

Recap of Comprehensive Plan 2020 Update Implementation

This recap is being provided with information as of March 2023.

Future Land Use Recommendations

Establish a zoning overlay district for the Highway 290 corridor.

Staff and our consultants looked at a zoning overlay district for the corridor. It was determined that an overlay district was not the best option. A complete overhaul of the codes was done and the underlying goal of this item should be met with this code re-write.

Review existing development codes to identify incompatibility with the vision and desired uses (higher quality restaurants, services, and entertainment), and to protect residential neighborhoods.

This project is wrapping up and should be completed in May 2023.

Compile all relevant demographic data regarding the economy of the City and update at least annually.

This is done annually in July. The 2021 numbers came from the 2020 Census, which the City is working with the Census Bureau to ensure the accuracy of the count.

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

This project has not yet been started. However, there are some areas of our ETJ along Jones Road that are interested in annexation so they can receive city services, mainly water and sewer.

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.

Annually the city sends out communications to business owners encouraging the use of similar types of flowers and plants to what is recommended in our Branding Standards Plan.

Consider mixed use development, combining residential and nonresidential uses.

This was done as part of the update to our zoning ordinances.

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.

This was done as part of the update to our zoning ordinances.

Public Services, Utilities and Flood Mitigation Infrastructure

Ensure a fire service rating equivalent to the city's current rating is maintained.

This is an ongoing item. The City continues to maintain a ISO rating of 2.

Continue positive working relationship with Harris County Flood Control.

The City maintains a positive working relationship with HCFCD. City Manager Bless is in regular communication with HCFCD on projects that would impact the City.

Continue to implement the Long-Term Flood Recovery Plan.

Since 2017 there have been about 165 homes that have been identified for potential elevation. Since that time 50 of the homes have been awarded grant funding for home elevations, 5 have been mitigated as part of TIRZ 3, 2 others were purchased by FEMA through HCFCD, and 3 others were mitigated by the individual property owners. That leaves 105 homes that remain to be mitigated as of today. However, of that number several home owners have opted not to have their property mitigated.

The City continues to implement the Long-Term Flood Recovery Plan. As of this writing the City Manager has submitted two grant requests for the FY22 FMA Home Elevations for 28 homes.

The City has contracted with Aguirre & Fields to design the E127 improvements that would bring the conveyance of the channel to the 100-year level. Grants have been written to fund the construction of that project which is estimated to be close to \$11,000,000.

Transportation and Circulation Recommendations

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.

City staff is working with Harris County, Harris County Flood Control District, and CenterPoint Energy to increase pedestrian connections to other existing trails outside of the City limits.

Explore TxDOT funding opportunities for multi-modal transportation alternatives.

City staff monitors funding opportunities.

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

This project has not yet been started. It is anticipated to get started FY23 Q2.

Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority.

For FY22 and FY23 the City Council allocated \$225,000 each year for sidewalk replacement. Maps that are updated regularly [can be found on our website](#) showing what has been repaired so far and what is scheduled to be repaired.

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.

City staff are working on this project, specifically as it relates to Jones Road as part of the FY23 City Budget. The other areas are currently being evaluated and will be budgeted in future fiscal years.

Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.

The City Manager annually reaches out to our County Commissioners Office on this topic. This connection likely would not be done until there is more density in the area between North Eldridge Parkway and Jones Road.

Economic Development Recommendations

Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.

Staff has looked into this. It is an other level of government that the property owners would have to buy into. The logistics of this are fairly straight forward, but there has been little interest shown from the business communti yin this.

Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.

The City Manager reaches out to realtors and property owners approximately every 6 weeks to remind them of the opportunities that exist and the tools the City has to help these types of developments.

Identify and target underserved retail market segments.

Annually the City Manager gets a report about the retail leakage. That information is shared with local property owners and is used to help target market segments that could do well in Jersey Village.

Prepare marketing materials highlighting the assets and advantages of Jersey Village.

City staff will begin work on this in Spring 2023 to take advantage of the new city amenities.

Establish working relationships with commercial brokerages.

The City Manager reaches out to commercial brokerages that have locations in and around Jersey Village, or is listing property in Jersey Village, every 6 weeks. This has resulted in productive meetings and good working relationships with them.

Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Club.

Jersey Meadow Golf Course has seen record levels of play in 2020 and 2021. Increased marketing in specific targeted areas of Houston area a direct contribution to this success. Golf Course staff has also increased the number of events they do on the course, such as shot gun start tournaments, and created club house specials, have also directly increased the profitability of Jersey Meadow.

Since completion of the berm project the number of rounds played and revenue per rounds has increased. Right now the marketing that is being done has benefited the course to the greatest extent possible.

Assemble a package detailing the Jersey Village development process and available incentives.

The City Manager has information on the incentives offered by the city. A package detailing the development process is currently being updated to reflect our new permitting system and process that was implemented in the second half of 2021. A full package of this information will be available to the public and business community in April 2022.

Establish a business-owners council as a resource learning about the needs of businesses and communicating the City's goals to the business community.

This is a mid-term project. It is not anticipated to be looked at until FY24.

Procure an Economic Development Consultant to be considered by city management and the City Council.

This is a mid-term project. It is not anticipated to be looked at until FY24.

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

This is a mid-term project. It is not anticipated to be looked at until FY24.

Review current processes encountered by business expansions and relocations to reduce inefficiencies and make it easier for businesses.

In 2021 City Staff overhauled our permitting system. Now anyone can submit plans online, and track their progress through the review process online as well.

Due to voluntary staffing changes, the City has contracted with a local firm to do our building plan review and inspections. This has led to greater resources being available to the city and businesses and decreased the response times for plan reviews, permitting, and inspections.

Parks, Recreation, and Open Space Recommendations

Implementation of the projects identified in the 2020 Parks Master Plan.

The high priority projects of the 2020 Parks Master Plan have been included in the CIP Budget for FY 2022 and are being planned for the next several years. Projects to be completed in 2022 include the bathroom at Carol Fox Park. This project status, as well as the status of other city projects, can be found on our City Project page: <https://www.jerseyvillagetx.com/page/city.projects>

The Parks and Recreation Director is working on grant opportunities to help fund these projects to reduce the overall burden on the city budget.

Explore future funding potential to acquire additional park space based on parks and open space master plan.

This is a mid-term project. It is not anticipated to be looked at until 2025.

Review underutilized open spaces and convert to local pocket parks.

This is a mid-term project. It is not anticipated to be looked at until 2024.

Review and consider additional park improvements, such as outdoor exercise equipment and improved volleyball courts.

In late 2021 the Parks Supervisor improved the volleyball court by completely redoing it and improving the drainage. New park improvements such as a climbing structure were added in 2021, and a zipline was added in 2022. Excise equipment is being considered for future years.

Update City's pool facility with new equipment, slides and buildings.

In 2021 the pool house was remodeled to allow for better customer access and experiences. New bathroom furnishings were installed ahead of the 2022 pool season. New pool amenities such as a rock wall and diving board have recently been added as well.

A new pool is being considered for future years. The cost of a pool similar to what we have today with similar features would be about \$6,000,000.

Explore potential community volunteer opportunities to support the parks and recreation program.

The Parks and Rec Committee was expanded in 2021 to include alternate members. This allows more people to be a part of the committee and volunteer. This committee also actively recruits non-committee members to volunteer with the city at various events throughout the city. Volunteers are also moving forward with a Community Garden with a potential location off of Equador street across the bayou from Clark Henry Park.

Encourage league sports for youth and adults.

Parks and Recreation has created sporting leagues for adults such as kickball and volleyball, based on demand. The Department has worked with I-9 sports to bring youth baseball and soccer to Jersey Village. The Department is exploring opportunities to work with outside agencies to increase youth sporting leagues, include e-sports.

Coordinate with HCFCD on future trail connectivity along White Oak Bayou.

Trail connectivity is being investigated by City Staff and HCFCD. It is not anticipated that trails would be added to the bayou behind residential homes in Jersey Village. When the E100 work is completed residents can connect to the HCFCD trail system from Clark Henry Park and go all the way to Downtown on the trail system. Further connection of existing sidewalks in the city to trails outside of the city is the main consideration at this point in time. The E127 Project would contain a trail from Rio Grande to Jones Road.

Community Character Recommendations

Construct Phase 2 of the Gateway and Marquee Sign Projects to highlight the entrance to the City.

This project has been completed.

Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.

City staff communicates with property owners the character recommendations from the Wayfinding and Gateways Master Plan. Further partnerships, including funding opportunities, will be looked at for future fiscal years.

Review code enforcement procedures for their effectiveness, and make necessary changes. Potentially adopt the International Property Maintenance Code.

A new code enforcement officer was hired in September 2021. She is learning the city and is working with BBG Consulting as part of their Code Re-Write to offer 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.

Visual site assessment survey templates are being gathered. City staff will look at doing these surveys in late 2023. Staff is looking at soliciting citizen assistance in doing these surveys to gain feedback and input from residents.

Consider a more stringent tree preservation ordinance to protect existing tree resources.

Planning and Zoning looked at potential tree ordinance changes. They made minor tweaks to the ordinance. City staff has a recommended list of types of trees and works with Texas Parks and Wildlife and Texas A&M AgriLife Extension to maintain that list of trees.

Promote increasing the canopy along streets, parks, and open spaces.

This is a mid-term goal and is not anticipated to be looked at until FY25.

Reduce visual clutter by reducing the number of billboards and encouraging utilities be located underground.

City staff encourages utilities to be located underground. However fiscal restraints make this option not always feasible for utility companies. City staff is considering opportunities to reduce the number of billboards. However, there is no way to force these them to be moved.

Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community.

The code enforcement report is done every month and shared publicly via the council packet.

Actively pursue the elimination of blighted conditions and properties.

Code enforcement is actively working on blighted properties. Recently one on Acapulco Dr has been demolished with a new home scheduled to be built on it.

Community Facility Recommendations

Construct new facilities for City Hall and Golf Course Club House.

The Club House Project has been awarded and construction is scheduled to start in July 2023.

The City has signed a letter of intent with a developer for the area of land on Jones Road south of US 290. It is possible that a new City Hall building could be a part of that development. The timing of that development is not firm as of right now.

Update and maintain existing public facilities to maximize usefulness.

City staff continually works to keep city facilities well maintained.