



City of Colleyville City Council Worksession Agenda

City Hall
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Wednesday, December 14, 2016
6:00 p.m.

Executive Conference Room
Third Floor - City Hall

1. CALL TO ORDER

2. PRESENTATION AND DISCUSSION

- 2a** Review and discussion of proposed amendments to the Comprehensive Plan, *Destination Colleyville*

3. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, December 9, 2016, by 5:00 p.m.

Amy Shelley, TRMC
City Secretary

A quorum of any Colleyville board, commission, or committee may be present at this meeting.

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville Colleyville City Council Worksession Agenda Briefing

City Hall
100 Main Street
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Agenda Number 2a	Agenda Date 12/14/2016	Number
Type Presentation and Discussion		
Department Community Development		
Title		
Review and discussion of proposed amendments to the Comprehensive Plan, <i>Destination Colleyville</i>		

Strategy Map Connection

B4- Cultivate a culture of transparency and consistent communication

Explanation

In May 2016, City Council directed staff to begin the process of amending the Comprehensive Plan, "Destination Colleyville". Following this direction, the firm of Freese and Nichols Inc. was selected as the consultant to assist staff with the amendment process. On July 27, 2016, the City Council held a worksession to discuss the necessary amendments and provided staff and the consultant team with direction for moving the item forward. At the July meeting the consultant requested comments from Councilmembers in an effort to identify the necessary changes, revisions, and key themes to be addressed as part of the amendment process. Following the worksession, comments and revisions were received from both Mayor Newton and Mayor Pro Tem Putnam. Staff provided the comments and revision markups to the consultant team who began revising the Destination Colleyville document based on all comments that were received. Where feedback was not consistent, or in conflict with other comments received, these changes have not been made and staff is seeking direction. The proposed amendments are presented to the City Council for review and comments will be requested as part of the upcoming worksession agenda.

The consultant team has identified a total of 54 revisions on 38 pages within the Destination Colleyville document. A summary of these changes has been created and is included as an attachment to this briefing. The affected pages have also been amended with the proposed changes highlighted and marked (red-lined) for ease of review. These pages have been isolated from the entire document and are also included as an attachment for review.

Proposed Changes:

The proposed amendments were classified into 6 themes which include:

- Density – changing from 'gross' to 'net' density
- Transitional Areas – removing all references to transition areas
- Existing Neighborhoods – protecting the integrity of existing neighborhoods

- Re-zonings – City initiated re-zonings based on developed conditions
- Private Parks – private parks not counting toward public park needs
- Clarifications – other amendments to provide added clarification

Please note, with recent development in the Village at Colleyville staff is updating the residential density calculation for Neighborhood 4 and will provide the revised numbers at the upcoming worksession.

Attachments

1. Table of Comprehensive Plan Changes
2. Comprehensive Plan Revisions/Redlines
3. Mayor Newton's Comments
4. Mayor Pro Tem Putnam's Comments
5. Comprehensive Plan - Destination Colleyville

Table of Comprehensive Plan Changes

Page	Change	Source
vii	1. Add comments into Executive Summary	Mayor's markups and the July Council workshop discussion
14	2. Deleted reference to the old plan, because it created confusion and is unnecessary, since the calculation is spelled out.	Mayor's markups and the July Council workshop discussion
15	3. Updated the population forecast. Removed 15% of the developable acreage to accommodate for right-of-way. 4. Remove mathematical calculations for density	Mayor's markups and the July Council workshop discussion
28	5. Added items #4 and #5 under Chapter 6.	Mayor's markups, Staff/Consultant Follow-Up Change
29	6. Added "net density" text to Chapter 9 goal.	Mayor's markups and the July Council workshop discussion
38	7. Added Precinct Line Road and S.H. 121 to Action 4-3.	Mayor's markups and the July Council workshop discussion
47	8. Added Glade Road to list of roadways containing signature elements.	Staff/Consultant Follow-Up Change
61	9. Statement that Land Development Code has been amended	Mayor's markups and the July Council workshop discussion
68	10. Add a statement about character and integrity 11. Added statement about existing character	Mayor's markups and the July Council workshop discussion
70	12. Updated acreages for net density. 13. Updated text to clarify 1.8 acres for net density.	Mayor's markups and the July Council workshop discussion
71	14. Change non-residential to intensity of commercial development 15. Added statement to #4 about character of existing road design 16. Added item #5.	Mayor's markups and the July Council workshop discussion
73	17. Added the total net acres for Neighborhood Area 2.	Staff/Consultant Follow-Up Change
74	18. Added item #7.	Mayor's markups and the July Council workshop discussion
76	19. Added the total net acres and total lots for Neighborhood Area 3.	Staff/Consultant Follow-Up Change
77	20. Added item #3.	Mayor's markups and the July Council workshop discussion
79	21. Added the total net acres and total lots for Neighborhood Area 4.	Staff/Consultant Follow-Up Change
80	22. Add additional language to the end of #4 23. Added item #5.	Staff/Consultant Follow-Up Change
82	24. Added the total net acres and total lots for Neighborhood Area 5. 25. Added item #4.	Mayor's markups and the July Council workshop discussion
84	26. Updated the net density. 27. Added the total net acres and total lots for Neighborhood Area 6. 28. Delete McDonwell School Road to be extended to Cutter Ridge Court 29. Deleted "and MTP connectivity recommendations."	Staff/Consultant Follow-Up Change
85	30. Added item #2. 31. Add sentence emphasizing policy doesn't higher density residential development as existing neighborhoods redevelop	Mayor's markups and the July Council workshop discussion
86	32. Added Action 6-2A.	Mayor's markups and the July Council workshop discussion
87	33. Add verbiage about withstanding test of time 34. Add placeholder image	Mayor's markups and the July Council workshop discussion
88	35. Underlined sentence about reducing cul-de-sacs 36. Made a callout box for reducing cul-de-sacs 37. Add language to 6-7 about trees	Mayor's markups and the July Council workshop discussion
89	38. Added policy related to tree canopies and quality landscaping.	Mayor's markups and the July Council workshop discussion
95	39. Updated text related to private parks and the level of service (LOS).	Mayor's markups
96	40. Updated Table 7.1 based on new population projection.	Staff/Consultant Follow-Up Change
109	41. Updated Action 7-14 to clarify low impact development (LID)	Mayor's markups and the July Council workshop discussion
110	42. Updated Action 7-14 to clarify low impact development (LID)	Mayor's markups and the July Council workshop discussion
115	43. Updated residential density discussion to clarify net versus gross. 44. Remove text to transitional area	Mayor's markups and the July Council workshop discussion

Table of Comprehensive Plan Changes

116	45. Remove text regarding Transitional Areas	July Council workshop discussion
119	46. Add bullet point about open space adjacent to roads	Mayor's markups and the July Council workshop discussion
123	47. Added residential to the land use types.	Mayor's markups and the July Council workshop discussion
	48. Added bullet point addressing relocation of utilities	Mayor's markups and the July Council workshop discussion
124	49. Delete Transitional Areas text box.	Staff/Consultant Follow-Up Change
130	50. Added text to clarify the plan contains action, rather than Appendix A.	Staff/Consultant Follow-Up Change
136	51. Delete references to transitional areas	Staff/Consultant Follow-Up Change
137	52. Added Figure 9.4a.	Staff/Consultant Follow-Up Change
154	53. Updated Table 10.1: Added proactive rezonings, added text to recommend revising the LDC, and added text for floodplain regulations.	Staff/Consultant Follow-Up Change
170	54. Updated Table 10.3: Added recommended actions to match revisions.	Staff/Consultant Follow-Up Change

Comprehensive Plan Revisions/Redlines

DESTINATION COLLEYVILLE - EXECUTIVE SUMMARY

Colleyville is one of the premier places to live in the greater Dallas-Fort Worth (DFW) Metroplex. The city is well known for its great neighborhoods, excellent schools, and well-maintained parks and amenities, all located with convenient access to regional employment destinations such as DFW International Airport, Downtown Fort Worth, Las Colinas, and Downtown Dallas.

This comprehensive plan reflects the vision for the Colleyville of tomorrow. It has been crafted from community input over the course of more than a year. It builds on the strengths of the city today and identifies the framework for key decisions and actions that will guide Colleyville over the next two decades to make that vision become a reality.

The Colleyville community recognizes and cherishes the strengths of the city and wants to preserve and enhance those qualities. The community wants to make Colleyville the destination of choice for those seeking a vibrant place to live, work, or play with a high quality of life. A key strength of Colleyville is the high quality, low density neighborhoods. A goal of the plan is to define strategies to protect and maintain the quality and character of those neighborhoods. It is recognized that there will be tremendous pressure to redevelop them into higher density housing that will not distinguish Colleyville from its neighbors. This plan reinforces and builds on the principles and values that have historically guided decisions in the city, but it also updates policies on new topics since the previous plan's adoption.

Destination Colleyville contains the following framework that encompasses the goals and policies of the Plan:

- Preservation of neighborhoods.
- Enhancing Colleyville's economic resilience.
- Creating a connected Colleyville.
- Enhancing Colleyville's character and brand.
- Securing the economic spine of the city.
- Enhancing amenities and services.

The Plan then translates these framework principles into key goals for economic stability, transportation, housing and neighborhoods, City services and facilities, future land use, and character and placemaking. Each of these elements includes goals, policies, actions and benchmarks which are based on Colleyville's unique context and community input.

More specifically, this Plan details the future vision for Colleyville Boulevard. Colleyville Boulevard is not only the city's main economic engine, but is also the key to defining the character of Colleyville. It provides access to entertainment and boutique retail destinations, as well as meeting the day-to-day needs of the residents who live in the city. One of the major goals of this comprehensive plan update is to address the redevelopment and enhancement of properties along Colleyville Boulevard to create a cohesive development character, while recognizing key nodes or areas as special places with greater concentration of commercial/retail uses in a more pedestrian-friendly context.

This Plan emphasizes implementation as a key for its success. Implementation in the Plan's context is aligning the policies in this plan with the city's regulatory, infrastructure, operational, and fiscal tools. In moving forward, this Plan and associated principles and goals help the community prioritize the city's actions in addressing its many competing needs and requests. *Destination Colleyville* guides the city into its bright future, setting the stage for continued success.

Comprehensive Plan Revisions/Redlines

Further, the plan projected that the city's annual growth rate would slow to 1.25 percent during the years 2011 through 2015, decrease even further to 0.75 percent for the years 2016 through 2020, and decrease further to 0.50 after 2020. During the past five years (2010 to 2014), the city's actual annual growth rate was 0.81 percent.

With fixed boundaries and an increasingly limited amount of land remaining available for development, Colleyville is getting closer to its maximum population.

Population Estimate

While it would be easy to simply utilize the estimate that was contained in The Colleyville Plan (2004-2025), there have been many changes in the city that have occurred since then. First is that the city, like the rest of the country, has been impacted by a significant recession. While this may not have had as great of an impact on Texas cities as elsewhere, it has resulted in changes in consumer preferences (regarding housing, debt, driving and commuting preferences, among others). The city has also had 10 additional years of development which means there is less land available for development. Therefore, it was determined that

an analysis, using a similar methodology as was used in *The Colleyville Plan* (2004-2025), would further quantify the city's maximum population.

First, areas within the city that had sufficient acreage (approximately 3 acres or larger) and characteristics for potential redevelopment were identified. These areas equaled about 492.7 acres or 0.77 square miles out of 13.10 square miles. Second, an analysis of both the city's current Future Land Use Map (adopted 2004) and the draft Future Land Use Map contained within this plan were undertaken. Both maps identified that a majority of these potential areas are classified as single-family detached residential.

~~In The Colleyville Plan (2004-2025), the low and high estimates were calculated using an average residential density factor of 1.8 (base estimate) and 3.5 dwelling units per acre (high estimate). The estimate below was (see Table 2.1, Population Forecast) prepared using the following calculation:~~

$$[(\text{acres}) \times (\text{net density}) \times (\text{occupancy rate}) \times (\text{household size})] + [(\text{vacant platted lots}) \times (\text{household size})] + (\text{current population estimate}) = \text{population forecast}$$



Population growth stabilizes as the city has fewer and fewer parcels remaining for development.

Comprehensive Plan Revisions/Redlines

The result indicates that the city could reach a population of ~~27,943~~ 27,518 people depending on the development that occurs over the next 20 years and beyond. The city can feasibly accommodate this population growth by utilizing sound land use planning and associated implementation tools. The differences in population should not have a significant impact on the city's ability to provide services or meet infrastructure needs.

Table 2.1, Population Forecast

Net Acreage ¹	Net Density ²	Vacant Platted Lots ³	Household Size ⁴	Occupancy Rate ⁵	Projected Maximum Population ⁶
492.7 <u>418.8</u> +/-	1.8	600	2.88	96.9%	27,943 <u>27,518</u> people
Notes: ¹ The identified acreage is based on an analysis of property that is of sufficient size, shape, and characteristics to be potentially redeveloped during this planning horizon. <u>A 15 percent reduction to the gross acreage has been applied to calculate net acreage. This reduction is for right-of-way.</u> ² <u>A net density of 1.8 dwelling units per acre produces 24,200 square foot lots.</u> ³ Is an approximate estimate of residentially zoned and platted lots that are currently vacant or under construction. ⁴ Household size is from the U.S. Census Bureau 2010 Decennial Census: <i>Profile of General Population and Housing Characteristics: 2010</i> . ⁵ Occupancy Rate is from the U.S. Census Bureau 2010 Decennial Census: <i>Profile of General Population and Housing Characteristics: 2010</i> . ⁶ The projected maximum population is derived by adding the estimated increase in population to the current population of 23,740 people.					

Comprehensive Plan Revisions/Redlines

Housing & Neighborhoods Chapter 6



Goals:

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a “country feel.”

Connect neighborhoods and provide high quality amenities.

Policies

1. Preserve neighborhood character and quality.
2. Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.
3. Require new neighborhood developments to demonstrate and contribute to Colleyville’s character.
4. Ensure tree canopies and quality landscaping are created and maintained.
5. Maintain “current built” density or less in existing neighborhoods as redevelopment occurs.

Benchmarks

- Improved access to neighborhood-level park improvements.
- Increased number and quality of neighborhood-level amenities and connections (ex. trails).

City Services & Facilities Chapter 7



Goal:

Maintain an exceptional system of City services and facilities that is technologically current, efficient, and responsive to the needs of the Colleyville community.

Policies

1. Continue to maintain and improve the City’s facilities as appropriate.
2. Continue proactive and effective public services to ensure the public health, safety, and welfare of the Colleyville community.
3. Provide and maintain a well-planned and fiscally sustainable public infrastructure.
4. Proactively support efforts to promote green initiatives for fiscal resilience.

Benchmarks

- Additional facility improvements completed.
- Maintained a minimum 90 percent level of satisfaction among the community with City services.
- Maintained or improved current response times for Police and Fire services.
- Additional infrastructure improvements completed.

Comprehensive Plan Revisions/Redlines

Future Land Use Chapter 8



Goal:

Maintain the integrity of the existing land uses by ensuring the Future Land Use Plan map and categories reflect the land use mix and character of desired development.

Policies

Establish appropriate future land use categories in the City's Future Land Use Map (FLUM):

- Residential
- Commercial
- Institutional
- Parks and Open Space
- Colleyville Boulevard Corridor (CBC)

Character & Placemaking Chapter 9



Goal:

Ensure high quality neighborhood design at a net density of 1.8 dwelling units per acre or less that positively contributes to surrounding neighborhoods and the country character of Colleyville.

Enhance the city's commercial corridors to make them unique destinations – specifically Colleyville Boulevard and Precinct Line Road – by creating a unique design aesthetic that sets these corridors apart from adjoining communities and continues to attract destination commercial uses.

Policies

1. Preserve the “country-feel” of roadways.
2. Ensure compatibility of new neighborhoods with existing neighborhoods and connectivity with adjoining developments where appropriate.
3. Create a plan to coordinate the public realm and private development standards for the Colleyville Boulevard Corridor with a strong and unique sense of place that transforms the Corridor into a true destination.
4. Create a unique commercial corridor for Precinct Line Road.

Comprehensive Plan Revisions/Redlines

Figure 4.4. Businesses Needed in Colleyville

As part of the city-wide survey administered during this comprehensive planning process, participants identified the following types of businesses that were needed in the city. These expressed “needs” by community residents can contribute to additional sales tax dollars and revenues for the city.

- **Small retail stores / boutiques** – 48.3 percent of respondents felt that more small retail / boutique stores were definitely needed (15%) or somewhat needed (33.3%).
- **Medium-sized retail stores** – 77.7 percent of respondents felt that medium-sized retail stores were definitely needed (34.0%) or somewhat needed (43.7%).
- **Large retail stores** – 56.1 percent of respondents felt that large retail stores were definitely needed (30.6%) or somewhat needed (25.5%).
- **Professional services** – 42.5 percent of respondents felt that additional professional services (e.g., medical, legal, health, beauty, etc.) were definitely needed (10.2%) or somewhat needed (32.3%). Conversely, almost 40 percent felt that more of these services were not needed.
- **Sit-down restaurants** – 85.2 percent of respondents felt that additional sit-down restaurants were definitely needed (45.2%) or somewhat needed (40.0%). Conversely, 50.4 percent felt that more fast food services were not needed.
- **Mixed-use developments** – 47.0 percent of respondents felt that mixed-use areas were definitely needed (16.2%) or somewhat needed (30.8%).

Source: Community responses from the 2014 city-wide opinion survey

Policy: Recruit – Continue to promote Colleyville as an excellent and convenient place to locate a business.

Businesses are attracted to locations that are vibrant and offer a high standard of living for their management and staff. Businesses with specialized professional staff, in particular, favor walkable and vibrant locations that help them attract top talent. Colleyville can readily be promoted as a place where it is easy to live, work, play, and stay. The City’s neighborhoods and schools are already top-notch and can help recruit businesses to the City in conjunction with the City’s incentive policy and Economic Development Strategic Plan.

There are limited locations within the City for new, quality, commercial development. It will be imperative to ensure that the City can maximize this new commercial development potential to the extent possible. Details on the design and quality considerations are included in Chapter 9.

■ **Action 4-3: Continue to pursue new commercial development in the Colleyville Boulevard Corridor, Precinct Line Road, S.H. 121, and other appropriate locations.**

Pursuing new, quality, commercial development in the Colleyville Boulevard Corridor, specifically at the Northern Gateway, and the Precinct Line Road Corridor, is a priority to increase commercial tax base, and to reduce retail sales leakage to other cities within the region. Catalyst’s assessment identified the capacity for an additional 303,000 square feet of retail goods and services by 2024 (see Figure 4.4. *Businesses Needed in Colleyville* on the left).

Historically, the City has absorbed an average of 6,000 square feet of professional office space and current absorption is close to 15,000 square feet with vacancy near 7%. Additional opportunities in Colleyville would be for boutique corporate headquarters. Overall, forecasts show that demand for quality office will continue to increase. The addition of quality professional office uses will not only capitalize on the areas available highly educated workforce but also provide additional daytime visitors that can increase sales at Colleyville’s stores and restaurants.

Comprehensive Plan Revisions/Redlines

Character of Streets

The community identified the country character associated with driving along roads within and throughout Colleyville as one of the community's key strengths. The old county roadway system that previously existed in most of the neighboring communities eventually gave way to multi-lane improvement projects. However, in Colleyville, significant sections of the old county roadway system have been retained and generally function today as

the collector streets. Many of the existing roadways in the city contain signature elements (e.g., mature trees, rural fencing, open swales, etc.) that create a unique character which sets Colleyville apart from many of the surrounding communities. See Figure 5.1, *Existing Streets With Character*. Some of these streets include sections of Pleasant Run Road, Cheek-Sparger Road, Jackson Road, Oak Knoll Drive, Westcoat Drive, Bransford Road, [Glade Road](#), John McCain Road, and McDonnell School Road.

Figure 5.1. Examples of Existing Streets With Character



Fencing and open space as signature elements



Mature trees and no curbing as signature elements



Open swales and no curbing as signature elements



Fencing and woodlands as signature elements

Comprehensive Plan Revisions/Redlines



During the planning process, the Colleyville community frequently noted their appreciation for the roundabouts that have been installed in recent years, and asked that those improvements continue. The photo depicts the roundabout installed at the intersection of Glade and Pool Roads.

Policy: Explore opportunities to improve connectivity within and between neighborhoods and developments (especially along the Colleyville Boulevard Corridor and adjoining neighborhoods).

As Colleyville developed, many neighborhoods were built with only one or two vehicular access points and frequently lacked vehicular connections to nearby neighborhoods. In recent years, many newer developments have been built in the same manner, forcing all traffic out to the nearby collectors or arterials. In places where higher capacity collectors and arterials are available, this may be acceptable. However, with the desire to maintain a rural character in Colleyville, this design arrangement simply increases the burden on the city's collectors and arterials. Similarly, many commercial developments were designed without internal connectivity to adjacent parcels. [The Land Development Code has been amended to ensure internal connectivity and cross access for all new development.](#)

In addition, there is increasing desire on the part of Colleyville residents to be able to walk or ride a bicycle to nearby destinations. Access to sidewalks and trails for both recreation and mobility is becoming an important element of quality of life for many communities, especially for Colleyville. The Colleyville community has expressed this desire repeatedly, going back to the 1998 Plan, The Colleyville Plan (2004– 2025), and most recently as part of the 2011 Parks, Recreation & Open Space Master Plan.

Given the narrow pavement sections and the desire to maintain the rural character of drainage swales along many streets, the preferred solution to improve connectivity for both bicyclists and pedestrians is to expand the city's system of trails that parallel many streets. These trails are typically 10-foot wide and can carry low to medium volumes of both bicyclists and pedestrians concurrently (as long as high-speed bicycle travel is not anticipated). Since there is a growing interest in walking and bicycling, every neighborhood in Colleyville should have comfortable and appealing options for users to walk or ride to nearby destinations.

Comprehensive Plan Revisions/Redlines

Housing and Neighborhoods

Colleyville is widely known for the high quality of its neighborhoods. Colleyville residents enjoy quiet internal neighborhood streets with little traffic, mature trees, extensive green areas, nearby parks and other amenities, and access to some of the best schools in the entire DFW Metroplex region. The city's crime rate is extraordinarily low, and residents can also rest assured that their investment in their property will retain its value over the years. As a result, Colleyville continues to be one of the most desired places to live.

The character of existing neighborhoods can be defined by the of the width of its streets, the size and number of trees, size of the front yards, sidewalks, and neighborhood amenities such as parks and trails, which all culminate into the creation of a true sense of place. Retaining the value and quality of neighborhoods is one of the single most important priorities of the Colleyville community.

Since much of the city consists of existing residential neighborhoods, Colleyville's long-term future is inextricably tied to its housing quality and conditions. In the 1970's areas of high density zoning were approved. However, these area have developed at a much lower density. In order to preserve these neighborhoods, the City must have a policy to rezone the higher density zoning designations to a lower density which is consistent with the built conditions. If a policy is not implemented, these areas may redevelop at a higher density, thereby destroying the character and quality of the neighborhood. While one challenge is to protect and preserve existing neighborhoods, another is to ensure future housing further strengthens the city's status in the DFW Metroplex region. In the city's mature existing neighborhoods, housing exhibits a rural character accessed by rural roadways. In these areas, increased access to quality-of-life amenities (e.g., improved walkability, recreation, etc.) is important. In new neighborhoods, tree preservation, high quality layout and design should be a minimum requirement to ensure that these important amenities are considered while creating neighborhoods that have a sense of character. Each of these

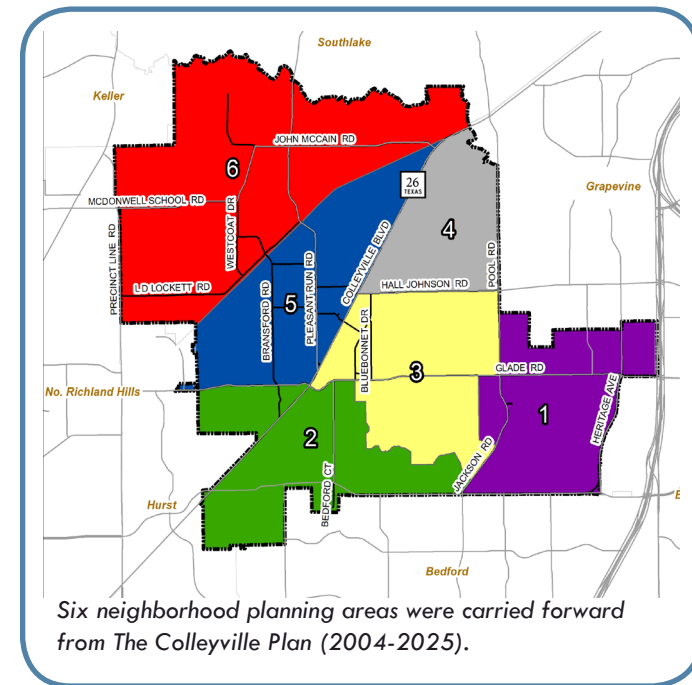
considerations, if done well, strengthens the character of the city which is so important to the Colleyville community.

Neighborhood Planning Areas

During the planning process for The Colleyville Plan (2004-2025), the city was divided into six neighborhood planning areas to help facilitate participation and planning. The boundaries of the six planning areas were chosen based on the service areas of the existing homeowner associations, as well as physical features such as major streets, railroads, and creeks.

Destination Colleyville uses the same six neighborhood planning areas to facilitate discussions and develop strategies to enhance neighborhoods in all parts of the city.

Figure 6.1. Six Neighborhood Planning Areas



PRESERVING NEIGHBORHOOD INTEGRITY

Preservation of the existing neighborhood character is a top priority should redevelopment occur.

Protection of the character and integrity of existing neighborhoods should be ensured by the promotion of future development that is compatible with existing neighborhoods.

Comprehensive Plan Revisions/Redlines

Southeast Colleyville - Neighborhood Area 1

Placement in the Community

Southeast Colleyville occupies the southeast quadrant of the city. Bounded by Cheek-Sparger Road to the south, Jackson and Pool Roads to the west, State Highway (SH) 121 and Heritage Avenue to the east, and the city limits with Grapevine to the north and east, Southeast Colleyville totals approximately 1,213 acres (1.9 square miles) or 14.3 percent of the overall land area of Colleyville. With the development of the Heritage Avenue tract into single family homes, most of Southeast Colleyville is developed.

During the planning process for the comprehensive plan, feedback from focus groups comprised of residents of this area noted the convenience of living here, with easy access to SH 121 and also to commercial areas along Colleyville Boulevard. The major issue for the area is traffic congestion along Glade Road and Cheek-Sparger Road, and occasional periodic traffic delays generated by other users in the area (e.g., churches).

Character and Form

The following descriptions provide a summary of the character, development pattern, transportation and connectivity, and parks, recreation and open space in Southeast Colleyville.

- **General character.** Small portions of this area can be characterized as fairly typical suburban style developments. However, these developments transition to portions of Southeast Colleyville that are among the most beautiful in all of Colleyville. Home styles vary from older 1970's ranch style homes to large mansions with extensive open space and attractive front yards. Several gated communities exist in the area along Martin Parkway

and Jackson Road. Much of the area drains to tributaries of Little Bear Creek, and as a result the area is heavily wooded with stands of large mature trees. This wooded character is extremely appealing and is one of the distinguishing aspects of much of Southeast Colleyville. Private ponds which are visible from the area's public streets also contribute to the lush, luxurious feel of the area.

- **Development Pattern.** Approximately 90 percent¹ of this area is comprised of existing single family residences, with the remaining 10 percent consisting of commercial and institutional uses. Residential lot sizes vary from estate-sized lots along drainage tributaries of Little Bear Creek, to garden home-sized lots north of Glade Road and west of Heritage Avenue. Development patterns transition from freeway commercial uses at Glade Road and SH 121, to garden residential lots near Heritage Avenue and Glade Roads, finally to larger lots further to the west and throughout the remainder of Southeast Colleyville. Residential uses in the area total ~~1,112~~ 945 net acres and 1,707 lots, yielding a residential net density² of 1.8 ~~approximately 1.54~~ dwelling units per acre^{2,3}.
- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the primary east-west minor arterials in the area. Heritage Avenue, Martin Parkway, and Jackson Road are the primary north-south roadways for this area. Apart from the four-lane sections of Glade Road and Heritage

¹ Existing residential percentage for each neighborhood area includes all areas within residential and agricultural zoning districts and includes rights-of-way and parks.

² Net density is calculated by removing 15 percent of the gross area for right-of-way.

³ Residential density is calculated by dividing the total number of residential lots (occupied and vacant) in the neighborhood by the total land area in the neighborhood in residential or Agricultural zoning district categories.

Comprehensive Plan Revisions/Redlines

Avenue at the commercial areas near SH 121, most streets in the area, including arterial, are two-lane roadways.

- **Parks, Recreation, and Open Space.** Southeast Colleyville has several private parks but no public parkland. The open parkland behind the Senior Center in Southwest Colleyville provides the main park space for this area. A total of 46 acres of private parkland are contained in the area, however, much of this private parkland is fenced and restricted to specific neighborhoods or homes. Some residents of the area have access to Melrose Park, which is a large private neighborhood park located on Martin Parkway. With the exception of wide sidewalks along a portion of Glade Road and Heritage Avenue, leading to the middle school and high school, the area has no existing public trails. Private recreational trails can be found in Melrose Park, as well as in privately shared open space east of Martin Parkway.

Key Current and Future Considerations for Southeast Colleyville

- The commercial areas between SH 121 and Heritage Avenue are vital to the overall fiscal health of the city. They are the only freeway-oriented properties in the city, and have no direct residential adjacencies. As such, the intensity of development directly adjacent to SH 121 should be maintained and even increased where appropriate. ~~Non-residential~~ Intensity of commercial development densities can decrease closer to Heritage Avenue, but should still remain among the highest in the city.
1. Roadway improvements are discussed in the Transportation section of this plan. However,

Southeast Colleyville residents have expressed their desire that Glade Road remain two lanes, with the exception of upgrades at intersections to improve traffic flow. Any improvements to Cheek-Sparger Road should carefully consider the character of the roadway. For both roads, shoulder improvements for roadway safety and traffic flow improvements at key intersections should be considered, where and when feasible.

2. No public park improvements are currently slated for this area. However, future park improvements in the city's park land adjacent to the Senior Center will be needed to provide public facilities for residents of Southeast Colleyville.
3. Sections of eight- to 10-foot wide trails exist along the north parkway of Glade Road between Pool Road and Heritage Avenue. Filling trail gaps along this section of Glade Road should be planned in order to enhance connections to area schools, retail and dining closer to SH 121. However, these enhancements should be done in a manner that maintains the character of the existing road design.
4. Heritage Avenue and Cheek-Sparger Road intersection – work with the City of Euless to make improvements as appropriate when necessary.
5. Protect the character and integrity of existing neighborhoods by promoting future development that is compatible with the surrounding development patterns and development character.

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Southwest Colleyville - Neighborhood Area 2

Placement in the Community

Southwest Colleyville occupies the southwest corner of Colleyville, and is generally bounded by Glade Road and Little Bear Creek to the north, Cheek-Sparger Road to the south, Jackson Road to the east, and Colleyville Boulevard to the west. A portion of Southwest Colleyville neighborhood area is west of Colleyville Boulevard and extends to Precinct Line Road which is the city limits with Hurst. Southwest Colleyville totals approximately 1,292 acres (2.02 sq. miles) or 15.3 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the high quality of their neighborhoods and, with this area's proximity to Colleyville Boulevard, the relative convenience and accessibility to other areas of the city.

Character and Form

- **General character.** While more than three-quarters residential, this area also has some non-residential uses extending along Colleyville Boulevard. The area is traversed by Little Bear Creek and consequently includes significant green spaces. Bedford Road, which crosses Little Bear Creek, is representative of the characteristic beautiful Colleyville thoroughfare, with large trees and a classic rural feel along much of the roadway in this area.
- **Development Pattern.** Southwest Colleyville is essentially completely developed, with only a few lots remaining open for development. The area is approximately 83 percent existing residential uses (911.5 net acres) with 1,718 lots. This neighborhood has a net density of approximately ~~1.60~~ 1.9

dwelling units per acre. Lots in the area are still generally below average in size, ranging from 10,000 to 15,000 square feet in size.

- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the only east-west minor arterials in the area. Colleyville Boulevard, Precinct Line Road, Bedford Road, and Brown Trail are the only major north-south roadways in the area. With an eventual six lanes, Colleyville Boulevard has significant capacity to handle the traffic needs of the area. However, getting to Colleyville Boulevard is through a two lane section of Cheek-Sparger Road between Oakbriar Lane and Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** This area has a higher percentage of public parkland than any other in the city. The Colleyville Nature Center and Sparger Park take advantage of their pristine locations adjacent to Little Bear Creek and are major amenities for the area. Woodbriar Neighborhood Park provides amenities south of Cheek-Sparger Road, and all neighborhoods in this area have close access to parks. Trails can be found in both parks, and older private trails along Cheek-Sparger Road point to future trail possibilities that mimic the public trail across Cheek-Sparger Road in Bedford.

Key Current and Future Considerations for Southwest Colleyville

1. Redevelopment of the existing commercial lands between Colleyville Boulevard and Felps Drive will most likely occur in the future, and should be encouraged to bring additional destination value to Colleyville Boulevard. The buffering of residential

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areas east of Felps Drive should be incorporated into any redevelopment plans for the area. More compact and walkable non-residential development should be encouraged for other tracts along Colleyville Boulevard, and should take advantage of the desire to be close to Colleyville Downs Shopping Center.

that is compatible with the surrounding development patterns and development character.

2. Neighborhood-scale retail and office uses should be encouraged at the southern corners of Cheek-Sparger Road and Bedford Road, with adequate buffering provided where residential adjacencies occur.
3. Proposals for development of floodplain lands on the north side of Little Bear Creek between Colleyville Boulevard and Bedford Road should be carefully evaluated for their potential impact on area flooding and the beautiful creek environment. The loss of creek environment could impact the value of nearby residential areas.
4. Evaluate options to improve traffic flow along Cheek-Sparger Road between Bedford Road and Colleyville Boulevard, including improving the intersection of Bedford Road and Cheek-Sparger Road. Consider improvements as appropriate along Cheek-Sparger Road between Colleyville Boulevard and Brown Trail (San Bar Lane to Oakbriar Lane).
5. Trail linkages between the Nature Center and Sparger Park would create a unique amenity for this neighborhood area and should be a high-priority focus. These trail linkages could use natural paving materials in keeping with the character of the area.
6. Explore ways to widen and enhance the existing trails on the south side of Cheek-Sparger Road in partnership with the City of Bedford.
7. Protect the character and integrity of existing neighborhoods by promoting future development

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South Central Colleyville - Neighborhood Area 3

Placement in the Community

Neighborhood Area 3 (South Central Colleyville) focuses on a central area of the city, east of Colleyville Boulevard. It extends from Pool Road on the east, the centerline of Little Bear Creek and Jackson Road on the south, Colleyville Boulevard on the west, and Hall-Johnson Road to the north. This area is key to the future of Colleyville, since it contains commercial areas along the Colleyville Boulevard Corridor. South Central Colleyville totals approximately 1,248 acres (1.95 sq. miles) or 14.7 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the quality and love for their neighborhoods. They expressed the desire to ensure that the character of major streets in the area, such as Glade Road, is not lost due to roadway improvements to increase traffic flow.

Character and Form

- **General character.** Much of this neighborhood area has a large estate lot feeling to it. The area also includes significant commercial development along Colleyville Boulevard. Residential areas along Little Bear Creek, with forest-like stands of mature trees, are among the most scenic and beautiful areas in the entire city. **Preservation of the existing neighborhood character should be a top priority should redevelopment occur.**
- **Development Pattern.** As is the case in other areas, South Central Colleyville is essentially completely developed, with only a few lots remaining to be developed. The area is approximately 90 percent existing residential uses, which is the third highest ratio of residential to non-residential in the city. This neighborhood has an approximate ~~a net density~~ of 1.00 **1.2** dwelling units per acre, ~~with 954.7~~

net residential acres and 1,124 lots. A significant number of large estate-sized lots can be found along Oak Knoll Drive, other streets south of Glade Road, and along Montclair Drive and Bluebonnet Drive north of Glade Road.

- **Transportation and Linkages.** Glade Road and Hall-Johnson Road are the only major east-west arterials in the area, and they link this neighborhood area to commercial developments along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access north of Glade Road, and are supplemented by Riverwalk Drive and Montclair Drive in the area. South of Glade Road, Jackson Road, Martin Parkway, and Heritage Avenue all provide adequate north-south connectivity given the low density of the area.
- **Parks, Recreation, and Open Space.** South Central Colleyville has only one public open space, at the Senior Center along Glade Road, and no significant private parks. Although it is located in Southwest Colleyville, nearby Sparger Park also serves this area. Open spaces at the Colleyville Center also have potential to address quasi-parkland needs for this area. Trails can be found in Sparger Park, at the Senior Center, and along Church Street and Riverwalk Drive. Trails along Glade Road stop at Pool Road and do not extend westward into this area.

Key Current and Future Considerations for South Central Colleyville

1. Though not yet realized, pedestrian and bicycling connections between this area and the major retail, dining, and entertainment uses along Colleyville Boulevard are vital and highly desired. Efforts to

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provide these connections, while preserving the area's existing character and large trees, should be a priority.

2. Intersection, and ingress/egress, and other improvements along Glade Road as planned should continue to improve traffic flow. Preservation of mature trees should be prioritized and may require unique design solutions.
3. Protect the character and integrity of existing neighborhoods by promoting future development that is compatible with the surrounding development patterns and development character.



The Colleyville Senior Center is one of the amenities serving the Colleyville community in South Central Colleyville (Neighborhood Area 3).

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Northeast Colleyville - Neighborhood Area 4

Placement in the Community

Occupying the northeastern portion of the city, Neighborhood Area 4 (Northeast Colleyville) encompasses the area north of Hall-Johnson Road, east of Colleyville Boulevard, west of Pool Road and south of Big Bear Creek. Northeast Colleyville totals approximately 793 acres (1.24 sq. miles) or 9.4 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area were concentrated on issues dealing with the future development of large rural tracts along Colleyville Boulevard, and the interest in trail connections to Big Bear Creek.

Character and Form

- **General character.** This area is characterized by more traditional suburban residential neighborhoods. Lot sizes in this area might be considered large in other communities but are on the smaller side for Colleyville. Neighborhoods range in age from more mature developments that have been in place for more than 30 years, to newer areas around Kimzey Park that were developed within the last 10 to 15 years. With the exception of the visual open space provided by Bluebonnet Hills at the corner of Hall-Johnson Road and Colleyville Boulevard and a portion of Big Bear Creek north of Kimzey Park, this area has no significant open space features. Neighborhoods have attractive mature trees that add character and value to properties in the area.
- **Development Pattern.** While still largely developed, Northeast Colleyville does have some large remaining undeveloped areas along Colleyville Boulevard. Northeast Colleyville is approximately 81 percent existing residential uses, which is the lowest ratio of residential to

non-residential in the city. This neighborhood has a net density of 1.9 dwelling units per acre, with 545.9 net residential acres and 1,022 lots. ~~At approximately 1.59 dwelling units per acre, this area has the highest overall density of single family residential in the city.~~

This area incorporates extensive commercial properties along Colleyville Boulevard. Many of these commercial and industrial type uses can be redeveloped in the future.

- **Transportation and Linkages.** Hall-Johnson Road is the only major east-west minor arterial in the area, and provides the only direct link to commercial areas along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access, with no other continuous north-south roads in the area. Apart from Tarrant Lane, Industrial Boulevard and Oak Pointe Drive provide limited road connections between area neighborhoods and the commercial destinations along Colleyville Boulevard. However, the bulk of the residents to go south to Hall-Johnson Road or north along Pool Road to access signalized intersections at Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** Kimzey Park in the northern tip of this area and the playground facilities at Glenhope Elementary School provide the only public park and playground services for residents of this area. A small private park with a pond and walking trail located south of Independence Street provides park access to nearby residents. Natural areas along small portions of Big Bear Creek which are within Colleyville are found in this area. Apart from walking trails located in Kimzey Park, the area has no significant publicly accessible trails.

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Western Central Colleyville - Neighborhood Area 5

Key Current and Future Considerations for Northeast Colleyville

1. Promote the development of a unique walkable commercial site at the Northern Gateway, an undeveloped 23 acre tract across from John McCain Road and Colleyville Boulevard. Ensure that adequate buffering/transitions between the development and adjacent residential areas is incorporated.
2. To provide a stronger and more sustainable economic foundation for the city, encourage the redevelopment of older commercial and industrial uses along Colleyville Boulevard into high quality commercial and service destinations. Where feasible, make these walkable.
3. Create additional pedestrian and bicycling connections between neighborhoods in this area and the major retail, dining, and entertainment uses along Colleyville Boulevard.
4. Create walking and bicycling connections between Kimzey Park and regional trails to the north along Big Bear Creek and to the south along Big Bear Creek and under the bridge at Colleyville Boulevard.
5. Protect the character and integrity of existing neighborhoods by promoting future development that is compatible with the surrounding development patterns and development character.

Placement in the Community

Occupying the center-west portion of the city, Neighborhood Area 5 generally occupies the area between Colleyville Boulevard to the east and the Cotton Belt Trail corridor to the west. Glade Road forms the southern boundary of this area. The area contains a portion of the northern gateway, three connected undeveloped tracts that total to 36 acres. Western Central Colleyville totals approximately 1,324 acres (2.07 sq. miles) or 15.6 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area focused on issues relating to appropriate transitions to the future development on the large Northern Gateway tracts along Colleyville Boulevard, and the interest in connections to the regional Cotton Belt Trail.

Character and Form

- **General character.** This area is characterized by a mix of residential lot sizes, ranging from high quality, zero-lot-line homes in the Village area to large estate-sized lots closer to the Cotton Belt Trail. Tinker and Bransford Roads in the area are all two-lane rural roads that characterize the city's country past. Extensive mature trees and open swale drainage preserve a country feeling throughout the residential portions of this area.
- **Development Pattern.** Western Central Colleyville is approximately 86 percent existing residential uses and its net density is ~~approximately 1.16~~ 1.4 dwelling units per acre, with 967.8 net residential acres and 1.322 residential lots. Non-residential development along Colleyville Boulevard ranges

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from the walkable, mixed-use character of The Village, to churches, medical facilities, and schools between Church Street and Bogart Drive, to older commercial developments north of Tinker Road. The northernmost tip of Western Central Colleyville includes the 59-acre undeveloped lands that are referred to as the city's Northern Gateway. Thirty-six (36) of those acres are on the west side of Colleyville Boulevard and 23 on the east.

- **Transportation and Linkages.** Glade Road serves as the only continuous east-west road in the area. Other east-west connections are provided by Tinker Road and Bogart Drive, but neither extend completely across the area. Conversely, excellent north-south movement is provided by Colleyville Boulevard, Pleasant Run Road, and Bransford Road.
- **Parks, Recreation, and Open Space.** City Park is centrally located in this area and serves as the major passive and active park for the area. Bransford Park has also been recently improved with many amenities and is home to the historic Webb House. In addition, private parklands in the northern tip of this area provide trails and park facilities for residents in the Tension Parkway area. The Cotton Belt Trail is one of the major regional amenities in the area, and is accessed via Bransford or Pleasant Run Roads. The availability of trails is among the best in the city in this area.

Key Current and Future Considerations for Western Central Colleyville

1. Promote high quality non-residential development of the Northern Gateway properties, so as to contribute to a sustainable economic foundation for the city. Ensure that adequate buffering from

and transitions to adjacent residential areas are provided.

2. Promote the maintenance of larger lot (1/2 to one acre) requirements.
3. Encourage the development of a “creekwalk” environment along the existing drainage corridor between Church and Main Streets (see Chapter 9 for additional information). Added value and a unique sense of place can create a one-of-a-kind destination in the area.
4. *Protect the character and integrity of existing neighborhoods by promoting future development that is compatible with the surrounding development patterns and development character.*



Maintaining areas in larger lot configurations is important for areas on the western edge of Western Central Colleyville.

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Northwest Colleyville - Neighborhood Area 6

Placement in the Community

Neighborhood Area 6 (Northwest Colleyville) encompasses the western third of Colleyville. It is bounded by the Cotton Belt Trail corridor to the east, Big Bear Creek to the north, Precinct Line Road to the west, and L. D. Lockett Road to the south. Northwest Colleyville totals approximately 2,601 acres (4.06 sq. miles) or 30.7 percent of the overall land area of Colleyville.

Character and Form

- **General character.** This neighborhood encompasses the entire western sector of the city. A significant number of the large estate lots on the far western edge of the city near Precinct Line Road have been redeveloped into smaller-lot neighborhoods transitioning to lower density neighborhoods to the east. The Northwest Neighborhood has beautiful established areas with the country character that represents what the Colleyville community wants to preserve.
- **Development Pattern.** This neighborhood area is the largest in the city, encompassing more than 30 percent of the gross land area of the city. Northwest Colleyville has experienced significant change since the previous comprehensive plan in 2004. The neighborhood's residential net density of ~~1.06~~ 1.3 dwelling units per acre is one of the lowest in the city, with 2,122.4 net residential acres and 2,656 residential lots. Overall, 96 percent of the area is existing single family residential uses, the highest percentage in the city. The area has significant open space and parklands, but a very small amount of retail development.
- **Transportation and Linkages.** Major roadways

in the area include L. D. Lockett Road, Westcoat Drive, McDonwell School Road, Precinct Line Road, Pleasant Run Road, and John McCain Road. ~~In addition, the MTP proposes McDonwell School Road be extended east from Westcoat Drive to connect just west of Cutter Ridge Court to improve east-west connectivity in the area.~~ Most roadways in Northwest Colleyville all are generally two-lane rural cross-sections, and intersection improvements and MTP connectivity recommendations can serve to improve traffic flow in the area.

- **Parks, Recreation, and Open Space.** This area has four City parks and multiple smaller private parks. L. D. Lockett, McPherson, Reagan, and Pleasant Run Parks are the major public park facilities in the area. Trail connections along McDonwell School Road and Westcoat Drive, as well as the Cotton Belt Trail, are the major trail corridors in this area. Trails along McDonwell School Road are excellent examples of trail integration adjacent to a two-lane roadway.

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Key Current and Future Consideration for Northwest Colleyville

1. Encourage a mix of retail and professional office uses along the remaining undeveloped areas of Precinct Line Road, with the goal of expanding the city's sales tax base.
2. *Protect the character and integrity of existing neighborhoods by promoting future development that is compatible with the surrounding development patterns and development character.*

Housing and Neighborhood Framework

GOALS

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a “country feel.”

Connect neighborhoods and provide high quality amenities.



Policy: Preserve neighborhood character and quality.

Neighborhoods are one of Colleyville's greatest assets, as they form the foundation for the city's reputation and quality of life. As neighborhoods age and mature, some develop a unique and enduring character while others are unable to maintain the quality of development they once had. For this reason, the City should support neighborhood protection and preservation efforts. Safe, well-maintained neighborhoods that have enduring character allow reinvestment and help maintain property values and residential tax base.

The City can support and establish programs to protect and enhance the integrity of its neighborhoods. Potential strategies include improving or updating public facilities and services such as streets, street lighting, drainage systems, traffic control or management, neighborhood policing, and code enforcement. [It is critical to emphasize a policy of not allowing higher density residential development as existing neighborhoods redevelop.](#)

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■ Action 6-1: Consider overlays for established neighborhoods.

In many neighborhoods, residents may want to protect the existing character of development. In these cases, the City could work with neighborhood residents and representatives to develop specific recommendations for protection or enhancement. This may include the creation of a special area plan that frames appropriate changes needed in the underlying regulations, such as garage placement, setbacks, building materials, etc. This may also include other actions that help existing neighborhoods maintain or add landscaping, sidewalks, trails, and park amenities.

■ Action 6-2: Provide mechanisms for context-sensitive residential redevelopment.

Given the high demand for homes in the Colleyville area and as the city approaches build-out, it will be important to thoughtfully design new residential projects with appropriate considerations of lot sizes, transitions and connections to adjacent neighborhoods, trails, open space and tree preservation, and design of open fencing, landscape treatment, and setbacks along rural character roadways.

■ Action 6-2A: Consider PUD-R or overlay zoning to implement consistency standards for new neighborhoods.

In order to ensure the integrity of existing neighborhoods is protected, new subdivisions should be designed to reflect the character of surrounding neighborhoods. The lot sizes and building setbacks within new subdivisions should be determined based on the existing lot sizes and building setbacks of the existing neighborhoods.

Policy: Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.

While the city is known for its superb neighborhoods, there are still opportunities for improvement so they continue to be one of the key assets in the community. Access to sidewalks, trails, and parks is becoming an important element of quality of life for many communities, especially for Colleyville. Neighborhoods designed with such amenities typically maintain their property values over time. It is about providing safer and inviting ways to move in and around one's neighborhood without having to get in an automobile in addition to creating a reinvestment dynamic in the neighborhood as it matures.

■ Action 6-3: Continue to focus on neighborhood park and recreation improvements to positively contribute to neighborhood vitality.

Clean, well-maintained, and vibrant neighborhood parks are an anchor for strong, established neighborhoods. The City can work with neighborhoods to determine ideas to increase access to, and amenities at, neighborhood parks.

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This could include the installation of upgraded or additional amenities at existing parks.

■ Action 6-4: Improve neighborhood connectivity to the Colleyville Boulevard Corridor and key destinations.

Colleyville Boulevard is the economic spine for the city. It also contains most of the commercial services that the Colleyville community is interested in visiting. Currently, the Village at Colleyville is probably the most walkable and pedestrian-friendly commercial area in the city. As additional areas of Colleyville Boulevard are redeveloped and revitalized (e.g., in the Northern Gateway), more opportunities for creating walkable and pedestrian-friendly environments can be created. As a result, there will also be increased demand for accessing these areas without having to get in an automobile. Consequently, the City can proactively increase neighborhood connectivity to the Colleyville Boulevard Corridor. This could include the development of key greenway trails (e.g., along Little Bear Creek) which provide needed east-west connectivity from established neighborhoods to Colleyville Boulevard. This could also include the installation of new sidewalk and trail segments in areas where sidewalk connectivity is limited or nonexistent, and the installation of crosswalks. In addition, connections to the Cotton Belt trail from the Northern Gateway should be prioritized.

Policy: Require new neighborhood developments to demonstrate and contribute to Colleyville's character.

As evident by the online survey that was administered during the planning process, the Colleyville community has expressed an interest in quality development as one of the key attributes that makes Colleyville unique. As such, it is also a high priority to ensure that all new neighborhoods add to the existing quality of development. This can be done by requiring the development of neighborhoods which provide a high quality of design, an easily perceived sense of identity, and bicycle and pedestrian connectivity.



Placeholder Image- to be updated

■ Action 6-5: Encourage new neighborhood design that creates defined centers, edges, common spaces, and entries.

Creating neighborhoods with defined centers, edges, and entries where feasible **with large setbacks, trees, and greenspaces that withstands the test of time** and gives neighborhoods a sense of place. A defined center provides for a focal point to gather (e.g., park, trail, school, etc.), defined edges allows neighborhood residents to take pride in their geographic area, and bold and unique entries (e.g., entrance monuments) provide notice to residents and visitors that one has entered into a new defined place.

■ Action 6-6: Require new neighborhoods to be connected where appropriate.

Connectivity is an important quality of great neighborhoods. A well-connected neighborhood reduces congestion along major streets, is friendlier to pedestrians and bicyclists, facilitates active transportation, and leads to higher levels of physical activity. One way to ensure that new neighborhoods are connected is to require conformance with additional

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CONNECTING NEIGHBORHOODS

One way to connect neighborhoods can be to reduce using cul-de-sacs and increase the street connections.



connectivity standards which could be incorporated into the City's subdivision regulations. Concerns about cut-through traffic can be alleviated through appropriate design of new residential streets for low speed traffic and traffic calming measures on existing residential streets.

For vehicles, it is important to create multiple entries between a neighborhood and the City's thoroughfare system. This reduces congestion at intersections and along the entire thoroughfare system by dispersing vehicles among multiple access points. This could also include reducing the use of cul-de-sac streets and increasing the number of internal connected streets. Although given Colleyville's development context, there may be few remaining opportunities to create new strategic connections to help overall traffic circulation.

At a minimum, it will be important to create a strong internal sidewalk system to connect to all internal (e.g., neighborhood pools and schools) and external (e.g., off-site trails, commercial areas, etc.) destinations. This may include the creation of internal greenway trails and pedestrian access easements through connecting cul-de-sacs and the middle of long blocks.

■ Action 6-7: Encourage the construction of local gateways and signs that promote unique neighborhood identity that is tied to Colleyville's heritage and/or a "country feel."

Gateways help define entrances and provide a sense of place to a neighborhood. Many existing neighborhoods include attractive gateway entrance features. The City can review its sign regulations to ensure that there is enough flexibility to allow for creative design of gateway entrance monuments that add to the character of



The entrance to Pebble Hill Plantation Estates is an example of a well-designed neighborhood entrance.

the city's neighborhoods. In addition, the City can encourage the construction of unique gateway entrances for all new neighborhoods. Such gateways and signs should be coordinated with landscaping, fencing, and other streetscape elements within the neighborhood.

Large and mature trees add to the quality of Colleyville's neighborhoods. Trees generally improve the appearance of a neighborhood and tree-lined streets are often highly valued by residents once the trees have matured. Trees and the tree canopies provide residents a break from the hot Texas sun and provide walkers and joggers a pleasant environment to enjoy. Landscaping should also be promoted as a means to improve the appearance of neighborhoods.

Opportunities to landscape can occur along roadways and at entrances into neighborhoods.

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Policy: Ensure tree canopies and quality landscaping are created and maintained.

- **Action 6-8: Consider amending the existing tree preservation ordinance to ensure the existing tree canopy is preserved.**

Colleyville's country charm is exemplified by its large open spaces, mature trees, and rustic ranch fences. If the existing tree canopy is removed and lots are clear-cut for development, then the look and feel that many residents value is destroyed. The existing tree preservation ordinance should be reviewed and revised, if necessary, to ensure the community's tree preservation desires.

- **Action 6-9: Consider expanding the free tree planting program to encourage residents to plant trees.**

In order to encourage tree planting, Colleyville could expand the existing Arbor Day program where residents obtain free trees. The expanded annual event could have hundreds of new trees planted on residential lots every year and the combined effect over a decade could have a substantial impact on creating a greater tree canopy for Colleyville.

- **Action 6-10: Consider standards for ensuring that quality landscaping is created and maintained.**

New developments should provide landscaping along major roadways and at the entrances into neighborhoods.

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A Vision for Parks

As part of the development of the 2011 Parks, Recreation, and Open Space Master Plan, a mission was identified to provide one of the highest quality parks, recreation, and open space systems in the DFW Metroplex by creating opportunities where people can “escape and enjoy an enriching environment.” Through the public engagement process, a new vision was created for the future of the parks and recreation system (see at right).

To help implement this vision, a series of goals were developed and adopted by the Parks and Recreation Advisory Board and City Council. These include:

- Provide parks and trails within easy and convenient access to households in Colleyville.
- Provide leisure opportunities for all ages, specifically targeting young adults to baby boomers (who are historically underserved in terms of recreation facilities and programming).
- Support the development of a healthy community by providing facilities and programs that lead to choices for healthy living.
- Aim to be comprehensive and financially sustainable while encouraging collaboration.
- Market Colleyville as a destination known, in part, for its unique parks and leisure programs, while also marketing to current users and residents.
- Reflect and support the city’s objective to become the environmental leader in Tarrant County.

Needs Assessment

While the existing parks, recreation, and open space system was rated as excellent, a plan of action for the future is necessary to ensure the system continues to excel long into the future. This is particularly important as the city nears its population estimate of ~~27,943~~ 27,518 persons by 2035 (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city).

Colleyville is unique in that the majority of park acreage in the city is made up of private parks and open spaces (over 301 acres as compared to approximately 225 public park acres). In most cities in the DFW Metroplex, park and recreation areas are predominantly comprised of public parks. ~~Therefore, the acreage for private parks and open spaces is included in the level of service (LOS) analysis of this plan because of its significant contribution to the overall public-private park system in the city.~~

Colleyville’s current LOS and future LOS were calculated using the historical population counts from the 2010 U.S. Census, combined with recommended National Recreation and Park Association (NRPA) standards that have been tailored to the city’s unique situation (see Table 7.1, *Current and Projected Parkland LOS*, on the next page). These numbers differ slightly than what was indicated in the 2011 Parks, Recreation, and Open Space Master Plan because of a larger projected maximum population (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city) and more accurate 2010 Census Data. Additionally, private parks are an amenity to the City, however only parks available to the general community should be considered in the overall computation of LOS.

“Colleyville has a renowned system of parks, recreation, open space, and trails that creates a true sense of ‘home’ within the city of Colleyville.”

Source: Vision from the 2011 Parks, Recreation, and Open Space Master Plan

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Today, the city's LOS for overall public parks is 9.88 acres per 1,000 people. This is less than the per capita acreage recommended by the National Recreation and Parks Administration (NRPA), which the city compares itself against for national benchmarking. In order to meet the NRPA LOS standard for public parks for the current population, the city would need to add approximately 32 additional acres of public parkland. In order to meet the NRPA LOS standard for public parks for the projected population, the city would have to add approximately 90 to 98 acres of new public parkland. ~~When factoring in the city's private parks and open space lands, the city has more than enough acreage to meet the minimum LOS standard for the~~

~~current population and would still be near the top of the range for the projected population.~~

Park Service Area Deficits

In addition to determining current and future park acreage needs based on the city's population, it is also important to ensure that the park and recreation system is well distributed and accessible for most users. Typically, neighborhood parks serve an area of about one-quarter mile to one-half mile (which equates to about a five to 10 minute walk), while community parks serve an area of about one mile (which equates to about a five minute drive).

Table 7.1. Current and Projected Parkland LOS

Park Category	Existing Acreage (2015)	NRPA Standard	Level of Service (LOS) (22,807 population) ¹	Projected 2035 LOS (27,943 27,518 population) ²
Public Parks	225.24	11.25 - 20.50 acres / 1,000	9.88 acres / 1,000	8.06 8.19 acres / 1,000
Neighborhood Parks	41.66	1 - 2 acres / 1,000	1.83 acres / 1,000	1.49 1.51 acres / 1,000
Community Parks	101.10	5 - 8 acres / 1,000	4.43 acres / 1,000	3.62 3.67 acres / 1,000
Other Parks	82.48	Variable	3.62 acres / 1,000	2.95 3.00 acres / 1,000
Private Parks and Open Space	301.70	None	13.23 acres / 1,000	10.80 acres / 1,000
Grand Total	526.94	11.25 - 20.5 acres / 1,000	23.10 acres / 1,000	18.86 acres / 1,000

Table Notes:

¹ The current population of 22,807 people is derived from the 2010 Census Bureau.

² The projected population of ~~27,943~~ 27,518 people is derived using the population estimates set out in Chapter 2, Colleyville Context.

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■ Action 7-12: Update the Master Drainage Plan to continue to ensure the city is adequately protected.

The City's Master Drainage Plan should be updated to develop a higher level of detail than what was provided in the 1992 plan. This Master Drainage Plan would provide the City with the tools necessary to identify the most critical flood-prone locations, potential solutions, and the costs for necessary drainage projects.

Depending on the recommendations identified in the Master Drainage Plan, the City should identify available funding sources to implement to make the improvements to the city's drainage system in addition to evaluating the City's current utility fee structure.

Policy: Proactively support efforts to promote green initiatives for fiscal resilience.

Colleyville should explore opportunities to promote more environmentally friendly and green initiatives that are also fiscally beneficial to both the City and residents.

■ Action 7-13: Work with regional water supply entities to ensure that Colleyville's drought contingency planning is proactive and innovative.

Ensure that the City continues to monitor and maintain a strong water supply, and that efficient and effective water conservation techniques are used where appropriate.

■ Action 7-14: Explore Low Impact Development (LID) solutions for commercial, residential, and public infrastructure projects.

~~The City should explore LID solutions as an opportunity to implement storm water management and water quality management strategies over that can have a significant impact on this sub watershed and also provide quality of life and aesthetic benefits while saving costs. The City should evaluate the benefits of adopting and participating in North Central Texas Council of Governments' (NCTCOG's) integrated Stormwater Management (iSWM) program which is intended to help area cities achieve their goals of water quality protection, streambank protection, and flood mitigation, while also helping communities meet their construction and post-construction obligations under state stormwater permits.~~ Low Impact Development, as defined by the Low Impact Development Center, "is a comprehensive land planning and engineering design approach with a goal of maintaining and enhancing the pre-development hydrologic regime of urban and developing watersheds."

The EPA states LID is an "approach to land development (or re-development) that works with nature to manage stormwater as close to its source as possible."

LID employs principles such as:

- Conserve natural areas wherever possible.

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- [Minimize the development impact on hydrology.](#)
- [Maintain runoff rate and duration from the site.](#)
- [Implement pollution prevention, proper maintenance and public education programs.](#)
- [Emphasize the use of on-site natural drainage features.](#)
- [Maintain or enhance the site's hydrologic characteristics after development, and](#)
- [Reduce overall imperviousness.](#)

■ **Action 7-15: Promote green building and energy efficiency as part of public and private development.**

As part of a growing trend to reduce the environmental impact of development, the City should support efforts in both public and private sector development that incorporate green building practices and/or energy efficiency. This could include an assessment of the City's Land Development Code to remove impediments and/or add incentives for green building practices. Examples of green building practices that should be considered include low impact development (which utilizes the site's natural resources as part of the overall stormwater management program), rainwater capture, xeriscaping, and pervious pavement, among others.

■ **Action 7.16: Consider establishing an Urban Forestry Program to preserve and enhance the urban tree canopy in the city.**

Tree canopy within Colleyville is an important component of the city's overall character and is one attribute that sets the city apart from other areas within the DFW Metroplex. As the city continues toward developing the limited number of remaining lots and revitalizing and redeveloping existing lots, it is important to have a strategy in place to protect what makes the city what it is today. An urban forest provides a number of economic, environmental, and social benefits to a city. Economic benefits include attracting tourists and businesses, increasing property value, and reducing the amount of energy needed for development. Environmental benefits include providing food and habitat for wildlife, absorbing carbon dioxide, reducing the heat island effect, and reducing sedimentation in streams. Social benefits include adding character and promoting a sense of pride in a community as well as increased privacy. Due to the significant amount of benefits provided, the City should consider establishing an Urban Forestry Program to protect this significant asset to the community. This could include an initial assessment of city parks, followed by an assessment of all City-owned property. A subsequent phase could include the eventual preparation of an Urban Forestry Master Plan, which is a roadmap to effectively and proactively manage and grow the city's urban tree canopy.

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Residential Density

~~The maximum density of each residential project should be a net density of 1.8 dwelling units per gross acre.~~ Destination Colleyville proposes to maintain the residential density policies of the 2004 Colleyville Plan with a goal of **1.8 dwelling units per acre, therefore each residential project shall have a minimum lot size of 20,000 square feet and no more than 2 dwelling units per acre.** The 2004 Colleyville Plan states:

“One of the fundamental principles associated with the City’s zoning authority, as granted by the State, is the ability to regulate population density through the adoption of zoning regulations. By establishing a variety of zoning districts, and each district with a different minimum lot size, municipalities are able to control the number of dwelling units that can be built in a particular area. Controlling the overall density has far-reaching public interests and ultimately has an effect on transportation, parks, schools and other public facilities.

Colleyville is noted for its large-lot subdivisions and for its large homes with generous front and side yards. Additionally, many older single family homes located along the major collector street network have been demolished and the properties rebuilt into estate type settings. The redevelopment of these estate properties has helped to keep the overall residential density quite low and promotes the rural atmosphere that Colleyville citizens enjoy.

In Colleyville, the 1998 Comprehensive Plan established a city-wide residential density benchmark of 1.8 dwelling units per net acre. This standard approximates the density achieved by the R20, Single Family Residential District, which calls for a minimum lot size of 20,000 square feet. The intent of this lower residential density standard is to maintain the rural character and ensure a higher quality of residential development that makes Colleyville unique.”

The 2004 Colleyville Plan further states that “Developments with densities higher than 1.8 dwelling units per acre would be

acceptable, according to the 1998 Mater Plan guideline, but only in those areas deemed to be consistent with sound land use planning principles, such as for those transitional areas situated between commercial uses and less dense residential developments, or near major street intersections. Higher density development may also be appropriate for smaller parcels that make less dense development economically difficult or on sites with unique topographical features. Since the future land use plan of Colleyville, prepared in 1998, utilized the 1.8 dwelling unit per acre guideline and the community has embraced this as a suitable development density, there is no need to deviate from this standard.”

~~Each residential project should have be a maximum net density of 1.8 dwelling units per acre, but “variances” could be allowed in certain and specific situations. Variances to the net density of 1.8 dwelling units per gross acre maximum could be allowed for the following:~~

~~The project is located within a transitional area. (Note: These transitional areas are contained within the Colleyville Blvd. Corridor.)~~

- » ~~Between commercial and residential uses (existing or Future Land Use Map-designated).~~

OR

- ~~The project is located on a property with unique topography:~~

- » ~~Restricted access options,~~
- » ~~Significant floodplain or drainage considerations,~~
- » ~~Property shape that necessitates deviations from standard development, or~~
- » ~~Native tree stand(s).~~

Comprehensive Plan Revisions/Redlines

COMPATIBILITY CONSIDERATIONS



1. Landscape buffers:

- a. Preserve existing trees that separate the proposed use from the existing use when possible.
- b. Preference for landscape screening and open fencing to contribute to residential character.
- c. New trees planted where proposed use is adjacent to existing use for beautification and screening.

2. Form:

- a. As residential square footage to lot area ratio increases, open space(s) and buffering provided should also increase.

3. Traffic Impacts:

- a. Connections to existing neighborhoods should be provided with sensitivity to the existing homes.
- b. Impact to roadways and intersections in the vicinity should be mitigated where possible.

A transitional area is a piece of land that may be appropriate for residential development with lots smaller than 20,000 square feet. These areas serve as gradual changes in intensity from commercial or institutional uses to lower density residential uses (lots 20,000 square feet or larger). Proposals requesting variances to the net 1.8 dwelling units per gross acre requirement should address each compatibility consideration listed here. These developments are restricted to areas within the Colleyville Blvd. Corridor.

There are instances when an existing land use will be different from the land use designated on the Future Land Use Map or instances when the existing land use will be different than the zoning on a property. For example, there could be a residential home on a property zoned for commercial uses and also designated on the Future Land Use Map for commercial uses. In these instances, a proposal can provide a phased approach whereby screening and/or landscaping provided could be adjusted along the common boundary once the residential property was redeveloped with commercial uses (ex. wooden screening fence with shrubs then gets removed to provide cross access between commercial parcels).

~~TRANSITIONAL AREAS~~

A key topic during the comprehensive plan drafting process was the need for guidance related to proposals for transitional developments, especially as it concerns developments proposed with lots smaller than 20,000 square feet. Although residential developments with large lots are very common in Colleyville and are still being proposed for new construction, as the city approaches build out, many new residential neighborhoods have come under the Planned Unit Development - Residential (PUD-R) zoning district. PUD-Rs provide some level of variation with respect to lot sizes and development standards while giving the City more control over the development character, treatment of transitions, and overall quality of the development.

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Residential

This land use category is predominantly comprised of single-family detached residential dwellings. The preference for new residential areas is that they preserve rural character along John McCain Road, Westcoat Drive, Pleasant Run Road, Bransford Road, and similar roadways, and that they incorporate landscaping and tree preservation features to retain the natural quality of new residential areas in the city. Residential areas typically include:

LAND USE TYPES

- Detached residential
- Parks, trails, and open space

DESIRED DEVELOPMENT CHARACTERISTICS

- Predominantly single family residences on lots over 20,000 square feet with natural landscaping, a rural appeal, and significant private open space.
- Overall aesthetic is country charm, exemplified by large open spaces, mature trees, and rustic ranch fences in some areas of the city – especially along rural roadway corridors such as Westcoat Drive, Pleasant Run Road, and Bransford Road.
- High-quality development with attractive entrance areas and amenities (e.g., internal walking trails).
- Appropriate transitions (e.g., one-story offices) between residential and non-residential areas.
- [Open space adjacent to roads to create feeling of openness.](#)

Figure 8.3. Illustrative Residential Uses



Comprehensive Plan Revisions/Redlines

Colleyville Boulevard Corridor

This land use category is to promote the transformation of Colleyville Boulevard into a vibrant and economically strong “town center” for the City. While still readily accessible via the automobile, more compact and walkable development types will create a distinct sense of place. The Colleyville Boulevard Corridor includes:

LAND USE TYPES

- Retail, service, and entertainment
- Office
- Public and institutional uses
- Flexible innovation uses (e.g., research, office-warehouse, etc.)
- [Residential](#)

DESIRED DEVELOPMENT CHARACTERISTICS

- Architecture and site characteristics that are distinct, attractive, and have a pedestrian-friendly urban form.
- Able to accommodate a high degree of automobile activity, but parking is not the predominant visual feature from adjacent streets.
- Significant connectivity through cross/mutual access easements and multi-modal options (biking and walking).
- Design encourages a high degree of pedestrian activity, oftentimes during both the day and night.
- Institutional functions may require multiple buildings, arranged in a campus-like setting.
- Building facades are articulated, have significant window areas, and often include porticos or awnings to provide shade for pedestrians.
- Multistory buildings are encouraged to add a greater variety of destinations and uses in close, walkable proximity. This in turn leads to an increased vibrancy for the area and more available commercial development square footage.
- [As a goal, the single most important beautification project will be the relocation of overhead utility lines.](#)

Figure 8.7. Illustrative Colleyville Boulevard Corridor Development Types



Comprehensive Plan Revisions/Redlines

COLLEYVILLE BOULEVARD CORRIDOR LAND USE AREAS

The Colleyville Boulevard corridor has unique land use areas with distinct character and land use characteristics. The areas serve as the basis for specific policies and actions related to each area. The four areas are described below:

- Northern Gateway: Offers a unique opportunity for new development on relatively undeveloped property as a new mixed commercial node, highlighting this northern entry point into the city along the Corridor.
- Upper Sector: Offers a unique opportunity to create an eclectic Corridor node with a mixture of newer buildings with older buildings that can take advantage of the City's façade improvement grant program and evolve over time into a more attractive and cohesive section of the Corridor with a mixture of retail, office, and service uses.
- Central Sector: Has the most potential to become a true center of activity within the city by tying the major commercial and entertainment centers along the Corridor with a focus on creating a more walkable street context.
- Southern Gateway: An opportunity to create a more memorable entry point to the city and elevate the quality of the existing development with a focused, long-term redevelopment strategy.

Actions related to each Colleyville Boulevard Corridor area are contained in Chapter 9, and a detailed discussion of each area is contained in the Appendices.

TRANSITIONAL AREAS

The transitional areas are intended to provide a buffer within the Colleyville Blvd. Corridor between the non-residential uses and the residential uses located outside of the corridor. It is intended that these transitional areas can be either residential uses, which may include residential uses on lots smaller than 20,000 square feet, or nonresidential uses. The nonresidential uses should be designed to buffer the neighboring residential uses from the effects of nonresidential uses, such as light and noise.

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- **Northern Gateway** (Bear Creek to Tennison Parkway)
- **Upper Sector** (Tennison Parkway to Hall-Johnson Road)
- **Central Sector** (Hall-Johnson Road to Brown Trail)
- **Southern Gateway** (Brown Trail to Cheek-Sparger Road/Mid-Cities Boulevard)

The development context along the Corridor is a mix of older auto service, industrial development mixed in with newer office, professional services, and retail buildings towards the northern sectors of the corridor. The Central Sector has the highest concentration of newer retail developments, many of which have been built or significantly redeveloped over the past 15 years. The lower or southernmost portion of the Corridor also has smaller and aging auto-service and strip retail buildings. Generally, there are very few vacant or undeveloped properties, but a large agglomeration of vacant properties is located in the northern section of the Corridor (see Map 9.2, *Colleyville Boulevard Corridor and Sectors*).

The Corridor is mostly auto-oriented, with buildings set back from the roadway and parking located in front of the buildings between the roadway and the buildings. Most of the corridor also lacks sidewalks and safe places to walk. Shoulders, if any, are very narrow with swales immediately adjacent to them. Most of the Corridor also has overhead utility lines and poles that add to the visual clutter. (see Figure 9.1. *Character of Existing Development along the Colleyville Boulevard Corridor*.)

Although it is clear when traveling down Colleyville Boulevard that it is a center for activity and commerce, there are no clear signs that the Corridor is Colleyville's

main destination or that it is specifically in Colleyville either. There is a patchwork of architectural styles and materials, some properties lacking landscaping while others provide abundant and tasteful landscaping. There are no distinguishing features that indicate when one has entered or left the city other than two Colleyville monument signs. ~~Appendix A provides more detailed discussion about the existing land use context and development character in the different sectors of the Corridor. The proposed actions on the following pages are designed to improve the Corridor.~~

Figure 9.1. Character of existing development along the Colleyville Boulevard Corridor



Comprehensive Plan Revisions/Redlines

Transitional Areas:

The transitional areas are intended to provide a buffer within the Colleyville Blvd. Corridor between the nonresidential uses and the residential uses located outside of the corridor. It is intended that these transitional areas can be either residential uses, which may include residential uses on lots smaller than 20,000 square feet, or nonresidential uses. The nonresidential uses should be designed to buffer the neighboring residential uses from the effects of nonresidential uses, such as light and noise.

■ Ensure Colleyville Blvd. Corridor uses respect and are compatible with single family uses outside of the corridor.

» Residential uses on lots smaller than 20,000 square feet are a suitable buffer within the corridor.

* Residential use should be single family detached uses.

* Residential uses should reflect the character and design of Colleyville's existing single family detached neighborhoods.

» Nonresidential uses should be required to have building and site design elements to lessen their impacts on residential use outside the corridor.

* Building Design Elements:

- Loading docks and overhead doors: A screening wall should be required.
- Lighting: Fully shielded lights should be required to limit glare.
- Roof mounted equipment: Must be screened by a parapet wall or some other device or design.
- Building materials: Building shall be finished with the same type of materials and in the same percentage used on the front façade.
- Building height: Limit building heights to protect residential uses.

* Site Design Elements:

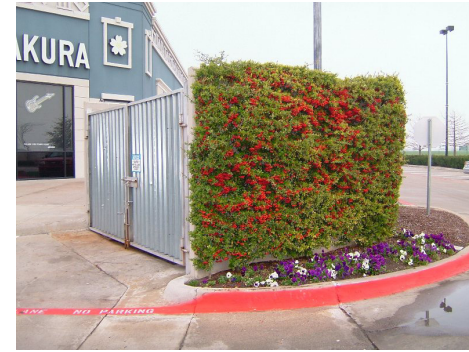
- Buffer yard: Require a 30-foot buffer yard with two rows of shade trees.
- Lighting: Fully cutoff lights should be required and light poles should be limited to 10 feet in height.
- Parking: Headlight screening, such as a row of shrubs, shall be installed to prevent vehicle headlights from projecting onto adjacent residential properties.
- Dumpsters: Shall be placed adjacent to the building and in no case shall be placed within 20 feet of a residential property line.

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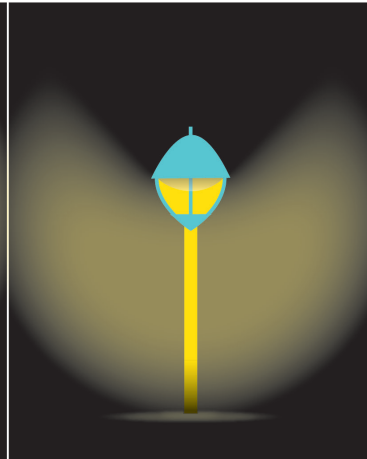
Figure 9.4a. Neighborhood Compatibility Design Elements



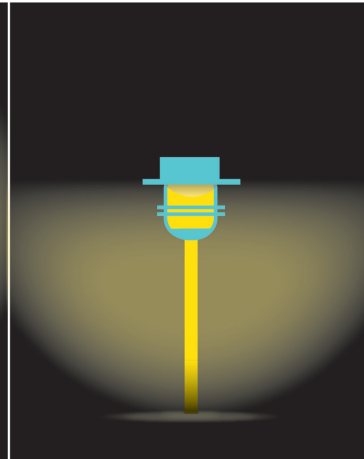
Building and site design elements should lessen the impacts on the surrounding residential properties.



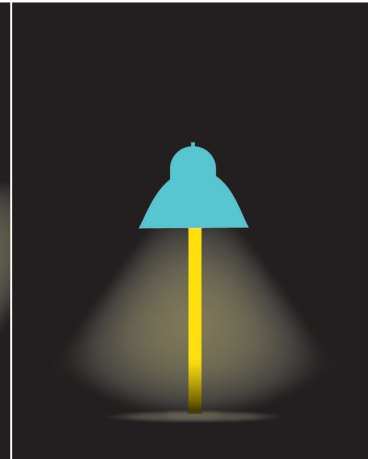
NONCUTOFF



SEMICUTOFF



CUTOFF



FULL CUTOFF

Comprehensive Plan Revisions/Redlines

desired standards and framework for converting each of the Colleyville Boulevard Corridor Sectors into more walkable and memorable zones.

Table 10.1. Overarching Zoning Recommendations

Land Use Designation	Recommended Zoning Tool	Recommended Implementation Priority
Residential	■ Maintain maximum <u>net</u> density target of 1.8 dwelling units per gross acre. ■ Revise the PUD-R development standards to establish rural frontage standards along certain key roadways such as John McCain Road, Pleasant Run Road, Bransford Road, and Westcoat Drive. ■ Revise PUD-R standards to require appropriate transitions and quality open space. More specifically, establish design and performance criteria for open space to maximize value creation, tree preservation, preservation of rural frontage along key roadways, etc. ■ <u>Proactively rezone to bring the existing zoning districts R-10, R-15, R-MF, and RD into agreement with the existing development pattern, which is R-20 or greater.</u> ■ <u>Revise the LDC to require an accompanying conceptual plan with straight zoning requests (non-PUD) to ensure new developments are built in substantial compliance to the approved conceptual plan.</u> ■ <u>Add additional regulations for floodplains.</u> ■ <u>Implement neighborhood consistency standards through PUD-R or overlay zoning.</u>	City Initiated
Commercial	■ Streamline all commercial design standards into one section of the LDC. ■ Include all elements of building and site design in the same section. ■ Create corresponding public realm and streetscape standards to complement the private realm standards. ■ Revise PUD standards to address appropriate design context for mixing of residential and commercial uses in the same PUD. ■ <u>Add additional regulations for floodplains.</u>	City Initiated
Colleyville Boulevard Corridor	■ Create an integrated regulatory tool (through a Corridor Zoning District or similar tool) to achieve a mix of commercial uses, appropriate transitions and buffers, and desired character that is tailored to the four different sections of the Boulevard as described in the vision -- the Northern Gateway, Upper Sector, Central Sector, and Southern Gateway (see Table 10.2, <i>Proposed Colleyville Boulevard Corridor Regulatory Framework</i> for more detail). ■ Establish appropriate urban design standards associated with each sector including building design, site design and orientation, mix of use, signage, and civic/open space standards with pedestrian-oriented design elements, specifically in the Central Sector. ■ Establish public and private street design standards that are consistent with the different sectors and vision for the Corridor. ■ <u>Add additional regulations for floodplains.</u>	City Initiated

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Table 10.3. Implementation Priorities, Responsibilities, and Time Frames (cont'd)

Action No.	Recommended Action	Potential Time frame
Housing & Neighborhoods		
Action 6.1	Consider overlays for established neighborhoods.	Short-term
Action 6.2	Provide mechanisms for context-sensitive residential redevelopment.	Short-term to Mid-term
Action 6.2A	Consider PUD-R or overlay zoning to implement consistency standards for new neighborhoods.	Short-term
Action 6.3	Continue to focus on neighborhood park and recreation improvements to positively contribute to neighborhood vitality.	Short-term to Mid-term
Action 6.4	Improve neighborhood connectivity to the Colleyville Boulevard Corridor and key destinations.	Short-term to Mid-term, where feasible
Action 6.5	Encourage new neighborhood design that creates defined centers, edges, common spaces, and entries.	Short-term
Action 6.6	Require new neighborhoods to be connected where appropriate.	Short-term to Long-term
Action 6.7	Encourage the construction of local gateways and signs that promote unique neighborhood identity that is tied to Colleyville's heritage and/or a "country feel."	Short-term to Mid-term
Action 6.8	Consider amending the existing tree preservation ordinance to ensure the existing tree canopy is preserved.	Short-term
Action 6.9	Consider expanding the free tree planting program to encourage residents to plant trees.	Short-term
Action 6.10	Consider standards for ensuring that quality landscaping is created and maintained.	Short-term
City Services & Facilities		
Action 7.1	Update the long-range plan for the Colleyville Public Library.	Short-term to Mid-term
Action 7.2	Update the Parks, Recreation, and Open Space Master Plan as needed.	Short-term to Mid-term
Action 7.3	Evaluate options to upgrade the Colleyville Senior Center to continue to serve senior residents of the City.	Short-term to Mid-term
Action 7.4	Evaluate options to improve the Colleyville Center so that it can continue to meet citizen needs as well as attract additional usage and visitation.	Short-term to Mid-term
Action 7.5	Continue to ensure Police, EMS, and Fire Department equipment and facilities continue to meet the current and future public safety needs of the Colleyville community.	Ongoing
Action 7.6	Continue to ensure that firefighter, EMS personnel, and police officer training is adequate to respond to emergency situations.	Ongoing
Action 7.7	Continue to ensure that Fire, Police, and EMS Departments staffing needs are maintained adequately to address changes in growth and current levels of service.	Ongoing
Action 7.8	Maintain a proactive approach to the use of technology to improve public safety in Colleyville.	Ongoing

Mayor Newton's Comments

DESTINATION COLLEYVILLE - EXECUTIVE SUMMARY

Colleyville is one of the premier places to live in the greater Dallas-Fort Worth (DFW) Metroplex. The city is well known for its great neighborhoods, excellent schools, and well-maintained parks and amenities, all located with convenient access to regional employment destinations such as DFW International Airport, Downtown Fort Worth, Las Colinas, and Downtown Dallas.

This comprehensive plan reflects the vision for the Colleyville of tomorrow. It has been crafted from community input over the course of more than a year. It builds on the strengths of the city today and identifies the framework for key decisions and actions that will guide Colleyville over the next two decades to make that vision become a reality.

The Colleyville community recognizes and cherishes the strengths of the city and wants to preserve and enhance those qualities. The community wants to make Colleyville the destination of choice for those seeking a vibrant place to live, work, or play with a high quality of life. This plan reinforces and builds on the principles and values that have historically guided decisions in the city, but it also updates policies on new topics since the previous plan's adoption.

Destination Colleyville contains the following framework that encompasses the goals and policies of the Plan:

- Preservation of neighborhoods.
- Enhancing Colleyville's economic resilience.
- Creating a connected Colleyville.
- Enhancing Colleyville's character and brand.
- Securing the economic spine of the city.
- Enhancing amenities and services.

The Plan then translates these framework principles into key goals for economic stability, transportation, housing and neighborhoods, City services and facilities, future land use, and character and placemaking. Each of these elements includes goals, policies, actions and benchmarks which are based on Colleyville's unique context and community input.

More specifically, this Plan details the future vision for Colleyville Boulevard. Colleyville Boulevard is not only the city's main economic engine, but is also the key to defining the character of Colleyville. It provides access to entertainment and boutique retail destinations, as well as meeting the day-to-day needs of the residents who live in the city. One of the major goals of this comprehensive plan update is to address the redevelopment and enhancement of properties along Colleyville Boulevard to create a cohesive development character, while recognizing key nodes or areas as special places with greater concentration of commercial/retail uses in a more pedestrian-friendly context. ??

This Plan emphasizes implementation as a key for its success. Implementation in the Plan's context is aligning the policies in this plan with the city's regulatory, infrastructure, operational, and fiscal tools. In moving forward, this Plan and associated principles and goals help the community prioritize the city's actions in addressing its many competing needs and requests. Destination Colleyville guides the city into its bright future, setting the stage for continued success.

Another key strength of Colleyville
are the high quality low density neighborhoods.
A goal of this plan should also be to define
strategies to protect and maintain the quality
and character of these neighborhoods. There will
be a transition measure to redevelop these into higher-
density that will not distinguish Colleyville
from its neighbors.

Mayor Newton's Comments

CHAPTER 1 – INTRODUCTION

From its quiet rural beginnings, Colleyville has become one of the premier places to live in the greater Dallas-Fort Worth (DFW) Metroplex. The city is well known and admired for its great neighborhoods, excellent schools, and pleasing parks and amenities, all located within a few miles of DFW International Airport, Fort Worth and the many employment opportunities of the region.

The Colleyville community recognizes and cherishes the strengths of the city and wants to preserve and enhance those qualities. The community wants to make Colleyville the destination of choice for those seeking a vibrant place to live, work, or play with a high quality of life.

This comprehensive plan is the collective vision of the community for the Colleyville of tomorrow. It has been crafted with extensive input from the Colleyville community over the course of more than a year and represents the dreams and aspirations for the city. It builds on the strengths of the city today and identifies the framework for key decisions and actions that will guide Colleyville over the next two decades to make that vision become a reality.

This plan reinforces and builds on the principles and values that have always guided decisions in the city, but also establishes a fresh perspective that responds to changing dynamics.

DESTINATION (des-tuh-ney-shuh n)



The word "destination" is defined as:

- the purpose for which something is "destined;"
- a place to which one is journeying; and
- a place worthy of travel or for an extended visit.

What is "Destination Colleyville?"

The title "Destination Colleyville" represents a vision for what the city will become in the future, as well as how the city is perceived by those who live outside of it. The idea builds on the strengths of what Colleyville already is – a unique place that can be called home and that has everything that is needed, including great places to live and all the nearby amenities that make up a great way of life. It also recognizes that the Colleyville community has reconfirmed its commitment to maintaining the city's unique rural character which makes it like no other place in the DFW Metroplex.

Very Important

This plan recognizes that for the long-term vision to become a reality, Colleyville should not only be a choice community for residents and destination retail, but it should continue to draw from the regional market for new visitors and excellent companies.



Superb neighborhoods are an example of what makes Colleyville a "destination" in the greater DFW Metroplex region.

Mayor Newton's Comments

- **There is an opportunity to provide for a range of options for the Colleyville Community.** While Colleyville's predominant attraction is the city's beautiful neighborhoods, a growing segment of the population is increasingly interested in connecting residential properties to amenities such as trails, parks, shopping, and dining areas that promote social experiences.

- **Colleyville's demographics continue to change.** As noted in The Colleyville Plan (2004–2025), the median age of the city's residents continues to become older, increasing from around 40 years in 2000 to 45.5 in 2010 and 45.6 in 2013. This gradually aging population may begin to impact the types of retailer, entertainment, and dining prospects for the commercial areas of Colleyville.

Building on the City's Strengths and Unique Opportunities

This plan fully recognizes the unique strengths of Colleyville and builds on them. These are discussed in detail in subsequent sections of the plan, but include:

- **The city has a great location.** In addition to being only five miles from DFW International Airport, Colleyville benefits from a back-door, direct connection that provides easy access to the airport for residents and local businesses. Additionally, the city benefits from newly improved freeways that provide quick access to the entire region.
- **Colleyville Boulevard provides an opportunity for economic growth.** When proposed improvements by the Texas Department of Transportation (TxDOT) including the turnback to city for maintenance are completed, Colleyville Boulevard will have improved traffic capacity. Better defined access points from

Colleyville Boulevard to adjacent commercial areas will provide opportunities to improve connectivity between developments. Planned walkways will also make walking and bicycling along Colleyville Boulevard more feasible, and additional aesthetic improvements will help create a true sense of place along much of the Corridor.

- **The city has character and exceptional natural areas.** Colleyville is known for the beauty of its neighborhoods. Its tree-lined roadways are complemented by stunning homes and pastures that contribute to Colleyville's "country feel." Natural and semi-natural areas such as Big Bear Creek and Little Bear Creek create spectacular amenities right within the core of Colleyville. Similarly, the Cotton Belt Trail corridor provides access to semi-natural areas and a corridor near the core of the city.

- **Non-residential redevelopment provides opportunities to further shape the city.** While much of Colleyville has been developed, a new round of redevelopment or enhancement of existing development, especially along Colleyville Boulevard, is already beginning to take place. Each project offers the opportunity to promote and reinforce the environmental character and connectivity goals established by this plan.

— what about Ancient 2nd Rd — we have available commercial streets there as well

Mayor Newton's Comments

Further, the plan projected that the city's annual growth rate would slow to 1.25 percent during the years 2011 through 2015, decrease even further to 0.75 percent for the years 2016 through 2020, and decrease further to 0.50 after 2020. During the past five years (2010 to 2014), the city's actual annual growth rate was 0.81 percent.

With fixed boundaries and an increasingly limited amount of land remaining available for development, Colleyville is getting closer to its maximum population.

Population Estimate

While it would be easy to simply utilize the estimate that was contained in The Colleyville Plan (2004-2025), there have been many changes in the city that have occurred since then. First is that the city, like the rest of the country, has been impacted by a significant recession. While this may not have had as great of an impact on Texas cities as elsewhere, it has resulted in changes in consumer preferences (regarding housing, debt, driving and commuting preferences, among others). The city has also had 10 additional years of development which means there is less land available for development. Therefore, it was determined that

an analysis, using a similar methodology as was used in The Colleyville Plan (2004-2025), would further quantify the city's maximum population.

First, areas within the city that had sufficient acreage (approximately 3 acres or larger) and characteristics for potential redevelopment were identified. These areas equaled about 492.7 acres or 0.77 square miles out of 13.10 square miles. Second, an analysis of both the city's current Future Land Use Map (adopted 2004) and the draft Future Land Use Map contained within this plan were undertaken. Both maps identified that a majority of these potential areas are classified as single-family detached residential.

In The Colleyville Plan (2004-2025), the low and high estimates were calculated using an average residential density factor of 1.8 (base estimate) and 3.5 dwelling units per acre (high estimate). The estimate below was (see Table 2.1, Population Forecast) prepared using the following calculation:

$$[(\text{acres}) \times (\text{density}) \times (\text{occupancy rate}) \times (\text{household size})] + [(\text{vacant platted lots}) \times (\text{household size})] + (\text{current population estimate}) = \text{population forecast}$$



Population growth stabilizes as the city has fewer and fewer parcels remaining for development.

This number is not used; why should it be included?

how determined?

how determined?

Mayor Newton's Comments

Plan Principles

Although the vision has remained the same, the path to achieve it has to keep up with a changing environment. Continued outward expansion from the DFW Metroplex increases the scale and intensity of growth pressures being felt in Colleyville, not to mention a host of fundamental changes in the world around us.

Based on long-standing community input from previous planning efforts, as well as this one, a new set of plan principles were developed to ensure Colleyville continues progression toward its envisioned future. These plan principles provide the fundamental framework for the analysis and recommendations discussed throughout the rest of this plan. They include:

- **Preservation of neighborhoods.** Colleyville is a superb place to live. Its neighborhoods are beautiful and housing is attractive and very well maintained. All neighborhoods have attractive natural settings or an emphasis on significant landscaping. Amenities are plentiful, both within neighborhoods and nearby. First and foremost, Colleyville's neighborhoods, both existing and yet to come, should remain among the very best in the entire region.
- **Enhancing Colleyville's economic resilience.** The diversification of Colleyville's tax base is key to enhancing the city's economic status. Proactive strategies are necessary to improve on what is already an excellent financial position. It may be necessary to fund the type of management, maintenance, and investments in the future that the Colleyville community has asked for. Encouraging non-residential development that provides that strong resource underpinning is vital to the future of the city. This may include increasing the value of development in key areas, such as the areas along Colleyville Boulevard, at the northern gateway to Colleyville, and along the city's edges at Precinct Line Road and State Highway 121.
- **Creating a connected Colleyville.** The Colleyville community expressed their interest in a completely connected city, where major destinations such as parks, schools, retail, dining and civic facilities are all easy to get to in a variety of modes and not only by driving. This goal was echoed repeatedly throughout the planning process. Whether walking or riding a bicycle, a comfortable and safe network (which is well underway) should be completed. Colleyville has the opportunity to make additions and improvements to the network that can have significantly positive effects on quality of life.
- **Enhancing Colleyville's character and brand.** The Colleyville community wants to preserve its unique character and country feel while reinforcing this aesthetic into creating a special brand that sets the city apart.
- **Securing the economic spine of the city.** Through high-quality infill development, more walkable and urban-scaled buildings, and the strategic placement of parking in less visible locations, the Colleyville Boulevard Corridor can gradually evolve into a more identifiable special place. The Colleyville community expressed significant interest in moving forward with this throughout the planning process.
- **Enhancing amenities and services.** In city-wide surveys over the years, the Colleyville community has expressed their appreciation for the effective infrastructure that they have. They are interested in quality over quantity, ensuring that amenities, such as parks and the library, and services, such as public safety and utility infrastructure, are all high quality and provide great value to the community.

Mayor Newton's Comments

Housing & Neighborhoods Chapter 6



Goals

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a "country feel."

Connect neighborhoods and provide high quality amenities.

Policies

1. Preserve neighborhood character and quality.
2. Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.
3. Require new neighborhood developments to demonstrate and contribute to Colleyville's character.

Benchmarks

- Improved access to neighborhood-level park improvements.
- Increased number and quality of neighborhood-level amenities and connections (e.g. trails).

- maintain "current built" density in established neighborhoods
allowing for additional redevelopment
options

City Services & Facilities Chapter 7



Goals

Maintain an exceptional system of City services and facilities that is technologically current, efficient, and responsive to the needs of the Colleyville community.

Policies

1. Continue to maintain and improve the City's facilities as appropriate.
2. Continue proactive and effective public services to ensure the public health, safety, and welfare of the Colleyville community.
3. Provide and maintain a well-planned and fiscally sustainable public infrastructure.
4. Proactively support efforts to promote green initiatives for fiscal resilience.

Benchmarks

- Additional facility improvements completed.
- Maintained a minimum 90 percent level of satisfaction among the community with City services.
- Maintained or improved current response times for Police and Fire services.
- Additional infrastructure improvements completed.

- Ensure the corporate and quality landscaping are created and maintained in new

Mayor Newton's Comments

Future Land Use Chapter 8



Goal

Maintain the integrity of the existing land uses by ensuring the Future Land Use Plan map and categories reflect the land use mix and character of desired development.

Policies

Establish appropriate future land use categories in the City's Future Land Use Map (FLUM):

- Residential
- Commercial
- Institutional
- Parks and Open Space
- Colleyville Boulevard Corridor (CBC)

Character & Placemaking Chapter 9



Goal

Ensure high quality neighborhood design that positively contributes to surrounding neighborhoods and the country character of Colleyville. *at Colleyville leading north for work*
~~create a unique~~

Enhance the city's commercial corridors to make them unique destinations – specifically Colleyville Boulevard and Precinct Line Road – by creating a unique design aesthetic that sets these corridors apart from adjoining communities and continues to attract destination commercial uses.

Policies

1. Preserve the "country-feel" of roadways.
2. Ensure compatibility of new neighborhoods with existing neighborhoods and connectivity with adjoining developments where appropriate.
3. Create a plan to coordinate the public realm and private development standards for the Colleyville Boulevard Corridor with a strong and unique sense of place that transforms the Corridor into a true destination.
4. Create a unique commercial corridor for Precinct Line Road.

Mayor Newton's Comments

Moreover, the workforce is employed in those industries poised for the highest growth in the region. Nearly 40 percent of the city's workforce is employed in administrative support, professional scientific and technology services, and health care and social assistance.¹ As employment opportunities increase in the area, Colleyville will benefit by maintaining a stable residential base and capturing more retail and office uses within the city. A market analysis performed by Catalyst Commercial identified specific retail and office opportunities in Colleyville, which are summarized below:

RETAIL OPPORTUNITIES

There is a high demand for retail in Colleyville due to retail leakage caused by residents shopping elsewhere in the region. Current and projected retail demand among residents in Colleyville and surrounding communities is high. Additionally, the workforce that commutes into and through Colleyville creates additional demand for retail. Based on Colleyville household data, there is enough current and projected demand to support an additional 303,000 square feet of retail goods and services in Colleyville by 2024.

This retail analysis took into account proximity of adjacent community retail centers, limited amount of greenfield land and lack of highway frontage in Colleyville, and the changing face of retailing due to competition from web-based retailers.

According to Catalyst's market analysis, workforce spending patterns account for an additional \$195 per person per week, totaling \$99 million in annual sales in the city's retail stores and restaurants. It is estimated that the addition of more high quality development with national and regional brands, convenient parking, and a variety of retail and restaurant options could bring in an additional 10 percent of potential retail expenditures from the local

¹ Catalyst Commercial, Market Analysis for Colleyville, Texas.



POTENTIAL RETAIL DEMAND

114,000 SF	retail demand based on current retail expenditure leakage
160,000 SF	projected retail demand based on population and income growth
29,000 SF	estimated retail demand based on workforce spending
303,000 SF	total possible retail demand within Colleyville by 2024.

Source: Catalyst Commercial, Market Analysis for Colleyville, Texas.

how was this determined?

workforce which are currently spent outside the city limits (see Figure 4.2 Potential Retail Demand on Page 34).

OFFICE SPACE OPPORTUNITIES

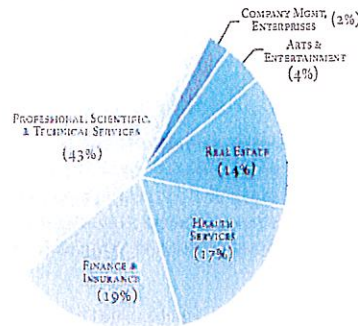
As industries expand and diversify in the area, demand for professional office space will also grow. Office space users will include not only those businesses that provide services to residents, such as lawyers, real estate agents, and financial businesses, but also businesses that provide support services to other companies.

Rental rates in the Westlake/Grapevine/Colleyville submarket are some of the strongest in the region, and vacancy rates of class A and B office space in Colleyville are below the average of the overall market.

According to the office market analysis performed by Catalyst Commercial, there is 817,000 square feet of office space in the city, 83 percent (719,000 square feet) of which is for small office firms. Most of these small firms (43%) provide professional, scientific, and technical services. Only 17 percent is occupied by firms that offer health services (see Figure 4.3 Employment Trends on the right).

Overall, the city's 12 largest employers account for over 60 percent of the city's overall employment. In total, approximately 2,700 businesses employ over 9,800 workers within the city. A significant portion of these workers are employed in the retail and food service sector which accounts for approximately 18 percent of all workers.

Based on current trends, nearly 5,300 square feet of net absorption will be for small office space (firms with five employees or less). Small business relocation from existing space may create additional demand. Based on historical office space turnover trends and average vacancy rates, Colleyville could capture an additional 9,500 square feet of annual office demand for a total of 14,800 square feet of annual absorption.



Source: Catalyst Commercial, Market Analysis for Colleyville, Texas.

The City of Colleyville and surrounding area is home to numerous employers. Below are the top employers (based on total employment) in the area:

DFW International Airport (on-airport employees only)	60,000
Sabre Corporate HQ	2,532
Grapevine Colleyville ISD*	1,681
Texas Health Harris Methodist Hospital	1,546
Gaylord Texan Resort Hotel & Convention Center	1,500
HealthMarkets	1,450
Baylor Regional Medical Center at Grapevine	1,230
Atlantic Southeast Airline, Inc.	1,000
Triad Financial Group	1,000
Market Street*	369

*In City of Colleyville

OFFICE CLASS DEFINITIONS



Office classes represent a subjective quality rating of buildings which indicates the competitive ability of each building to attract similar types of tenants. A combination of factors including rent, building finishes, system standards and efficiency, building amenities, location/accessibility and market perception are used as relative measures.

Class A: Most prestigious office buildings competing for premier office users with rents above average for the area. Buildings have high quality standard finishes, state of the art systems, exceptional accessibility and a definite market presence.

Class B: Office buildings competing for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area. Building finishes are fair to good for the area and systems are adequate, but the building does not compete with Class A at the same price.

Source: Building Owners and Managers Association International (<http://www.boma.org/research/Pages/building-class-definitions.aspx>)

Mayor Newton's Comments

responsibilities placed on residential landowners. However, many of these new businesses will want to be located along the Colleyville Boulevard Corridor. With limited opportunities, this needs to be through a carefully crafted redevelopment strategy for existing underutilized and under-performing properties based on market opportunities.

- Action 4-1: Continue to utilize creative funding mechanisms (e.g., grants, public improvement or municipal development districts, etc.) to encourage desirable economic growth in targeted areas of commercial redevelopment.

The City already has been successful in using a range of funding mechanisms, such as matching grants, infrastructure participation, and non-cash incentives as tools for attracting new businesses and improving existing ones along Colleyville Boulevard. Incentives, when quantified, can be effective in mitigating excessive development costs and gaps in public infrastructure needed to facilitate high quality development, especially in a redevelopment context. Incentives should be evaluated based upon need, overall public/private ratio, payback period, impact on adjacent developments, net new benefits and other policy goals. In addition, where possible, performance-based incentives should be used. This also includes a continual evaluation of existing programs (e.g., the city's existing Tax Increment Reinvestment Zone (TIRZ)) to ensure they are functioning as needed, and whether or not additional restructuring is recommended.

Incentives, if carefully targeted, frequently provide a net positive return on public investment. This then increases the City's capacity to bring additional private investment that can contribute to the continued economic vitality of the city.

- Action 4-2: Facilitate infrastructure improvements and amenities that support placemaking.

Today, cities are competing to be great places to live and work. In that regard, facilitating development and redevelopment that has a "sense of place" is becoming an essential component of many economic development efforts. This plan establishes a strong vision to transform Colleyville Boulevard into a true destination with a set of coordinated public and private improvements.

Redevelopment is often more expensive due to demolition, property agglomeration, upgrading infrastructure, amending easements, utility relocations, and coordinating with existing adjoining businesses and neighborhoods. To this end, the city should identify and prioritize public infrastructure investments that can encourage private redevelopment that creates higher quality environments, better merchandising, and enhances elements that improve quality of life.

PLACEMAKING

"Placemaking is a multi-faceted approach to the planning, design, and management of public spaces...the art of creating places that uplift and help us connect with others."



Source: Project for Public Spaces.

Mayor Newton's Comments

As part of the city-wide survey administered during this comprehensive planning process, participants identified the following types of businesses that were needed in the city. These expressed "needs" by community residents can contribute to additional sales tax dollars and revenues for the city.

- **Small retail stores / boutiques** – 48.3 percent of respondents felt that more small retail / boutique stores were definitely needed (15%) or somewhat needed (33.3%).
- **Medium-sized retail stores** – 77.7 percent of respondents felt that medium-sized retail stores were definitely needed (34.0%) or somewhat needed (43.7%).
- **Large retail stores** – 56.1 percent of respondents felt that large retail stores were definitely needed (30.6%) or somewhat needed (25.5%).
- **Professional services** – 42.5 percent of respondents felt that additional professional services (e.g., medical, legal, health, beauty, etc.) were definitely needed (10.2%) or somewhat needed (32.3%). Conversely, almost 40 percent felt that more of these services were not needed.
- **Sit-down restaurants** – 85.2 percent of respondents felt that additional sit-down restaurants were definitely needed (45.2%) or somewhat needed (40.0%). Conversely, 50.4 percent felt that more fast food services were not needed.
- **Mixed-use developments** – 47.0 percent of respondents felt that mixed-use areas were definitely needed (16.2%) or somewhat needed (30.8%).

Source: Community responses from the 2014 city-wide opinion survey

Policy: Recruit – Continue to promote Colleyville as an excellent and convenient place to locate a business.

Businesses are attracted to locations that are vibrant and offer a high standard of living for their management and staff. Businesses with specialized professional staff, in particular, favor walkable and vibrant locations that help them attract top talent. Colleyville can readily be promoted as a place where it is easy to live, work, play, and stay. The City's neighborhoods and schools are already top-notch and can help recruit businesses to the City in conjunction with the City's incentive policy and Economic Development Strategic Plan.

There are limited locations within the City for new, quality, commercial development. It will be imperative to ensure that the City can maximize this new commercial development potential to the extent possible. Details on the design and quality considerations are included in Chapter 9.

■ Action 4-3: Continue to pursue new commercial development in the Colleyville Boulevard Corridor and other appropriate locations

Pursuing new, quality, commercial development in the Colleyville Boulevard Corridor, specifically at the Northern Gateway, and the Precinct Line Road Corridor, is a priority to increase commercial tax base, and to reduce retail sales leakage to other cities within the region. Catalyst's assessment identified the capacity for an additional 303,000 square feet of retail goods and services by 2024 (see Figure 4.4. *Businesses Needed in Colleyville* on the left).

Historically, the City has absorbed an average of 6,000 square feet of professional office space and current absorption is close to 15,000 square feet with vacancy near 7%. Additional opportunities in Colleyville would be for boutique corporate headquarters. Overall, forecasts show that demand for quality office will continue to increase. The addition of quality professional office uses will not only capitalize on the areas available highly educated workforce but also provide additional daytime visitors that can increase sales at Colleyville's stores and restaurants.

Shouldn't we
consider Precinct Line
and 121 also?

Mayor Newton's Comments

- **Action 4-1:** Continue to identify the types of prospective businesses (retailers, restaurants, and office uses) that will complement Colleyville's market context.

The City has already recruited several quality retailers and restaurants. Continuing to use this strategic approach by communicating the strength of the city's economic development opportunities and incentives to prospective new retailers and restaurants, will be the key to maintain the current momentum. This could include continuing coordinating meetings at local and regional conferences, organizing annual Retailers Roundup events, etc.

- **Action 4-3:** Continue to pursue and strategically develop high quality lodging-related uses within the city.

As part of a larger effort to increase long-term tax revenue, the City should target hospitality-related uses to attract tourists and visitors. This will support leisure and corporate recruitment and retain visitor spending. In addition, the City should explore integrating conference/meeting space to attract out-of-town guests and increase spending on hotels, restaurants, and local shopping for additional tax revenue. In addition to providing direct jobs within the community, hotels and other lodging-related uses provide the city with hotel occupancy tax revenue and other complementary benefits that can be utilized to fund additional marketing and promotional materials or events.

- **Action 4-6:** Establish partnerships to create a business incubator or accelerator to support start-ups and local businesses within the city.

In addition to national credit retailers and established chain restaurants, it will also be important for the City to support a program to incubate new local businesses in an effort to diversify the city's commercial base.

A small business incubator or accelerator is a facility that provides small, start-up businesses with temporary space and shared business support services. An overarching goal of an incubator or accelerator is to enhance the entrepreneurial climate within the city and to create jobs that can lead to growth and expansion. The focus is on helping new businesses overcome the common problems that cause a business to fail within its first four years of existence. These include poor management, lack of funding, and inadequate marketing.

Although it is normal that small business start-ups have a high failure rate, the City can support the Chamber of Commerce and others in efforts to increase their chances of success. Led by the Chamber, this can include, but is not limited to, temporary office space, office services (e.g., copying, printing, faxing, computers, and high-speed Internet access), etc.

WHAT IS A BUSINESS INCUBATOR or ACCELERATOR?

A business incubator or accelerator is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services.



Source: National Business Incubation Association, www.nbia.org

Mayor Newton's Comments

Character of Streets

The community identified the country character associated with driving along roads within and throughout Colleyville as one of the community's key strengths. The old county roadway system that previously existed in most of the neighboring communities eventually gave way to multi-lane improvement projects. However, in Colleyville, significant sections of the old county roadway system have been retained and generally function today as

the collector streets. Many of the existing roadways in the city contain signature elements (e.g., mature trees, rural fencing, open swales, etc.) that create a unique character which sets Colleyville apart from many of the surrounding communities. See Figure 5.1, *Existing Streets With Character*. Some of these streets include sections of Pleasant Run Road, Cheek-Sparger Road, Jackson Road, Oak Knoll Drive, Westcoat Drive, Bransford Road, John McCain Road, and McDonnell School Road.

Figure 5.1 Examples of Existing Streets With Character



Fencing and open space as signature elements



Mature trees and no curbing as signature elements



Open swales and no curbing as signature elements



Fencing and woodlands as signature elements

Mayor Newton's Comments

regional roadway that extends along the western edge of Colleyville and serves as the western boundary between Colleyville and North Richland Hills.

Traffic Generators

Typically, the major sources of traffic in a community are internal (e.g., travel to and from a school or a shopping center). In Colleyville, however, a significant amount of vehicular traffic is generated by adjacent community residents traveling through Colleyville to reach destinations in other nearby communities. Colleyville Boulevard carries a significant amount of external commuter traffic. However, its route does not extend through Colleyville's residential neighborhoods, contrary to the east-west roadways of McDonwell School Road, John McCain Road, Glade Road, Hall-Johnson Road, and Cheek-Sparger Road.

In the past, Colleyville has received relatively little economic benefit from increased traffic through the community. With the growth of retail areas such as Colleyville Downs, the Village at Colleyville, and the Colleyville Town Center/Market Street development, connectivity can serve to generate significant activity that benefits the city.

North Tarrant Parkway was recently extended to Interstate Highway 35W, between Fort Worth and Keller. This route provides a multi-lane connection from the north side of Fort Worth to Precinct Line Road. Due to its completion, east-bound traffic will likely increase in the future along McDonwell School Road and John McCain Road. Mid-Cities Boulevard already provides a multi-lane east-west roadway from Saginaw to DFW International Airport through Colleyville along Cheek-Sparger Road.

During early morning and evening commute times, additional traffic (which comes in large part from the external pass-through traffic) increases congestion along Colleyville's roadways making it more difficult to gain access to adjacent residential neighborhoods. This is not to be too unexpected, as most of the major intersections on the city's predominantly two-lane arterial system are not designed to accommodate high volumes of turning movements.

Traffic Volumes

On an annual basis, City collects traffic volume information for most of the major roadways in the community, generally taken near major intersections. Future traffic volume projections are derived from the North Central Texas Council of Governments (NCTCOG) 2035 Traffic Volume Projections. However, several roadways are already seeing traffic counts at the 2035 level. Information on both current and projected traffic volumes is useful for economic development purposes as well as for establishing a sound roadway maintenance or improvement program.

TRAFFIC GENERATORS

Within the city limits, the major traffic generators include, but are not limited to, the following:

- Glade Heights shopping center
- Colleyville Downs shopping center (formerly Village Park)
- Colleyville Town Center
- Village at Colleyville
- Area schools



which roads?

Mayor Newton's Comments

From a design standpoint, the right of way of a collector street should not be narrower than any of the local streets entering it. Additionally, the design of a collector street should include consideration for the right-of-way width and number of lanes which provide for continuity of the overall system. Right-of-way widths will be a maximum of 75 feet with pavement widths of 28 to 42 feet, depending on whether the street is serving an urban or rural area and the need for a specific lane configuration (e.g., six-foot paved shoulders, center turn lane, etc.).

ARTERIAL STREETS

Arterials move large volumes of traffic between major destinations. With some degree of access control they prioritize mobility over accessibility in order to provide the highest level of service at the greatest speed for the longest uninterrupted distance. Major arterial thoroughfares are often multi-lane facilities and are often constructed and maintained by the Texas Department of Transportation (TxDOT). The two major arterial streets in Colleyville are Colleyville Boulevard and Precinct Line Road. Minor arterial streets provide for traffic movement from the various neighborhoods to commercial areas and other major traffic generators (e.g., schools and municipal buildings), and also serve as routes for thru-traffic from adjacent cities. Right-of-way widths will be a maximum of 95 feet with pavement widths of 36 feet to 44 feet. Examples of minor arterial streets include Hall-Johnson Road, Cheek-Sparger Road, and Glade Road.

EXPRESSWAYS/FREEWAYS

Expressways/freeways provide for expeditious movement of traffic between areas and across cities,

with an intent of moving large volumes of traffic at relatively high speeds, with as few delays and interruptions as possible. One of the ways this occurs is through the limitation of direct access to adjacent properties. With the exception of adjacency to a segment of State Highway 121 on the eastern border of Colleyville, no expressways will occur in the city.

Mayor Newton's Comments



During the planning process, the Colleyville community frequently noted their appreciation for the roundabouts that have been installed in recent years, and asked that those improvements continue. The photo depicts the roundabout installed at the intersection of Glade and Pool Roads.

Policy: Explore opportunities to improve connectivity within and between neighborhoods and developments (especially along the Colleyville Boulevard Corridor and adjoining neighborhoods).

As Colleyville developed, many neighborhoods were built with only one or two vehicular access points and frequently lacked vehicular connections to nearby neighborhoods. In recent years, many newer developments have been built in the same manner, forcing all traffic out to the nearby collectors or arterials. In places where higher capacity collectors and arterials are available, this may be acceptable. However, with the desire to maintain a rural character in Colleyville, this design arrangement simply increases the burden on the city's collectors and arterials. Similarly, many commercial developments were designed without internal connectivity to adjacent parcels.

In addition, there is increasing desire on the part of Colleyville residents to be able to walk or ride a bicycle to nearby destinations. Access to sidewalks and trails for both recreation and mobility is becoming an important element of quality of life for many communities, especially for Colleyville. The Colleyville community has expressed this desire repeatedly, going back to the 1998 Plan, The Colleyville Plan (2004–2025), and most recently as part of the 2011 Parks, Recreation & Open Space Master Plan.

Given the narrow pavement sections and the desire to maintain the rural character of drainage swales along many streets, the preferred solution to improve connectivity for both bicyclists and pedestrians is to expand the city's system of trails that parallel many streets. These trails are typically 10-feet wide and can carry low to medium volumes of both bicyclists and pedestrians concurrently (as long as high-speed bicycle travel is not anticipated). Since there is a growing interest in walking and bicycling, every neighborhood in Colleyville should have comfortable and appealing options for users to walk or ride to nearby destinations.

Why?
This needs to
change - proactively

Mayor Newton's Comments

- Action 5-9: Integrate trail and sidewalk improvements as part of the City's Capital Improvements Program (CIP) with a direct tie to the City's trail plan.

In addition, the City should consider creating a sidewalk or trail infill program as part of the CIP which can prioritize short segments (1/4 mile or less) that can be implemented if street improvements are not imminent in order to provide short term (between 5 and 10 years) connectivity or critical links.

Policy: Balance traffic volume, capacity, and mobility needs with the preservation and/or creation of character along city streets.

The rural character exhibited by many of the streets in Colleyville is one of the city's strongest assets. Colleyville, as a community, strongly supports the preservation of that rural character, rather than developing standard streets that can be found in any community in the area. Given the relatively low number of collectors and arterials in Colleyville, attention should be paid to the character and context of each non-local street. Further, both the Colleyville community and the Comprehensive Plan Advisory Committee (CPAC) recommended that the character of key roadways in the city be considered when planning for land use and roadway improvements.

- Action 5-10: Develop site-specific or context-sensitive solutions (CSS) that preserve the character of streets as they are improved.

As streets are redeveloped or improved, signature elements (e.g., the drainage swales which help to create a rural character along many of the city's roadways) should be identified for possible protection prior to finalizing design and construction plans. Landscape architects, planners, or urban designers should be included as early in the process as possible when a street is considered for improvement. Preliminary engineering reports should be used to identify solutions that combine appropriate best practices and design standards, while also exploring specific strategies to preserve the character-building signature elements of that street (see the Character of Streets section earlier in this Chapter). Standard cross-sections should be used for guidance, but should maintain flexibility and be adjusted as necessary using CSS.

BAR DITCHES / SWALES

In the 2014 Citizens' Survey, 57 percent of respondents expressed that eliminating bar ditches on city streets is not important for Colleyville to address in the near future (27% not very important; 14% not at all important; 17% no opinion). Bar ditches (also known as borrow pits or swales) are roadside channels dug for drainage purposes.

Source: 2014 Citizens' Survey.



WHAT IS CSS?

Context sensitive solutions (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders in providing a transportation facility that fits its setting. It is an approach that leads to preserving and enhancing scenic, aesthetic, historic, community, and environmental resources, while improving or maintaining safety, mobility, and infrastructure conditions.

— Results of Joint AASHTO / FHWA Context Sensitive Solutions Strategic Planning Process, Summary Report, March 2007



Mayor Newton's Comments

The rural character while traveling through many parts of the city, especially west of Colleyville Boulevard, is unique to the area and helps Colleyville stand out as a community.

■ Action 5.11 Encourage preservation of signature street elements as part of improvement projects

Since the character of many existing streets is such an asset for the community, implementation of unique, one-of-a-kind solutions, where appropriate, should be supported. Utilize preliminary engineering reports to identify the funding levels needed for improvements to each street corridor. Support efforts for companion tree preservation and streetscape elements as part of improvements to streets, where possible.

■ Action 5.12 Consider context-sensitive solutions to constructing trails within the city

Many of the streets in Colleyville are conversions from the city's rural past and are still lined with trees. Consequently, even trail or sidewalk design and construction should consider the context of each individual corridor to determine appropriate solutions for building that segment of trail or sidewalk. Since many of the streets within the city have relatively narrow rights-of-way, drainage swales could be utilized to improve city-wide connectivity. While the City should have general standards for trail width that it applies consistently, the implementation of trails should use context-sensitive solutions to protect mature trees and other signature elements that define Colleyville's rural character.



Mayor Newton's Comments

Housing and Neighborhoods

Colleyville is widely known for the high quality of its neighborhoods. Colleyville residents enjoy quiet internal neighborhood streets with little traffic, mature trees, extensive green areas, nearby parks and other amenities, and access to some of the best schools in the entire DFW Metroplex region. The city's crime rate is extraordinarily low, and residents can also rest assured that their investment in their property will retain its value over the years. As a result, Colleyville continues to be one of the most desired places to live.

Retaining the value and quality of neighborhoods is one of the single most important priorities of the Colleyville community.

Since much of the city consists of existing residential neighborhoods, Colleyville's long-term future is inextricably tied to its housing quality and conditions. While one challenge is to protect and preserve existing neighborhoods, another is to ensure future housing further strengthens the city's status in the DFW Metroplex region. In the city's mature existing neighborhoods, housing exhibits a rural character accessed by rural roadways. In these areas, increased access to quality-of-life amenities (e.g., improved walkability, recreation, etc.) is important. In new neighborhoods, tree preservation, high quality layout and design should be a minimum requirement to ensure that these important amenities are considered while creating neighborhoods that have a sense of character. Each of these considerations, if done well, strengthens the character of the city which is so important to the Colleyville community.

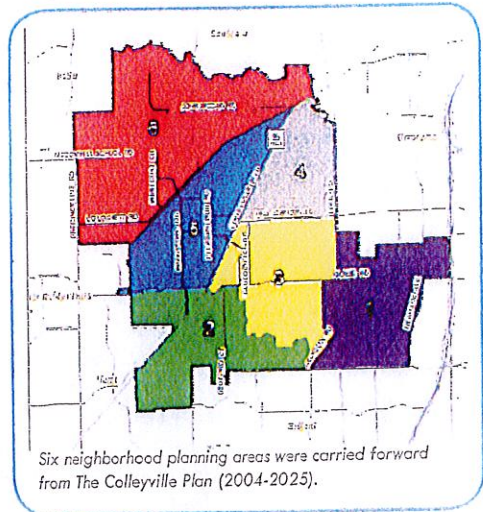
low density

Neighborhood Planning Areas

During the planning process for The Colleyville Plan (2004-2025), the city was divided into six neighborhood planning areas to help facilitate participation and planning. The boundaries of the six planning areas were chosen based on the service areas of the existing homeowner associations, as well as physical features such as major streets, railroads, and creeks.

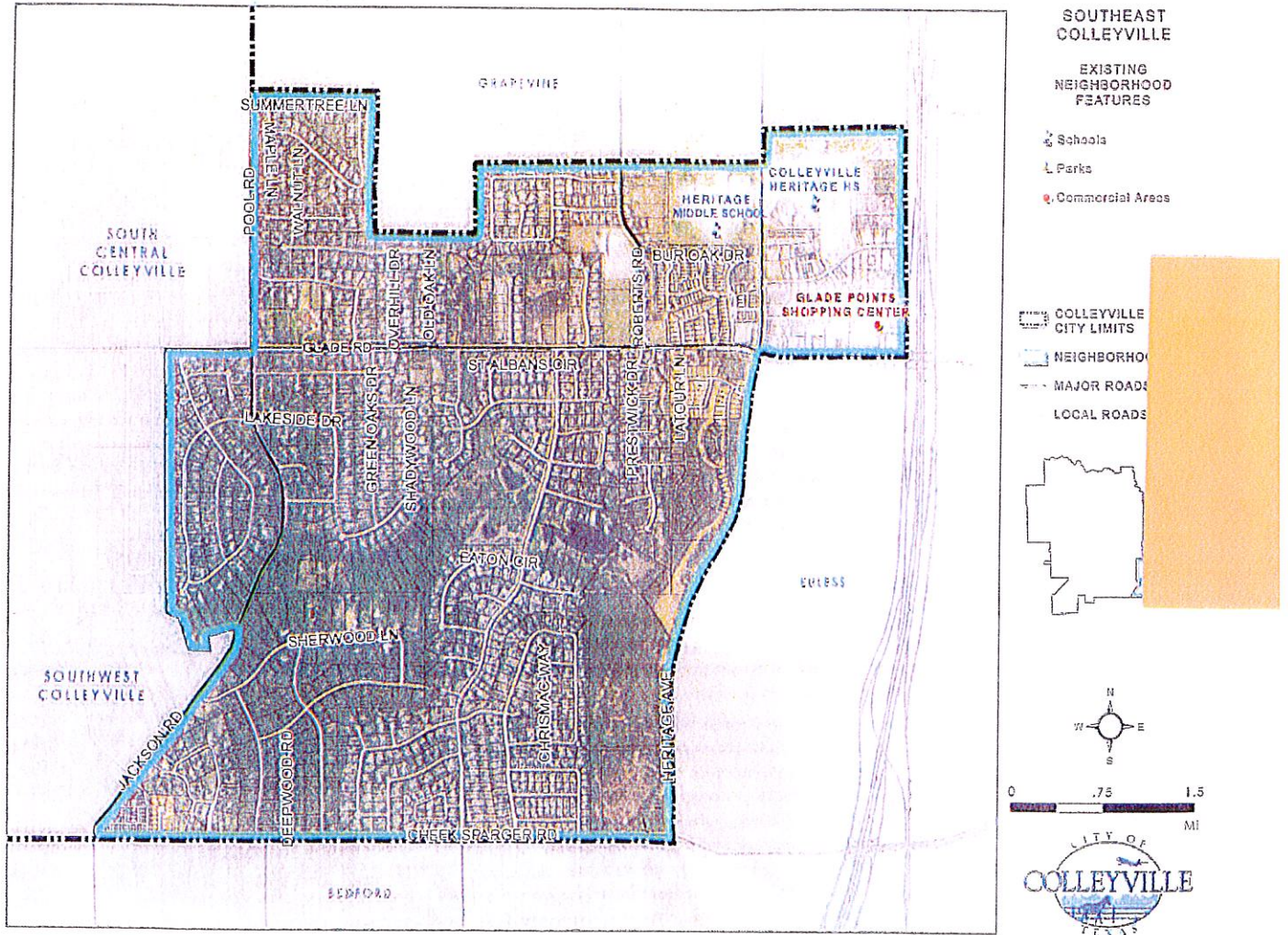
Destination Colleyville uses the same six neighborhood planning areas to facilitate discussions and develop strategies to enhance neighborhoods in all parts of the city.

Figure 6.1 Six Neighborhood Planning Areas



Add these concepts
 need to discuss the areas of zoning that was approved in the 1970's but that was built at a much lower density. we need to preserve these neighborhoods etc. city must have a policy that re-zones the higher density zoning to a lower density that matches what was actually built. estimate the areas could

Mayor Newton's Comments



→ redevelop to a higher density than by destroying the character and quality of the neighborhood

- Re development is a threat to neighborhood character if that redevelopment allows higher density (ex net 6000)

— need to improve quality requirements and standards at our development platform

Mayor Newton's Comments

Southeast Colleyville • Neighborhood Area 1

Placement in the Community

Southeast Colleyville occupies the southeast quadrant of the city. Bounded by Cheek-Sparger Road to the south, Jackson and Pool Roads to the west, State Highway (SH) 121 and Heritage Avenue to the east, and the city limits with Grapevine to the north and east, Southeast Colleyville totals approximately 1,213 acres (1.9 square miles) or 14.3 percent of the overall land area of Colleyville. With the development of the Heritage Avenue tract into single family homes, most of Southeast Colleyville is developed.

During the planning process for the comprehensive plan, feedback from focus groups comprised of residents of this area noted the convenience of living here, with easy access to SH 121 and also to commercial areas along Colleyville Boulevard. The major issue for the area is traffic congestion along Glade Road and Cheek-Sparger Road, and occasional periodic traffic delays generated by other users in the area (e.g., churches).

Character and Form

The following descriptions provide a summary of the character, development pattern, transportation and connectivity, and parks, recreation and open space in Southeast Colleyville.

- **General character.** Small portions of this area can be characterized as fairly typical suburban style developments. However, these developments transition to portions of Southeast Colleyville that are among the most beautiful in all of Colleyville. Home styles vary from older 1970's ranch style homes to large mansions with extensive open space and attractive front yards. Several gated communities exist in the area along Martin Parkway

and Jackson Road. Much of the area drains to tributaries of Little Bear Creek, and as a result the area is heavily wooded with stands of large mature trees. This wooded character is extremely appealing and is one of the distinguishing aspects of much of Southeast Colleyville. Private ponds which are visible from the area's public streets also contribute to the lush, luxurious feel of the area.

- **Development Pattern.** Approximately 90 percent of this area is comprised of existing single family residences, with the remaining 10 percent consisting of commercial and institutional uses. Residential lot sizes vary from estate-sized lots along drainage tributaries of Little Bear Creek, to garden home-sized lots north of Glade Road and west of Heritage Avenue. Development patterns transition from freeway commercial uses at Glade Road and SH 121, to garden residential lots near Heritage Avenue and Glade Roads, finally to larger lots further to the west and throughout the remainder of Southeast Colleyville. Residential uses in the area total 1,112 acres and 1,707 lots, yielding a residential density of approximately 1.54 dwelling units per acre¹.

- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the primary east-west minor arterials in the area. Heritage Avenue, Martin Parkway, and Jackson Road are the primary north-south roadways for this area. Apart from the four-lane sections of Glade Road and Heritage

¹ Existing residential percentage for each neighborhood area includes all areas within residential and agricultural zoning districts and includes right-of-way and parks.

Residential density is calculated by dividing the total number of residential lots (occupied and vacant) in the neighborhood by the total land area in the neighborhood in residential or agricultural zoning district categories.

Area not density => Should be computed by total lots in residential developments by the acreage in the residential development minus ROW

Mayor Newton's Comments

Avenue at the commercial areas near SH 121, most streets in the area, including arterial, are two-lane roadways.

- **Parks, Recreation, and Open Space.** Southeast Colleyville has several private parks but no public parkland. The open parkland behind the Senior Center in Southwest Colleyville provides the main park space for this area. A total of 46 acres of private parkland are contained in the area, however, much of this private parkland is fenced and restricted to specific neighborhoods or homes. Some residents of the area have access to Melrose Park, which is a large private neighborhood park located on Martin Parkway. With the exception of wide sidewalks along a portion of Glade Road and Heritage Avenue, leading to the middle school and high school, the area has no existing public trails. Private recreational trails can be found in Melrose Park, as well as in privately shared open space east of Martin Parkway.

Key Current and Future Considerations for Southeast Colleyville

1. The commercial areas between SH 121 and Heritage Avenue are vital to the overall fiscal health of the city. They are the only freeway-oriented properties in the city, and have no direct residential adjacencies. As such, the intensity of development directly adjacent to SH 121 should be maintained and even increased where appropriate. Non-residential densities can decrease closer to Heritage Avenue, but should still remain among the highest in the city.
2. Roadway improvements are discussed in the Transportation section of this plan. However,

Southeast Colleyville residents have expressed their desire that Glade Road remain two lanes, with the exception of upgrades at intersections to improve traffic flow. Any improvements to Cheek-Sparger Road should carefully consider the character of the roadway. For both roads, shoulder improvements for roadway safety and traffic flow improvements at key intersections should be considered, where and when feasible.

3. No public park improvements are currently slated for this area. However, future park improvements in the city's park land adjacent to the Senior Center will be needed to provide public facilities for residents of Southeast Colleyville.
4. Sections of eight- to 10-foot wide trails exist along the north parkway of Glade Road between Pool Road and Heritage Avenue. Filling trail gaps along this section of Glade Road should be planned in order to enhance connections to area schools, retail and dining closer to SH 121.
5. Heritage Avenue and Cheek-Sparger Road Intersection – work with the City of Euless to make improvements as appropriate when necessary.

Enhancement should be done in a way that maintains the character of the road.

not true

why is this statement here?

Mayor Newton's Comments

See comment as how to
compute density - not residential
density

Southwest Colleyville - Neighborhood Area 2

Physical and Cultural Context

Southwest Colleyville occupies the southwest corner of Colleyville, and is generally bounded by Glade Road and Little Bear Creek to the north, Cheek-Sparger Road to the south, Jackson Road to the east, and Colleyville Boulevard to the west. A portion of Southwest Colleyville neighborhood area is west of Colleyville Boulevard and extends to Precinct Line Road which is the city limits with Hurst. Southwest Colleyville totals approximately 1,292 acres (2.02 sq. miles) or 15.3 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the high quality of their neighborhoods and, with this area's proximity to Colleyville Boulevard, the relative convenience and accessibility to other areas of the city.

Character and Form

- **General character.** While more than three-quarters residential, this area also has some non-residential uses extending along Colleyville Boulevard. The area is traversed by Little Bear Creek and consequently includes significant green spaces. Bedford Road, which crosses Little Bear Creek, is representative of the characteristic beautiful Colleyville thoroughfare, with large trees and a classic rural feel along much of the roadway in this area.
- **Development Pattern.** Southwest Colleyville is essentially completely developed, with only a few lots remaining open for development. The area is approximately 83 percent existing residential uses with 1,718 lots. This neighborhood has a density of

approximately 1.60 dwelling units per acre. Lots in the area are still generally below average in size, ranging from 10,000 to 15,000 square feet in size.

- **Transportation and Linkages.** Glade Road and Cheek-Sparger Road are the only east-west minor arterials in the area. Colleyville Boulevard, Precinct Line Road, Bedford Road, and Brown Trail are the only major north-south roadways in the area. With an eventual six lanes, Colleyville Boulevard has significant capacity to handle the traffic needs of the area. However, getting to Colleyville Boulevard is through a two lane section of Cheek-Sparger Road between Oakbriar Lane and Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** This area has a higher percentage of public parkland than any other in the city. The Colleyville Nature Center and Sparger Park take advantage of their pristine locations adjacent to Little Bear Creek and are major amenities for the area. Woodbriar Neighborhood Park provides amenities south of Cheek-Sparger Road, and all neighborhoods in this area have close access to parks. Trails can be found in both parks, and older private trails along Cheek-Sparger Road point to future trail possibilities that mimic the public trail across Cheek-Sparger Road in Bedford.

Key Current and Future Considerations for Southwest Colleyville

1. Redevelopment of the existing commercial lands between Colleyville Boulevard and Felps Drive will most likely occur in the future, and should be encouraged to bring additional destination value to Colleyville Boulevard. The buffering of residential

Mayor Newton's Comments

areas east of Felps Drive should be incorporated into any redevelopment plans for the area. More compact and walkable non-residential development should be encouraged for other tracts along Colleyville Boulevard, and should take advantage of the desire to be close to Colleyville Downs Shopping Center.

2. Neighborhood-scale retail and office uses should be encouraged at the southern corners of Cheek-Sparger Road and Bedford Road, with adequate buffering provided where residential adjacencies occur.
3. Proposals for development of floodplain lands on the north side of Little Bear Creek between Colleyville Boulevard and Bedford Road should be carefully evaluated for their potential impact on area flooding and the beautiful creek environment. The loss of creek environment could impact the value of nearby residential areas.
4. Evaluate options to improve traffic flow along Cheek-Sparger Road between Bedford Road and Colleyville Boulevard, including improving the intersection of Bedford Road and Cheek-Sparger Road. Consider improvements as appropriate along Cheek-Sparger Road between Colleyville Boulevard and Brown Trail (San Bar Lane to Oakbriar Lane).
5. Trail linkages between the Nature Center and Sparger Park would create a unique amenity for this neighborhood area and should be a high-priority focus. These trail linkages could use natural paving materials in keeping with the character of the area.
6. Explore ways to widen and enhance the existing trails on the south side of Cheek-Sparger Road in partnership with the City of Bedford.

a connecting trail system could be put in this creek area

Mayor Newton's Comments

South Central Colleyville - Neighborhood Area 3

Placement in the Community

Neighborhood Area 3 (South Central Colleyville) focuses on a central area of the city, east of Colleyville Boulevard. It extends from Pool Road on the east, the centerline of Little Bear Creek and Jackson Road on the south, Colleyville Boulevard on the west, and Hall-Johnson Road to the north. This area is key to the future of Colleyville, since it contains commercial areas along the Colleyville Boulevard Corridor. South Central Colleyville totals approximately 1,248 acres (1.95 sq. miles) or 14.7 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area noted the quality and love for their neighborhoods. They expressed the desire to ensure that the character of major streets in the area, such as Glade Road, is not lost due to roadway improvements to increase traffic flow.

Character and Form

- **General character.** Much of this neighborhood area has a large estate lot feeling to it. The area also includes significant commercial development along Colleyville Boulevard. Residential areas along Little Bear Creek, with forest-like stands of mature trees, are among the most scenic and beautiful areas in the entire city.
- **Development Pattern.** As is the case in other areas, South Central Colleyville is essentially completely developed, with only a few lots remaining to be developed. The area is approximately 90 percent existing residential uses, which is the third highest ratio of residential to non-residential in the city. This neighborhood has an approximate density of 1.00 dwelling units per acre. A significant number

of large estate-sized lots can be found along Oak Knoll Drive, other streets south of Glade Road, and along Montclair Drive and Bluebonnet Drive north of Glade Road.

- **Transportation and Linkages.** Glade Road and Hall-Johnson Road are the only major east-west arterials in the area, and they link this neighborhood area to commercial developments along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access north of Glade Road, and are supplemented by Riverwalk Drive and Montclair Drive in the area. South of Glade Road, Jackson Road, Martin Parkway, and Heritage Avenue all provide adequate north-south connectivity given the low density of the area.
- **Parks, Recreation, and Open Space.** South Central Colleyville has only one public open space, at the Senior Center along Glade Road, and no significant private parks. Although it is located in Southwest Colleyville, nearby Sparger Park also serves this area. Open spaces at the Colleyville Center also have potential to address quasi-parkland needs for this area. Trails can be found in Sparger Park, at the Senior Center, and along Church Street and Riverwalk Drive. Trails along Glade Road stop at Pool Road and do not extend westward into this area.

Key Current and Future Considerations for South Central Colleyville

1. Though not yet realized, pedestrian and bicycling connections between this area and the major retail, dining, and entertainment uses along Colleyville Boulevard are vital and highly desired. Efforts to

- Some comment - use not density
- a strategy to preserve the character
of this area is very important to it
does not change with
redevelopment BE maintain low density
staring - do not allow zoning changes
high density zoning redevelopment

Mayor Newton's Comments

Northeast Colleyville - Neighborhood Area 4

Location in City Comments

Occupying the northeastern portion of the city, Neighborhood Area 4 (Northeast Colleyville) encompasses the area north of Hall-Johnson Road, east of Colleyville Boulevard, west of Pool Road and south of Big Bear Creek. Northeast Colleyville totals approximately 793 acres (1.24 sq. miles) or 9.4 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area were concentrated on issues dealing with the future development of large rural tracts along Colleyville Boulevard, and the interest in trail connections to Big Bear Creek.

Character and Form

- **General character.** This area is characterized by more traditional suburban residential neighborhoods. Lot sizes in this area might be considered large in other communities but are on the smaller side for Colleyville. Neighborhoods range in age from more mature developments that have been in place for more than 30 years, to newer areas around Kimzey Park that were developed within the last 10 to 15 years. With the exception of the visual open space provided by Bluebonnet Hills at the corner of Hall-Johnson Road and Colleyville Boulevard and a portion of Big Bear Creek north of Kimzey Park, this area has no significant open space features. Neighborhoods have attractive mature trees that add character and value to properties in the area.
- **Development Pattern.** While still largely developed, Northeast Colleyville does have some large remaining undeveloped areas along Colleyville Boulevard. Northeast Colleyville is

approximately 81 percent existing residential uses, which is the lowest ratio of residential to non-residential in the city. At approximately 1.59 dwelling units per acre, this area has the highest overall density of single family residential in the city.

This area incorporates extensive commercial properties along Colleyville Boulevard. Many of these commercial and industrial type uses can be redeveloped in the future.

- **Transportation and Linkages.** Hall-Johnson Road is the only major east-west minor arterial in the area, and provides the only direct link to commercial areas along Colleyville Boulevard. Colleyville Boulevard and Pool Road provide major north-south access, with no other continuous north-south roads in the area. Apart from Tarrant Lane, Industrial Boulevard and Oak Pointe Drive provide limited road connections between area neighborhoods and the commercial destinations along Colleyville Boulevard. However, the bulk of the residents to go south to Hall-Johnson Road or north along Pool Road to access signalized intersections at Colleyville Boulevard.
- **Parks, Recreation, and Open Space.** Kimzey Park in the northern tip of this area and the playground facilities at Glenhope Elementary School provide the only public park and playground services for residents of this area. A small private park with a pond and walking trail located south of Independence Street provides park access to nearby residents. Natural areas along small portions of Big Bear Creek which are within Colleyville are found in this area. Apart from walking trails located in Kimzey Park, the area has no significant publicly accessible trails.

Save comment
as how to
compute this
- most residential
density

*
there can be
developed with
trail connections
along the creek
to Park Park

Mayor Newton's Comments

Key Current and Future Considerations for Northeast Colleyville

1. Promote the development of a unique walkable commercial site at the Northern Gateway, an undeveloped 23 acre tract across from John McCain Road and Colleyville Boulevard. Ensure that adequate buffering/transitions between the development and adjacent residential areas is incorporated.
2. To provide a stronger and more sustainable economic foundation for the city, encourage the redevelopment of older commercial and industrial uses along Colleyville Boulevard into high quality commercial and service destinations. Where feasible, make these walkable.
3. Create additional pedestrian and bicycling connections between neighborhoods in this area and the major retail, dining, and entertainment uses along Colleyville Boulevard.
4. Create walking and bicycling connections between Kimzey Park and regional trails to the north along Big Bear Creek.

- Convert Cotton Belt trail along from McCain & 26 along creek to Kimzey park and on to Park Park
in Grapevine
- new trail under bridge a Hwy 26 to connect

Western Central Colleyville - Neighborhood Area 5

Placement in the Community

Occupying the center-west portion of the city, Neighborhood Area 5 generally occupies the area between Colleyville Boulevard to the east and the Cotton Belt Trail corridor to the west. Glade Road forms the southern boundary of this area. The area contains a portion of the northern gateway, three connected undeveloped tracts that total to 36 acres. Western Central Colleyville totals approximately 1,324 acres (2.07 sq. miles) or 15.6 percent of the overall land area of Colleyville.

Feedback from focus groups comprised of residents of this neighborhood area focused on issues relating to appropriate transitions to the future development on the large Northern Gateway tracts along Colleyville Boulevard, and the interest in connections to the regional Cotton Belt Trail.

Character and Form

■ **General character.** This area is characterized by a mix of residential lot sizes, ranging from high quality, zero-lot-line homes in the Village area to large estate-sized lots closer to the Cotton Belt Trail. Tinker and Bransford Roads in the area are all two-lane rural roads that characterize the city's country past. Extensive mature trees and open swale drainage preserve a country feeling throughout the residential portions of this area.

■ **Development Pattern.** Western Central Colleyville is approximately 86 percent existing residential uses, and its density is approximately 1.16 dwelling units per acre. Non-residential development along Colleyville Boulevard ranges

Some comment
to compute density -
not redundant density. This
needs to include the
residences in the Village. The
1.16 number does not
include that.

Mayor Newton's Comments

Northwest Colleyville - Neighborhood Area 6

Placement in the Community

Neighborhood Area 6 (Northwest Colleyville) encompasses the western third of Colleyville. It is bounded by the Cotton Belt Trail corridor to the east, Big Bear Creek to the north, Precinct Line Road to the west, and L. D. Lockett Road to the south. Northwest Colleyville totals approximately 2,601 acres (4.06 sq. miles) or 30.7 percent of the overall land area of Colleyville.

Character and Form

- **General character.** This neighborhood encompasses the entire western sector of the city. A significant number of the large estate lots on the far western edge of the city near Precinct Line Road have been redeveloped into smaller-lot neighborhoods transitioning to lower density neighborhoods to the east. The Northwest Neighborhood has beautiful established areas with the country character that represents what the Colleyville community wants to preserve.
- **Development Pattern.** This neighborhood area is the largest in the city, encompassing more than 30 percent of the gross land area of the city. Northwest Colleyville has experienced significant change since the previous comprehensive plan in 2004. The neighborhood's residential density of 1.06 dwelling units per acre is one of the lowest in the city. Overall, 96 percent of the area is existing single family residential uses, the highest percentage in the city. The area has significant open space and parklands, but a very small amount of retail development.
- **Transportation and Linkages.** Major roadways in the area include L. D. Lockett Road, Westcoat

Drive, McDonwell School Road, Precinct Line Road, Pleasant Run Road, and John McCain Road. In addition, the MTP proposes McDonwell School Road be extended east from Westcoat Drive to connect just west of Cutter Ridge Court to improve east-west connectivity in the area. Most roadways in Northwest Colleyville all are generally two-lane rural cross-sections, and intersection improvements and MTP connectivity recommendations can serve to improve traffic flow in the area.

- **Parks, Recreation, and Open Space.** This area has four City parks and multiple smaller private parks. L. D. Lockett, McPherson, Reagan, and Pleasant Run Parks are the major public park facilities in the area. Trail connections along McDonwell School Road and Westcoat Drive, as well as the Cotton Belt Trail, are the major trail corridors in this area. Trails along McDonwell School Road are excellent examples of trail integration adjacent to a two-lane roadway.

I think this may relate to a road extension that we removed

This was a travesty

Comments were not density

Mayor Newton's Comments

Recommendation for Future Consideration for Northwest Colleyville

1. Encourage a mix of retail and professional office uses along the remaining undeveloped areas of Precinct Line Road, with the goal of expanding the city's sales tax base.

why office?

why not stress retail along Precinct Line Road. Is there Colleyville has not put adequate effort into developing this commercial area

Housing and Neighborhood Framework

GOALS

Preserve high quality, established neighborhoods with an emphasis on large lots and natural settings with a "country feel."

Connect neighborhoods and provide high quality amenities.



Policy: Preserve neighborhood character and quality.

Neighborhoods are one of Colleyville's greatest assets, as they form the foundation for the city's reputation and quality of life. As neighborhoods age and mature, some develop a unique and enduring character while others are unable to maintain the quality of development they once had. For this reason, the City should support neighborhood protection and preservation efforts. Safe, well-maintained neighborhoods that have enduring character allow reinvestment and help maintain property values and residential tax base.

The City can support and establish programs to protect and enhance the integrity of its neighborhoods. Potential strategies include improving or updating public facilities and services such as streets, street lighting, drainage systems, traffic control or management, neighborhood policing, and code enforcement.

→ also we should emphasize a policy of not allowing high density pop redevelopment - I think this is critical

Mayor Newton's Comments

Action 6-1: Consider overlays for established neighborhoods

In many neighborhoods, residents may want to protect the existing character of development. In these cases, the City could work with neighborhood residents and representatives to develop specific recommendations for protection or enhancement. This may include the creation of a special area plan that frames appropriate changes needed in the underlying regulations, such as garage placement, setbacks, building materials, etc. This may also include other actions that help existing neighborhoods maintain or add landscaping, sidewalks, trails, and park amenities.

Action 6-2: Provide mechanisms for context-sensitive residential redevelopment

Given the high demand for homes in the Colleyville area and as the city approaches build-out, it will be important to thoughtfully design new residential projects with appropriate considerations of lot sizes, transitions and connections to adjacent neighborhoods, trails, open space and tree preservation, and design of open fencing, landscape treatment, and setbacks along rural character roadways.

Policy: Enhance neighborhood-level amenities and connectivity such as pocket parks, sidewalks, and trails.

While the city is known for its superb neighborhoods, there are still opportunities for improvement so they continue to be one of the key assets in the community. Access to sidewalks, trails, and parks is becoming an important element of quality of life for many communities, especially for Colleyville. Neighborhoods designed with such amenities typically maintain their property values over time. It is about providing safer and inviting ways to move in and around one's neighborhood without having to get in an automobile in addition to creating a reinvestment dynamic in the neighborhood as it matures.

Action 6-3: Continue to focus on neighborhood park and recreation improvements to positively contribute to neighborhood vitality

Clean, well-maintained, and vibrant neighborhood parks are an anchor for strong, established neighborhoods. The City can work with neighborhoods to determine ideas to increase access to, and amenities at, neighborhood parks. This could include the installation of upgraded or additional amenities at existing parks.

*Protect neighborhoods
character and density
upon redevelopment!*

*—add policy for protecting neighborhood character
and density upon redevelopment*

Mayor Newton's Comments

Action 6-4: Improve neighborhood connectivity to the Colleyville Boulevard Corridor and key destinations.

Colleyville Boulevard is the economic spine for the city. It also contains most of the commercial services that the Colleyville community is interested in visiting. Currently, the Village at Colleyville is probably the most walkable and pedestrian-friendly commercial area in the city. As additional areas of Colleyville Boulevard are redeveloped and revitalized (e.g., in the Northern Gateway), more opportunities for creating walkable and pedestrian-friendly environments can be created. As a result, there will also be increased demand for accessing these areas without having to get in an automobile. Consequently, the City can proactively increase neighborhood connectivity to the Colleyville Boulevard Corridor. This could include the development of key greenway trails (e.g., along Little Bear Creek) which provide needed east-west connectivity from established neighborhoods to Colleyville Boulevard. This could also include the installation of new sidewalk and trail segments in areas where sidewalk connectivity is limited or nonexistent, and the installation of crosswalks. In addition, connections to the Cotton Belt trail from the Northern Gateway should be prioritized.

Policy: Require new neighborhood developments to demonstrate and contribute to Colleyville's character.

As evident by the online survey that was administered during the planning process, the Colleyville community has expressed an interest in quality development as one of the key attributes that makes Colleyville unique. As such, it is also a high priority to ensure that all new neighborhoods add to the existing quality of development. This can be done by requiring the development of neighborhoods which provide a high quality of design, an easily perceived sense of identity, and bicycle and pedestrian connectivity.

Action 6-5: Encourage new neighborhood design that creates defined centers, edges, common spaces, and entries.

Creating neighborhoods with defined centers, edges, and entries where feasible gives neighborhoods a sense of place. A defined center provides for a focal point to gather (e.g., park, trail, school, etc.), defined edges allows neighborhood residents to take pride in their geographic area, and bold and unique entries (e.g., entrance monuments) provide notice to residents and visitors that one has entered into a new defined place.

Action 6-6: Require new neighborhoods to be connected where appropriate.

Connectivity is an important quality of great neighborhoods. A well-connected neighborhood reduces congestion along major streets, is friendlier to pedestrians and bicyclists, facilitates active transportation, and leads to higher levels of physical activity. One way to ensure that new neighborhoods are connected is to require conformance

but one of the
least successful conservatively!

maintaining low
density policy is
one of the
growth key success
factors

agreed

neighborhood growth is also enhanced by
wider streets, especially if there are
main entry or thoroughfare street in a
neighborhood. This should be built into the
development code

Mayor Newton's Comments

This should be addressed

with additional connectivity standards which could be incorporated into the City's subdivision regulations. Concerns about cut-through traffic can be alleviated through appropriate design of new residential streets for low speed traffic and traffic calming measures on existing residential streets.

For vehicles, it is important to create multiple entries between a neighborhood and the City's thoroughfare system. This reduces congestion at intersections and along the entire thoroughfare system by dispersing vehicles among multiple access points. This could also include reducing the use of cul-de-sac streets and increasing the number of internal connected streets. Although given Colleyville's development context, there may be few remaining opportunities to create new strategic connections to help overall traffic circulation.

At a minimum, it will be important to create a strong internal sidewalk system to connect to all internal (e.g., neighborhood pools and schools) and external (e.g., off-site trails, commercial areas, etc.) destinations. This may include the creation of internal greenway trails and pedestrian access easements through connecting cul-de-sacs and the middle of long blocks.

- Action 6-7: Encourage the construction of local gateways and signs that promote unique neighborhood identity that is tied to Colleyville's heritage and/or a "country feel"



The entrance to Pebble Hill Plantation Estates is an example of a well-designed neighborhood entrance.

Gateways help define entrances and provide a sense of place to a neighborhood. Many existing neighborhoods include attractive gateway entrance features. The City can review its sign regulations to ensure that there is enough flexibility to allow for creative design of gateway entrance monuments that add to the character of the city's neighborhoods. In addition, the City can encourage the construction of unique gateway entrances for all new neighborhoods. Such gateways and signs should be coordinated with landscaping, fencing, and other streetscape elements within the neighborhood.

Mayor Newton's Comments

A Vision for Parks

As part of the development of the 2011 Parks, Recreation, and Open Space Master Plan, a mission was identified to provide one of the highest quality parks, recreation, and open space systems in the DFW Metroplex by creating opportunities where people can "escape and enjoy an enriching environment." Through the public engagement process, a new vision was created for the future of the parks and recreation system (see at right).

To help implement this vision, a series of goals were developed and adopted by the Parks and Recreation Advisory Board and City Council. These include:

- Provide parks and trails within easy and convenient access to households in Colleyville.
- Provide leisure opportunities for all ages, specifically targeting young adults to baby boomers (who are historically underserved in terms of recreation facilities and programming).
- Support the development of a healthy community by providing facilities and programs that lead to choices for healthy living.
- Aim to be comprehensive and financially sustainable while encouraging collaboration.
- Market Colleyville as a destination known, in part, for its unique parks and leisure programs, while also marketing to current users and residents.
- Reflect and support the city's objective to become the environmental leader in Tarrant County.

Needs Assessment

While the existing parks, recreation, and open space system was rated as excellent, a plan of action for the future is necessary to ensure the system continues to excel long into the future. This is particularly important as the city nears its population estimate of 27,943 persons by 2035 (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city).

Colleyville is unique in that the majority of park acreage in the city is made up of private parks and open spaces (over 301 acres as compared to approximately 225 public park acres). In most cities in the DFW Metroplex, park and recreation areas are predominantly comprised of public parks. Therefore, the acreage for private parks and open spaces is included in the level of service (LOS) analysis of this plan because of its significant contribution to the overall public-private park system in the city.

Colleyville's current LOS and future LOS were calculated using the historical population counts from the 2010 U.S. Census, combined with recommended National Recreation and Park Association (NRPA) standards that have been tailored to the city's unique situation (see Table 7.1, *Current and Projected Parkland LOS*, on the next page). These numbers differ slightly than what was indicated in the 2011 Parks, Recreation, and Open Space Master Plan because of a larger projected maximum population (see Chapter 2, *Colleyville Context*, regarding the historical and projected population of the city) and more accurate 2010 Census Data.

Today, the city's LOS for overall public parks is 9.88 acres per 1,000 people. This is less than the per capita

"Colleyville has a renowned system of parks, recreation, open space, and trails that creates a true sense of 'home' within the city of Colleyville."

Source: Vision from the 2011 Parks, Recreation and Open Space Master Plan

no, we should only include private parks in the computation if that person meets the standard on its own merit

Mayor Newton's Comments

*So is our policy to be at standard or not?
and if so, what is the strategy to
accomplish that
- we deficit at our park systems
it but we have little parkland
that is available for general
use. Most of it is
consumed by sports
association activities
but include a lot of resources*

acreage recommended by the National Recreation and Parks Administration (NRPA), which the city compares itself against for national benchmarking. In order to meet the NRPA LOS standard for public parks for the current population, the city would need to add approximately 32 additional acres of public parkland. In order to meet the NRPA LOS standard for public parks for the projected population, the city would have to add approximately 90 to 98 acres of new public parkland. When factoring in the city's private parks and open space lands, the city has more than enough acreage to meet the minimum LOS standard for the

current population and would still be near the top of the range for the projected population.

Park Service Area Deficits

In addition to determining current and future park acreage needs based on the city's population, it is also important to ensure that the park and recreation system is well distributed and accessible for most users. Typically, neighborhood parks serve an area of about one-quarter mile to one-half mile (which equates to about a five to 10 minute walk), while community parks serve an area of about one mile (which equates to about a five minute drive).

Table 7.1 Current and Projected Parkland LOS

Park Category	Existing Acreage (2015)	NRPA Standard	Level of Service (LOS) (22,807 population) ¹	Projected 2035 LOS (27,943 population) ²
Public Parks	225.24	11.25 - 20.50 acres / 1,000	9.88 acres / 1,000	8.06 acres / 1,000
Neighborhood Parks	41.66	1 - 2 acres / 1,000	1.83 acres / 1,000	1.49 acres / 1,000
Community Parks	101.10	5 - 8 acres / 1,000	4.43 acres / 1,000	3.62 acres / 1,000
Other Parks	82.48	Variable	3.62 acres / 1,000	2.95 acres / 1,000
Private Parks and Open Space	301.70	None	13.23 acres / 1,000	10.80 acres / 1,000
Grand Total	526.94	11.25 - 20.5 acres / 1,000	23.10 acres / 1,000	18.86 acres / 1,000

Table Notes:

¹ The current population of 22,807 people is derived from the 2010 Census Bureau.

² The projected population of 27,943 people is derived using the population estimates set out in Chapter 2, Colleyville Context.

Mayor Newton's Comments

Drainage

Colleyville has two main creeks known as Big Bear Creek and Little Bear Creek. These creeks generally flow west to east through the city. There are four tributaries in Colleyville that flow into Big Bear Creek and 12 tributaries that flow into Little Bear Creek.

Big Bear Creek, Little Bear Creek, and their tributary creeks are shown on Flood Insurance Rate Maps (FIRM), dated September 25, 2009, that were prepared by the Federal Emergency Management Administration (FEMA). The FEMA FIRMs show areas subject to flooding, limits for the one percent annual chance flood (100-year flood), limits for the 0.2 percent annual chance flood (500-year flood), and other flood prone areas. The intent of the FIRM is to administer the National Flood Insurance Program, not necessarily to identify all areas subject to flooding, particularly from local drainage sources of small size. Current floodplain areas in Colleyville with a one percent annual chance of a flood occurring are shown on Map 7.2, *Drainage Areas*, on the next page.

Halff Associates, Inc., performed a Drainage Master Plan for Colleyville and published this plan in January 1992. Several other drainage studies in specific areas of the city have been prepared since 1992, but a comprehensive Drainage Master Plan has not been performed since 1992. Over the past few decades, significant development has taken place in Colleyville. This has greatly increased the impervious surface coverage throughout the city and has the potential of significantly changing the localized flooding conditions in Colleyville. An update to the Drainage Master Plan is a priority in the City's Capital Improvements Program (CIP).

The cities of Colleyville and Southlake are working together to study Big Bear Creek using funding from FEMA's Cooperating Technical Partners (CTP) Program. The CTP Program is an innovative approach to creating partnerships between FEMA and participating National Flood Insurance Program (NFIP) communities, regional agencies, and states agencies that have the interest and capabilities to become more active participants in the FEMA flood hazard mapping program. The North Central Texas Council of Government (NCTCOG) is administering the funding for the program for FEMA.

To protect the public health and safety from the loss of life and property caused by surface water overflows, stagnation, and pollution, the City enacted a public drainage utility in 1993 which assesses charges for all property within the delineated area. These assessments are used for the future construction, repair, and maintenance of the drainage system (see Chapter 98, Article IV, *Drainage Utility System*, of the Colleyville Code of Ordinances).



Drainage areas in Colleyville are also one of the city's greatest natural assets. Many of these areas retain significant amounts of trees and vegetation, and create some of the most beautiful locations in the city.

* need to update drainage master plan

Mayor Newton's Comments

■ Action 7-12: Update the Master Drainage Plan to continue to ensure the city is adequately protected

The City's Master Drainage Plan should be updated to develop a higher level of detail than what was provided in the 1992 plan. This Master Drainage Plan would provide the City with the tools necessary to identify the most critical flood-prone locations, potential solutions, and the costs for necessary drainage projects.

Depending on the recommendations identified in the Master Drainage Plan, the City should identify available funding sources to implement to make the improvements to the city's drainage system in addition to evaluating the City's current utility fee structure.

Policy: Proactively support efforts to promote green initiatives for fiscal resilience.

Colleyville should explore opportunities to promote more environmentally friendly and green initiatives that are also fiscally beneficial to both the City and residents.

■ Action 7-13: Work with regional water supply entities to ensure that Colleyville's drought contingency planning is proactive and innovative.

Ensure that the City continues to monitor and maintain a strong water supply, and that efficient and effective water conservation techniques are used where appropriate.

■ Action 7-14: Explore low impact development (LID) solutions for commercial, residential, and public infrastructure projects.

The City should explore LID solutions as an opportunity to implement storm water management and water quality management strategies over that can have a significant impact on this sub watershed and also provide quality of life and aesthetic benefits while saving costs. The City should evaluate the benefits of adopting and participating in North Central Texas Council of Governments' (NCTCOG's) integrated Stormwater Management (ISWM) program which is intended to help area cities achieve their goals of water quality protection, streambank protection, and flood mitigation, while also helping communities meet their construction and post-construction obligations under state stormwater permits.

What is this?

■ Action 7-15: Promote green building and energy efficiency as part of public and private development.

As part of a growing trend to reduce the environmental impact of development, the City should support efforts in both public and private sector development that incorporate green building practices and/or energy efficiency. This could include an assessment of the City's Land Development Code to remove impediments and/or add

Mayor Newton's Comments

- This action needs to be rewritten. Should contain:*
- historical and consistent ^{new} density designations for Colleyville 1.8 net
 - 1982 plan defines ≤ 0.5 du/acre as low density, ≤ 22 du/acre as medium and ≤ 8 du/acre as high (Colleyville standards)
 - a description of the ~~the~~ higher density zoned areas in Colleyville (4 at time) and a rezoning strategy to bring them up to Future Land Use standards

Residential Density ^{net}

The maximum density of each residential project should be 1.8 dwelling units per gross acre. Destination Colleyville proposes to maintain the residential density policies of the 2004 Colleyville Plan. The 2004 Colleyville Plan states:

"One of the fundamental principles associated with the City's zoning authority, as granted by the State, is the ability to regulate population density through the adoption of zoning regulations. By establishing a variety of zoning districts, and each district with a different minimum lot size, municipalities are able to control the number of dwelling units that can be built in a particular area. Controlling the overall density has far-reaching public interests and ultimately has an effect on transportation, parks, schools and other public facilities.

Colleyville is noted for its large-lot subdivisions and for its large homes with generous front and side yards. Additionally, many older single family homes located along the major collector street network have been demolished and the properties rebuilt into estate type settings. The redevelopment of these estate properties has helped to keep the overall residential density quite low and promotes the rural atmosphere that Colleyville citizens enjoy.

In Colleyville, the 1998 Comprehensive Plan established a city-wide residential density benchmark of 1.8 dwelling units per net acre. This standard approximates the density achieved by the R20, Single Family Residential District, which calls for a minimum lot size of 20,000 square feet. The intent of this lower residential density standard is to maintain the rural character and ensure a higher quality of residential development that makes Colleyville unique."

The 2004 Colleyville Plan further states that "Developments with densities higher than 1.8 dwelling units per acre would be acceptable, according to the 1998 Master Plan guideline, but only in those areas deemed to be consistent with sound land use planning principles, such as for those transitional areas situated between commercial uses and less dense residential developments, or near major street intersections. Higher density development may also be appropriate for smaller parcels that make less dense development economically difficult or on sites with unique topographical features. Since the future land use plan of Colleyville, prepared in 1998, utilized the 1.8 dwelling unit per acre guideline and the community has embraced this as a suitable development density, there is no need to deviate from this standard."

Each residential project should be a maximum of 1.8 dwelling units per acre, but "variances" could be allowed in certain and specific situations. Variances to the 1.8 dwelling units per gross acre maximum could be the following:

- The project is located within a transitional area.
 - » Between commercial and residential uses (existing or Future Land Use Map-designated).
- OR
- The project is located on a property with unique topography.
 - » Restricted access options,
 - » Significant floodplain or drainage considerations,
 - » Property shape that necessitates deviations from standard development, or
 - » Native tree stand(s).

- analysis of how much high density (> 1.8 du/acre) already exists in Colleyville and stated policy on whether we will allow anymore or not
- analysis of transition areas - I think transition areas are already filled up. If so, there is no more

Mayor Newton's Comments

* we need to fix from
area that is zoned
high density, but built
low density

COMPATIBILITY CONSIDERATIONS



1. Landscape buffers:

- Preserve existing trees that separate the proposed use from the existing use when possible.
- Preference for landscape screening and open fencing to contribute to residential character.
- New trees planted where proposed use is adjacent to existing use for beautification and screening.

2. Form:

- As residential square footage to lot area ratio increases, open space(s) and buffering provided should also increase.

3. Traffic Impacts:

- Connections to existing neighborhoods should be provided with sensitivity to the existing homes.
- Impact to roadways and intersections in the vicinity should be mitigated where possible.

A transitional area is a piece of land that may be appropriate for residential development with lots smaller than 20,000 square feet. These areas serve as gradual changes in intensity from commercial or institutional uses to lower density residential uses (lots 20,000 square feet or larger). Proposals requesting variance to the 1.8 dwelling units per gross acre requirement should address each compatibility consideration listed here.

There are instances when an existing land use will be different from the land use designated on the Future Land Use Map or instances when the existing land use will be different than the zoning on a property. For example, there could be a residential home on a property zoned for commercial uses and also designated on the Future Land Use Map for commercial uses. In these instances, a proposal can provide a phased approach whereby screening and/or landscaping provided could be adjusted along the common boundary once the residential property was redeveloped with commercial uses (ex. wooden screening fence with shrubs then gets removed to provide cross access between commercial parcels).

TRANSITIONAL AREAS

A key topic during the comprehensive plan drafting process was the need for guidance related to proposals for transitional developments, especially as it concerns developments proposed with lots smaller than 20,000 square feet. Although residential developments with large lots are very common in Colleyville and are still being proposed for new construction, as the city approaches build out, many new residential neighborhoods have come under the Planned Unit Development - Residential (PUD-R) zoning district. PUD-Rs provide some level of variation with respect to lot sizes and development standards while giving the City more control over the development character, treatment of transitions, and overall quality of the development.

) theoretically true, but
previous councils have
not used it that way

Mayor Newton's Comments

Future Land Use Map Framework

GOAL

Maintain the integrity of the existing land uses by ensuring the Future Land Use Plan map and categories reflect the land use mix and character of desired development.



Policy: Establish appropriate future land use categories in the City's Future Land Use Map (FLUM).

The Future Land Use Map (FLUM) provides a roadmap indicating future areas within the city that are comprised of similar or compatible land uses. This "preferred future" provides guidance to City staff, appointed and elected officials, land and business owners, the public, and private developers as to what types of development are desirable in different parts of the city (see Map 8.1, *Future Land Use Map*, on the next page).

As its core, the FLUM helps to implement the preferred future by providing decision-making guidance. The FLUM strikes a balance between ensuring predictable outcomes for the community at large while responding to community needs.

Therefore, it becomes important to have and implement a FLUM that is supported by the community, and that truly reflects the envisioned future of the Colleyville community. If this support is comprehensive, the vision of the FLUM can be implemented.

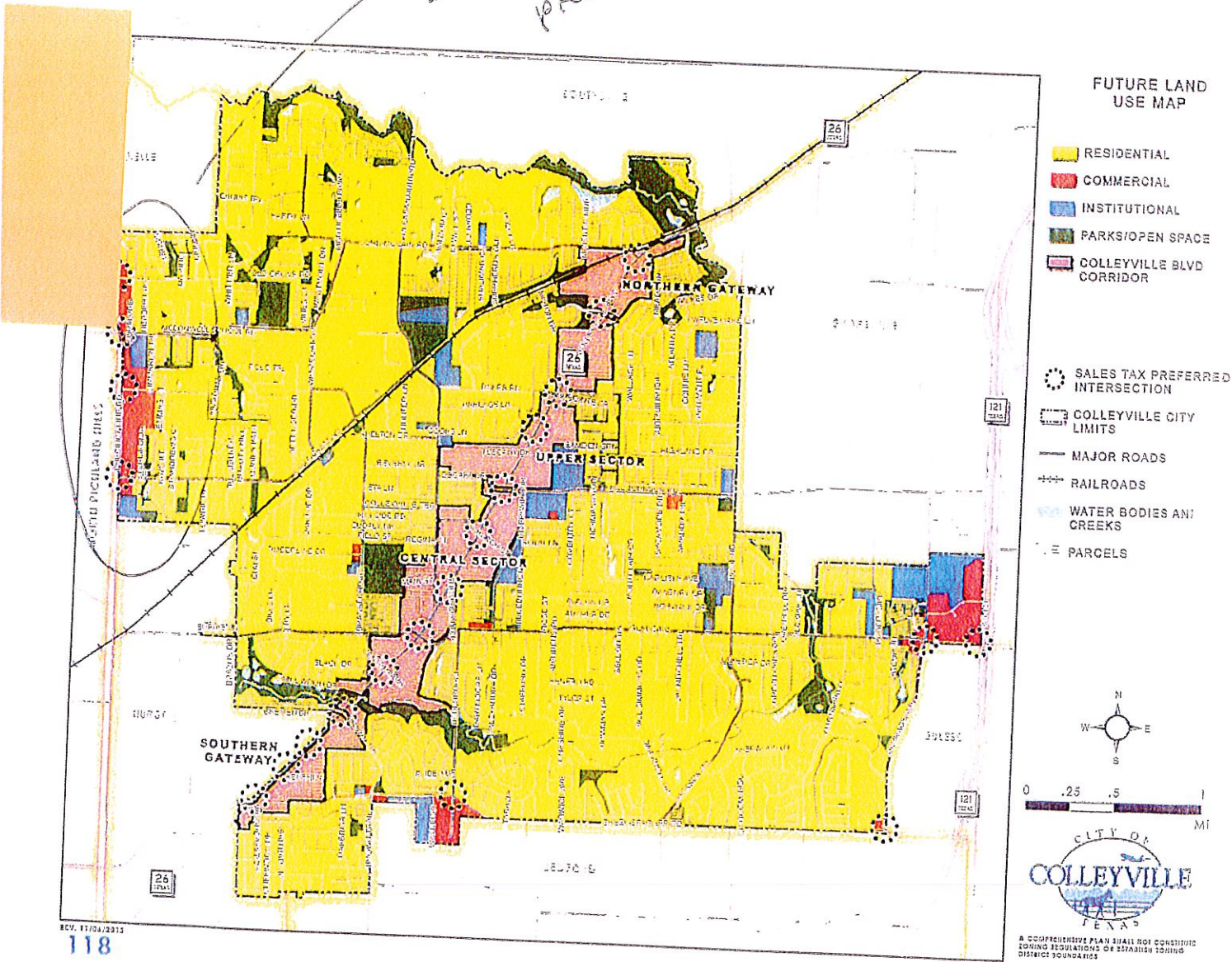
The following section provides descriptions of the intended uses and character of development within these future land use categories. This is intended to guide the development community with respect to the community's consensus vision for development within each land use category.

The recommended FLUM includes the following land use categories:

- Residential
- Commercial
- Institutional
- Parks and Open Space
- Colleyville Boulevard Corridor (CBC) — why is Preempt Line commercial area not considered?

Mayor Newton's Comments

*use why is there
so little focus on
percent commercial*



Mayor Newton's Comments

Residential

This land use category is predominantly comprised of single-family detached residential dwellings. The preference for new residential areas is that they preserve rural character along John McCain Road, Westcoat Drive, Pleasant Run Road, Bransford Road, and similar roadways, and that they incorporate landscaping and tree preservation features to retain the natural quality of new residential areas in the city. Residential areas typically include:

LAND USE TYPES

- Detached residential
- Parks, trails, and open space

DESIRED DEVELOPMENT CHARACTERISTICS

- Predominantly single family residences on lots over 20,000 square feet with natural landscaping, a rural appeal, and significant private open space.
- Overall aesthetic is country charm, exemplified by large open spaces, mature trees, and rustic ranch fences in some areas of the city – especially along rural roadway corridors such as Westcoat Drive, Pleasant Run Road, and Bransford Road.
- High-quality development with attractive entrance areas and amenities (e.g., internal walking trails).
- Appropriate transitions (e.g., one-story offices) between residential and non-residential areas.

• Open space adjacent to roads to create feeling of openness

Figure 8-1: Single-Family Residential



Mayor Newton's Comments

High Quality Buildings and Streetscapes

This land use category is to promote the transformation of Colleyville Boulevard into a vibrant and economically strong "town center" for the City. While still readily accessible via the automobile, more compact and walkable development types will create a distinct sense of place. The Colleyville Boulevard Corridor includes:

LAND USE TYPES

- Retail, service, and entertainment
- Office
- Public and institutional uses
- Flexible innovation uses (e.g., research, office-warehouse, etc.)

DESIRED DEVELOPMENT CHARACTERISTICS

- Architecture and site characteristics that are distinct, attractive, and have a pedestrian-friendly urban form.
- Able to accommodate a high degree of automobile activity, but parking is not the predominant visual feature from adjacent streets.
- Significant connectivity through cross/mutual access easements and multi-modal options (biking and walking).
- Design encourages a high degree of pedestrian activity, oftentimes during both the day and night.
- Institutional functions may require multiple buildings, arranged in a campus-like setting.
- Building facades are articulated, have significant window areas, and often include porticos or awnings to provide shade for pedestrians.
- Multistory buildings are encouraged to add a greater variety of destinations and uses in close, walkable proximity. This in turn leads to an increased vibrancy for the area and more available commercial development square footage.



but we need ~~just~~ plenty of parking so as not to inhibit customers

COLLEYVILLE 2035 COMPREHENSIVE PLAN

DESTINATION COLLEYVILLE

123

how to?

the single most important beautification project would be
be lowering the skyline (which is now purely electoral)
Shouldn't this be a strategy even if it's done a little at a time?

Mayor Newton's Comments

so what are we going to do about it?

- **Northern Gateway** (Bear Creek to Tonnison Parkway)
- **Upper Sector** (Tonnison Parkway to Hall-Johnson Road)
- **Central Sector** (Hall-Johnson Road to Brown Trail)
- **Southern Gateway** (Brown Trail to Cheek-Sparger Road/Mid-Cities Boulevard)

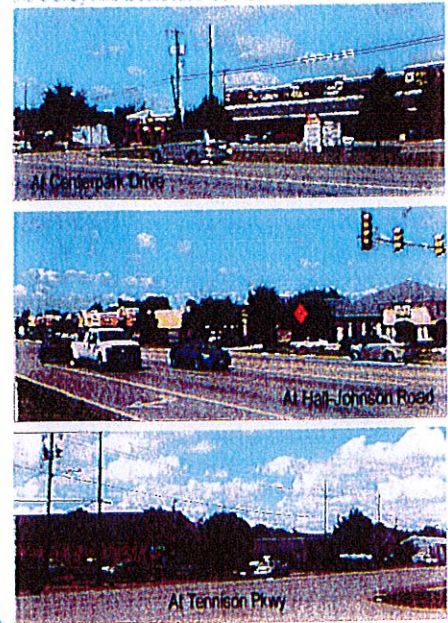
The development context along the Corridor is a mix of older auto service, industrial development mixed in with newer office, professional services, and retail buildings towards the northern sectors of the corridor. The Central Sector has the highest concentration of newer retail developments, many of which have been built or significantly redeveloped over the past 15 years. The lower or southernmost portion of the Corridor also has smaller and aging auto-service and strip retail buildings. Generally, there are very few vacant or undeveloped properties, but a large agglomeration of vacant properties is located in the northern section of the Corridor (see Map 9.2, Colleyville Boulevard Corridor and Sectors).

The Corridor is mostly auto-oriented, with buildings set back from the roadway and parking located in front of the buildings between the roadway and the buildings. Most of the corridor also lacks sidewalks and safe places to walk. Shoulders, if any, are very narrow with swales immediately adjacent to them. Most of the Corridor also has overhead utility lines and poles that add to the visual clutter. (see Figure 9.1. Character of Existing Development along the Colleyville Boulevard Corridor.)

Although it is clear when traveling down Colleyville Boulevard that it is a center for activity and commerce, there are no clear signs that the Corridor is Colleyville's

main destination or that it is specifically in Colleyville either. There is a patchwork of architectural styles and materials, some properties lacking landscaping while others provide abundant and tasteful landscaping. There are no distinguishing features that indicate when one has entered or left the city other than two Colleyville monument signs. Appendix A provides more detailed discussion about the existing land use context and development character in the different sectors of the Corridor.

Figure 9.1. Character of existing development along the Colleyville Boulevard Corridor



Mayor Newton's Comments

Figure 9-2 Examples of public realm improvements along the corridor

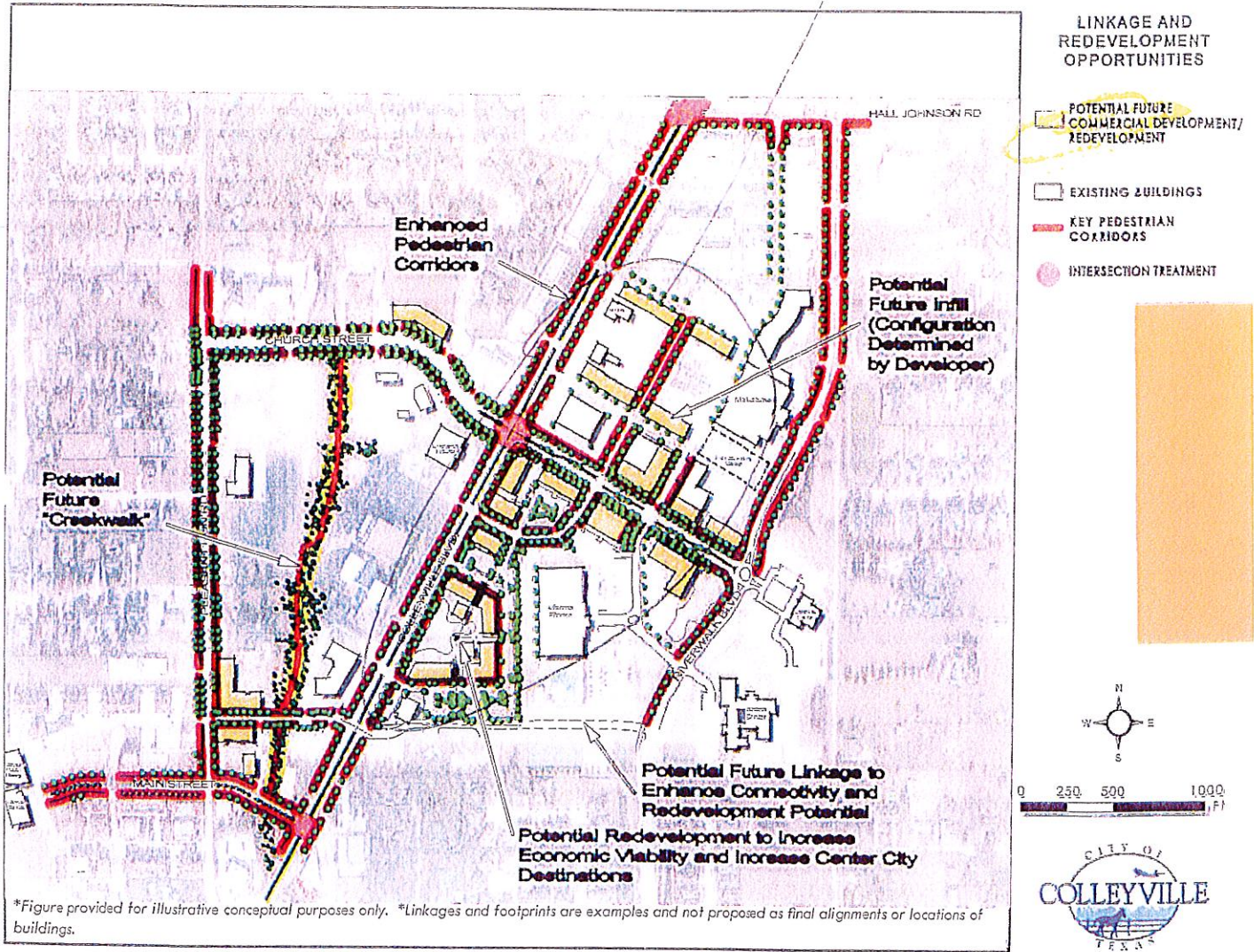


- » Screening of parking lots with shrubs or low walls
- » Street lighting standards (pedestrian and vehicular lighting)
- » Drought tolerant landscape palette for parkways and medians that includes ornamental and shade trees in addition to shrubs and ground cover
- » Sidewalk and pedestrian amenities
- » Special treatment of intersections and pedestrian crosswalks with stamped concrete or asphalt
- Develop a strategy to address the visual appeal and character of all public realm elements of the Corridor.
 - » Based on existing development, future development, and the ultimate vision for redevelopment along the Corridor, specific locations (such as the Central Sector) ~~should be considered~~ a priority for public realm improvements.
 - » To minimize the visual impact of overhead utilities on the Corridor in the short-run, canopy or ornamental trees should be planted in between the utility lines and the travel lanes to shield them. Long-term, the City should possibly evaluate a range of funding options and partnerships including zoning entitlements such as mix and intensity of uses, developer's agreements, Chapter 380 agreements, tax increment financing (TIF) reimbursements, and other incentives.
- Encourage the creation of unified sign plans for large development projects to enhance the character of development along the Corridor.

*need stated position & strategy
for eliminating overhead utilities*

Mayor Newton's Comments

What about
more of
parking?



Mayor Pro Tem Putnam's Comments

- deluxe CP*
- There is an opportunity to provide for a range of options for the Colleyville Community. While Colleyville's predominant attraction is the city's beautiful neighborhoods, a growing segment of the population is increasingly interested in connecting residential properties to amenities such as trails, parks, shopping, and dining areas that promote social experiences.

- Colleyville's demographics continue to change. As noted in The Colleyville Plan (2004–2025), the median age of the city's residents continues to become older, increasing from around 40 years in 2000 to 45.5 in 2010 and 45.6 in 2013. This gradually aging population may begin to impact the types of retailer, entertainment, and dining prospects for the commercial areas of Colleyville.

Building on the City's Strengths and Unique Opportunities

This plan fully recognizes the unique strengths of Colleyville and builds on them. These are discussed in detail in subsequent sections of the plan, but include:

- The city has a great location. In addition to being only five miles from DFW International Airport, Colleyville benefits from a back-door, direct connection that provides easy access to the airport for residents and local businesses. Additionally, the city benefits from newly improved freeways that provide quick access to the entire region.
- Colleyville Boulevard provides an opportunity for economic growth. When proposed improvements by the Texas Department of Transportation (TxDOT) including the turnback to city for maintenance are completed, Colleyville Boulevard will have improved traffic capacity. Better defined access points from

Colleyville Boulevard to adjacent commercial areas will provide opportunities to improve connectivity between developments. Planned walkways will also make walking and bicycling along Colleyville Boulevard more feasible, and additional aesthetic improvements will help create a true sense of place along much of the Corridor.

- The city has character and exceptional natural areas. Colleyville is known for the beauty of its neighborhoods. Its tree-lined roadways are complemented by stunning homes and pastures that contribute to Colleyville's "country feel." Natural and semi-natural areas such as Big Bear Creek and Little Bear Creek create spectacular amenities right within the core of Colleyville. Similarly, the Cotton Belt Trail corridor provides access to semi-natural areas and a corridor near the core of the city.
- Non-residential redevelopment provides opportunities to further shape the city. While much of Colleyville has been developed, a new round of redevelopment or enhancement of existing development, especially along Colleyville Boulevard, is already beginning to take place. Each project offers the opportunity to promote and reinforce the environmental character and connectivity goals established by this plan.

not necessary

- what about Ancient 2nd Rd - we have available commercial streets there as well

Not a material & justification for higher density

Mayor Pro Tem Putnam's Comments

Plan Principles

Although the vision has remained the same, the path to achieve it has to keep up with a changing environment. Continued outward expansion from the DFW Metroplex increases the scale and intensity of growth pressures being felt in Colleyville, not to mention a host of fundamental changes in the world around us.

Based on long-standing community input from previous planning efforts, as well as this one, a new set of plan principles were developed to ensure Colleyville continues progression toward its envisioned future. These plan principles provide the fundamental framework for the analysis and recommendations discussed throughout the rest of this plan. They include:

- **Preservation of neighborhoods.** Colleyville is a superb place to live. Its neighborhoods are beautiful and housing is attractive and very well maintained. All neighborhoods have attractive natural settings or an emphasis on significant landscaping. Amenities are plentiful, both within neighborhoods and nearby. First and foremost, Colleyville's neighborhoods, both existing and yet to come, should remain among the very best in the entire region.
- **Enhancing Colleyville's economic resilience.** The diversification of Colleyville's tax base is key to enhancing the city's economic status. Proactive strategies are necessary to improve on what is already an excellent financial position. It may be necessary to fund the type of management, maintenance, and investments in the future that the Colleyville community has asked for. Encouraging non-residential development that provides that strong resource underpinning is vital to the future of the city. This may include increasing the value of development in key areas, such as the areas along Colleyville Boulevard, at the northern gateway to Colleyville, and along the city's edges at Precinct Line Road and State Highway 121.
- **Creating a connected Colleyville.** The Colleyville community expressed their interest in a completely connected city, where major destinations such as parks, schools, retail, dining and civic facilities are all easy to get to in a variety of modes and not only by driving. This goal was echoed repeatedly throughout the planning process. Whether walking or riding a bicycle, a comfortable and safe network (which is well underway) should be completed. Colleyville has the opportunity to make additions and improvements to the network that can have significantly positive effects on quality of life.
- **Enhancing Colleyville's character and brand.** The Colleyville community wants to preserve its unique character and country feel while reinforcing this aesthetic into creating a special brand that sets the city apart.
- **Securing the economic spine of the city.** Through high-quality infill development, more walkable and urban-scaled buildings, and the strategic placement of parking in less visible locations, the Colleyville Boulevard Corridor can gradually evolve into a more identifiable special place. The Colleyville community expressed significant interest in moving forward with this throughout the planning process.
- **Enhancing amenities and services.** In city-wide surveys over the years, the Colleyville community has expressed their appreciation for the effective infrastructure that they have. They are interested in quality over quantity, ensuring that amenities, such as parks and the library, and services, such as public safety and utility infrastructure, are all high quality and provide great value to the community.

*Urbanism
nonsense*

Mayor Pro Tem Putnam's Comments

Summary of Plan Element Goals & Policies

The goals, policies, actions, and benchmarks identified below are explored in further detail in the following chapters in this plan:

Economic Sustainability Chapter 4



Goal:

Expand the retail base and diversify the local economy to strengthen Colleyville's position in the region and increase its attractiveness as a high quality place to live, work, and play.

Policies

1. Redevelop – Encourage commercial redevelopment opportunities consistent with Land Use and Placemaking policies.
2. Recruit – Continue to promote Colleyville as an excellent and convenient place to locate a business.
3. Retain – Continue to support existing business development opportunities and initiatives.

Benchmarks

- Increased traffic to the City's Economic Development webpage.
- Increased and encouraged engagement in business networking activities.
- Increased sources for sales tax revenue.

Transportation Chapter 5



Goals:

Maintain the existing street network that encourages efficient and pleasant movement of all modes in the city with a focus on improving strategic vehicular, pedestrian, and bicycle connectivity at key locations.

Balance the need for efficient movement with promoting and protecting the unique character of the city's established roadways.

Policies

1. Implement the Master Thoroughfare Plan.
2. Explore opportunities to improve connectivity within and between neighborhoods and developments (especially along the Colleyville Boulevard Corridor and adjoining neighborhoods).
3. Balance traffic volume, capacity, and mobility needs with the preservation and/or creation of character along city streets.

Benchmarks

- Additional facilities constructed to connect key destinations by walking and bicycling.
- Additional intersection improvements completed.
- Increased number of cross access points between existing and future developments where appropriate.

Mayor Pro Tem Putnam's Comments

- **Action 4-4: Continue to identify the types of prospective businesses (retailers, restaurants, and office uses) that will complement Colleyville's market context.**

The City has already recruited several quality retailers and restaurants. Continuing to use this strategic approach by communicating the strength of the city's economic development opportunities and incentives to prospective new retailers and restaurants, will be the key to maintain the current momentum. This could include continuing coordinating meetings at local and regional conferences, organizing annual Retailers Roundup events, etc.

- **Action 4-5: Continue to pursue and strategically develop high quality lodging-related uses within the city.**

As part of a larger effort to increase long-term tax revenue, the City should target hospitality-related uses to attract tourists and visitors. This will support leisure and corporate recruitment and retain visitor spending. In addition, the City should explore integrating conference/meeting space to attract out-of-town guests and increase spending on hotels, restaurants, and local shopping for additional tax revenue. In addition to providing direct jobs within the community, hotels and other lodging-related uses provide the city with hotel occupancy tax revenue and other complementary benefits that can be utilized to fund additional marketing and promotional materials or events.

- **Action 4-6: Establish partnerships to create a business incubator or accelerator to support start-ups and local businesses within the city.**

In addition to national credit retailers and established chain restaurants, it will also be important for the City to support a program to incubate new local businesses in an effort to diversify the city's commercial base.

A small business incubator or accelerator is a facility that provides small, start-up businesses with temporary space and shared business support services. An overarching goal of an incubator or accelerator is to enhance the entrepreneurial climate within the city and to create jobs that can lead to growth and expansion. The focus is on helping new businesses overcome the common problems that cause a business to fail within its first four years of existence. These include poor management, lack of funding, and inadequate marketing.

Although it is normal that small business start-ups have a high failure rate, the City can support the Chamber of Commerce and others in efforts to increase their chances of success. Led by the Chamber, this can include, but is not limited to, temporary office space, office services (e.g., copying, printing, faxing, computers, and high-speed Internet access), etc.

WHAT IS A BUSINESS INCUBATOR or ACCELERATOR?

A business incubator or accelerator is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services.



Source: National Business Incubation Association, www.nbia.org

Not our role
CC

Mayor Pro Tem Putnam's Comments

Complete Streets

A "Complete Street" provides access for all users, including motor vehicles, bicycles, and pedestrians. Users of all ages and abilities are able to move safely along and across a Complete Street.¹ Benefits of Complete Streets include:

- Creation of more efficient streets that do not depend on one single mode of mobility; ?
- Ensuring that current and future street improvements, by any entity (private or public), consider providing balanced access to non-vehicular modes, as well as vehicles;
- Greater attention being paid to streetscape elements such as crosswalks, street lighting and

¹ National Complete Streets Coalition, <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq>

furniture, pedestrian crossings, wide sidewalks, street trees, promenades, and accessibility ramps;

- Helping create a healthier and more vibrant community by encouraging walking and bicycling by residents and visitors of all ages; and
- Providing access for younger residents of the city to walk or ride a bike to school, leading to more active youth in Colleyville. safety

In Colleyville, the rural cross-section found on many well-loved streets creates challenges to providing facilities for pedestrians and bicyclists. However, considerations to provide for such facilities where appropriate and feasible are recommended for every street on the Master Thoroughfare Plan.



An example of a proposed Complete Street in Sugar Land, Texas.

Comprehensive Plan “*Destination Colleyville*”

In an effort to reduce the number of pages and size of the agenda packet we are providing a hyperlink to the Comprehensive Plan “Destination Colleyville”. The link below will direct you to the plan for your review.

<http://www.colleyville.com/images/Destination-Colleyville-2015.pdf>