



Mayor's Monthly Newsletter

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Mayors Newsletter November 2017

Jersey Village Comprehensive Plan: How Are We Doing?

Hello Neighbors, Residents and Friends

As many of you know, we began a journey in May of 2014 to develop a refreshed Comprehensive Plan for Jersey Village. As I have written before, the Comprehensive Plan is a visionary document that provides direction for City government with a series of multi-year community improvement initiatives. It was a product of consultant and community input in addition to efforts by the citizen led Comprehensive Plan Committee, the Planning and Zoning Committee, City Staff and City Council. The key to a successful Comprehensive Plans is committing to routine evaluation of the goals and a focus on implementation. This month's newsletter is to update the community on the status of some key Plan initiatives.

Economic development is one of the core directives of the Comprehensive Plan. It declares that "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." To further the goal of economic development, the City has passed measures to spur development of the Jones Road corridor. A citizen led Tax Increment Reinvestment Zone (TIRZ) was created to direct the financing of redevelopment and encourage development in the area. Additionally, our City government has been actively meeting with developers and promoting the viability of the corridor. The City has also been working with existing retail property owners to identify underserved retail market segments and offering marketing assistance.

Per the Comprehensive Plan, "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 system 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." Our City government is adhering to the directive to prioritize parks and community amenities. The pool has seen several upgrades as a result of this directive including a new water slide. The City is also evaluating splash pad designs to be located by the pool with the goal of being operational this spring. There will also be a new dog park next year as well as other park improvements. Furthering the goal of community interaction, the City is going to renovate the club-house at the golf course. Those who attended the Astros watch parties at the club house saw how fun a dining and event facility can be for the community.

A top Comprehensive Plan directive is to "prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character" and to "to explore potential thematic signs unique to the City to include street signs, directional, and facility signs." To meet this goal, the City is currently reviewing refreshed entrance designs and wayfinding signs. There will be a meeting on December 4th at 7pm at the Civic Center for public feedback and comment on these designs. Monitor the City's website for information on this upcoming meeting.

Lastly, the City Council added a section entitled "Sustainment of Core Activities" as a reminder to future leaders to not lose sight of the important core features of our community and to specifically maintain "excellence in all Police and Fire operations." We are constantly mindful of this directive during the budgeting process. This year's budget achieves those goals through pay increases to the Police Department and equipment upgrades to the Fire Department including a new rescue truck.

For more information on the Comprehensive Plan, visit the City of Jersey Village Website.

All the Best,
Justin Ray

Mayor, Jersey Village, Texas