

DRAFT: FEBRUARY 9, 2019

Keller Future Land Use Plan

UPDATE

PROGRESS THROUGH PARTICIPATION



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Keller Future Land Use Plan Update

Executive Summary

Executive Summary

Keller is a premier community known for its great neighborhoods, excellent school district, and outstanding parks, recreation, and trails system. It is conveniently located in northeast Tarrant County in a growing metropolitan region of Dallas/Fort Worth. Its greatest assets are Bear Creek Trail and the numerous recreational amenities, as well as the abundance of thriving neighborhoods. Rich with civic amenities and services, the City acclaims the Keller Pointe, Public Library, Senior Activities Center, and nationally accredited police, fire and emergency services to name a few. Additionally, Old Town Keller and Keller Town Center offer unique and identifiable districts. Citizens enjoy the quality of life and small-town feel Keller has to offer. During the public input process, citizens voiced a strong desire to preserve the existing neighborhoods while allowing for various forms of new neighborhoods in appropriate places. Keller's major corridors of FM 1709, Hwy 377, FM 1938 (Davis Boulevard), North Tarrant Parkway, and Rufe Snow Drive offer retail/commercial activities throughout the City.

While Keller is known for good neighborhoods and generally desires to preserve large lots and open spaces, there are a few opportune areas to have more variety of housing, including patio homes, townhomes, and traditional neighborhood developments. These smaller lot size options allow for downsizing and meeting consumer choices. Likewise, the City has ample availability to maintain large lots, open space, and tree cover. The key to Keller is a balance of all the above.

With a steady population increase to 44,940 residents in 2018, the availability of vacant land is limited. Of the 18.5 square miles of Keller, 89.7% (10,611 acres) of land is currently developed, leaving only 10.3% (1,217 acres) of vacant land. The largest amount of undeveloped land is along the northern portion of Hwy 377, which offers promising potential to attract unique development. The resurgence of Old Town has tremendous opportunity to continue to attract local, boutique uses that add to the flare of a downtown environment. Few areas have either underutilized land or older buildings and could facilitate future redevelopment over a 10-year horizon. Because Keller is reaching build-out, the planning of remaining available land is critically important. The purpose of this Future Land Use Plan (FLUP) is to comprehensively assess desired land uses portrayed on the Future Land Use Map, understand the driving factors for future desired development, and outline policies to achieve the community's vision.

VISION:

Keller will be the premier community in which to live, work, play and invest by balancing big-city comforts with small-town charm.

To achieve the vision, Keller HAS:

- Outstanding parks, recreation, and trail system
- Thriving neighborhoods
- Desired location in the Metroplex
- Unique places in Old Town and Town Center

To achieve the vision, Keller has these CHALLENGES:

- Limited available land
- Lack of identity along major corridors
- Selected older neighborhoods that will need revitalization over the next decade

To achieve the vision, Keller NEEDS:

- Focus on quality restaurants/entertainment/destination amenities
- Continued connectivity for sidewalks and trails
- Persistent focus to continue efforts of building Town Center and investing in Old Town
- Community buy-in and support
- Increased design standards along major corridors
- Mixed-use development that encourages placemaking
- Comprehensive review for commercial redevelopments

If achieved, Keller will EXPERIENCE:

- Vibrant nodes of distinguishable development
- Flourishing neighborhoods
- A realized vision

Progress Through Participation

Executive Summary

KELLER AT A GLANCE



HOUSEHOLD SIZE



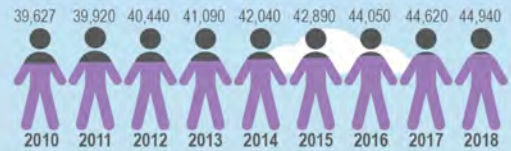
OCCUPIED HOUSING UNITS



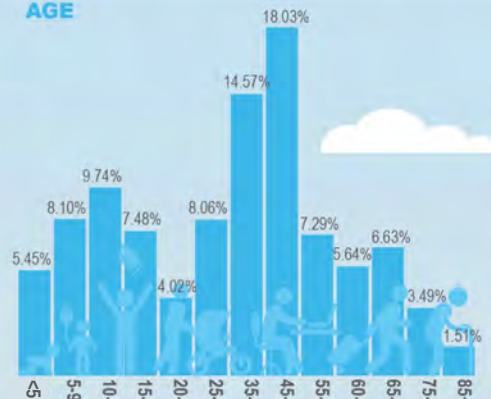
TYPE OF OCCUPANCY



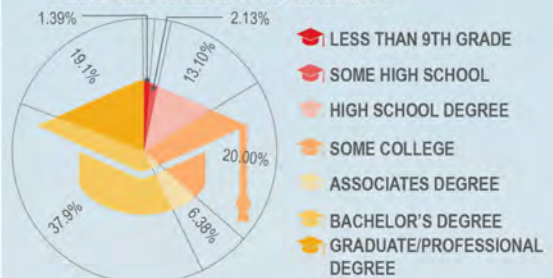
POPULATION GROWTH



AGE



EDUCATIONAL ATTAINMENT



MEDIAN HOUSEHOLD INCOME



Keller Future Land Use Plan Update

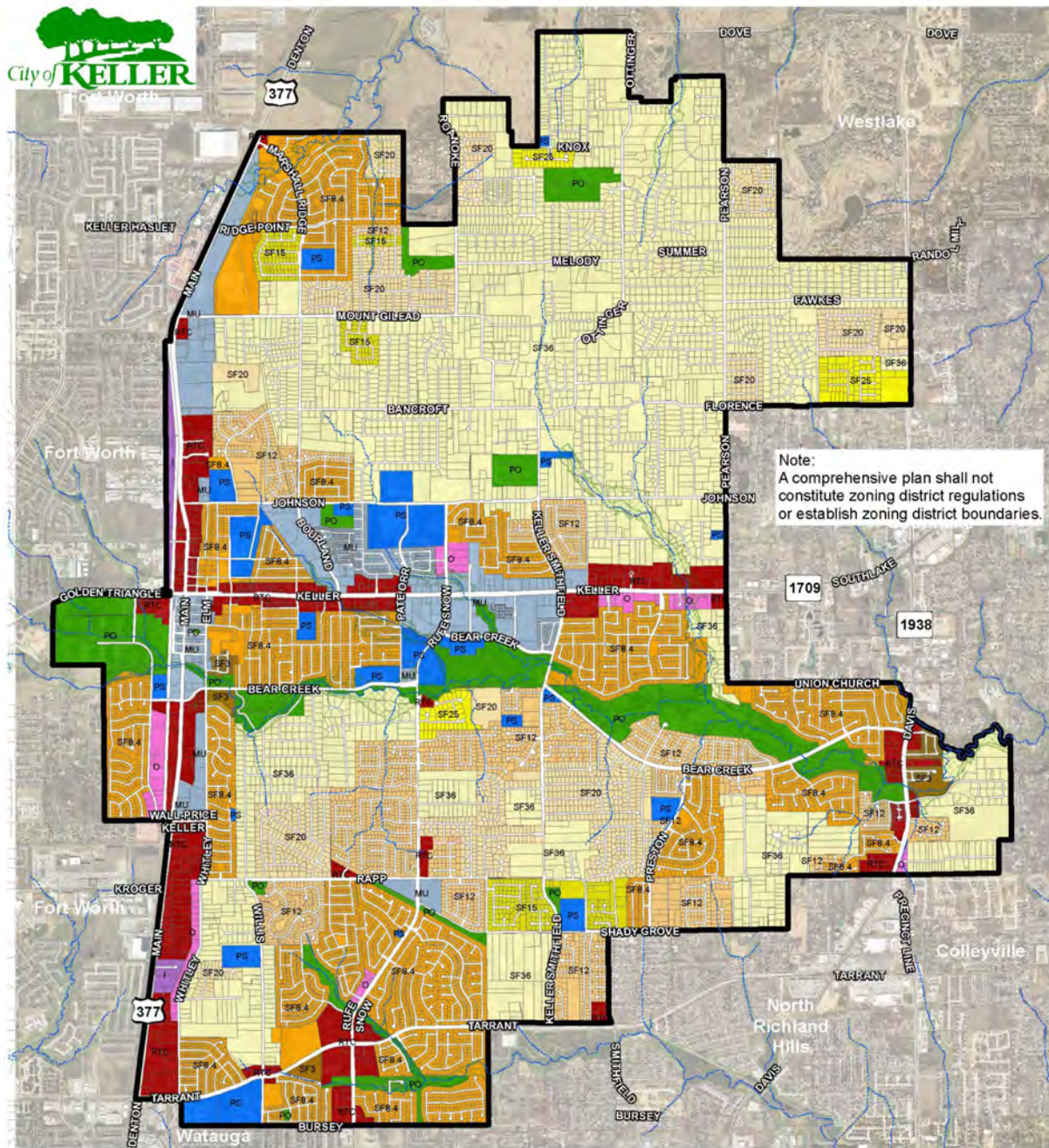
Executive Summary

Overview of the Report

Background	This effort serves as an update to Keller's previous comprehensive plan, which was adopted in 1998. Keller has experienced consistent growth since 1980; with fewer than 5,000 people in 1980, Keller's population grew more than 100% between 1980 and 1990. The trend continued between 1990 and 2000. After the year 2000, and particularly after 2010, Keller's growth rate slowed but has remained steady. With the tremendous growth of the entire Dallas/Fort Worth region, there continues to be demand for new housing within Keller. A significant portion of the City's existing population consists of families. Most of the residents are homeowners with a long-term commitment to the community. These demographic compositions are well-reflected in Keller's existing land use pattern, with the majority of land occupied by single family residential uses. The analysis of demographics and existing land uses provides an understanding of the community, establishing a foundation to ensure the Future Land Use Plan (FLUP) reflects the community's needs and desires. The Community Snapshot chapter includes a baseline analysis of the community to establish this understanding of Keller's demographics, existing land use, and planning efforts to-date. The previous page provides an overview of the community's profile at a glance.
What We Heard	Citizen participation was a major component of the FLUP update process. Citizens were engaged during the process through various methods, including community meetings, an online survey, and social media to receive input that shaped this document. Overall, there were 1,512 participants who provided input by sharing their ideas regarding the City's vision, assets, challenges and their preferences for types of development and land uses. Top responses for the community's vision and assets included green spaces and parks, existing large-lot neighborhoods, and the City's small-town feel. Citizens expressed a desire for improved sidewalk connectivity and traffic conditions, and more quality retail shops and stores. Preserving the large-lot neighborhoods and open spaces, along with a desire for more tools for tax generation, were the prominent land use and development preferences chosen by citizens.
Themes	The results of the citizen participation were analyzed to identify the overarching themes for the FLUP document: Housing, Quality of Life, Economic Development, and Connectivity and Circulation. These themes were used to formulate the policy chapters of the document.
FLUP	The Future Land Use chapter is the most critical element of this entire effort. The chapter identifies and describes the seven residential and six nonresidential categories used within the FLUP map to recommend a balanced development pattern that promotes diversity of housing, commercial opportunities along major corridors, and catalyst areas for placemaking. Based on the FLUP map shown on the following page, this chapter projects a buildout population of 51,580. An economic analysis of the FLUP map is also presented in the Future Land Use chapter.
Policy Chapters	The policies of the Housing, Quality of Life, Economic Development, and Connectivity and Circulation chapters outline goals, objectives, and recommendations for the overarching themes that emerged from the public input. The recommended policies supplement the Future Land Use chapter. These supplemental policy chapters and the Future Land Use chapter outline 11 goals, 19 objectives, and 50 recommendations that will help Keller achieve the vision set forth in the Future Land Use Plan. The Implementation Strategies chapter summarizes the plan recommendations in table form and specifies implementation mechanism, timeframe, and responsible parties for each recommendation within the policy chapters.

Progress Through Participation

Executive Summary



Future Land Use

Land Use Categories

- Single Family Residential 36 (36,000 S.F. and greater)
- Single Family Residential 25 (25,000 S.F. to 35,999 S.F.)
- Single Family Residential 20 (20,000 S.F. to 24,999 S.F.)
- Single Family Residential 15 (15,000 S.F. to 19,999 S.F.)
- Single Family Residential 12 (12,000 S.F. to 14,999 S.F.)
- Single Family Residential 8.4 (8,400 S.F. to 11,999 S.F.)
- Single Family Residential 3 (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)





Community Snapshot

Progress Through Participation

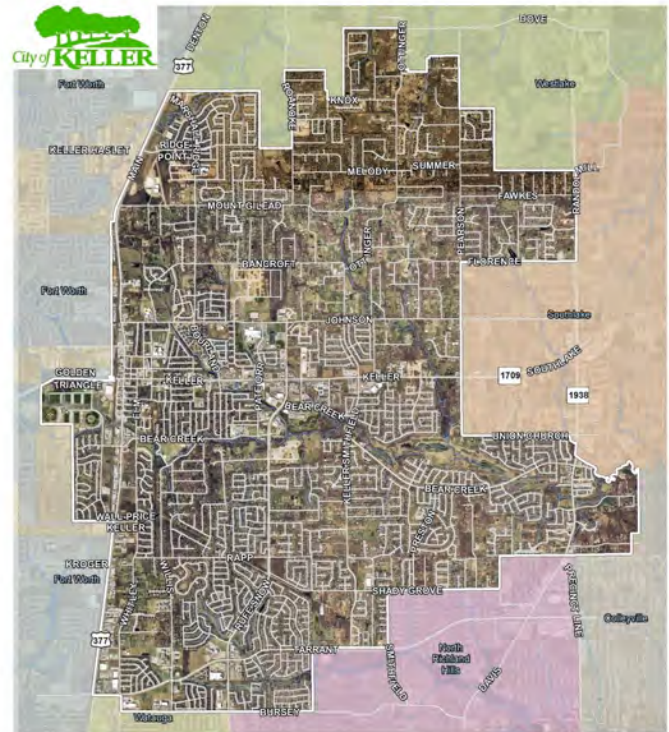
Community Snapshot

Introduction

Nestled comfortably in the heart of the Dallas-Fort Worth Metroplex, the City of Keller has achieved an outstanding reputation by pairing big-city conveniences and amenities with small-town roots and an emphasis on quality of life. The City provides a warm and welcoming atmosphere, an excellent school system, a wide variety of shopping and dining destinations, and award-winning City facilities and programs.

The Dallas-Fort Worth Metroplex experienced the largest population growth in its history in 2017 and became the fourth largest metropolitan area in the country. Keller is strategically located within the Metroplex and will be directly affected by this continued growth in the coming years, which highlights the importance of planning for the City's future. This Future Land Use Plan (FLUP) Update revises Keller's long-term vision from the Land Use Element of the 1998 Keller Master Plan.

Figure 1: Keller City Limits



Historical Context

The initial settlements in Keller began in the early 1850s. Multiple factors played a role in attracting the settlers, such as the area's proximity to the Trinity River, adequate water supply and opportunities for hunting, and the abundance of farmland. The settlement was initially known as Double Springs, then incorporated as Athol, and became the present-day Keller in 1882. The community was named after Texas Pacific Railroad official John C. Keller, a foreman on the railroad, after the site became a railroad stop.



Keller Future Land Use Plan Update

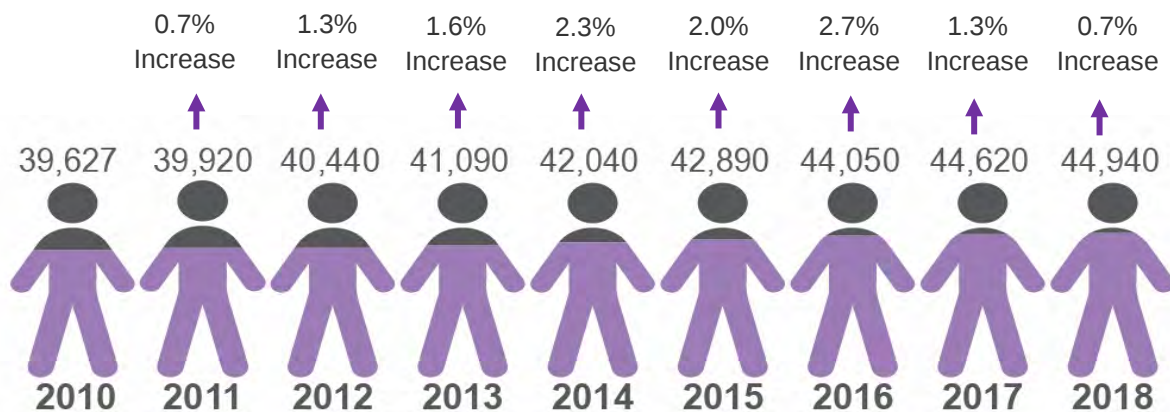
Community Snapshot

Demographic Analysis

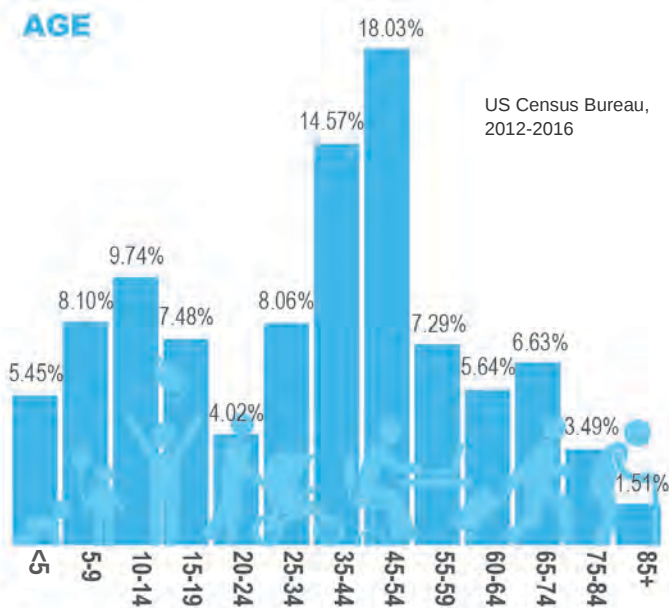
The City of Keller has experienced consistent growth over recent years, with a compound annual growth rate (CAGR) of 1.6% between 2010 and 2018. However, the CAGR between the years of 1980 and 2010 was 7.8%, indicating that the growth has become slower in recent years. Since 2010, the largest percentage increase in population occurred between 2015 and 2016.

US Census Bureau
NCTCOG POPULATION ESTIMATE 2017
City of Keller

POPULATION GROWTH



AGE



To understand the specific needs and desires of the community, it is important to conduct an analysis of the resident age groups. The City of Keller's age group analysis shows that the community primarily consists of families and potential empty nesters. The largest age cohort is the age group between 45-54 years, followed by individuals 35-44 years, children and teenagers, and older adults.

Progress Through Participation

Community Snapshot

Percentages by household sizes are also representative of a more family-oriented community, with 85% of the 14,715 total households having more than one person.

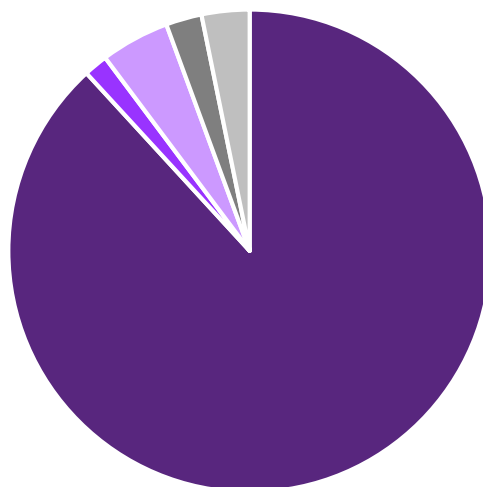
HOUSEHOLD SIZE

US Census Bureau,
2012-2016



Information regarding race and ethnicity is important to local governments to ensure that all citizens are being represented in the decision-making process. People who identified themselves as White make up 88% of Keller's population; all other races make up 12% of the City's population. In terms of ethnicity, approximately 8.5% of the City's population is identified as Hispanic or Latino origin.

Race



- White: 88%
- Black or African American: 1.6%
- Asian: 4.6%
- Other Races (Alone): 2.4%
- Two or More Races: 3.2%

US Census Bureau,
2012-2016

Keller Future Land Use Plan Update

Community Snapshot

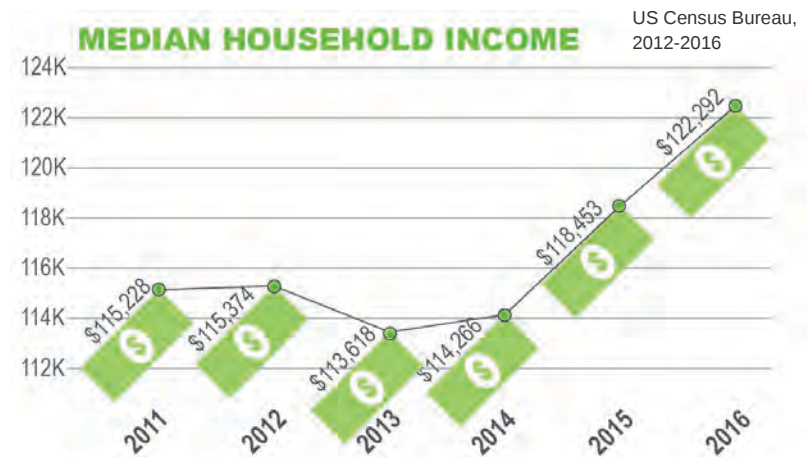
An analysis of educational attainment reveals that the City of Keller is comprised of highly educated residents. Over half of the population has a bachelor's degree or higher, indicating the presence of a variety of professionals living in Keller.

Educational Attainment

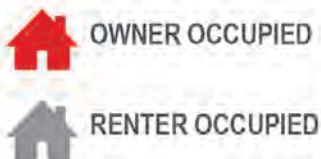
Less than 9th Grade	1.39%
Some High School	2.13%
High School Degree	13.10%
Some College	20.00%
Associate Degree	6.38%
Bachelor's Degree	37.90%
Graduate/Professional Degree	19.10%

US Census Bureau,
2012-2016

Keller's median household income is also an indicator of a population with high-paying jobs and steady income. The community's median household income (\$122,292) is more than double that of the State of Texas (\$54,727), indicating the presence of residents with disposable income that can potentially be captured by local retail and commercial developments.



TYPE OF OCCUPANCY



The majority of households in Keller are occupied by homeowners. This indicates long-term commitment and interest of the residents in the future development pattern of the community, since homeownership is considered to be a long-term purchase by most people.

US Census Bureau,
2012-2016

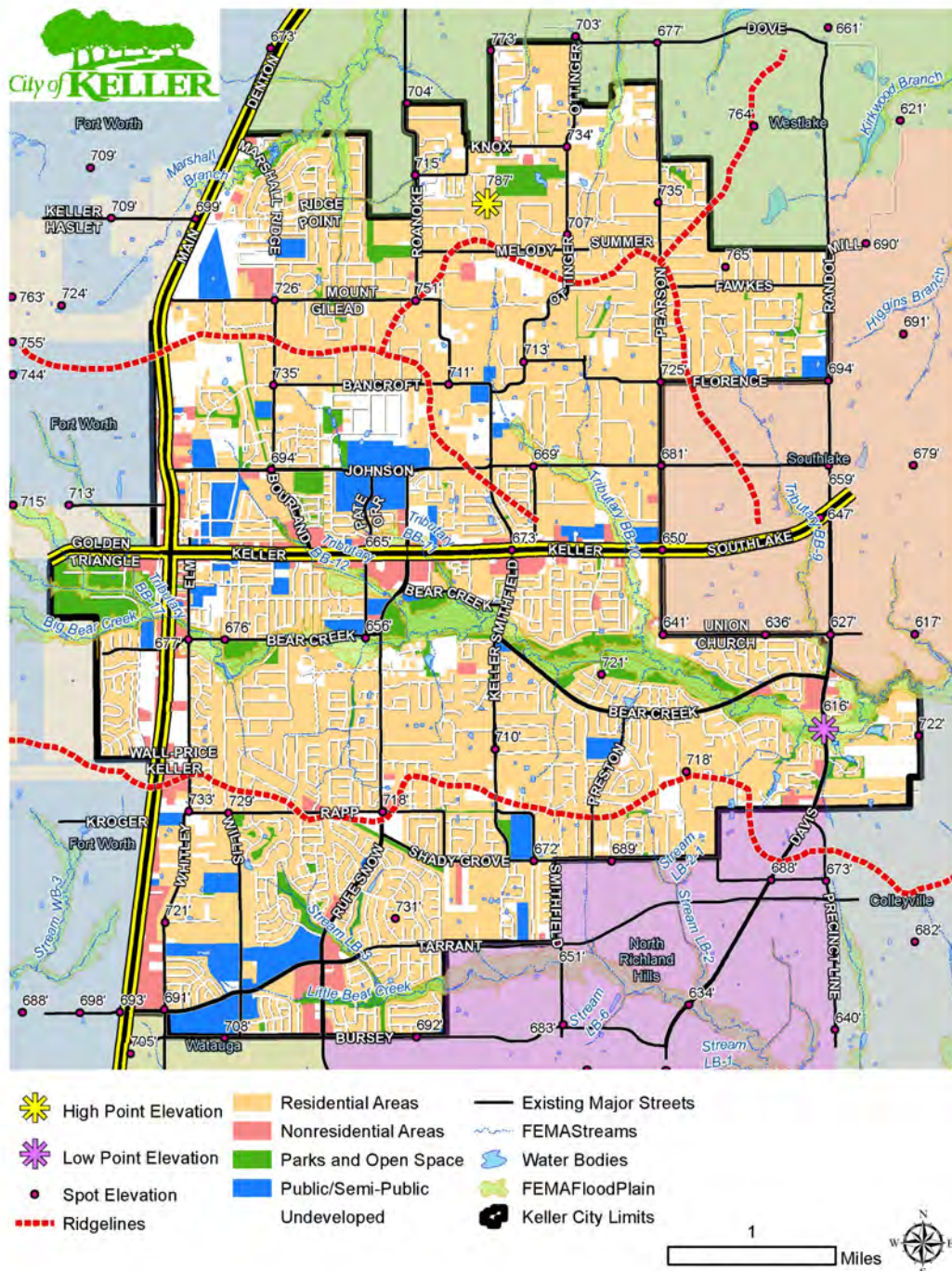
Progress Through Participation

Community Snapshot

Physical Features

The City of Keller's physical growth is restricted by the surrounding cities of Fort Worth, Westlake, Southlake, Watauga, North Richland Hills, and Colleyville. Hwy 377 (Main Street) largely defines Keller's western boundary. FM 1709 (Keller Parkway) generally segments the City into northern and southern components. Extending east-west across the City, a FEMA floodplain is efficiently incorporated into the City's park system. Several ridge lines help define the City's varied topography.

Figure 2: Physical Features



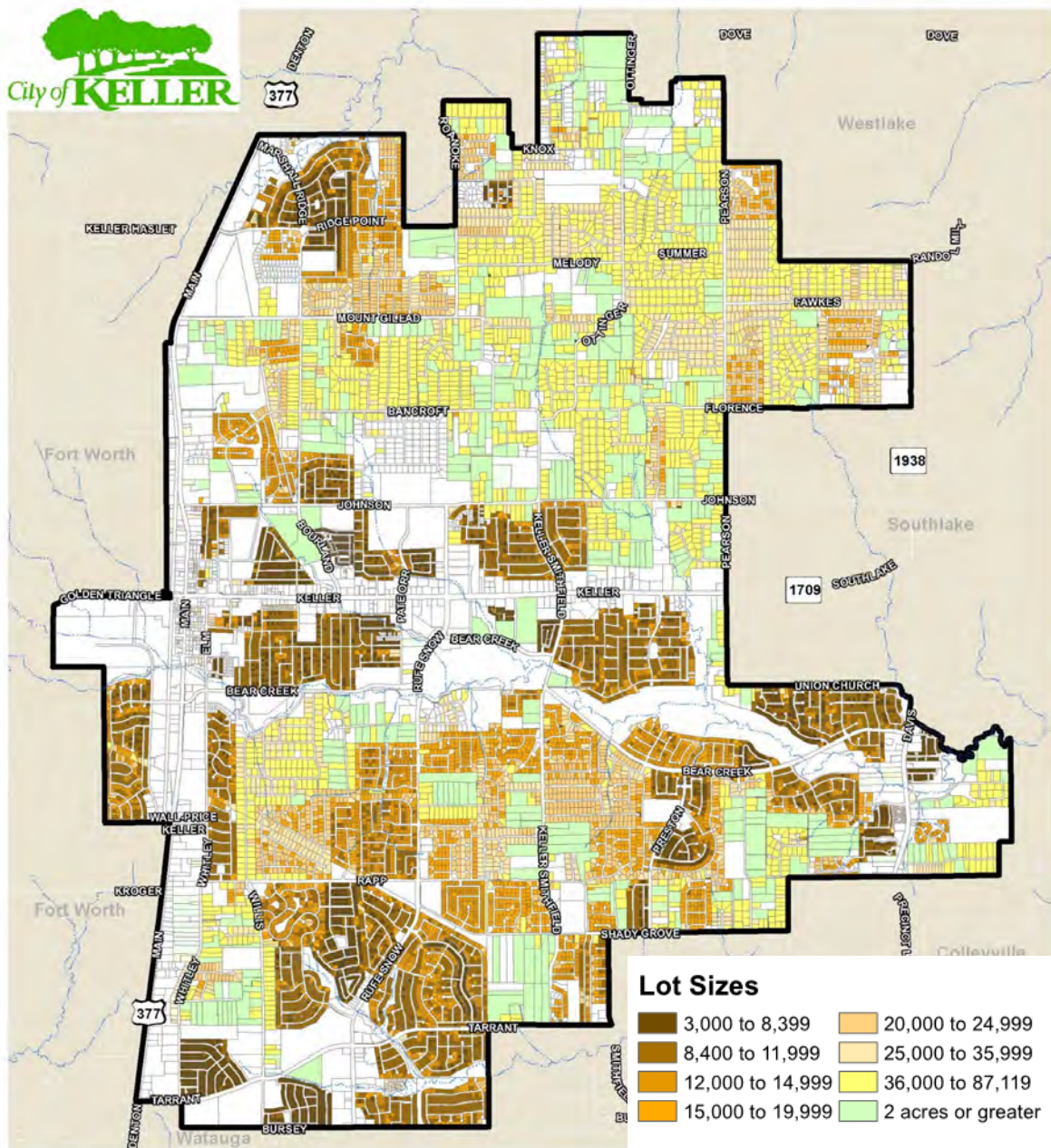
Keller Future Land Use Plan Update

Community Snapshot

Existing Residential Lot Size

Existing residential lot size is important to gain an understanding of lot distribution throughout the City, especially for communities that are largely comprised of residential lots. The northern part of Keller generally has larger residential lots, while the southern part of Keller has a greater distribution of lot sizes with more lots ranging from 3,000 to 25,000 square feet south of FM 1709.

Figure 3: Existing Lot Analysis



Progress Through Participation

Community Snapshot

Residential Lot Size Composition based on the Number of Lots

This analysis is conducted based on the number of residential lots (i.e., how many lots are of a certain size). This analysis reveals that lots that are 8,400 to 11,999 square feet represent the highest percentage of lots, followed by lots that are 3,000 to 8,399 square feet in size.

Table 1: Existing Lot Size Analysis based on Number of Lots

Lot Size Categories	Number of Lots	% based on Number of Lots
3,000 – 8,399 sq. ft.	3,232	22.1%
8,400 – 11,999 sq. ft.	4,308	29.4%
12,000 – 14,999 sq. ft.	1,777	12.1%
15,000 – 19,999 sq. ft.	1,331	9.1%
20,000 – 24,999 sq. ft.	1,110	7.6%
25,000 – 35,999 sq. ft.	989	6.8%
36,000 – 87,119 sq. ft.	1,528	10.4%
2 acres or greater	365	2.5%
Total	14,640	100%

Residential Lot Size Composition based on the Acreages

This analysis is conducted based on the acreages of residential lots (i.e., how much of the residential acreage is included in lots of a certain size). This analysis shows that lots that are 36,000 to 87,119 square feet cover the highest percentage of areas, followed by lots that are 2 acres or greater in size.

Table 2: Existing Lot Size Analysis based on Acreages

Lot Size Categories	Acreage	% based on Acreages
3,000 – 8,399 sq. ft.	454.5	6.6%
8,400 – 11,999 sq. ft.	959.0	14.0%
12,000 – 14,999 sq. ft.	539.8	7.9%
15,000 – 19,999 sq. ft.	530.5	7.7%
20,000 – 24,999 sq. ft.	557.1	8.1%
25,000 – 35,999 sq. ft.	696.6	10.2%
36,000 – 87,119 sq. ft.	1,655.5	24.2%
2 acres or greater	1,458.6	21.3%
Total	6,851.7	100%

Keller Future Land Use Plan Update

Community Snapshot

Existing Land Use

The City primarily consists of residential land uses, with nonresidential uses mostly located along FM 1709, Hwy 377, FM 1938, North Tarrant Parkway, and Rufe Snow Drive. Retail and commercial are the most prominent nonresidential uses along the major corridors, with some offices and few industrial uses, whereas public and semi-public uses are located throughout the City.

The majority of residential land uses are single family dwellings. The City currently has many large lots with agricultural uses, such as horse farms. Smaller-footprint residential land uses, such as townhomes, duplexes, and apartments, are minimal within the City limits. Based on the existing land use distribution, it is evident that Keller's identity is linked to its large-lot residential land use pattern.

Figure 4: Existing Land Use

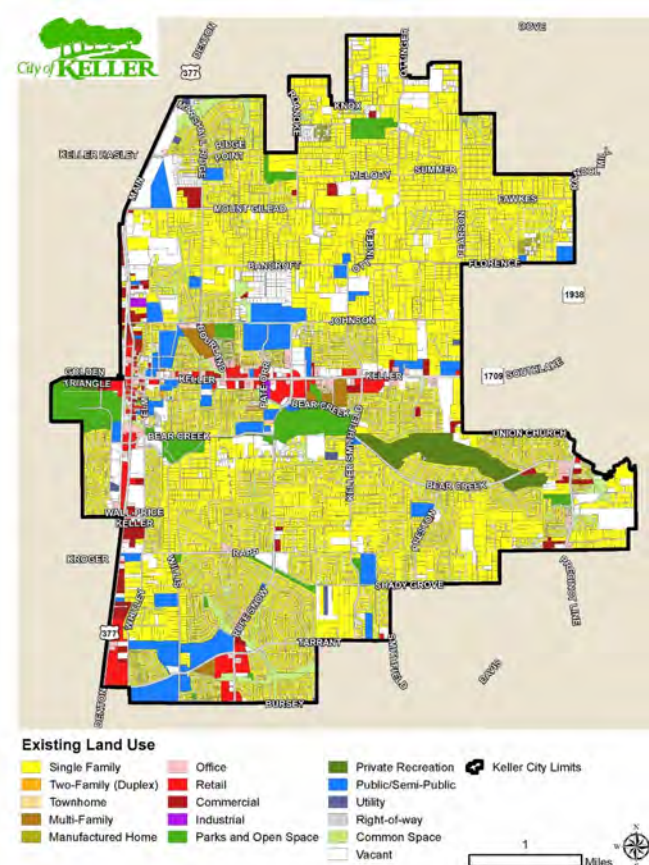


Table 3: Existing Land Use

Land Use	Acres	% of Subtotal	% of Total
Single Family	6,728.2	94.2%	56.9%
Two-family (Duplex)	10.6	0.1%	0.1%
Townhome	16.1	0.2%	0.1%
Multifamily	76.1	1.1%	0.6%
Manufactured Home	20.7	0.3%	0.2%
Common Space	291.0	4.1%	2.5%
Residential Subtotal	7,142.7	100.0%	60.4%
Office	116.7	6.6%	1.0%
Retail	237.3	13.3%	2.0%
Commercial	188.1	10.6%	1.6%
Industrial	13.1	0.7%	0.1%
Parks and Open Space	410.2	23.1%	3.5%
Private Recreation	201.0	11.3%	1.7%
Public/Semi-Public	586.0	33.0%	5.0%
Utility	26.0	1.5%	0.2%
Nonresidential Subtotal	1,778.3	100.0%	15.0%
Right-of-Way	1,689.5	-	14.3%
Vacant*	1,217.5	-	10.3%
Total	11,828	-	100.0%

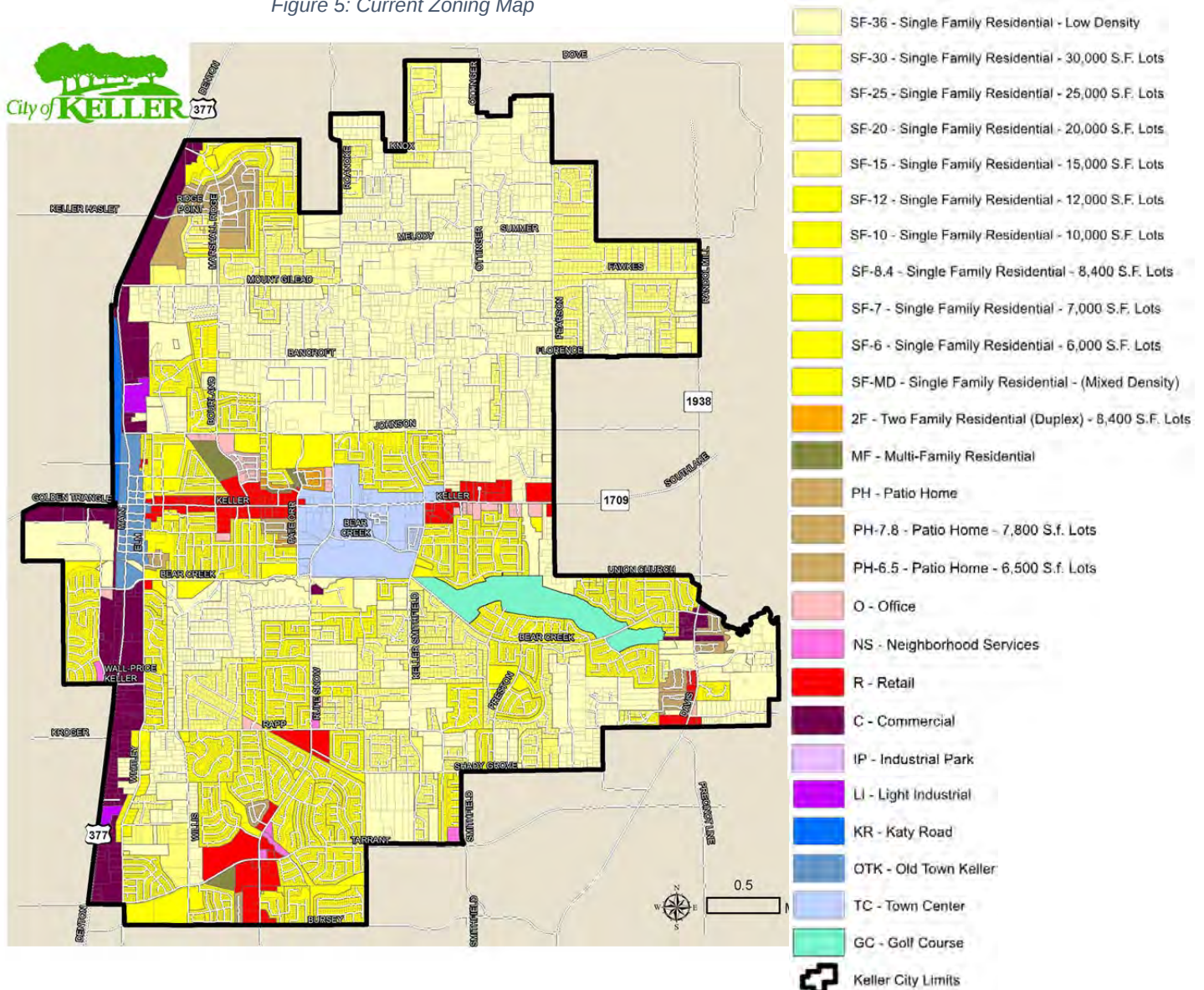
*The "vacant" category includes any platted or unplatted undeveloped parcel (mainly agricultural).

Progress Through Participation Community Snapshot

Existing Zoning

Another important element to analyze during the FLUP process is the current zoning of the City. Twenty-six zoning districts are currently utilized by the City – 16 residential zoning districts and 10 nonresidential districts. The north side of the City consists of residential districts with larger lots as the predominant zoning district, whereas the south side of the City is designated with comparatively smaller-lot residential districts, which is consistent with the findings from the existing lot size analysis. Comparatively, less intensive nonresidential districts are designated along FM 1709 and more intensive nonresidential districts are designated along Hwy 377. Although different from the Future Land Use Map, the zoning map should be generally consistent with the Future Land Use Map.

Figure 5: Current Zoning Map



Keller Future Land Use Plan Update

Community Snapshot

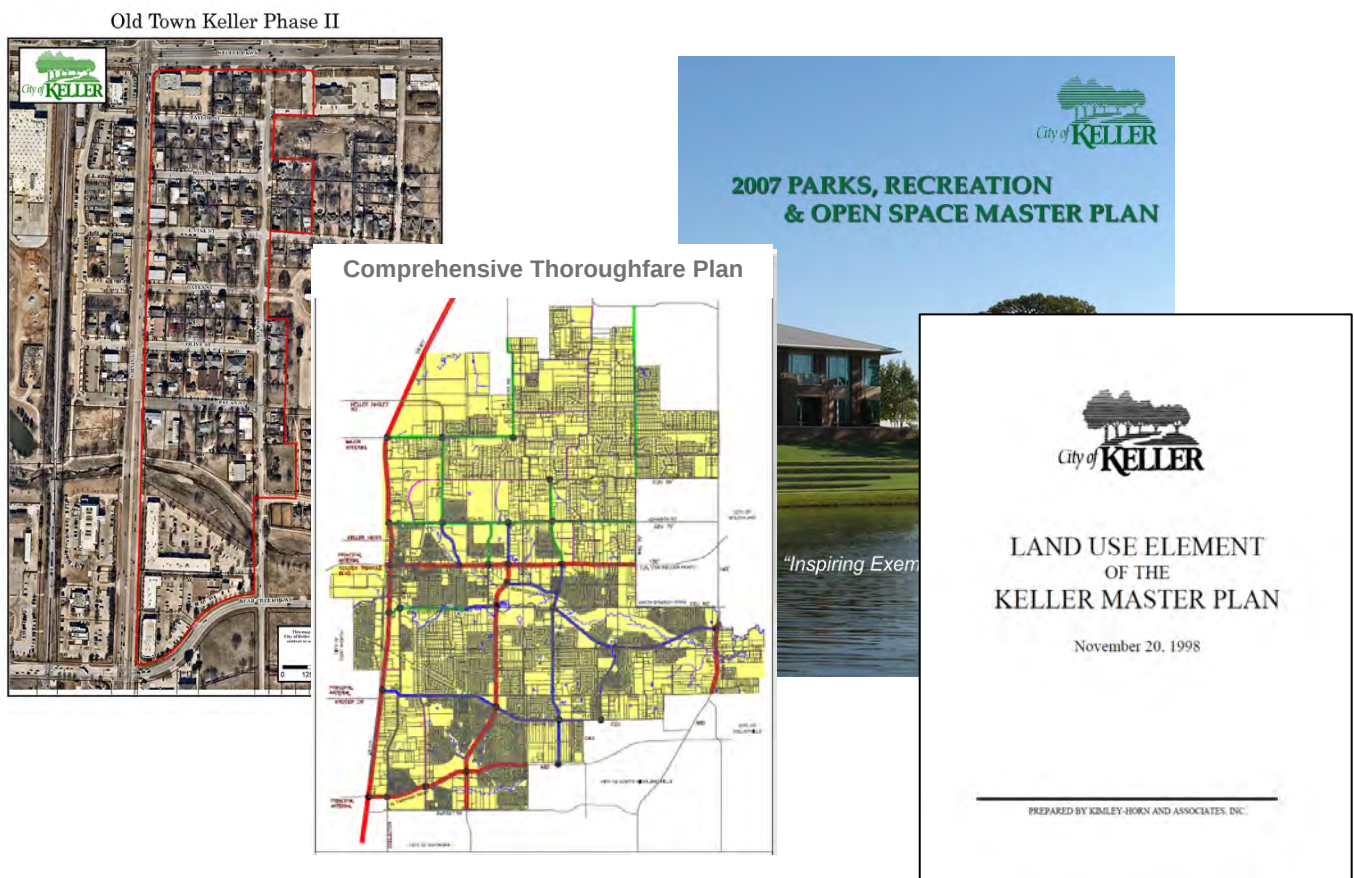
Planning Context

The Future Land Use Plan (FLUP) that is currently in use was last updated in 1998. Since 1998, the FLUP has been updated in a piecemeal manner, underscoring the importance of this FLUP update in shaping Keller's future development. This FLUP will help to capture the tremendous change and growth the City has experienced in the last 20 years, and to define the vision for the next several years.

The City of Keller adopted the Comprehensive Thoroughfare Plan in 2012, which defines the roadway systems within the City and should align with the City's future land use pattern.

Keller's parks system is integral to the City's identity. There have been multiple efforts to update Keller's Parks, Recreation, and Open Space Master Plan, which was adopted in 1988 and updated in 2007. An effort to update the plan was made in 2016, although it was not adopted.

The City also conducted a planning and economic study for the North Main/Hwy 377 corridor in 2014, and other studies focusing on small areas or specific interest areas of the City. Additionally, a second phase of the Old Town Keller redevelopment plan is currently underway.



Progress Through Participation

Community Snapshot

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A photograph of an outdoor community visioning session. Several wooden chairs are arranged on a grassy hill under a blue sky with white clouds. A flip chart on a stand is positioned in the center. The text "Community Visioning" is overlaid in large white letters.

Community Visioning

Progress Through Participation

Community Visioning

Visioning Introduction

The visioning effort of this plan consisted of extensive public outreach and input. This input captured Keller citizens' needs and desires, and ultimately helped inform the FLUP update. The public input revealed that the community's vision for Keller is to be a destination community for citizens and visitors that embraces its diverse and notable neighborhoods and natural amenities, while preserving its small-town character.

Public Input and Outreach Summary

To update the FLUP, rigorous outreach efforts were made so that citizens of Keller had the opportunity to provide input. These efforts included five community meetings across all sections of the City, setting up booths during the KellerFest and Crawfish Krawl festivals, outreach through Facebook, Twitter, Nextdoor, the City's webpage and weekly newsletters, and notifications in utility bills. The input received was used as a basis for this entire plan and its stated goals, objectives, and policies. Once the FLUP draft was produced, the planning team went back to the community to present the draft. Two additional public meetings were held to provide the community the opportunity to evaluate and give feedback on the draft. Detailed public input results can be found in Appendix A.



Keller Future Land Use Plan Update

Community Visioning



7 Community Meetings
in 5 locations throughout the City



2 Festivals
and Outreach Events



1,196 Online
Surveys Completed



1 Meeting2Go



2,451
Page Views of
Project Website



7 Twitter Posts



5,694 Comments
on the Online Survey



200 Attendees
at Meetings and Events



7 Weekly Newsletter Posts to
Approximately 4,900 Subscribers



6 Facebook Posts



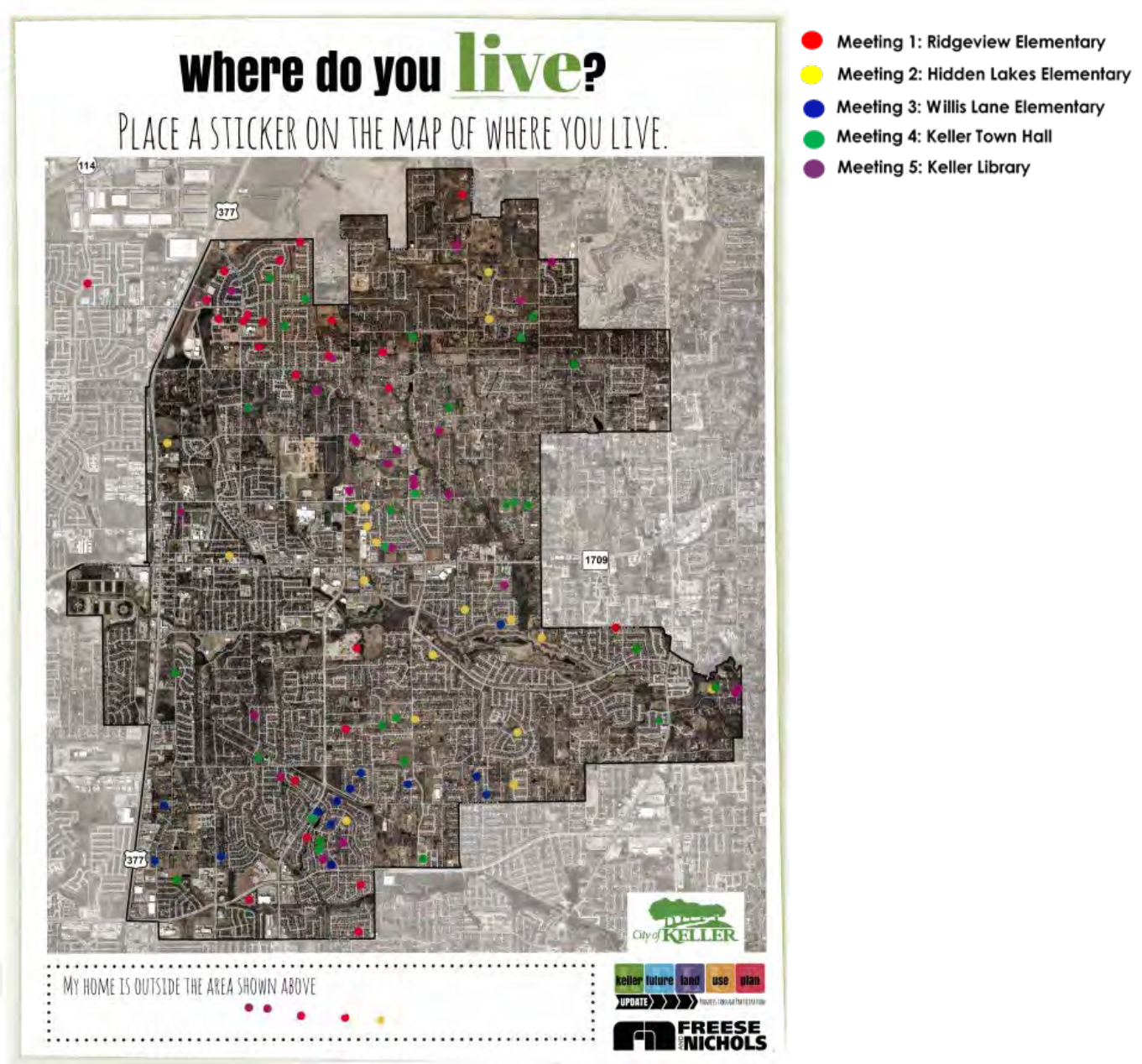
Meeting Notifications Seen
by Thousands

Progress Through Participation

Community Visioning

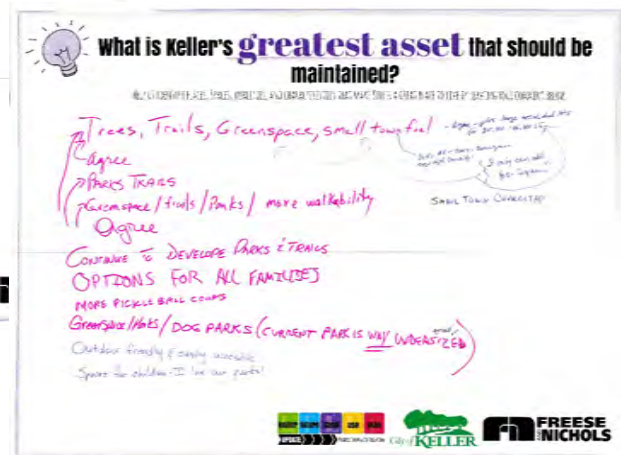
Who Participated in the Community Meetings?

The five community meetings were held in different parts of the City to enable residents from different areas to more easily provide input. At the beginning of each meeting, attendees were asked to place a dot showing their residence on the map. The intent of this effort was to ensure participation from all parts of the City. As the map presents, the community meetings attracted participants from various parts of Keller.



Progress Through Participation Community Visioning

Sample Input



"Hopefully not just another DFW suburb – something unique that makes people want to live here."

"Schools are awesome."

"A balance of residential and commercial/industrial opportunity that supports the tax paying, voting citizens of Keller."

"No more low-end fast food."

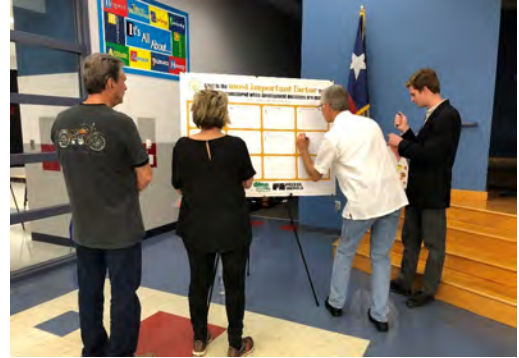
Keller Future Land Use Plan Update

Community Visioning

Most Important Factor for Keller

As the Future Land Use Plan will be used to make development-related decisions, participants were asked to identify the most important factors that should be considered when development decisions are made. Some options to pick from were provided, however residents were also given the opportunity to write other factors that they considered to be important. The top responses were:

- Tax generation
- Preserving open space
- Protecting existing neighborhoods



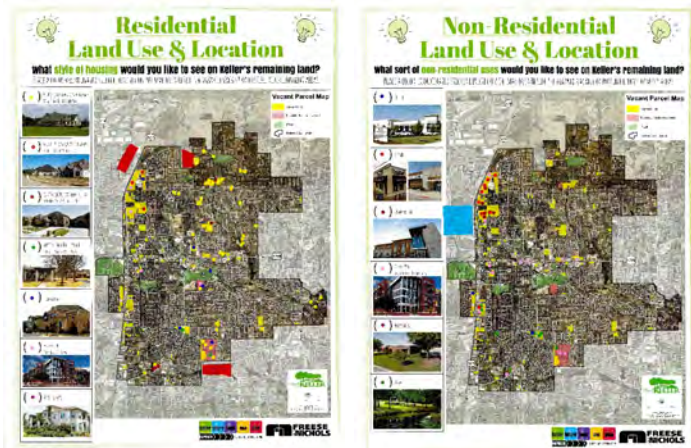
Most Desired Nonresidential Land Use Types

Nonresidential uses can consist of many forms, some of which may be desirable to the community, whereas others may be incompatible. Although a majority of Keller's land use is residential, careful evaluation of which nonresidential uses are suitable for the community is needed. The top responses in identifying desired nonresidential uses were:

- Retail (restaurant)
- Commercial (entertainment)
- Vertical mixed-use (such as retail on the first floor and residential on the upper floors)

Land Use and Location

The participants were asked to identify their preferred locations for various residential and nonresidential land uses within the undeveloped parcels. Community preferences guided the formulation of the Future Land Use Map.



Progress Through Participation

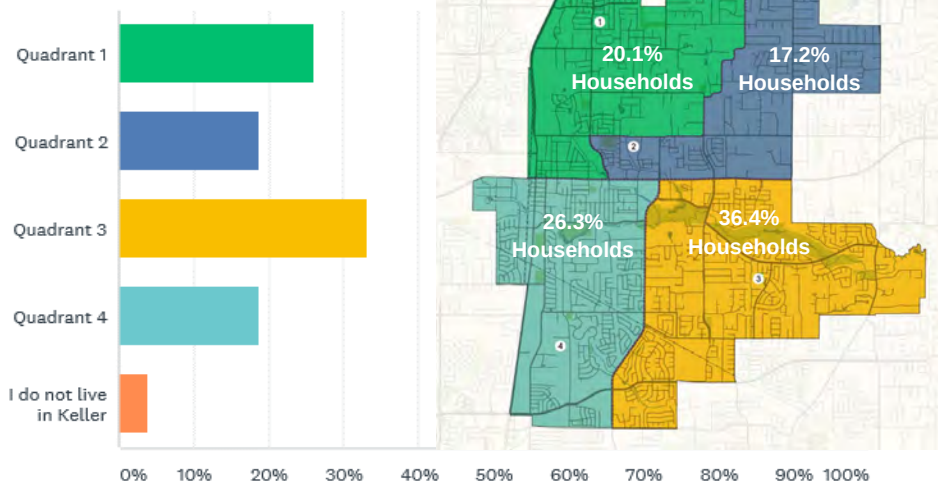
Community Visioning

Who Participated in the Online Survey?

Similar to the community meetings, the online survey requested location information from the participants to ensure adequate participation from the City. The following graphics summarize the participant profile for the online survey. Similar to the community meetings, the online survey also had a desirable distribution of participants within Keller.

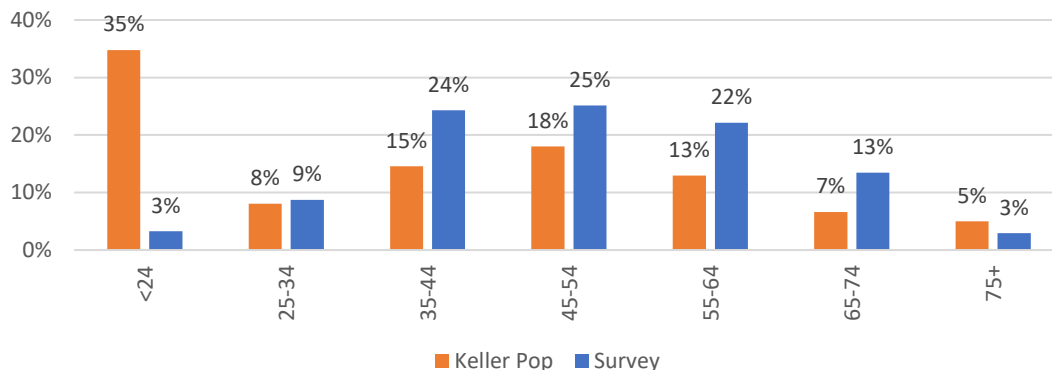
Where do you live?

Answered: 1,168 Skipped: 28



The highest number of online survey participants are from the age group of 45-54 years, which is also the age group with the highest percentage of Keller residents (depicted in the Demographic Analysis). Maintaining the same correlation, the age group of 35-44 years is the second highest in providing online survey input. Age groups of 24 years and below are the significant portion of Keller residents with notably limited participation in the online survey.

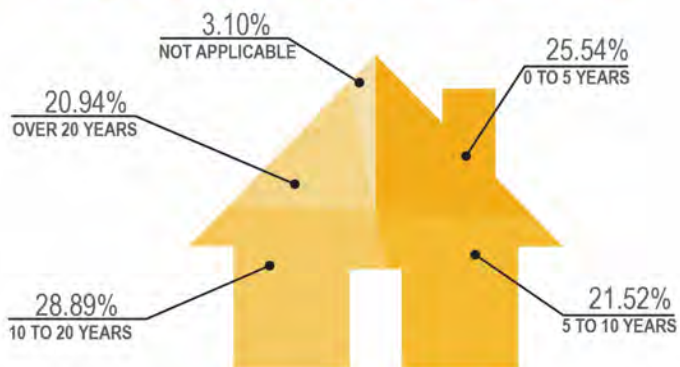
Keller Population vs Survey Respondents by Age Group



Keller Future Land Use Plan Update

Community Visioning

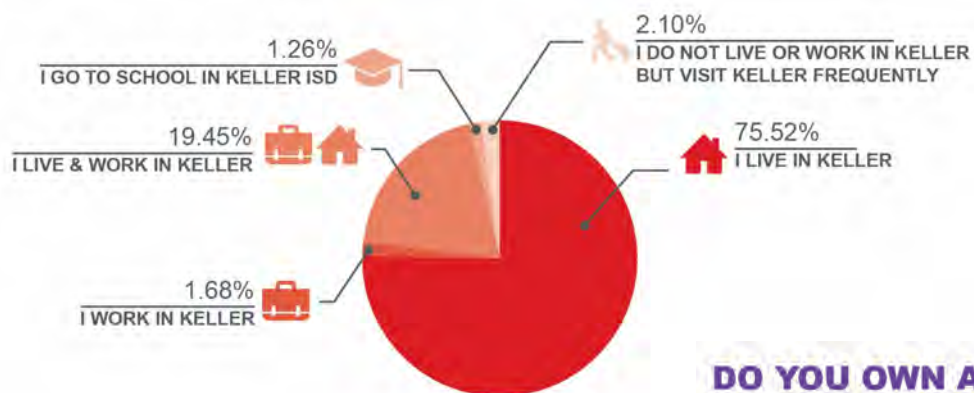
HOW LONG HAVE YOU LIVED IN KELLER?



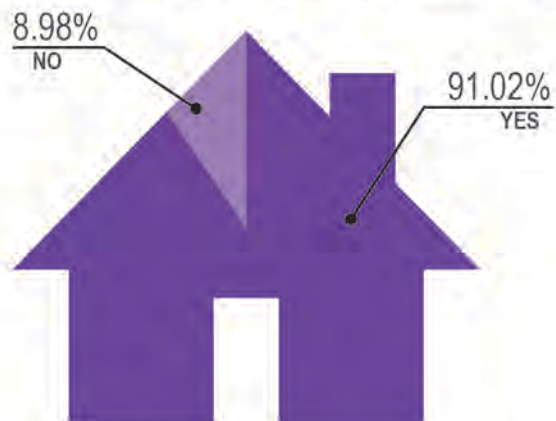
DO YOU OWN A BUSINESS IN THE CITY OF KELLER?



WHAT BEST DESCRIBES YOU?



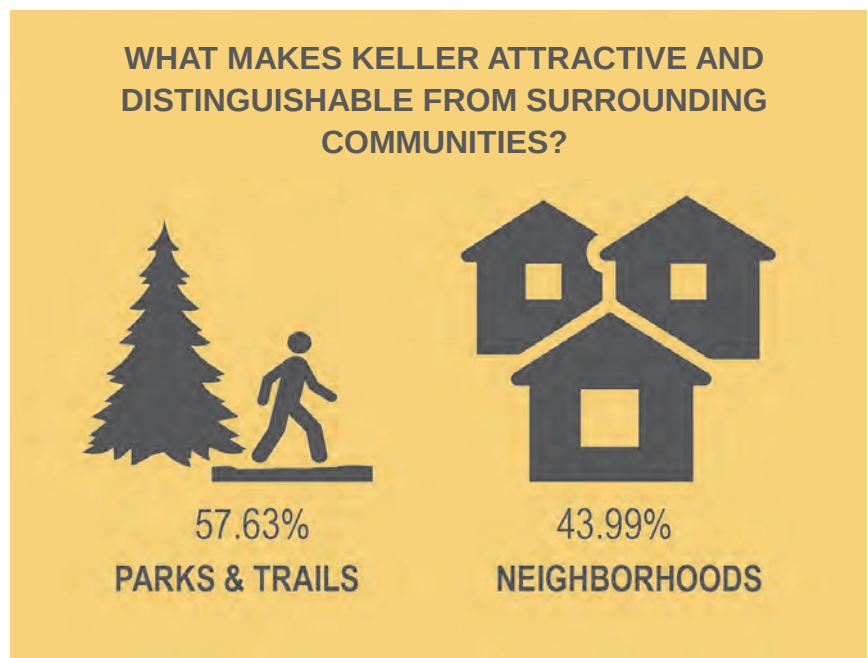
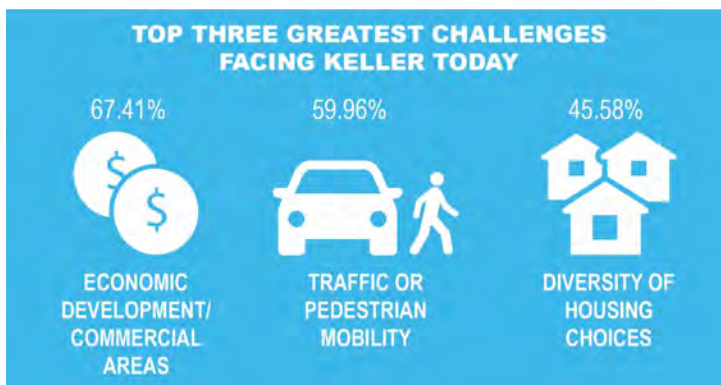
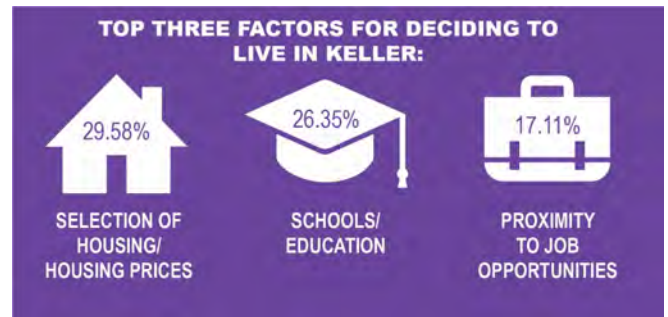
DO YOU OWN A HOME IN KELLER?



Progress Through Participation

Community Visioning

Online Survey Input Summary

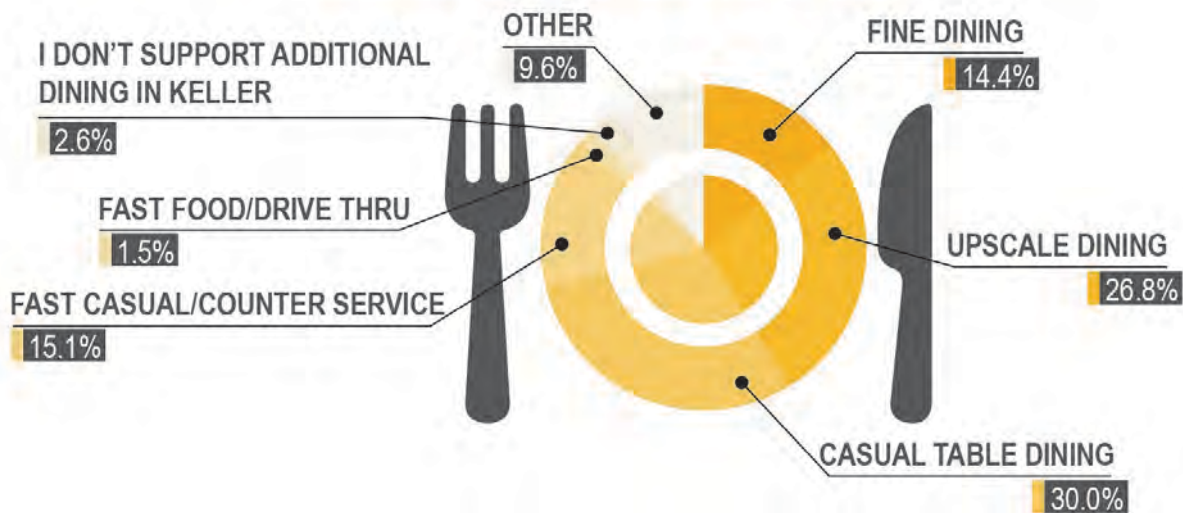


Participants had options to choose more than one option, which is why the sum of the percentages may not be 100%.

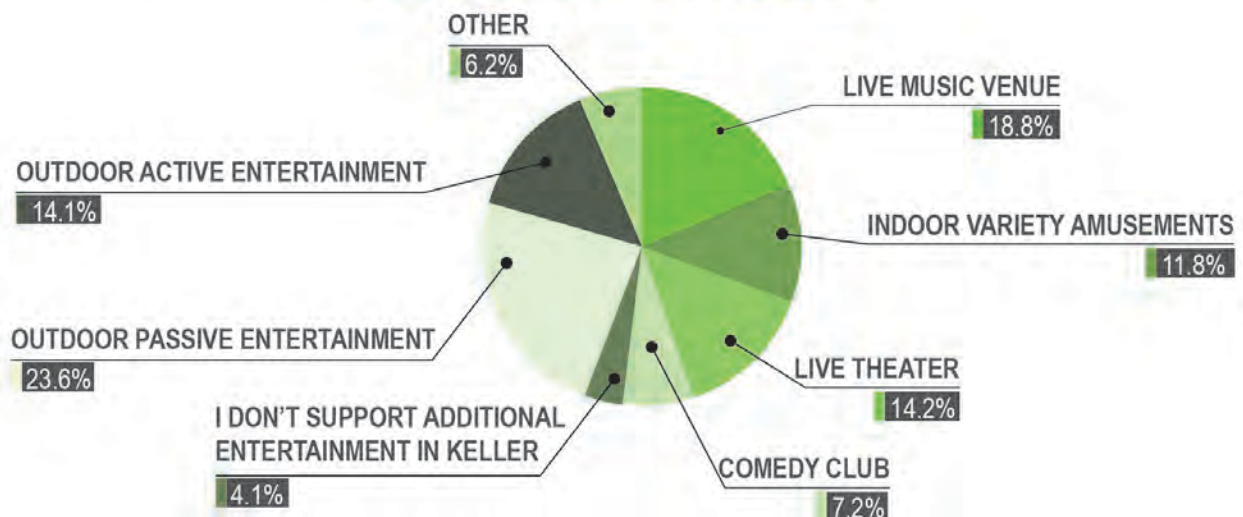
Keller Future Land Use Plan Update

Community Visioning

WHAT KINDS OF DINING DO YOU WANT TO SEE MORE OF IN KELLER



WHAT KINDS OF ENTERTAINMENT DO YOU WANT TO SEE MORE OF IN KELLER

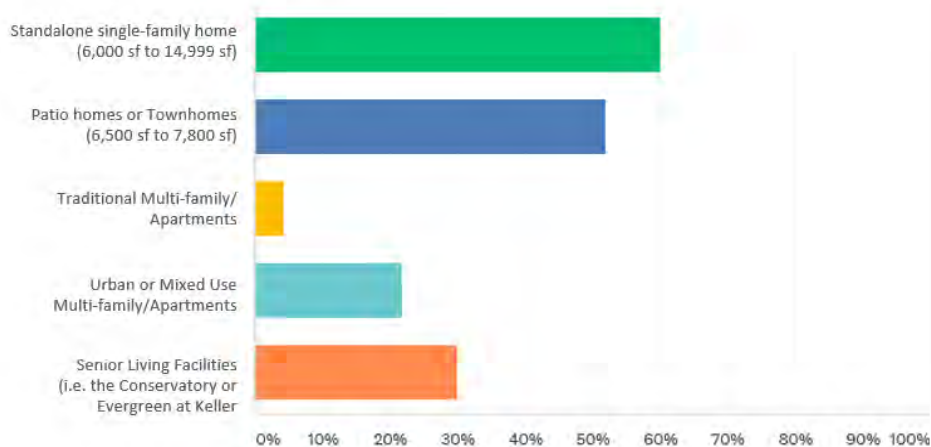


Progress Through Participation

Community Visioning

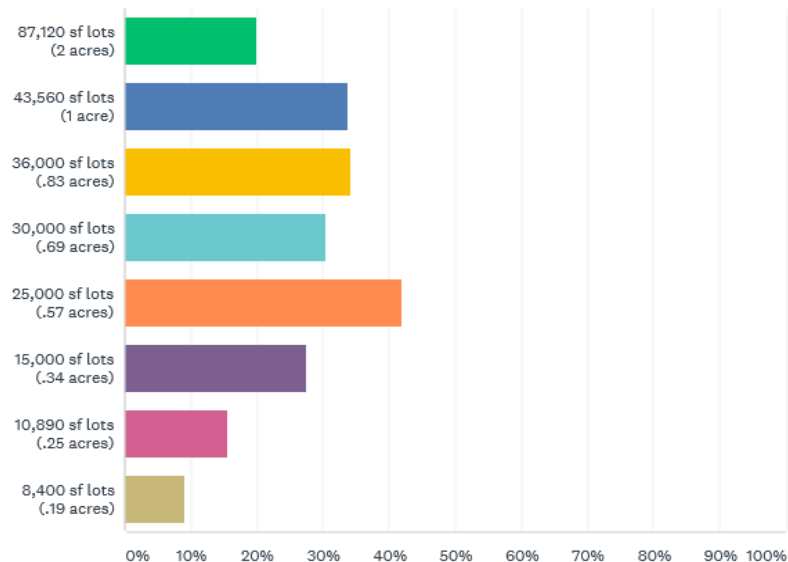
Among the city's vacant parcels, 7% are zoned for smaller-lot residential. What would you consider appropriate on Keller's remaining smaller-lot residential land? (Select all that apply)

Answered: 961 Skipped: 235



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

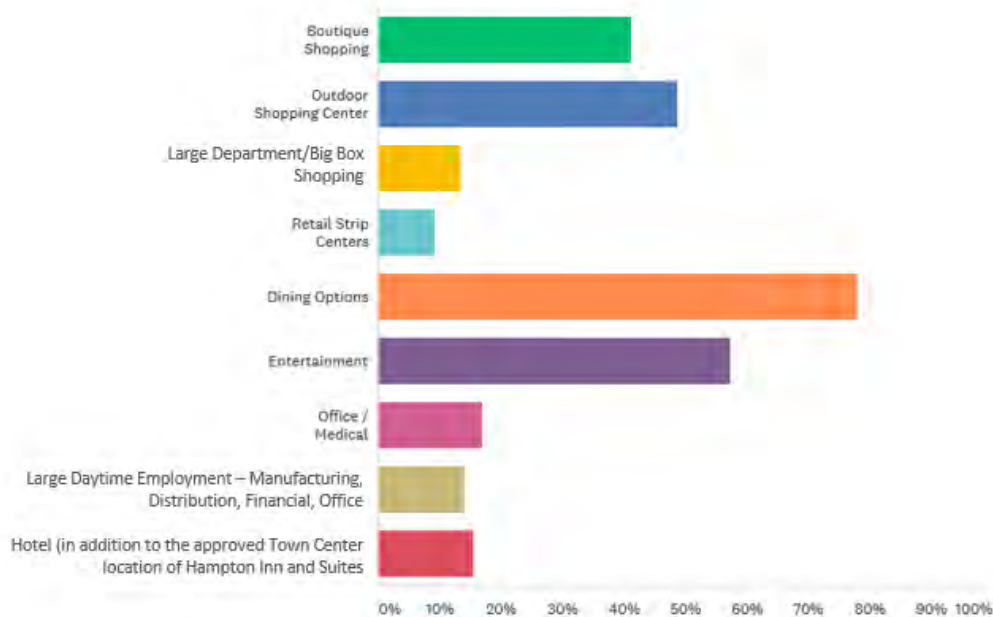


Keller Future Land Use Plan Update

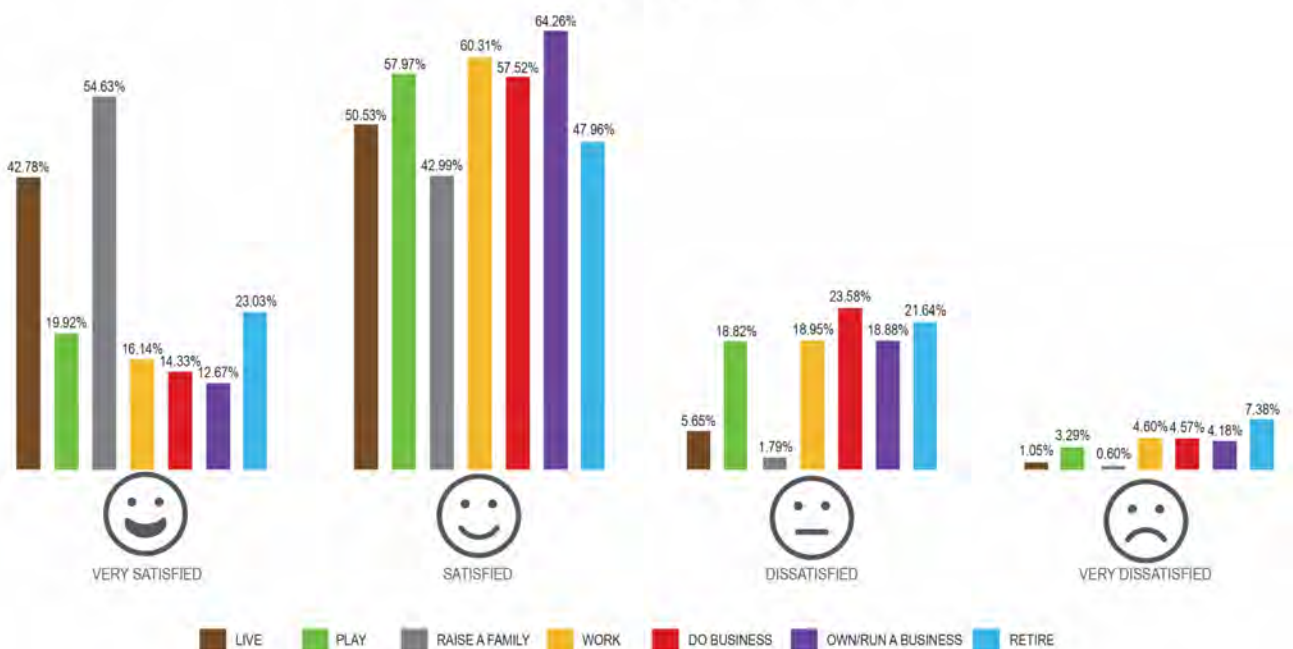
Community Visioning

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



HOW SATISFIED ARE YOU WITH KELLER AS A PLACE TO....

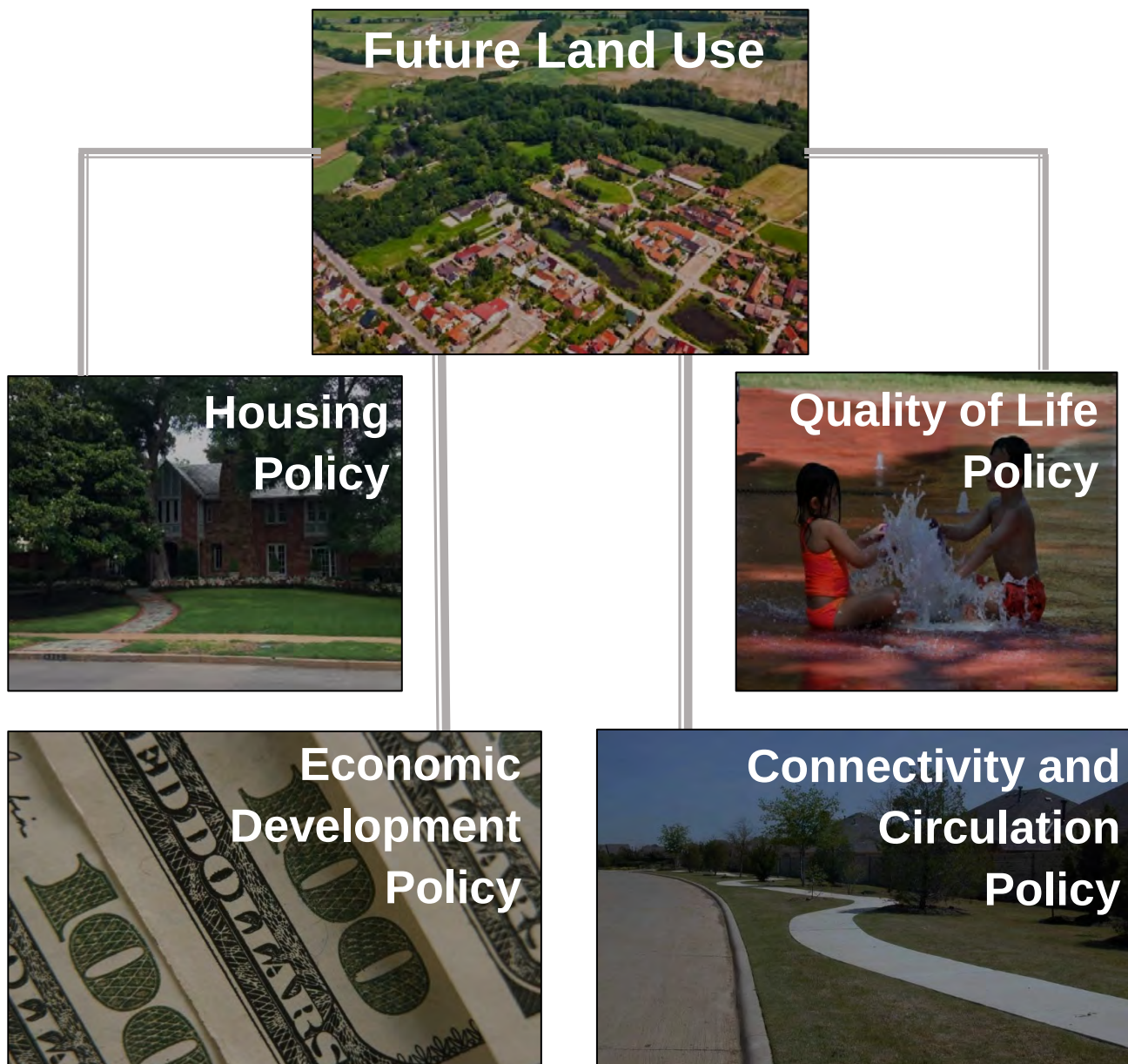


Progress Through Participation

Community Visioning

Observations and Overarching Themes

To achieve the community's vision, it is important to evaluate Keller's strengths and opportunities for improvement. This evaluation ultimately results in established strategies to enhance identified strengths and improve identified weaknesses. This chapter introduces the framework for the strategies needed to realize the community's vision. Future Land Use is the key element of this document. However, planning observations and the visioning process revealed four supplementary themes that support the future land use plan: Housing, Quality of Life, Economic Development, and Connectivity and Circulation. The subsequent chapters provide development and policy solutions that are categorized by these overarching themes.



Keller Future Land Use Plan Update

Community Visioning

Future Land Use

Keller is primarily a bedroom community, with 60% of the City's land area used for residential purposes. These residential neighborhoods are established, range in lot sizes, and are primarily located within the interior of the City. Although there is a dispersion of diverse residential categories throughout the City, larger lots are generally located north of FM 1709 and a larger range of residential lot sizes are located south of FM 1709. Maintaining this residential development pattern would help preserve the City's small-town feel.

Keller's office, retail, commercial, and industrial uses are located along its major corridors (FM 1709, Hwy 377, FM 1938, North Tarrant Parkway, and Rufe Snow Drive), which are the most appropriate and viable locations for these types of uses. However, these nonresidential uses only occupy 4.7% of the City's land area, which represents a very limited amount of sales/nonresidential property tax that can contribute to the City's operating revenue. A city with a balanced development pattern can more adequately withstand economic and market shifts. Keller's future development pattern should balance residential and nonresidential uses to remain fiscally sustainable and resilient.

Generally, the public input demonstrated a preference for balanced land use development throughout the City. The desire was to maintain predominantly larger lot residential developments throughout the City and limit nonresidential uses to major thoroughfares. Among nonresidential developments, offices, restaurants, boutique retail, entertainment venues, and tech/flex industrial facilities are preferred. The FLUP map and categories should support this residential lot size and nonresidential uses to foster development of these types. Another key purpose of updating the FLUP map is to minimize conflict between the current FLUP and current zoning.

Housing

Keller's housing stock is in good condition and supports its largest demographic segment, which are families. Although Keller's residential inventory is diverse in terms of lot size, it is not diverse in terms of housing type. Approximately 98% of the City's residential housing is detached single family residential. This could potentially result in the City being less desirable for empty nesters and/or young professionals.

Life-cycle housing serves the needs of individuals, families, and different segments of the population through all stages of their lives—young singles, families without children, families with children, empty nesters, retirees and seniors. When an adequate mix of housing options is available, an individual has the opportunity to live their entire life within the community. A diversity of housing types helps support life-cycle housing.

Housing was a recurring theme throughout the public participation process. Approximately 30% of online participants picked the selection of housing/housing prices as the topmost factor for moving to Keller. On the other hand, ensuring diverse housing choices was identified as one of the three greatest challenges facing Keller. Additionally, some residents expressed their wish to incorporate affordable housing, life-cycle housing, and housing for senior citizens.

Progress Through Participation

Community Visioning

Protecting the character of existing neighborhoods was also identified as an important factor. The public input communicated a desire for retaining large-lot residential developments, especially on the north side of the City. Keller's future housing should be compatible with existing neighborhoods. However, other housing types such as smaller lot residential, attached single family residential, and specialty housing should be added to Keller's housing stock to offer more diversity to residents.

93% of the online survey participants are satisfied with Keller as a place to live and 98% of the online survey participants are satisfied with Keller as a place to raise a family.

Quality of Life

The parks and trails system is a community asset that should be preserved as the City continues to grow and develop. Another existing amenity, Keller Town Center, provides Keller citizens with a local destination. However, the City is lacking a large selection of entertainment and retail destinations such as dine-in restaurants, boutique retail, and music venues in other areas of the City. Through the public input, the community expressed a strong desire for more upscale retail/commercial and destination locations within the City. Designating appropriate locations for placemaking development (and remaining consistent with the placemaking vision) will attract and support a larger selection of more unique and upscale retail/commercial options.

The small-town feel was identified as a core identity of the City. Currently, the developments along Keller's major corridors do not display a unique identity or character. As Keller grows, it will be essential to establish the community's character (through land use types and site/architectural design) to maintain its small-town feel and distinguish it from adjacent communities.

58% of the online survey participants identified parks and trails as the factor that makes Keller attractive and distinguishable from surrounding communities.

Keller Future Land Use Plan Update

Community Visioning

Economic Development

Keller is located within the DFW Metroplex and is in close proximity to major transportation hubs such as DFW Airport and Fort Worth Alliance Airport. This location makes the City desirable for businesses and for residents who desire to live close to Dallas/Fort Worth but not within the urban core. Keller also has multiple vacant parcels that are located along the key corridors of FM 1709, Hwy 377, FM 1938, North Tarrant Parkway, and Rufe Snow Drive. These corridors extend beyond the City's limits, which provides regional access for these developable parcels. Keller's demographics, geographic location within the DFW Metroplex, and location of developable parcels offers opportunities for additional office, retail, and regional destination development. However, the City must have area plans and regulatory tools in place (e.g., overlays, design guidelines) to attract new industries and guide the development of new corporate offices and premiere retail/commercial destinations. Without plans in place, the City's remaining vacant land may fill with more local-scale pad site development.

78% of the online survey participants would like to see more dining options and 58% of the online survey participants would like to see entertainment venues in the remaining properties zoned nonresidential.

Connectivity and Circulation

The public input identified a need for increased neighborhood connectivity and also a concern with decreased vehicular mobility as development continues to occur.

Keller's local roadway network provides circulation within its neighborhoods. However, these roadways primarily connect to collector roads and not to local roadways within adjacent neighborhoods. This creates a sense of connection within neighborhoods but does promote a sense of connection to the greater community. Neighborhood connectivity can promote a sense of community and preserve Keller's small-town feel even as the City grows and develops.

Keller's current development pattern is coordinated with its transportation network. Land uses that generate larger amounts of vehicular activity are located along roadways that support larger vehicular capacity. This coordination between the development pattern and transportation network should continue to ensure that growth and development does not negatively impact traffic circulation through the community.

60% of the online survey participants picked traffic and pedestrian mobility as a challenge facing Keller today.

Progress Through Participation

Community Visioning

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Future Land Use

Future Land Use Introduction

The most important element in managing the physical growth of the City is land use, which establishes an overall framework for the preferred pattern of development within Keller. The FLUP specifically designates various areas within the City for appropriate land uses and should be consistently used during the development review process to help guide the City's development decisions.

In general, the land use plan is intended to be a comprehensive blueprint of Keller's vision for its future land use pattern.

This plan should achieve the following:

- Address the needs of the City as a whole;
- Address the concerns and issues raised throughout this planning process;
- Provide policy guidance in keeping with stated goals and objectives through the policy chapters; and
- Ensure that Keller continues to be a unique community.

The land use plan provides a geographic application of the policies to the City. The FLUP will ultimately serve as a flexible guide to City staff and decision-makers. It provides a rational basis for decision-making by ensuring that each individual decision is aligned with the plan's goals and objectives, and helps the City plan for infrastructure improvements by determining where transportation and other improvements should be made to accommodate current and long-term needs.

In order to achieve the vision for future land use outlined in this chapter, it is crucial that the recommendations provided in the following Housing Policy, Quality of Life Policy, Economic Development Policy, and Connectivity and Circulation Policy are also implemented.



Keller Future Land Use Plan Update

Future Land Use

Future Land Use Plan Map

There are numerous factors that should be taken into account in proposing the new FLUP map, such as existing zoning and existing land use. The proposed FLUP is the reflection of an optimum solution considering different factors.

Factors that were considered during the development of the FLUP map are:

- *Existing development patterns surrounding vacant parcels:* To assign compatible uses to the vacant parcels, it is important to analyze the surrounding parcels and identify what type of development will be complementary.
- *Current zoning:* The FLUP map does not constitute zoning; however, it should generally guide the zoning map. Consistency between the FLUP map and the zoning map is important. Currently, there are conflicts between these two. In order to resolve or minimize conflicts, the current zoning has been considered in the development of the updated FLUP map.
- *Existing land use:* The land uses and developments that are currently on the ground play a vital role in determining the future land use of the community, even though some of the uses may deviate from the previous vision set forth for the land uses within the community. Considering the existing land uses while developing the new FLUP map results in future developments that are compatible with the existing developments.
- *Public input:* As mentioned in the Visioning chapter, the Future Land Use was the center of most discussions during the public input process. The input received was heavily analyzed while developing the FLUP map.

The new FLUP map reserves most of the City's area for larger residential lots, while still providing a mix of retail and commercial along major corridors and the opportunity for small-footprint housing in and/or near mixed-use areas. To take a closer look into areas with special opportunities, catalyst areas are presented with detailed analysis – both geographical and financial.

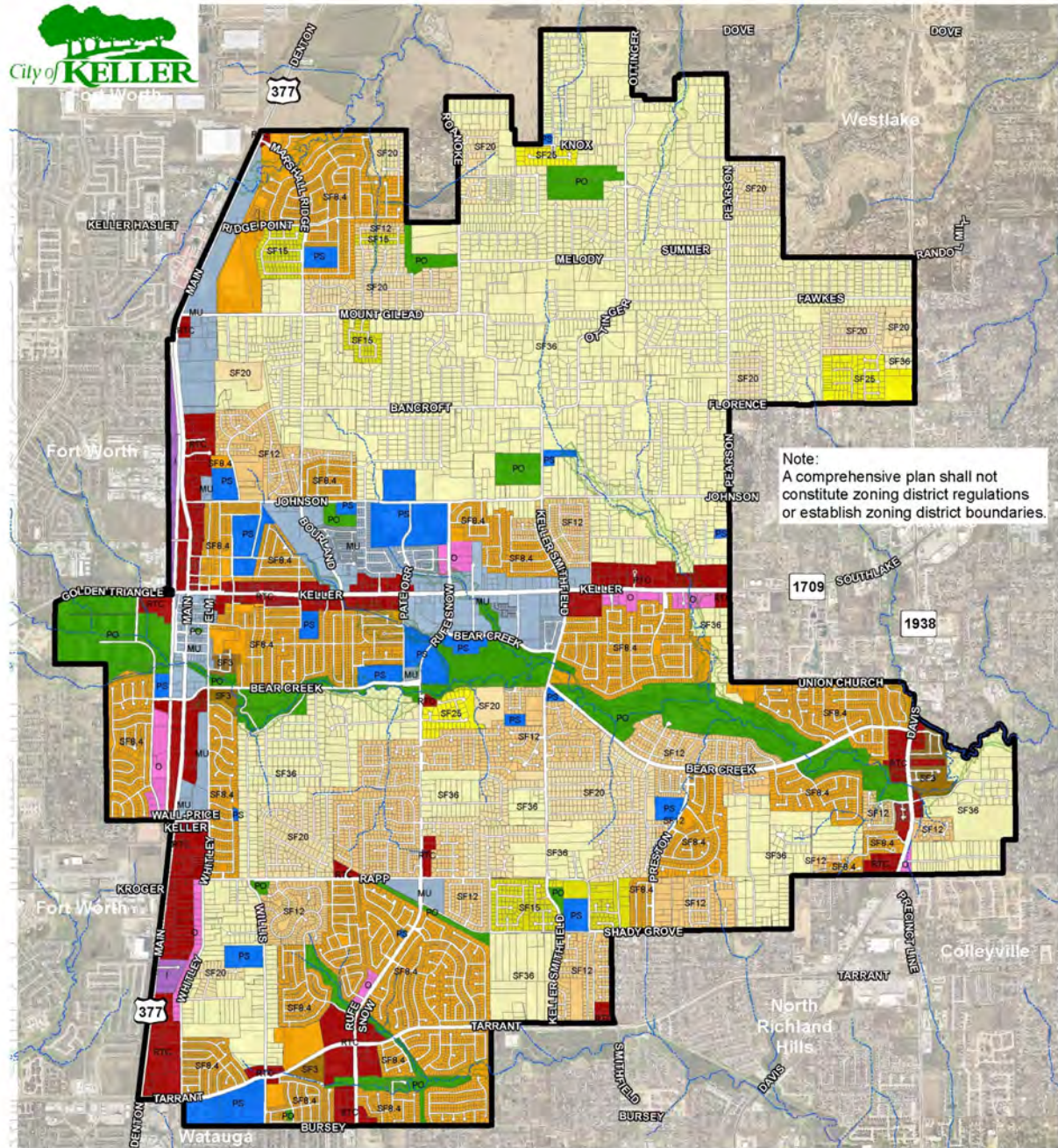
As residential lot size was one of the crucial topics mentioned by the residents, several new residential categories have been added in the new FLUP map with specific minimum lot size requirements. Another major change was to add tech/flex industrial uses to capture more modernized land uses that can generate a substantial tax base, without adding any hazard to the community.

Figure 6 depicts the distribution of land uses in the new FLUP map. To provide further clarification on the mix of residential and nonresidential land uses, Figure 7 demonstrates residential and nonresidential categories on two separate maps.

Progress Through Participation

Future Land Use

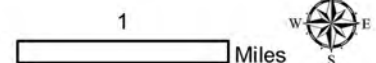
Figure 6: Future Land Use Plan Map



Future Land Use

Land Use Categories

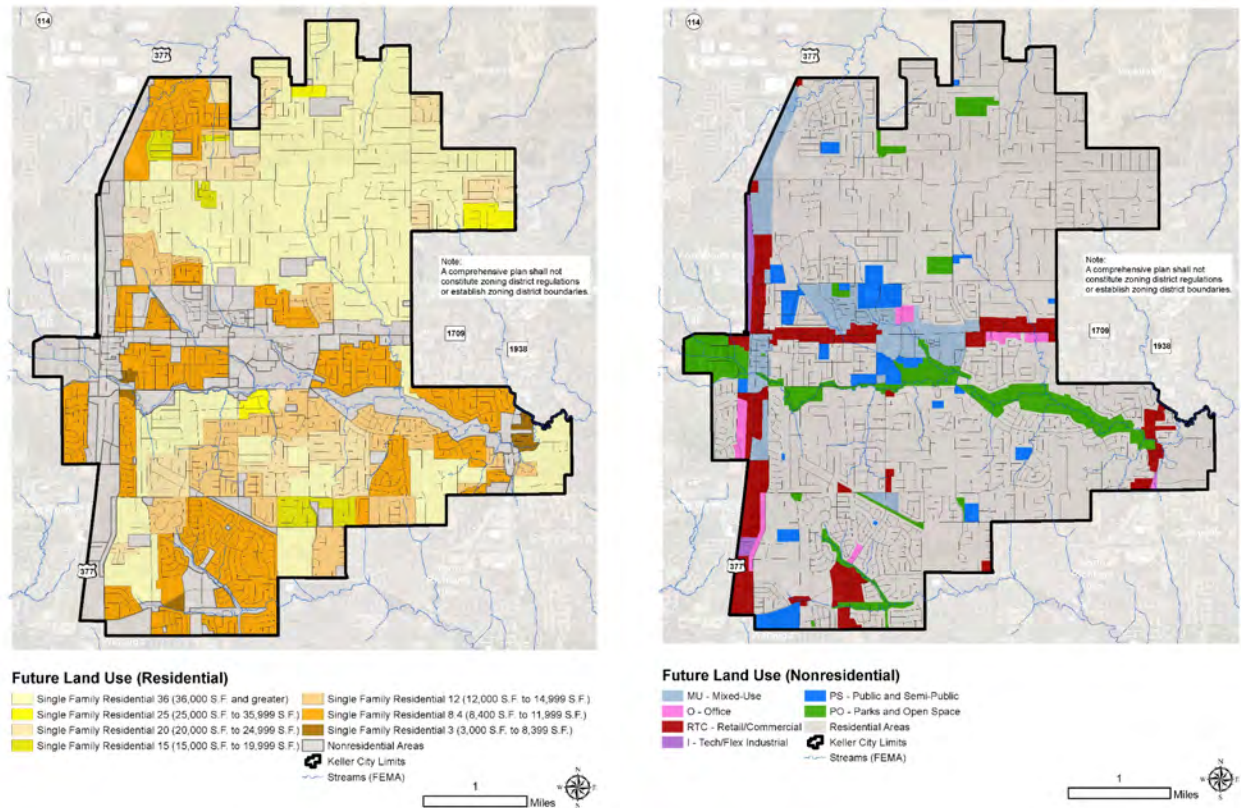
Single Family Residential 36 (36,000 S.F. and greater)	Single Family Residential 3 (3,000 S.F. to 8,399 S.F.)	MU - Mixed-Use	Keller City Limits
Single Family Residential 25 (25,000 S.F. to 35,999 S.F.)	Single Family Residential 20 (20,000 S.F. to 24,999 S.F.)	O - Office	Floodplain (FEMA)
Single Family Residential 15 (15,000 S.F. to 19,999 S.F.)	Single Family Residential 12 (12,000 S.F. to 14,999 S.F.)	RTC - Retail/Commercial	Streams (FEMA)
Single Family Residential 8.4 (8,400 S.F. to 11,999 S.F.)		I - Tech/Flex Industrial	
		PS - Public and Semi-Public	
		PO - Parks and Open Space	



Keller Future Land Use Plan Update

Future Land Use

Figure 7: Future Land Use (Residential and Nonresidential)



Equivalency Table (Between Existing Land Use and Future Land Use)

This equivalency table shows the land use changes between Keller's existing development pattern (presented on Page 15) and the future development pattern. This is not a direct comparison of existing land uses versus future land uses because existing citywide rights-of-way (ROW) was identified and calculated as a separate category. However, the table does indicate an overall 17% future increase in residential land uses and overall 7.4% future increase in nonresidential land uses. This change includes all necessary future ROW.

Table 4: Comparison Between Existing and Future Land Use Categories

General Land Use Categories	Existing Land Use Percentage	Future Land Use Percentage
Residential	60.4%	77.6%
Nonresidential	15.0%	22.4%
Right-of-Way	14.3%	Distributed between residential and nonresidential land uses
Vacant/Undeveloped	10.3%	0%
Total	100%	100%

Progress Through Participation

Future Land Use

Future Land Use Categories

Table 5: Future Land Use Categories Analysis

FLUP Categories	Acres	% of Subtotal	% of Total
Single Family Residential 36	4,399	47.9%	37.2%
Single Family Residential 25	138	1.5%	1.2%
Single Family Residential 20	902	9.8%	7.6%
Single Family Residential 15	201	2.2%	1.7%
Single Family Residential 12	1,099	12.0%	9.3%
Single Family Residential 8.4	2,374	25.8%	20.0%
Single Family Residential 3	69	0.8%	0.6%
Residential Subtotal	9,182	100%	77.6%
Mixed-Use	636	24.0%	5.4%
Office	125	4.8%	1.1%
Retail/Commercial	723	27.3%	6.1%
Tech/Flex Industrial	63	2.4%	0.5%
Public and Semi-Public	360	13.6%	3.0%
Parks and Open Space	739	27.9%	6.3%
Nonresidential Subtotal	2,646	100%	22.4%
Total	11,828	-	100.0%

Keller Future Land Use Plan Update

Future Land Use

Residential Categories

Single Family Residential SF 36

This land use category is characterized by large-lot single family homes. Subdivisions with this designation provide a country atmosphere due to the ample space between housing units. Building setback and lot frontage requirements should prevent the development of houses in close proximity to each other. Lots should be a minimum of 36,000 square feet within this designation.



Single Family Residential SF 25 and SF 20

These two land use categories are characterized by single family homes within traditional suburban style neighborhoods. Subdivisions with either designation are intended to provide for a balanced, orderly, convenient, and attractive residential area that includes elements such as sidewalks and usable centralized open space. The lot sizes should be 25,000 to 35,999 square feet for the SF 25 category, and 20,000 to 24,999 square feet for the SF 20 category.



Single Family Residential SF 15 and SF 12

These two land use categories are characterized by comparatively smaller single family homes located within traditional suburban style neighborhoods. Although this land use category is for smaller single family homes, the design standards for subdivisions with this designation (such as lot frontage and building setbacks) provide a spacious and orderly atmosphere. These subdivisions also include amenities such as sidewalks and centralized open space. The lot sizes should be 15,000 to 19,999 square feet for the SF 15 category, and 12,000 to 14,999 square feet for the SF 12 category.



Progress Through Participation

Future Land Use

Single Family Residential SF 8.4

This land use category is characterized by single family homes located on smaller lots within more compact residential neighborhoods. Subdivisions with this designation are intended to have a walkable village-style design. Design elements and amenities include smaller front yard setbacks, sidewalks, mews lots, and centralized open space. The lot size for this category should be 8,400 to 11,999 square feet.



Single Family Residential SF 3

This land use category represents a small-footprint residential land use category and is intended for patio homes, casitas, and townhomes. Subdivisions with this designation should be distinctive, walkable, destination neighborhoods that are in close proximity to amenities such as mixed-use developments, hike and bike trails, and parks. Unique building architecture, building materials, roadway treatments, and open space amenities are encouraged. The lot size for this category should be 3,000 to 8,399 square feet.



Keller Future Land Use Plan Update

Future Land Use

Nonresidential Categories

Mixed-Use – MU

This land use category is intended to create unique community destinations and allow for a mix of residential and nonresidential uses that are developed in an efficient and creative manner. Mixed use areas are envisioned to be an integration of retail/commercial, office, entertainment, residential units, and open space blended in either a horizontal or vertical configuration. Horizontal mixed use generally contains nonresidential and residential land uses in multiple buildings. Vertical mixed use generally contains nonresidential and residential land uses in a single building, with nonresidential on the ground floor and residential on the upper floors.



Office – O

This category is characterized by low intensity office and professional uses generally in low- to medium-rise suburban-scale developments. Typical uses include corporate, professional, medical, and financial offices, as well as offices for individuals and non-profit organizations. These developments should be compatible with and a similar scale to residential uses and adjacent property. These areas can serve as a lower intensity transitional use to adjacent residential areas.



Retail/Commercial - RTC

This land use category is characterized by establishments that provide goods and services to the public. Examples of retail/commercial uses include restaurants, shops, grocery stores, hotels, banks, and big box retailers. These uses require high visibility locations and should be located on major roadways and intersections. This is a higher intensity land use category. Therefore, retail/commercial located adjacent to residential areas should include screening, buffering, and site placement techniques to mitigate noise and light impacts.



Progress Through Participation

Future Land Use

Tech/Flex Industrial

This land use category provides industrial space for uses that support offices, showrooms, and modernized industrial activities that do not generate smoke, noise or other hazards traditionally caused by industrial uses. It is intended that the building interiors within this category are designed for easy conversion to support multiple combinations of the uses listed above. These developments should be located along major roadways and have design characteristics (such as architecture and site design) similar to office developments.



Public/Semi-Public – PS

Public/Semi-public uses generally serve a public purpose and are not in private ownership. They can include government, educational, and recreational facilities. Public facilities that generate higher activity on a regular basis, such as government facilities, should be located along major roadways.



Parks or Open Space – PO

This category denotes areas of land designated for both passive and active recreation. This category can include parks, recreational amenities, and/or open spaces that are currently in existence or planned for the future.



Keller Future Land Use Plan Update

Future Land Use

Projected Ultimate Buildout

The ultimate capacity, or buildout, is the maximum number of residents a city can support within its area limits. The ultimate capacity shown in the table represents the total population that could be accommodated if the development pattern portrayed on the FLUP map is implemented. This calculation is important because it helps determine future operational and infrastructure needs —particularly for water, wastewater, drainage and transportation. The ultimate capacity is based upon a number of different variables such as occupancy rate, persons per household (PPH), and the dwelling units per acre.

The ultimate buildout population is calculated by taking the vacant residential areas and multiplying by the approximated dwelling units per acre, persons per household, and occupancy rates to calculate how many new residents the FLUP can accommodate. New residents are added to the existing population to reach the ultimate projected buildout population.

Another topic that is associated with the ultimate buildout population is the timeline of when buildout is likely to occur. It is important to gather an understanding of when the City will become built-out based on the projected growth rate. Table 7 on Page 48 takes several compound annual growth rate (CAGR) figures into account for this purpose.

Table 6: Projected Ultimate Buildout

Proposed Residential Land Use	Vacant Acres	DUA ⁽¹⁾	Occ. Rate ⁽²⁾	PPH ⁽³⁾	ROW ⁽⁴⁾	Future Projections		
						Housing Units	House-holds	Population
SF 36	551.7	1	0.97	3.2	0.1	497	482	1,541
SF 25	29.6	1.5	0.97	3.2	0.2	36	34	110
SF 20	59.5	2	0.97	3.2	0.2	95	92	296
SF 15	23	2.5	0.97	2.8	0.3	40	39	109
SF 12	30.2	3.5	0.97	2.8	0.3	74	72	201
SF 8.4	93.8	5	0.97	2.5	0.3	328	318	796
SF 3	24.5	14	0.97	2.2	0.3	240	233	512
Mixed-Use	194.2	16	0.97	1.7	0.4	1,864	1,808	3,074
Proposed Residential Land Use						3,174	3,079	6,640
Current Population (2018)								44,940
Ultimate Projected Buildout Population								51,580

(1) Dwelling Unit Per Acre (Net Acre) – The number of dwelling units located on one acre of land. (Source: Estimated from Future Land Use Categories)

(2) Occupancy Rate – The number of occupied units at a given time compared to the total number of available units at that time. (Source: 2012-2016 ACS Estimate)

(3) Person Per Household – The number of people who occupy a single dwelling unit. (Source: FNI Data)

(4) Percentage of "Vacant Acres" subtracted for roadways – Percentage of "Vacant Acres" subtracted for roadway rights-of-way. (Source: FNI GIS Data)

Progress Through Participation

Future Land Use

Growth Rate Scenarios

Keller's 2018 population is 44,940. Based on the growth trends in recent years, compound annual growth rates of 1%, 1.25%, 1.5%, and 1.75% have been used to identify the "most likely" scenario Keller will experience over the next ten years. The compound annual growth rate (CAGR) for Keller between 2010 and 2018 was 1.6%.

With any of these four growth rates, Keller will be approaching or exceeding its buildout population of **51,580** (as calculated in Table 6 on Page 47) by 2028. The possible timeline(s) for buildout to occur for each one of these four growth rates are highlighted in yellow in Table 7. For example, the buildout is likely to occur between 2027 and 2028 with a growth rate of 1.5%.

Table 7: Growth Rate Scenarios

1.00%		1.25%		1.5%		1.75%	
Year	Population	Year	Population	Year	Population	Year	Population
2018	44,940	2018	44,940	2018	44,940	2018	44,940
2019	45,389	2019	45,502	2019	45,614	2019	45,726
2020	45,843	2020	46,071	2020	46,298	2020	46,527
2021	46,302	2021	46,646	2021	46,993	2021	47,341
2022	46,765	2022	47,229	2022	47,698	2022	48,169
2023	47,232	2023	47,820	2023	48,413	2023	49,012
2024	47,705	2024	48,418	2024	49,139	2024	49,870
2025	48,182	2025	49,023	2025	49,876	2025	50,743
2026	48,664	2026	49,636	2026	50,625	2026	51,631
2027	49,150	2027	50,256	2027	51,384	2027	-
2028	49,642	2028	50,884	2028	52,155	2028	-
2029	50,138	2029	51,520	2029	-	2029	-
2030	50,640	2030	52,164	2030	-	2030	-

Economic Analysis of the Future Land Use

It is important to understand the economic impact of the future development pattern to ensure that the community is fiscally sustained and secured over the long-term. Regional and local market trends can help indicate whether a community is lacking a land use type or has an excess of a land use type. This section assesses the market capacity and fiscal impact of Keller's Future Land Use Plan.

Major Assets

Keller provides a quality of life and number of amenities that are unmatched by neighboring communities. The accessibility to both Dallas and Fort Worth and proximity to Dallas/Fort Worth International Airport and Alliance Airport fosters a rich environment. As an example, Keller has a robust park system with great trails, numerous parks, great neighborhoods with a variety of housing options. The Keller Pointe recreation center and the community sports complex provide space for outdoor activities, classes, and competitive sports. The Keller Independent School District (KISD) has nationally recognized academic facilities with competitive organizations for students and teachers alike that attract young families and top rate educators.

Other assets in Keller include a public library with state-of-the-art technology programming for people of all ages. Keller's natatorium supports the Keller schools' swimming programs, as well as other aquatic activities. Old Town Keller has a unique and eclectic feel with pedestrian-friendly walkways with destination shops and niche restaurants. These amenities create a virtuous system that continues to attract choice people.

According to the North Central Texas Council of Governments (NCTCOG), the most significant employers in Keller are as follows:

- Keller ISD (4,000+ employees),
- City of Keller (350 employees),
- Lowe's (149 employees), and
- Home Depot (130 employees).

Keller Future Land Use Plan Update

Future Land Use

Generational Composition

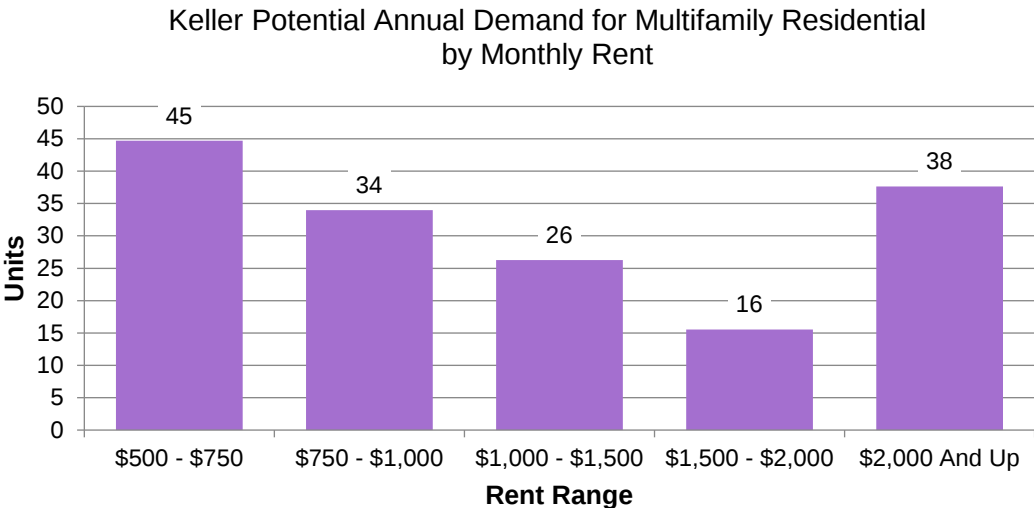
Generational composition impacts the wants and needs of communities, including merchandising. People change priorities and therefore a community should monitor the mix of various demographics so that decisions align with existing and future generation cohorts to maximize operational effectiveness, as well as to attract and support resident needs. Building design and integration of the natural environment can also be greatly catered to different generation cohorts, especially with regard to programming.

Market Demand

Multifamily Demand

To estimate multifamily demand, recent demographic and housing trends for the entire Tarrant County region were analyzed. This greater region creates a better perspective of multifamily trends in context of Keller trends. Based upon ESRI estimates, there are 723,372 households in Tarrant County. Tarrant County is expected to increase by over 50,000 new households, to 774,347 in the next five years. According to the U.S. Census statistics, nearly 38% of these new households are expected to be renters upon moving. Of existing households in the County today, approximately 398,316 are owner-occupied while 251,284 are renter-occupied within the qualified income brackets. Using historical trends of the percentage of owners who move, it is estimated that over 31,000 (8%) are expected to move. Additionally, 12,273 (39%) of the owners expected to move will likely rent, instead of purchasing, upon moving. In addition, of the existing 83,006 renter households expected to move, approximately 30% are expected to purchase a new residence and approximately 70% are expected to rent upon moving.

According to the U.S. Census data, there have been 187 nonowner-occupied multifamily units delivered in Keller over the last five years. Using historical trends and projected growth rates, it is projected that Keller could absorb approximately 158 units of non-owner occupied, and/or multifamily units, annually. This assumes a conservative capture rate just under 1.0% of the total Tarrant County multifamily demand. Of this new increase, approximately one-third of the demand (54 units) would support rents greater than \$1,500+/month. These units could support luxury product and higher-quality infill development. The following chart illustrates the estimate for annual multifamily demand in Keller.



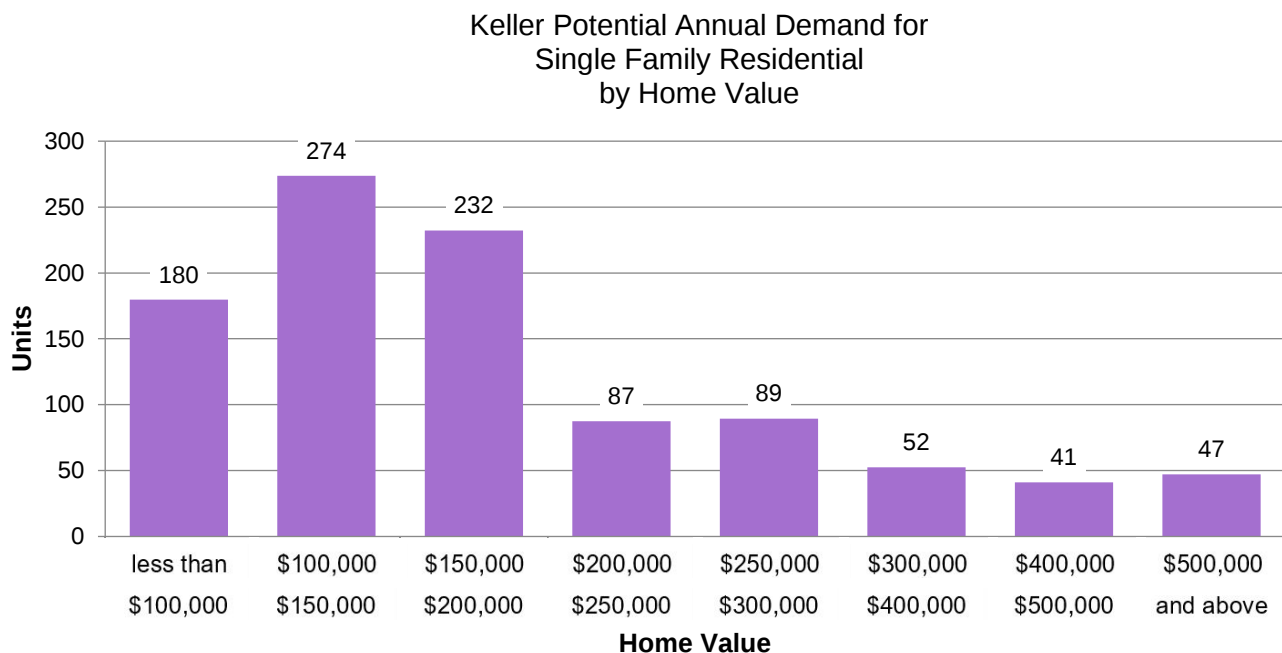
Progress Through Participation

Future Land Use

Single Family Demand

To estimate single family demand, the planning team analyzed recent demographic and housing trends of owners in Tarrant County. As mentioned, households in Tarrant County are anticipated to grow by 10,195 units annually over the next five years to a total of 774,347 households. According to the U.S. Census statistics, nearly 62% of these new households are expected to be owners upon moving. Of existing households in the County today, approximately 398,316 are owner-occupied while 251,284 are renter-occupied within the qualified income brackets. Using historical trends of the percentage of owners who move, it is estimated that over 31,000 (8%) are expected to move. Additionally, 15,798 (51%) of the owners expected to move will likely purchase, opposed to renting, upon moving. In addition, of the existing 31,157 owner households expected to move, approximately 30% are expected to purchase a new residence and approximately 70% are expected to rent upon moving.

From 2013 to 2017, Tarrant County increased by 27,077 single family permits, of which approximately 4% (1,064) were built in Keller. Based upon historical housing trends and future population projections, there is an estimated annual demand for over 574 single family units in Keller.



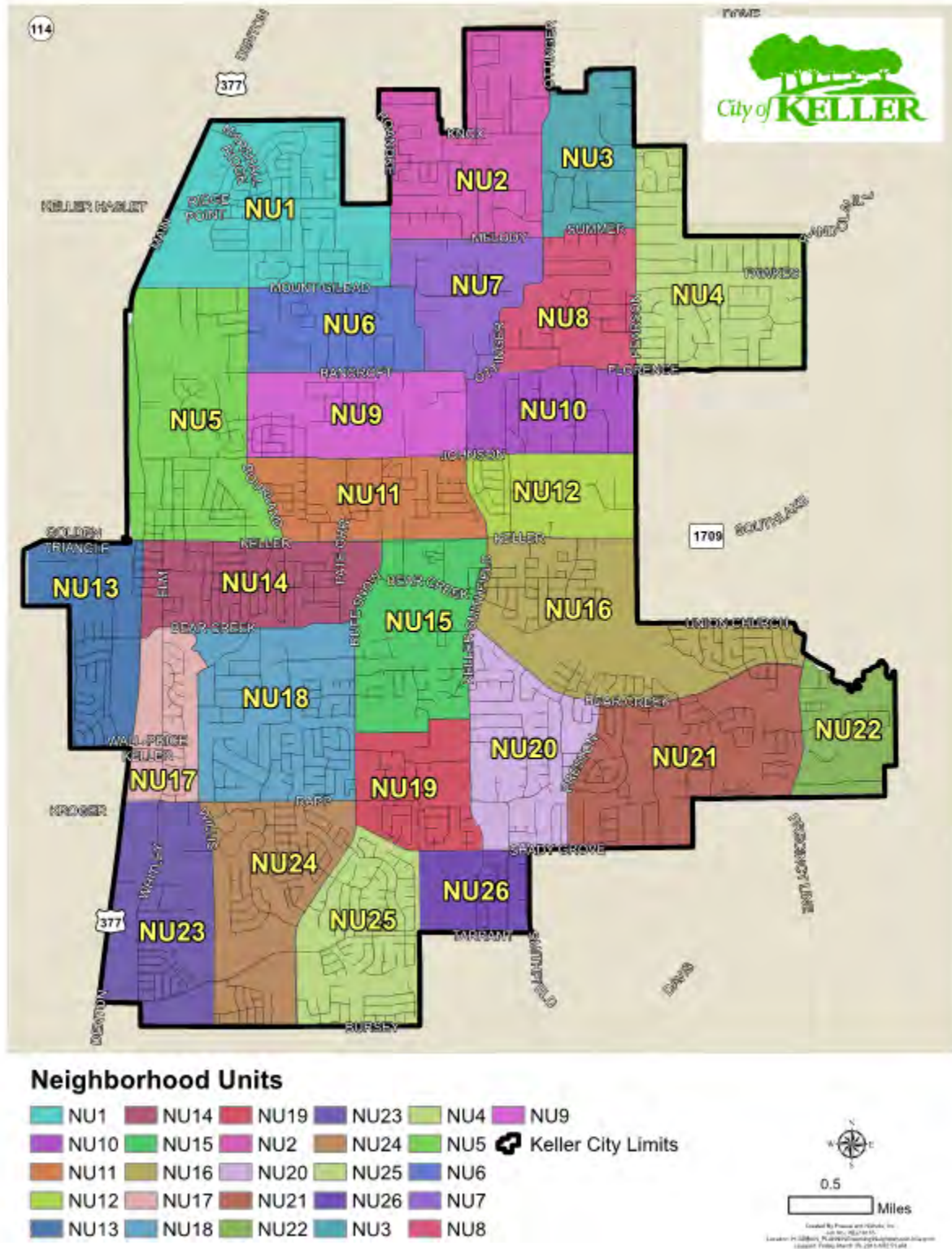
Neighborhood Housing Trends

To better understand the different types of housing across Keller's neighborhoods in greater detail and help inform land use decisions reflected in the revised FLUP, the planning team evaluated various data in smaller geographies within each of the four planning quadrants as shown in the Neighborhood Units map on the following page. This process allowed the planning team to create a snapshot of neighborhood housing trends. The following chart shows various trends across a number of smaller neighborhood areas ("Neighborhood Units") that comprise the City of Keller.

Keller Future Land Use Plan Update

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Figure 8: Neighborhood Unit Map



Progress Through Participation

Future Land Use

Neighborhood Housing Trends

City Quadrant	Neighborhood Units	Total Sales	REO Sales	REO Average Sale Price	Average Sale Price	Lowest Sale Price	Highest Sale Price	Average Original List Price	Average Size (SF)	Average Age	Oldest Age	Most Recent Year Built	Average Lot Size (SF)	Largest Lot Size (SF)
1	NU1	402	1	\$397,500	\$441,758	\$239,900	\$1,450,000	\$456,416	3,563	9	38	2017	14,170	575,733
1	NU2	93	1	\$152,000	\$523,245	\$125,000	\$1,042,000	\$548,619	3,598	26	54	2015	38,578	201,901
1	NU5	186	5	\$200,780	\$414,355	\$72,975	\$983,259	\$428,680	3,137	20	68	2017	16,875	94,569
1	NU6	105	1	\$477,000	\$526,991	\$190,000	\$880,000	\$555,894	3,679	19	52	2016	52,981	1,785,960
1	NU7	41	N/A	N/A	\$570,841	\$81,000	\$1,468,500	\$615,217	3,241	33	108	2017	66,512	335,412
1	NU9	56	N/A	N/A	\$286,459	\$163,000	\$900,000	\$294,933	2,399	27	50	2007	23,098	231,304
2	NU3	38	1	\$849,900	\$865,643	\$229,900	\$1,825,000	\$934,111	4,455	19	47	2015	70,976	815,574
2	NU4	215	6	\$618,150	\$582,365	\$95,000	\$1,490,000	\$605,120	3,918	24	46	2015	28,909	128,938
2	NU8	77	1	\$574,900	\$529,057	\$115,000	\$955,000	\$549,549	3,734	26	68	2013	42,084	128,502
2	NU10	34	N/A	N/A	\$406,188	\$225,000	\$1,198,000	\$430,691	2,654	34	76	2010	57,110	208,217
2	NU11	212	N/A	N/A	\$343,951	\$101,250	\$678,000	\$353,330	2,689	15	39	2017	7,392	103,673
2	NU12	86	N/A	N/A	\$470,654	\$250,000	\$733,320	\$488,777	3,812	11	60	2016	17,258	125,453
3	NU15	127	N/A	N/A	\$468,749	\$244,000	\$2,600,000	\$488,855	3,296	19	43	2017	19,737	428,195
3	NU16	473	4	\$287,975	\$389,263	\$179,000	\$750,000	\$401,184	3,142	18	48	2017	9,487	51,836
3	NU19	142	N/A	N/A	\$516,908	\$205,000	\$885,000	\$534,747	3,849	20	44	2007	20,334	125,453
3	NU20	185	3	\$412,467	\$470,045	\$230,500	\$835,000	\$480,111	3,623	18	58	2015	17,579	117,133
3	NU21	386	4	\$494,100	\$517,514	\$200,000	\$1,250,000	\$534,663	3,681	14	54	2017	14,803	234,353
3	NU22	93	1	\$325,000	\$483,287	\$219,000	\$1,158,000	\$524,091	3,288	9	53	2017	13,649	98,010
3	NU25	353	5	\$317,580	\$319,542	\$187,950	\$569,500	\$335,760	2,959	21	32	2008	10,266	26,092
3	NU26	61	N/A	N/A	\$409,802	\$177,500	\$818,956	\$429,861	3,344	20	58	2017	23,021	273,557
4	NU13	103	3	\$169,600	\$191,528	\$100,000	\$273,500	\$196,446	1,834	31	43	1997	11,139	35,719
4	NU14	192	3	\$142,058	\$222,965	\$90,000	\$539,000	\$225,709	1,727	29	68	2017	7,894	28,053
4	NU17	87	N/A	N/A	\$307,680	\$159,000	\$585,000	\$320,398	3,079	17	58	2018	10,773	41,643
4	NU18	249	1	\$234,900	\$354,490	\$171,200	\$1,113,500	\$413,370	2,916	26	55	2017	20,711	130,244
4	NU23	130	7	\$111,343	\$227,757	\$77,100	\$700,000	\$235,645	1,998	28	65	2006	16,899	147,233
4	NU24	400	7	\$226,806	\$272,916	\$105,000	\$455,000	\$277,698	2,592	20	31	2010	9,036	44,954
City Of Keller		4526	54	\$352,474	\$403,669	\$72,975	\$2,600,000	\$421,209	3,137	19	108	2018	17,425	1,785,960

Source: MLS Historical Data; Sales over the last 5 years

In review of the Neighborhood Units, the MLS historical average sale price over the last 4,526 sales was \$403,669. Data shows that the average age of housing across all Neighborhood Units is approximately 19 years and the average square footage is 3,317 SF. The average lot size across all Neighborhood Units is 17,425 SF. However, the Neighborhood Unit table above shows the broad range of housing in Keller.

Retail Demand

Aggregate Retail Demand

Retail demand is characterized by the amount of supportable square footage by retail category that is not currently supplied within a given geography. For this analysis, a 15-minute drive time from Keller was used to understand retail conditions in the area. This geography is consistent with previous retail studies conducted for Keller.

Retail demand can be traced back to several key drivers: residential, commuter, workforce, visitor, and student generated demand. Typically, the residential component is responsible for the majority of demand generated (often up to 80% of total demand). That is, people living within a 15-minute drive time, who spend their money on goods and services offered.

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Commuter demand is generated by the commuter traffic passing by a given location, and plays an integral role in the overall demand. Each vehicle passing by a given location represents a percentage of the greater potential capture of commuters. FM 1709 and Rufe Snow Drive serve as the major arterials into the heart of Keller. As the market continues to grow, there can be an expectation that traffic along major thoroughfares will increase, thus increasing the need for retail goods such as convenience, grocery, and boutique retail; however, the City has few remaining vacant parcels for development.

Workforce-generated demand is a strong component of the overall demand figure generated, especially if there is a large concentration of workforce. With nearly 70,000 employees within the 15-minute drive time, there is over 157,000 square feet of annual demand generated. As Keller approaches buildout maturity and additional employment locates in the greater area, there will continue to be additional demand generated from corporate presence.

The total demand generated across all these drivers totals 1,060,294 square feet of unmet retail demand. Future growth in the region creates additional demand. Total demand in Keller is estimated to increase to 1,468,237 square feet by 2047, based upon current estimates.

Keller 15-Minute Drive Time Retail Demand								
Category	NAICS	Workforce Demand	Commuter Demand	Residential Demand	2017 Total Demand	2017 Total Supply	2017 Leakage "Retail Gap"	2047 Total SF Demand
Auto Parts, Accessories & Tire Stores	4413		300	41,705	42,005	18,413	23,592	31,246
Furniture Stores	4421			61,076	61,076	40,078	20,997	30,106
Home Furnishings Stores	4422			45,278	45,278	30,794	14,484	21,072
Electronics & Appliance Stores	443			163,065	163,065	81,848	81,217	109,356
Bldg Material & Supplies Dealers	4441			283,735	283,735	172,511	111,225	155,618
Lawn & Garden Equip & Supply Stores	4442			17,539	17,539	10,052	7,487	10,324
Grocery Stores	4451	13,778	1,072	441,513	456,364	426,556	29,808	78,580
Specialty Food Stores	4452			76,170	76,170	27,962	48,208	62,911
Beer, Wine & Liquor Stores	4453			41,337	41,337	4,646	36,691	46,268
Health & Personal Care Stores	446,4461	26,588		244,681	271,269	169,673	101,596	143,319
Gasoline Stations	447,4471	37,325	3,745	13,985	55,055	5,872	49,184	61,988
Clothing Stores	4481	4,958	412	123,628	128,998	90,402	38,596	56,962
Shoe Stores	4482	6,817	755	48,294	55,866	29,751	26,115	35,496
Specialty Retail (i.e. Jewelry, Luggage & Leather Goods Stores)	4483	5,194		33,821	39,016	37,616	1,399	5,395
Sporting Goods/Hobby/Musical Instr Stores	4511	2,954	377	115,471	118,802	86,481	32,321	48,746
Book, Periodical & Music Stores	4512		377	13,778	14,156	9,767	4,388	6,427
Department Stores Excluding Leased Depts.	4521	8,863		450,177	459,039	296,938	162,101	231,215
Other General Merchandise Stores	4529	40,904	566	285,037	326,507	224,862	101,645	148,731
Florists	4531		377	4,211	4,588	1,494	3,094	4,009
Office Supplies, Stationery & Gift Stores	4532	9,999	377	25,204	35,580	16,593	18,986	25,318
Used Merchandise Stores	4533		755	60,267	61,021	13,350	47,672	60,824
Other Miscellaneous Store Retailers	4539		526	132,409	132,935	76,043	56,892	78,417
Special Food Services	7223			6,228	6,228	1,627	4,601	5,903
Drinking Places - Alcoholic Beverages	7224			5,448	5,448	2,345	3,104	4,103
Restaurants/Other Eating Places	7225			139,204	139,204	104,312	34,892	5,903
Total Demand (SF)		157,381	9,639	2,873,260	3,040,280	1,979,986	1,060,294	1,468,237

Progress Through Participation

Future Land Use

Office Demand

According to CoStar, a provider of commercial real estate information, analytics, and online marketplaces, the annual five-year average of office absorption within Keller was 24,848 square feet. Overall there is 921,000 square feet across 141 buildings of office product in Keller. The current vacancy rate is 6.1%. The five-year average is 8.1%. CoStar reported that there is currently 24,100 square feet of office product under construction in Keller. However, increased population and a desire for people to work closer to home could create greater demand for office than what is currently being constructed. As a conservative measure, the City could likely continue supporting 24,100 square feet of office per year, however job projections and market preferences could likely support additional office.

Colliers International noted in their second Quarter Office Research & Forecast Report that tenants are rethinking and reorganizing their office space due to the tight labor market and the move to more efficient, yet costlier workspaces. Some tenants are willing to pay over \$50 per square foot for a newly constructed space in a premium location, and companies are now subsidizing workers to office from home or satellite offices. According to the U.S. Census Bureau Center of Economic Studies, 93% of Keller residents travel outside the City to work. It is likely that Keller has the potential to attract more businesses due to Keller's highly educated and talented residents with great accessibility and proximity to quality retail and neighborhoods.

Light Industrial Demand

The DFW Metroplex is considered a top-tier destination for industrial tenants and investors due to the strength of the local economy, business taxing environment, and the central location in the U.S. According to CBRE, the largest commercial real estate services and investment firm in the world out of Los Angeles, DFW is the second most desirable market for industrial investment in the Western Hemisphere. The pipeline has added 7.9 million square feet in new starts just in the second quarter of 2018, of which two-thirds of that was in the North Fort Worth and DFW Airport markets, in which Keller is located. While Keller has a limited amount of industrial due to a constraint of suitable areas, the majority of existing light industrial is located along Hwy 377.

According to CoStar, the average annual industrial absorption within Keller over the last five years was 2,057 square feet. Overall there is 273,000 square feet across 15 buildings of industrial product in Keller. There is currently no vacancy among industrial product, while the five-year average vacancy rate is only 0.5%. There are currently no reported industrial projects planned or under construction in Keller. While there is limited available land suitable for industrial uses, new flex product or quality office/showroom could be integrated in a first-class manner in some of the mixed-uses areas along Hwy 377.

Keller Future Land Use Plan Update

Future Land Use

Projected Buildout Revenue

Purpose

The projected buildout analysis evaluates the potential impacts generated by the Future Land Use Plan over a period of 25 years. However, it is important to note that a majority of Keller may be built-out in less than 10 years, based upon current growth rates, remaining developable vacant parcels, and the City's land use policies.

Methodology

The model used the individual Neighborhood Units and "Catalyst" areas within the City. Using the median values, historical absorption, current city demographic trends, and current tax rates; the forecasted population, employment, housing units, commercial square footage, and estimated tax revenues were calculated.

Cost of service was also calculated based upon the estimated net new residents and increase of employees based upon the 2016 City of Keller Comprehensive Annual Financial Report (CAFR). The resulting cost of the new residents and employees was netted out from the new revenues to calculate the estimated net impact of proposed land uses over time.

Aggregated Summary

The fiscal impact also included future projected sales tax and property tax. As a conservative measure, the dollars were not adjusted for inflation and also use 2018 median values for projected building prices as shown as "new annual revenue", which accumulates annually. The estimated cost of service for new population and employees was derived using the City's Annual Operating Budget and Debt Service figures along with the annual population of both residents and workforce. The following summary table outlines the total results.

10-Year Build Out: Additional Revenue	
Residential	TOTAL
City Revenues (property & sales tax)	\$ 3,089,545
Cost for Service for new population	\$ 2,858,460
Estimated incremental revenue to City	\$ 231,084
Commercial	
City Revenues (property & sales tax)	\$ 3,743,963
Cost of Service for new employees	\$ 1,544,939
Estimated incremental revenue to City	\$ 2,199,024
TOTAL	
City Revenues (property & sales tax)	\$ 6,833,507
Cost of Service for new population and new employees	\$ 4,403,400
Estimated incremental revenue to City	\$ 2,430,108
* Incremental increase in annual revenue over a 10-year period; complete build out	

Progress Through Participation

Future Land Use

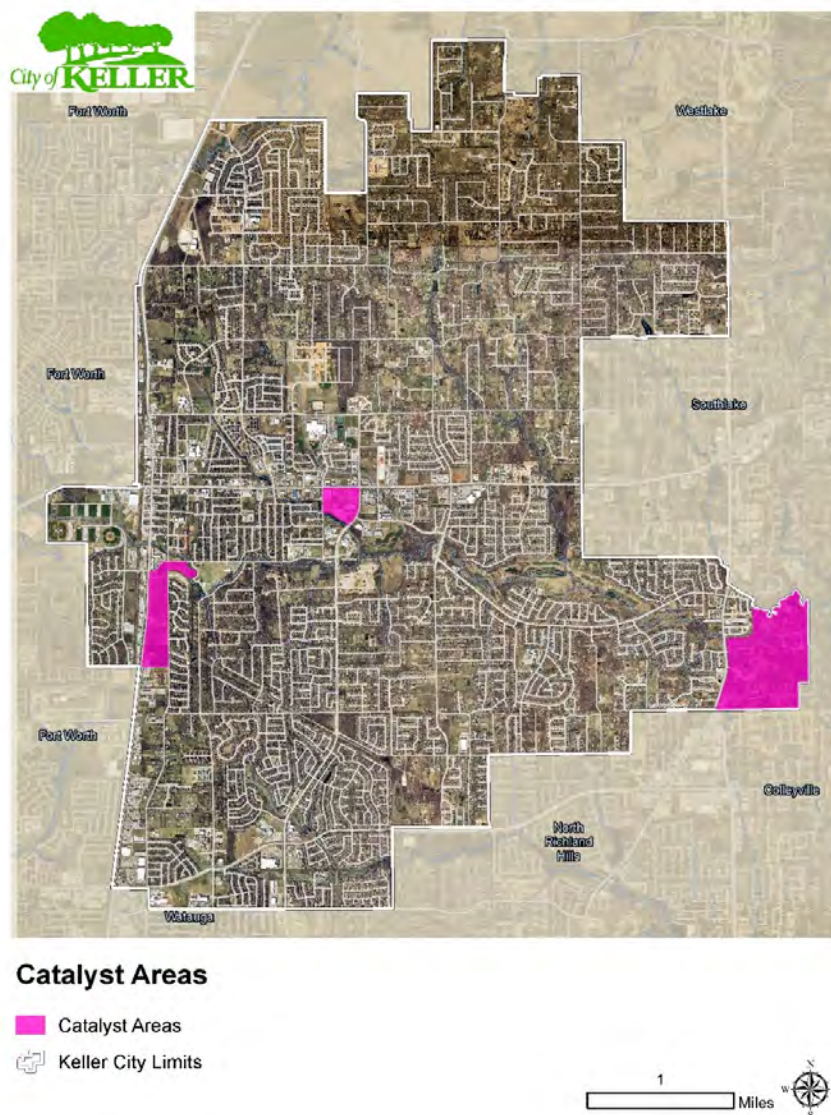
The total amount of estimated “net new” incremental revenue to the City is just over \$2.4 million over a 10-year period. A majority of the additional projected revenue was generated from new commercial development and the resulting property and sales taxes collected by the City.

Catalyst Area Summary

To explore fiscal impacts of various proposed land uses, the planning team analyzed several areas with predominately undeveloped or underutilized tracts and the balance of the vacant tracts within the City to test outcomes of different land use designations. These included three separate Catalyst areas and the remaining vacant land in the City. These scenarios are entirely speculative and may or may not be either practical or fiscally rational. On the cost side of the equation, only the cost to the City is included (Estimated Additional Employees). The cost to the developer has not been estimated.

The following summary tables outline and compile the results of each of these areas.

Figure 9: Catalyst Areas



Keller Future Land Use Plan Update

Future Land Use

Central Catalyst Area

Location: Southwest of FM 1709 and Rufe Snow Drive

Vision, Impact and Character Examples: (Images provided are examples only)

A mixed-use retail and entertainment center that provides for indoor and outdoor entertainment, dine-in restaurants, and boutique style retail similar to Keller Town Center. A centrally located open space area serves as a community gathering space for either passive recreation or an outdoor entertainment venue.

The “Central” catalyst area consists of just under five acres of land identified by the Future Land Use Plan as mixed-use (MU).



Central Catalyst Area	
Potential Additional Housing Units	0
Projected Additional Population	0
Projected Additional Square Feet of Commercial	20,640
Estimated Additional Employees	137
Projected New Annual Sales Tax Generated (10-year Period)	\$36,424
Projected New Property Tax Generated (10-year Period)	\$13,235
Net New Open Space added (Acres)	0
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	



Progress Through Participation

Future Land Use

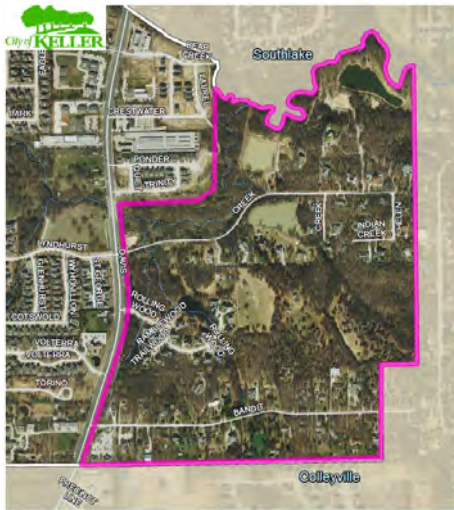
East Catalyst Area

Location: Southeast of the City limit line and Davis Road

Vision, Impact, and Character Examples: (Images provided are examples only)

A high-end single-family residential subdivision that maximizes the preservation of trees and open space through a cluster development design.

The “East” catalyst area consists of just under 70 acres of land identified by the Future Land Use Plan as residential (SF-3; SF-36). This area also contains almost three acres of retail/commercial (RTC) designated land.



East Catalyst Area	
Potential Additional Housing Units	222
Projected Additional Population	648
Projected Additional Square Feet of Commercial	13,400
Estimated Additional Employees	89
Projected New Annual Sales Tax Generated (10-year Period)	\$30,923
Projected New Property Tax Generated (10-year Period)	\$8,593
Net New Open Space added (Acres)	0
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	



Keller Future Land Use Plan Update

Future Land Use

West Catalyst Area

Location: Southeast of Bear Creek Parkway and Main Street

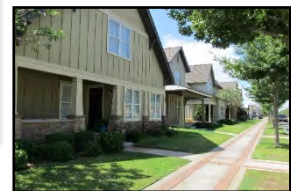
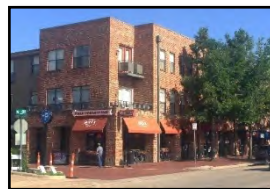
Vision, Impact, and Character Examples: (Images provided are examples only)

An extension of Old Town Keller that capitalizes on the Main Street frontage for big box and boutique style retail, commercial, and office uses. Open space is integrated within the area and used to create smaller development clusters. Smaller-footprint single family residential, located on the southern end of the area, supports the retail, commercial, and office uses.

The “West” catalyst area consists of slightly more than 50 acres of land identified by the Future Land Use Plan as residential (SF-3), mixed-use (MU), and retail/commercial (RTC).



West Catalyst Area	
Potential Additional Housing Units	97
Projected Additional Population	283
Projected Additional Square Feet of Commercial	195,787
Estimated Additional Employees	1,297
Projected New Annual Sales Tax Generated (10-year Period)	\$391,122
Projected New Property Tax Generated (10-year Period)	\$96,034
Net New Open Space added (Acres)	0
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	



Progress Through Participation

Future Land Use

Summary of Calculations

The tables below indicate the totals from the identified catalyst areas and the remaining citywide vacant land.

Catalyst Area Totals	
Potential Additional Housing Units	319
Projected Additional Population	931
Projected Additional Square Feet of Commercial	229,826
Estimated Additional Employees	1,522
Projected New Annual Sales Tax Generated (10-year Period)	\$458,468
Projected New Property Tax Generated (10-year Period)	\$117,862
Net New Open Space added (Acres)	0
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	

Citywide (Excluding Catalyst Areas)	
Potential Additional Housing Units	1,519
Projected Additional Population	4,435
Projected Additional Square Feet of Commercial	1,223,987
Estimated Additional Employees	8,106
Projected New Annual Sales Tax Generated (10-year Period)	\$2,371,833
Projected New Property Tax Generated (10-year Period)	\$766,286
Net New Open Space added (Acres)	60.8867
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	

Finally, all of the results from complete buildout of the total vacant land in the City of Keller are found in the table below.

Total Citywide	
Potential Additional Housing Units	1,838
Projected Additional Population	5,367
Projected Additional Square Feet of Commercial	1,453,814
Estimated Additional Employees	9,628
Projected New Annual Sales Tax Generated (10-year Period)	\$2,830,301
Projected New Property Tax Generated (10-year Period)	\$884,148
Net New Open Space added (Acres)	60.8867
* Assumes equal distribution among catalyst areas; Based on historical absorption levels	

Keller Future Land Use Plan Update

Future Land Use

Activation Recommendations

This analysis shows that the community should focus on high-quality open spaces that attract residents and visitors seeking a high quality of life. The commercial acreage available is an area where the City of Keller can focus on attracting the highest quality development with a focus on maximizing the value of these assets and providing the best commercial spaces available. With very few remaining parcels, the City should focus on high-quality infill growth that integrates placemaking and first-class design rather than low-quality traditional development. Part of this focus might include opportunities to create destination uses that spur outside spending in the community, or unique concepts that help support Keller's emphasis on parks, open space and mixed-use.

Partnerships with thoroughly vetted developers should be created to elevate the quality developments required for a premium lifestyle. The level of residential development should be highly refined and diverse with active areas that enhance the quality of life.

Every attempt should be made to take advantage of the natural resources and incorporate these into the entire community with focus on creating quality destinations. The natural terrain and available open space should be utilized to enhance the adjacent and surrounding future development.

Catalyst Area Planning Principles

Planning principles have been prepared for each of the major land use place types described in the catalyst areas of this study. The intent of the principles is to serve as policy guidance to direct the creation of desirable development patterns in each of the identified place types that occur within the City of Keller. The following planning principles have been prepared based on regional best practices and refined with local developer input to create principles that are unique for the City of Keller.

Residential

This place type focuses on incorporating a mix of housing types to create complete and diverse neighborhoods. This can include a mix of single family homes and patio homes at varying densities based upon local context and housing trends. Flexible lot shapes and configuration will add diversity to the community and attract a wider base of residents to Keller, while maintaining a premium on property values.

Keller should consider the following housing principles:

- Integrate a broad range of housing types, densities and sizes that are context sensitive and balanced based upon Neighborhood Unit typologies.
- Provide a mix of open space types that are interconnected and connect to adjacent commercial and regional trail systems to encourage utilization and single load housing to maintain view corridors to quality natural areas (where appropriate).
- Shape street blocks that encourage connectivity (maximum unconnected lengths) and accommodate various housing types and price points to capture the broadest spectrum of demand.
- Provide multimodal connections between neighborhoods and internal and regional nodes to reduce auto dependency and prepare for future shifts in commute patterns.

Progress Through Participation

Future Land Use

Mixed-Use

The mixed-use place type provides a mix of uses, including community-serving retail, dining, day care, schools, public plazas, market-oriented retail, and commercial offices, all of which can support quality neighborhoods. Future developments should encourage these mixed-use principles.

- Integrate a mix of uses and densities which are complementary to the nearby housing types of adjacent neighborhoods, including: retail, dining, institutional, recreational, office or flex/tech industrial.
- Future development should create a road and hike and bike network and hierarchy, including a range of street character types, which promotes multi-modal mobility and utilization of Keller's trail system.
- Focus increased housing densities and commercial intensities along major roadways such as FM 1709, Hwy 377 and major open spaces such as Keller Town Center.
- Locate the primary façade of nonresidential buildings to the primary street with the majority of parking areas located to the side or rear of the site area to encourage stronger street frontages.
- Design streets that connect development to major public spaces and destinations through a walkable environment.
- Encourage strategies to reduce parking needs, including shared parking for complementary uses.

Commercial

A commercial place is a focal point for the community. It is the hub of employment, entertainment, retail, civic and commerce activities. It is surrounded by a mix of residential and nonresidential uses. Complementary uses near a commercial site can be government offices, hospitals, medical offices, universities or colleges and other teaching facilities. The elements within the commercial place type create a sense of place and community brand for the area.

- Create distinctive nodes which lead into the primary commercial center.
- Interconnect various uses (retail, dining, entertainment, office space, hospitality, institutional) through the use of public spaces, gathering places and an internal street network.
- Transition the scale of large-scale development when adjacent to small-scale development.
- Connect development to natural amenities through trails, local streets and view corridors.
- Screen views of loading and service areas to adjacent streets and development.
- Utilize buffer areas to integrate adjacent development, rather than to isolate adjacent development from the commercial area.

Corporate Attraction Planning

Economic sustainability and growth require many of the same factors that are attractive to corporate entities looking to grow, consolidate, or relocate. An attractive lifestyle with diverse housing options is just the beginning of a successful campaign to attract one or more corporate players. In order to further attract corporations to locate and select a site in a community, the following factors should be accommodated and planned for as a focused minimum.

Infrastructure is often on the top of the list for corporations in search of a site. Availability of utilities (electricity, gas, water, and sewage) can immediately affect the decision-making process of most corporations. Keller

Keller Future Land Use Plan Update

Future Land Use

should maintain a plan and method for delivering and maintaining infrastructure to potential corporate locations.

Marketing must effectively communicate to corporate real estate decision-makers the value proposition of the community and the “DNA” of the City.

Educational resources are becoming a critical factor for companies experiencing growth and relocation. The City should place a focus on the local resources for skill sets that align with vision and brand of the area (such as technology, medical, industrial, manufacturing, etc.).

Corporations also should be able to understand incentives and accurately be able to explain the current political climate in terms of entitlements and approvals.

Every city is unique and Keller should clearly articulate how it provides a unique quality of life and maintain current data in terms of tax rates, available labor, key targets and other corporate attraction factors.

Progress Through Participation

Future Land Use

Land Use Goals, Objectives, and Recommendations

Goal 1:

Achieve a complementary balance of land uses within the City.

Objective 1:

Achieve a sustainable mix of land use types in suitable locations, densities, and patterns.

Recommendations:

1. The FLUP map depicts Keller's desired future development pattern. To achieve this pattern and provide guidance to the development community, conflicts between the FLUP map and zoning map should be identified and resolved.
2. The FLUP serves as the guide to ultimately realize the community's vision. To maintain consistency with the vision, the City should utilize and adhere to the Future Land Use Plan as decisions are made.
3. The supplemental policies on housing, quality of life, economic development, and connectivity and circulation should be implemented to ensure the community's values are realized.





Housing Policy

Progress Through Participation

Housing Policy

Housing Introduction

Planning for housing is one of the fundamental elements of planning for the future. It is directly related to the community's demographics and is often associated with the community's strongest desires. How a community handles its housing provisions also shapes the community's tax base, therefore impacting its economic incentives as well.

As mentioned in the Visioning chapter, housing has been identified as one of the overarching themes for Keller through the public input process; therefore, goals, objectives, and recommendations have been formulated for housing in Keller. Extending beyond the future land use, the goals, objectives, and recommendations are policy guides to ensure the vision for housing is fulfilled.

Overall, the community has shown a strong desire to preserve the large-lot type of housing developments. Protecting the existing neighborhoods has been identified as a priority as well; however, there is a moderate desire within the community to provide for more affordable housing and life-cycle housing.

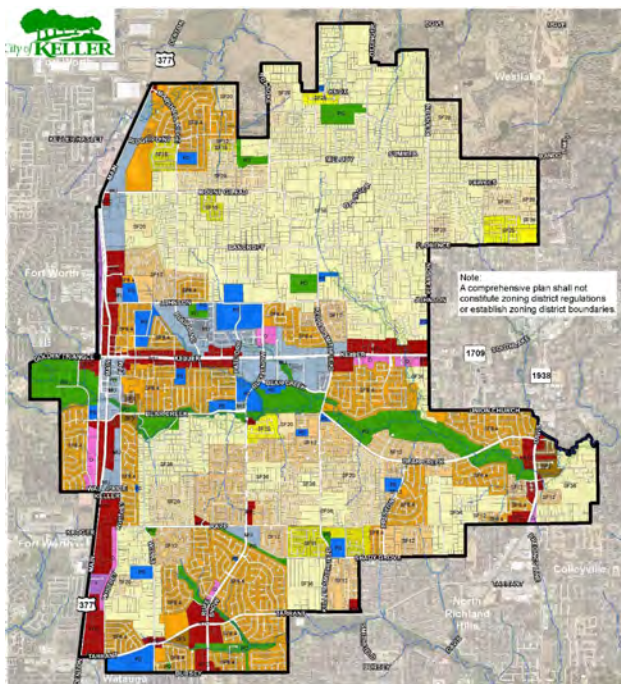


Keller Future Land Use Plan Update

Housing

Key FLUP Elements regarding Housing

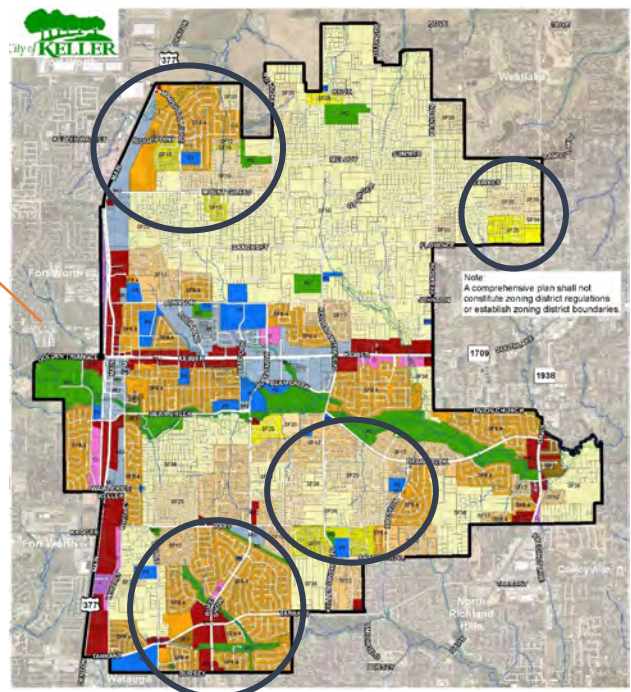
One of the key FLUP elements regarding housing is the addition of a residential category for larger lots to preserve large-lot residential neighborhoods. Diverse residential categories throughout the City provide housing variety and smaller lot sizes in appropriate places.



Additional residential categories for larger lots

	Single Family Residential 36 (36,000 S.F. and greater)
	Single Family Residential 25 (25,000 S.F. to 35,999 S.F.)
	Single Family Residential 20 (20,000 S.F. to 24,999 S.F.)
	Single Family Residential 15 (15,000 S.F. to 19,999 S.F.)
	Single Family Residential 12 (12,000 S.F. to 14,999 S.F.)
	Single Family Residential 8.4 (8,400 S.F. to 11,999 S.F.)
	Single Family Residential 3 (3,000 S.F. to 8,399 S.F.)

Dispersion of diverse residential categories throughout the City



Housing Goals, Objectives, and Recommendations

Goal 1:

Retain and enhance the characteristics of existing neighborhoods.

Objective 1:

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

Recommendations:

1. Most of Keller's residential areas are already built-out, which indicates that preserving those areas and redeveloping the appropriate areas will become important for Keller in the near future. In order to initiate the process, the City should create an inventory of housing units that are aging and investigate possible redevelopment opportunities in older neighborhoods, such as tax rebates or fee reductions.
2. The City is comprised of several neighborhoods that have aged. It will be helpful to identify the neighborhoods that are suitable for redevelopment. One method to encourage the revitalization process is to formulate a program in targeted neighborhoods by improving one neighborhood at a time on an annual basis.
3. There are many community-level grant programs investing in neighborhood redevelopment and infill development. The City should pursue public-private partnership and other policies or programs for this purpose.
4. Identifying the areas suitable for infill development is one of the first steps to successfully and appropriately accommodating infill developments. Once Keller has made that effort, the City should formulate a program to provide incentives to developers and investors looking to develop the targeted infill lots (tax breaks, grants, etc.).
5. Code enforcement is vital in achieving the desired outcome through neighborhood revitalization and infill development process. The City should implement a proactive approach to prevent code violations.



Keller Future Land Use Plan Update

Housing

Objective 2:

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

Recommendations:

1. Preserving the rural nature of Keller's neighborhoods is one of the strongest desires of the community, which is reflected in the FLUP map. The FLUP map designates all appropriate areas that are to be preserved as rural neighborhoods through large-lot categories. Adhering to the FLUP map when approving future development will enable the City to meet that goal.
2. Careful evaluation of all zoning change requests is also crucial to ensure the minimum lot size requirements are consistent with the FLUP designations.



Goal 2:

Provide diverse housing choices for all demographics.

Objective 1:

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

Recommendations:

1. Equity is the planning lens that ensures that the City provides housing options for various demographic groups; however, since it is the community's desire to protect the large-lot neighborhoods within Keller, balancing these two factors is crucial. In order to do so, the City should establish a desired ratio for single family to townhome or similar dwellings and monitor building permits to ensure a healthy balance is maintained.
2. Providing diverse housing choices largely depends on the City's specific demographic pattern and housing needs. Continuing to monitor the City's demographic profile to identify any changing needs will help Keller provide the appropriate housing options.
3. The City should formulate a policy encouraging "life-cycle housing" to include special provisions such as progressive care facilities for senior citizens.
4. In order to support people with disabilities and aging population, the City should encourage housing with universal design features that are user-friendly for all people to the largest extent as possible. For example, universal design features may include a stair-free entrance, a bathroom on the first floor, and wide hallways and passageways.



Progress Through Participation

Housing Policy

Objective 2:

Provide opportunities for smaller footprint residential and mixed-use destination developments in appropriate areas.

Recommendations:

1. As Keller approaches buildout, it becomes increasingly important to provide opportunities for smaller-footprint residential and mixed-use destination developments. Keller should continue to conduct a market analysis every two years to identify appropriate areas for those types of developments.
2. To attract placemaking developments in appropriate areas, the City should encourage smaller-footprint residential and mixed-use destination developments.





Quality of Life Policy

Progress Through Participation

Quality of Life Policy

Quality of Life Introduction

There are a variety of factors that contribute to the quality of life of a community. Intangible factors associated with quality of life include having a sense of community or taking pride in the community's identity. Tangible factors, such as an incredible parks system and destination options, contribute to an increase in the quality of life among the residents.

As mentioned in the Visioning chapter, quality of life has been identified as an overarching theme for the community; therefore, goals, objectives, and recommendations have been identified for this theme. Extending beyond the future land use, the goals, objectives, and recommendations are policy guides to ensure the vision for quality of life is fulfilled.

Keller residents take pride in their parks system, which is considered one of the best within the DFW Metroplex. Keller residents also feel strongly about maintaining the small-town charm within the community. Providing an abundance of gathering spaces will help foster the sense of a close-knit community.



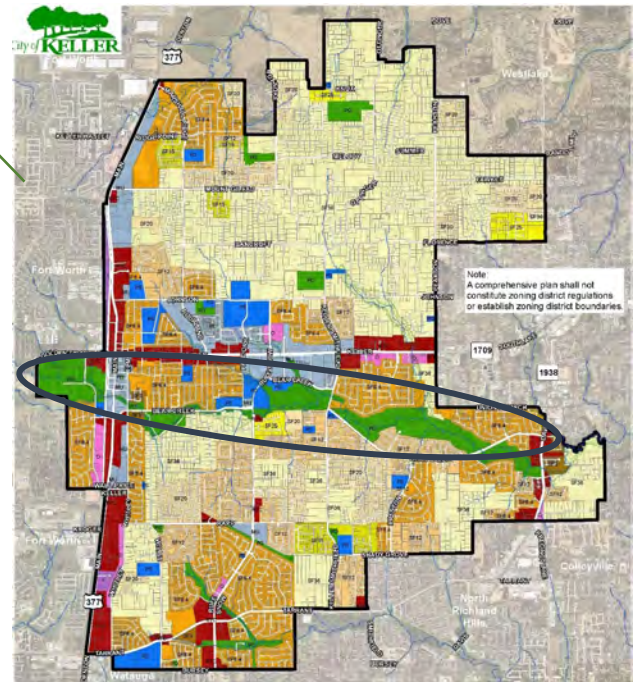
Keller Future Land Use Plan Update

Quality of Life

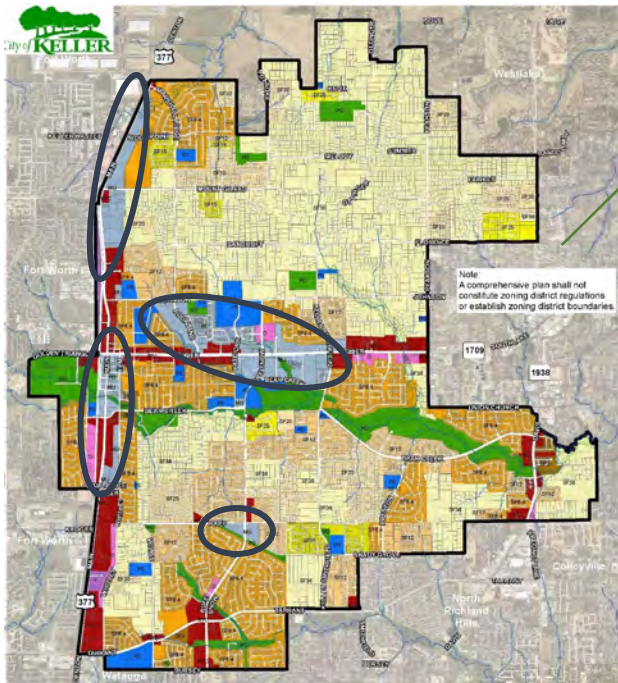
Key FLUP Elements regarding Quality of Life

The FLUP continues to integrate the City's parks system within the FLUP map. The mixed-use development opportunities have been expanded to multiple locations in the City to continue the creation of unique and distinguishable destinations that enhance Keller's small-town feel.

Continued integration of parks and open space



Multiple mixed-use development opportunities



Progress Through Participation

Quality of Life Policy

Quality of Life Goals, Objectives, and Recommendations

Goal 1:

Preserve Keller's parks and open space.

Objective 1:

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

Recommendations:

1. Residents of Keller are currently very satisfied with the provided amenities through the parks system. Establishing a bi-annual monitoring system to ensure the existing amenities are adequately serving the community will be helpful for the City to be able to maintain and enhance satisfaction with the parks system amenities.
2. The City has a significant amount of land designated as floodplains within the City limits, which is generally not suitable for development. Connecting the parks network and floodplains will ensure floodplains are preserved. Such coordination will enhance the City's outdoor recreation and natural open space.
3. To achieve an equal level of service throughout the City, it is important to identify areas that are currently underserved by the existing parks system and update and implement the parks plan accordingly.
4. The City currently uses and should continue using the Matching Grant Program to leverage public/private funding to improve the parks system.

Objective 2:

Create a system of parks, open spaces, trails, and facilities that meets the needs of residents of all ages and in all areas of the City.

Recommendations:

1. The City should formulate a policy to survey all age groups to determine satisfaction with current parks and/or hike and bike trails to identify and mitigate underserved areas and age groups.



Keller Future Land Use Plan Update

Quality of Life

2. Keller currently offers many events for its residents and has recently started crafting events toward people with specific needs, such as the “A Sense of Adventure” initiative. This is a trend that sets the City apart from other surrounding communities and provides all of its residents the sense of place they take pride in. Organizing more events that are geared toward specific age groups will exchange and enhance this sense of place.
3. There are various methods of communication to reach out to different age groups. For example, the younger group of residents could be better reached with use of social media, whereas the seniors may be more familiar with traditional communication techniques. Keller should take this factor into consideration and formulate advertising policies for targeted age groups. For example, “Seemore the Eagle”, which is an event for school children, can be publicized more in the schools, whereas the Senior Activities Center’s events could be publicized more within the water bills.

Goal 2:

Maintain Keller’s small-town feel.

Objective 1:

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

Recommendations:

1. One of the most effective techniques to provide a distinct character in an area is the utilization of architectural styles. Keller should establish design criteria and architectural standards that promote Keller’s unique characteristics, especially for special areas such as Keller Town Center and Old Town District.
2. Smaller-scale boutique style retail and commercial businesses help promote the small-town feeling within the community. The City should establish a policy to provide incentives to businesses that contribute to Keller’s small-town charm.



Progress Through Participation

Quality of Life Policy

Objective 2:

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

Recommendations:

1. With Keller being and preferring to remain primarily residential, it is important to achieve the appropriate mix of land uses that balance Keller's growth needs. The City should market and attract businesses to locate in areas designated as retail and commercial in the FLUP map. The adherence to the FLUP map is of utmost importance when it comes to the catalyst areas, since these are target areas to serve the purpose of balancing a mix of land uses. Encouraging development proposals that can set Keller apart from its surrounding communities will also help the City achieve this goal. Additionally, the increase in cost resulting from growth should be monitored and reflected carefully with the impact fees.
2. While balancing a mix of land uses, it is important to ensure the intensity of the uses are integrated properly by maintaining desired screening, landscaping, setback, and building orientation requirements. Including standards for residential adjacency will also help mitigate the intensity of nonresidential uses on and along residential land uses.





Economic Development Policy

Progress Through Participation

Economic Development Policy

Economic Development Introduction

For a city to sustainably grow, economic development is one of the most important pieces to consider. Currently Keller's tax base is largely dependent on residential property taxes; however, it is important to note that nonresidential developments are crucial for the economic support of the City because they provide a significant source of tax revenue and contribute in formulating a recession-proof community. The importance of this will only increase with the increased demand of additional population. Nonresidential uses are less intensive users of public services than residential uses; therefore, nonresidential uses subsidize residential uses through their taxes.

However, nonresidential uses such as retail and commercial are only appropriate in certain areas to be successful and also to preserve the integrity of local neighborhoods. Because businesses need exposure, nonresidential uses locate at major intersections to receive the highest visibility possible and connect the area regionally. Most retail and commercial uses often depend on "drive-by business" for success. The exception to this general rule may be heavy commercial and industrial uses with open storage areas and large warehouses that require access but should not be visible from major roadways, although those uses may be unlikely to locate in Keller.

As mentioned in the Visioning chapter, economic development has been identified as an overarching theme for the community; therefore, goals, objectives, and recommendations have been identified for this theme. Extending beyond the future land use, the goals, objectives, and recommendations are policy guides to ensure the vision for economic development is fulfilled.

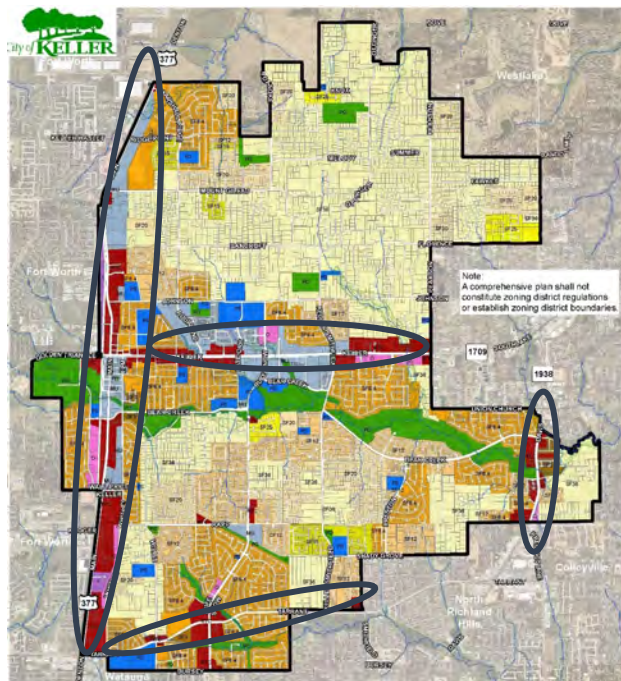


Keller Future Land Use Plan Update

Economic Development

Key FLUP Elements Regarding Economic Development

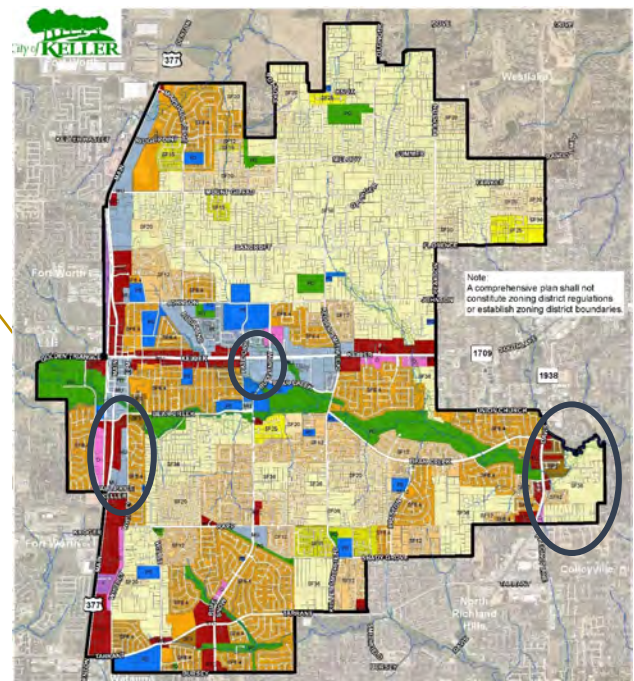
The placement of residential and nonresidential uses on the map reserves the nonresidential uses along the major corridors to encourage more retail/commercial/entertainment options along the highest capacity roadways. The new Tech/Flex Industrial category allows for clean industrial uses such as research and development, tech, and flex spaces. Three catalyst areas were identified to assess the fiscal impact of infill development scenarios. This assessment serves as a guide to better understand the consequences of development decisions.



Retail/commercial/entertainment /flex space options along main corridors



Catalyst Areas to assess the fiscal impact of infill development scenarios



Progress Through Participation

Economic Development Policy

Economic Development Goals, Objectives, and Recommendations

Goal 1:

Provide quality destination options for Keller residents.

Objective 1:

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

Recommendations:

1. It is important to identify the desired types of retail businesses that will help support the tax base for City facilities and services. The City should create an inventory of desired retail businesses that would be suitable for the community. The City should then establish a marketing policy to proactively seek the desired businesses and work with the developers to bring those types of developments to the City.
2. The quality of restaurants and retail businesses is often associated with the City's design standards. Requiring specific design standards within the zoning ordinance for elements such as building materials, articulation, and landscaping will generate higher quality development. Another method of achieving that desired quality is to provide incentives for the incorporation of aesthetically appealing elements for new developments. Parking garages should be incorporated accordingly; however, they should be designed in a manner that accommodates transformation to other uses in the future.
3. To serve as a basis for future economic development initiatives, the City should create an inventory of obsolete commercial buildings and uses within the City.



Objective 2:

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

Recommendations:

1. To attract entertainment venues in select locations, the City should establish a policy to incentivize stand-alone venues or retail businesses that incorporate entertainment venues such as live music. Once a sense of destination and entertainment is created within select areas such as Keller Town Center and Old Town, it will become easier to work with developers to bring entertainment venues to those areas. Include guidelines in the specific area plans (e.g., the Old Town Plan) for entertainment venues to provide certainty to the developers.
2. The City should utilize a variety of communication methods, such as social media, local newspapers, etc., to advertise events to local residents and residents of surrounding areas to establish Keller as an entertainment destination.



Keller Future Land Use Plan Update

Economic Development

Objective 3:

Promote creative and innovative business types by limiting over-saturation of existing business types.

Recommendations:

1. Residents have identified fast food restaurants as an overly-saturated business type within Keller. The City should conduct periodic market studies to identify business types that are currently saturated within the City.
2. The City should establish a policy to limit business types that are over-saturated by denying any development project that falls under the identified category for saturation.
3. The City should establish an inventory of creative and innovative business developers and organize a bi-annual meeting with them to discuss both parties' needs. Accommodating the needs of businesses will establish a friendly image of the City and will attract creative and innovative businesses. Additionally, the City should consider creating specialized marketing materials to promote the City to those businesses.



Goal 2:

Focus economic development effort along key corridors, such as FM 1709, Hwy 377, FM 1938, North Tarrant Parkway, and Rufe Snow Drive.

Objective 1:

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



Recommendations:

1. To further identify the development potential along major corridors, the City may consider conducting a corridor plan study. The study should identify key parcels suitable for greenfield and infill developments, and provide detailed recommendations for those specific parcels.
2. It is important for developers and desirable companies to know the City's desires and goals for the major corridors. Organizing an annual event with local and regional developers and developers within surrounding communities who focus on nonresidential developments will help the City grow a mutually beneficial relationship and successfully bring desired businesses to major corridors.
3. The City should maintain a coherent pattern of non-residential and mixed-use areas by requiring a comprehensive development/re-development plan for large existing tracts instead of "piecemeal" developments of smaller portions of those tracts.

Progress Through Participation

Economic Development Policy

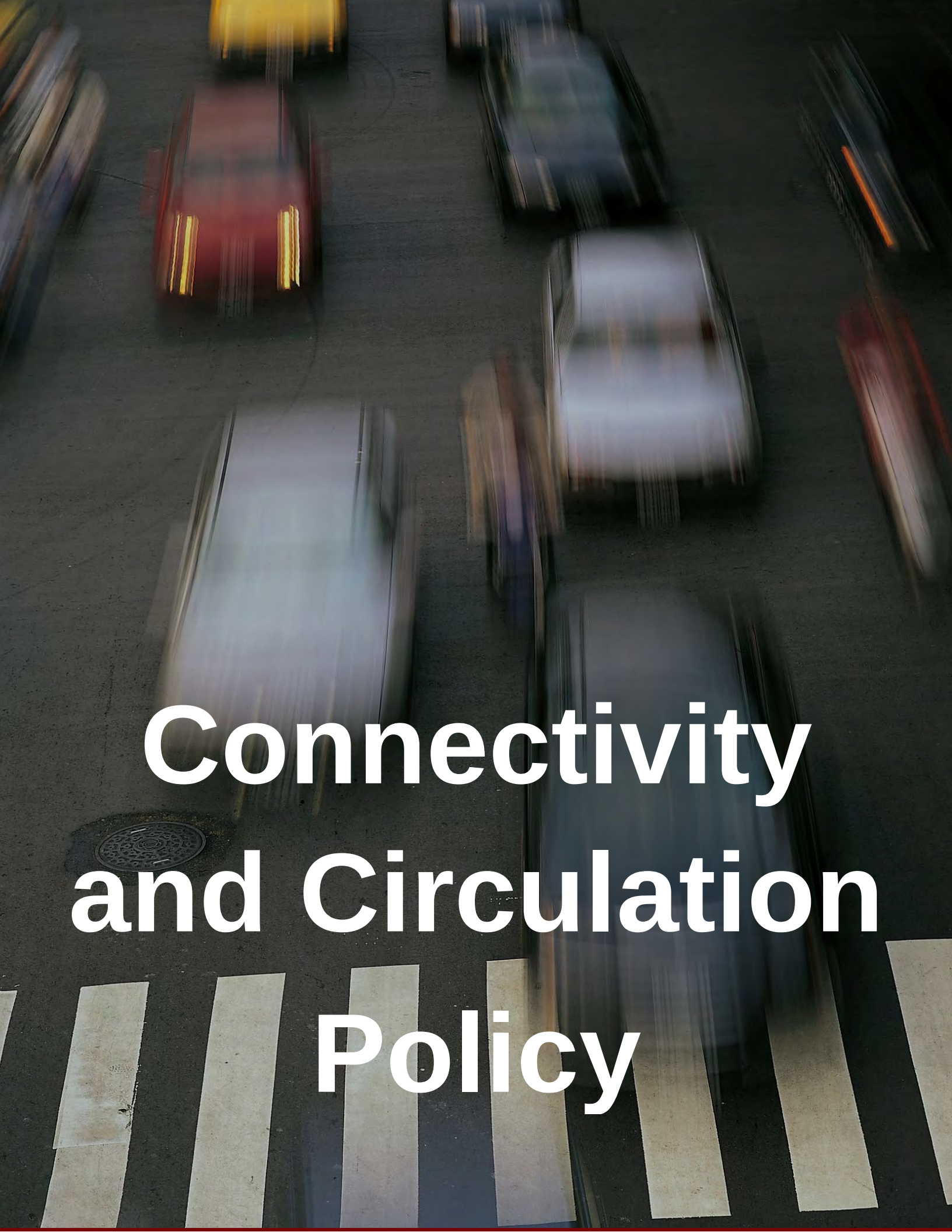
Objective 2:

Develop design standards for properties along key corridors.

Recommendations:

1. The zoning ordinance should establish design standards for the main corridors, especially FM 1709 and Hwy 377. The corridors are different in their characteristics and require separate standards that complement their characteristics. The design standards should specifically focus on screening standards and landscaping in order to present Keller in an attractive manner to the traffic along the major corridors.
2. The City should consider developing and implementing a planned site development policy for FM 1709 and Hwy 377.



A high-angle, long-exposure photograph of a city street at night. The image is heavily blurred to convey a sense of rapid movement. Several cars are visible, their lights creating streaks of color. A prominent white crosswalk with thick stripes is in the foreground. The overall tone is dark, with the primary light sources being the vehicle headlights and taillights.

Connectivity and Circulation Policy

Progress Through Participation

Connectivity and Circulation Policy

Connectivity and Circulation Introduction

A community's transportation and mobility system is vital to its ability to grow in a positive manner. Connectivity is inherently linked to land use. The type of roadway influences the use of adjacent land, and conversely, the type of land use influences the size, capacity and flow of the roadway. A major challenge for Keller now lies in the accommodation of growth within the existing transportation system, as identified by the participants during the public input process.

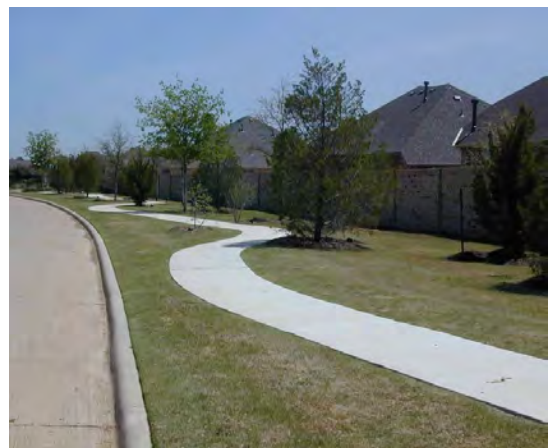
More specifically, the transportation system should:

- Provide mobility and accessibility at appropriate levels according to the type of roadway;
- Focus on transportation options with pedestrian/bicycle access;
- Expand as needed to meet the needs of the City's growing population and additional development;
- Be economically feasible for the citizenry and the City;
- Efficiently connect greenbelts and sidewalks; and
- Provide sidewalks connectivity with neighborhoods.

Factors that should be considered in the process of developing or modifying the transportation and mobility system are:

- The system must be compatible with the City's growth and development considerations;
- The system must address the integrity of existing residential and nonresidential areas;
- The infrastructure must balance the function of efficient traffic flow with the facilitation of access requirements; and
- The system should support both community-wide connectivity as well as connectivity between individual neighborhoods with a focus on maintaining existing amenities and developing them in the underserved areas of the City.

As mentioned in the Visioning chapter, connectivity and circulation has been identified as an overarching theme for the community; therefore, goals, objectives, and recommendations have been identified for this theme. Extending beyond the future land use, the goals, objectives, and recommendations are policy guides to ensure the vision for connectivity and circulation is fulfilled.



Keller Future Land Use Plan Update

Connectivity and Circulation

Key FLUP Elements regarding Connectivity and Circulation

As Keller develops and approaches its buildout population, connectivity and circulation need to improve to serve the increased population. The buildout population analysis within the Future Land Use chapter is provided to better understand that need. Additionally, the plan proposes that smaller-lot subdivisions and retail/mixed-use type developments be accessible by the trails and sidewalks.



Example of proposed trail within the Central Catalyst Area

Progress Through Participation

Connectivity and Circulation Policy

Connectivity and Circulation Goals, Objectives, and Recommendations

Goal 1:

Maintain an adequate level of traffic circulation as the City develops.

Objective 1:

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

Recommendations:

1. When the City experiences increased growth, it often takes a toll on traffic flow. The City should conduct annual studies to investigate possible improvements in traffic flow at major intersections such as Hwy 377 and FM 1709.
2. Since traffic flow has been identified as a challenge for Keller's future growth, the City should investigate traffic light timing to allow vehicles to flow more freely.
3. While approving new plats, the City should utilize the Comprehensive Thoroughfare Plan during the subdivision and site development review process to ensure the provision of streets connecting across major arterials between adjacent developments.



Objective 2:

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

Recommendations:

1. If there are disconnects between the land use element and the transportation element, it often leads to traffic issues for a City. The City should conduct an annual analysis of the FLUP map, thoroughfare map, and new developments to ensure that conflicts between the transportation network and land use objectives are being avoided.

Goal 2:

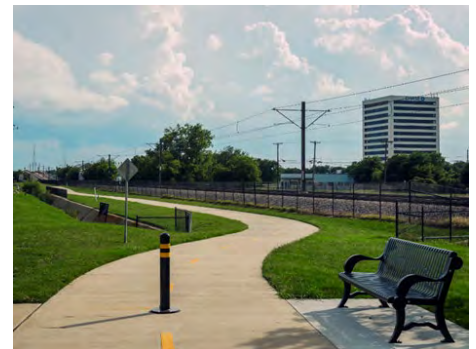
Increase pedestrian and bicycle connectivity throughout the community.

Objective 1:

Expand sidewalk, bicycle, and trail connectivity and access between residential and nonresidential areas and develop hike and bike trails in areas of the City deficient in these amenities.

Recommendations:

1. As the City envisions Keller Town Center and Old Town to be meeting places for Keller residents, the City should consider promoting overlay trails, bike racks, and other amenities for biking or walking to these destination points to reduce automobile usage.



Keller Future Land Use Plan Update

Connectivity and Circulation

2. A hike and bike network is only functional if it is properly connected within key areas. Keller should conduct a study to identify gaps in sidewalks in the residential and nonresidential neighborhoods. The City should also work with developers and require all new developments to provide sidewalks that connect to the trail system established through the parks system. Additionally, the City should formulate a policy to use enhancement elements such as public art, benches, shade trees, lighting, and other elements to create interest where walking and biking are desired.

Objective 2:

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

Recommendations:

1. The City should establish requirements to connect parks within developments in close proximity. Incorporating a policy to share cost of redevelopments if desired access is provided to parks, will also help achieve this goal.
2. Keller's parks and open spaces are well established in the minds of Keller's residents. In order to enhance the perception, The City should promote Keller's parks system through social media (Facebook, Twitter, Instagram) to continue to establish the parks system as part of Keller's distinct image.



Goal 3:

Improve traffic conditions in residential neighborhoods.

Objective 1:

Minimize impact of increased traffic.

Recommendations:

1. Traffic calming devices can play important roles in minimizing the impact of increased traffic. The City should invest in incorporating additional traffic calming devices, flashing lights and signage in residential and school areas.
2. Where necessary, the City should coordinate with the developers to ensure additional roadway capacity is provided at the entrance points of neighborhood developments.



Progress Through Participation *Connectivity and Circulation Policy*

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Implementation Strategies

Progress Through Participation

Implementation Strategies

Introduction

Planning sets the stage for quality growth and development in any community. Implementation is essential to carrying out the vision of planning. Techniques for implementation prescribe methods that should be taken to achieve the goals, objectives, and recommendations expressed in the plan. Implementation must be designed to begin immediately after a plan is approved. The plan must be structured to provide direction for decision-makers and stakeholders.

This Implementation Strategies chapter is structured into a coordinated action program so that City leaders, Staff, and other decision-makers can easily identify the steps that are necessary to achieve the goals outlined in this Future Land Use Plan document. Specifically, it provides an overall listing of prioritized implementation actions, for the short and long term. These priorities are correlated to the appropriate recommendations outlined in the policy chapters.

This chapter of the plan should be viewed as the initial action plan for implementation. It should be updated as progress occurs on these items. That process of taking action, reporting on results, and updating the priorities is necessary to respond to change and to keep the plan current, while continuing to implement the plan's overall policies.

In addition to periodic annual review, the plan should undergo a thorough review and update every five years. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders, developers, business owners, and other citizens and individuals who express an interest in long-term growth and development of Keller.

Implementation Strategy Matrix

Without viable, realistic mechanisms for implementation strategies, the recommendations contained within the policy chapters would be difficult to enact. Keller should work toward implementing the recommendations on an incremental and annual basis.

The following tables provide implementation mechanisms, lead departments, and timeframes for the recommendations within each goal outlined in the recommendation chapters. While all plan recommendations share some level of importance because they warrant discussion within the plan, they cannot all be targeted for implementation within a short time period. Some must be carried out over a longer period of time. The timeframe only refers to a recommended period by which the recommendation or implementation item should be initiated. Short-term refers to a less than a two-year timeframe and long-term refers to a two- to five-year timeframe.

Keller Future Land Use Plan Update

Implementation Strategies

Land Use

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Achieve a complementary balance of land uses within the City.			
Objective 1: Achieve a sustainable mix of land use types in suitable locations, densities, and patterns.			
Identify and resolve conflicts between the Future Land Use map and zoning map as developments occur.	Zoning Ordinance	Community Development; P&Z; City Council	Ongoing
Utilize and adhere to the Future Land Use Plan as development decisions are made.	Future Land Use Plan	Community Development; P&Z; City Council	Ongoing
Implement the supplemental Future Land Use Plan policies and recommendations.	Future Land Use Plan; Zoning Ordinance; City Policy	Community Development; P&Z; City Council	Ongoing

Progress Through Participation

Implementation Strategies

Housing Policy

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Retain and enhance the characteristics of existing neighborhoods.			
Objective 1: Integrate new compatible development, infill development, and/or redevelopment into existing neighborhoods.			
Create an inventory of housing units that are aging and investigate possible redevelopment opportunities in older neighborhoods.	City Documents	Community Development	Short-term
Identify the neighborhoods that are suitable for redevelopment and improve one neighborhood at a time on an annual basis.	City Project; City Policy	Community Development	Long-term
Pursue public-private partnership and policies or programs to invest in neighborhood redevelopment and infill development.	City Policy	City Administration	Short-term
Identify areas suitable for infill development and formulate a program to provide incentives to developers and investors seeking to develop the targeted infill lots.	FLUP Map	Community Development	Short-term
Implement proactive processes to prevent code violations.	Subdivision Ordinance; Zoning Ordinance	Code Enforcement	Short-term
Objective 2: Maintain residential lot sizes that are compatible with Keller's rural neighborhoods.			
Adhere to the Future Land Use Plan (FLUP) map while approving any future development.	FLUP Map; City Policy	Community Development; P&Z; City Council	Ongoing
Carefully evaluate all zoning change requests to ensure the minimum lot size requirements are consistent with the FLUP designations.	FLUP Map; Zoning Ordinance	Community Development; P&Z; City Council	Ongoing

Keller Future Land Use Plan Update

Implementation Strategies

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 2: Provide diverse housing choices for all demographics.			
Objective 1: Promote housing options that support seniors, families, and people of all ages and abilities.			
Create a healthy balance of detached residential and attached residential housing products to provide housing diversity.	Subdivision Ordinance	Community Development	Short-term
Continue to monitor the City's demographic profile to identify housing needs.	City Policy	Community Development	Ongoing
Formulate a policy encouraging "life-cycle housing" to include special provisions such as progressive care facilities for senior citizens.	City Policy	Community Development	Short-term
The City should promote housing with universal design in order to support people with disabilities.	City Policy	Community Development	Short-term
Objective 2: Provide opportunities for smaller-footprint residential and mixed-use infill developments in designated priority areas.			
Continue to conduct a market analysis every two years to identify appropriate areas for smaller-footprint residential and mixed-use infill developments.	City Project	Economic Development	Ongoing
Encourage smaller-footprint and mixed-use infill developments in appropriate areas.	City Policy	Economic Development	Ongoing

Progress Through Participation

Implementation Strategies

Quality of Life Policy

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Preserve Keller's parks and open spaces.			
Objective 1: Integrate amenities citywide that are dedicated to outdoor recreation and nature appreciation.			
Establish a bi-annual monitoring system to ensure the existing amenities are adequately serving the community.	City Policy	City Administration	Short-term
Connect the parks network and floodplains to achieve a more coherent natural environment within the City.	Parks Plan	Public Works	Long-term
Identify areas that are currently underserved by the existing parks system, and update and implement the parks plan accordingly.	Parks Plan	Parks and Recreation Department	Short-term
Continue using the Matching Grant Program to improve the parks system.	Parks Project	Parks and Recreation Department	Ongoing
Objective 2: Create a system of parks, open spaces, trails, and facilities that meet the needs of residents of all ages.			
Conduct a resident survey to measure how satisfied different age groups are with the existing recreational facilities and identify the groups that may be underserved and work on providing facilities for those groups.	Parks Project	City Administration	Short-term
Organize more events geared toward specific age groups.	City Events	Parks and Recreation Department	Ongoing
Formulate advertising policies for targeted age groups.	City Policy	Parks and Recreation Department	Ongoing

Keller Future Land Use Plan Update

Implementation Strategies

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 2: Maintain Keller's small-town feel.			
Objective 1: Preserve and promote the distinct character of Keller's Town Center, Old Town, neighborhoods, buildings, open spaces, streetscape, and gateways.			
Establish design criteria and architectural standards that promote Keller's unique characteristics.	Zoning Ordinance	Community Development	Short-term
Establish a policy to provide incentives to businesses that contribute to Keller's small-town charm.	City Policy	Economic Development	Long-term
Objective 2: Achieve a mix of land uses that balances Keller's growth needs, the natural environment, and existing neighborhoods, and generates revenue to cover impacts of these uses.			
Provide incentives to attract businesses to locate in areas designated as retail and commercial in the FLUP map, and encourage development proposals that can set Keller aside from its surrounding communities.	FLUP Map; City Policy	Community Development	Short-term
Include standards for residential adjacency to help mitigate the intensity of nonresidential uses.	Zoning Ordinance	Community Development	Short-term

Progress Through Participation

Implementation Strategies

Economic Development Policy

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Provide quality destination options for Keller residents.			
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.			
Identify and seek the desired types of retail businesses that will help supply the essential tax base for City facilities and services.	City Policy; City Project	Economic Development	Short-term
Require specific design standards for high-quality development and provide incentives for incorporation of aesthetically appealing elements for new developments.	Zoning Ordinance; City Policy	Community Development; Economic Development	Short-term
Create an inventory of obsolete commercial buildings and uses to serve as a basis for future economic development initiatives.	City Project	Community Development; Economic Development	Short-term
Objective 2: Attract entertainment venues in select locations throughout Keller to include the Town Center and Old Town.			
Incentivize retail businesses that incorporate entertainment venues and include guidelines in the specific area plans (e.g., the Old Town Plan) for entertainment venues to provide certainty to developers.	City Policy; Small Area Plans; Zoning Ordinance	Community Development; Economic Development	Ongoing
Utilize a variety of communication methods such as social media, local newspapers, etc. to advertise events to the residents and residents of surrounding areas.	City Policy	Economic Development	Ongoing

Keller Future Land Use Plan Update

Implementation Strategies

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Provide quality destination options for Keller residents.			
Objective 3: Promote creative and innovative business types by limiting over-saturation of existing businesses.			
Conduct a study to identify and officially document all business types that are currently saturated within the City.	City Project	Economic Development	Short-term
Establish a policy to consider denying any development project that falls under the identified category for saturation.	City Policy	Community Development; P&Z; City Council	Short-term
Formulate a policy to attract creative business types by developing an inventory of applicable developers and organize a bi-annual meeting with them.	City Policy	Economic Development	Long-term

Progress Through Participation *Implementation Strategies*

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 2: Focus economic development efforts along key corridors, such as FM 1709, Hwy 377, FM 1938, and Rufe Snow Drive.			
Objective 1: Capitalize on opportunities for greenfield and infill development by identifying key parcels for development and ideal companies to recruit for those properties.			
Conduct a corridor study to identify key parcels suitable for greenfield and infill developments and provide detailed policy recommendations for those specific parcels.	City Project	Community Development; Economic Development	Short-term
Organize an annual event with local and regional developers who focus on nonresidential developments to help the City grow a mutually beneficial relationship and successfully bring desired businesses to major corridors.	City Policy	Community Development; Economic Development	Short-term
Require and incentivize a comprehensive development/re-development plan for large existing tracts instead of “piecemeal” developments of smaller portions of those tracts.	Zoning Ordinance; City Policy	Community Development; P&Z; City Council	Short-term
Objective 2: Develop aesthetic and design standards for properties along key corridors.			
Establish design standards for the main corridors, especially FM 1709 and Hwy 377, focusing on screening and landscaping.	Zoning Ordinance	Community Development	Short-term
Consider developing and implementing a planned site development policy for FM 1709 and Hwy 377.	City Policy; City Project	Community Development; Economic Development	Short-term

Keller Future Land Use Plan Update

Implementation Strategies

Connectivity and Circulation Policy

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 1: Maintain an adequate level of traffic circulation as the City develops.			
Objective 1: Provide the transportation infrastructure necessary for Keller's continued growth and development.			
Conduct annual studies to investigate possible improvements in traffic flow at the major intersections such as Hwy 377 and FM 1709.	City Project	Public Works	Long-term
Investigate traffic signal timing to allow vehicles to flow more freely.	City Project	Public Works	Short-term
Utilize the Comprehensive Thoroughfare Plan during the subdivision and site development review process to ensure provision of street connections between adjacent developments.	Development Review	Community Development; Public Works	Ongoing
Objective 2: Ensure that the transportation network and land use objectives are effectively coordinated.			
Conduct an annual analysis of the FLUP map, thoroughfare map and new developments to ensure that no gaps between the transportation network and land use objectives are being created.	City Project	Community Development; Public Works	Ongoing

Progress Through Participation *Implementation Strategies*

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 2: Increase pedestrian and bicycle connectivity throughout the community.			
Objective 1: Expand sidewalk, bicycle, and trail connectivity and access between residential and nonresidential areas and develop hike and bike trails in areas of the City deficient in these amenities.			
Consider promoting overlay trails, bike racks, and other amenities for biking or walking to destination points to reduce automobile usage.	Zoning Ordinance; City Policy	Community Development; Public Works; Parks and Recreation Department	Short-term
Conduct a study to identify gaps in sidewalks in the residential and nonresidential neighborhoods, require new developments to provide sidewalks that connect to the trail system and formulate a policy to use enhancement elements to create interest where walking and biking are desired.	City Project; City Policy	Community Development; Public Works; Parks and Recreation Department	Short-term
Objective 2: Promote access to parks and other public spaces in new development and redevelopment.			
Include a requirement within the zoning ordinance to require connecting parks within certain proximity for new development and incorporate a policy to share cost of redevelopments.	Zoning Ordinance; City Policy	Community Development; Parks and Recreation Department	Short-term
Promote Keller's parks system via social media to establish the parks system as Keller's distinct image to promote access to parks and other public spaces.	City Policy	Community Development; Public Works; Parks and Recreation Department	Ongoing

Keller Future Land Use Plan Update

Implementation Strategies

Implementation Item	Implementation Mechanism	Responsible Party	Time-Frame
Goal 3: Improve traffic conditions in residential neighborhoods.			
Objective 1: Minimize impact of increased traffic.			
Invest in incorporating additional traffic calming devices, flashing lights and stop lights in residential and school areas.	City Project; City Policy	Public Works	Long-term
Where necessary, provide additional roadway capacity at the entrance points of neighborhood developments.	Subdivision Ordinance	Public Works	Short-term

Progress Through Participation

Implementation Strategies

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Appendices

Progress Through Participation

Appendix A

Appendix A: Public Engagement and Input Summary

Public Engagement

5 Community Meetings (videoed)	124 Participants (unduplicated)
KellerFest and Crawfish Krawl	9,000 Attendees
Online Survey	1,196 Participants
Utility Bills	15,716 Customers
News Video – NBC 5	April 12, 2018
Website	
FLUP Project Page	2,451 Pageviews
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 Newsletters	
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)
Social Media	
Twitter	
April 4	1,754 impressions
April 17	
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
Facebook	
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
Next Door	
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

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Public Input

Online Survey	1,196 Participants
KellerFest and Crawfish Krawl	125 Participants
5 Community Meetings	124 Participants (unduplicated)
Meetings-2-Go	14 Participants
Public Meeting (FLUP Reveal)	50 Participants
Miscellaneous Correspondence	3 Participants

Total **1,512 Participants**



Progress Through Participation

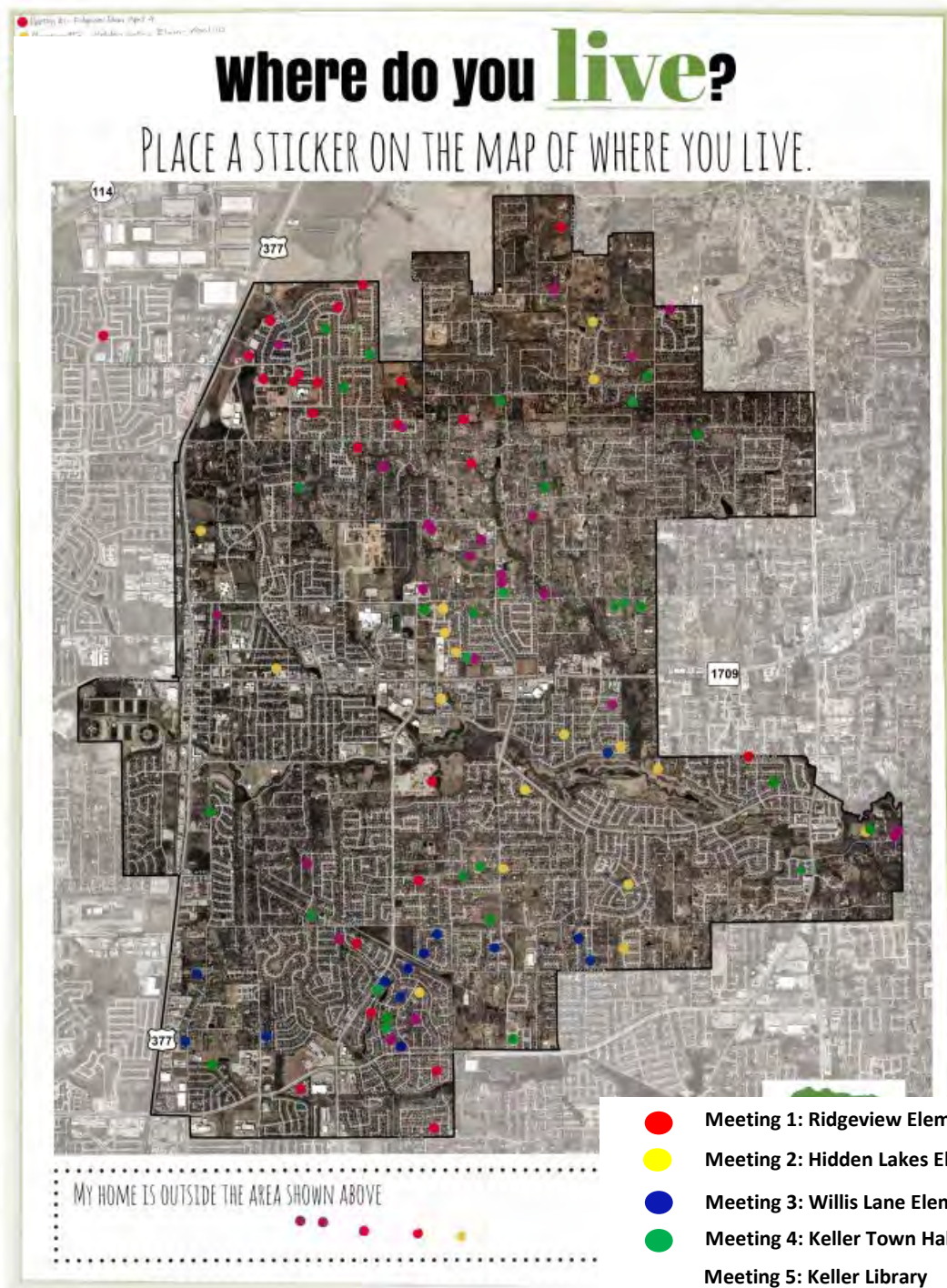
Appendix A

Community Meetings

"Where Do You Live" Board



Indicates the meeting locations



Keller Future Land Use Plan Update

Appendix A

"Vision" Board

Local-scale quality retail (Dine-in, Sports Bar, Coffee Shop, Outdoor Dining, Steakhouse, Family-oriented)	20
Preserve, integrate, and enhance parks, green and open space	10
Small-town feel	6
Balance with retail and commercial to lower taxes	3
Live music venue	3
Development on US 377	3
Low density housing	2
Entertainment facilities (athletic facilities for youth, sports centers for kids)	2
Dog Parks	2
More trails and sidewalks	2
Develop by its own means (uniquely) and not try to imitate adjoining cities	2
Affordable housing	1
Life cycle housing	1
More senior living	1
Smaller lot subdivisions	1
Make Keller healthiest city in North Texas	1
Great schools	1
Splash Parks	1
Natural Landscape	1
Development on Keller Haslet Rd	1
Better traffic flow	1
Total	65



"Greatest Asset" Board



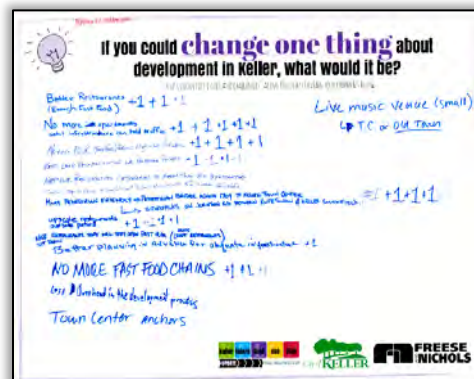
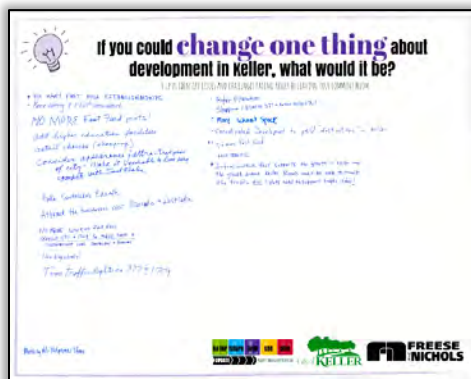
Trees, Parks, Outdoors, and Green Spaces	13
Community spirit, small town feel, country feel, sense of security	11
Focus on education, great schools, child development, spaces for children	5
Trail System (also linking neighborhoods)	4
Family-friendliness	4
Low Density Large lot Residential Development	3
Convenience and Proximity	3
Bear Creek Park	2
Keller sports Complex	1
Good Services	1
Keller Pointe	1
The Birch	1
Dog Park	1
Total	50

Progress Through Participation

Appendix A

“Change One Thing” Board

Add sidewalks to connect neighborhoods in N Keller, walking trails in N Keller, sidewalks in annexed areas	18
Don't allow high density development, adhere to plan, don't rezone for higher density	15
Too many fast food establishments, need better restaurants	15
Need more retail choices	9
No more apartments until infrastructure can hold traffic	6
More pedestrian friendly infrastructure – Pedestrian Bridge across 1709 to Keller Town center, sidewalks on Johnson Rd between Rufe Snow and Keller Smithfield	6
Renovate Old Town, Make it look modern	6
Higher education	4
Attract quality businesses	3
Less traffic	3
Modern and improved Library and Senior Center	3
Allow upscale senior living cottage, patio homes, senior living projects	3
More equestrian trails	3
Coordinated development to yield destination in Keller	2
Gradual steps in zoning – no large lots next to small lots or vice versa, transitional development	2
Better planning in advance for adequate infrastructure	2
Less overhead in the development process, simplify the development process	2
More parks, trails, green space, trees	2
Better appearance and attractiveness of the City – make it desirable	1
Shopping closer to US 377 and Keller Haslet Rd	1
Keep residential categories in areas that fit infrastructure	1
Less overhead in the development process	1
Need small live music venue for Town Center or Old Town	1
Town Center anchors	1
Would like Whittey Rd to be safer	1
Don't change current zones in N Keller	1
More office spaces for professionals to work in Keller	1
Consider no more residential development – no more schools, no more increases in taxes	1
Improved Town Hall	1
Total	115

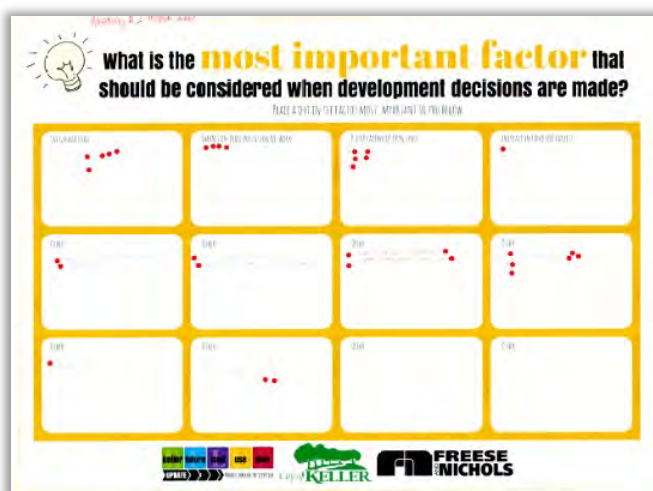
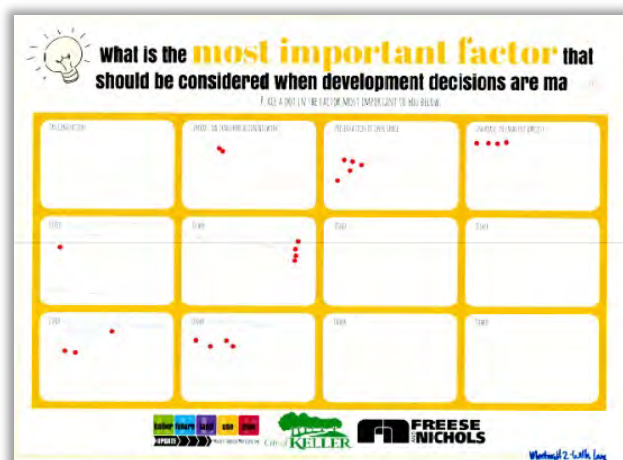


Keller Future Land Use Plan Update

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“Most Important Factor” Board

Preservation of Open Space	32
Protecting Existing Neighborhoods from High Density Development	17
Tax Generation	16
Impact on Transportation Network	11
Increase in Land Use Variety	11
Quality Development	9
Preserve the "Country" Feel	7
Increase Usage of Roundabouts	7
Walkability	6
Impact to Surrounding Infrastructure	4
Avoid Redundancy	4
Diverse Housing Options	3
Consistent Land Use	3
Neighborhood Integrity	3
Listen to Citizens	3
Maintain Quality Schools	2
Preservation of Trees	2
Self-Sustainable	1
Total	141

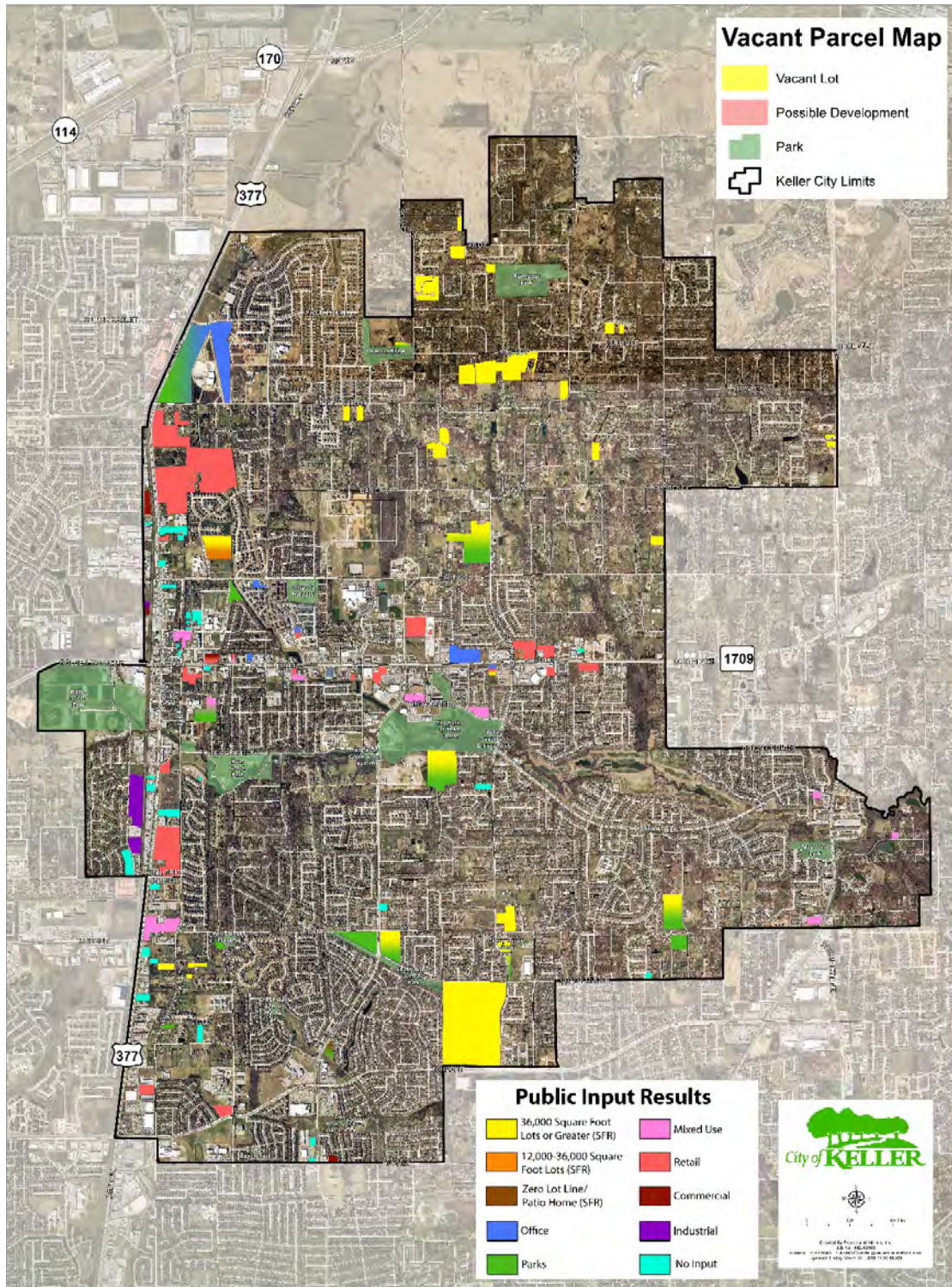


Progress Through Participation

Appendix A

“Land Use and Location” Board

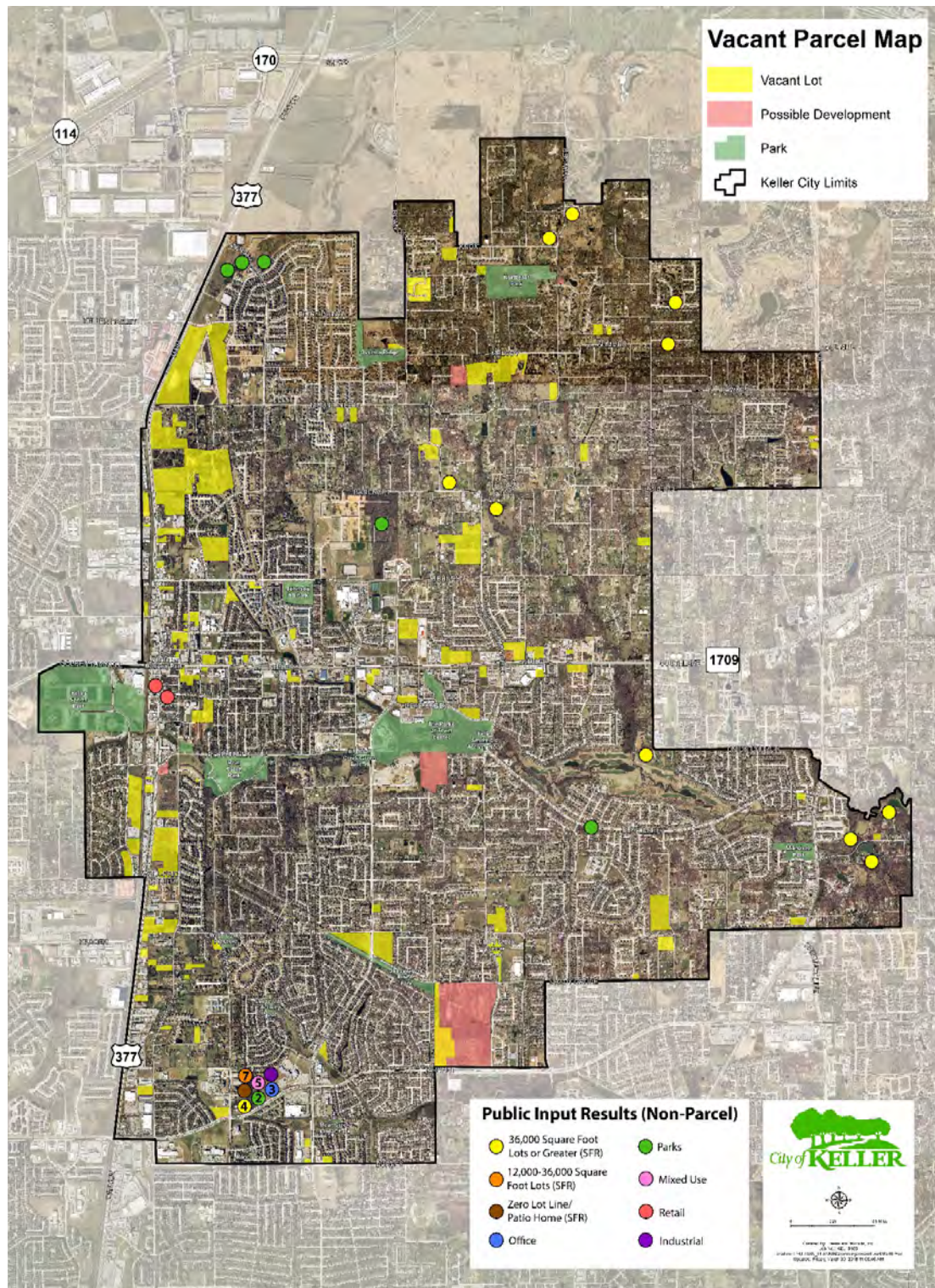
Indicates the most frequently selected land use type for previously identified vacant and redevelopment parcels.



Keller Future Land Use Plan Update

Appendix A

Indicates the selected land use type for parcels identified by input participants.



Progress Through Participation

Appendix A

"Most Desired Land Use" Board



Office Land Use Types

Flex Office Space	20
Neighborhood Office	14
Mid-Rise Office	12
Corporate Office	5
Total	51

Retail Land Use Types

Restaurants	67
Boutique Retail	29
Big Box/Strip Retail	4
Grocery	2
Total	102

Industrial Land Use

High Tech Facility	22
Light Manufacturing	3
Warehouse	2
Total	27

Commercial Land Use Types

Entertainment	43
Hotel	21
Service	4
Automotive	0
Total	68

Mixed-Use Land Use Types

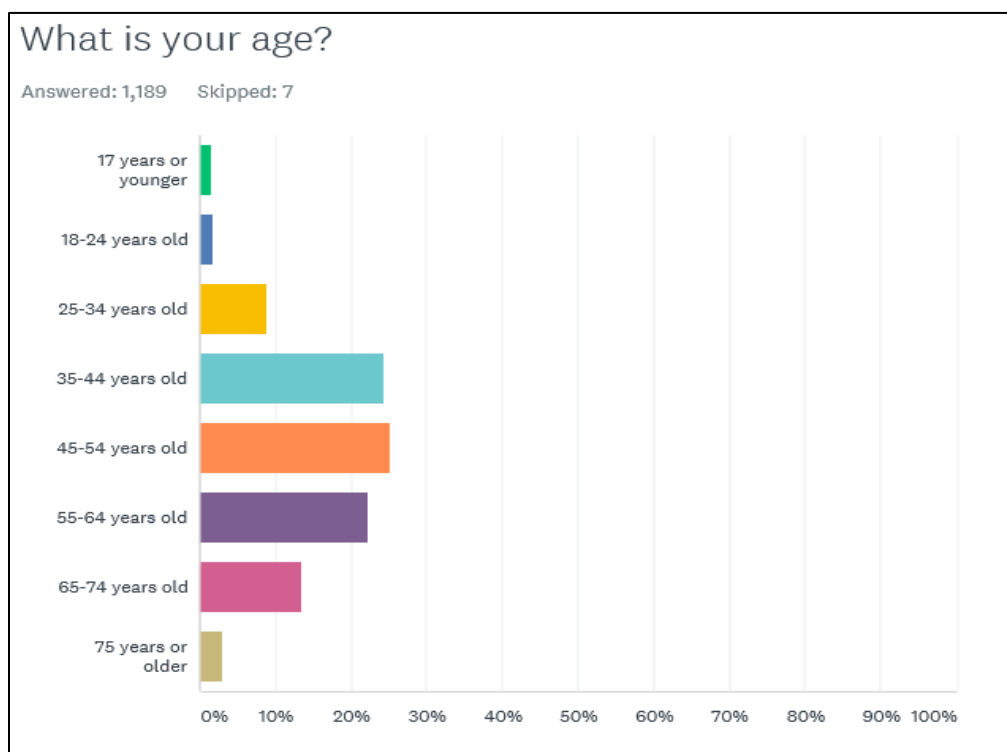
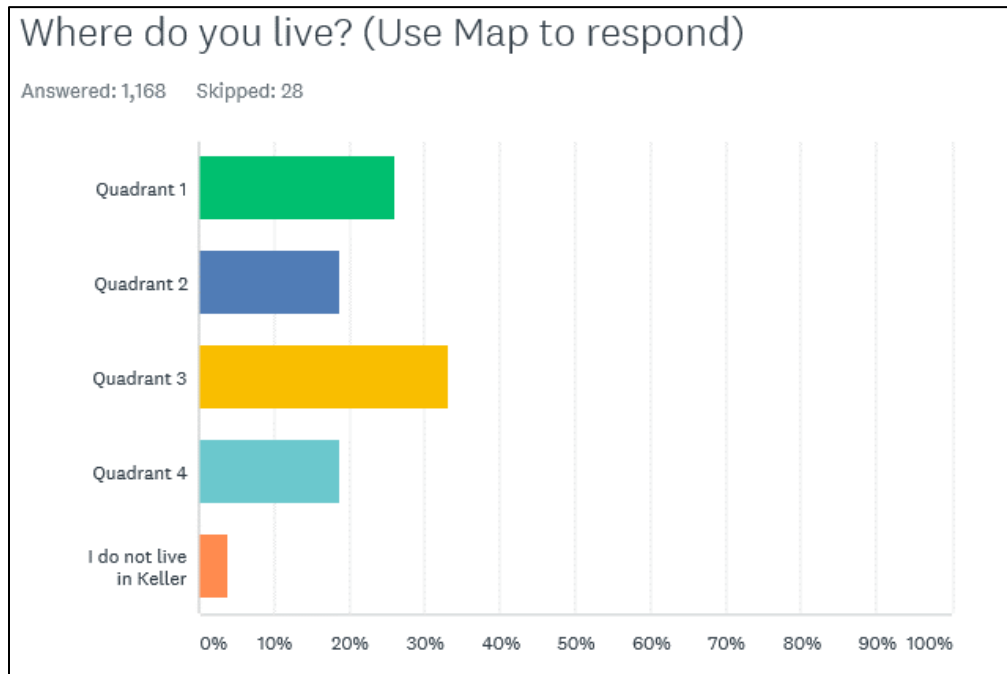
Vertical Mixed-Use	31
Horizontal Mixed-Use	10
Total	41



Keller Future Land Use Plan Update

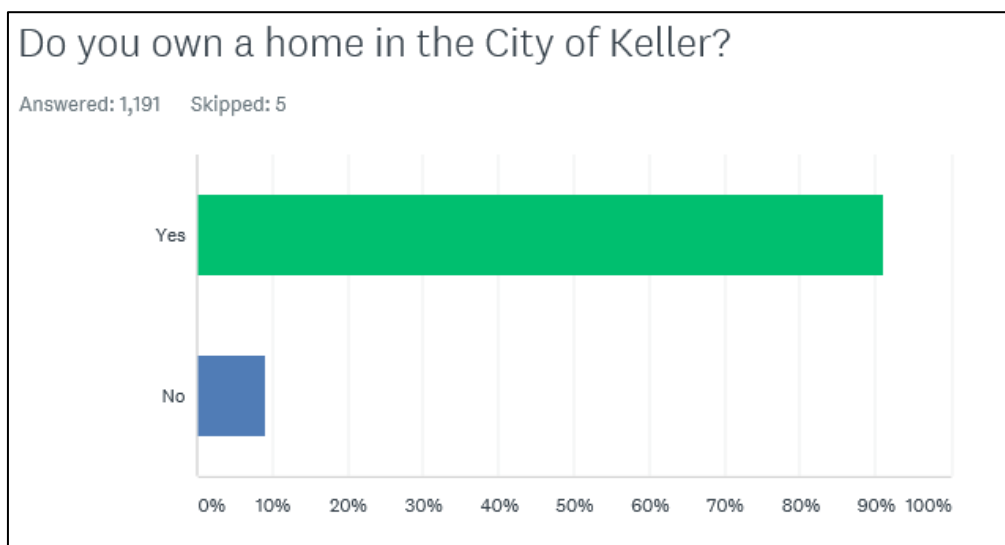
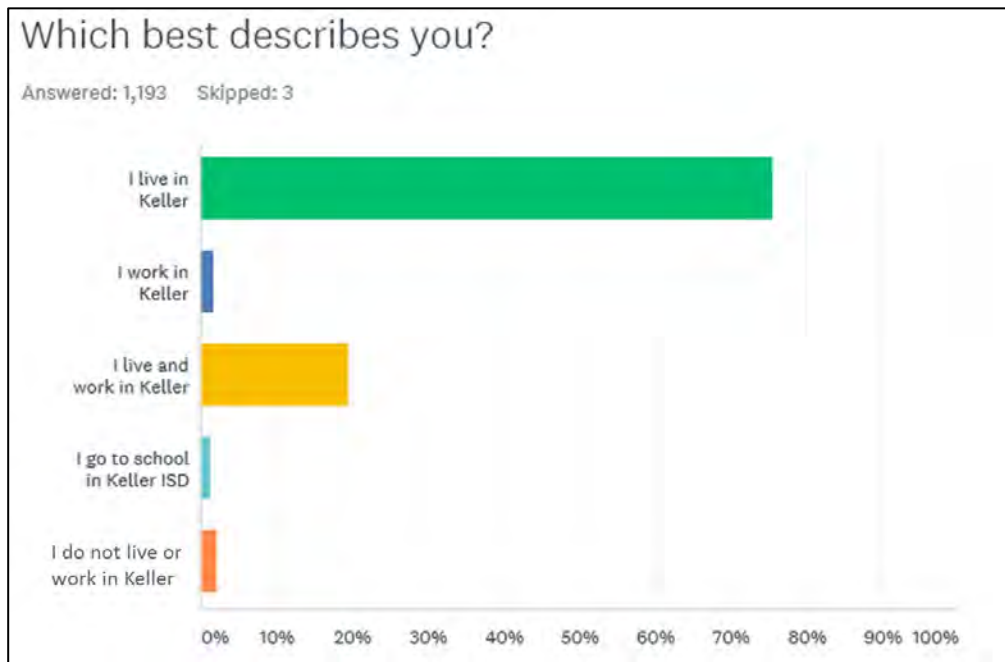
Appendix A

Survey Results



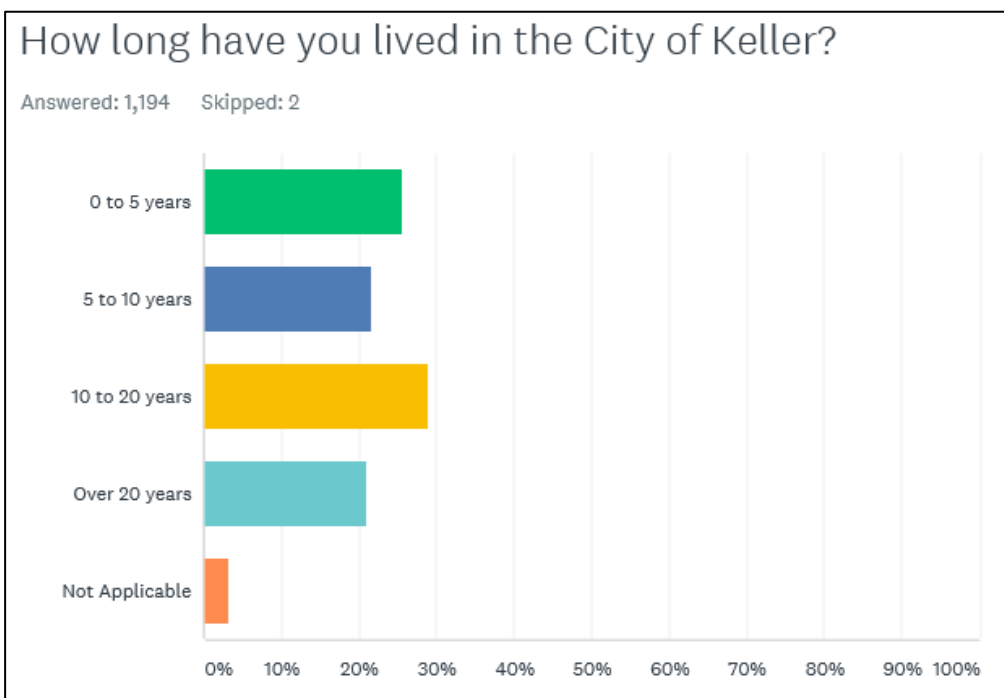
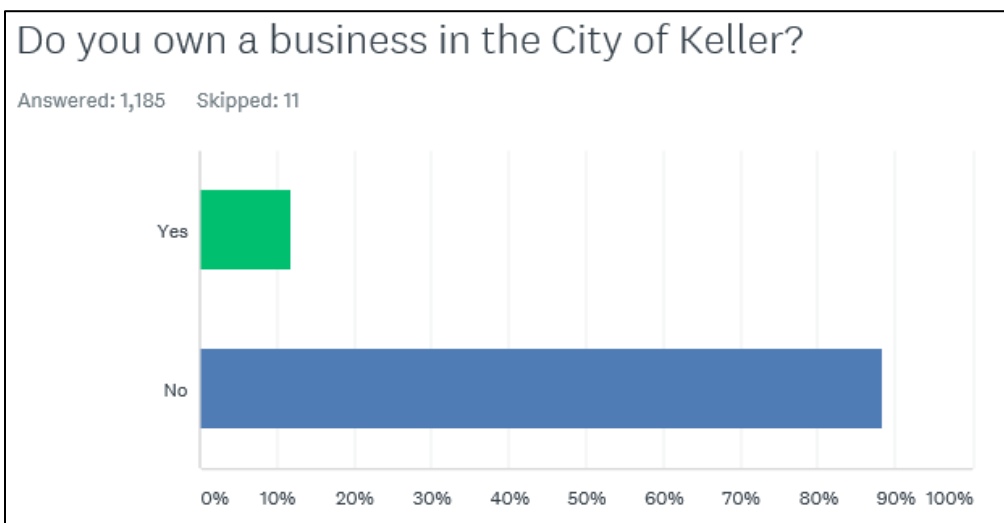
Progress Through Participation

Appendix A



Keller Future Land Use Plan Update

Appendix A



Progress Through Participation

Appendix A

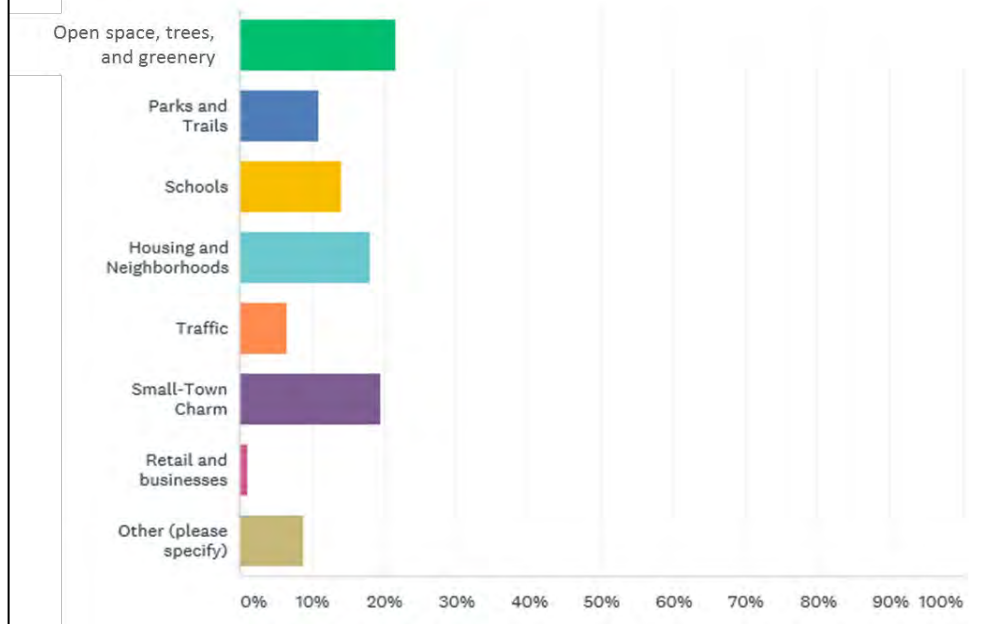
Select up to three of the following factors that describe what was most important for you when you decided to move to Keller? (select up to three)

Answered: 1,140 Skipped: 56

	FACTOR 1	FACTOR 2	FACTOR 3	TOTAL
I was born or raised in Keller	75.00% 42	12.50% 7	12.50% 7	56
Selection of housing/ housing prices	47.24% 410	35.25% 306	17.51% 152	868
Proximity to job opportunities	21.71% 109	42.63% 214	35.66% 179	502
Proximity to Fort Worth	11.92% 31	38.08% 99	50.00% 130	260
Parks	11.14% 43	38.86% 150	50.00% 193	386
Schools/education	55.24% 427	28.59% 221	16.17% 125	773
Not applicable	38.20% 34	12.36% 11	49.44% 44	89

When you think of Keller, what first crosses your mind? (Select one)

Answered: 1,058 Skipped: 138



Keller Future Land Use Plan Update

Appendix A

From the options below, please choose and explain what you consider the three greatest challenges facing Keller today

Answered: 939 Skipped: 257

The percentages shown do not comprise a 100% because the responses are not mutually exclusive, each respondent had the option to select three responses.

ANSWER CHOICES		RESPONSES	
Quality of life	Responses	43.66%	410
Diverse housing choices (Lack of or too many)	Responses	45.58%	428
Traffic or pedestrian mobility	Responses	59.96%	563
Economic development/commercial areas	Responses	67.41%	633
Infrastructure (water, sewer, streets, etc.)	Responses	34.08%	320
Other	Responses	25.03%	235

What would you consider Keller's three greatest assets today?

Answered: 1,038 Skipped: 158

	ASSET 1	ASSET 2	ASSET 3	TOTAL
Existing neighborhoods	39.27% 225	31.59% 181	29.14% 167	573
Parks and trails	36.18% 246	38.53% 262	25.29% 172	680
Existing shopping, entertainment and restaurants	9.57% 11	34.78% 40	55.65% 64	115
Schools	49.72% 355	31.79% 227	18.49% 132	714
Community aesthetics and character	27.38% 89	33.23% 108	39.38% 128	325
Access to major highways	19.57% 54	34.78% 96	45.65% 126	276
Sense of Community	16.36% 45	30.18% 83	53.45% 147	275

Progress Through Participation

Appendix A

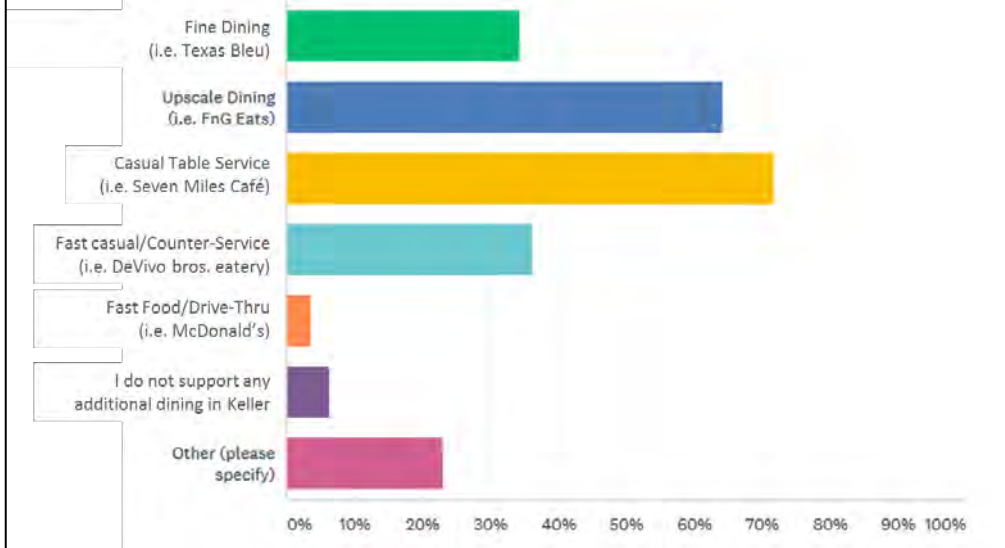
Considering the amenities and opportunities in the city, how satisfied are you with Keller:

Answered: 1,050 Skipped: 146

	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	TOTAL
As a place to live	42.78% 447	50.53% 528	5.65% 59	1.05% 11	1,045
As a place to raise a family	54.63% 549	42.99% 432	1.79% 18	0.60% 6	1,005
As a place to retire	23.03% 231	47.96% 481	21.64% 217	7.38% 74	1,003
As a place to work	16.14% 144	60.31% 538	18.95% 169	4.60% 41	892
As a place to play	19.92% 200	57.97% 582	18.82% 189	3.29% 33	1,004
As a place to conduct business (as a customer)	14.33% 141	57.52% 566	23.58% 232	4.57% 45	984
As a place to own/run a business	12.67% 100	64.26% 507	18.88% 149	4.18% 33	789

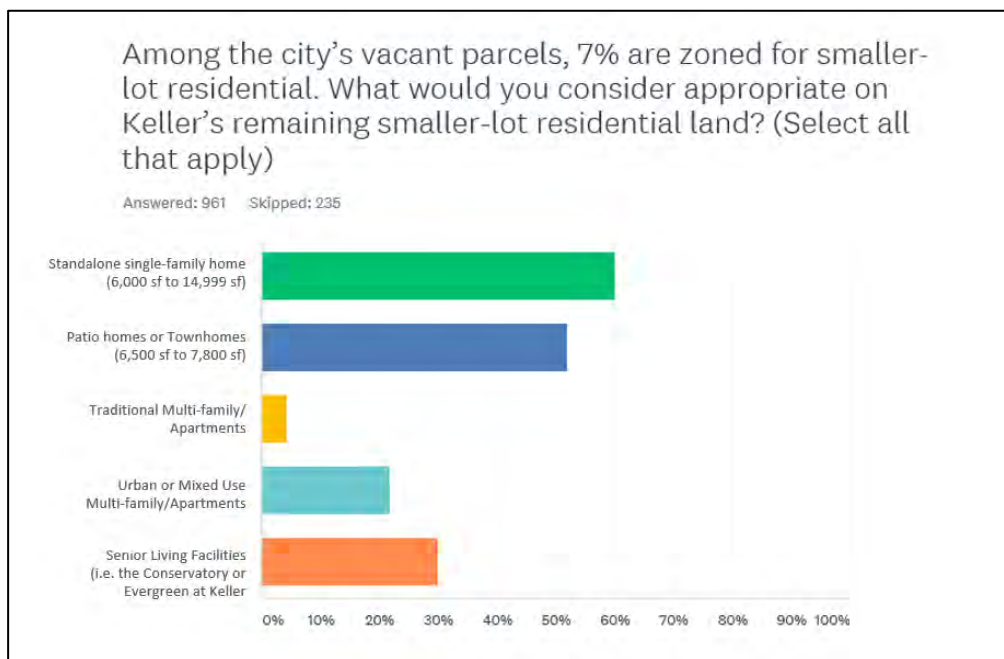
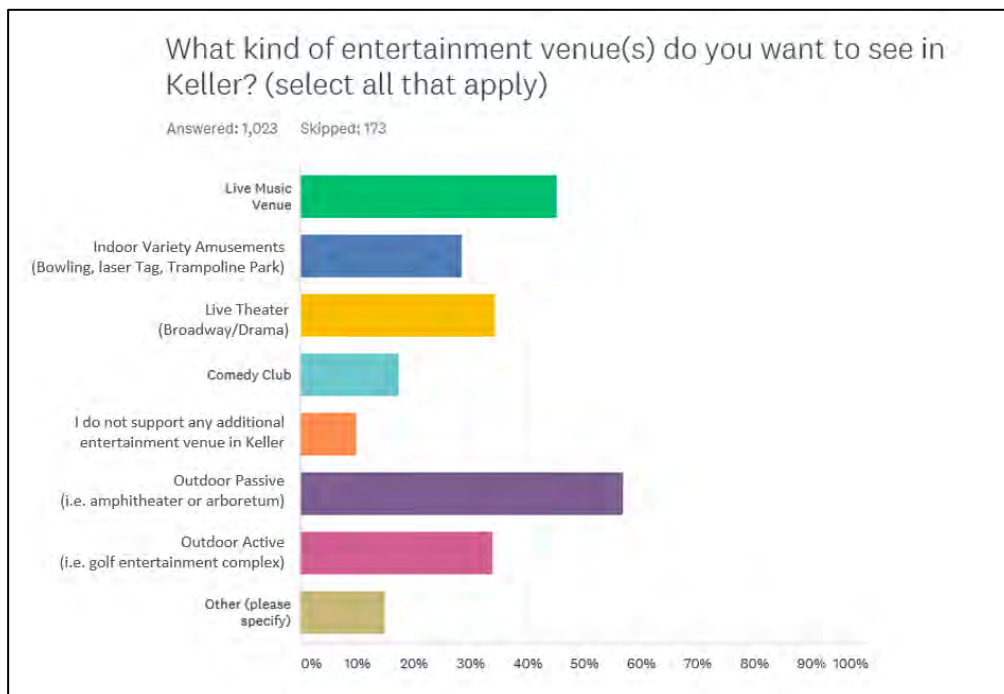
Having options to dine out is an important lifestyle element in today's society. What kinds of dining do you want to see more of in Keller? (select all that apply)

Answered: 1,050 Skipped: 146



Keller Future Land Use Plan Update

Appendix A

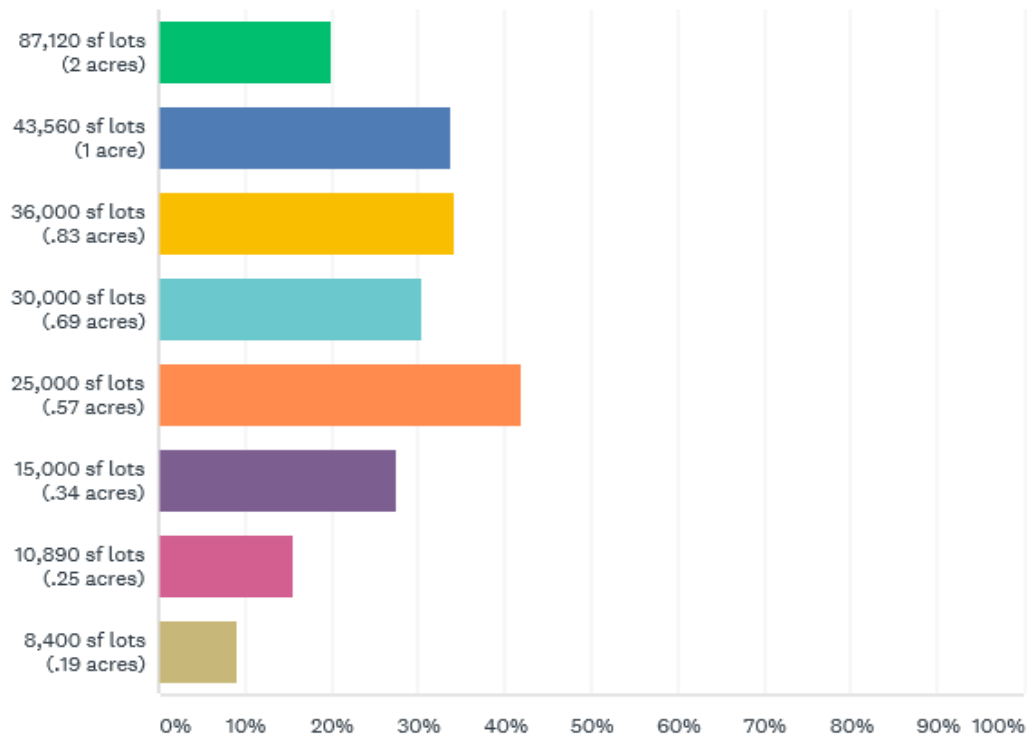


Progress Through Participation

Appendix A

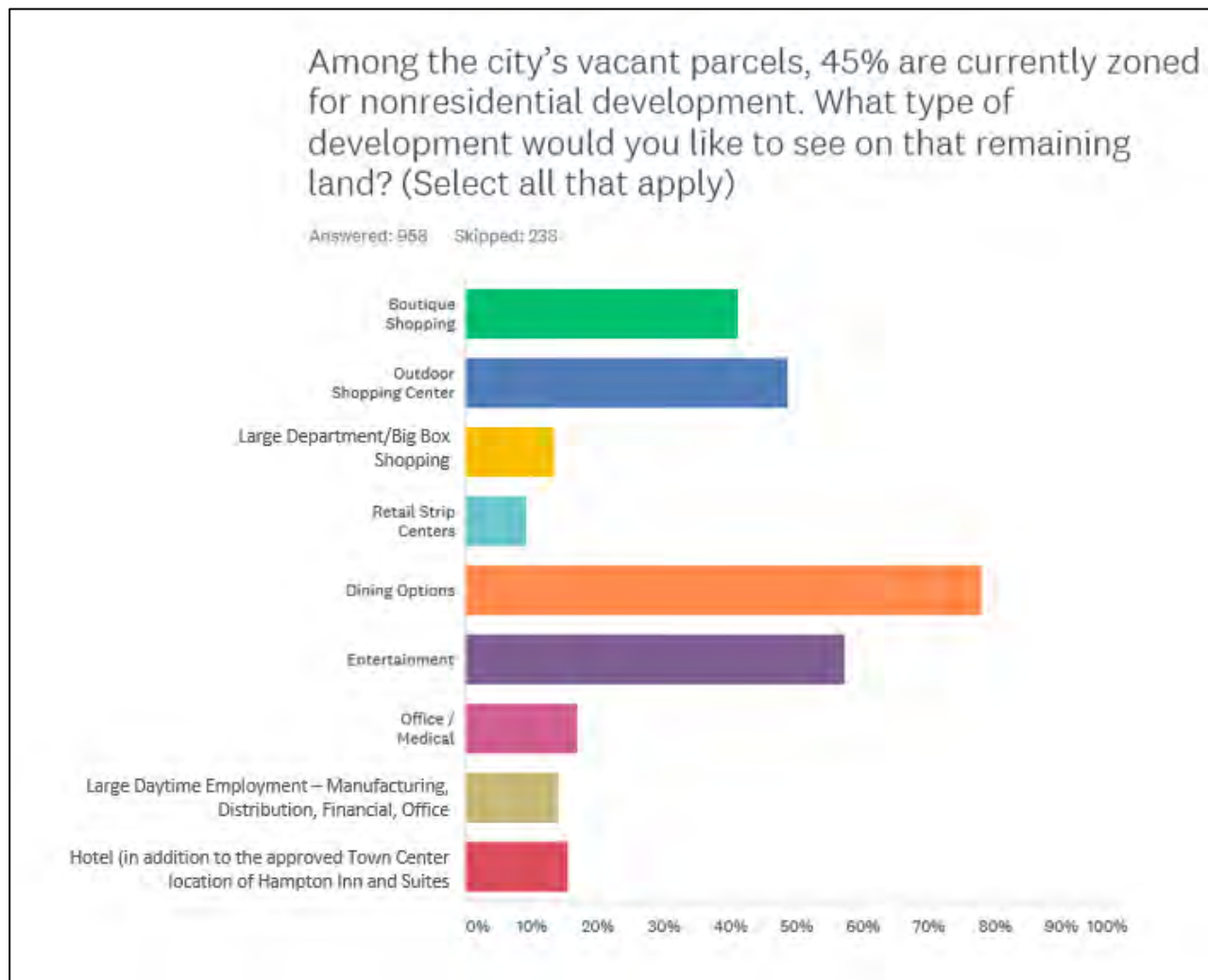
Currently, 76% of the City's residentially developed land is .57 acres (25,000 square feet) or larger; 23% is 15,000 square feet and smaller. Among the city's vacant parcels, 48% are currently zoned for larger-lot residential development. What minimum lot sizes would you consider appropriate on Keller's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

Answered: 961 Skipped: 235



Keller Future Land Use Plan Update

Appendix A



Progress Through Participation

Appendix A

What are your favorite places to visit in Keller?

Bear Creek Park	438
Keller Pointe	132
Upscale Boutique Restaurants/Café/Coffee Shops	100
Movie House	96
Old Town Keller	79
Big Boxes (Kroger, Sam's Club)	79
Keller Library	59
Dog park	30
Keller Town Center	17
Total	1,030

What developments in the city have worked well and should serve as a model for new developments? Why?

Keller Town Center	92
Old Town Keller	91
Movie House	42
The Arthouse	38
Keller Pointe	33
Hidden Lakes	25
Development along 1709 between Keller-Smithfield and Rufe Snow	23
Keller Town Hall	17
Marshall Ridge	10
Total	371

If you could change ONE thing about the existing development in Keller, what would that be?

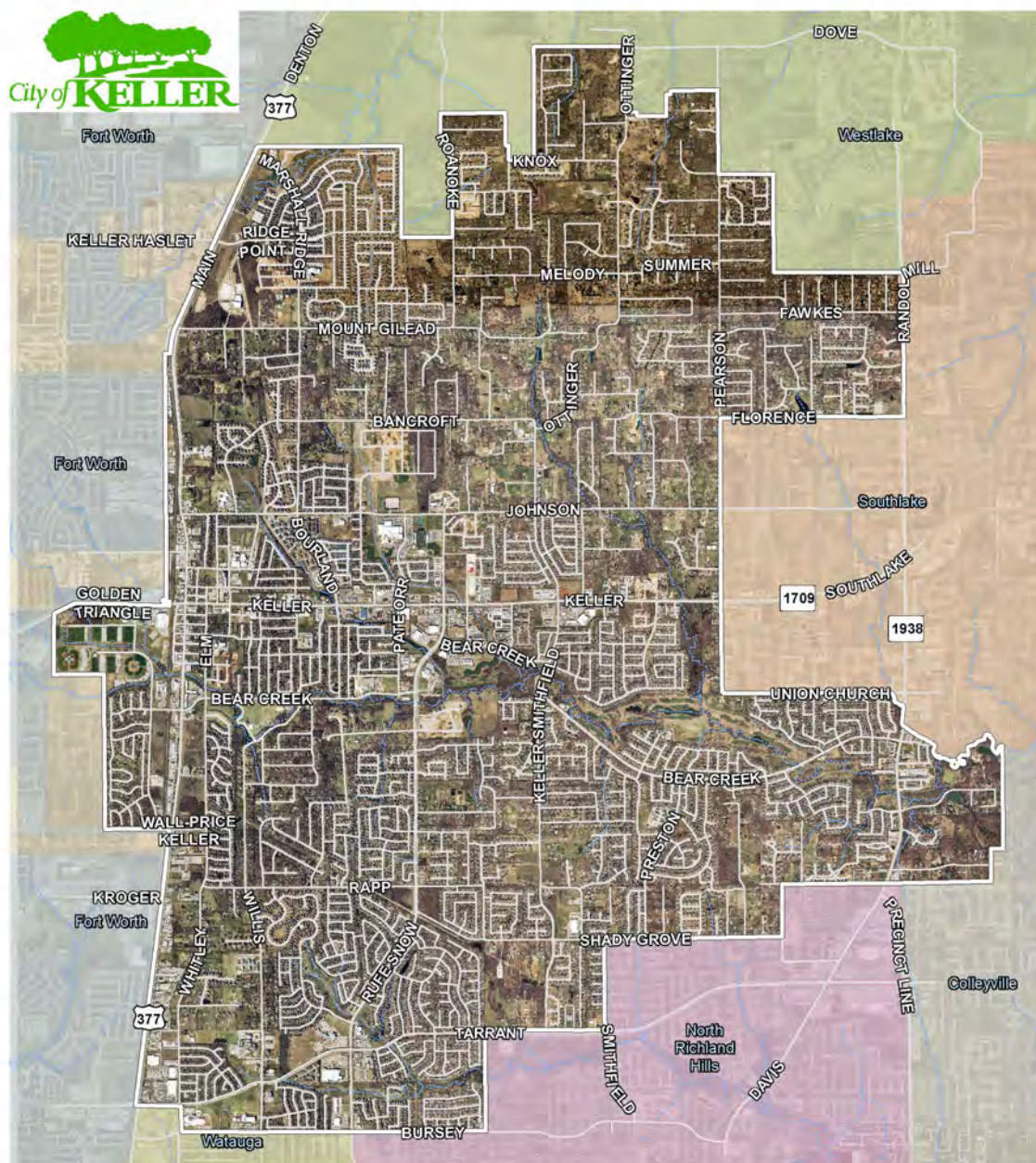
Too many fast food establishments	102
Want more parks	31
Increased connectivity (trails and sidewalks)	30
Restrict the cutting of trees/More trees	26
No more high density (apartment) development	24
Need upscale retail choices	15
Want more townhome/patio type homes	2
Total	230

THE ONLINE SURVEY CONTAINED A TOTAL OF 5,694 OPEN ENDED RESPONSES OVERALL

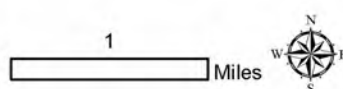
Keller Future Land Use Plan Update

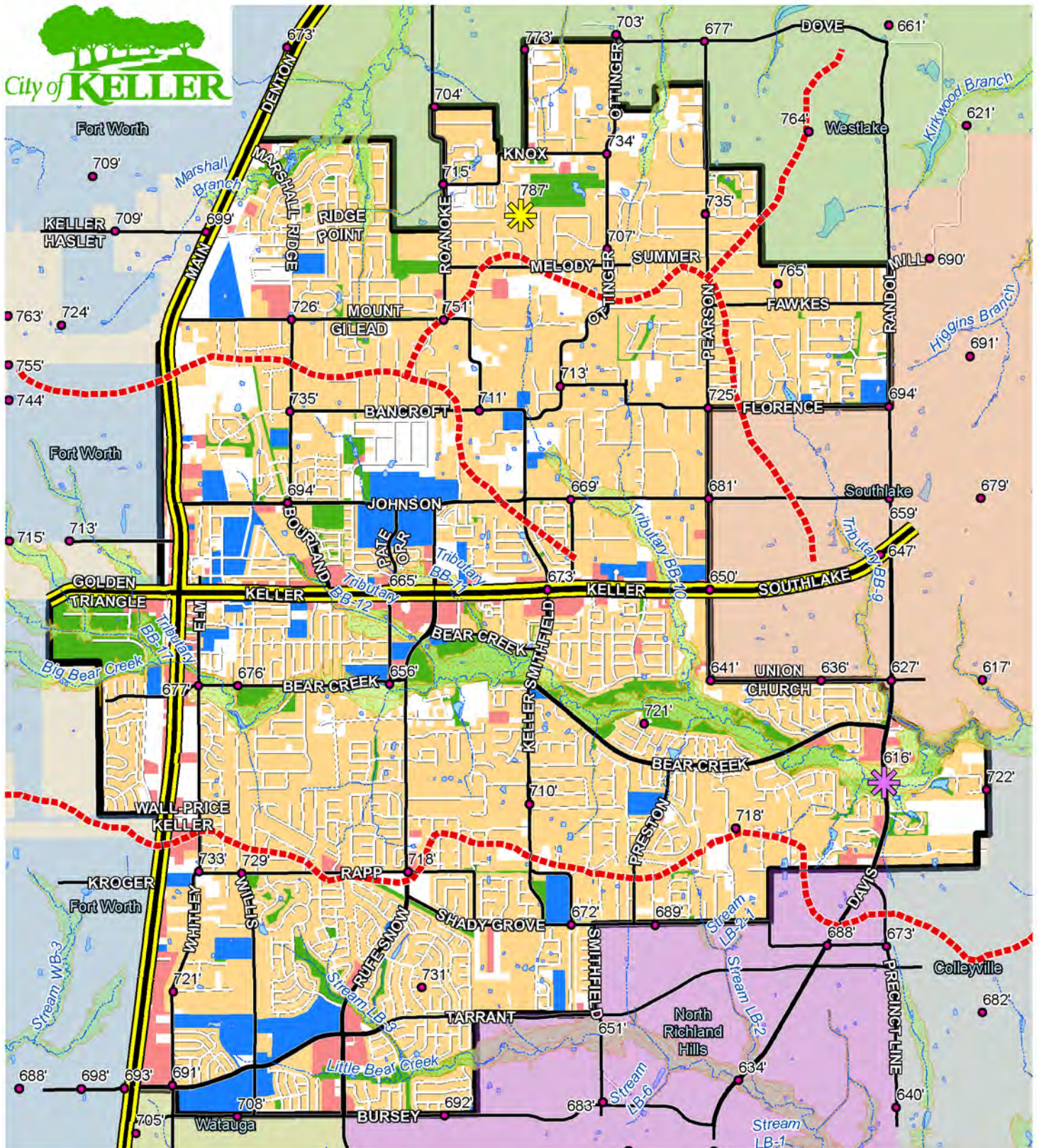
Appendix B

Appendix B: Maps



 Keller City Limits





High Point Elevation



Low Point Elevation



Spot Elevation



Ridgelines

Residential Areas

Nonresidential Areas

Parks and Open Space

Public/Semi-Public

Undeveloped

Existing Major Streets

FEMAS Streams

Water Bodies

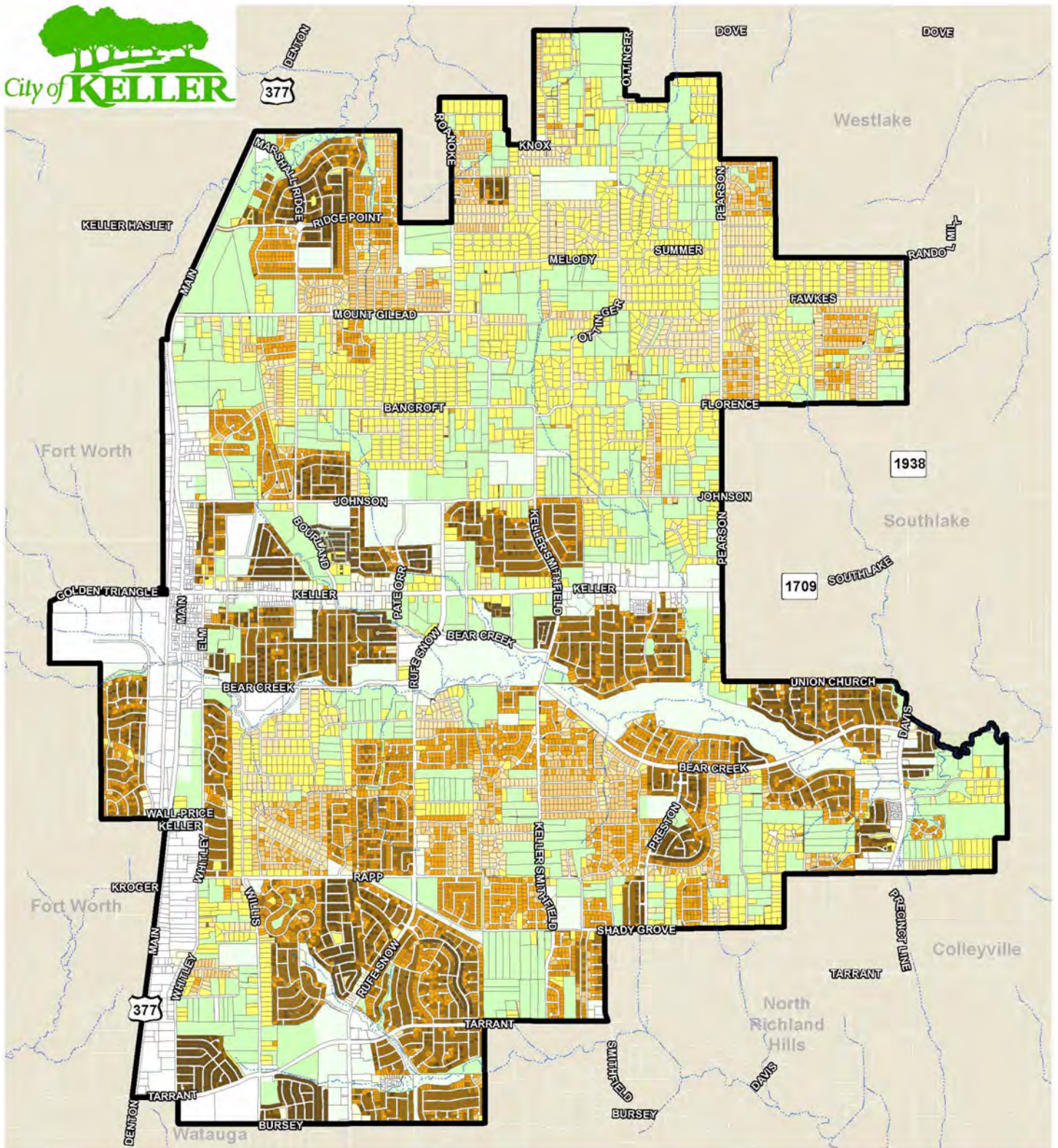
FEMAFloodPlain

Keller City Limits

1

Miles



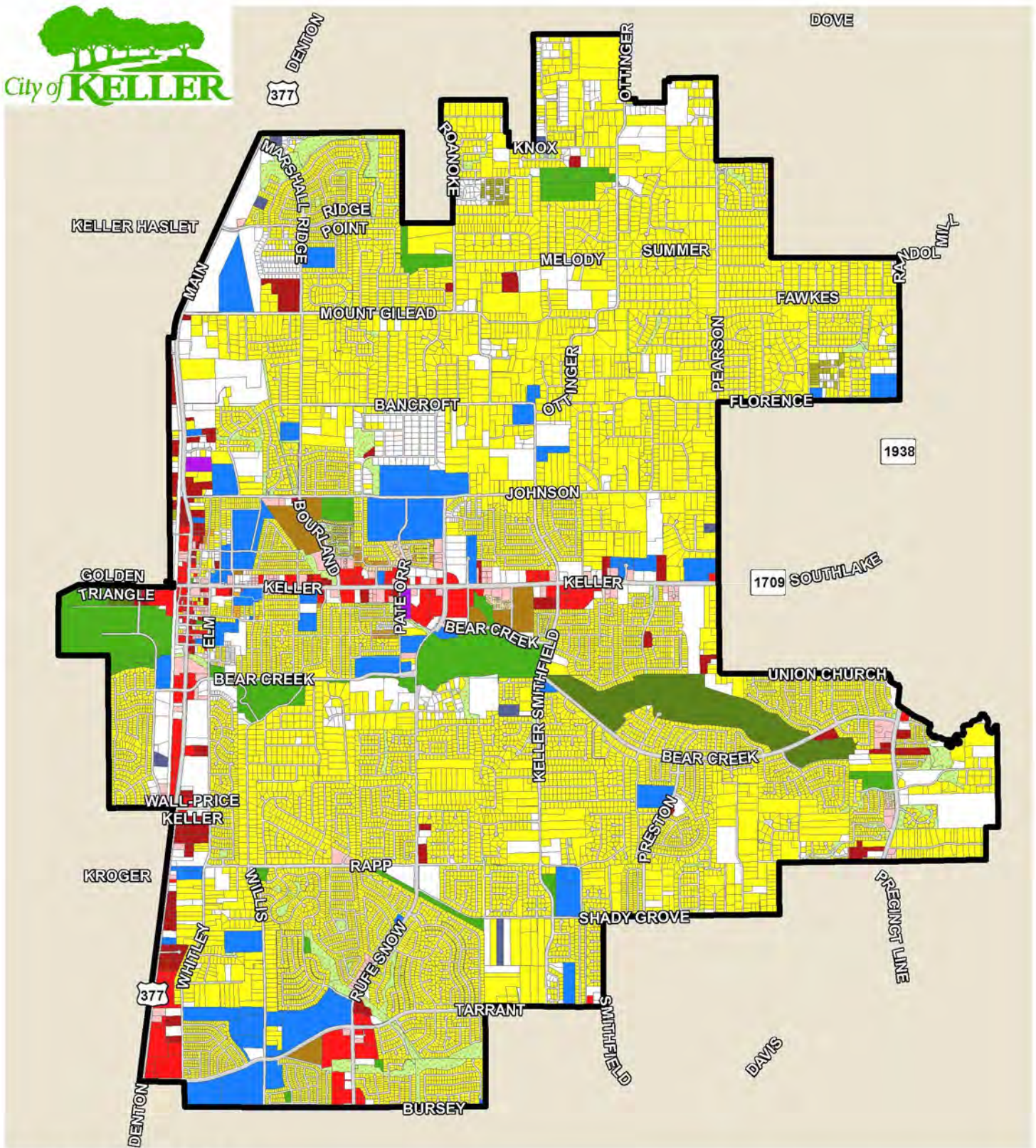


Lot Sizes

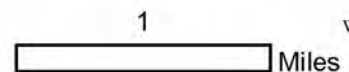
3,000 to 8,399	20,000 to 24,999
8,400 to 11,999	25,000 to 35,999
12,000 to 14,999	36,000 to 87,119
15,000 to 19,999	2 acres or greater

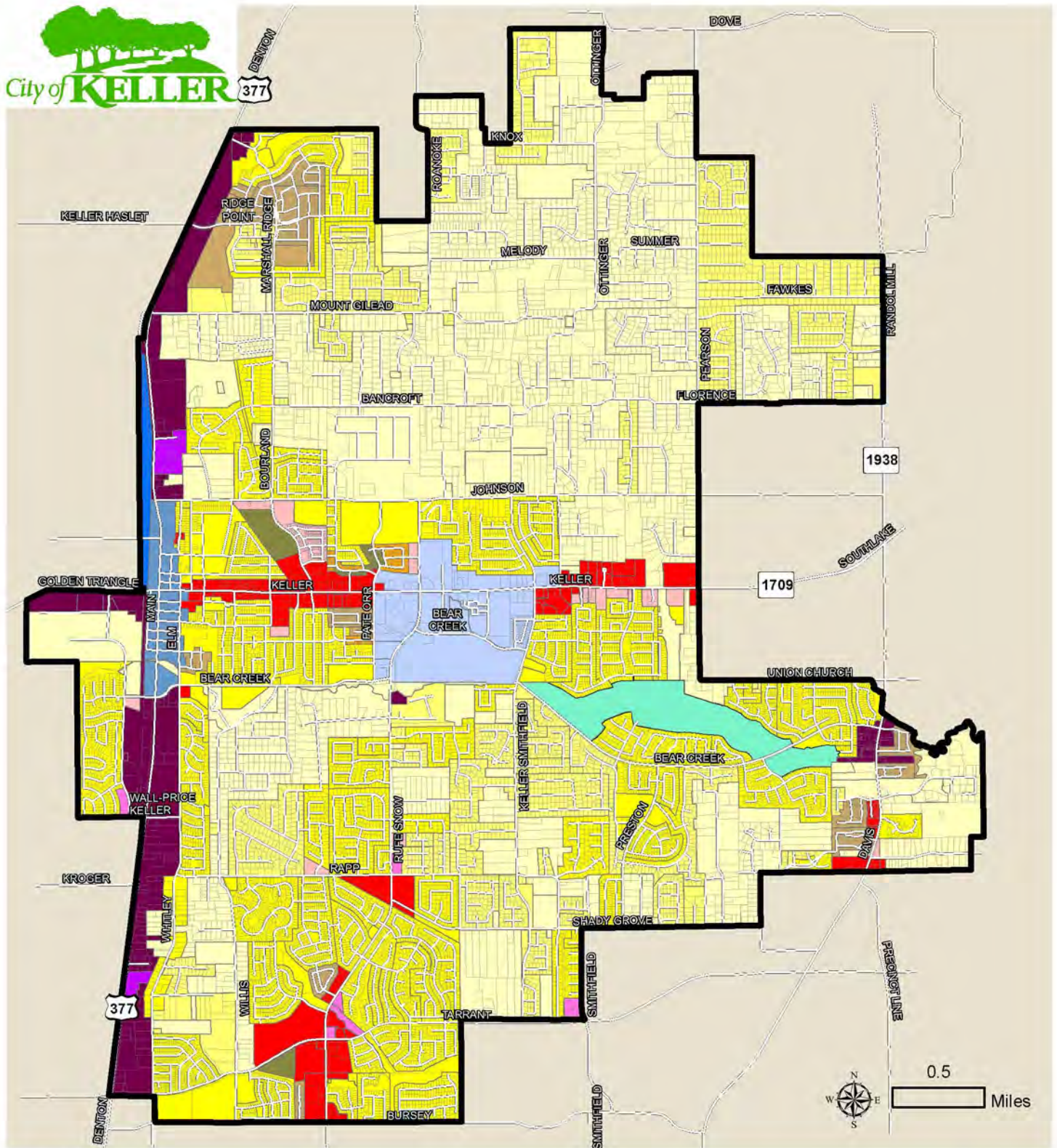
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Miles





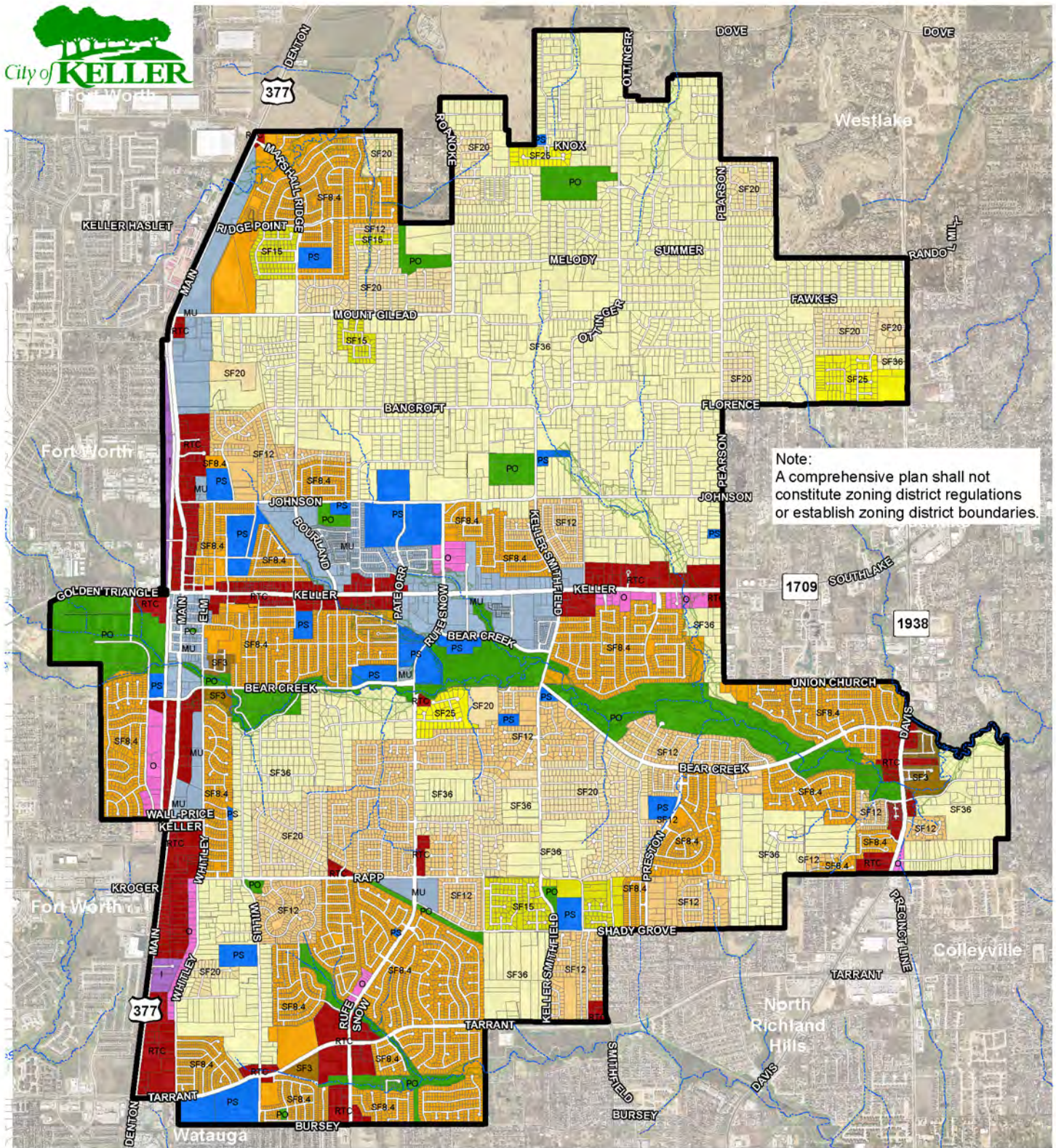
Existing Land Use





Zoning Map

SF-36 - Single Family Residential - Low Density	SF-8.4 - Single Family Residential - 8,400 S.F. Lots	PH-7.8 - Patio Home - 7,800 S.f. Lots	LI - Light Industrial
SF-30 - Single Family Residential - 30,000 S.F. Lots	SF-7 - Single Family Residential - 7,000 S.F. Lots	PH-6.5 - Patio Home - 6,500 S.f. Lots	KR - Katy Road
SF-25 - Single Family Residential - 25,000 S.F. Lots	SF-6 - Single Family Residential - 6,000 S.F. Lots	O - Office	OTK - Old Town Keller
SF-20 - Single Family Residential - 20,000 S.F. Lots	SF-MD - Single Family Residential - (Mixed Density)	NS - Neighborhood Services	TC - Town Center
SF-15 - Single Family Residential - 15,000 S.F. Lots	2F - Two Family Residential (Duplex) - 8,400 S.F. Lots	R - Retail	GC - Golf Course
SF-12 - Single Family Residential - 12,000 S.F. Lots	MF - Multi-Family Residential	C - Commercial	 Keller City Limits
SF-10 - Single Family Residential - 10,000 S.F. Lots	PH - Patio Home	IP - Industrial Park	



Future Land Use

Land Use Categories

- | | |
|---|-----------------------------|
| Single Family Residential 36 (36,000 S.F. and greater) | MU - Mixed-Use |
| Single Family Residential 25 (25,000 S.F. to 35,999 S.F.) | O - Office |
| Single Family Residential 20 (20,000 S.F. to 24,999 S.F.) | RTC - Retail/Commercial |
| Single Family Residential 15 (15,000 S.F. to 19,999 S.F.) | I - Tech/Flex Industrial |
| Single Family Residential 12 (12,000 S.F. to 14,999 S.F.) | PS - Public and Semi-Public |
| Single Family Residential 8.4 (8,400 S.F. to 11,999 S.F.) | PO - Parks and Open Space |

Single Family Residential 3 (3,000 S.F. to 8,399 S.F.)



Keller City Limits



Floodplain (FEMA)

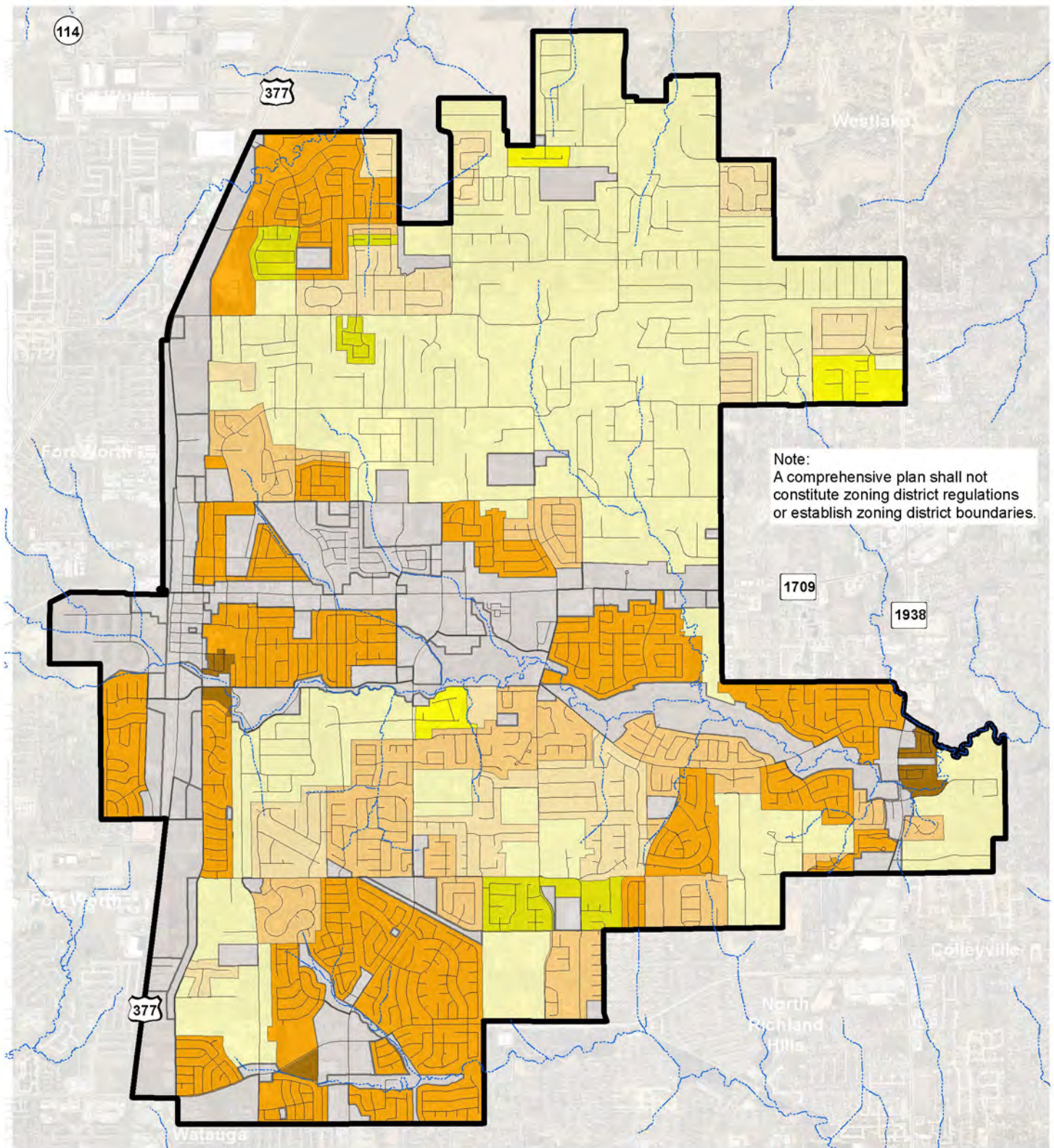


Streams (FEMA)

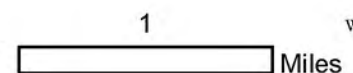
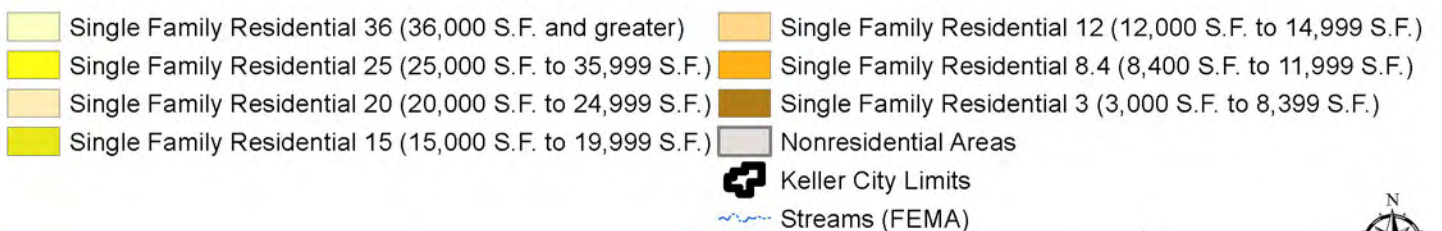
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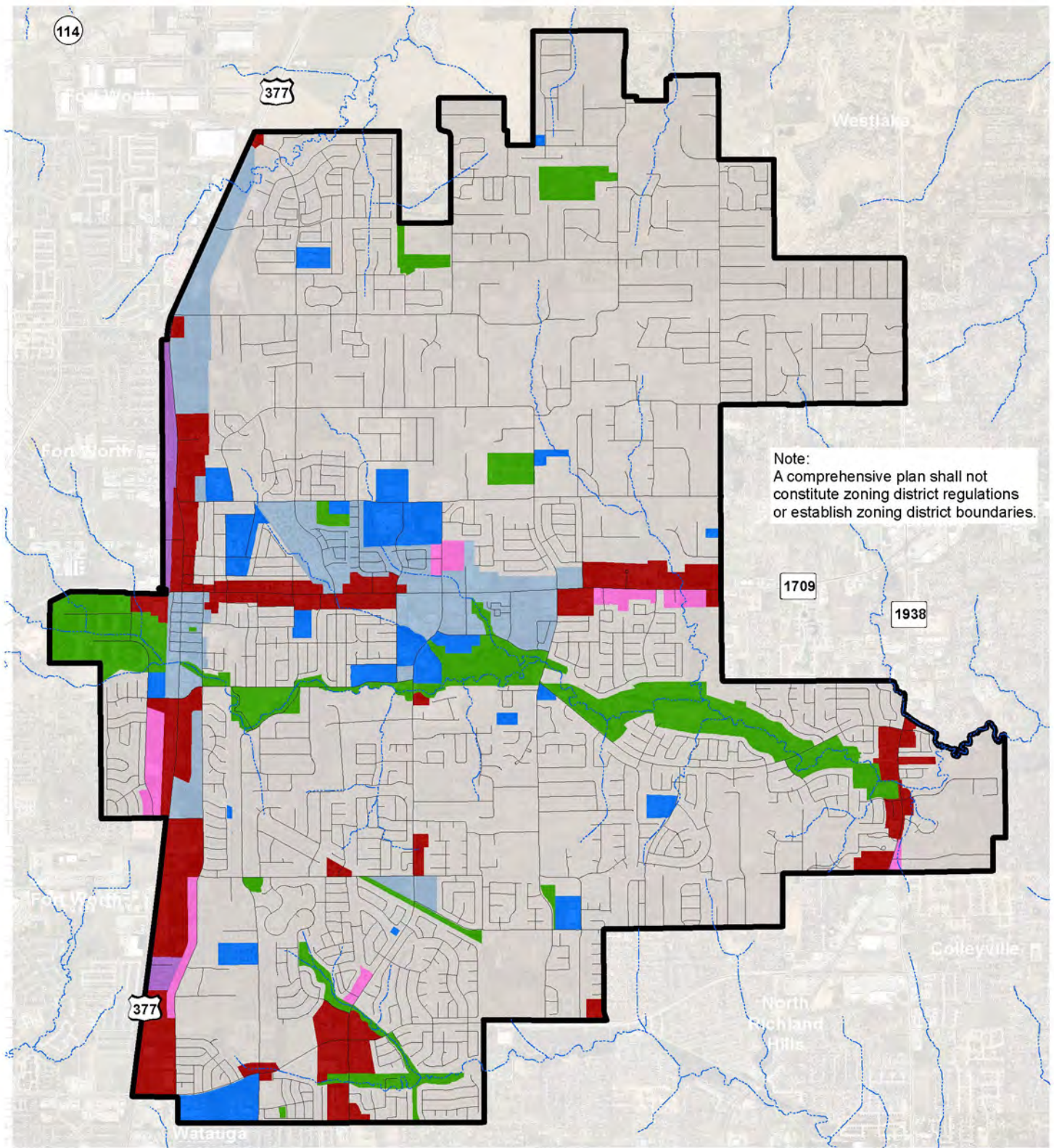
Miles





Future Land Use (Residential)

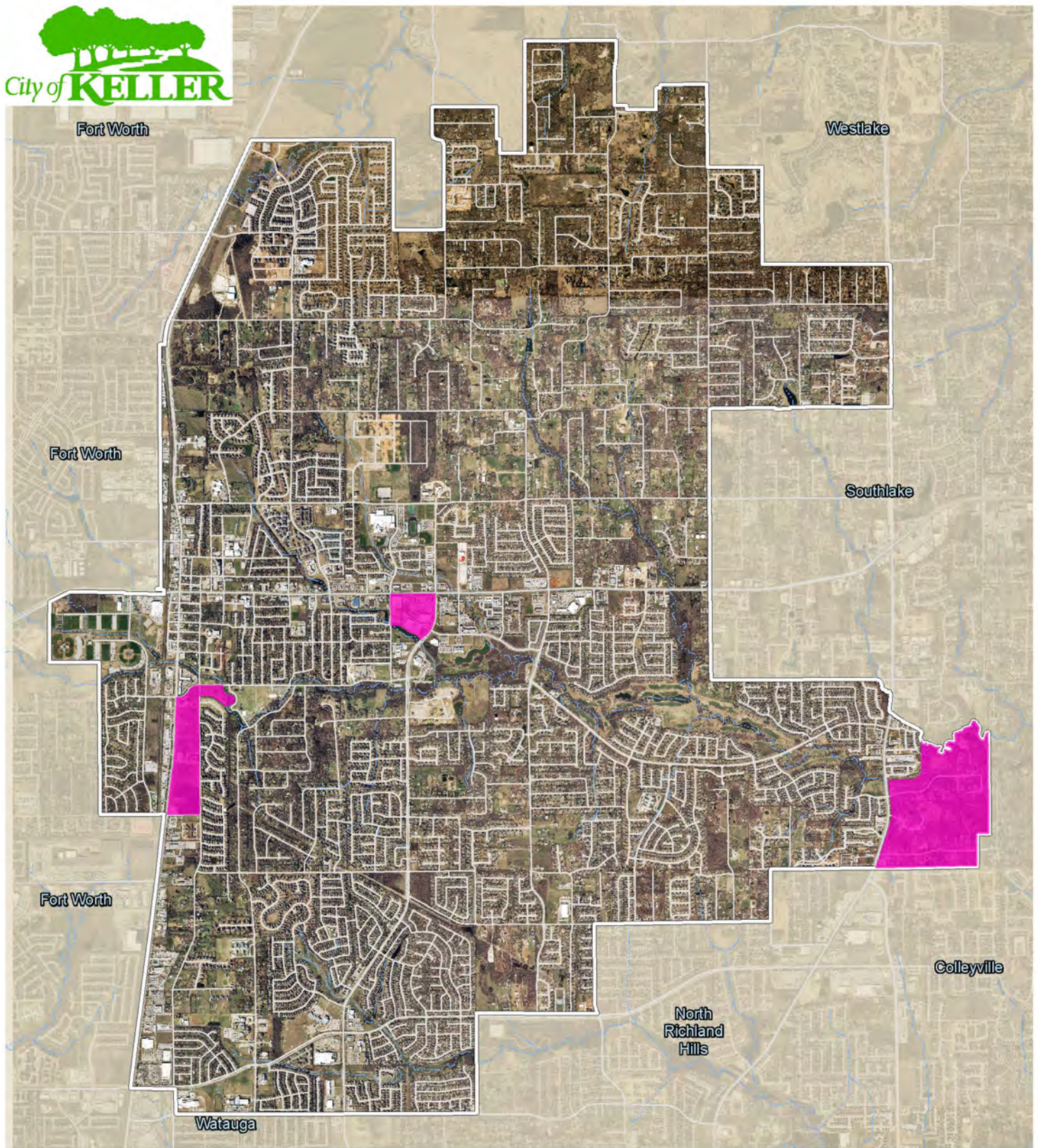




Future Land Use (Nonresidential)

- | | |
|---|---|
|  MU - Mixed-Use |  PS - Public and Semi-Public |
|  O - Office |  PO - Parks and Open Space |
|  RTC - Retail/Commercial |  Residential Areas |
|  I - Tech/Flex Industrial |  Keller City Limits |
| |  Streams (FEMA) |





Catalyst Areas

-  Catalyst Areas
-  Keller City Limits

