keller future land use plan

UPDATE

PROGRESS THROUGH PARTICIPATION

CITY OF KELLER

Future Land Use Plan Update

City Council Work Session – 8/7/2018

Work Session Agenda

- Public Input Results
- Observations
- Overarching Themes
- Goals and Objectives
- FLUP Discussion
- Catalyst Areas
- Next Steps

Work Session Agenda

Public Input Results

Observations

Overarching Themes

Goals and Objectives

FLUP Discussion

Catalyst Areas

Next Steps

Public Input Results

5 Community Meetings	**124** attendees*
KellerFest and Crawfish Krawl	**9,000** attendees
Online Survey	**1,196** respondents
Survey Open-ended questions	**5,694** comments
26 Meetings-2-Go boxes	**14** participants
Utility Bills	**15,716** customers
Project Page	**2,451** pageviews

*Duplicate names removed

Public Input Results

News Items

Meeting Notification 1 – **1,683** subscribers, opened by 420
Meeting Notification 2 – **25,609** subscribers, opened by 4,077
Online Survey Notification – **12,861** subscribers, opened by 2,360

Weekly Newsletter

March 30 – **4,874** subscribers, opened by 1,157
April 6 – **4,974** subscribers, opened by 1,247
April 13 – **4,974** subscribers, opened by 1,259
April 20 – **4,973** subscribers, opened by 1,300
April 27 – **4,971** subscribers, opened by 1,379
May 4 – **4,963** subscribers, opened by 1,329
May 11 – **5,056** subscribers, opened by 1,372

Public Input Results

<u>Social Media: Twitter</u>

April 4 – **1,754** impressions

April 17 (Day of the survey promo at Summer Moon Coffee)

- Tweet 1 – **3,978** impressions
- Tweet 2 – **2,181** impressions
- Tweet 3 – **2,088** impressions
- Tweet 4 – **2,583** impressions

April 19 – **2,727** impressions

May 8 – **2,019** impressions

Public Input Results

<u>Social Media: Facebook</u>

April 4	– **1,499** impressions
April 16	– **4,496** impressions
April 17	– **2,693** impressions
April 19	– **1,236** impressions
April 27	– **2,652** impressions
May 8	– **2,328** impressions
Facebook Event Page	– **10,739** reaches
Merchants Association Page	– **1,712** followers

<u>Social Media: Next Door</u>

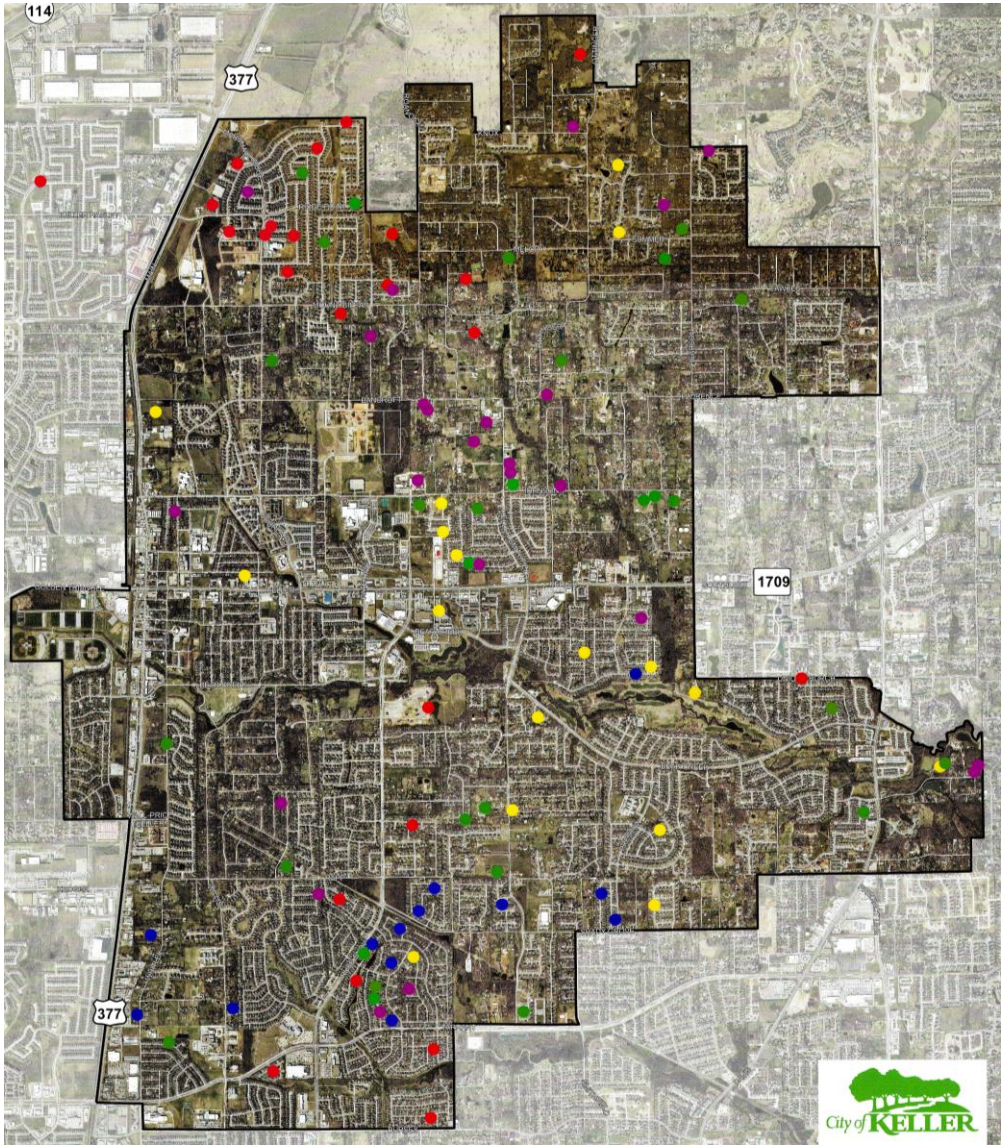
April 4	– **1,910** impressions
April 16	– **1,247** impressions
April 17	– **1,541** impressions
May 9	– **4,869** impressions
May 14	– **3,811** impressions

Public Input Results

Community Meeting – Who Participated?

Where Meeting Participants Live

- Meeting 1: Ridgeview Elementary
- Meeting 2: Hidden Lakes Elementary
- Meeting 3: Willis Lane Elementary
- Meeting 4: Keller Town Hall
- Meeting 5: Keller Library



Public Input Results

Community Meeting - Vision

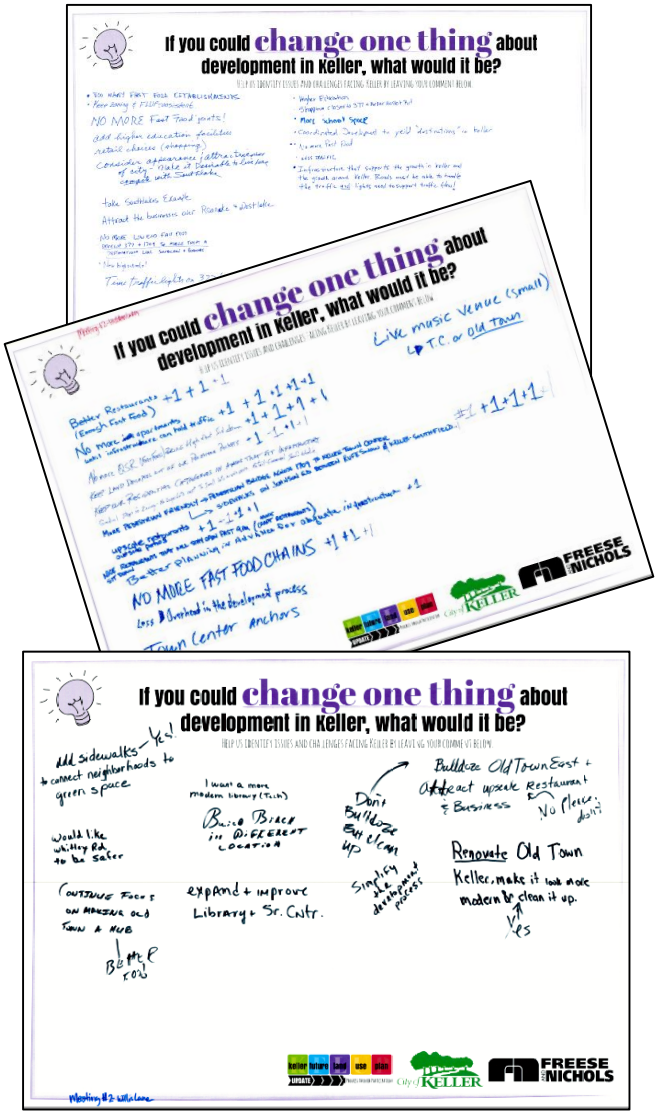
QUALITY RETAIL

PARKS, GREEN, AND OPEN SPACE

SMALL TOWN FEEL

Public Input Results

Community Meeting - One Thing to Change



Top Responses

- More sidewalks and connectivity
- Limit high density residential until infrastructure can support traffic
- No more fast-food restaurants

Public Input Results

Community Meeting – Greatest Assets

Top Responses

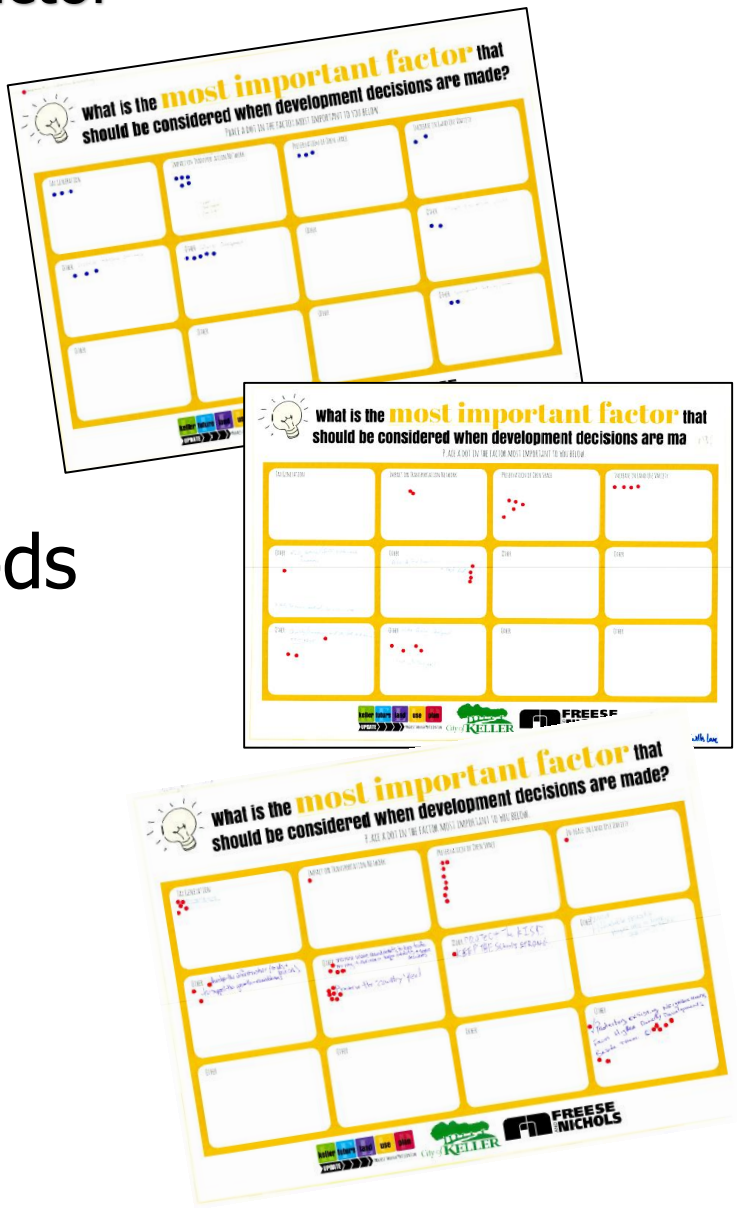
- Trees, parks, trails, and open space
- Small town feel, sense of security
- Schools and education opportunities

Public Input Results

Community Meeting - Most Important Factor

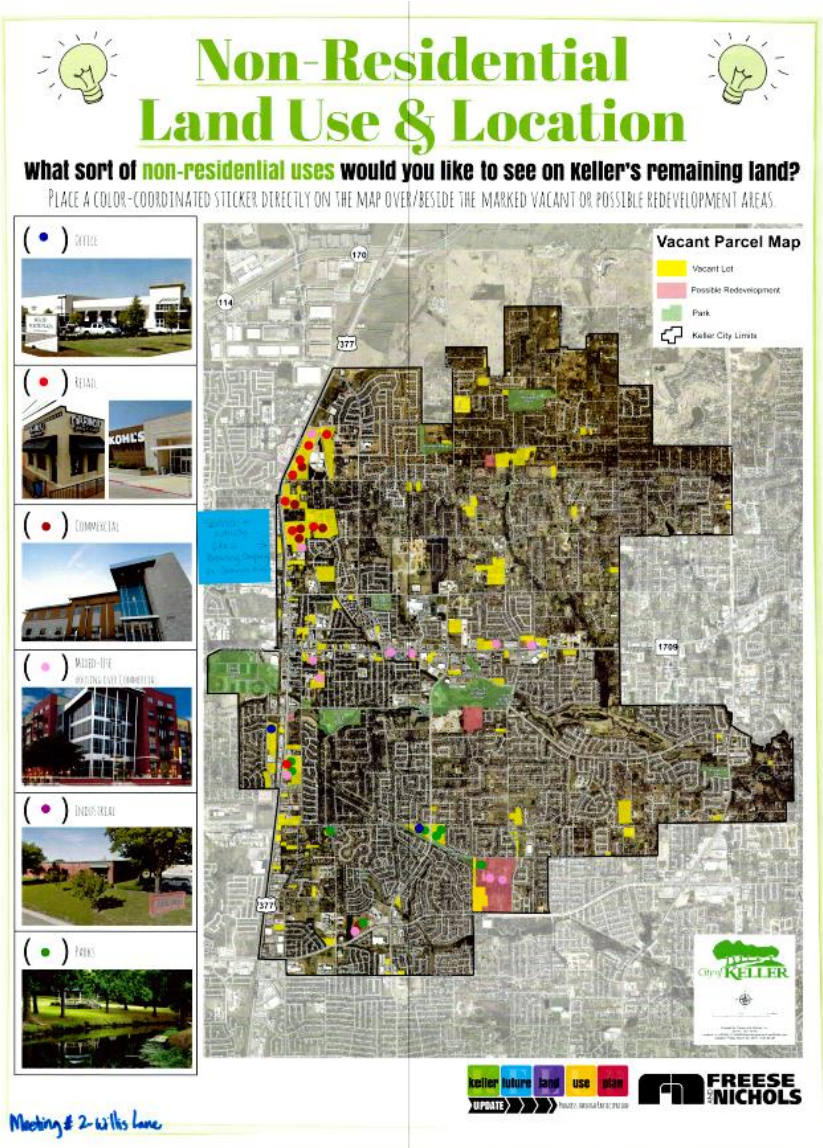
Top Responses

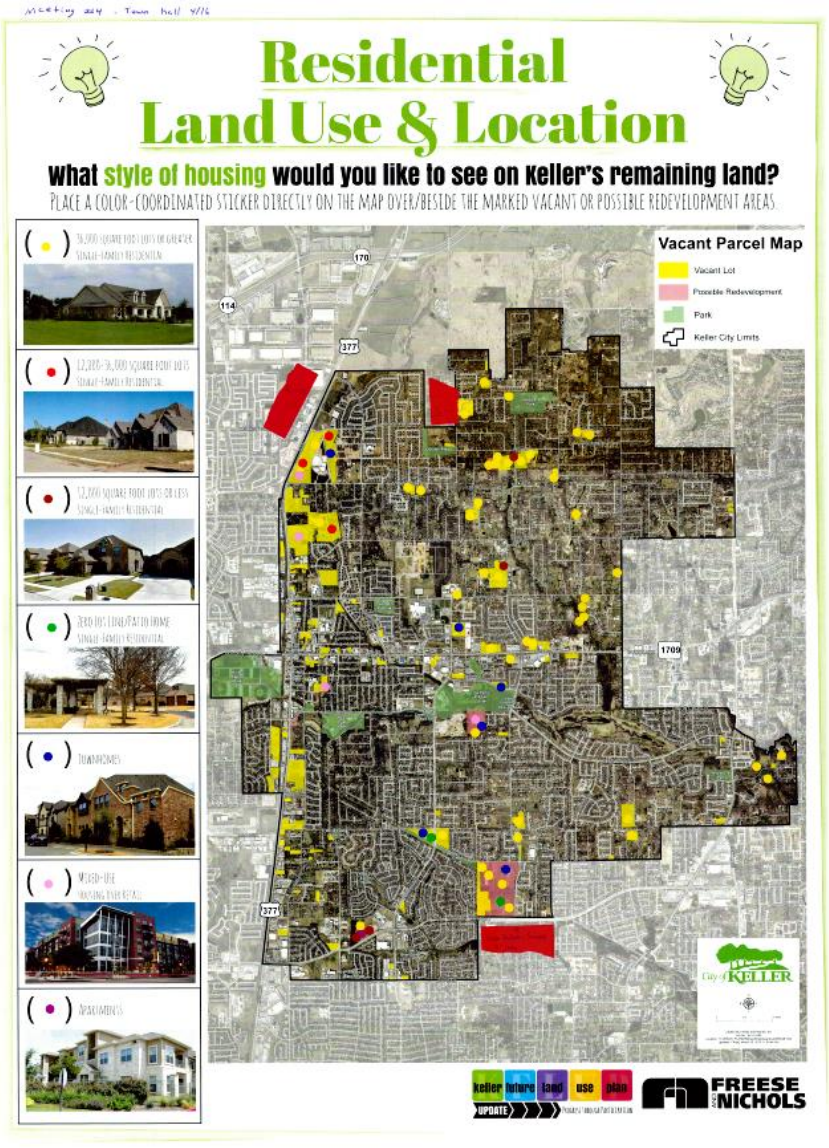
- Preserving open space
- Protecting existing neighborhoods
- Tax generation



Public Input Results

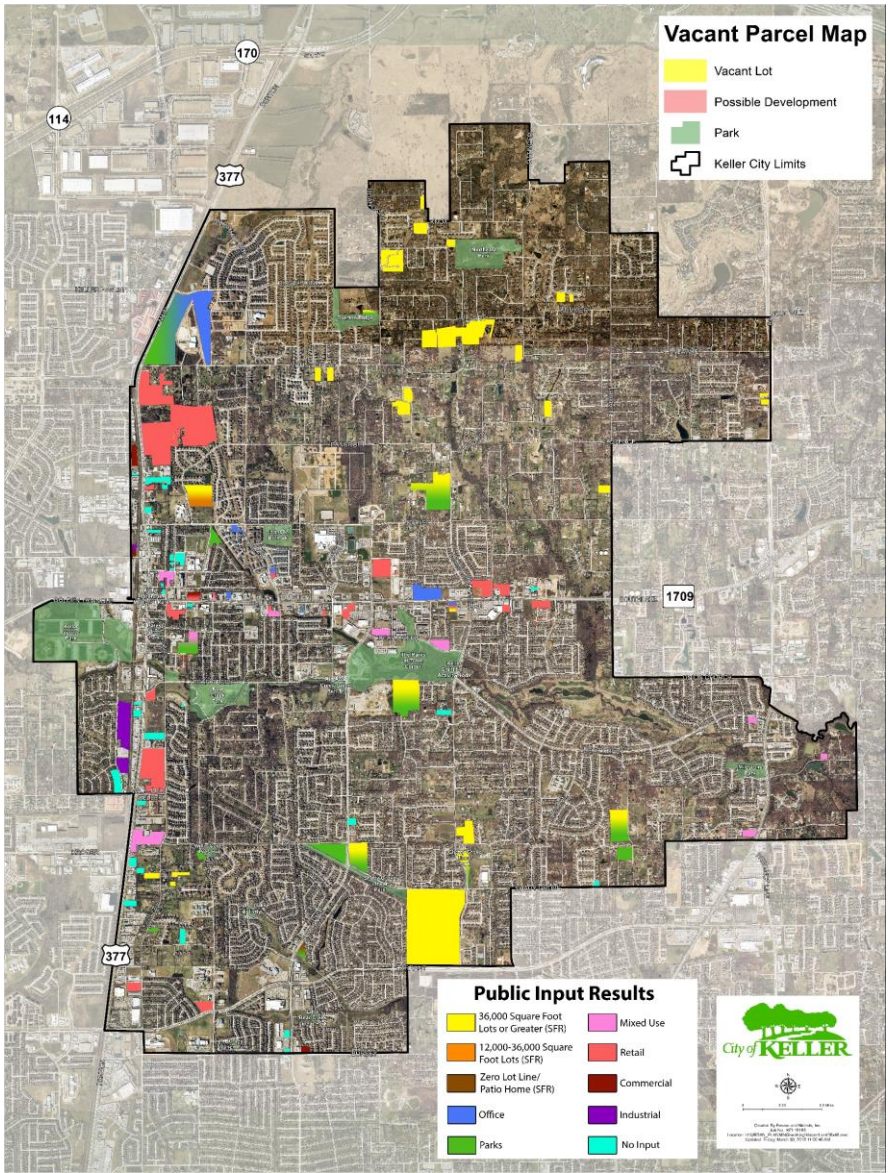
Community Meeting - Land Use and Location





Public Input Results

Community Meeting - Land Use and Location

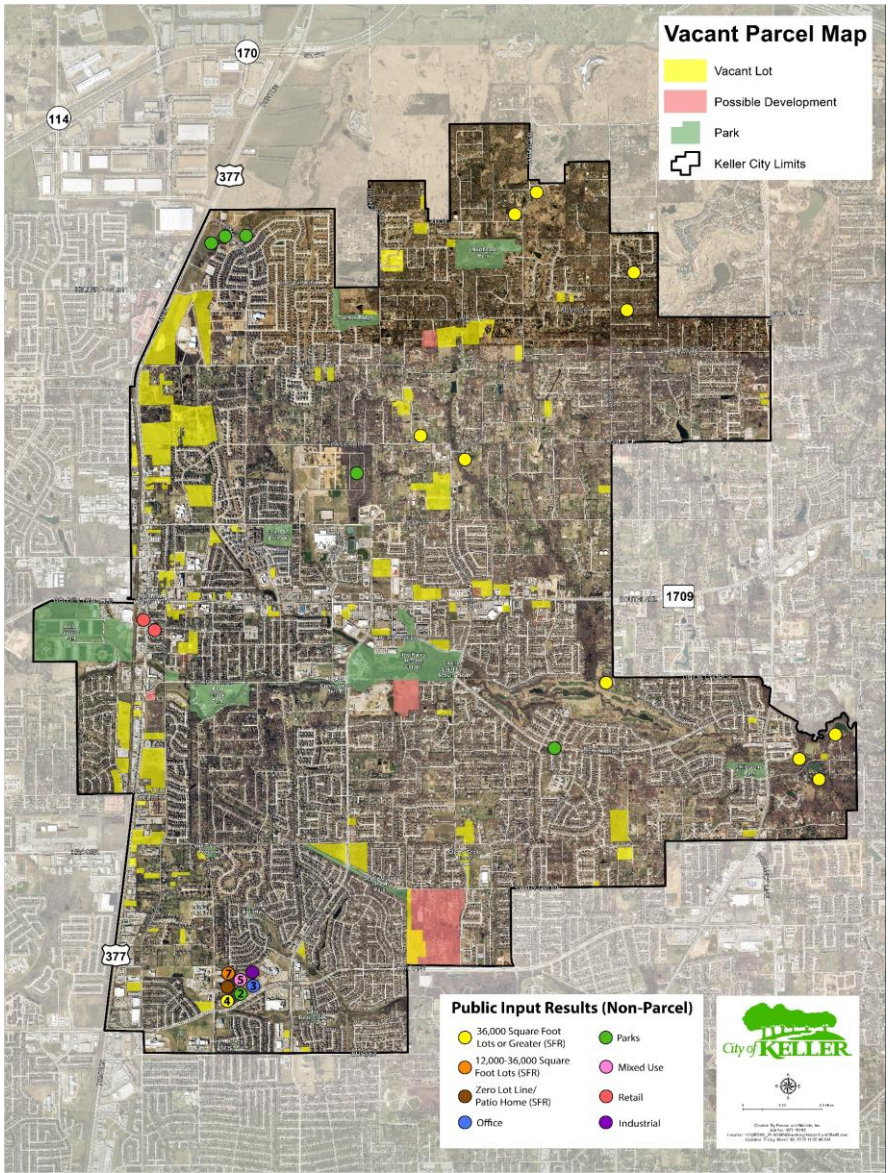


Dots on each parcel counted

Highest frequency of land use types highlighted

Public Input Results

Community Meeting - Land Use and Location



Preferred land use types for parcels not identified as vacant

Public Input Results

Community Meeting - Land Use and Location

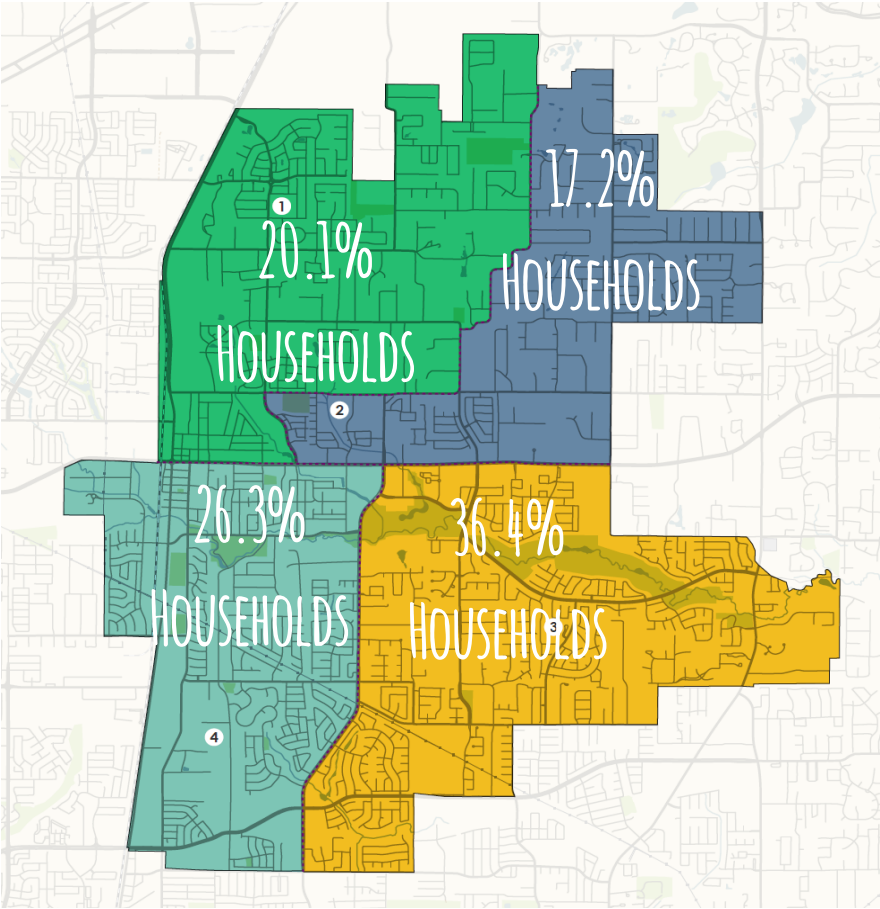
Top 3 Responses

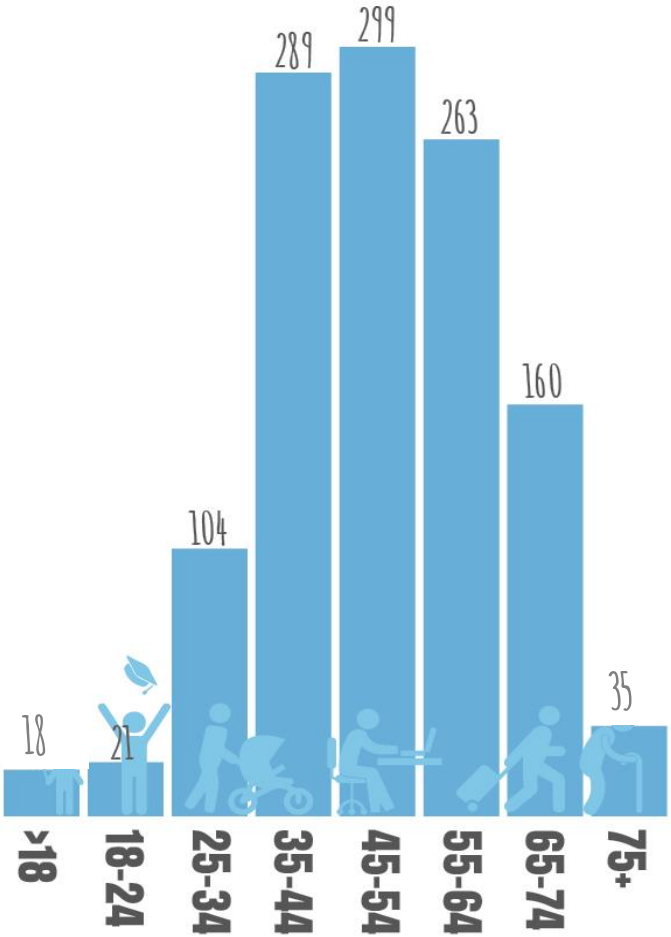
- Retail (Restaurants)
- Commercial (Entertainment)
- Vertical Mixed Use

* All options provided were nonresidential land uses

Public Input Results

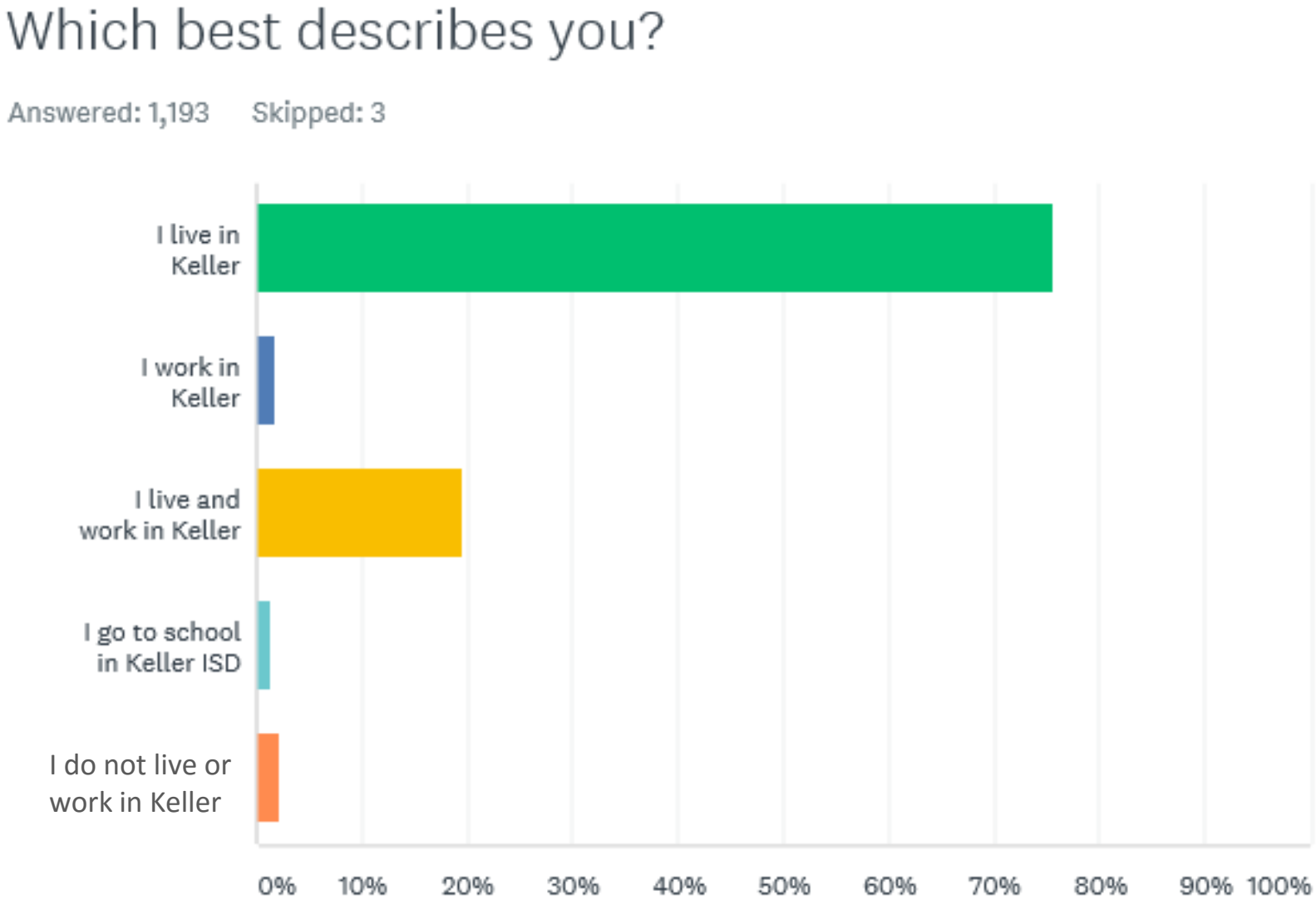
Online Survey – Who Participated?





Public Input Results

Online Survey – Who Participated?

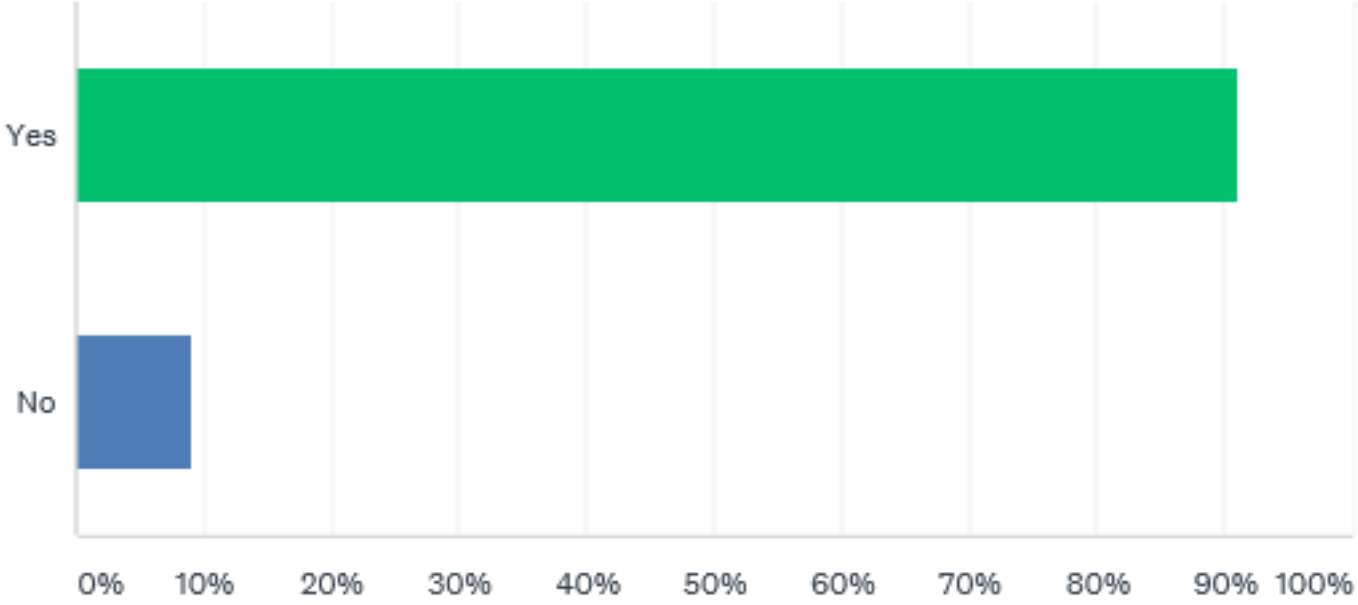


Public Input Results

Online Survey – Who Participated?

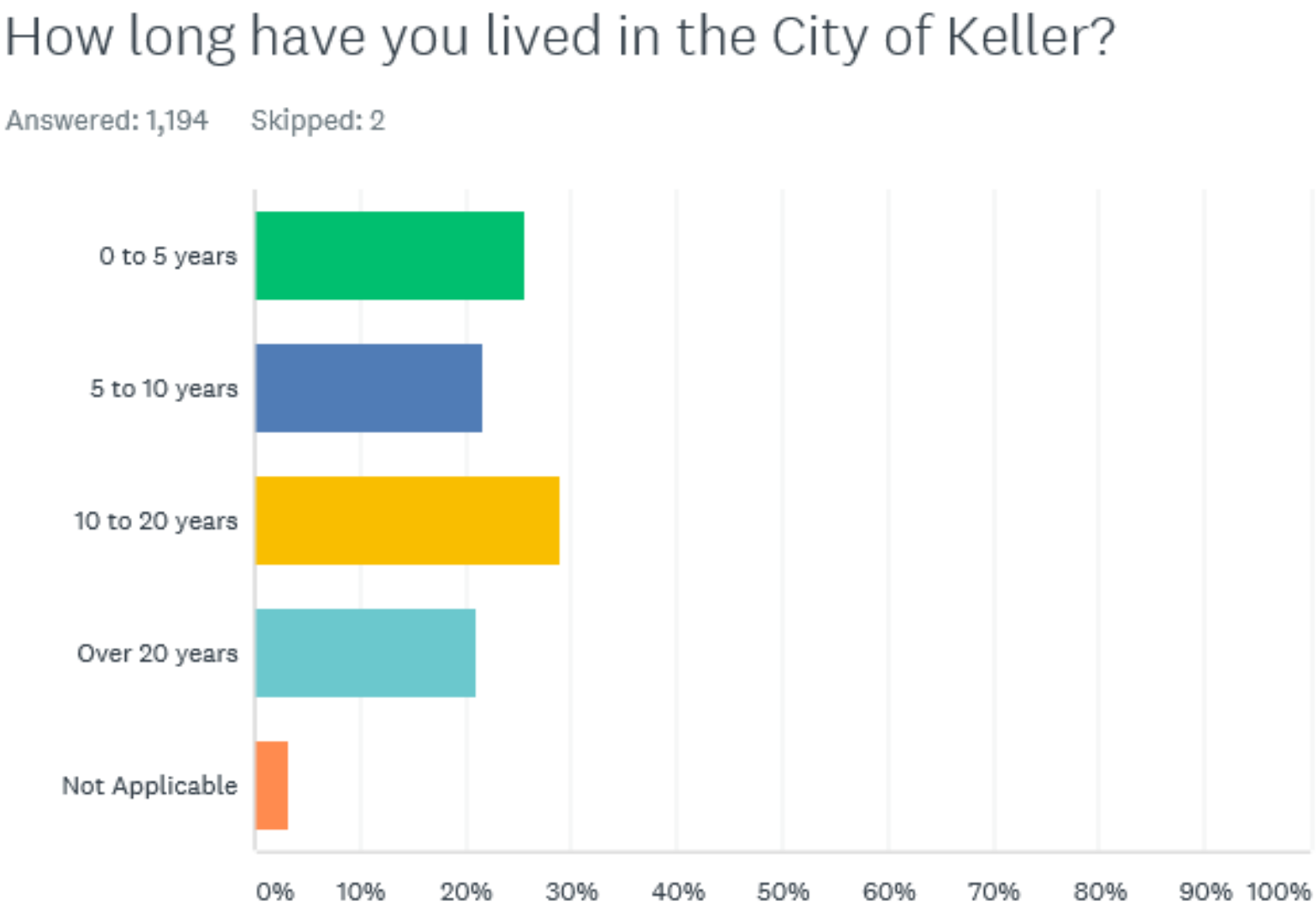
Do you own a home in the City of Keller?

Answered: 1,191 Skipped: 5



Public Input Results

Online Survey – Who Participated?



Public Input Results

Online Survey

TOP THREE FACTORS FOR DECIDING TO LIVE IN KELLER:

29.58%

SELECTION OF HOUSING/ HOUSING PRICES

26.35%

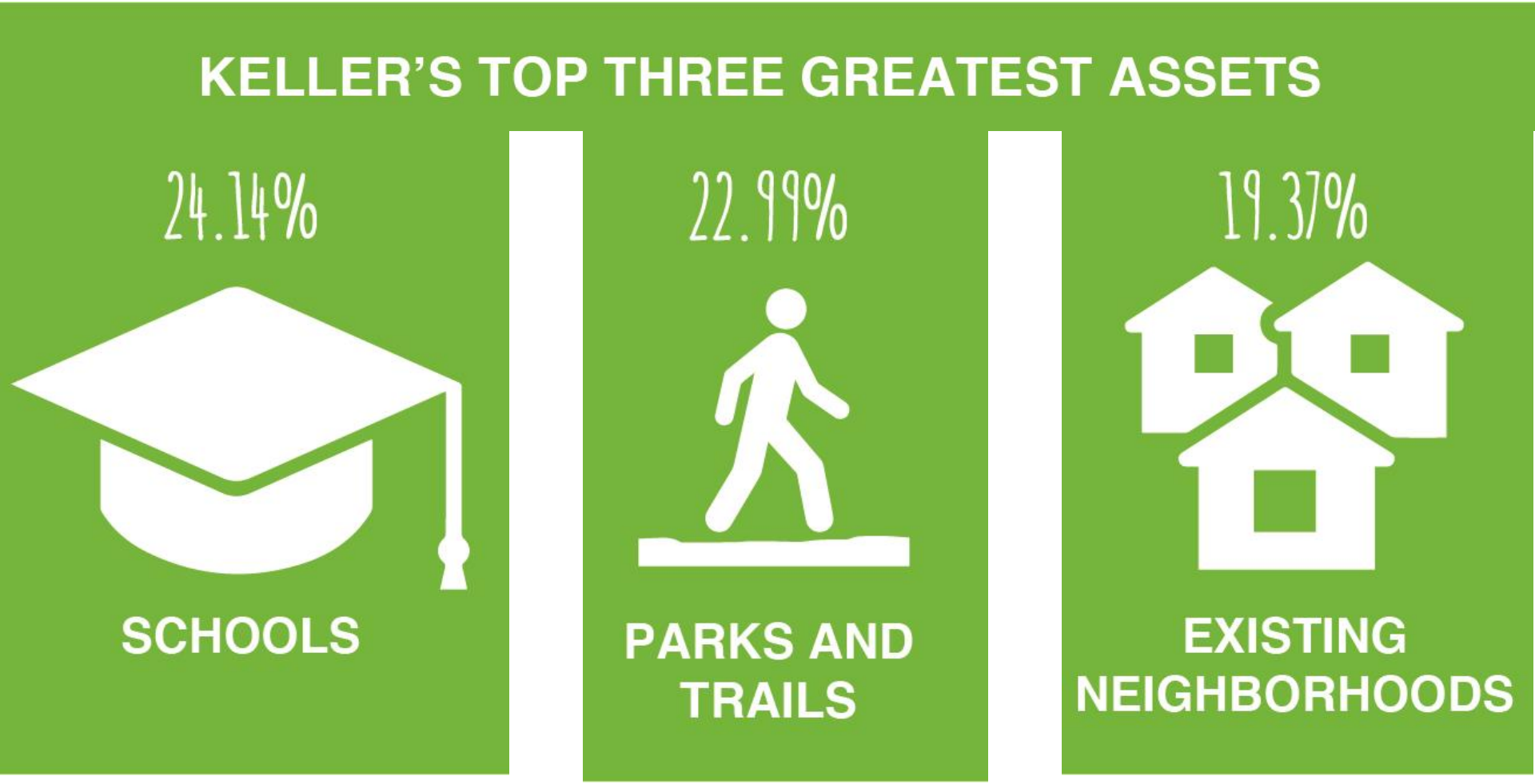
SCHOOLS/ EDUCATION

17.11%

PROXIMITY TO JOB OPPORTUNITIES

Public Input Results

Online Survey



Public Input Results

Online Survey

TOP THREE GREATEST CHALLENGES FACING KELLER TODAY

24.4%

ECONOMIC DEVELOPMENT/ COMMERCIAL AREAS

21.7%

TRAFFIC OR PEDESTRIAN MOBILITY

16.5%

DIVERSITY OF HOUSING CHOICES

Public Input Results

Online Survey

WHAT MAKES KELLER ATTRACTIVE AND DISTINGUISHABLE FROM SURROUNDING COMMUNITIES?

23.07%

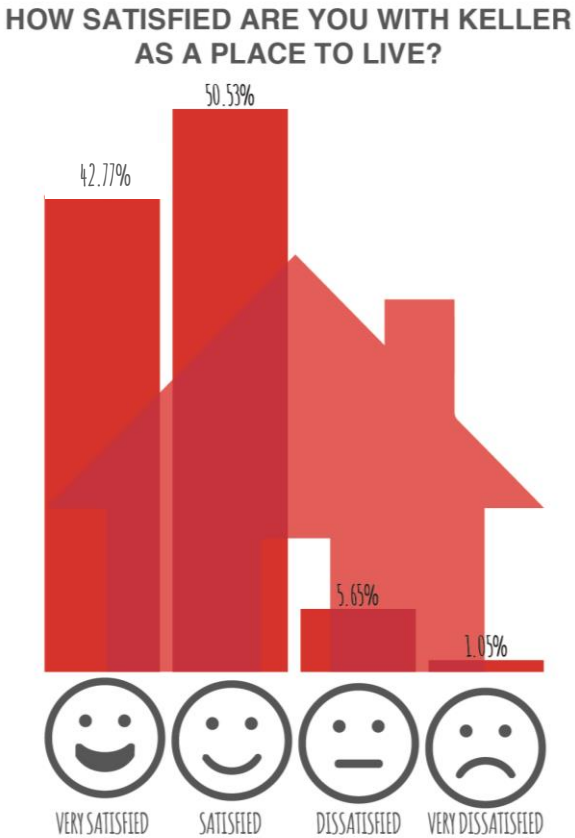
PARKS & TRAILS

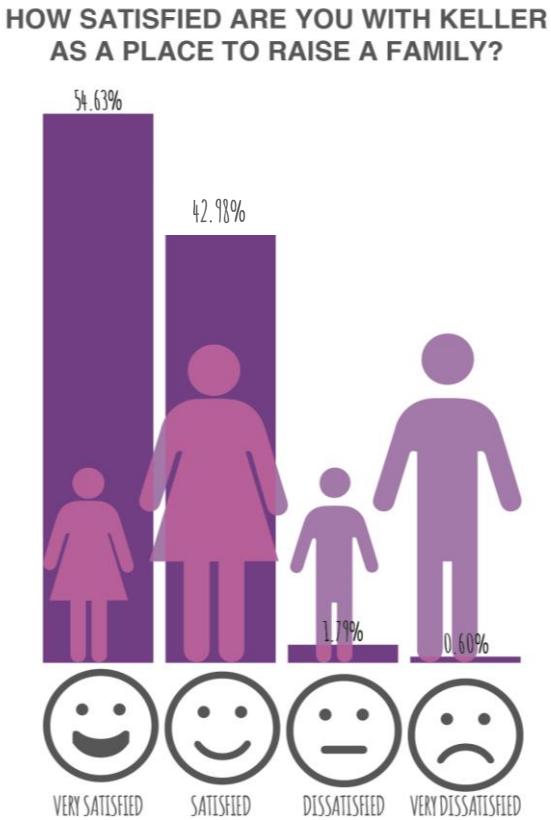
17.6%

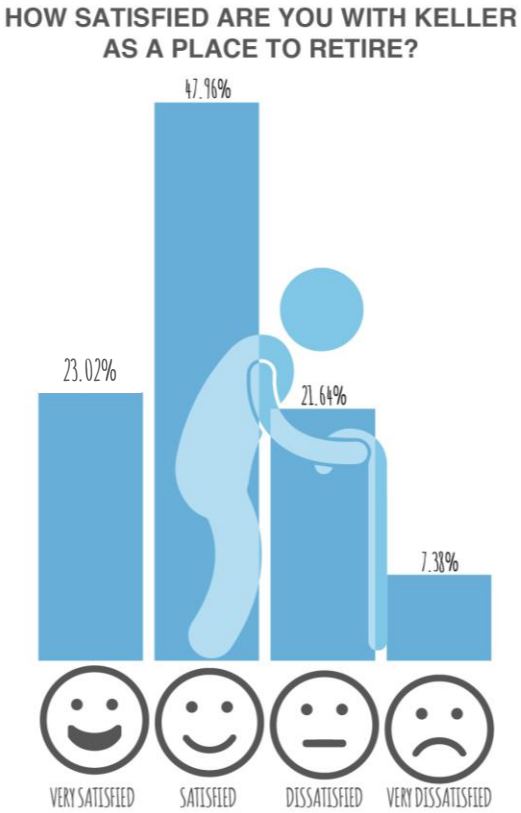
NEIGHBORHOODS

Public Input Results

Online Survey



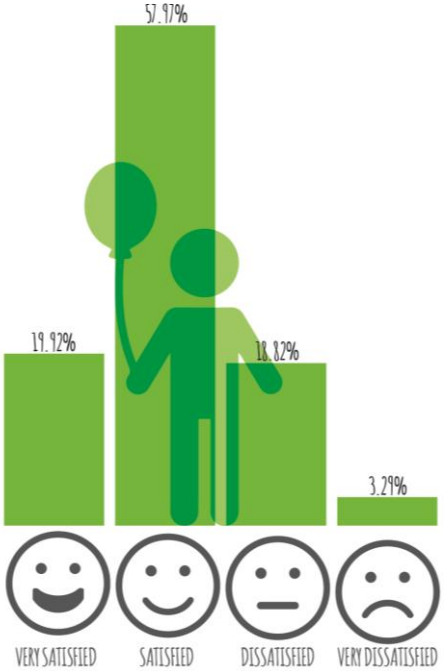




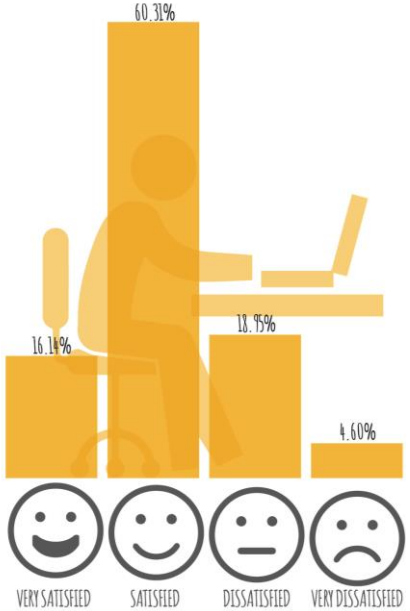
Public Input Results

Online Survey

HOW SATISFIED ARE YOU WITH KELLER AS A PLACE TO PLAY?



HOW SATISFIED ARE YOU WITH KELLER AS A PLACE TO WORK?



HOW SATISFIED ARE YOU WITH KELLER AS A PLACE TO OWN/RUN A BUSINESS?

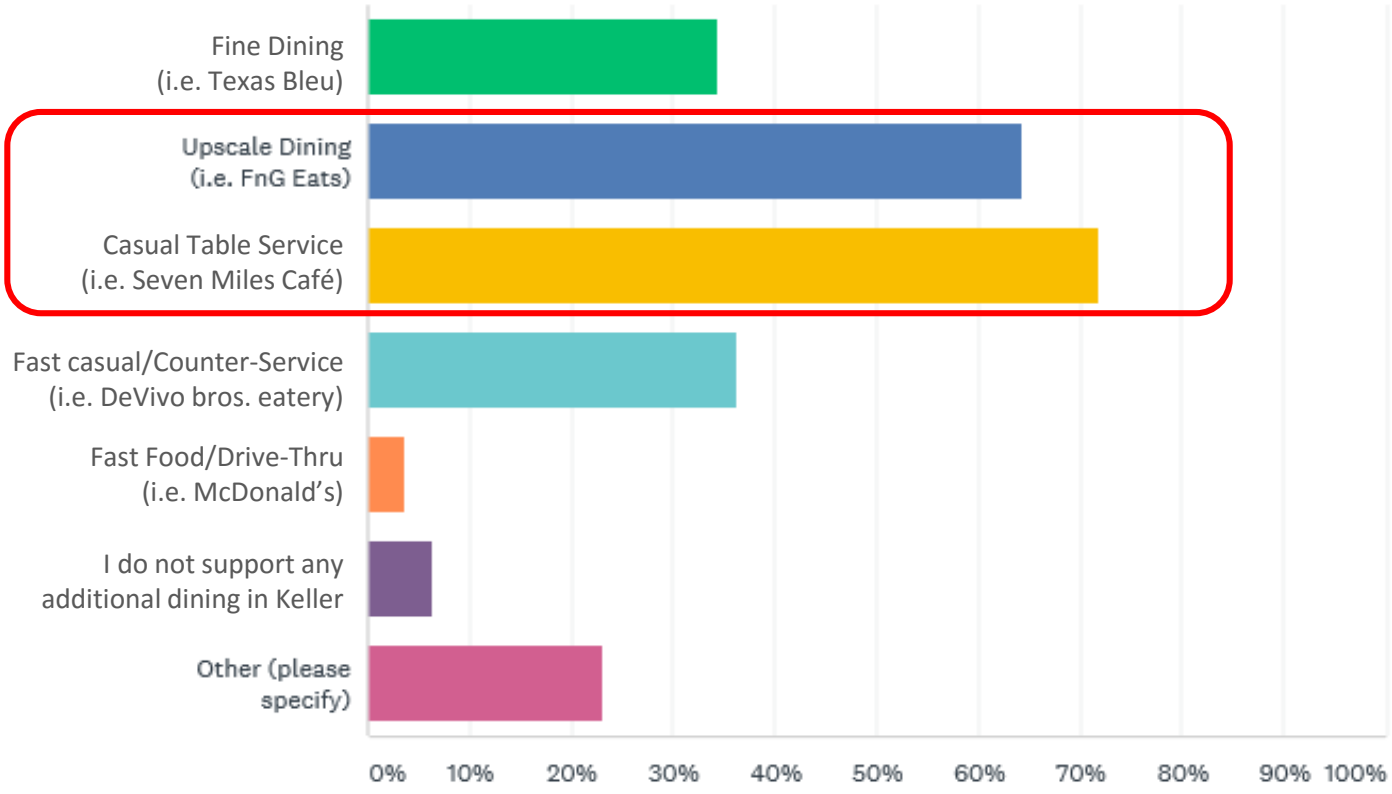
HOW SATISFIED ARE YOU WITH KELLER AS A PLACE TO CONDUCT BUSINESS AS A CONSUMER?

Public Input Results

Online Survey

Having options to dine out is an important lifestyle element in today's society. What kinds of dining do you want to see more of in Keller? (select all that apply)

Answered: 1,050 Skipped: 146

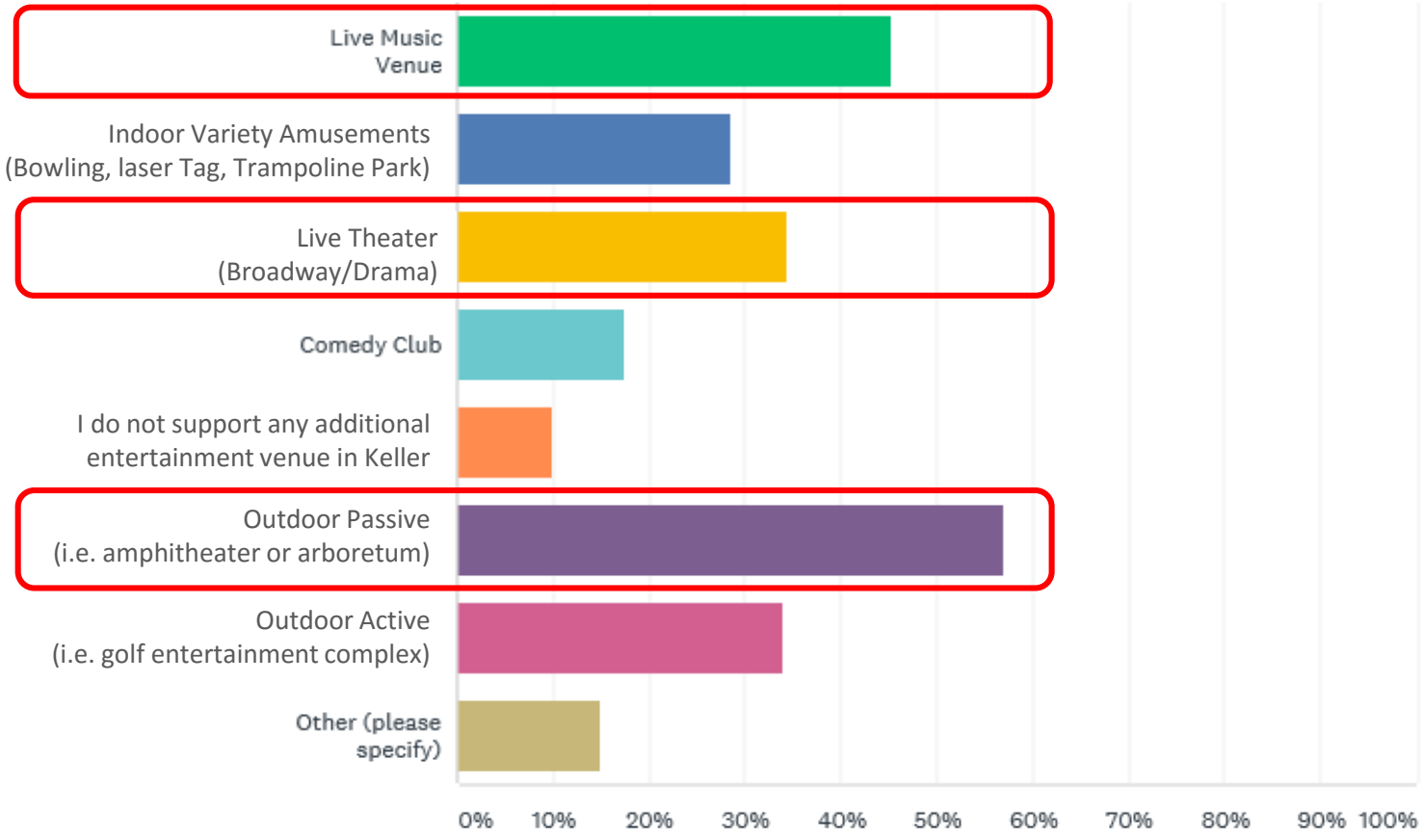


Public Input Results

Online Survey

What kind of entertainment venue(s) do you want to see in Keller? (select all that apply)

Answered: 1,023 Skipped: 173

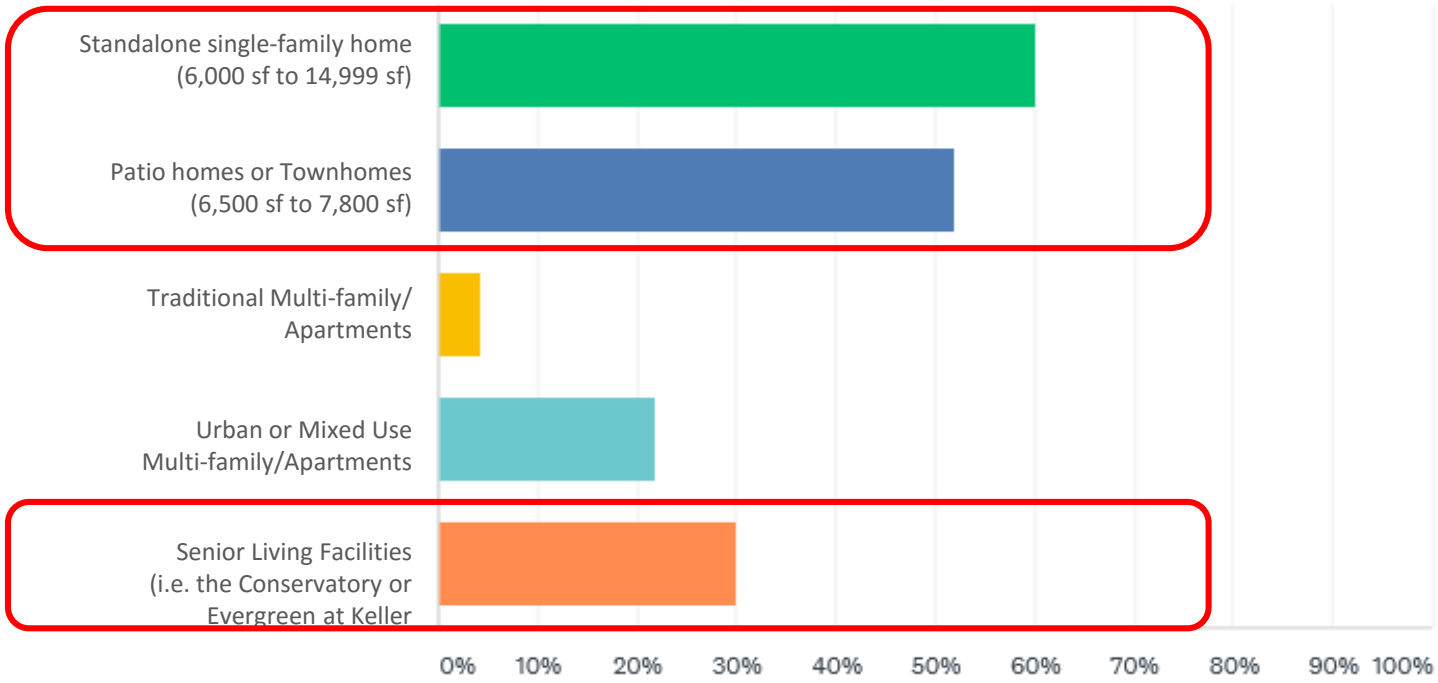


Public Input Results

Online Survey

Among the city's vacant parcels, 7% are zoned for smaller-lot residential. What would you consider appropriate on Keller's remaining smaller-lot residential land? (Select all that apply)

Answered: 961 Skipped: 235

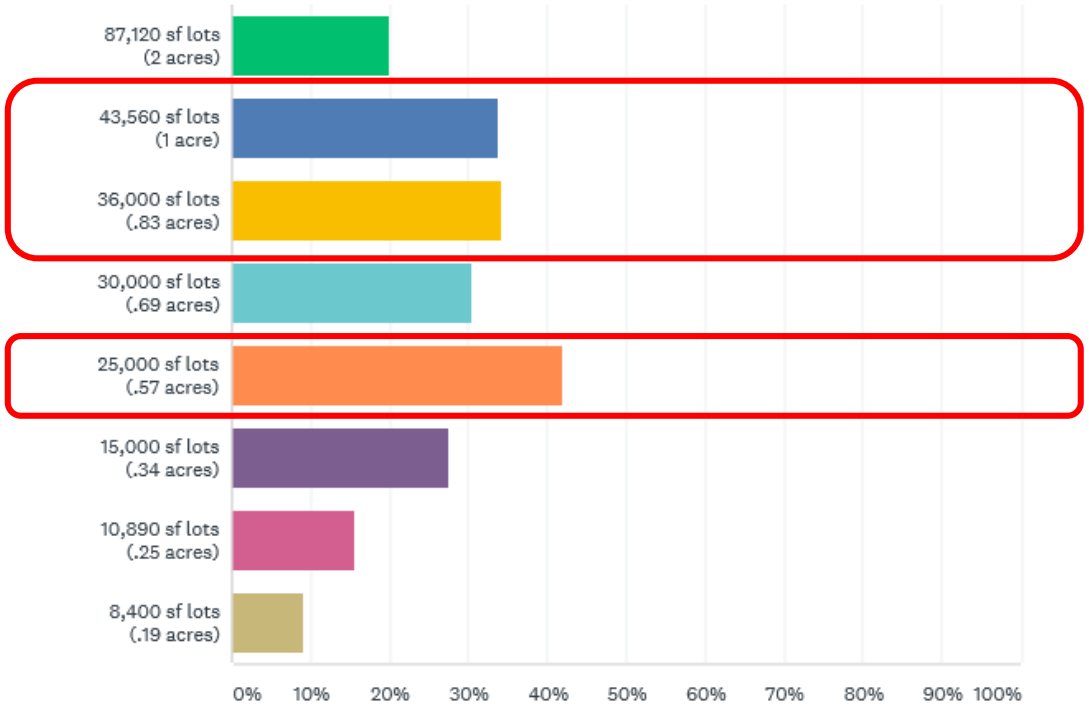


Public Input Results

Online Survey

Currently, 76% of the City's residentially developed land is .57 acres (25,000 square feet) or larger; 23% is 15,000 square feet and smaller. Among the city's vacant parcels, 48% are currently zoned for larger-lot residential development. What minimum lot sizes would you consider appropriate on Keller's remaining single-family residential land? (Select all that apply)

Answered: 961 Skipped: 235

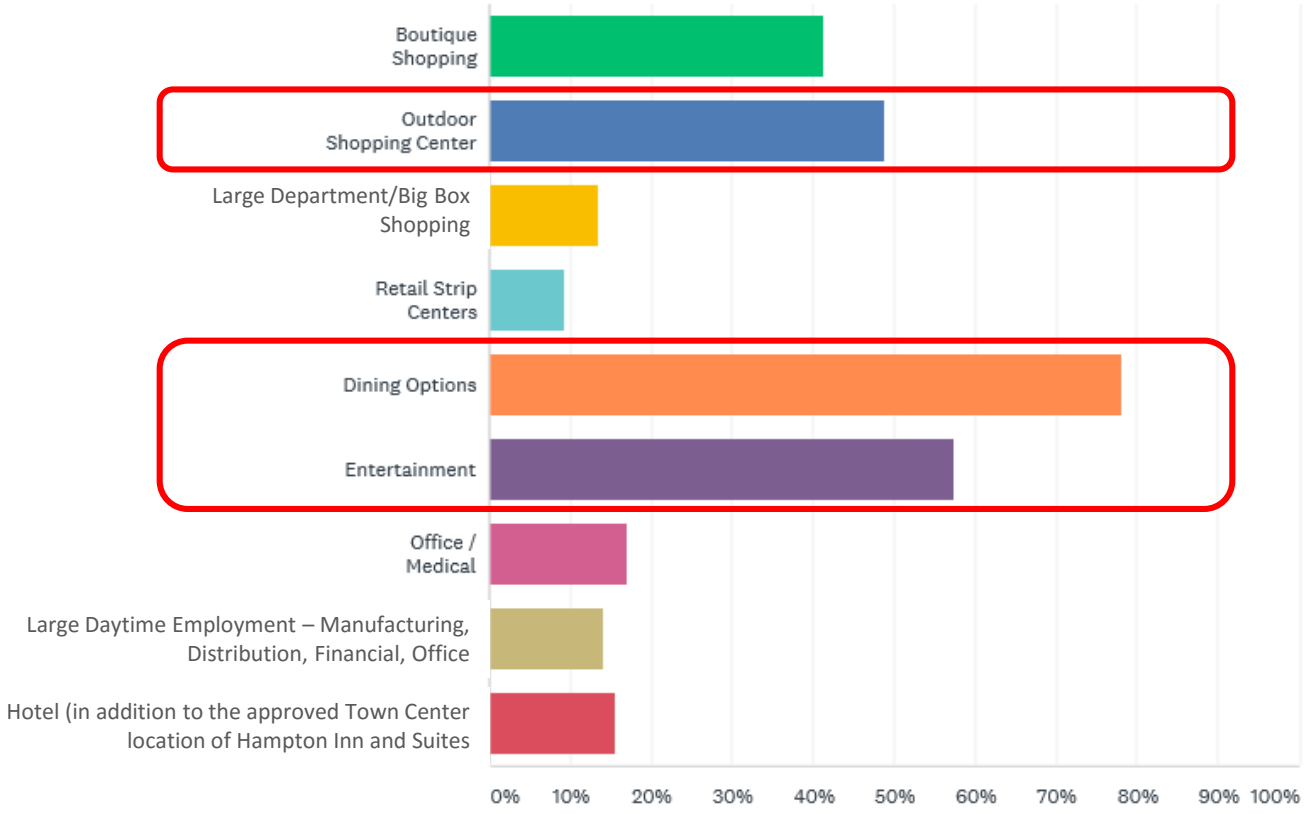


Public Input Results

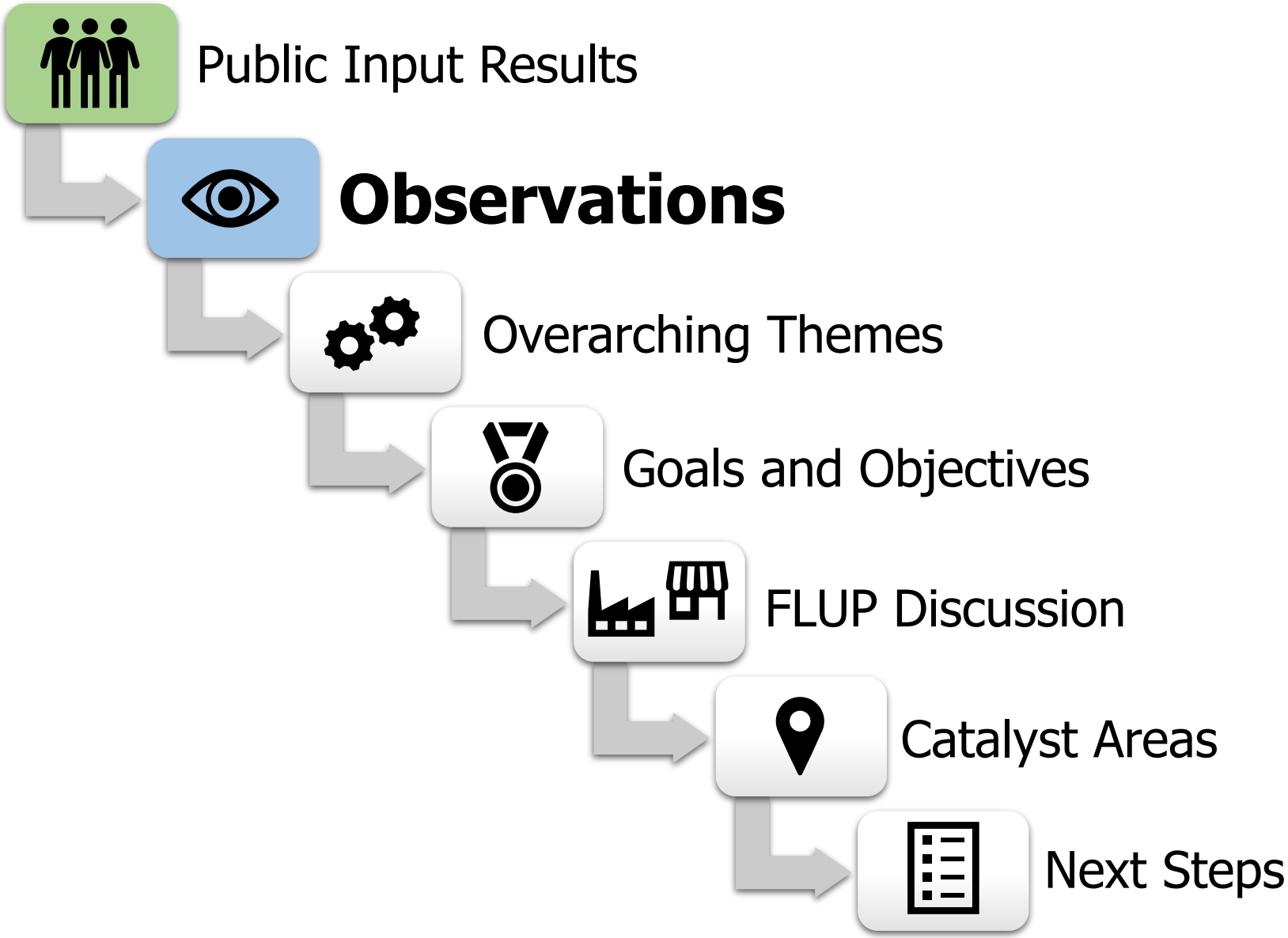
Online Survey

Among the city's vacant parcels, 45% are currently zoned for nonresidential development. What type of development would you like to see on that remaining land? (Select all that apply)

Answered: 958 Skipped: 238



Work Session Agenda



Observations

- Parks and open spaces are important and differentiates Keller from surrounding communities.
- Protecting large residential lots and character in Keller is very important.
- Retail and commercial uses are most appropriate along major corridors (mainly 1709 and 377).
- Catalyst sites provide opportunity for mix of uses and something different in Keller.
- Town Center and Old Town are distinguishable areas that should continue to infill.

Observations

- Increase standards and level of quality for remaining retail/ commercial uses, particularly along 1709.
- Moderate desire for housing variety and smaller lot sizes in appropriate places.
- Connectivity to greenbelts, sidewalks, and mobility is important.
- FLUP must be adhered to minimize conflict and developer uncertainties.

Work Session Agenda

- Public Input Results
- Observations
- **Overarching Themes**
- Goals and Objectives
- FLUP Discussion
- Catalyst Areas
- Next Steps

Overarching Themes

- Housing
- Quality of Life
- Economic Development
- Connectivity and Circulation

Work Session Agenda

- Public Input Results
- Observations
- Overarching Themes
- **Goals and Objectives**
- FLUP Discussion
- Catalyst Areas
- Next Steps

Goals and Objectives

(from Current FLUP)

1. ***Preserve positive aspects of the community.***
    - Protect natural vegetation and topographical features when it is feasible and when such actions are in accordance with the Parks and Open Space Master Plan.
    - Maintain a thoroughfare system which protects residential areas and the scenic character of the community, without sacrificing the ability to promote sound economic development.

2. ***Provide for different housing types within the community.***
    - Maintain a predominance of low to medium density single-family housing in accordance with the Future Land Use Map.
    - Provide for alternative higher density housing within the context of mixed-use development.

3. ***Encourage non-residential development in certain areas of the community.***
    - Provide for commercial, retail, office, or industrial development only along FM 1709, US 377, Davis Boulevard and Rufe Snow Drive.
    - Provide for smaller, neighborhood-oriented businesses at major intersections to maximize convenience and minimize traffic congestion.

4. ***Facilitate growth in an orderly manner.***
    - Encourage development of a "Town Center" for municipal, commercial, retail, office and residential uses.
    - Seek to attract high quality, non-residential uses which will be an aesthetic asset to the community, as well as add to the tax base.
    - Minimize potential conflicts between activities through the use of landscape buffers, setbacks and screening. Adopt the all recommendations of the Corridor Guidelines which are presented within this report.

Goals and Objectives

(from Current FLUP)

1. ***Preserve positive aspects of the community.***

Quality of Life ←

- Protect natural vegetation and topographical features when it is feasible and when such actions are in accordance with the Parks and Open Space Master Plan.

Connectivity & Circulation ←

- Maintain a thoroughfare system which protects residential areas and the scenic character of the community, without sacrificing the ability to promote sound economic development.

2. ***Provide for different housing types within the community.***

Housing ←

- Maintain a predominance of low to medium density single-family housing in accordance with the Future Land Use Map.

Housing ←

- Provide for alternative higher density housing within the context of mixed-use development.

3. ***Encourage non-residential development in certain areas of the community.***

Economic Development ←

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Economic Development ←

- Seek to attract high quality, non-residential uses which will be an aesthetic asset to the community, as well as add to the tax base.
- Minimize potential conflicts between activities through the use of landscape buffers, setbacks and screening. Adopt the all recommendations of the Corridor Guidelines which are presented within this report.

Yellow highlight indicates the relevant elements based on public input and observations

Goals and Objectives
(Proposed)

- Retaining the relevant elements from the current goals and objectives
- Refining the current goals and objectives
- Adding new goals and objectives to include new, modern and relevant elements that are missing from the current ones
- Capturing public input and observations

Goals and Objectives
(Proposed)

Housing

Community Input and Observations

- Community recognizes existing neighborhoods as an asset for the community.
- Moderate desire for housing variety and smaller lot sizes in appropriate places.

Goals and Objectives

(Proposed)

Housing

Proposed Goal #1

Retain and enhance the characteristics of existing neighborhoods.

Objectives for Goal #1

Objective 1: Integrate new compatible development, infill development, and/or redevelopment into existing neighborhoods.

Objective 2: Maintain residential lot sizes that are compatible with Keller's rural neighborhoods.

Goals and Objectives

(Proposed)

Housing

Proposed Goal #2

Provide diverse housing choices for all demographics.

Objectives for Goal #2

Objective 1: Promote housing options that support seniors, families, and people of all ages and abilities.

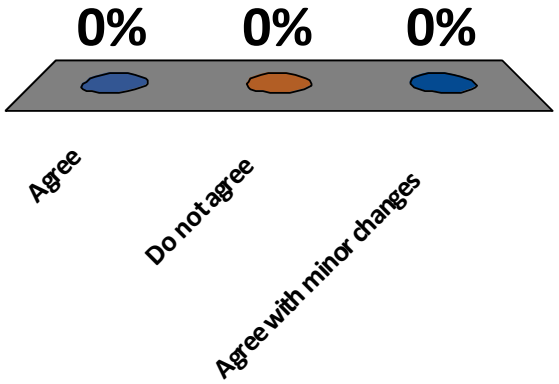
Objective 2: Provide opportunities for higher density residential and mixed use infill developments in designated priority areas.

Goals and Objectives

Do you agree that the proposed goals and objectives reflect the needs and desires of the community regarding housing?

A. Agree
B. Do not agree
C. Agree with minor changes

*Please use the handout for Option C



Goals and Objectives
(Proposed)

Quality of Life

<u>Community Input and Observations</u>

- Parks and open spaces are important and differentiates Keller from surrounding communities.
- The small town feeling is recognized as an asset and should be preserved.

Goals and Objectives

(Proposed)

Quality of Life

Proposed Goal #1

Preserve Keller's parks and open space.

Objectives for Goal #1

Objective 1: Integrate amenities citywide that are dedicated to outdoor recreation and nature appreciation.

Objective 2: Create a system of parks, open spaces, trails, and facilities that meet the needs of residents of all ages.

Goals and Objectives

(Proposed)

Quality of Life

Proposed Goal #2

Maintain Keller's small town feel.

Objectives for Goal #2

Objective 1: Preserve and promote the distinct character of Keller's Town Center, Old Town, neighborhoods, buildings, open spaces, streetscape, and gateways.

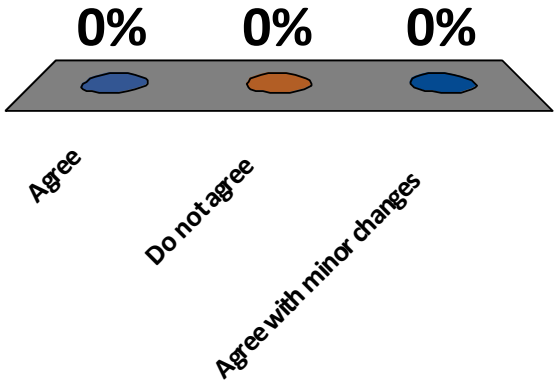
Objective 2: Achieve a mix of land uses that balances Keller's growth needs, the natural environment, and existing neighborhoods.

Goals and Objectives

Do you agree that the proposed goals and objectives reflect the needs and desires of the community regarding quality of life?

A. Agree
B. Do not agree
C. Agree with minor changes

*Please use the handout for Option C



Goals and Objectives
(Proposed)

Economic Development

Community Input and Observations

- Town Center and Old Town are distinguishable areas that should continue to infill.
- Increase standards and level of quality for remaining retail/ commercial uses, particularly along 1709.
- Retail and commercial uses are most appropriate along major corridors (mainly 1709 and 377).

Goals and Objectives

(Proposed)

Economic Development

Proposed Goal #1

Provide quality destination options for Keller residents.

Objectives for Goal #1

Objective 1: Promote a mix of retail including high-quality restaurants and other commercial uses that are both desired by Keller residents and will supply the essential tax base for city facilities and services.

Objective 2: Attract entertainment venues in select locations throughout Keller to include Town Center and Old Town.

Objective 3: Promote creative and innovative business types by limiting over-saturation of existing businesses.

Goals and Objectives
(Proposed)

Economic Development

Proposed Goal #2

Focus economic development effort along key corridors, such as 1709 377, Davis, and Rufe Snow.

Objectives for Goal #2

Objective 1: Capitalize on opportunities for greenfield and infill development by identifying key parcels for development and ideal companies to recruit for those properties.

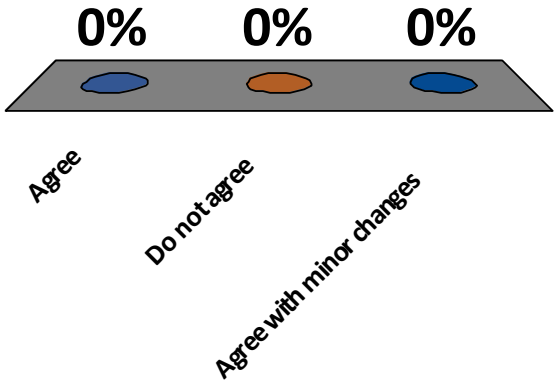
Objective 2: Develop aesthetic and design standards for properties along both corridors.

Goals and Objectives

Do you agree that the proposed goals and objectives reflect the needs and desires of the community regarding economic development?

A. Agree
B. Do not agree
C. Agree with minor changes

*Please use the handout for Option C



Goals and Objectives
(Proposed)

Connectivity and Circulation

<u>Community Input and Observation</u>

- Mobility has been identified to be one of the greatest challenges facing Keller today.
- Connectivity to greenbelts and sidewalks is important.

Goals and Objectives
(Proposed)

Connectivity and Circulation

Proposed Goal #1
Maintain an adequate level of traffic circulation as the City develops.

Objectives for Goal #1

Objective 1: Provide the transportation infrastructure necessary for Keller's continued growth and development.

Objective 2: Ensure that the transportation network and land use objectives are effectively coordinated.

Goals and Objectives
(Proposed)

Connectivity and Circulation

Proposed Goal #2
Increase pedestrian connectivity throughout the community.

Objectives for Goal #2

Objective 1: Expand sidewalk, bicycle, and trail connectivity and access between residential and nonresidential areas.

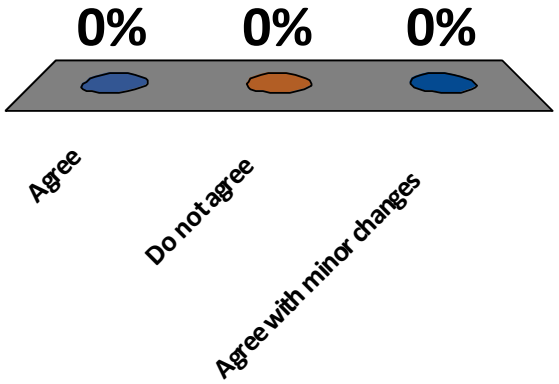
Objective 2: Promote access to parks and other public spaces in new development and redevelopment.

Goals and Objectives

Do you agree that the proposed goals and objectives reflect the needs and desires of the community regarding connectivity and circulation?

A. Agree
B. Do not agree
C. Agree with minor changes

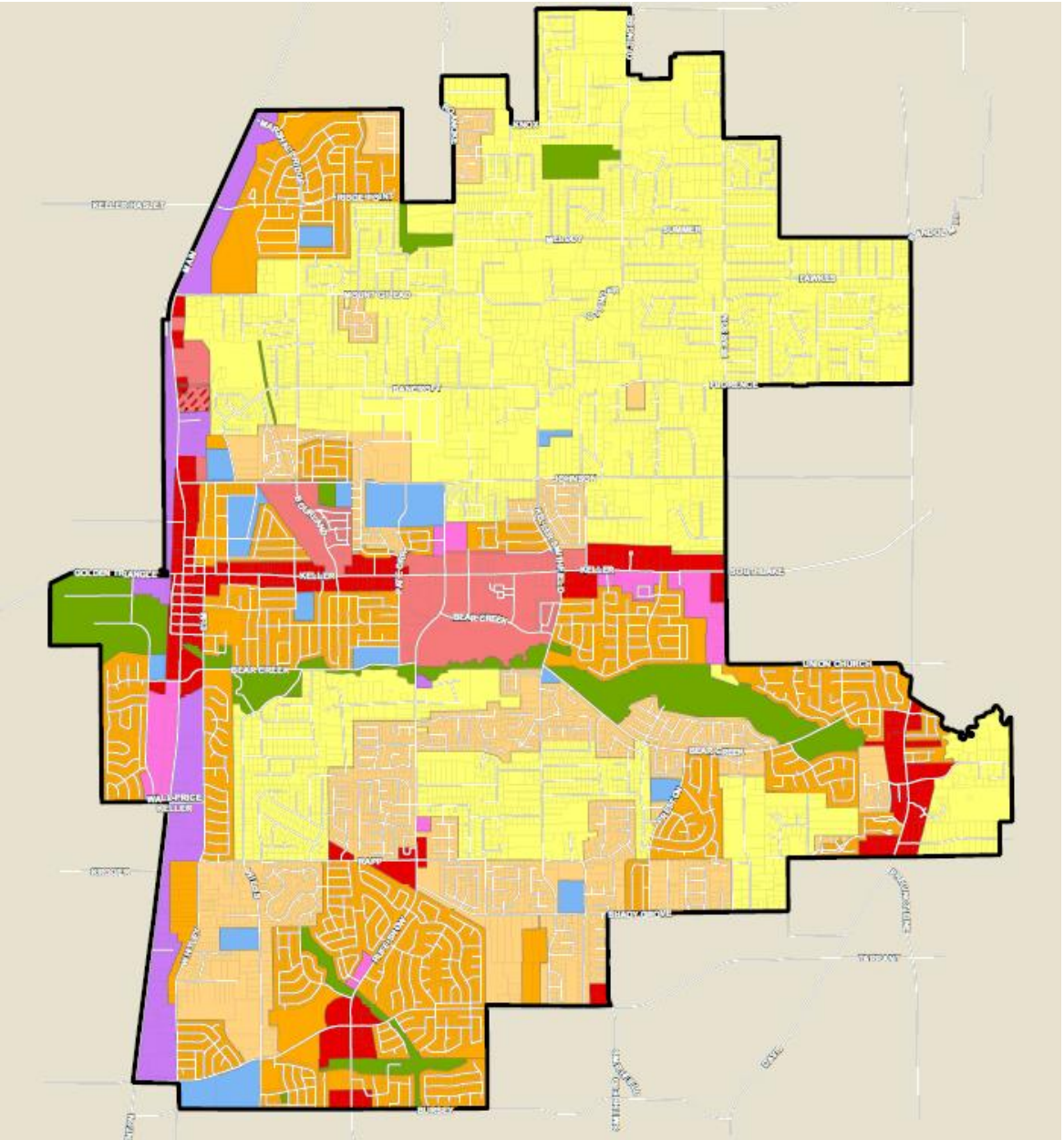
*Please use the handout for Option C



Work Session Agenda

- Public Input Results
- Observations
- Overarching Themes
- Goals and Objectives
- **FLUP Discussion**
- Catalyst Areas
- Next Steps

Current FLUP

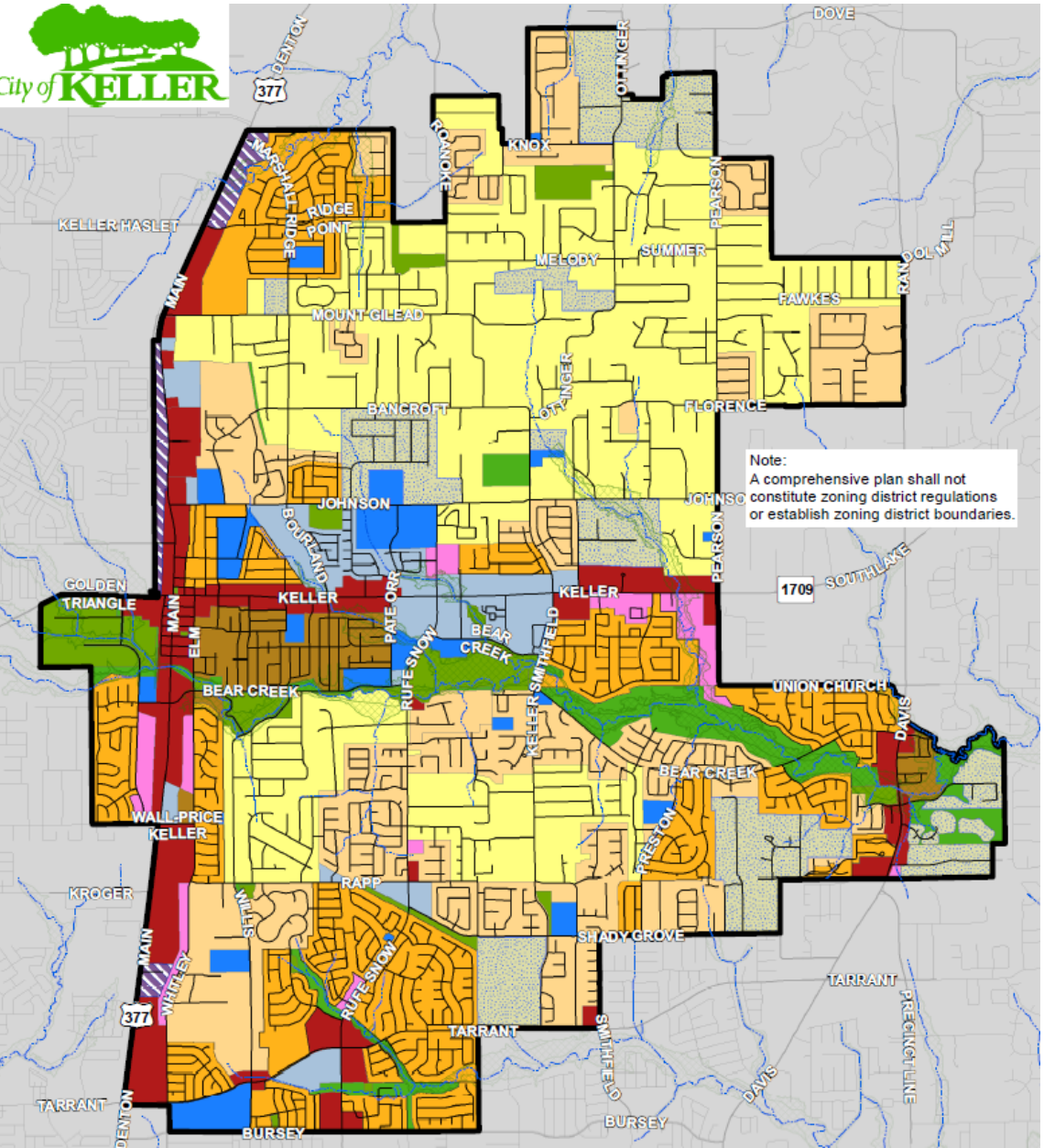


- LD-SF - Low Density - Single Family (25,000 S.F. and greater)
- MD-SF - Medium Density - Single Family (15,000 S.F. and greater)
- HD-SF - High Density - Single Family (12,000 S.F. to 14,999 S.F.)
- MU - Mixed Use
- MU-IC - Mixed Use or Industrial/Commercial
- O - Office
- RT - Retail
- RT-IC - Retail or Industrial/Commercial
- IC - Industrial/Commercial
- PS - Public and Semi-Public
- PO - Parks and Open Space

Factors for FLUP Changes

- Existing development pattern surrounding vacant parcels (lot sizes, uses)
- Current Zoning
- Existing Land Use
- Public Input

Proposed FLUP

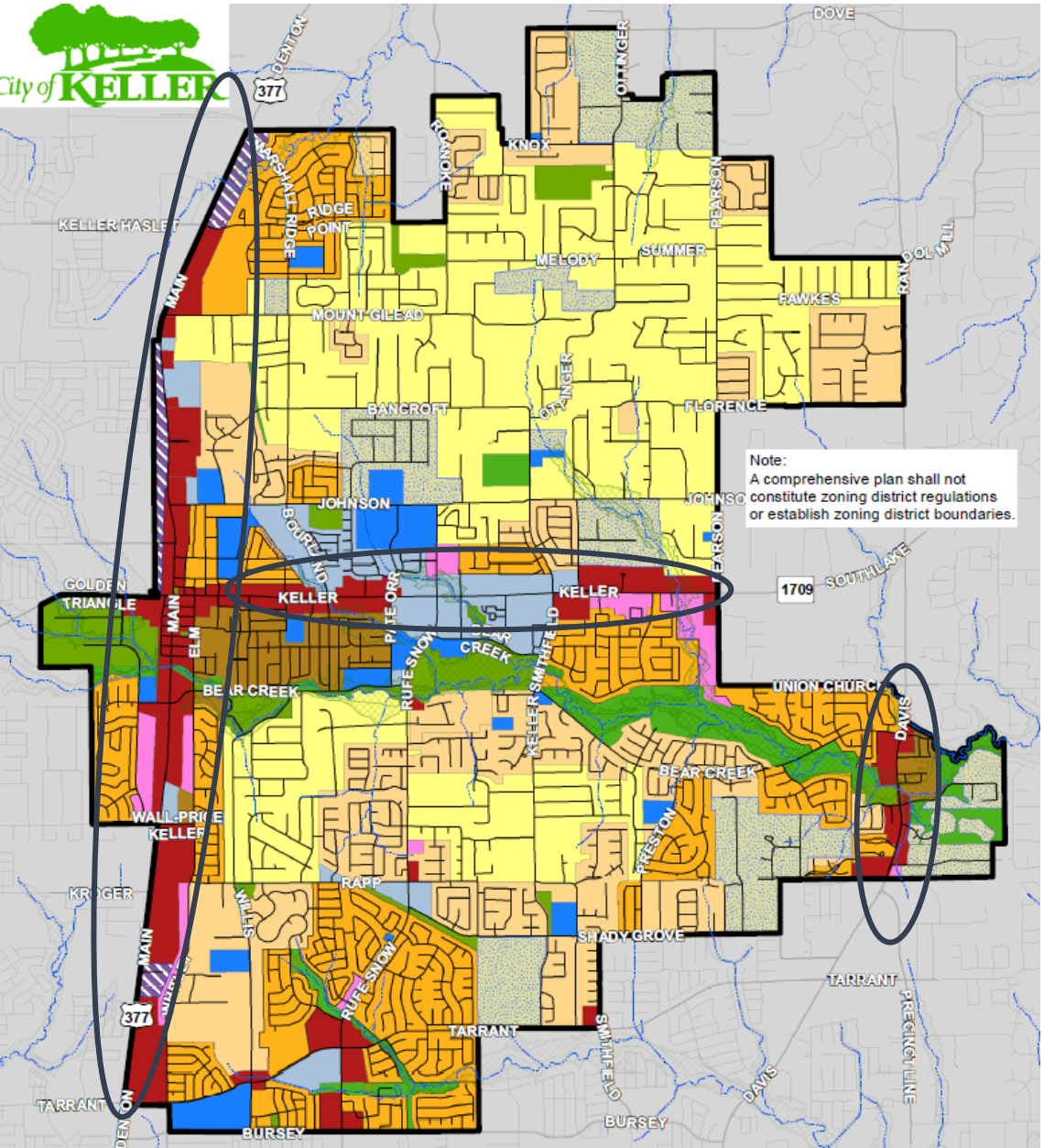


Land Use Categories

- ER - Estate Residential (36,000 S.F. or greater)
- SF1 - Single Family (25,000 S.F. to 35,999 S.F.)
- SF2 - Single Family (12,000 S.F. to 24,999)
- SF3 - Single Family (8,400 S.F. to 11,999 S.F.)
- SF4 - Single Family (3,000 S.F. to 8,399 S.F.)
- MU - Mixed Use
- O - Office
- RTC - Retail/Commercial
- I - Tech/Flex Industrial
- PS - Public and Semi-Public
- PO - Parks and Open Space

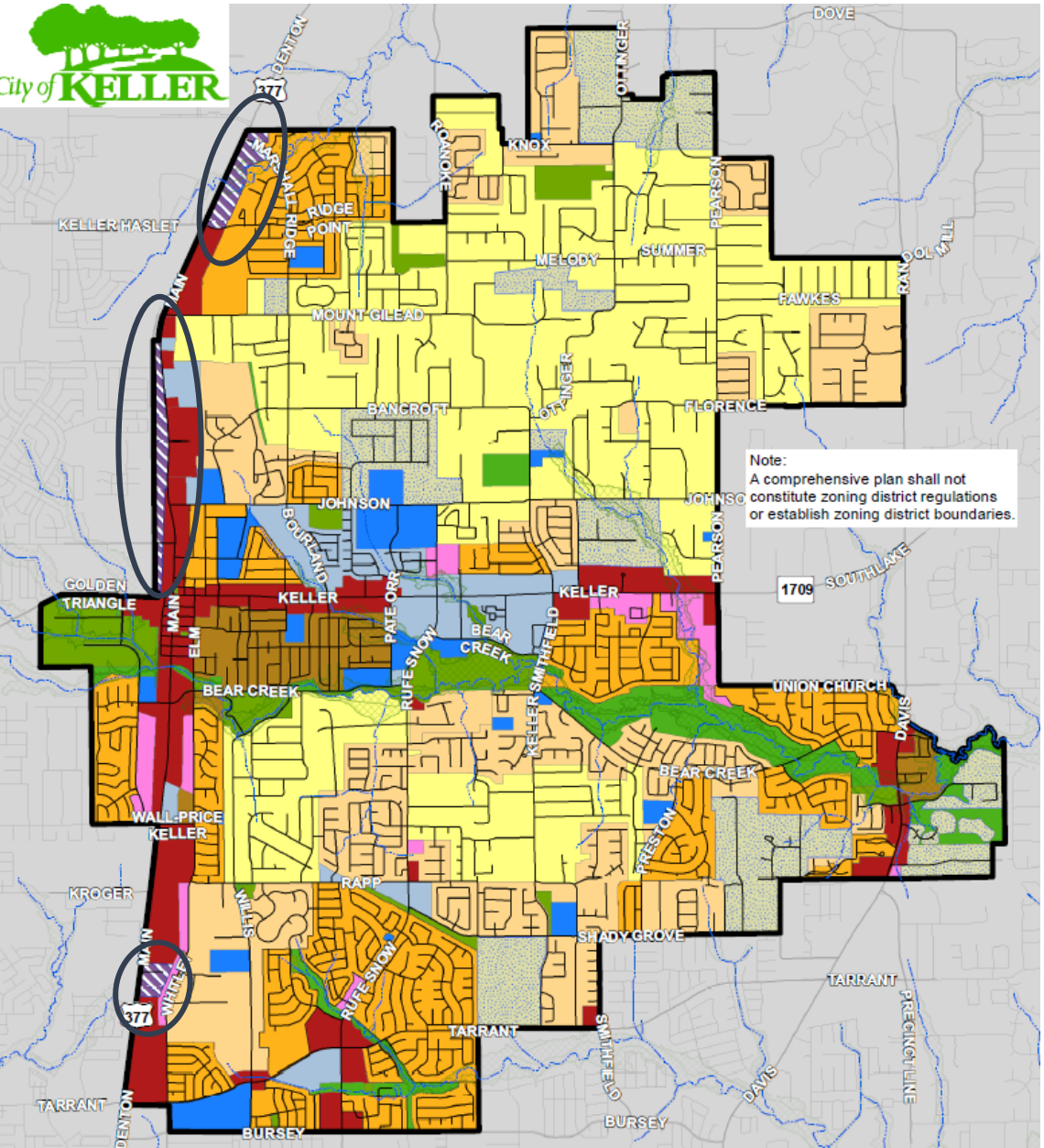
- Keller City Limits
- Floodplain (FEMA)
- Streams (FEMA)

Key FLUP Changes



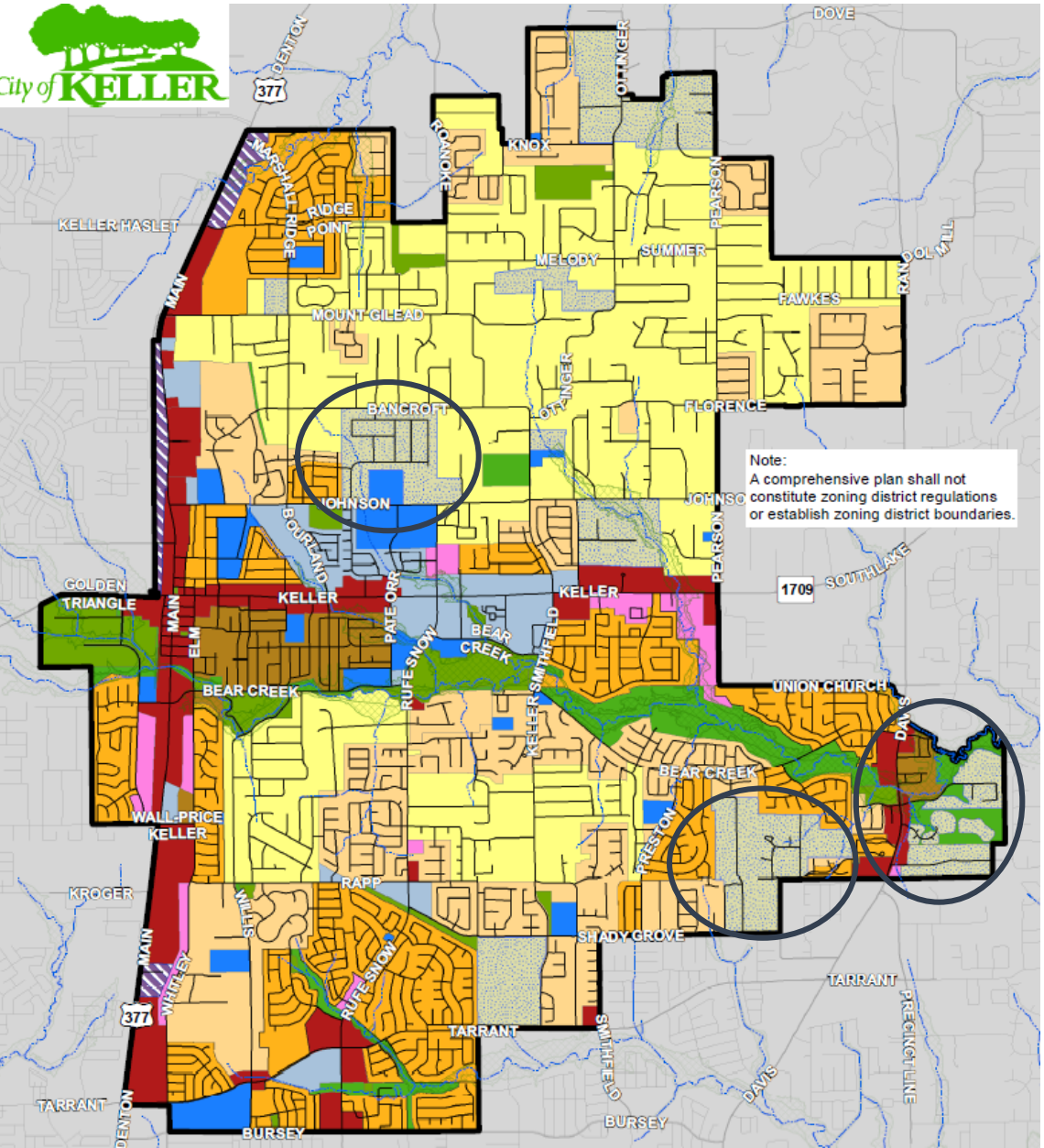
- Continue to focus commercial activities along main corridors

Key FLUP Changes



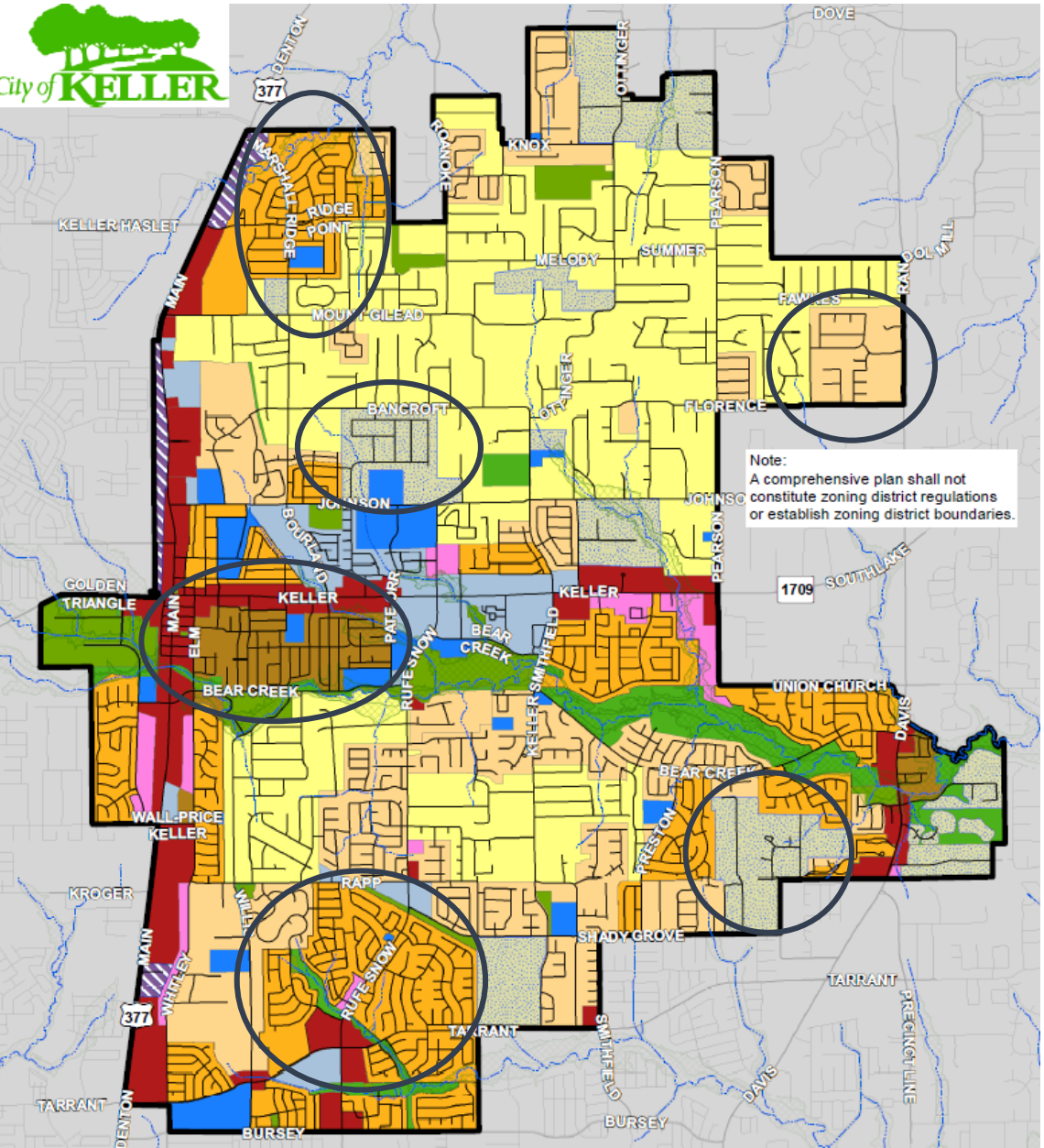
- Changed the Industrial Category to allow for clean industrial uses such as R&D, tech, and flex spaces

Key FLUP Changes



- Added an Estate Residential Category for larger lot homes
  (36,000 sq. ft lots or larger)

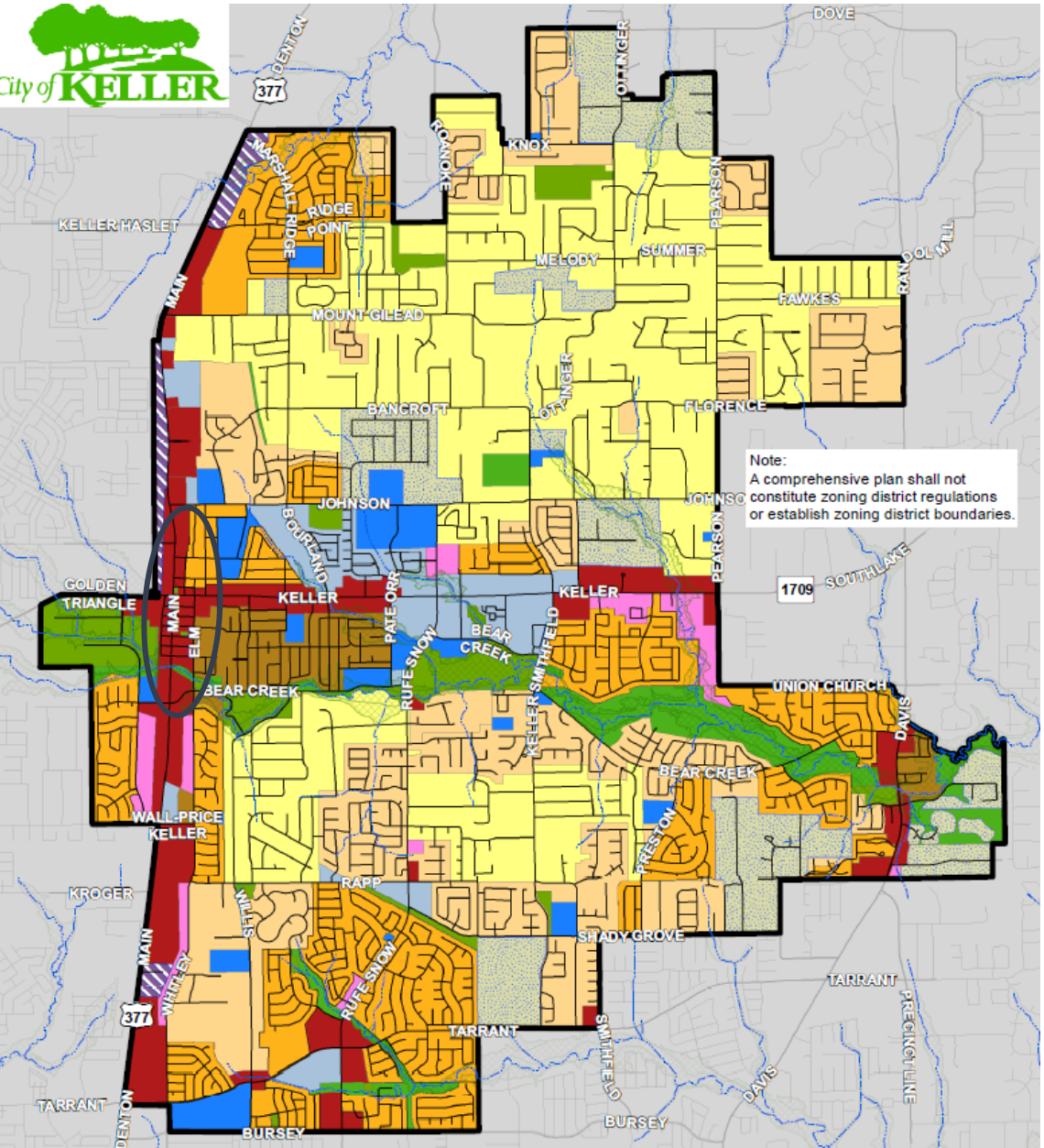
Key FLUP Changes



- Dispersed diverse residential categories throughout the City

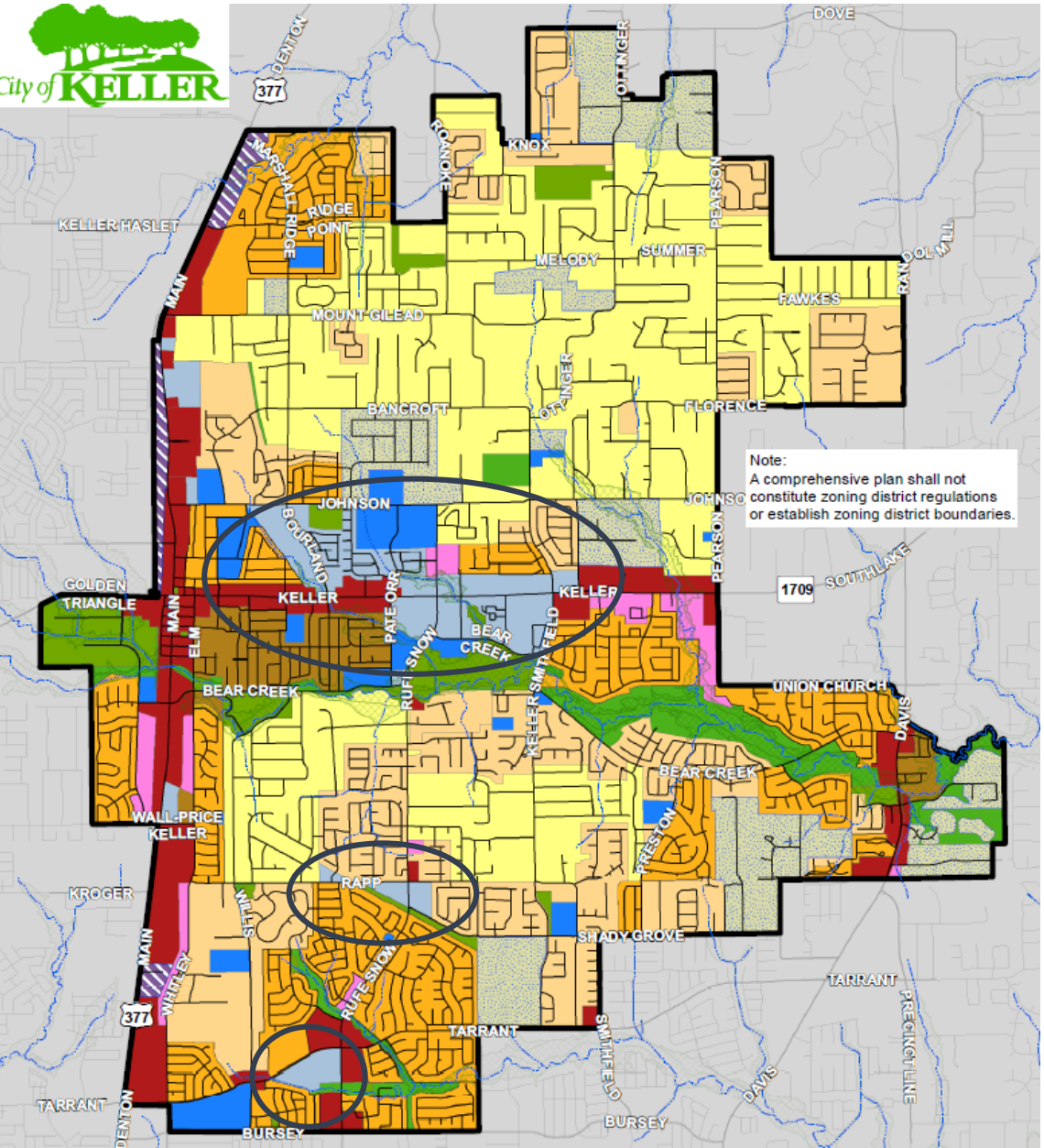
ER - Estate Residential (36,000 S.F. or greater)
SF1 - Single Family (25,000 S.F. to 35,999 S.F.)
SF2 - Single Family (12,000 S.F. to 24,999)
SF3 - Single Family (8,400 S.F. to 11,999 S.F.)
SF4 - Single Family (3,000 S.F. to 8,399 S.F.)

Key FLUP Changes



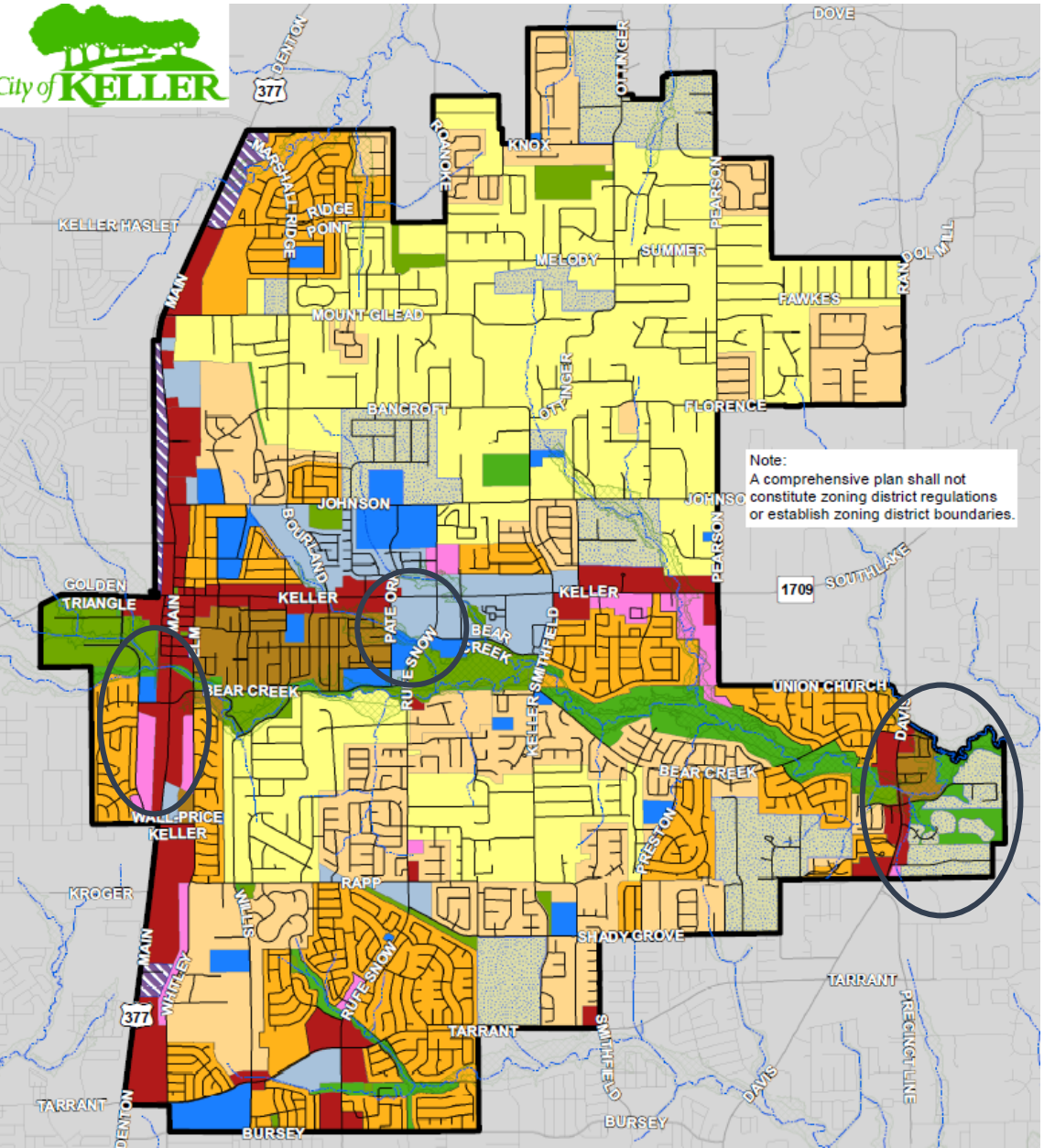
- Designated uses to support and promote the Old Town

Key FLUP Changes



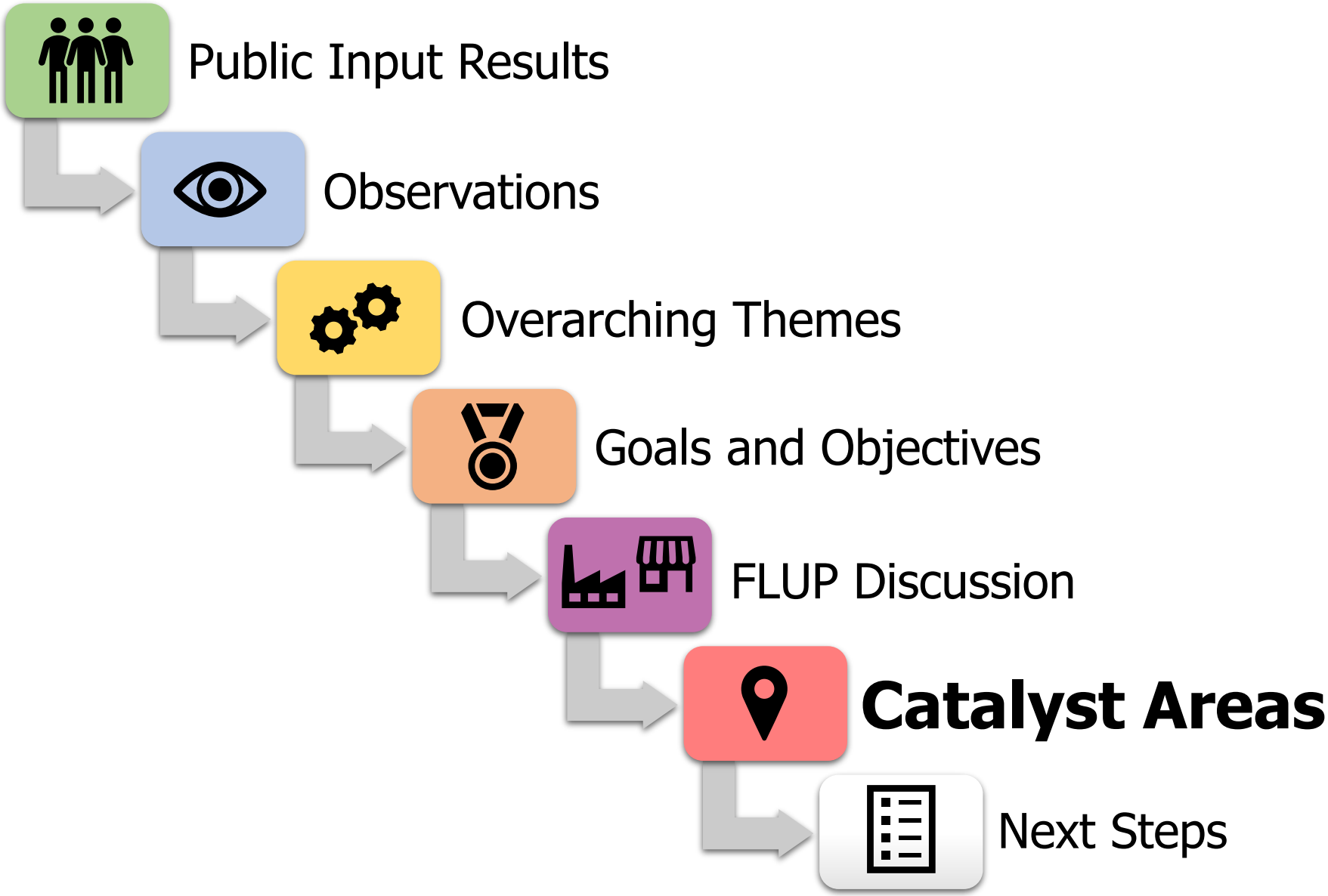
- Expanded Mixed-Use development opportunities

Key FLUP Changes



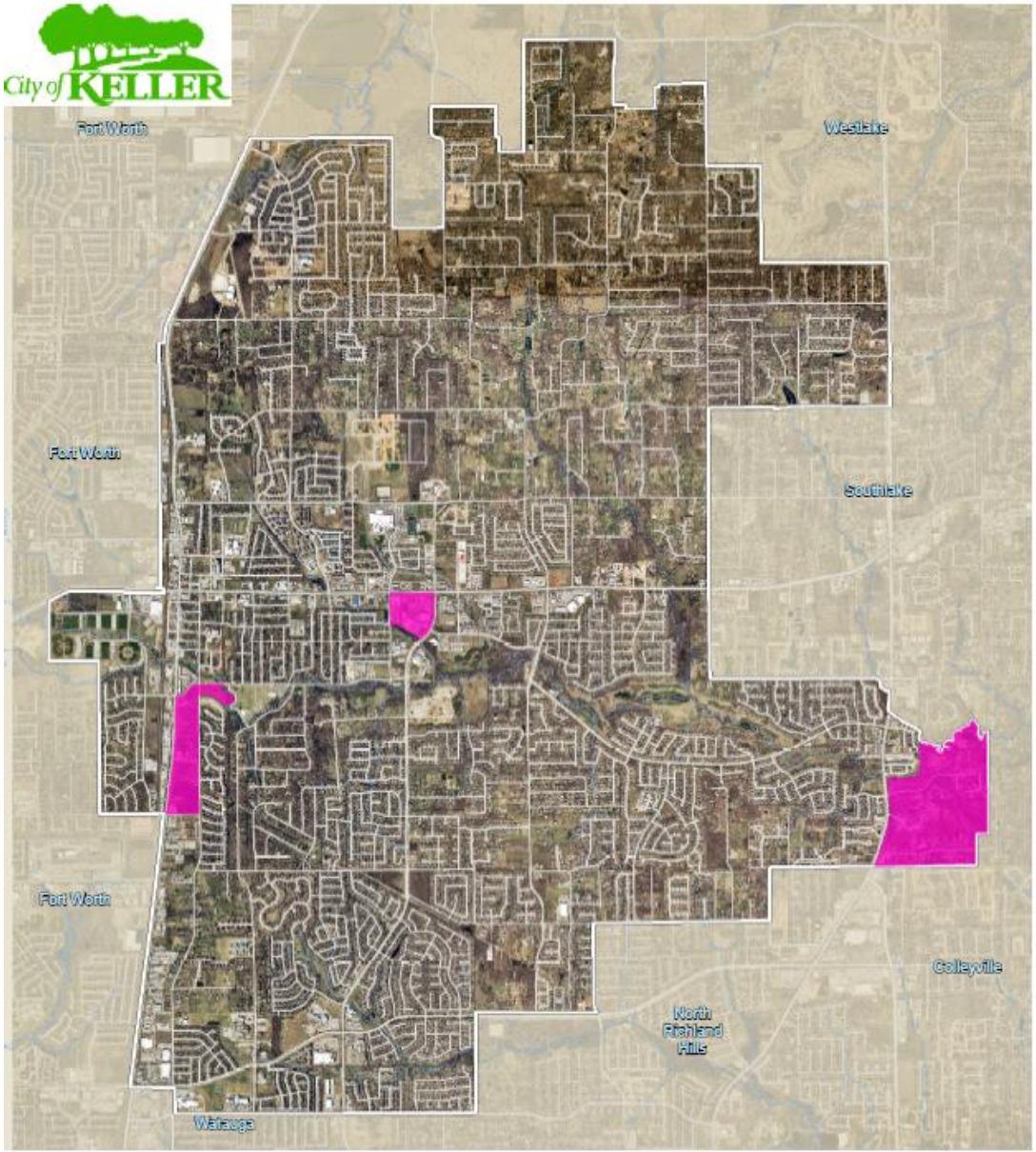
- Introduced Catalyst Areas to assess the fiscal impact of infill development scenarios.

Work Session Agenda



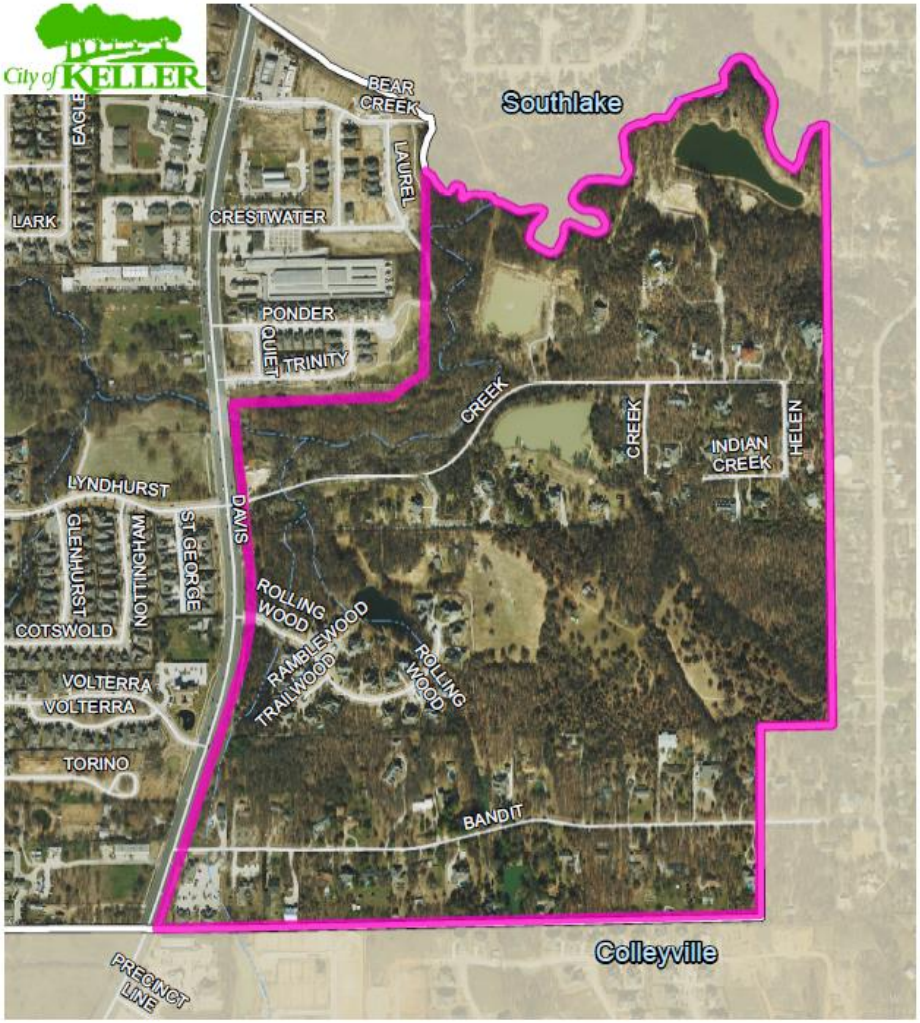
Catalyst Areas

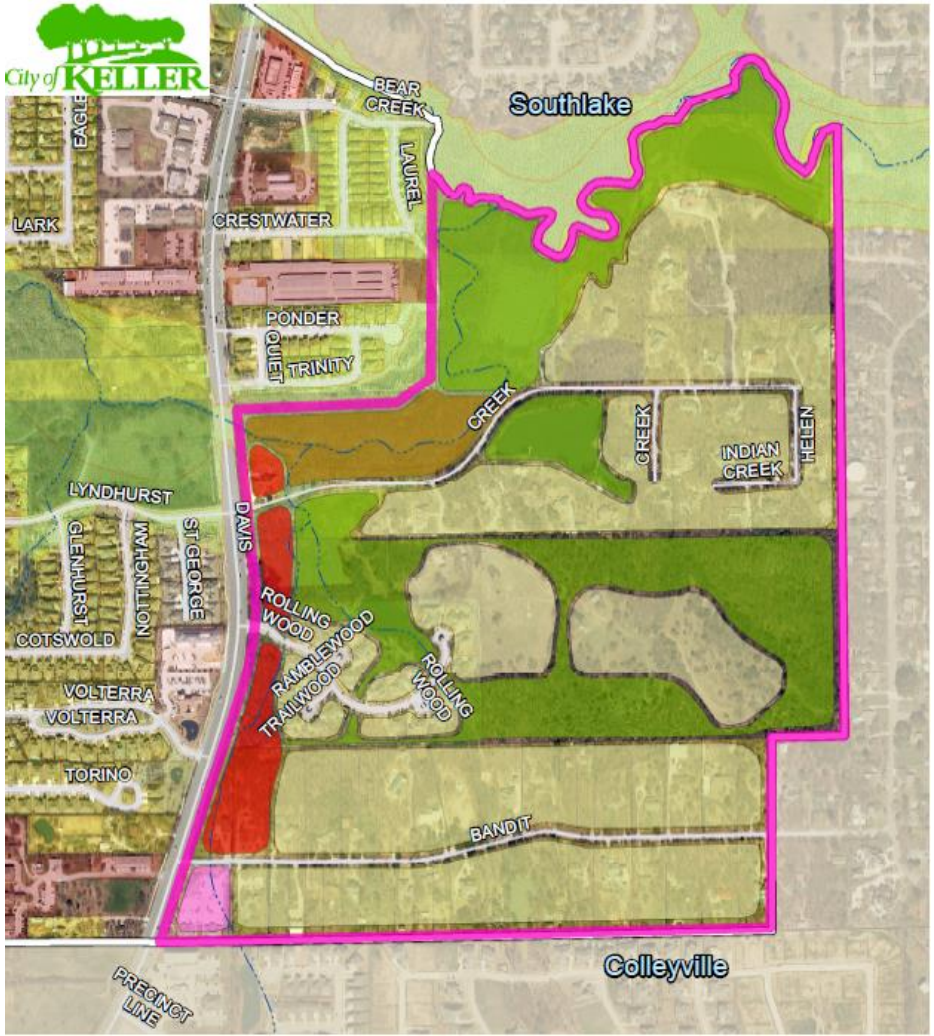
- Catalyst Area – East
- Catalyst Area – Central
- Catalyst Area - West



Catalyst Areas

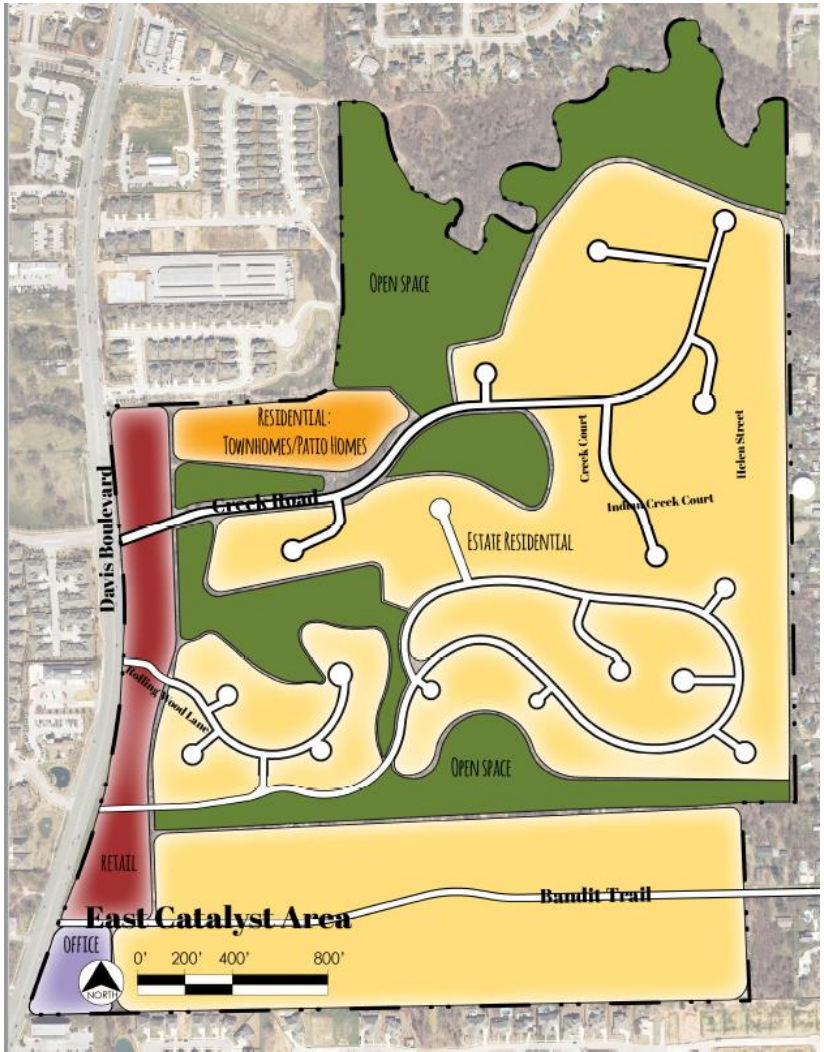
- Catalyst Area – East





Catalyst Areas

- Catalyst Area – East

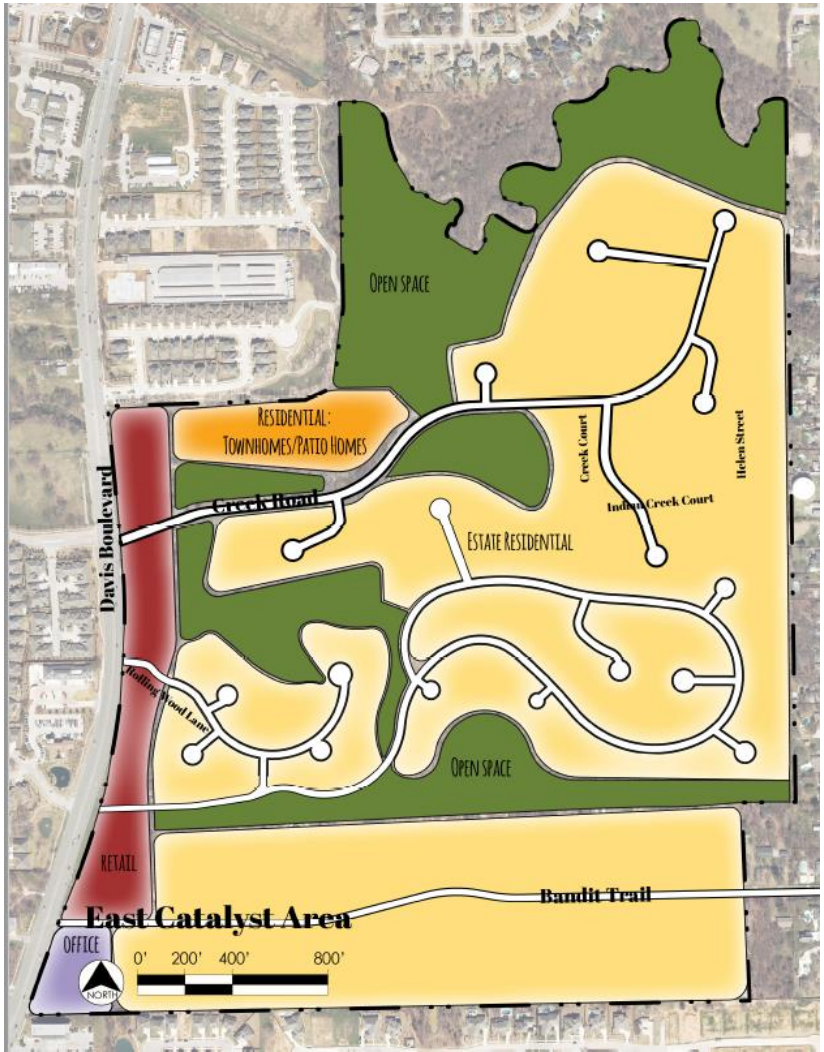


East Catalyst Area (Future Land Use)

- ER - Estate Residential (36,000 S.F. or greater)
- HD-SF - High Density - Single Family (12,000 S.F. to 14,999 S.F.)
- O - Office
- PO - Parks and Open Space
- R/C - Retail/Commercial

Catalyst Areas

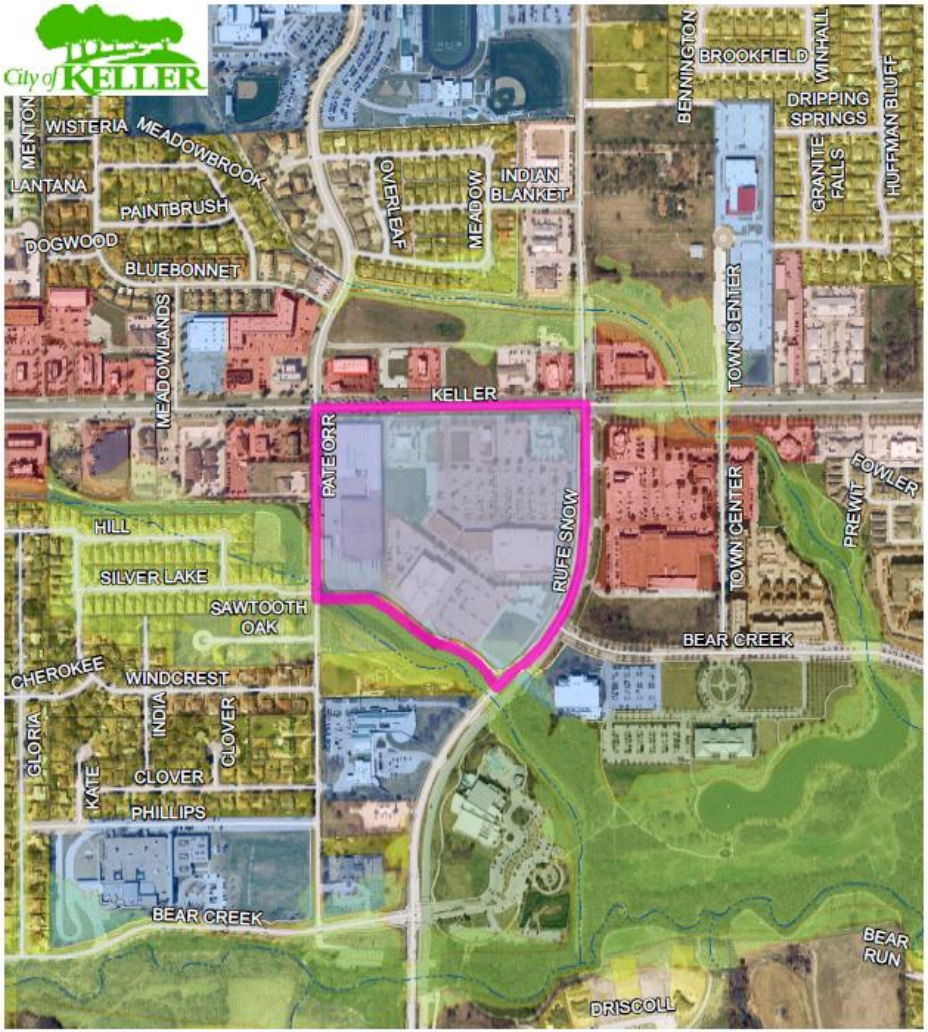
- Catalyst Area – East



	Catalyst Area FLUP	Current FLUP
Built Out Value (mil)	$88.2	$140.8
Added Property Tax	$376,874	$602,108
Added Sales Tax	$150,000	$624,000
Added Population	697	958
Added Employees	371	1,377
Residential Units	239	328
Leasable Commercial/Office Space	56,000	208,000

Catalyst Areas

- Catalyst Area – Central



Catalyst Areas

- Catalyst Area – Central

Central Catalyst Area (Future Land Use)

- MU - Mixed Use
- R/C - Retail/Commercial
- PO - Parks and Open Space

Catalyst Areas

- Catalyst Area – Central

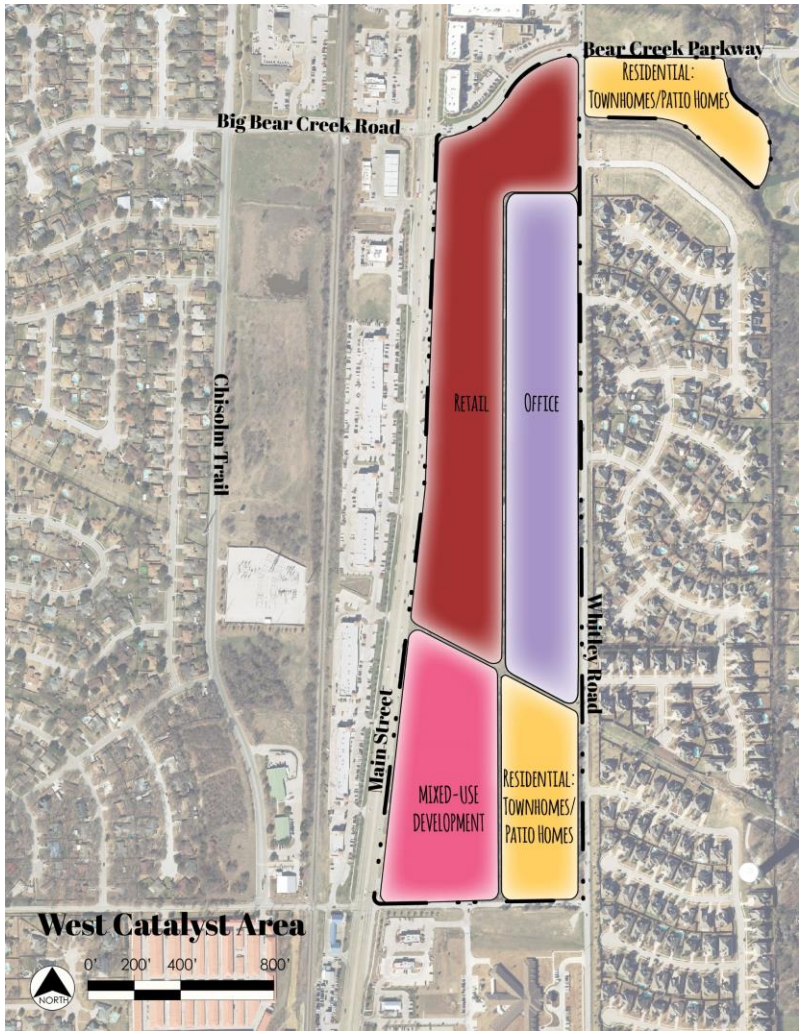
	Catalyst Area FLUP	Current FLUP
Built Out Value (mil)	$32.1	$33.4
Added Property Tax	$137,211	$142,838
Added Sales Tax	$475,000	$495,000
Added Population	-	-
Added Employees	1,417	1,475
Residential Units	-	-
Leasable Commercial/Office Space	213,975	222,750

Catalyst Areas

- Catalyst Area – West

Catalyst Areas

- Catalyst Area – West

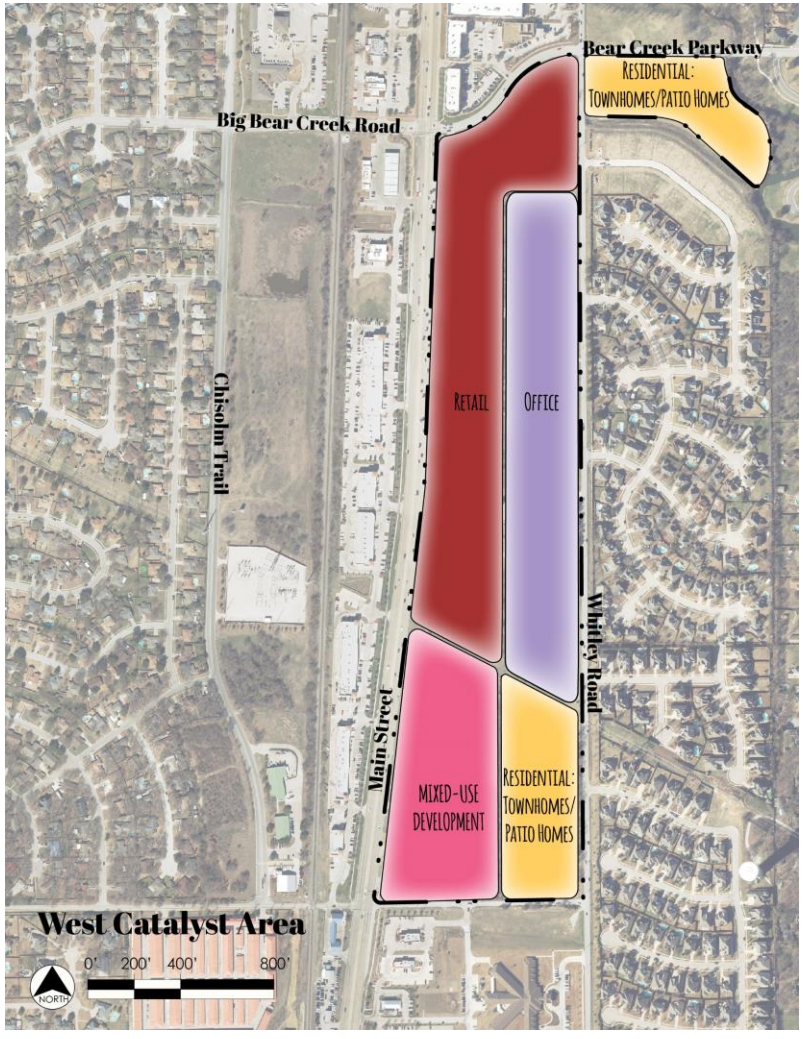


West Catalyst Area (Future Land Use)

- HD-SF - High Density - Single Family (12,000 S.F. to 14,999 S.F.)
- O - Office
- R/C - Retail/Commercial
- PO - Parks and Open Space

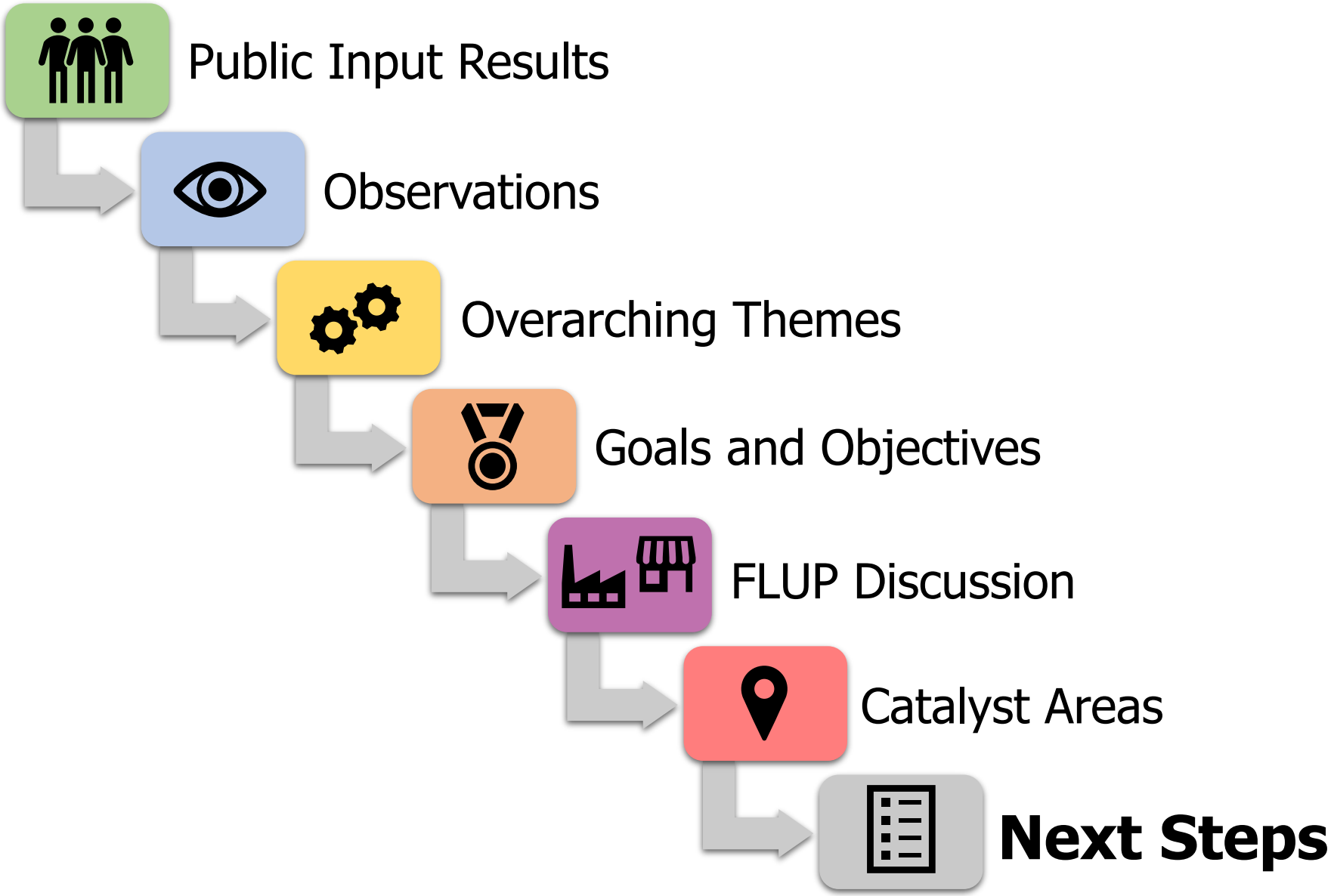
Catalyst Areas

- Catalyst Area – West



	Catalyst Area FLUP	Current FLUP
Built Out Value (mil)	$109	$43.7
Added Property Tax	$465,350	$186,946
Added Sales Tax	$414,000	$124,500
Added Population	721	-
Added Employees	1,166	1,775
Residential Units	247	-
Leasable Commercial/Office Space	176,000	791,600

Work Session Agenda



Next Steps

Posting of Draft FLUP Map:	August 16 – August 31
Public Meeting #1:	August 23
Public Meeting #2:	September 23

keller future land use plan

UPDATE

PROGRESS THROUGH PARTICIPATION

THANK YOU!