, and Open Space review covers several areas of recreation-related opportunities, such as:

- The need for a comprehensive, long range parks and open space master plan to identify and prioritize opportunities for future parks and recreation facilities improvements;
- The opportunity to develop new park facilities and improve upon existing facilities; and
- The development of consolidated parks programming, maintenance, and management procedures.

Parks Summary

The City of Jersey Village has 11 public parks, totaling 58.62 acres, ranging in size from 0.12 to 40 acres (See [Table 6.1, City of Jersey Village Existing Parks Summary](#)). The parks and open spaces inventoried fell into three categories, as defined by the National Recreation and Park Association (NRPA): Mini-parks, neighborhood parks, community parks, school parks, special use facilities, natural resource areas, park trails, and private parks. These definitions are based on park size, function and service area of the parks and are described further in [Table 6.2, NRPA Park Classifications](#).

In addition to public parks, the city has additional parks and open space that has limited access to adjacent residences only or is a pay to use facility such as the City run Jersey Meadows Golf Club. The total private open spaces is 163.85 acres for a total parks and open space total of 222.47 acres.

Launched in January 2011, PRORAGIS, an acronym for Park and Recreation Operating Ratio and Geographic Information System, is a searchable, online database for use by park districts

and park and recreation departments. The park agency enters the information regarding their department and the data can then be used to generate benchmarking reports. Users will also have access to GIS mapping tools. "PRORAGIS is a replacement for the NRPA standards that have guided facility standards and development for the past 45 years. The data obtained through the database is more accurate because you can compare standards with departments in your state or region and the data that is reported comprises actual numbers rather than a more generic national average". (NRPA, 2013)

The City of Jersey Village should create a profile through PRORAGIS and compare the City's results against other agencies with a similar size and demographic. The database will let you compare the number of facility types such as ballfields, basketball courts, and tennis courts similar to the chart above but the data will be applicable to the communities surrounding Jersey Village and not based on a median of the national average. The NRPA guidelines help to establish a baseline; however, the PRORAGIS profile can be more informative. In addition, in November 2012, NRPA added the Eco-benefit Calculator as a new feature. This allows agencies to see the benefit from an economic, environmental and social value for their community.

CITY OF JERSEY VILLAGE, TEXAS		
	NRPA Classifications	Size/Length
Public Parks/Open Space		
Clark Henry Park	Community Park	7.85
Carol Fox Park	Neighborhood Park	2.16
Post Elementary Play	School Park	1.6
JV High School	School Park	1.77
Delozier Circle	Mini-Park	0.29
Country Club Circle	Mini-Park	0.18
St. Johns Court	Mini-Park	0.12
Welwyn Street	Mini-Park	0.25
Hike/Bike Trail	Park Trail	2.6
Detention Pond Park	Natural Resource	40
Phillipine St. Park	Neighborhood Park	1.8
JV Total (Public Only)		58.62
Private Open Spaces		
Golf Course	Special Use	126
Jersey Lake	Private Park	24.2
Wyndham Lake	Natural Resource	3.66
Lakes of Jersey Village	Natural Resource	7.35
Misc. Detention	Natural Resource	2.64
JV Total (Private Only)		163.85
JV Total Parks and Open Space		222.47

Table 6.1, City of Jersey Village Existing Parks Summary





CLASSIFICATION	DESCRIPTION	CRITERIA	SIZE
Mini-Parks	Used to address limited, isolated, or unique residential needs	Less than 1 mile distance in residential setting.	1/2- 1 acre
Neighborhood Parks	Basic unit of the park system & serves as the recreational & social focus of the neighborhood	1/4 to 1/2 mile distance in residential setting	5 - 10 acres
School Park	Depending on circumstances, pursuing joint opportunities can fulfill space requirements	Determined by location of school property	Variable
Community Parks	Focus is on meeting community-based recreation needs, as well as preserving unique landscapes & open space.	Serves two or more neighborhoods at 1/2 to 3-mile distance	30 - 50 acres
Park Trail	Trails located within greenways, parks, & natural resource areas.	Separated, multi-purpose, surfaced trails	Variable
Natural Resource Area	Lands set aside for preservation of significant natural resources, landscapes	Resource availability	Variable
Greenways	Effectively tie the park system components together to form a continuous park environment.	Resource availability and opportunity.	Variable
Special Use	Area for specialized purpose recreation activities such as campgrounds, golf courses	Variable depending on specific use	Variable
Private Park	Privately owned facilities that contributes to the public park and recreation system.	Variable depending on specific use	Variable

Table 6.2, NRPA Park Classifications



Existing Parks Inventory and Analysis

The City of Jersey Village parks and open space system has two well-used, public parks that provide the majority of recreational opportunities within the community, Carol Fox Park (neighborhood park) and Clark Henry Park (community park). A third open space venue, Jersey Meadows Golf Course, is a visible open space in the community but has limited access due to it being a private fee to play course and is therefore not included in this analysis.

Recreational opportunities include both passive and active parks and are geared for neighborhood, and community use. The following is an overview of the existing parks and open spaces in Jersey Village. (See [Figure 6.1, Existing Parks and Open Space Analysis Plan](#))

PUBLIC PARKS

- Community Parks (total of 1)
- Neighborhood Parks (total of 2)
- Mini-parks Parks (total of 4)
- Natural Resource Parks (total of 1)
- School Parks (total of 1)
- Hike and Bike Trails (total of 2, 2.6 miles)

PRIVATE PARKS

- Special Use Parks (total of 1)
- Private Parks (total of 1)
- Natural Resource Parks (total of 3)

An important part of a Parks and Open Space Master Plan is to establish a complete and accurate inventory of the parks, recreation, open space, and trails system offered by the City of Jersey Village. A preliminary inventory was conducted by visiting each property and documenting recreational opportunities within each park, see details in [Table 6.1, City of Jersey Village Parks Summary](#). In a comprehensive master plan approach the visits would have been conducted with the appropriate City staff and the quantity and functionality of each component would be assessed.

The inventory was conducted in November 2014. The inventory for this project included all of the known properties and facilities managed and owned by the City of Jersey Village as well as alternative providers. The planners also utilized the previous comprehensive plans and parks master plans for information on parks and open space facilities. Alternative providers included elementary, middle, and high schools, and private HOA's.





CLARK HENRY PARK

Classification: Community Park

Size: 7.85 Acres

Facilities:

- 2 baseball fields
- Picnic area
- 1 basketball court
- 1 shelter
- Soccer field
- 1 swimming pool
- 1 playground



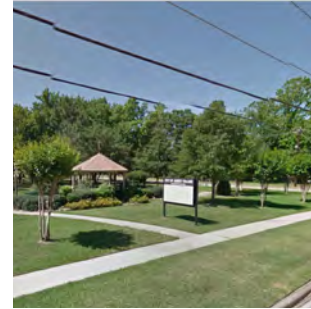
CAROL FOX PARK

Classification: Neighborhood Park

Size: 2.16 Acres

Facilities:

- 1 sand volleyball
- 1 playground
- Picnic area
- 1 trail
- 1 shelter



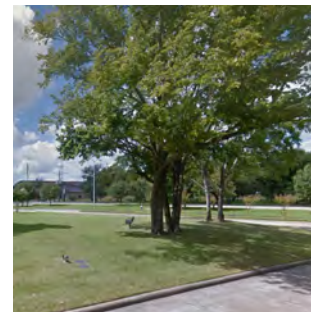
PHILLIPINE STREET PARK

Classification: Neighborhood Park

Size: 1.80 Acres

Facilities:

- 1 Picnic
- 1 shelter



DELOZIER CIRCLE PARK

Classification: Mini-Park

Size: 0.29 Acres

Facilities:



COUNTRY CLUB CIRCLE PARK

Classification: Mini-Park

Size: 0.18 Acres

Facilities:



ST. JOHNS COURT PARK

Classification: Neighborhood Park

Size: 0.12 Acres

Facilities:



WELWYN STREET PARK

Classification: Neighborhood Park

Size: 0.25 Acres

Facilities:

- 1 Picnic
- 1 shelter
- 1 playground



POST ELEMENTARY SCHOOL

Classification: School Park

Size: 1.60 Acres

Facilities:

- 1 playground
- 1 basketball court



JERSEY VILLAGE HIGH SCHOOL

Classification: School Park

Size: 1.77 Acres

Facilities:

- 4 tennis courts



DETENTION POND PARK

Classification: Natural Resource

Size: 0.12Acres

Facilities:

- 1 trail system (1.0 miles)



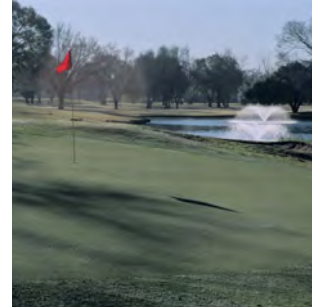
WHITE OAK HIKE AND BIKE TRAIL

Classification: Neighborhood Trail

Size: 0.6 miles

Facilities:

- Hike and Bike Trail



JERSEY MEADOW GOLF COURSE

Classification: Special Use

Size: 126.0Acres

Facilities:

- Golf Course



JERSEY LAKE

Classification: Private Park

Size: 24.2 Acres

Facilities:

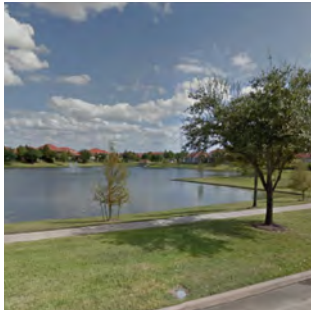


WYNDHAM LAKE

Classification: Natural Resource

Size: 3.66Acres

Facilities:



LAKES OF JERSEY VILLAGE

Classification: Natural Resource

Size: 7.35 Acres

Facilities:



MISC. DETENTION

Classification: School Park

Size: 2.64 Acres

Facilities:

Regional Parks and Open Space Inventory

Regionally there are several parks and open spaces that are located in northwest Houston that potentially service the City of Jersey Village that are operated by the Harris County Precinct Parks Department, see [Figure 6.2, Harris County Precinct Parks in Northwest Houston](#). While these parks are not considered in the analysis within this section it is important to note these recreational opportunities when considering long term park development within the City. Nearby Harris County Parks include:

- [Horspen Creek Park \(75 acres\)](#)
 - » Passive, detention park with primarily trails and picnic areas.
- [Bear Creek Park \(2,154 acres\)](#)
 - » Multi-use park with playgrounds, soccer fields, baseball/softball fields, tennis courts, picnic pavilions, trails
- [Bane Park \(18.2 acres\)](#)
 - » Multi-use park with picnic pavilions, baseball fields, fishing lake, trails, playgrounds, sand volleyball, splash pad, and rest rooms
- [Independence Park \(5.0 acres\)](#)
 - » Small park with five-acre with lighted sports field, basketball pavilion, playground, picnic pavilions and rest rooms.

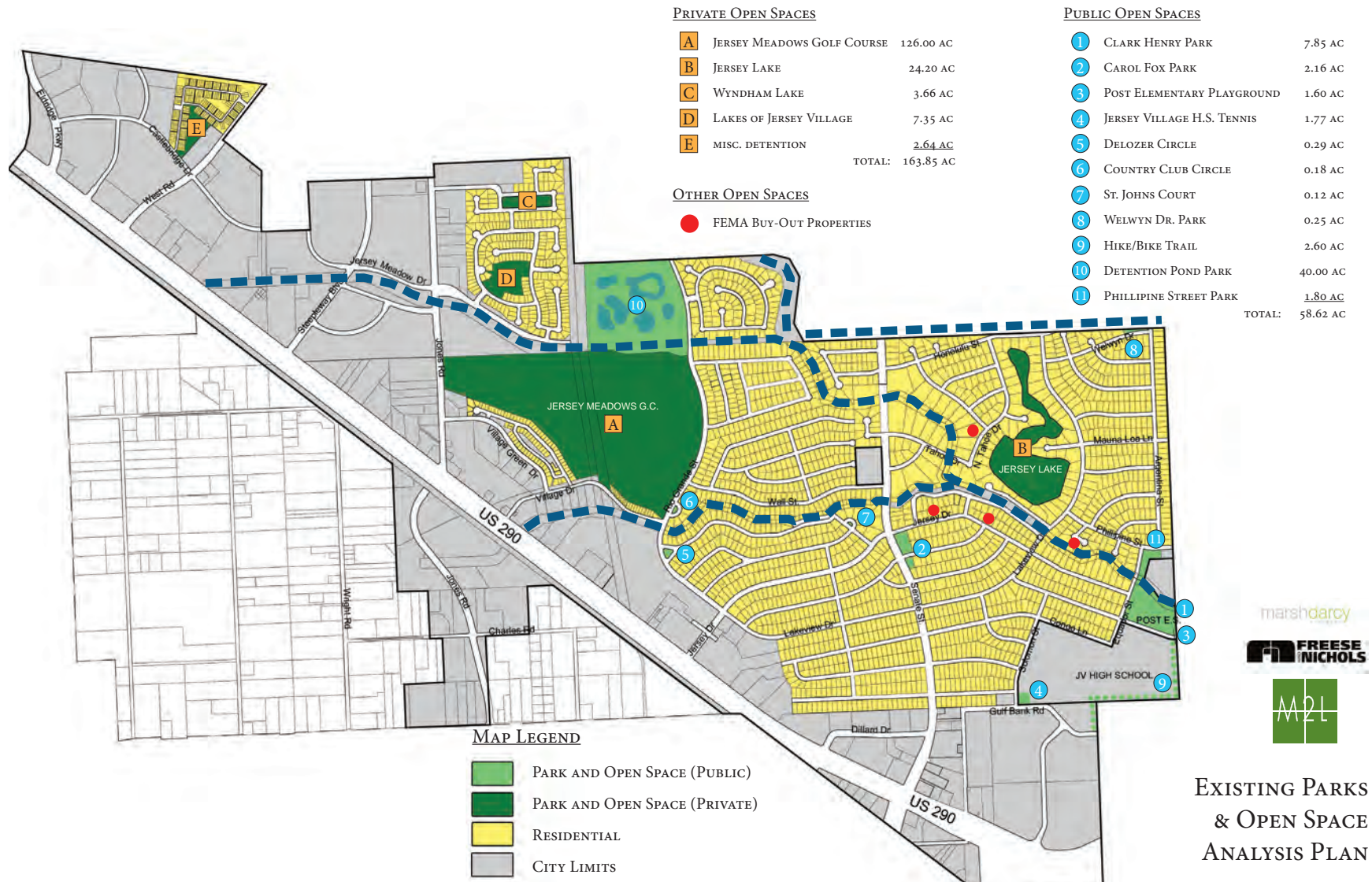


Figure 6.1, Existing Parks and Open Space Analysis Plan

CITY OF JERSEY VILLAGE, TEXAS PARKS SUMMARY

	Classifications	Size/Length	Baseball Fields	Basketball Courts	Football Field	Soccer Field	Sand Volleyball	Softball Field	Trails	Picnic	Playground	Shelter	Swimming Pool	Splash Pad	Fitness	Community Center	Tennis Courts	Gymnasium	Dog Park	Special Use Bldg	Restroom Building	Excercise Trail
Public Parks/Open Space																						
Clark Henry Park	CO	7.85	2	1		1				1	1	1	1									
Carol Fox Park	NB	2.16					1			1	1	1										
Post Elementary Play	SP	1.6		1							1											
JV High School	SP	1.77															2					
Delozier Circle	MP	0.29																				
Country Club Circle	MP	0.18																				
St. Johns Court	MP	0.12																				
Welwyn Street	MP	0.25									1	1										
Hike/Bike Trail	PT	2.6							0.69													
Detention Pond Park	NR	40							1.00													
Phillipine St. Park	NB	1.8										1										
JV Total (Public Only)		58.62	2	2	0	1	1	0	1.69	2	4	4	1	0	0	0	2	0	0	0	0	0
Private Open Spaces																						
Golf Course	SU	126																				
Jersey Lake	PP	24.2							0.72													
Wyndham Lake	NR	3.66							0.44			1										
Lakes of Jersey Village	NR	7.35							0.35													
Misc. Detention	NR	2.64																				
JV Total (Private Only)		163.85	0	0	0	0	0	0	1.51	0	0	1	0	0	0	0	0	0	0	0	0	0
JV Total Parks & Open Spaces		222.47	2	2	0	1	1	0	3	2	4	5	1	0	0	0	2	0	0	0	0	0

Table 6.3, City of Jersey Village Parks Summary

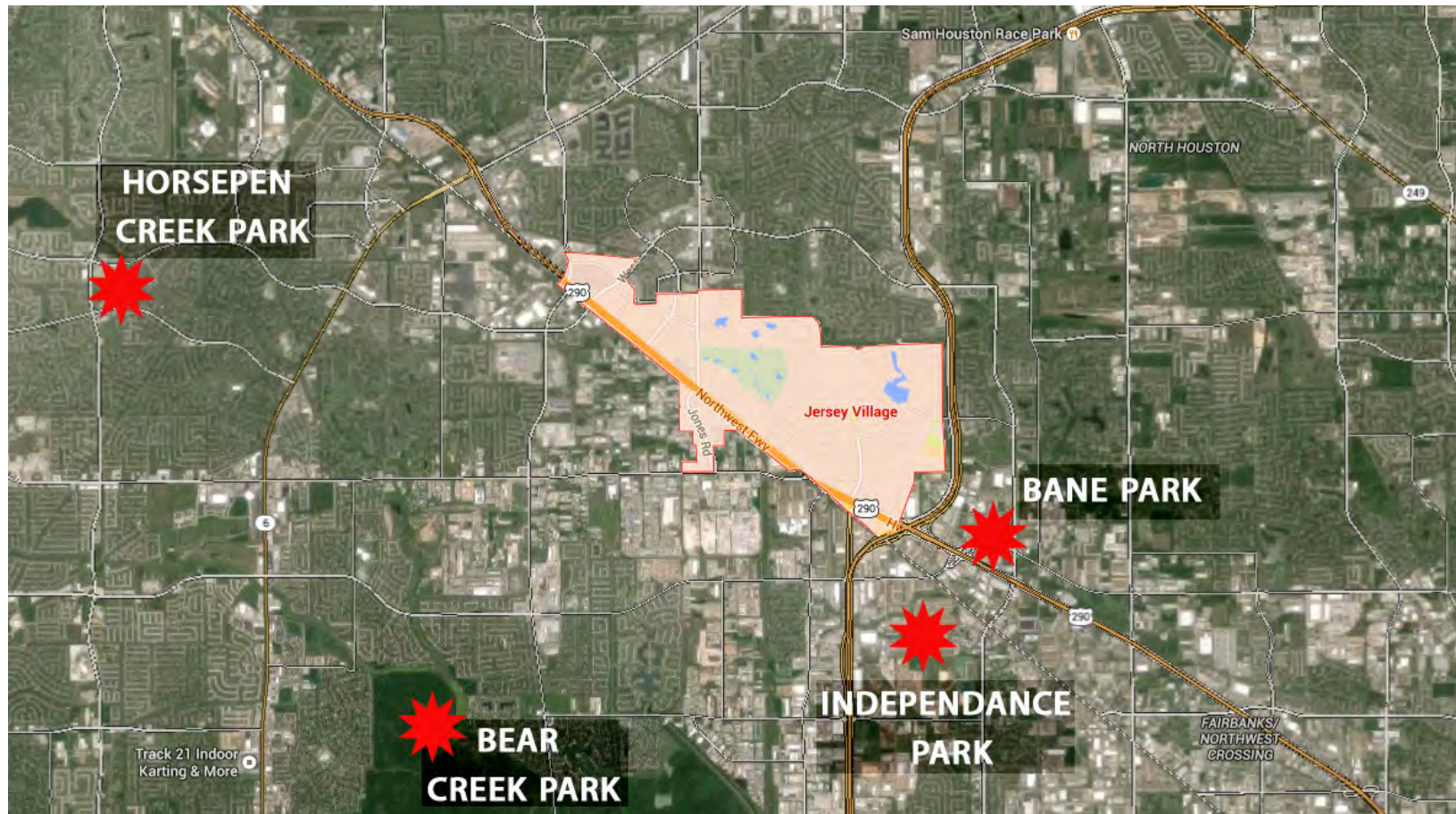


Figure 6.2, Harris County Precinct Parks in Northwest Houston



Parks Assessment

There are three types of assessment approaches to reviewing the current condition of a parks and open spaces system. Other assessment tools utilize a combination of these approaches.

STANDARD-BASED

The standard-based technique for parks, recreation, and open space analysis was developed by the NRPA in 1995. These standards are based on park acreage (by park classification) per 1,000 residents and by number of specific recreation amenities (such as athletic fields, pools, playgrounds, etc.) per number of residents. The resulting data provides a measure for identifying a level of service (LOS), or minimum standard for the quantity of parks and open spaces and specific recreational opportunities.

DEMAND-BASED

This analysis tool measures parks and open space participation rates through facility usage counts, user surveys, public input events, and questionnaires. The intent is to determine how much a community uses specific types of recreation and park facilities and if there is a gap in level of service and demand that would justify expanded recreational facilities.

RESOURCE-BASED

This approach is based on the accessibility of natural resources available to a community for recreation opportunities. White Oak Bayou and Detention Pond Park would fall into this approach.

COMPOSITE-VALUE LOS

A comprehensive master plan approach would utilize all three of these analysis tools create a composite view of a communities parks and open spaces. This is referred to as a composite-value LOS which is less of a standard and more of a guideline for city park planners, see [Figure 6.3, Composite-Value LOS](#).

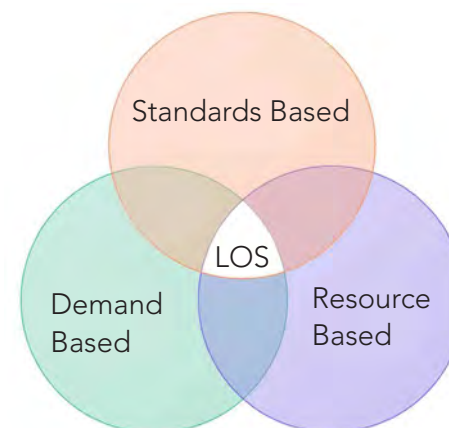


Figure 6.3, Composite-Value LOS

NRPA PARKS AND RECREATION OPERATING RATIO & GIS (PRORAGIS)

Another useful tool that is available to City Park Planners is a program launched by the NRPA in January 2011, PRORAGIS is a searchable, online database for use by park districts and park and recreation departments. The park agency enters the information regarding their parks system and the data can then be used to generate benchmarking reports. Users will also have access to GIS mapping tools. PRORAGIS is a comprehensive



replacement for the NRPA standards that have been the only tool to guide facility standards and development for parks and open spaces. The data obtained through the database is more accurate because you can compare standards with departments in your state or region and the data that is reported comprises actual numbers rather than a more generic national average for parks development.

It is recommended that the City of Jersey Village should create a profile through PRORAGIS and compare the City's results against other agencies with a similar size and demographic. This database will allow a comparison of the number of facility types such as pools, playgrounds, ballfields, basketball courts, and tennis courts similar to the data contained within this section, but the data will be applicable to the communities surrounding Jersey Village. The NRPA standards based guidelines are a useful first step to create a baseline, but the Composite-Value LOS combined with the PRORAGIS profile can yield more specific information about the state of parks within the City and the surrounding region.

COMPARATIVE CASE STUDIES (SEE TABLE 6.4)

In the absence of a PRORAGIS profile a comparative study of similar parks systems was conducted. An overriding goal of the comprehensive plan is to position the community to maintain its vitality as well as compete with other neighborhoods within the region. To do this it is important to understand what other communities of a similar size, both established and relatively new, are providing in the way of recreational opportunities for its citizens. During the early planning stages, the Citizens Planning Advisory Council (CPAC) identified two local communities who appear to provide an adequate LOS to their respective communities. The master planned community of Fairfield in

northwest Houston (Opened in 1988) and the City of Bellaire, Texas (Incorporated in 1918) were reviewed.

NRPA Level of Service

Based on the NRPA's standards based approach to the park types found within the City's park system several deficiencies stand out. The most commonly found parks are mini-parks and neighborhood parks. Mini-parks serve the local neighborhood within a 1/4 mile to 1/2 mile radius and should, ideally, provide full coverage throughout the community. Neighborhood parks serve multiple neighborhoods to a 1 1/2- 3/4 mile area. Community parks overlap with mini and neighborhood parks and provide a greater diversity of recreational needs for the broader community.

Place	Population 2014	Size	Households	Single Family
Jersey Village	7,920	3.5 sq miles	4,550	1,754
Fairfield	12,500	5.0 sq. miles	5,800	5,600
Bellaire, Texas	17,400	3.6 sq. miles	6,000	5,300

Table 6.4, Demographic Comparison

Source: Citydata.com, Homefacts.com

Limited Assessment Disclaimer

The parks and open space analysis contained within this section, due to its limited scope, only focuses primarily on a standards based approach with limited public and CPAC involvement, and should only be considered the first step in developing a more comprehensive parks and open space master plan.



Existing Parks Inventory and Analysis

The City of Jersey Village parks and open space system is dominated by mini, neighborhood, and community parks (See [Figure 6.1, Existing Parks and Open Space Analysis Plan](#)). These parks provide the access for recreational opportunities within the City. This observation is typical of a community with a similar size and population base found in Jersey Village. The first level of analysis looked at utilized the NRPA standards base approach and applied it to Jersey Village for the park classifications found to determine if the community was potentially being under-served (See Table 6.5). Private park classification were separated from public parks since they provide limited recreation access and NRPA does not have an applicable acreage based criteria standard. A strictly standards based approach indicates that for a population of 8,000 residents the City should have at least 92 acres of recreation space which would indicated some type of deficiency.

ACREAGE DEFICIENCY ANALYSIS

The majority of the apparently acreage deficiency is in the community park of Clark Henry which is, based on NRPA, small in size by comparison to a typical community park. Other potential deficiencies are noted in neighborhood parks(16.04 acres), and mini-parks (3.16 acres). The total apparent acreage deficiency is offset by the detention pond park (40 acres). The small size of Clark Henry Park does not in itself indicate a deficiency in LOS, but deficiencies in the acreage of neighborhood parks could potentially lead to a gap in service area coverage which will be reviewed later in this section.

Recreational Level of Service

A review of parks and open space acreage reveals a broad view of the Jersey Village's parks system, but does not provide a detailed level of what is provided within those parks and open spaces. The next level is to review the specific recreation opportunities found within each park and how the community is served by those park spaces. The following chart reviews existing park uses and compares them against NRPA standards (See [Table 6.6, Recreational LOS](#)).

Public Park Classification Type	NRPA Recommend Acres (per 1,000 Persons)	Existing JV Park Space(Acres)	Acreage for Exist Population (8,000 persons)	Net Difference
Mini-Parks	0.5	0.84	4	(3.16)
Neighborhood	2.5	3.96	20	(16.04)
School Parks	0	3.37	0	3.37
Community	7.5	7.85	60	(52.15)
Natural Resource Area	1	40	8	32.00
Park Trail	0	2.6	0	2.60
Greenways	0	0	0	0.00
Acres Subtotal		58.62	92	(33.38)

Private Park Classification Type	NRPA Recommend Acres (per 1,000 Persons)	Existing JV Park Space(Acres)	Acreage for Exist Population (8,000 persons)	Net Difference
Private Parks/Open Spaces	0	37.85	0	37.85
Special Use (Golf Course)	0	126.00	0	126.00
Acres Subtotal		163.85	0	163.85

Table 6.5, Current Level of Service (NRPA Standards Based)



RECREATIONAL LOS ANALYSIS

Table 6.6, Recreational LOS, illustrates a potential deficiency in active athletic fields and courts based on NRPA standards (deficiency noted).

- Basketball Courts (6 courts)
 - » The only court that is provided is in Clark Henry Park and it is not functioning as the nets have been taken down due to vandalism and unwanted activities.
- Tennis Courts (2 courts)
 - » The only courts available are the high school courts but they have limited use do to seasonal use by the high school athletic teams.
- Soccer (2 fields)
 - » Clark Henry Park has a large open, multi-purpose field that has been used occasionally by local teams for practice.

Another potential deficiency is in the coverage and length of trail systems provided within the city.

- Trail System (2.3 miles)
 - » Two trail systems exist, one in detention pond park and the other along White Oak Bayou and Jersey Village High School. These two trail systems are not connected.

A more detailed review of recreational opportunities by park is provided for in *Table 6.7, Existing Parks and Open Space Service Area*.

RECREATIONAL LOS REVIEW

In addition to a potential deficiency in LOS, a detailed review of *Table 6.7, Existing Parks and Open Space Service Area* (seen on the following page) reveals that the overwhelming number of recreational activities occur within the parks of Carol Fox and Clark Henry. A high concentration of LOS within these two parks indicates that there might be indicative of a service area deficiency. Service area deficiencies can be addressed through either additional land acquisition and/or expanded opportunities within the current parks and open space system.

Public Park Classification Type	NRPA Recommend Acres (per Persons)	Existing JV Park Inventory	Quantity for Exist Population (8,000 persons)	Net Difference
Basketball	1 per 1,000	2	8	(6.0)
Tennis	1 per 2,000	2	4	(2.0)
Volleyball	1 per 5,000	1	1.6	(0.6)
Soccer	1 per 4,000	0	2	(2.0)
Swimming Pool	1 per 20,000	1	N/A	1.0
Spray Park	N/A	0	0	0.0
Running Track	1 per 20,000	0	N/A	0.0
Playground	N/A	3	0	3.0
Recreation Center	1 per 100,000	0	N/A	0.0
Picnic Shelters	1 per 2,000	2	4	(2.0)
Baseball Fields	1 per 5,000	2	1.6	0.0
Golf Driving Range	1 per 50,000	1	N/A	1.0
Trail System	1 mile per 2,000	1.72	4	(2.3)

Table 6.6, Recreational LOS (NRPA Standards Based)

CITY OF JERSEY VILLAGE, TEXAS PARKS SUMMARY

	Classifications	Size/Length	Baseball Fields	Basketball Courts	Football Field	Soccer Field	Sand Volleyball	Softball Field	Trails	Picnic	Playground	Shelter	Swimming Pool	Splash Pad	Fitness	Community Center	Tennis Courts	Gymnasium	Dog Park	Special Use Bldg	Restroom Building	Excersize Trail	
Public Parks/Open Space																							
Clark Henry Park	CO	7.85	2	1		1				1	1	1	1										
Carol Fox Park	NB	2.16					1			1	1	1											
Post Elementary Play	SP	1.6		1							1												
JV High School	SP	1.77															2						
Delozier Circle	MP	0.29																					
Country Club Circle	MP	0.18																					
St. Johns Court	MP	0.12																					
Welwyn Street	MP	0.25									1	1											
Hike/Bike Trail	PT	2.6							0.69														
Detention Pond Park	NR	40							1.00														
Phillipine St. Park	NB	1.8										1											
JV Total (Public Only)		58.62	2	2	0	1	1	0	1.69	2	4	4	1	0	0	0	2	0	0	0	0	0	
Private Open Spaces																							
Golf Course	SU	126																					
Jersey Lake	PP	24.2							0.72														
Wyndham Lake	NR	3.66							0.44			1											
Lakes of Jersey Village	NR	7.35							0.35														
Misc. Detention	NR	2.64																					
JV Total (Private Only)		163.85	0	0	0	0	0	0	1.51	0	0	1	0	0	0	0	0	0	0	0	0	0	
JV Total Parks & Open Spaces		222.47	2	2	0	1	1	0	3	2	4	5	1	0	0	0	2	0	0	0	0	0	

Table 6.7, Existing Parks and Open Space Service Areas



Existing Parks Service Area

In addition to acreage of parks and open spaces and the number and distribution of parks and open spaces, an important factor in LOS is the coverage of the predominant parks and open spaces within the community. As defined in the NRPA Parks Classifications, see [Table 6.2, NRPA Park Classifications](#), the following is the distances served by each park type.

NRPA Parks Classifications:

- Mini-parks Parks, 1/4 mile
- Neighborhood Parks, 1/2 mile
- Community Parks, 1 - 3 miles

The park service area map, see [Figure 6.4, Existing Parks and Open Space Service Areas](#), illustrates the distribution of parks and open spaces and the reach of each park classification type. The distribution of parks and open spaces are concentrated in the older sections of Jersey Village that have the highest concentration of residential properties. The area south of White Oak Bayou has a majority of parks and open spaces. The neighborhood parks of Carol Fox and Phillipine street cover a large area but LOS appears to be lacking to the northwest and west of the City. This is likely due to land uses that are mixed and the density of residential properties is less than in other areas of Jersey Village. There are few mini-parks east of Senate and north of White Oak Bayou. When examining service areas, it is also important to consider features that limit access to parks. These barriers can be natural features, like bayous or lakes, or man-made features, such as roads and freeways. White Oak Bayou is such a natural feature that diminishes access to the neighborhood and min-parks. By analyzing the City's park service areas, the planning team can determine the diversity of

parks throughout the city, the distribution of amenities and the potential need for more equitable recreation opportunities.



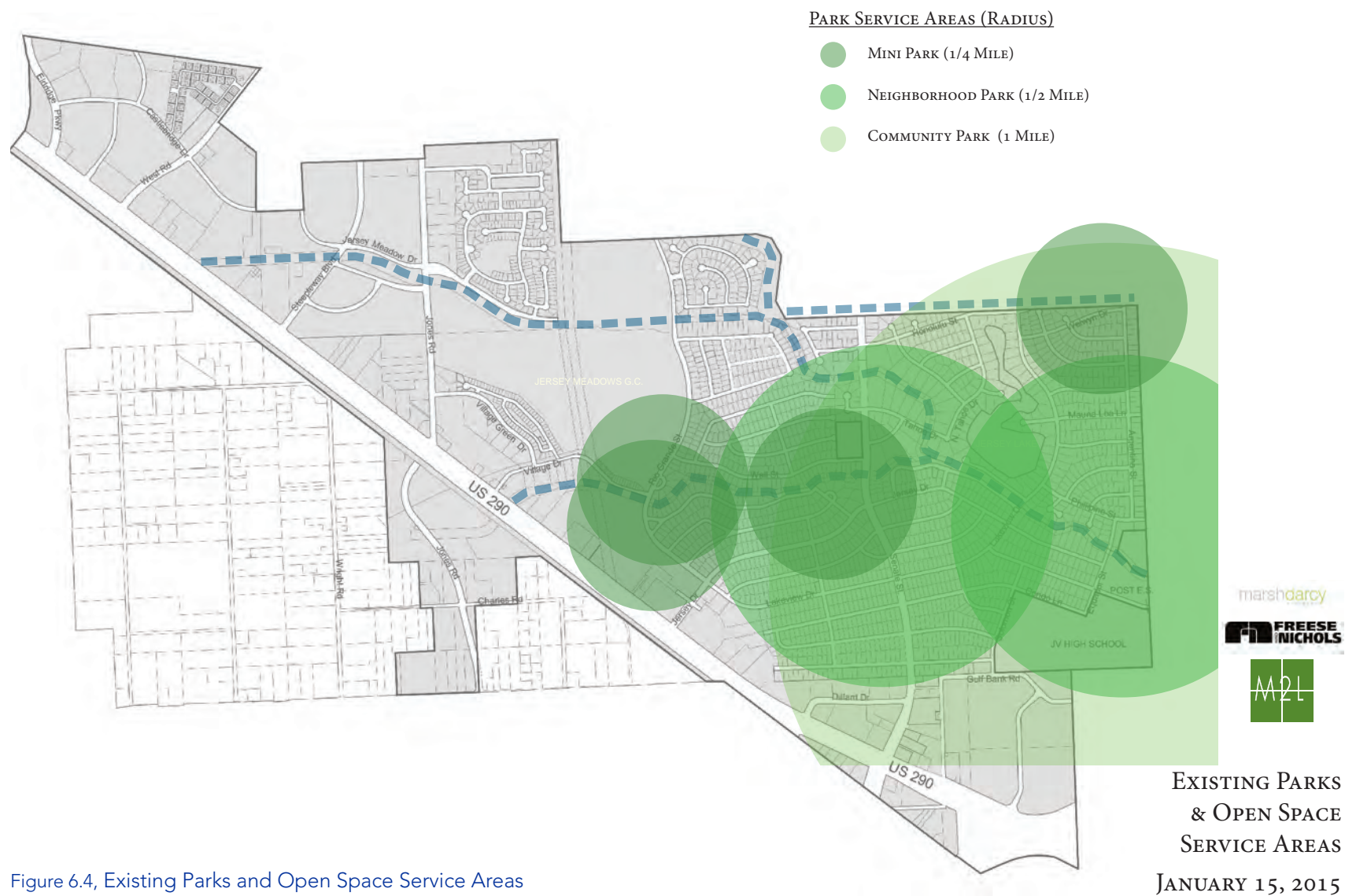


Figure 6.4, Existing Parks and Open Space Service Areas

Comparative Park System Analysis

The communities of Fairfield and Bellaire were identified early on by the CPAC as two communities that had park system and community attributes that make their communities successful (See [Figure 6.5, Comparative Parks System Analysis Location Map](#)). The planning team conducted a cursory review of these two park systems and communities and conducted a comparison study to the City of Jersey Village. These two communities have similar demographics, size, number of households, and number of single family residence as identified in [Table 6.4, Demographic Comparison](#).

FAIRFIELD DEVELOPMENT

Fairfield is a master planned community opened in 1988 and is located within the Cypress-Fairbanks Independent School District the same as Jersey Village. Fairfield is located further northwest of Jersey Village on Hwy 290 approximately 14 miles



Splash Pad



Hiking Trails



Tennis



Athletic Fields



Playgrounds



Indoor Recreation

away. When comparing a master planned communities to a municipalities it is important to consider that a master plan community is heavily weighted towards residential properties. Additionally the amount of parks and open space acreage will tend to be higher do to a higher density of residential homes.

The types of recreational opportunities provided are dominated by aquatics, hiking trails, tennis, athletic fields, playgrounds, and indoor recreational facilities that are distributed throughout the community (see [Figure 6.6, City of Bellaire, Texas Parks Plan](#))



Figure 6.5, Comparative Parks System Analysis Location Map

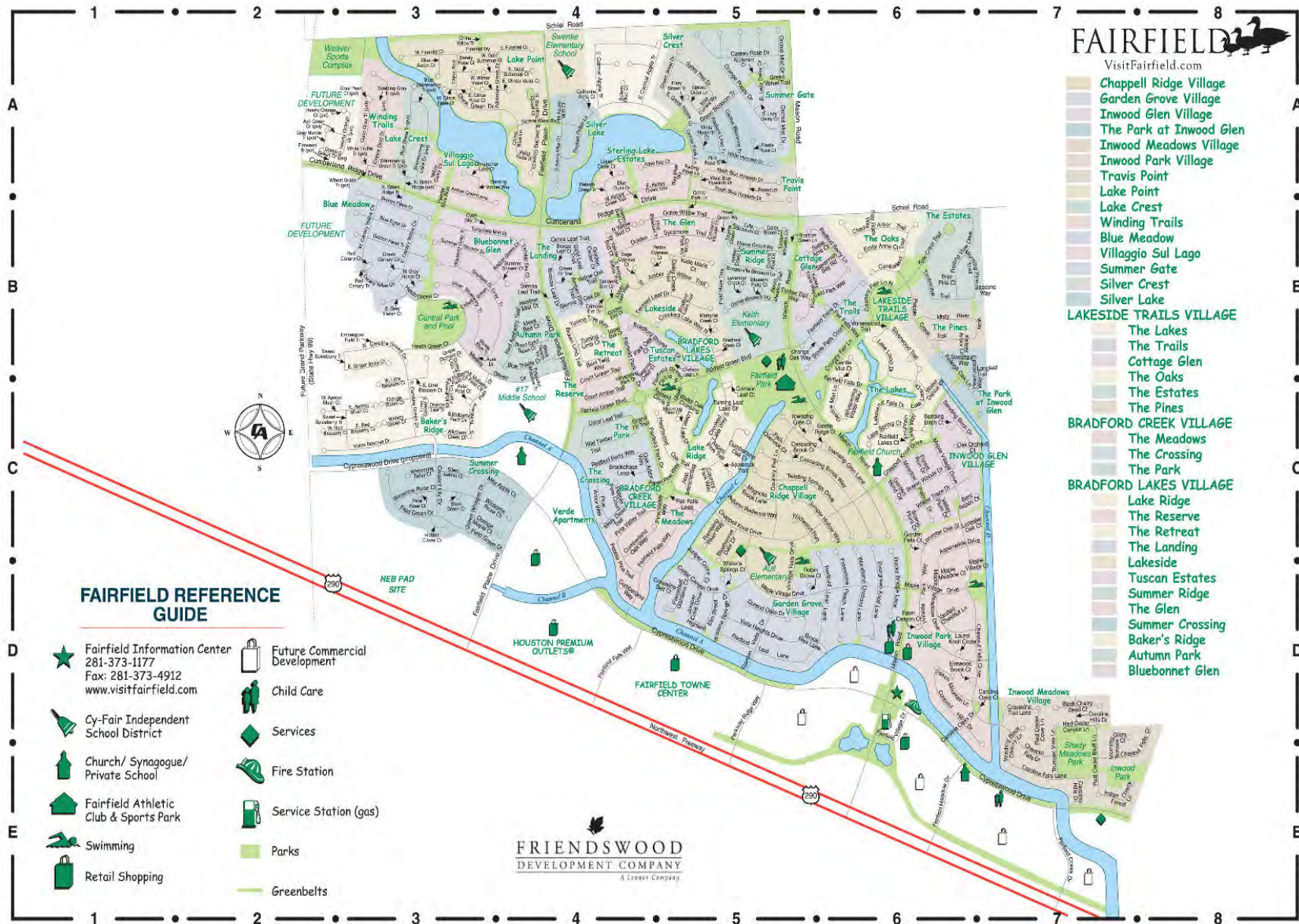


Figure 6.6, Fairfield Parks and Open Space Master Plan

FAIRFIELD COMMUNITY PARKS SUMMARY

	Classifications	Size/Length	Baseball/softball Fields	Basketball Courts	Football Field	Soccer Field	Softball Field	Sand Volleyball	Trails	Picnic	Playground	Shelter	Swimming Pool	Splash Pad	Fitness	Community Center	Tennis Courts	Gymnasium	Dog Park	Special Use Bldg	Restroom Building	Excercise Trail
Park & Open Space																						
Garden Grove Pool	NB	2.50						1			1		1									
Inwood Park Pool	NB	1.60									1	1	1									
Fairfield Athletic Pool	CO	20.00	4	1			1				1	1	1		1	1	4	1				
Bradford Creek Pool	NB	1.60											1									
Lakeside Trails Pool	NB	1.50									1		1									
Central Park Pool	NB	15.40									1	1	1	1								1
Shady Meadows Park	NB	10.00							0.25													1
Inwood Park	NB	4.50																				
Park at Inwood Glenn	MP	0.35																				
Bradford Creek Park	MP	0.82										1										
Weaver Sports Park	CO	11.20				6																
North Park Dog Park	NB	1.40												1		1			1			
Misc. Lakes	NR	35.00																				
Open Space Trails	PT	30.00							8.0													
Fairfield Total		135.87	4	1	0	6	1	1	8.25	0	5	4	6	2	1	2	4	1	1	0	0	2

Table 6.8, Fairfield Existing Parks and Open Space Summary

An analysis of Fairfield's parks and open space acreage and recreational opportunities reveals that there are 14 parks and open spaces with a total area of 135.87 acres (see [Table 6.8, Fairfield Existing Parks and Open Space Summary](#)).

Recreational Summary:

- 14 athletic fields or courts
- 8.25 miles of trails
- 4 tennis courts
- 3 indoor recreation/community centers
- 5 playgrounds
- 8 swimming pools and/or splash pads

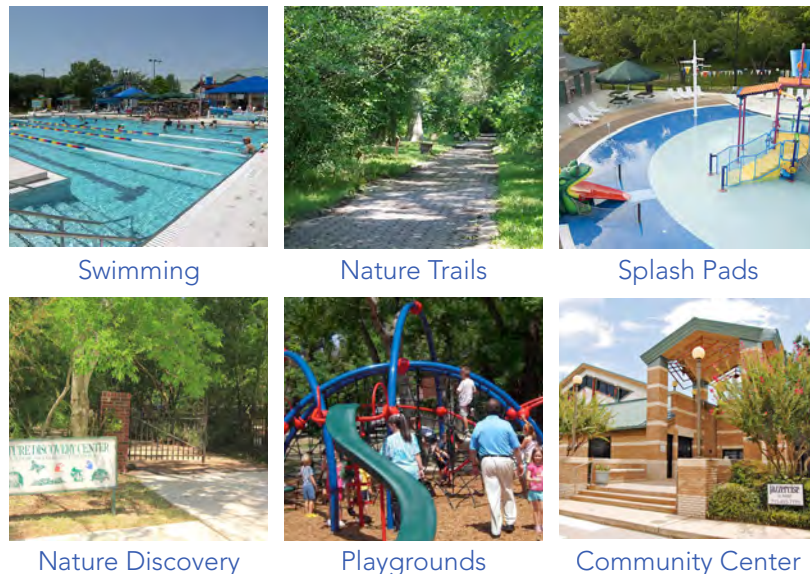
CITY OF BELLAIRE TEXAS

The City of Bellaire, Texas was incorporated in 1918 and is located approximately 19 miles to the southeast of Jersey Village (see [Figure 6.5, Comparative Parks System Analysis Location Map](#)). The types of recreational opportunities provided are dominated by swimming, nature trails, tennis, nature discovery, playgrounds, and indoor recreational facilities that are distributed throughout the community (see [Figure 6.6, City of Bellaire, Texas Parks Plan](#)). The City of Bellaire has a much different land use distribution and would be considered more urban, and mixed use similar to Jersey Village. Several large businesses such as Chevron, ATT, CenterPoint Energy and the Foundation Surgical Hospital reside in Bellaire. The city also has a large number of retail and professional businesses to service the community.

An analysis of Bellaire parks and open space acreage and recreational opportunities reveals that there are 13 parks and open spaces with a total area of 27.9 acres (see [Table 6.9, City of Bellaire, Texas Existing Parks and Open Space Summary](#), next page).

Recreational Summary

- 12 athletic fields or courts
- 2.55 miles of trails
- 9 tennis courts
- 2 indoor recreation/community centers
- 8 playgrounds
- 3 swimming pools and/or splash pads



Swimming

Nature Trails

Splash Pads

Nature Discovery

Playgrounds

Community Center

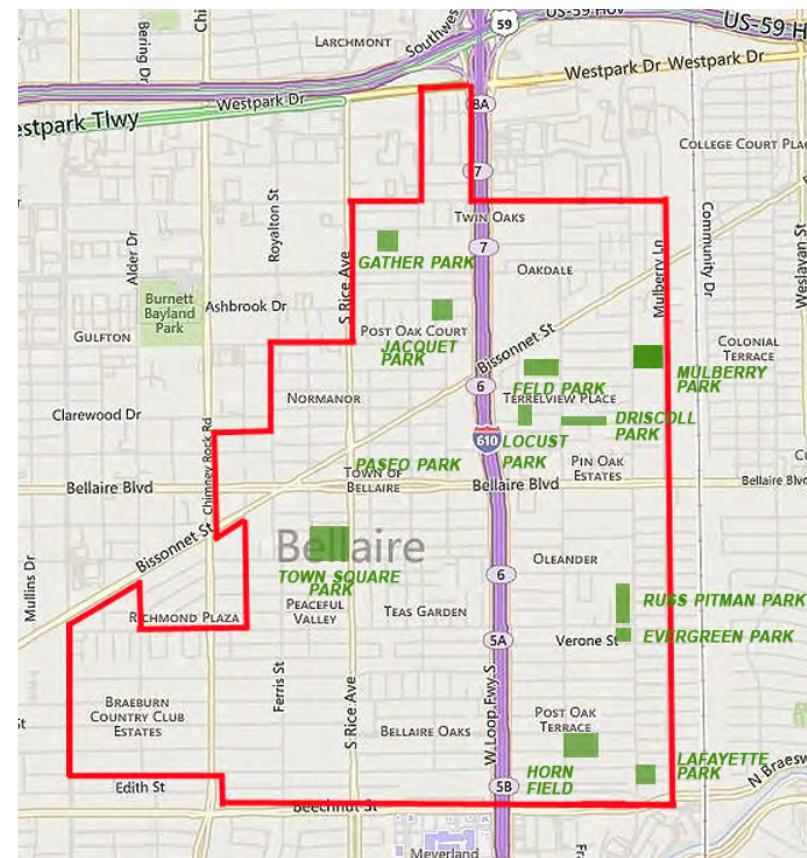


Figure 6.7, City of Bellaire, Texas Parks Plan

CITY OF BELLAIRE, TEXAS PARKS SUMMARY

	Classifications	Size/Length	Baseball/softball Fields	Basketball Courts	Football Field	Soccer Field	Sand Volleyball	Softball Field	Trails	Picnic	Playground	Shelter	Swimming Pool	Splash Pad	Fitness	Community Center	Tennis Courts	Gymnasium	Dog Park	Special Use Bldg	Restroom Building	Excercise Trail
Park & Open Space																						
Bellaire Town Sq	CO	7.50	1						0.3	1	1	1	1		1	1	2	1				
Locust Park	MP	0.75								1												
Mulberry Park	NB	2.50	1							1	1	1					3					
Paseo Park	NB	6.60							1.2													
Jaquet Park	MP	0.49								1	1											
Evergreen Park	MP	2.10								1	1		1									
Feld Park	NB	4.70	1								1						2					
Joe Gaether Park	MP	0.20									1											
Horn Park	NB	3.10	3			1																
Lafayette Park	NB	1.50				1				1	1								1			
Russ Pittman	NB	4.10							0.3	1	1	2								1		
Vic Driscoll Park	MP	0.88																				
Pin Oak Park	MNB	7.00	2	1		1			0.8								2					
Bellaire Total		27.9	8	1	0	3	0	0	2.55	7	8	4	2	0	1	1	9	1	1	1	0	0

Table 6.9, City of Bellaire, Texas Existing Parks and Open Space Summary

POPULATION/SIZE DEMOGRAPHIC COMPARISONS

Place	Population 2014	Size	Households	Single Family
Jersey Village	7,920	3.5 sq miles	4,550	1,754
Fairfield	12,500	5.0 sq. miles	5,800	5,600
Bellaire, Texas	17,400	3.6 sq. miles	6,000	5,300

Table 6.10, Community Comparison Chart

COMMUNITY COMPARISON ANALYSIS

The analysis of Fairfield and Bellaire to Jersey Village was utilized to review potential community comparisons and potential deficiencies as it relates to the long term viability of the community to maintain and attract future residents. When you compare the total acreage of each parks and open space system Jersey Village compares very favorably, even with the master planned community of Fairfield when the private parks are included in the analysis. When only public parks and open spaces are calculated then Jersey Village Falls short of Fairfield Development. Jersey Village has 58.62 acres of park space but 40 acres of this is part of the detention pond park that is not fully accessible due to the park being primarily a regional detention facility (see [Table 6.10, Community Comparison Chart](#)).

The following is a brief summary analysis of key components of each communities parks and open space opportunities

Athletic Fields

- Jersey Village (6), Fairfield (13) , Bellaire (12)
- Jersey Village has half as many athletic fields
- The high school fields are not calculated in this analysis

Aquatics

- Jersey Village (1), Fairfield (8) , Bellaire (2)
- Fairfield has an emphasis on swimming pools and splash pads
- Jersey Village has only the one (1) pool at Clark Henry
- Bellaire has two (2) swimming pools with integrated splash pads.

Hike and Bike Trails

- Jersey Village (3.20 miles), Bellaire (2.55 miles) have similar opportunities for hike and bike trail access.
- Fairfield (8.25 miles) has significantly more hiking trails, but utilizes it's waterways and drainage channels more than Jersey Village.

Playgrounds

- All three communities have similar opportunities for playgrounds, Jersey Village (4), Fairfield (8) , and Bellaire (8)

Recreation/Community Centers

- Jersey Village lacks a dedicated recreation/community center compared to Fairfield (6) and Bellaire (2) that have multiple facilities.

Picnic Facilities and Shelters

- All three communities have similar opportunities for picnic facilities and support structures such as shelters.

SUMMARY CONCLUSION

The City of Jersey Village has significant parks and open space facilities when the private facilities and golf course are included in the overall analysis. This acreage analysis holds up even when compared to the master planned community of Fairfield. However, when focusing just on the public parks. A further detailed look also reveals that of the available public parks and open space, 70% is tied up in one (1) park, Detention Pond Park. When comparing both Bellaire and Jersey Village for public open space acreage and recreational opportunities, Bellaire provides more recreational opportunities in less space. This conclusion could potentially mean that Jersey Village's current parks and open spaces may not be utilized to their fullest extent.



DEMAND BASED ANALYSIS (Partial)

While a detailed demand based analysis was not conducted their is significant community feedback through City Council, CPAC, online survey, and several public meetings that have provided valuable information as to the current state and importance of the parks and open space system in Jersey Village.

Public Outreach Methods

- Online survey of 204 residents
- City Council meetings and polling
- CPAC meetings and polling
- Public meetings

IMPORTANCE OF PARKS AND OPEN SPACES

A common refrain during the planning process is that the residents of Jersey Village value parks and open spaces. It is not only a source of recreational opportunity, but it is also a source of pride for the community. Parks and open spaces are a large part of Jersey Villages' 'sense of place' and community whether it is Jersey Meadow Golf Course, Clark Henry Park, or Carol Fox Park.

The following are summarized comments from the public outreach:

Trail and Connectivity

- While the analysis of JV's parks and open spaces reveals 3 miles of trail system these two trails are not connected to each other and throughout the city.
- The bayous are not being utilized to their fullest extent to provided recreational access.

• Typical Comments:

- » *"Parks with plenty of bike and walking paths, possibly connected to a Harris county network"*
- » *"A walking and biking community. I think this is the future. Being able to bike or walk to restaurants, grocery etc"*
- » *"Neighborhood trails that links the parks along a walk/ bike trail."*
- » *"Create a walking trail like our neighbors across the bayou - it is wonderful and is used all of the time - this would add value to Jersey Village (Stonebridge)"*
- » *"Park and bike/walk along bayous – seems to be free space"*

Community/Activity Center

- There is currently not a dedicated community center with community spaces, fitness, and other amenities.
- Jersey Meadow Golf Course does not have adequate facilities for public spaces and activities
- Typical Comments:
 - » *"Community center/pool upgrade"*
 - » *"Build a nice new community center complete with state of the art fitness center"*
 - » *"A community center with activities for the residents."*
 - » *"We currently do not use our existing community center well – it cost a lot to rent and has many rules. With an aging community why aren't we offering yoga, wellness seminars, support groups, etc."*



- » *"Most subdivision type communities have a community center that the citizens can use. This would include indoor and outdoor functions. ."*

Parks and Open Space Programming

- There are limited parks and open space programs such as athletic leagues and fitness programs.
- There are limited community events and outreach
- Strategic partnerships with local school districts and businesses could be developed further.
- Typical Comments:
 - » *"More civic and social events, 4th of July Fireworks, parades on special holidays"*
 - » *"Senior Citizen volunteer programs - both getting Seniors involved in the schools where their help is needed like reading to classes, mentoring"*
 - » *"Additional youth sports organizations"*
 - » *"Neighborhood events/fairs/fundraisers (something to promote and raise the awareness of Jersey Village)"*

Improved Parks and Open Space Facilities

- Potential not enough parks and open space
- There is a concern that the existing facilities are not up to current standards and are potentially unattractive.
- Potentially underutilized parks facilities.
- Typical Comments:
 - » *"Updated amenities like the city pool, splash pad, youth sports facilities"*

- » *"A new pool and a splash pad, a nicer baseball field and basketball hoops. We need more family friendly areas"*
- » *"The park and pool area is huge and could really be developed into a fantastic community place. It is pretty run down now, though"*
- » *"Adding a splash pad where the sand volleyball court is by the Carol Fox park would be a great addition to the neighborhood. "*
- » *"More green areas, hiking and biking trails, and increased security for residents."*

Parks and Open Space Maintenance

- Maintenance concerns have been brought up on several occasions.
- Potential concern that sub-standard parks and open spaces detracts from the quality of the neighborhood
- Potentially underutilized parks facilities.
- Typical Comments:
 - » *"Jersey Village should invest in getting a playground safety consultant and upgrading Carol Fox park. Kids enjoy playing at the park but as a parent I feel the park has many safety hazards"*
 - » *"Well lit, well maintained spaces"*
 - » *"Improve pool (slippery), "*
 - » *"...such as the Public Parks and the Public Pool, disintegrate. It has been at least 3 years since mulch was placed in the playgrounds."*



Golf Course

- There is strong support for the golf course as an open space amenity for community as opposed to another type of land use such as housing and commercial.
- Varied opinions as to whether the space should be a golf course in the long term and whether it should be a more accessible public park.
- The limited community facilities as well as their condition
- Typical Comments:
 - » *"The tax payers do not have the use of the golf course even though they are paying for it, unless they want to pay a fee."*
 - » *"I would like to not only keep the golf course, but would love to see it updated in the future."*
 - » *"Eliminate the golf course - use the land for pocket parks"*
 - » *"Jersey Meadows Golf Course will continue to be popular, and well-maintained, and profitable."*
 - » *"The Golf Course could be turned into a concert/event space that will rival the Woodlands."*



Parks, Recreation and Open Space Recommendations

The following are action items related to parks, recreation and open space.

GOAL 5. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

Explore expanded recreational opportunities.

- Update the 2007 parks and open space master plan, and include a trails master plan to recommend potential trail routes and expansion with potential funding options.
- Review TPWD and other grant opportunities.
- Improve public access to city facilities such as golf course clubhouse and community center.
- Explore future funding potential to acquire additional park space based on parks and open space master plan.
- Conduct a long range feasibility study on the viability of increasing public open space opportunities by converting the golf course to a public park. Include in this study potential revenue generation to offset future maintenance costs.
- Convert FEMA acquired flood properties into usable park space.
- Review underutilized open spaces and convert to local mini-parks.





STRATEGIES

Update existing parks and open spaces.

- Conduct playground safety inspections of all parks to determine high priority repairs and/or maintenance items.
- Update playground equipment at parks to current safety standards.
- Review and incorporate additional park improvements such as a splash pad and dog parks.
- Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.
- Increase annual park budget to include funds to improve existing parks.

STRATEGIES

Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.

- Identify potential corporate sponsorships to provide additional recreational opportunities.
- Explore potential environmental education programs with CFISD centered around the bayous and water quality.
- Explore potential community volunteer opportunities to support the parks and recreation program.
- Support the current parks and recreation committees activities.
- Engage CFISD to open up use of recreational amenities to public use.
- Allocate resources for parks and recreation committee to advertise special events and opportunities through social media and other outlets.

STRATEGIES

Encourage programs and events that engage the community.

- Hire a parks and recreation director to work with the parks and open space committee to facilitate the operations, maintenance, and programming of city parks.
- Create a city league for children's sports.
- Create a city league for adult sports.
- Consider sponsoring a "Farmers Market" on a regular basis.
- Continue to target park grants funding sources.
- Provide new funding for parkland acquisitions.

STRATEGIES

Improve maintenance of parks and open spaces.

- Review procedures to solicit community feedback on maintenance of parks and open spaces.
- Conduct a parks facilities analysis to determine high priority improvements focusing on safety and health issues that do not comply with applicable state, local, and federal regulations.
- Increase maintenance funding for parks and recreational facilities.

STRATEGIES

Increase community connectivity.

- Coordinate with HCFCD on future trail connectivity along White Oak Bayou.
- Build bridge to Detention Pond Park to increase access.



GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Expand marketing of the golf course for tournaments and other special events.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Conduct a market analysis for the golf course to determine if the clubhouse and related facilities/services are adequate or should be expanded or modified.





Community Character

7

Overview

Jersey Village has a unique history in northwest Houston having been incorporated in 1956 and establishing itself as one of the stable, attractive communities in the area. In the mid 80's Highway 290 ended at Gessner Road with a stop sign and very little development occurred along the Hwy 290 corridor past Jones Road. As the northwest continued to grow beyond the city the edges and entrances that once defined the city began to become 'blurred' by this development (see [Figure 7.1, Existing Jersey Village Land Use](#)).

This section addresses the less tangible aspect of community character. Community character is less quantifiable than other aspects of the comprehensive plan such as parks and open spaces, but it is equally important to the vitality of the community. Community character can be defined as the combined effect of the built environment, history, demographic, and social context within a neighborhood. It encompasses the physical built environment and social attributes that make one neighborhood different from another. This chapter introduces two planning concepts, "wayfinding" and "sense of place" and how these are important to the City of Jersey Village.

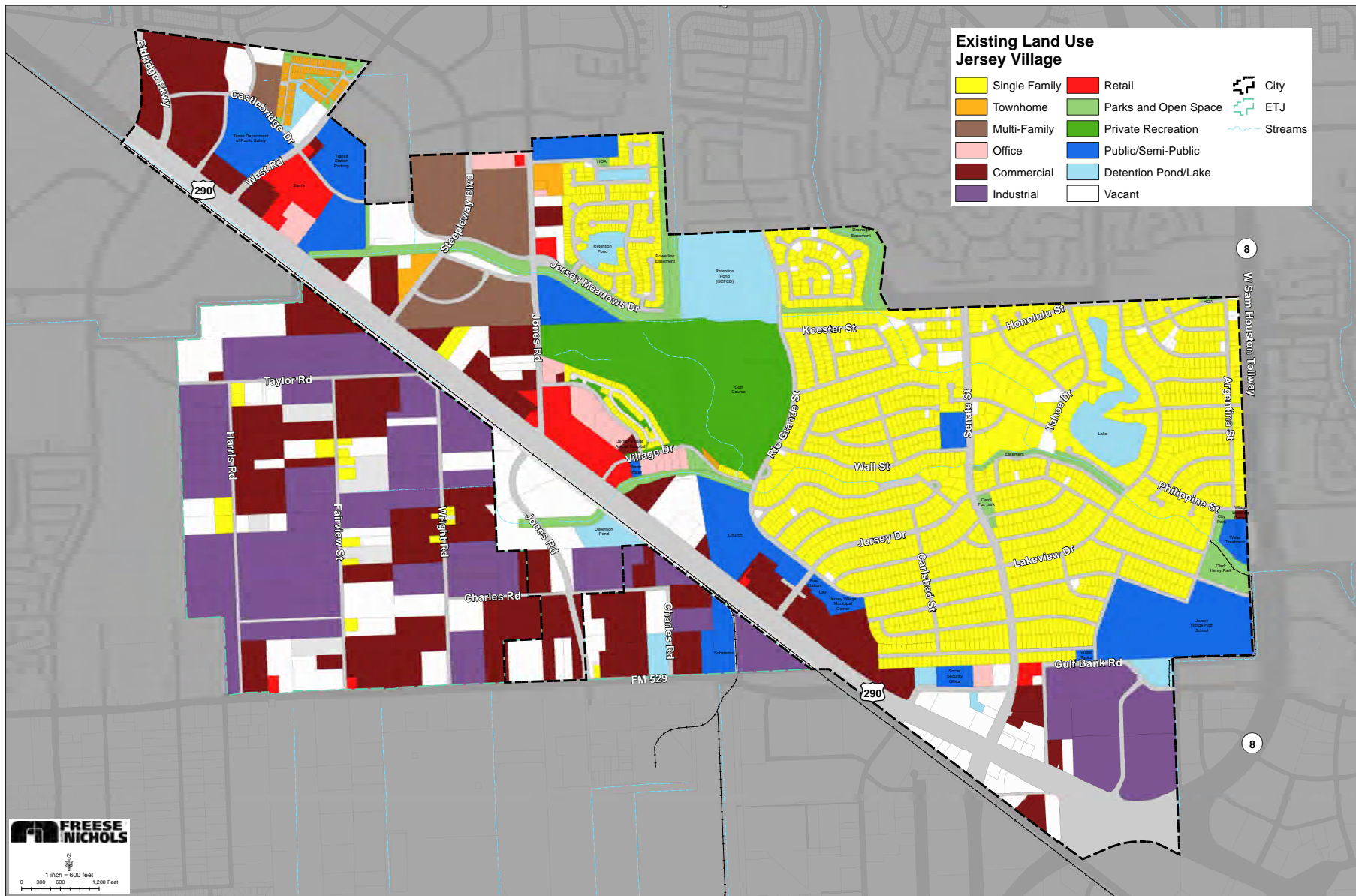


Figure 7.1, Existing Jersey Village Land Use

Wayfinding and Sense of Place

Describing, let alone trying to improve upon, a community's character is a difficult task. Communities all have a certain feel about them. Certain communities you know when you have arrived without having to see a sign and others you might pass right through without even knowing you were there. When you visit a community you receive visual cues from the built environment, many of which you are not even aware of. These visual cues help shape your view of what you see and experience. It can be the building architecture, the types of materials, and the age of the buildings. Street could be nicely landscaped or just concreted over. There could be traffic jams on crowded, boulevard streets, or there could be light traffic on a smaller street with lots of pedestrian wandering about in small boutique shops. All of these visual cues, and much more, together suggest a "Sense of Place" (The term is widely attributed to author Kevin Lynch in his 1960 book, "The Image of the City"). These visual cues are collectively called "wayfinding". Kevin Lynch defines wayfinding further by defining it as "....a consistent use and organization of definite sensory cues from the external environment." More simply explained, anything in built environment that you see, hear, smell, can touch, or experience (see [Fig 7.2, Examples of Wayfinding Components](#), on the following page) The physical environment can influence how we feel about ourselves, our community, and our surroundings. Wayfinding elements can evoke positive or they can just as easily give off negative feelings. This is what makes a discussion about community character a very subjective endeavor that is very much rooted in a community's history, culture, and expectations.

Regional development can affect a community's character in a positive or negative way depending on the manner in which the growth occurs. Factors such as architectural style, building

development, freeway expansion, streetscape, buffers, scale, and accessibility can all influence whether development is distinctive and build on the community's character, or lack authenticity or are out of character.

Summary of Community Character Issues

During the development of this Comprehensive Plan, CPAC and citizens comments created goals action items related to community character. The participants of the public process helped to shape a distinct series of themes that were important to them. The themes, described below, summarize the community's understanding of the important aspects of wayfinding that are important to the future of Jersey Village.

The following description elaborates on those themes:

- Improved Gateways, Entrances, and Wayfinding Signage
 - » Reinforcement of the entrances into the City of Jersey Village.
- Freeway Corridor Landscaping
 - » The freeway edges of Highway 290 and Beltway 8 are considered important to improving the character of the community and to better define the 'edges' of the city.
- Community Landscaping
 - » Many residents feel that the streets and open spaces should be well landscaped and brought up to the quality that is found along Senate Street.

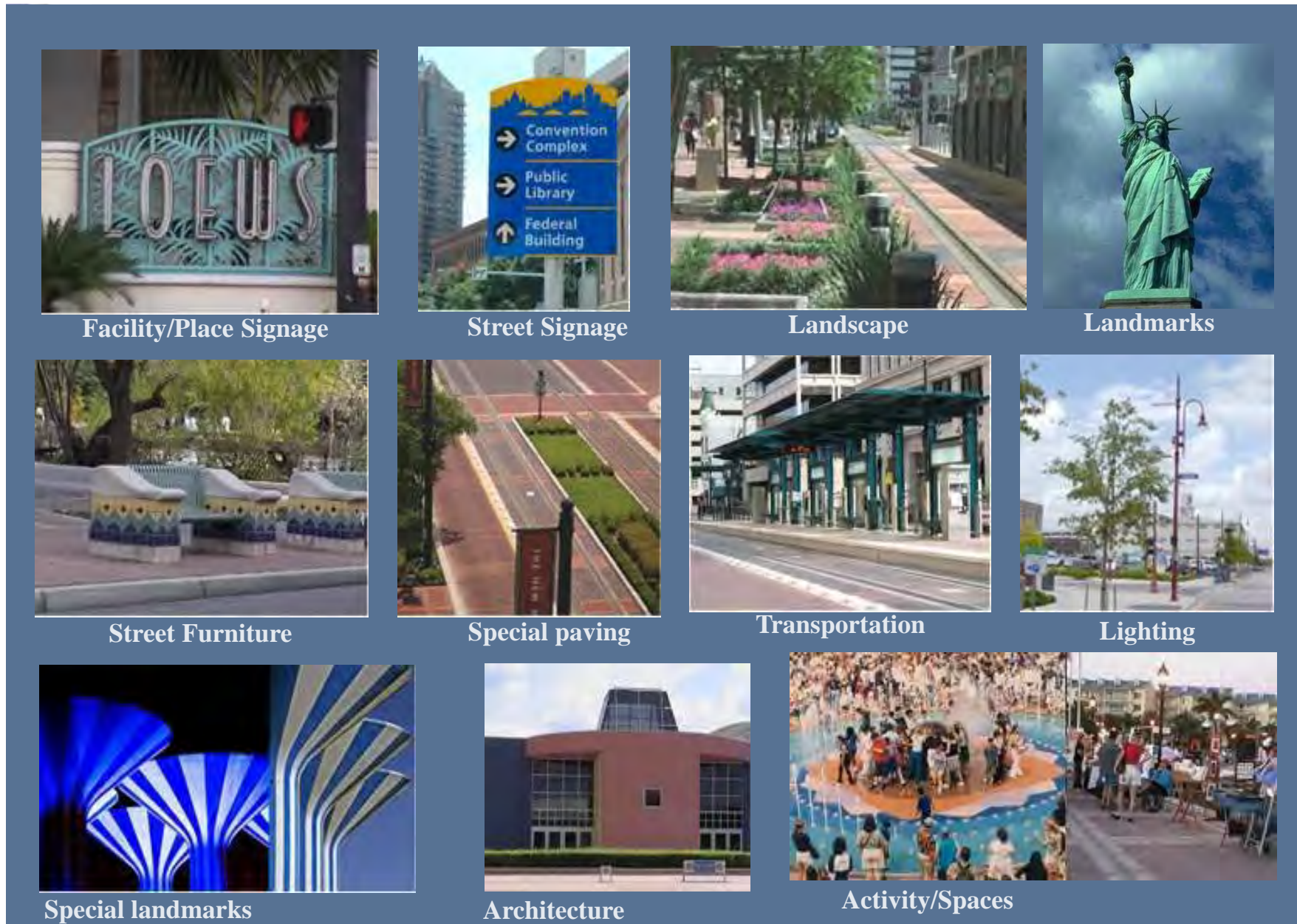


Figure 7.2, Examples of Wayfinding Components

- Code Enforcement
 - » The importance of maintaining a minimum level of expatiation for residences and businesses to maintain their properties to protect the overall value of the community.
- Pedestrian Mobility
 - » Reinforcement of a walkable community that is interconnected with sidewalks, trails, and open spaces.
- Wayfinding Signage
 - » Street signage is an effective way of identifying and helping residents and visitors navigate throughout the city.

Improved Gateways

The City of Jersey Village limits are irregular in shape and are dominated by the edges of Hwy 290 to the south and Beltway 8 to the east. Jones Road bisects the city but provides two key entrance points into the city to the east and west. Senate at Hwy 290 is widely seen as the main entrance into Jersey Village with Jones Road at Hwy 290 a close second (see [Figure 7.3, Corridor and Gateway Analysis Plan](#), on the following page).

Primary Gateway

- Hwy 290 at the east and west
- Jones Road at the north and south



SENATE AT HWY 290

Classification: Major Gateway



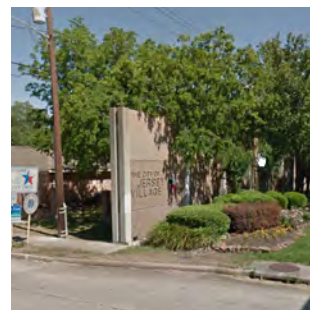
JONES ROAD AT HWY 290

Classification: Major Gateway



WEST ROAD AT HWY 290

Classification: Major Gateway



PHILLIPINE STREET AT BELWAY 8

Classification: Secondary Gateway

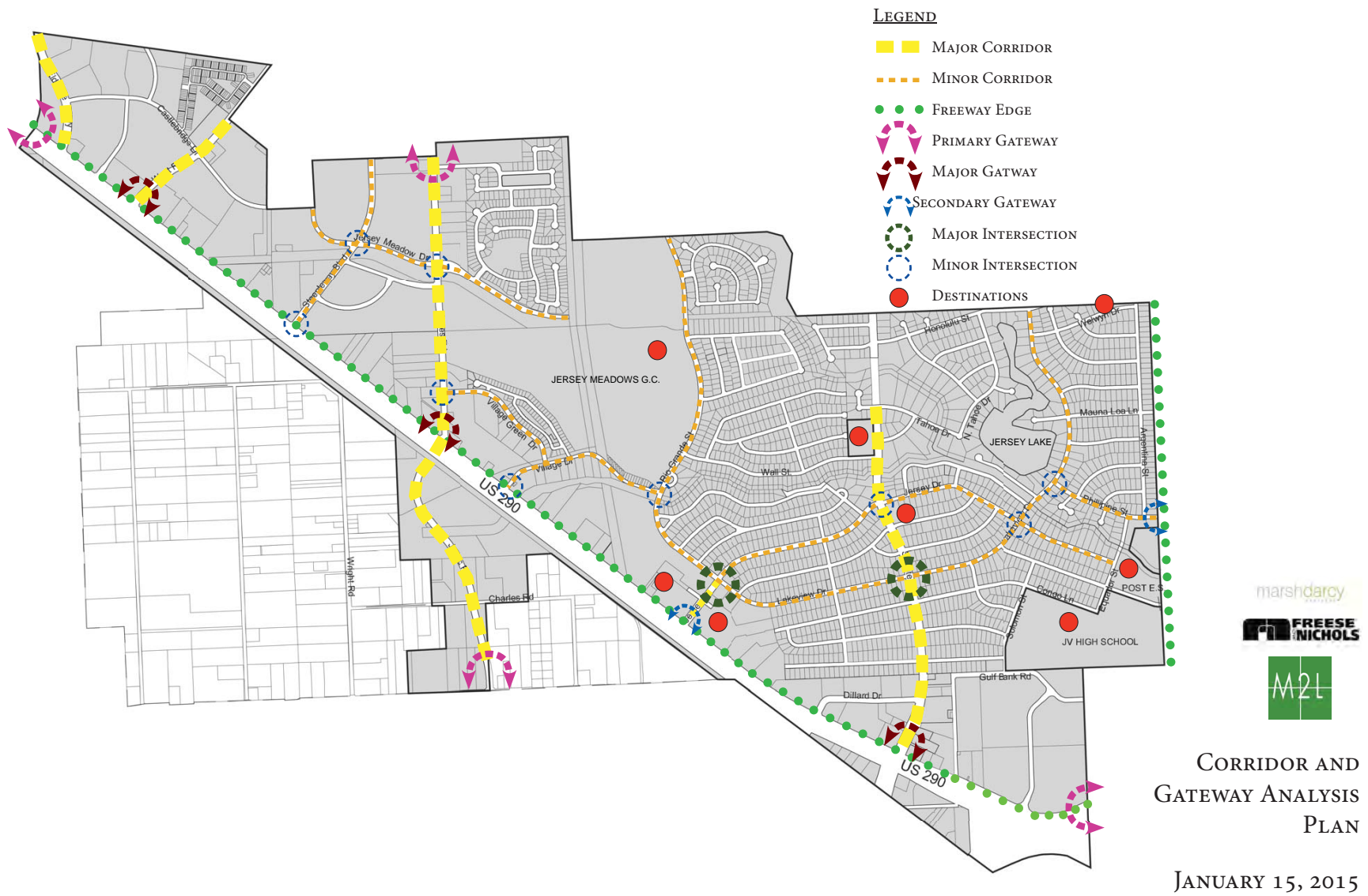


Figure 7.3, Corridor and Gateway Analysis Plan

Major Gateway

- Senate at Hwy 290
- Jones Road at Hwy 290
- West Road at Hwy 290

Secondary Gateway

- Phillipine at Beltway 8
- Jersey Meadow Drive at Jones Road
- Village Green Drive at Jones Road
- Village Drive at Hwy 290

Major Intersection

- Jones Road at Hwy 290
- Lakeview at Senate
- Lakes view at Jones
- West Rd at Hwy 290

Jones Road is technically a major intersection, but it also serves as a gateway into the center of Jersey Village and therefore is more prominent.

GATEWAY ENTRY ANALYSIS

Gateway entrances serve as the residents and visitor first impression of the city. Currently the entrances are inconsistent in their landscape and signage approach which has been identified as a potential negative impact on the community

1. Quality of Landscape

- » Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements

2. HWY 290 Construction Activity Impact

- » The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs are scheduled to be removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape will be needed, but this could also be an opportunity for the city to create a comprehensive vision for the gateway entrances throughout the city. See [Figure 7.4, Highway 290 Construction Activities](#), below.



Figure 7.4, Highway 290 Construction Activities

3. Inconsistent of Signage Design and Materials

- » Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.



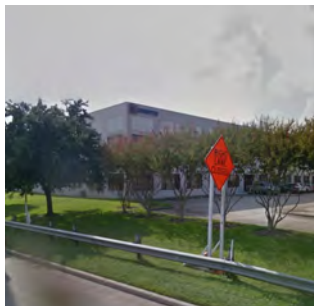
Hwy 290 Frontage Road
East of Senate



Hwy 290 Frontage Road
West of Senate



Beltway 8 Frontage Road
North of Phillipine



Beltway 8 Frontage Road
South of Phillipine

4. **Logo and Font Consistency Lacking**

- » The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project its brand.

Freeway Corridor Landscape Design

Freeways by their nature are meant to move people as quickly as possible from place to another. This condition requires a type of landscape that is appropriate for the scale and design speeds along the freeway.

1. **Simple, Maintainable Landscape Design** - Urban landscapes take a lot of environmental abuse and should be native plantings that are hardy and easy to maintain.
2. **Buffer Business and Parking Lots** - There currently is a lack of landscape consistency along the highway 290 corridor specifically at local businesses.
3. **Enhance Community Edges** - A consistent landscape theme along the corridors would help to identify the edges of the city.
4. **Reinforce Community Gateways** - Freeway landscaped edges will also provide a reinforcement of the gateway entrances into city by providing advance notice of a change in landscape design and approach.

Freeway corridor landscaping need not be elaborate and can be achieved in a number of ways which could include the following: (see [Figure 7.5, Potential Landscape Improvements Rendering](#))

- **Landscape Ordinance** - An ordinance could be developed to address future business development and include minimal landscape standards.



Figure 7.5, Potential Landscape Improvements Rendering

- **Strategic Business Partnerships** - Work with local businesses to see what can be done to improve the overall landscape character of their businesses.
- **Capital Improvement Projects** - Look to fund future landscape projects through city funded revenue sources.
- **Grant Funding** - There are a number of state and federal grant programs that may be available to help fund freeway corridor enhancements which could be explored in the future.

Community Landscape

Residential streetscape design can help define individual neighborhoods, promote safety, and create a transition from public to private spaces. The character of a residential streetscape can vary from one neighborhood to the next, but should be of a similar quality. Senate Avenue is the main corridor within the city and is well maintained and recognizable to residents and visitors alike.

Future landscape development should build-off the recognizable features of this corridor. An integral part of the overall community landscape character requires a partnership between the city owned properties and the individual residences. Residences must be willing to maintain their property's landscape or must be guided in that direction by appropriate levels of code and community enforcement guidelines.

A successful residential streetscape design should generally include the following features:

1. ***Sidewalks*** - Sidewalks should be separated from automobile traffic by raised curbs and/or tree lawns; they should also meet all accessibility standards.



2. **Street Trees and Landscaping** - Street trees and landscaping should provide a natural buffer between pedestrians and automobiles. The city should review city-wide opportunities for additional landscaping opportunities where they are needed.
3. **Street Furniture** - Street furnishings should be coordinated in design and type with the overall character of the neighborhood.
4. **Entry Signage** - Entry signage should be coordinated with the unique character of the neighborhood through the use of appropriate materials, colors and architectural elements.
5. **Consistent Maintenance** - The commitment to long term maintenance of public landscapes is critical to the overall landscape character of the city.

EXISTING CORRIDORS

There are three main corridors through JV, Senate Road, Jones Road, and West Road. Two minor corridors also play a key role in circulation through the city, Lakeview drive and Jersey Drive. Senate Avenue extends from the south across 290 and terminates at White Oak Bayou. Senate is considered the main entrance and access into the primary residential area of the city.

A successful residential streetscape design should generally include the following features:

- **Senate Avenue** - This corridor has been upgraded with thematic landscaping, signage, and street lights/banners previously by the city and is currently maintained by the City. The corridor has many desirable landscape features that make it a model for future corridor landscape development.



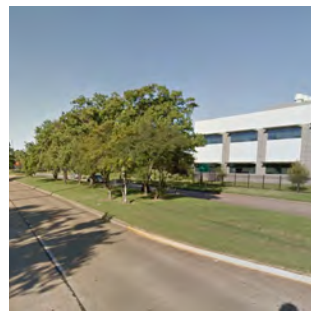
SENATE AVENUE

Classification: Major Corridor



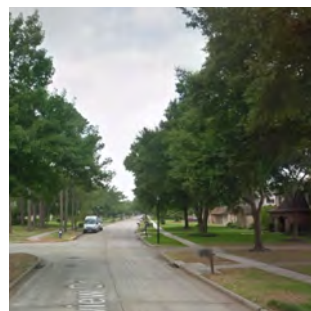
JONES ROAD

Classification: Major Corridor



WEST ROAD

Classification: Major Corridor



LAKEVIEW DRIVE

Classification: Minor Corridor



- **Jones Road** - This corridor has minimal landscape at the Hwy 290 intersection that was installed and maintained by the city. Previously this intersection/gateway was less important to the city, but with the advent of Jones Road extending to the south and the future development of Jersey Crossing, this intersection has more prominence. There are several other entrances into the city that are served off of Jones Road.
- **West Road** - This corridor is also isolated from the primary residential areas of the city and is not perceived as a major corridor that is identifiable with Jersey Village
- **Lakeview/Jersey Drive** - Although these streets are single pavement roadways, these local streets are important to the overall character of the city. Recent improvements by the city included decorative street lights and sidewalks.

Code Enforcement

The importance of maintaining a minimum level of expectation for residences and businesses to maintain their properties to protect the overall community character has been an underlining theme of the public input process. Code enforcement should not be a punitive measure, but a guideline for a public commitment to the overall quality of life in Jersey Village.

Codes and regulations can help maintain a minimum standard for behavior and action among businesses and residents. As state previously in this section, the development of a landscape code for business development can be a useful partnership tool to enact positive change.

Pedestrian Mobility

Many residents have stated that they want a walkable community and uninterrupted access to parks, open spaces, and local businesses. While the city has invested heavily into public infrastructure in the past ten years there appears to be gaps in accessibility. Community connectivity as it relates to parks and open spaces is discussed in greater detail in the park and open space section.

Pedestrian mobility would ideally include a comprehensive analysis of each community's existing pedestrian conditions and needs with an emphasis on community input throughout the process. The plan would identify pedestrian routes to activity centers and infrastructure improvement projects along these routes. The Pedestrian Master Plan will be a key resource and advantage for the City when seeking grant funding needed to implement pedestrian projects that promote pedestrian safety, walkability, mobility, and neighborhood quality.

A accessible community should have the following attributes:

1. **Community Connectivity** - Develop a complete pedestrian network that provides direct and convenient connections for neighborhoods, employment centers, transit stations, public places and community destinations.
2. **Park and Open Space Connectivity** - Multi-modal transportation opportunities along existing streets and/or open space corridors within the city are opportunities that can be explored.
3. **Walkability** - Create pedestrian facilities that offer amenities to encourage usage and to enhance the pedestrian experience.



4. **Safety** - The Creation a safe pedestrian network free of barriers and tripping hazards, that has sufficient street crossings, buffer pedestrians from vehicles and has facilities wide enough to accommodate peak pedestrian use
5. **Accessibility** - Make facilities accessible to pedestrians of all abilities and meet all local, state and federal requirements.

Wayfinding Signage

Goal of Wayfinding Signage Wayfindingsignage, both regulatory and non-regulatory, has the potential to impact the greatest number of people over the entire city. When implemented at major intersections and city 'Gateways', wayfinding signage will be a highly visible design element to project a collective, positive image of the community. (see [Figure 7.6, Sample Wayfinding Signage Plan](#)) The goal of the wayfinding signage system is to reinforce the city's "sense of place as previously discussed, by informing and guiding users as they travel throughout the city, and enhancing the city's visual appeal and identity, and ultimately making the city more memorable to residents and visitors.

OBJECTIVES OF WAYFINDING SIGNAGE

1. Celebrate the unique character of the city.
2. Reinforce the city's 'Sense of Place'
3. Reinforce the boundaries of the city.
4. Identify and increase awareness of important activity or destination points within the city.
5. Improve the streetscape character for the city's corridors.
6. Identify and reinforce linkages and pathways between the different parks and open spaces within and out of the city.

7. Effective, low cost design that can be easily implementable on a city-wide basis.

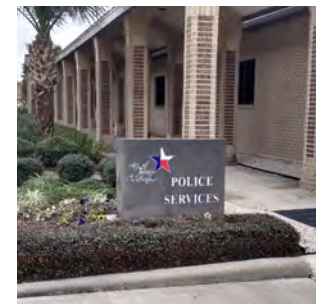
EXISTING CITY SIGNAGE

Currently the city does not have a comprehensive signage program that is unique to Jersey Village. The city has a definable logo and brand that has been used for some time and it appears that the majority of residents identify with the logo (see [Figure 7.6, Sample Wayfinding Signage Plan](#))

- Review Appropriateness of a Thematic Signage Program
- Consider Conducting a Thematic Master Plan Study
- Review Context of Surrounding Communities Who Have Implemented Thematic Signage Programs



Regulatory Signs



Facility Signs



Directional Signs



Community Information Signs

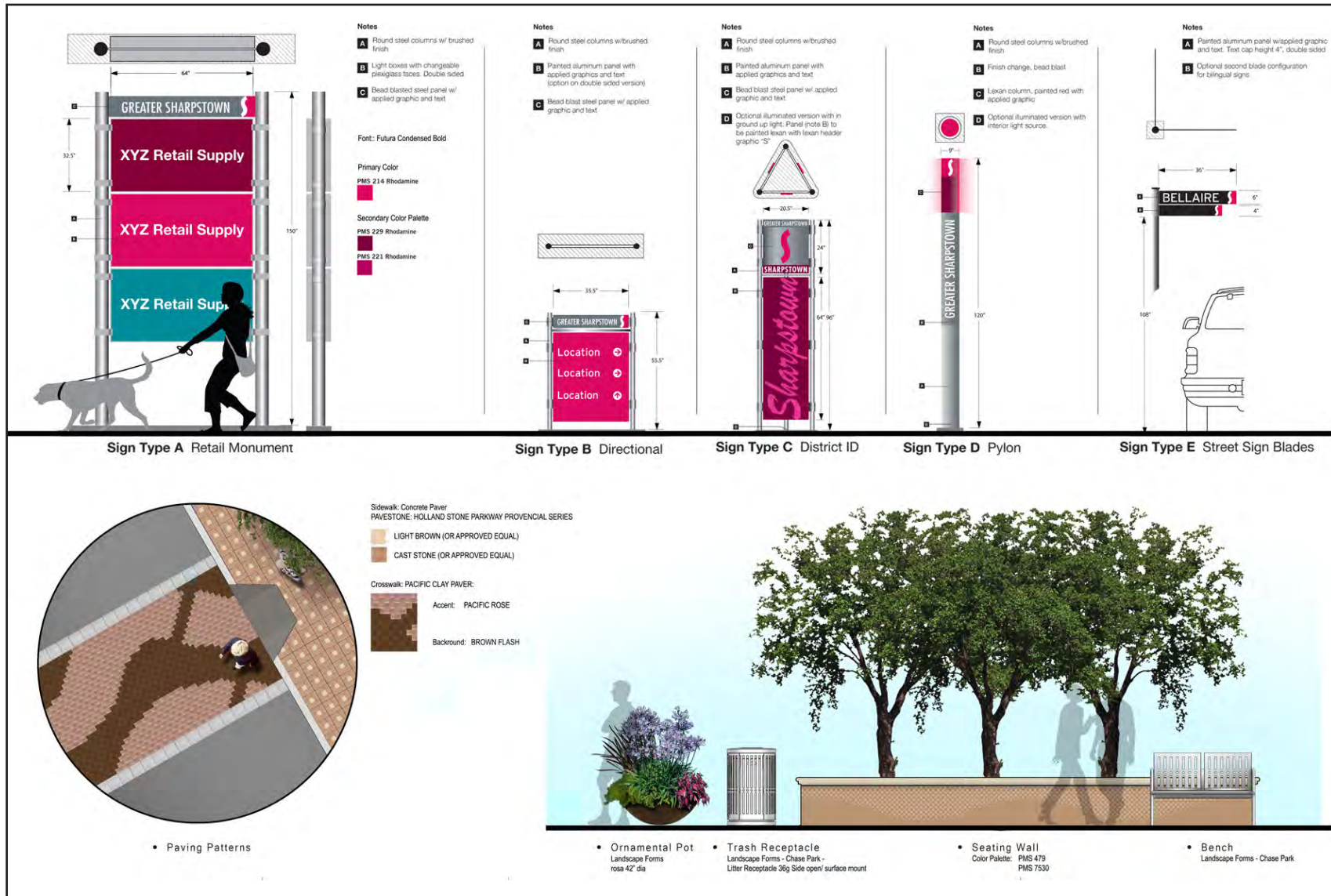


Figure 7.6, Sample Wayfinding Signage Plan

Community Input

While a detailed demand based analysis was not conducted their is significant community feedback through City Council, CPAC, online survey, and several public meetings that have provided valuable information as to the current state and importance of the parks and open space system in Jersey Village.

Public Outreach Methods

- Online survey of 204 residents
- City Council meetings and polling
- CPAC meetings and polling
- Public meetings

COMMUNITY CHARACTER IMPORTANCE

A common refrain during the planning process is that the residents of Jersey Village are proud of their community and want to strengthen the perception of the neighborhood. Because the city is spread out and has grown over the years the land use patterns have expanded. There is a strong concern that the edges and entrances are not clearly defined and that more needs to be done to improve the 'front' door into Jersey Village. Another concern centers on the long term viability of the neighborhood from code enforcement of properties, landscape maintenance, the quality of landscape throughout the neighborhood, and consistency of entrance signs and signage in general.

The following are summarized comments from the public outreach:

Code Enforcement

- Many citizens are concerned about the lack of code enforcement of individual and business properties.
- The perception that run down properties detract from the quality of the community is a concern.
- There is a perceived lack of consistent, code enforcement by the city of delinquent properties.
- Typical Comments:
 - » "Keep Jersey Village Beautiful" enforce all codes!!!"
 - » "I am concerned it will become a neighborhood of falling down houses and unkempt yards."
 - » ".....improved schools, code enforced - start with landscape control, attract more high-end business."
 - » "We need to keep up the curbside appeal, but many homes don't keep up yards etc."
 - » "Better enforcement for homeowners mowing their grass"

Highway 290 and Beltway 8 Landscaping

- With the construction of Hwy 290 there is concern that the quality of the landscape along the freeway needs to be improved.
- The quality of the business properties along Hwy 290 are of concern and landscaping could help to mitigate this issue.
- Typical Comments:
 - » "Better landscaping at retail. 290/Jones is asphalt wasteland"
 - » "More trees around highways"

- » "Jones/290 area is awful"
- » "It would really improve the city's highway appeal if we had more restaurants and nice features around 290 itself."
- » "Mixed landscape (i.e. Bellaire—trees are various sizes)"

Community Entrances

- Jersey Village has numerous entrances throughout the city, but there is a concern that visitors are unclear what is the main entrance.
- The quality and consistency of the landscape entries was noted as a concern.
- Construction impact from highway 290 construction on the Jones Road and Senate entries is a concern.
- Typical Comments:
 - » "Many Jersey Village residents see West Rd./etc. as their access homes"
 - » "More attractive entrance of Jones"
 - » "Visible attractive entry points"
 - » "An updated entrance to the city."
 - » "Have a billboard that says, "if you lived in jersey village, you'd be home" and place on 290 and the beltway."
 - » "Too many entrances"

Pedestrian Mobility

- An overwhelming theme of the public input centered on walkable community from residences to parks, retail, and other destinations.
- Some gaps in sidewalks and quality were noted during the planning stages..
- Typical Comments:
 - » "Walkable"
 - » "Sidewalks or walking paths connecting all segments for walking instead of current breaks."
 - » "A safe neighborhood, where you see people walking, enjoying the parks etc."
 - » "A walking and biking community. I think this is the future. Being able to bike or walk to restaurants, grocery etc."
 - » "More pedestrian friendly. Walk or bike to shops"
 - » "Sidewalks or walking paths connecting all segments for walking instead of current breaks."
 - » "Build sidewalks at all properties that should have sidewalks and repair those that are damaged"
 - » "Better passage for pedestrians (i.e. runners, walkers on bridges that cross bayou system on Rio Grande and Lakeview)"



Community Landscape

- Maintenance concerns have been brought up on numerous occasions.
- Potential concern that sub-standard parks and open spaces detract from the quality of the neighborhood
- Potentially under utilized parks facilities.
- Typical Comments:
 - » "1) Beautification Projects to all common areas and esplanades. 2) More law-enforcement 3) Have many more community events, similar to the Woodlands"
 - » "I'd like to see the village looking well kept with more crape myrtle and oak trees."
 - » "...planting of native tree and plants; "
 - » "1. Beautification projects (landscaping of common areas, esplanades. parks, etc.)"
 - » "Nicely kept city landscaping (as it is now)."
 - » "Grounds and street maintenance"
 - » "Clean. Nice landscaping"
 - » "I'd like to see the village looking well kept with more crape myrtle and oak trees"

Community Character Recommendations

The following are action items related to community character based on input throughout the planning process.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

STRATEGIES

Improve the City's entrances with landscaping and monumentation.

- Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.
- Clean-up existing entries after TxDOT 290 work is complete until a new landscape master plan can be developed.
- Incorporate City logo into entrance sign designs.
- Design and implement Hwy 290 gateways according to TxDOT standards to highlight the entrance to the City.



STRATEGIES

Improve the landscape character of commercial business properties.

- Create landscape ordinance that requires new properties, and major renovation projects to be landscaped to a minimum standard for areas adjacent to public rights-of-way.
- Create commercial development guidelines to encourage new development to build to minimum landscape standards.
- Create signage ordinance for local businesses that is consistent with the overall signage master plan.
- Coordinate with local businesses to encourage a uniform sign design standard.
- Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.
- Sponsor a beautification award for businesses to encourage landscape development of their properties.
- Review code enforcement procedures for their effectiveness, and make necessary changes.

STRATEGIES

Reduce visual clutter.

- Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character.
- Create architectural design guidelines to encourage minimum design standards.
- Remove overhead power lines as new infrastructure projects are implemented.

STRATEGIES

Improve the character of corridor character throughout the community.

- Review and improve landscape maintenance procedures for City crews.
- Partner with Trees for Houston or other organizations that can provide assistance in planting trees.
- Create a more stringent tree preservation ordinance to protect existing tree resources.
- Promote increase canopy along streets, parks, and open spaces.
- Expand thematic street light standards to all City streets.

STRATEGIES

Upgrade City's logo and branding.

- Conduct a branding study to reinforce the City's community character and marketing approach.
- Explore potential logo application to proposed city entrance signage.



GOAL 2. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Partner with local property owners and CenterPoint Energy to identify back-of-lot utility easements to provide options for removing overhead lines from the 290 frontage.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Encourage housing and property maintenance to maintain neighborhood integrity.

- Develop a recognition/reward program to encourage homeowners to enhance or maintain their properties through lawn maintenance, and exterior upgrades and upkeep.
- Provide and coordinate programs to prevent the deterioration of homes.
- Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.
- Develop an annual or semi-annual neighborhood clean up to promote community pride.

STRATEGIES

Enhance existing neighborhood infrastructure when possible.

- Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.

GOAL 4. PRESERVE, PROTECT, AND ENHANCE THE CITY'S IDENTITY AND SENSE OF COMMUNITY BY IMPLEMENTING WAYFINDING IMPROVEMENTS THROUGHOUT THE CITY.

STRATEGIES

Create a consistent, identifiable signage design throughout the city.

- Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.
- Develop commercial signage guidelines to encourage existing business to follow as well as control future commercial development application.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

- Ensure property and building maintenance codes are up to date and compatible with current City values.



GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.

STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

- Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.





Community Facilities

8

Introduction

During the Comprehensive Planning process, the planning team conducted thorough facility assessments to identify deficient areas among the City's primary buildings. The buildings evaluated were:

- Civic Center/City Hall
- Police Station
- Fire Station
- Golf Course
- City Garage/Shop

These buildings each had unique issues, though many of the buildings are experiencing the same issues to varying degrees.



Summary of Findings

FIRE STATION

After thorough evaluation, the City's Fire Station was found to be in fair condition. The building's most obvious maintenance needs are simply minor repairs; however, with regular and timely maintenance, the condition of the building may be improved and maintained. The most prominent issues are listed below (please see the Appendix for complete detailed notes and pictures):

- Multiple windows throughout the building were poorly sealed and showed signs of water infiltration into the structure
- Temperature control in offices are an issue for staff
- A water heater and water pump both leak water onto the ceiling
- Heavy Condensation from the HVAC system created water spots on ceiling tile and drain into the building at various locations
- Positive drainage in the apparatus bays is an issue. Standing water was noted
- Downspouts from gutter drain to flat area at base of building creating standing water
- The paint on the floors and walls of the apparatus bays of the building are delaminating
- Upstairs, a lounge area showed evidence of significant, regular water infiltration, perhaps from a standing seam in the roof of the building. This water is infiltrating through and around light fixtures



Roof leakage was a common occurrence around the Fire Station, including in the break room, offices, and over electrical equipment.



This window is an example of a number of windows in the building that are not sealed properly and causing water leaks and corrosion.



- An area between the roof of the older section of the building and the newer section of the building has trapped water and is not draining properly
- CMU coatings at the apparatus bay are delaminating. Appears the delamination was caused by efflorescence.
- Building will eventually need to be expanded, lack of storage, at limit of capacity

In summary, the Fire Station is in need of immediate maintenance and minor repairs to resolve the building's water infiltration and condensation issues. If left uncorrected these conditions could lead to major repairs in the future. After the repairs are made the City should create and adhere to a regular maintenance schedule for the building to extend the longevity of the asset.

GOLF COURSE – CLUB HOUSE

The Golf Course Club House was found to be in poor to fair condition. There are currently multiple, significant issues affecting not only the aesthetics of the building, but the functionality. The most prominent issues are listed below (refer to the Appendix for more detailed notes and pictures):

- The canopy around the building is deteriorating and falling down
- Downspouts empty onto sidewalk covered by the canopy
- Soil has built up around the exterior walls in several areas. This has led to exterior corrosion of the structure
- Window units around the building are poorly sealed
- Security camera wiring is exposed and accessible
- On the interior, the A/C is ineffective and must be supplemented with several fans throughout the building

- The A/C unit seems to be leaking condensation onto the ceiling, creating a potential for mold in various areas in the building
- The ceiling tiles are sagging and cracking in several areas
- Ceiling tiles show water stains from potential roof leaks

Ultimately, it was determined that the Golf Course Club House will need significant repairs and maintenance to reach an acceptable condition. The canopy around the exterior needs a complete replacement, gutters and down-spouts need to be rerouted completely, and the interior A/C needs repair or replacement to become effective. The maintenance required to address and remediate the number of minor issues that exist is extensive. After repairs and maintenance are performed, there are several amenities that should be considered that would significantly improve the building—such as a true locker room, relocating



The canopy around the Golf Course Club House has experienced so much weathering that it is severely deteriorating and damaged, causing it to warp and fall down in some places.

the mechanical closet from the Men's Bathroom, expanding the amount of storage in the building, and subdividing the offices to suit current needs (such as a separate space for a security office), to name a few. The total cost of the required repairs and maintenance should be considered against the future plans for the golf course and its facilities, as well as the current expected lifespan of the building; replacement may be warranted.

GOLF COURSE – CART BARN

In addition to the Gold Course Club House, the Golf Course Cart Barn was also found to be in poor condition. There are multiple, significant issues with the structure that affect not only the functionality of the building, but the overall integrity of the structure and its systems. The most prominent issues are listed below (the notes and pictures in their entirety are attached in Appendix):

- Structural members show signs of corrosion and failure
- There are no gutters or an overhang around the structure
- Electrical systems do not function properly. There is exposed wiring adjacent to water sources.
- Soil has built up around multiple areas at the base of the building which is causing corrosion of the structure
- Tree vegetation has overgrown into the power source for the building
- Overhead storage is poorly connected to structure, sometimes with wires, sometimes tack welded

Overall, the Golf Course Cart Barn will need to be replaced in the near future. The electrical system for the building is not only outdated, but is currently ineffective and exposed to



Tree vegetation has grown so much that it interferes with the Golf Course Cart Barn's power source.



Structural members show signs of major corrosion.

water sources within the building. Structural components of the building show signs of corrosion and have had overhead storage shelves welded onto them. It is unclear if the loads carried by these shelves was considered when the structure was designed. The cost of repairing all of these issues is significant and likely would not lead to an increase in lifespan proportionate to the cost of repair.

GOLF COURSE – MAINTENANCE BUILDING

The Golf Course Maintenance Building was found to be in fair condition. There are multiple issues affecting the functionality of the building and related areas. The most prominent issues are listed below (see detailed notes and pictures in the attached Appendix):

- Power supply inadequate for demand, breaker is tripped often trying to keep up with demand
- Hot water is not consistently available in the building
- Insulation in the shop area is falling off the roof
- Overall lack of storage for equipment
- Overall lack of storage for materials
- Parking inadequate for workforce
- Storage of hydraulic oil and chemicals outside of the shop area has caused respective containers to corrode
- Gutters are clogged and ineffective, downspouts empty onto building foundation
- Vegetation around the site is coming into contact with the shop building and in some cases penetrating the building
- Septic System is in disrepair. There are signs of raw sewage on ground adjacent to septic system
- Water faucets leak

It is concluded that the Golf Course Maintenance Building requires a moderate number of minor repairs and a moderate amount of immediate maintenance. The most serious issue facing the building is the electrical system; the current electrical system is ineffective and needs replacement or repair. It is likely that this system is inadequate for the needs of the building as currently configured. In addition, maintenance in the shop area (to address the insulation and partitions for the offices, bathroom, storage, etc.) and outside of the shop area (vegetation overgrowth, clogged gutters, storage of materials and equipment in adjacent area, etc.) should adequately address the remaining issues in the short-term. Regular maintenance of the building will help to ensure that the building stays in an acceptable condition. Expansion of the facilities is not necessary, but would be helpful in storing equipment and materials in order to better maintain their respective conditions.



There is not enough storage space for equipment nor materials at the Golf Course Maintenance Building. This photo shows leftover PVC materials stored next to the building, rather than indoors.



POLICE STATION

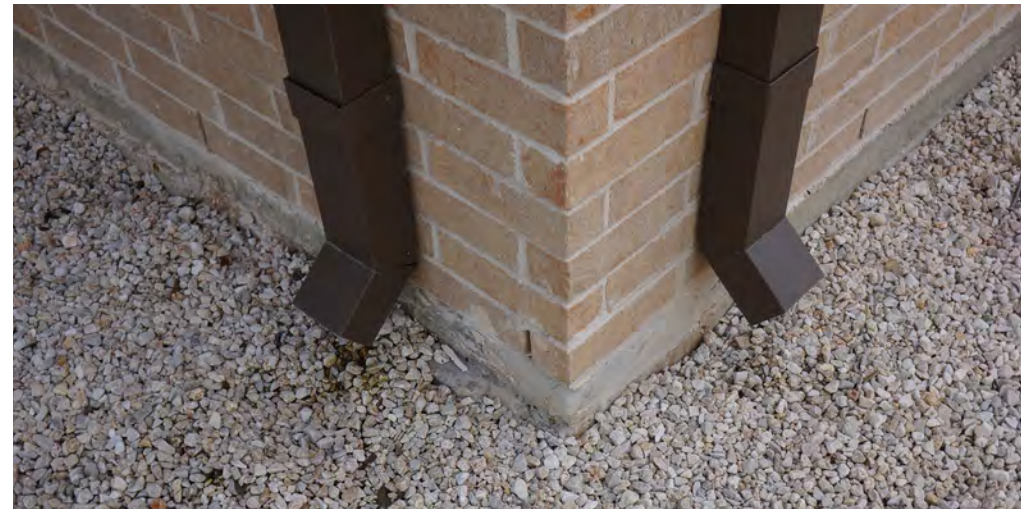
The Police Station is in good condition. There are a few issues that could eventually affect the longevity of the building if they are not addressed. The most important issues have been listed below (see Appendix for detailed notes and photos):

- Cracking in walls and around windows was noted in most rooms on the west side of the building
- The evidence room lacked proper ventilation and staff noted fumes from collected evidence
- A mechanical room routinely leaked water into a hallway. Clogged drain was the apparent cause of the overflow.
- The ceilings at the showers in the Men's Locker Room showed signs of water damage due to high humidity and steam during use.
- The current kitchen/lounge was not functional
- Sealant around doors and windows on the exterior at the south elevation of the building were damaged and unserviceable.
- Downspouts on the north side of the building emptied onto the foundation

After evaluation, it was found that the Police Station needs only very minor repairs and maintenance. Further inspection of the foundation is warranted based on observed indications of settling. Ventilation for the evidence room and locker rooms should be installed. One-time and (thereafter) regular maintenance should address the remaining issues listed above. If the building is renovated in the future, expansion of the kitchen/breakroom should be considered based on user comments and inspection.



The ceiling in the Police Station's Lineup Room shows signs of water damage from high humidity and water leaking.



Downspouts on the north side of the building empty directly onto the Police Station's foundation; this can cause serious foundation issues if not controlled and remediated.

CITY HALL

After thorough evaluation, it is determined that Jersey Village's City Hall building is in poor condition. There are several, significant issues with the building that affect the functionality, aesthetics, and integrity of multiple systems within the building. The key issues are listed below (detailed notes and pictures are included in the Appendix):

Electrical:

- Exposed wiring for lighting, outlets, and boxes observed throughout the building.
- Various fixtures are broken and/or mismatched, various outlets are exposed
- Shorts in the wiring were noted, an "Exit" sign would flicker when an adjacent door was closed



In the City Hall building there are several instances of exposed wiring for lighting, outlets, and boxes.

Plumbing:

- Urinal lines in Men's Bathroom (multiple) are backed up

Water Damage:

- Water stains observed on the ceiling throughout building.
- Most rooms in the building employed 5-gallon buckets to catch water during rainfall events
- Drywall and paint were peeling from the ceiling throughout the building due to water damage
- Paint and brick faces were damaged (eroding) due to the condensate lines from the HVAC system
- Holes in the exterior walls of the building allow free passage of water into the building



There are faulty plumbing issues throughout the building.

- Metal doors were corroding, light could be seen through the holes
- High potential for formation of mold because of standing water in ceiling and walls. Observed black residue adjacent HVAC vents and on ceiling tiles.

Structural Issues:

- Walls were cracking throughout the building
- Structural cracks were observed throughout the building
- Various doors were not functioning properly due to potential foundation and structural issues

In conclusion, it was determined that the current buildings comprising City Hall should ultimately be replaced. The severity and extent of water penetration throughout the building, and the potential it creates for the growth of mold within the building, is highly concerning. The electrical system within the building is highly exposed and likely to be affected by water intrusion. Furthermore, the electrical system itself is both unattractive and ineffective—it is often plagued by numerous shorts, both witnessed and reported by users. Finishes, fixtures, doors, windows, etc. are often broken, in disrepair, or show wear beyond what can be addressed through simple repairs. The basic functionality of the space is poor; it is clear that the City Hall buildings are being used outside their original conceived purpose. Circulation around the buildings is confusing and not at all intuitive, offices are configured poorly, and storage space is inadequate. Based on the cost and nature of the repairs, maintenance, replacement, etc. that would be necessary to make the building functional again, it is recommended that the entire building be replaced in the immediate future. Any portion of the building worth preserving is not extensive enough to prove cost effective.



Roof leaks are apparent during storms and other events; staff has taken to using 5-gallon buckets in many of the rooms to help catch water during rainfall.



This photo shows the water left from a rain storm at the City Maintenance Staff Building. This illustrates the lack of drainage on the site.



CITY MAINTENANCE STAFF BUILDINGS

The City Maintenance Staff Buildings are in good condition. There are a few minor issues that affect the functionality of the buildings and adjacent area. The major issues are listed below (see more detailed notes and pictures in the Appendix):

- Municipal staff noted that the site retains up to 1 foot of water during rain events. Adequate site drainage is needed to alleviate this issue.
- Power surges occur during light to moderate rain events.
- Plumbing does not function as intended.
- Parking does not appear to drain properly

After evaluation, it was concluded that the City Maintenance Staff Buildings require some minor repairs. Attention should be paid to site drainage, as it is likely the underlying problem for other issues listed above. The electrical system should also be inspected to determine the cause of failure during heavy rains. In spite of these issues, the City Maintenance Staff Buildings appear to be in relatively good condition.

Community Facilities Recommendations

The following action items help address issues related to public facilities discovered through community input, CPAC meetings, and selected facilities evaluated.

GOAL 5. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

Improve maintenance of parks and open spaces.

- Conduct an internal review of maintenance procedures for all public facilities to identify potential deficiencies.
- Conduct a parks facilities analysis to determine high priority improvements focusing on safety and health issues that do not comply with applicable state, local, and federal regulations.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

- Conduct a market analysis for the golf course to determine if the clubhouse and related facilities/services are adequate or should be expanded or modified.



GOAL 10. PROVIDE PUBLIC FACILITIES TO MAINTAIN COMMUNITY SAFETY, AND SERVE EXISTING AND NEW DEVELOPMENT IN AN EFFICIENT AND COST EFFECTIVE MANNER.

STRATEGIES

Maintain, replace, or improve the quality of city-owned structures.

- The golf course club house should be significantly repaired to be returned to an acceptable condition.
- Replace the golf course cart barn.
- Perform minor repairs and maintenance on the golf course maintenance building.
- Conduct a comprehensive study to evaluate, upgrade or replace all city facilities where employees work, with an emphasis on city hall, to bring them to a standard of quality that is appropriate for the community.
- Add public facilities to be constructed or renovated to the capital improvements program in order to plan for future availability of funding.
- Update and maintain existing public facilities to maximize usefulness, before constructing newer facilities.

STRATEGIES

Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.

- Obtain control of public facility sites that will be required by future growth and development.
- Develop a long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.
- Utilize tools such as value engineering (as applicable) to develop the most cost effective facilities.







Implementation Plan

9

Overview

This final section of the 2015 Comprehensive Plan describes specific ways in which Jersey Village can take the recommendations within this Plan from vision to reality.

The importance of city planning can never be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Jersey Village will be shaped with the policies and recommendations developed in this Plan. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments.

Jersey Village has taken an important leadership role in defining its future with the adoption of this Plan. The Plan will provide a very important tool for City staff and civic leaders to use in making sound planning decisions regarding the long-term growth, development, and redevelopment of Jersey Village. The future quality of life in Jersey Village will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.



Planning for the City's future should be a continuous process, and this Plan is designed to be a tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are also recommendations that will involve community involvement.

Sustainment of Core Activities

By its very nature, comprehensive planning is prospective in scope and focus. In the course of developing the Comprehensive Plan for the City of Jersey Village, it would be easy to overlook ongoing operations of the community. During multiple public hearings, residents expressed a strong desire to maintain certain aspects of city operations that residents regard as centers of excellence. Expanding on this thought, members of City Council list the following Sustainment Goals and incorporate these goals as an integral component of the Comprehensive Plan.

It is the desire of City Council that the Sustainment Goals serve to inform future City Councils of municipal priorities. It is the further desire of the present council that the operations and programs associated with the Sustainment Goals not be compromised by future actions. It is the belief of council that the goals represent those aspects of city operations that make Jersey Village unique among Texas communities. It is why people chose to live and raise their families in Jersey Village.

A degradation or compromise of any one of the Sustainment Goals will have a material impact on the quality of life within the community.

- Maintain excellence in all Police and Fire operations. The city currently maintains an ISO (Insurance Service Organization) rating of 2. Going forward, the city shall take all reasonable measures to maintain this rating. The city has adopted a Crime Control and Prevention District (CCPD). Continuation of this program is critical to the effective operation of the Police Department. The city funds Public Safety vehicle replacements through the CCPD and the vehicle / technology replacement funds. The city shall strongly resist efforts to use vehicle / technology replacement funds for activities not related to their intended purpose.
- Continue infrastructure replacement and renewal efforts. Biannually, the city implements a sewer rehabilitation program. It is the desire to maintain this program until such time that the benefits of biannual sewer line rehabilitation are not applicable. In addition, the city is committed to an ongoing program of roadway replacement. Currently, significant roadway replacement programs occur at four-year intervals. Consistent with available funds, the city shall continue with periodic roadway replacement programs.
- Recruit and retain competent staff. City operations begin and end with competent staff members. Rapid turnover among the employee base leads to lower morale, incurs a significant financial cost and reduces the quality of service provided to residents. The city shall strive to pay a competitive and fair wage rate in order to attract



and retain knowledgeable staff. City leadership shall encourage employees to learn and grow in their positions through training and meaningful performance evaluations.

- Maintain the city's AA+ bond rating. The city maintains a bond rating that sets it apart from its peers. The city's bond rating reflects a commitment on the part of elected and appointed officials to exercise sound financial stewardship of city resources. The city shall maintain adequate financial reserves to maintain its bond rating. In addition, the city shall periodically review financial policies and adjust policies where required to maintain a AA+ rating.
- Promote the long-term financial stability of the city. We live within our means. City leadership shall place an emphasis on making long-term decisions that result in a betterment of the city's financial condition. We shall avoid a short-term, quick-fix mentality that characterizes a preponderance of state and local governments. The city shall regularly engage in long-term, strategic planning to identify problems and challenges.
- Ensure the city preserves its family-friendly characteristics. Jersey Village is a tight-knit community. A large number of families are second and third-generation families. In many circumstances, homes are passed down between generations. The city is increasingly becoming a destination community for young families. In addition to a comparatively low crime rate, the city sponsors numerous recreation activities that are attractive to families. The city shall continue to conduct these events, and, where appropriate, look for opportunities to expand its recreation opportunities.

Implementation Responsibility

Perhaps the most important method of implementing the Comprehensive Plan comes in the day-to-day commitment by elected and appointed officials, staff, and citizens. The Comprehensive Plan must be understood as a useful and capable tool to direct the City's future. The Plan in its entirety along with individual components such as the Future Land Use Plan should be available for reference by officials, staff, and citizens. The Comprehensive Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. High visibility will make the Plan successful, dynamic, and a powerful tool for guiding Jersey Village's future growth.

The responsibilities for actually initiating and monitoring the goals, strategies and actions of the Comprehensive Plan are multi-tiered:

City Council

The City Council will:

- Establish overall action priorities and timeframes by which the strategic recommendations will be initiated and completed.
- Appropriate funds, consider and set the funding commitments for this plan's implementation measures.
- Offer final approval of projects/activities and associated costs during the budget process.
- Provide policy direction to the Planning and Zoning Commission and City staff.



Planning and Zoning Commission

The Planning and Zoning Commission will:

- Recommend to City staff an annual program of actions to be implemented, including guidance as to the timeframes and priorities.
- Prepare an Annual Progress Report for submittal and presentation to the City Council (see Annual Review Process later in this chapter for more detail).
- Ensure decisions and recommendations presented to the City Council are consistent with this plan's policies, strategies, and recommendations.

- Help to ensure the plan is considered in the decisions and actions of other entities.
- Amend, extend, or add plan revisions as necessary and appropriate.

City Staff

City Staff should take the lead in the following general areas:

- Managing day-to-day action items relating to plan implementation, including coordination with and solicitation of community partners.
- Supporting and carrying out a Capital Improvements Plan (CIP).





- Managing the drafting of new or amended land development regulations in partnership with the appropriate boards and commissions.
- Conducting studies and developing additional plans (including management of consultant efforts, as necessary).
- Negotiating the specifics of development agreements.
- Administering collaborative programs and ensuring open channels of communication with various private, public, and non-profit implementation partners.
- Providing briefings on plan implementation progress and activities to the Planning and Zoning Commission no less than once annually.
- Maintaining an inventory of potential plan amendments, as suggested by City staff and others, for consideration during annual and periodic plan review and update processes.

Coordination and Partnerships

Increasingly, jurisdictions are acknowledging that issues are regional, rather than local, in nature. Watersheds and other ecosystems, economic conditions, land use, transportation patterns, housing, and the effects of growth and change are issues that cross municipal boundaries, impacting not only the City, but also neighboring municipalities, unincorporated places, Harris County, and surrounding counties in the Houston-Galveston region. As a result, the economic health of Jersey Village is partly reliant upon its various regional neighbors.

Given Jersey Village's relatively small size, some initiatives or community needs identified in this Comprehensive Plan cannot

be accomplished by the City on its own. They may require direct coordination, intergovernmental agreements, or funding support from other public entities or levels of government. Additionally, the ability of potential private and non-profit partners to advance the community's action agenda should not be underestimated. This may occur through cooperative efforts, volunteer activities and in-kind services (which can count toward the local match requirements for various grant opportunities), and public/private financing of community improvements.

Proactive and Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Jersey Village are described within this Implementation Chapter.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet strategies cited within the Plan;
- Updating zoning regulations; and
- Updating subdivision regulations.

Examples of reactive methods include:



- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.

Education and Training

A necessary first step is to conduct individual training workshops with the Planning and Zoning Commission, City Council, and key staff members, as well as others who have a role in plan implementation. These are the groups who, individually and collectively, will be responsible for implementation. The importance of their collaboration, coordination, and communication cannot be overstated. The training initiative should include:

- Discussion of the roles and responsibilities of each individual entity, and its function as to plan implementation.
- A thorough overview of the entire plan, with particular emphasis on the segments that most directly relate to their charge.
- Implementation tasking and priority-setting, allowing each group to establish their own one-, two-, and five-year agendas, in coordination with the strategic agenda of the City.
- Facilitation of a mock meeting to exhibit effective use of this plan's policies and recommendations.
- A concluding question-and-answer session.

Roles of the Comprehensive Plan

Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Jersey Village's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Flexible and Alterable Guide

This 2015 Comprehensive Plan is intended to be a dynamic planning document for Jersey Village—one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Jersey Village officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of Jersey Village. In addition, flexibility is



paramount for the city. As opportunities arise, the City must have the ability to adjust focus or change direction to capitalize on existing opportunities. While implementation strategies must remain in line with the overall goal and vision of the Plan, the need to recalibrate is also an important component of a successful implementation strategy.

Annual Review

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such ongoing, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the Plan in light of current conditions. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan's goals, strategies, and actions; and
- Changes in State laws.

The full benefits of the Plan for Jersey Village can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the City's decision-making needs.

Quadrennial Update

In addition to providing for annual reviews of the comprehensive plan, City Council shall establish a framework for broader updates of the document. It is recognized by council that the assumptions that initially informed the plan are not static. At various stages of the document's life, council will need to determine the ongoing relevancy of the plan. Such updates are broader in scope than the annual reviews, and serve to periodically reset the plan to adapt to changing circumstances.

To facilitate broad plan updates, City Council shall appoint a Comprehensive Plan Update Committee (CPUC). The CPUC shall be modeled after the city's Charter Review Committee. The CPUC shall meet no less frequently than every four years, but may meet sooner as warranted by exigent circumstances. Specific language regarding the formation and responsibilities of the CPUC shall be incorporated into the Adoption Ordinance of this Plan.

In general, it shall be the primary function of the CPUC to review the Comprehensive Plan in total and receive reports from staff regarding Plan progress and implementation. The CPUC shall recommend any plan changes to the city's Planning and Zoning Commission, who in turn shall make a final recommendation to City Council. The CPUC shall also forward a list of recommended project additions and deletions as a part of their review. City



Council shall determine a final list of projects and initiatives for subsequent adoption and implementation.

Top Priorities

The efforts conducted to complete the Comprehensive Plan generated a wealth of information and direction for Jersey Village. In order to refine and focus future efforts, the CPAC worked to identify the top priorities of the Plan. A review of approximately 187 goals, strategies, and recommendations yielded 20 action items to be considered the City's top priorities for implementation.

City Council has been proactive to ensure the implementation of the Comprehensive Plan is successful. Prior to adoption of the plan, the Council held a series of workshops to discuss funding of recommendations, and a time frame in which certain recommendations would be appropriate. As a result of these workshops, City Council elected to reduce a number of CPAC's original recommendations and revise/add a few priority recommendations as well. The final list of priority and general recommendations in this chapter are reflective of City Council consideration.

Table 9.1 contains the highest scoring action items identified by the CPAC. A number of the individual priorities are focused on similar concepts or focus areas. These items may be implemented concurrently achieving multiple goals within the scope of a single project. The highest scoring action items are centered around Community Character and Community Facilities.

With a focus on the revitalization of the Highway 290 corridor revitalization and aesthetic improvements within the City, the CPAC prioritized a Landscape Master Plan to help design city corridors and entrances to help create an identity for Jersey Village; identifying areas that negatively impact community character. The review of existing development codes was also important as the city prepares to attract new development after the construction of Highway 290 is completed. Community facilities were also a concern of the CPAC, therefore facility related recommendations are listed as priority, recommendations such as, updating the pool facility, marketing the golf course, developing a maintenance program, and determining the renovation or new construction of City Hall. Additional priority action items were identified through the process and a continued effort will be made to revise priorities as needed.



Priority Recommendations		
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Improve the City's entrances with landscaping and monumentation.	Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.	Plan/Study
Reduce visual clutter.	Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character, and identify remedies/action plans available to address concerns	Plan/Study
Upgrade City's logo and branding.	Explore potential logo application to proposed city entrance signage.	Capital Improvements
Create a sense of place and maximize the visual appeal of the city.	Review existing development codes to identify incompatibility with the vision and desired uses (higher quality restaurants, services, and entertainment).	Policy/Ordinance
Invest in infrastructure that supports the revitalization of the Highway 290 corridor.	Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.	Coordination/ Partnerships
Ease the processes encountered by business expansions and relocations.	Procure an Economic Development Consultant to be considered by city management and the City Council.	Administrative
Provide pedestrian connections within the neighborhoods.	Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system if necessary.	Capital Improvements
Create a consistent, identifiable signage design throughout the city.	Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.	Plan/Study
Update existing parks and open spaces.	Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.	Capital Improvements

Table 9.1, Priority Recommendations



Priority Recommendations		
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Market Jersey Village to targeted businesses.	Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Course.	Administrative
Analyze annexation options for the ETJ property.	Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).	Plan/Study
Encourage development and investment in the Jersey Crossing district, and surrounding areas.	Consider mixed use development, combining residential and nonresidential uses.	Policy/Ordinance
Increase access to non-motorized transportation options to promote healthy living.	Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority.	Capital Improvements and Coordination/ Partnerships
Ensure that all storm runoff is handled in a safe and efficient manner and that streets and neighborhoods are properly drained.	The City's Mayor will continue to coordinate meetings with Harris County Flood Control District.	Coordination/ Partnerships
Ensure that all utilities serving city residents are of the same high standards.	Ensure a fire service rating equivalent to the city's current rating is maintained.	Capital Improvements
Maintain, replace, or improve the quality of city-owned structures.	Conduct a comprehensive study to evaluate, upgrade or replace all city facilities where employees work, with an emphasis on city hall, to bring them to a standard of quality that is appropriate for the community.	Plan/Study and Capital Improvements
Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.	Develop a long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.	Program Development



Priority Recommendations		
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Encourage housing and property maintenance to maintain neighborhood integrity.	Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.	Community Outreach
Promote the highest and best use for vacant or underutilized properties.	Promote and improve Golf Course facilities and operations.	Capital Improvements
Increase access to non-motorized transportation options to promote healthy living	Perform analysis to determine viability of Jersey Meadows extension.	Plan/Study

Financing the Comprehensive Plan

A common element of municipal comprehensive plans is an exhaustive list of capital projects. A large portion of these capital projects center on the construction of new facilities or additions to existing facilities. The Jersey Village Comprehensive Plan is no different in this regard. A significant number of the Priority Recommendations involve new construction or expansion of existing city facilities. In addition, several Priority Recommendations involve lengthy, complex studies of various aspects of municipal operations. These studies incur a non-trivial expense and ultimately will lead to further capital expenditures.

A necessary consideration of the comprehensive plan involves financial matters. By what strategies will the city fund implementation of the various components of the comprehensive plan?

The City of Jersey Village has utilized several methods to fund past initiatives. In 2003 and again in 2007, the city funded roadway replacement efforts using general obligation (G.O.) debt. G.O. debt was also used to fund construction of a new fire station in 2002. In 2012, the city financed a substantial roadway replacement effort using cash reserves.

Although debt issuance of the city is subject to State of Texas regulation, the city does not operate under a formal debt program. Decisions regarding debt structure are the prerogative of the incumbent City Council. As a part of the annual budget process, the city does publish and adopt a five-year Capital Improvement Program (CIP).

In preparing to implement its comprehensive plan, City Council discussed three options for financing capital projects associated with the comprehensive plan:



- **Structured Debt Financing.** City Council appoints a Citizen Bond Committee to prepare a list of projects to forward to the electorate. The bond committee meets on a predetermined periodic basis (every four years) to select projects and provide a recommended list of projects to council. City Council establishes a formal debt program for the city and commits to a sustained program of General Obligation debt.
- **PAYGO Financing.** City Council utilizes existing cash reserves to fund comprehensive plan initiatives (Pay As You Go). The city continues to make debt payments until such time that all current obligations expire in 2027. As a matter of policy, the city will issue no new debt. As of the completion of this comprehensive plan, the city maintains a General Fund balance of approximately \$ 13 million. The city would maintain a minimal floor of General Fund balance (approximately \$ 4 million). The remaining balance would serve as seed capital for projects associated with comprehensive plan initiatives.
- **A Hybrid approach.** Under this approach, City Council issues debt as the need arises. Project selection is determined as a product of the annual budget process. Concurrent with project selection, City Council will determine the methods of financing selected improvements (debt or cash). Project selection does not adhere to a predetermined schedule, but is dependent on City Council initiatives.

In reviewing the proposed financing strategies, City Council selected a hybrid plan. City Council shall appoint a Comprehensive Plan Update Committee (CPUC) to undertake a review of the plan. The CPUC shall forward a list

of recommended projects to City Council for consideration and review. City Council in turn shall determine a final list of projects and initiatives for subsequent implementation. City Council shall also determine the funding mechanisms that shall be used to finance selected projects. City Council may utilize debt, cash, or any reasonable combination thereof.

Implementation Matrix

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2015 Comprehensive Plan will be difficult to realize. It is important to note that the strategies and action items are derived from the goals and vision established previously within this Plan.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Jersey Village is no exception. Plan implementation, therefore, must be prioritized to guide short-term priorities, mid-term priorities and long term/on-going priorities. These priorities must be balanced with timing, funding, and City Staff resources. While all the recommendations share some level of importance, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time.

The following matrix is a summary of the recommendations within this Comprehensive Plan and is intended to provide the City with specific tasks to work toward implementing the vision of this Plan. The individual tables are organized by goals and strategies, and action items established in previous chapters.



Action items are assigned a recommended time frame for implementation actions to commence. The approximate established time frames and general budget assumptions are as follows:

SHORT-TERM RECOMMENDATIONS:

- Implementation of these action items should begin following plan adoption.
- Approximate time line: zero to five years following plan adoption.

MID-TERM RECOMMENDATIONS:

- Implementation of these action items will likely follow short term recommendations. Approximate time line: five to ten years following plan adoption.

LONG TERM/ON-GOING RECOMMENDATIONS:

These actions items should be continually addressed by City leaders (i.e. no specific time frame is applicable).

BUDGET ASSUMPTIONS

\$ Small ticket items that have minimal costs associated:

- Examples include: administrative policy items that can be accomplished with grant, general funds, or relocation of resources, regulations, plans or studies.

\$\$ Medium ticket items:

- Examples include: minor parks improvements, neighborhood improvements, aesthetic enhancements.

\$\$\$ Large ticket items that will require bond or major capital investment:

- Examples include: capital improvement project items.



Future Land Use Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Establish a zoning overlay district for the Highway 290 corridor.				\$
Review existing development codes to identify incompatibility with the vision and desired uses (higher quality restaurants, services, and entertainment).				\$
Compile all relevant demographic data regarding the economy of the City and update at least annually.				\$
Adopt a sexually-oriented business ordinance prohibiting such uses in the extraterritorial jurisdiction (ETJ).				\$
Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).				\$
Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.				\$
Consider mixed use development, combining residential and nonresidential uses.				\$
Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.				\$
The City's Mayor will continue to coordinate meetings with Harris County Flood Control District.				\$
Ensure a fire service rating equivalent to the city's current rating is maintained.				\$\$



Transportation & Circulation Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system if necessary.				\$\$\$
Explore TxDOT funding opportunities for multi-modal transportation alternatives.				\$
Conduct a corridor pedestrian mobility study to identify specific corridor deficiencies and prioritize potential improvements.				\$
Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority.				\$\$
Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Jones Road, Jersey Meadows Drive, and Castlebridge Drive.				\$
Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.				\$\$\$
Perform analysis to determine viability of Jersey Meadows extension.				\$



Economic Development Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Establish a 380 grant program to reimburse a portion of the costs associated with updating building facades and landscaping to new standards.				\$\$\$
Consider the creation of a Tax Increment Reinvestment Zone (TIRZ) as a financing mechanism for upgraded public improvements in partnership with redeveloping properties.				\$
Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.				\$
Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.				\$\$\$
Identify and target underserved retail market segments.				\$
Prepare marketing materials highlighting the assets and advantages of Jersey Village.				\$
Establish working relationships with commercial brokerages.				\$
Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Course.				\$
Assemble a package detailing the Jersey Village development process and available incentives.				\$
Establish a business-owners council as a resource learning about the needs of business and communicating the City's goals to the business community.				\$



Economic Development Recommendations Continued				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Procure an Economic Development Consultant to be considered by city management and the City Council.				\$
Identify potential redevelopment sites and create proposal packages to incentivize developers.				\$\$



Parks, Recreation & Open Space Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Update the 2007 parks and open space master plan, and include a trails master plan to recommend potential trail routes and expansion with potential funding options.				\$
Explore future funding potential to acquire additional park space based on parks and open space master plan.				\$\$
Review underutilized open spaces and convert to local mini-parks.				\$\$
Review and consider additional park improvements such as a splash pad and dog parks.				\$
Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.				\$\$
Explore potential environmental education programs with CFISD centered around the bayous and water quality.				\$
Explore potential community volunteer opportunities to support the parks and recreation program.				\$
Coordinate with HCFCD on future trail connectivity along White Oak Bayou.				\$



Community Character Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.				\$
Incorporate City logo into entrance sign designs.				\$
Design and implement Hwy 290 gateways according to TxDOT standards to highlight the entrance to the City.				\$\$
Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.				\$
Review code enforcement procedures for their effectiveness, and make necessary changes.				
Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character and identify remedies/action plans available to address concerns.				\$
Partner with Trees for Houston or other organizations that can provide assistance in planting trees.				\$
Consider a more stringent tree preservation ordinance to protect existing tree resources.				\$
Promote increase canopy along streets, parks, and open spaces.				\$\$
Conduct a branding study to reinforce the City's community character and marketing approach.				\$
Explore potential logo application to proposed city entrance signage.				\$\$



Community Character Recommendations Continued				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.				\$
Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.				\$



Community Facilities Recommendations				
DESCRIPTION	SHORT TERM	MID TERM	LONG TERM /ON GOING	BUDGET
Conduct a comprehensive study to evaluate, upgrade or replace all city facilities where employees work, with an emphasis on city hall, to bring them to a standard of quality that is appropriate for the community.				\$\$\$
Update and maintain existing public facilities to maximize usefulness, before constructing newer facilities.				\$\$-\$\$\$
Develop a long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.				\$
Promote and improve Golf Course facilities and operations.				\$



marshdarcy
PARTNERS

 **FRESE
AND
NICHOLS**

