



2022 Strategic Planning Session Agenda Packet June 16, 2022 and June 17, 2022 (as needed)

TO: Town Council

FROM: JP Walton, Strategic Services Manager

ITEM: Town Council Strategic Planning Session

The agenda allows for broad discussion on a variety of topics related to the Council’s strategic plan and initiatives as well as individual topics. The strategic planning session (SPS) provides an opportunity to review and discuss individual topics for discussion that were raised by Town Council, staff, and boards. Below is information provided for the individual topics along with options for consideration. Several topics were requested by individual Councilmembers to be discussed openly amongst the Town Council. Therefore, background regarding those topics is limited until the intent of the topic is discussed and staff is given direction from Town Council.

TOPICS

Topic	Requestor	Notes
1. Council Retreat	Staff	Discuss an upcoming Council Retreat.
2. Cultural Arts Center Presentation	Council/Engel	Present the Cultural Arts Center Feasibility Study for the site located at 1800 Timber Creek Rd.
3. Traffic Management & Synchronization/Smart Traffic Signal Improvements	Engel/Schiestel	Discuss traffic management, synchronization, and adaptive signal timing. The intent is to receive direction from Council on their preference of an adaptive signal timing corridor for implementation.
4. Budget Outlook	Engel	Discuss the FY 2022-23 budget and budget priorities ahead of the August budget work session.
5. Homestead Exemption Increase	Engel	Discuss increasing the current Homestead Exemption.
6. TIRZ #1 Status	Engel	Discuss the current status of TIRZ #1.
7. Office Development Incentive Program	Engel	Requested as a SPS item on May 26, 2022.
8. ED Roundtable Update	Engel	Update and discuss findings from the Economic Development Roundtable at the TC Special Work Session on May 25, 2022.
9. Development Fee Discussion	Council	Discuss the development fee study and to follow up with Town Council on direction received at the December 16, 2021 TC Work Session.
10. Cross Timbers Conservation Development District	Council	Discuss the Cross Timbers Conservation Development District and to follow up with Town Council on direction received at the April 21, 2022 TC Work Session.
11. Land Use Discussion: a) Western FM Land Use b) Master Plan Review c) Infill Properties d) Warehouse Use	Council a) Engel b) Engel c) Engel d) Schiestel	a. Discuss land use in western Flower Mound. b. Discuss a Master Plan Review. c. Discuss infill properties. d. Discuss warehouse uses and discuss making a distribution center a distinct and separate use.
12. New Resident Development Education/Information	Martin	Discuss increasing development education and information for new residents.
13. Regulatory Relief for Mandatory Sewer Connections	Staff	Discuss creating a variance process to mandatory sewer connections.
14. Dedicated Sales Tax Elections	Staff	Discuss the upcoming dedicated sales tax elections and get feedback regarding the Town’s options.
15. FM Historical Commission	Schiestel	Discuss creating a Flower Mound Historical Commission.
16. Murals and Public Art	Mayor	Requested as a SPS item on June 6, 2022.

INDIVIDUAL TOPIC BACKGROUND

Item 1 – Council Retreat

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss an upcoming Council retreat.



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Item 2 – Cultural Arts Center Presentation

RECENT SPS DISCUSSION: June 21, 2019, and June 19, 2020

BACKGROUND: The purpose of this item is to present the Cultural Arts Center Feasibility Study for the site located at 1800 Timber Creek Rd. Town Council approved the Professional Services Agreement with Oxley, Williams, Tharp Architects PLLC. at the February 7, 2022, TC meeting. The study provides a feasibility study of an existing building located at 1800 Timber Creek Rd. Additionally, the report includes a conceptual floorplan and cost estimate for a cultural arts center on the site as well as conceptual phasing options and cost estimates.

This topic originated from the 2019 SPS. On June 4, 2018, the Town Council approved a Third Amendment to the Development Agreement for Lakeside DFW, which included a requirement that no private development or use shall be permitted on the land area designated as the Arts Facility Location, per Ordinance No. 09-18, unless the Town fails to both: 1) deliver a letter of commitment to Developer by April 17, 2019, containing a firm intent to pursue construction of the Fine Arts Facility; and 2) commence construction of the Fine Arts Facility by December 31, 2022. The Fine Arts Facility was discussed during the April 15, 2019, Town Council Meeting and an extension to the letter of commitment to the Developer until January 7, 2020, was approved.

On October 1, 2018, Town Council adopted the Cultural Arts Master Plan which recommended the Town explore the development of a Cultural Arts Center. During the 2019 SPS, Town Council directed staff to conduct a Cultural Arts Center feasibility study ([2019 SPS Summary](#)). On October 7, 2019, Town Council approved a consulting agreement with Webb Management Services and approved Phase 1 – [Cultural Arts Center Feasibility Study](#). On August 17, 2020, Town Council approved Phase 2 – [Cultural Arts Center Business Plan](#).

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Cultural Arts Commission
4. Take no action

Item 3 – Traffic Management & Synchronization/Smart Traffic Signal Improvements

RECENT SPS DISCUSSION: July 17, 2018, June 21, 2019, and June 19, 2020

BACKGROUND: The purpose of this item is to discuss traffic management, synchronization, and adaptive signal timing. The intent is to receive direction from Council on their preference of an adaptive signal timing corridor for implementation.

The goal of adaptive signal technology is to provide effective signal timing for fluctuations in the roadway conditions. The technology works by collecting data along a corridor, evaluating how the signals are performing with the current settings, and then implementing modifications based on the evaluation.

The Transportation Commission has recommended the FM 407 (Briarhill to Sellmeyer) and Morriss (north of FM 1171) as a good candidate for an adaptive signal system. Staff has begun deploying advanced signal analytics equipment needed for the implementation of the adaptive signal corridor. Staff is also deploying the advanced signal analytics equipment at key locations along the FM 2499 corridor. Staff would like feedback as to the corridor that Council would like to implement adaptive signal timing and a decision package for implementation will be provided for consideration in the FY2022-23 budget. The corridors currently under consideration are:

- FM 407 – Briarhill to Sellmeyer AND Morriss – FM 407 to Buckeye (8 locations in total)
- Same as above but continue through the whole Morriss/Gerault corridor to Lakeside Pkwy to include nearby traffic signals such as River Walk and FM 1171 (17 locations in total)
- FM 2499 – FM 1171 to FM 3040 to include nearby traffic signals such as McKamy Creek and Flower Mound Road (10 locations in total)



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- FM 2499 – entire corridor from Live Oak (Highland Village) to River Walk (Grapevine) to include nearby traffic signals such as McKamy Creek and Flower Mound Road (24 locations in total)
- Other Council selection.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Transportation Commission
4. Take no action

Item 4 – Budget Outlook

RECENT SPS DISCUSSION: Budget priorities are discussed annually at the SPS.

BACKGROUND: The request is to discuss the FY 2022-23 budget and budget priorities ahead of the August budget work session.

OPTIONS:

1. Discuss and provide direction during SPS
2. Take no action

Item 5 – Homestead Exemption Increase

RECENT SPS DISCUSSION: July 17, 2018, and June 21, 2019

BACKGROUND: The purpose of this item is to discuss increasing the homestead exemption. This item was requested by Councilmember Engel on May 26, 2022.

In 2018, Town Council approved the first homestead exemption of an amount equal to the greater of \$5,000 or 2.5% of value. In 2021, Town Council approved a homestead exemption increase to an amount equal to the greater of \$5,000 or 5% of value. A homestead tax exemption, or any changes to existing, must be approved by June 30 each tax year to go into effect the next fiscal year.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 6 – TIRZ #1 Status

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss the current status of TIRZ #1. This item was requested by Councilmember Engel on May 26, 2022.

The Town's Tax Increment Investment Zone (TIRZ) #1 was created on January 1, 2005. The TIRZ exists in place for 20 years with a termination date of December 31, 2024, or the date when all project costs are paid and any debt is retired, whichever comes first. The TIRZ #1 [boundary map](#), [project plan](#), [finance plan](#), and [2021 Annual Report](#) can be found on the [Town's website](#) by following the links provided for each.



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OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 7 – Office Development Incentive Program

RECENT SPS DISCUSSION: None

BACKGROUND: This item was requested by Councilmember Engel on May 26, 2022.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 8 – ED Roundtable Update

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to update and discuss findings from the Economic Development Roundtable at the TC Special Work Session on May 25, 2022. The ED Roundtable included a panel discussion regarding strategies to attract and promote economic development in the Town of Flower Mound, and more specifically Class A office space in the Lakeside Business District.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 9 – Development Fee Discussion

RECENT SPS DISCUSSION: June 21, 2019, and June 19, 2020

BACKGROUND: The purpose of this item is to discuss the development fee study and to follow up with Town Council on direction received at the December 16, 2021, TC Work Session ([Video](#)).

During the 2019 SPS, Town Council directed staff to perform a benchmark city fee survey and present to Town Council ([2019 SPS Summary](#)). Following that discussion, the topic was again brought up during Council's consideration of a contract for the Matrix Consulting Group to perform a development process review. Staff was asked to request a development fee study quote from the consultant. That quote (\$30,000) was provided to the Council via email on November 14, 2019. The study would analyze the Town's development fees against the actual costs to review development applications and permits. The final product would allow the Council to discuss cost recovery options. During the 2020 SPS, Council directed staff to implement staff identified fee changes as a "phase 1" update of the Town's development fees. Council also directed staff to move forward on the overall fee study ([2020 SPS Summary](#)). The fee study was approved as a decision package for FY 2020-2021, and the professional services agreement with Matrix was approved on [November 2, 2020](#). The Development Fee Study was presented and discussed with Town Council at the December 16, 2021 TC Work Session.



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OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 10 – Cross Timbers Conservation Development District

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss the Cross Timbers Conservation Development District and to follow up with Town Council on direction received at the April 21, 2022, TC Work Session ([Packet/Video](#), topic starts at 2:11:20).

During the July 15, 2021, Strategic Planning Session (SPS), Town Council identified development options within the Cross Timbers Conservation Development District (CTCDD) as a topic for future discussion ([Video](#), topic starts at 3:06:54). Following that meeting, staff presented analysis of existing development options in the CTCDD, as well as potential considerations for any changes Council might want to pursue during a work session on November 18, 2021, ([Video](#)). As there was consensus among Council Members to consider adjustments to the current development options in the CTCDD, on January 18, 2022, staff presented the framework for a public outreach plan ([Video](#)), and Council authorized staff to move forward. The Cross Timbers Conservation Development District outreach was presented and discussed with Town Council at the April 21, 2022, TC Work Session. More detailed information, such as the comprehensive survey results and the links to work session videos, are available on the Town's website at www.flowermound.com/CTDD2022.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Planning & Zoning Commission
4. Take no action

Item 11 – Land Use Discussion

a) Western FM Land Use

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss land use in western Flower Mound. This request was made by Councilmember Engel at the April 4, 2022, TC Meeting. There was consensus from Council to proceed with the discussion at the 2022 SPS.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Planning & Zoning Commission
4. Take no action



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b) Master Plan Review

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss a Master Plan Review. This item was requested by Councilmember Engel on May 26, 2022.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Planning & Zoning Commission
4. Take no action

c) Infill Properties

RECENT SPS DISCUSSION: July 22, 2016, June 21, 2019, June 19, 2020, and July 12, 2021

BACKGROUND: The purpose of this item is to discuss infill properties. This item was requested by Councilmember Engel on May 26, 2022. At the 2021 SPS, staff presented Town Council with a detailed report on infill properties. Council direction at the 2021 SPS was to not engage a consultant, to review park needs with the Parks Board, and use staff analysis of infill for future reference ([2021 SPS Summary](#)).

During the July 22, 2016, SPS, Town Council discussed infill development and directed staff to bring forward the item as a joint work session with P&Z and Town Council. Staff discussed infill development at the October 20, 2016, Town Council/Planning & Zoning Commission Joint Work Session ([Packet/Video](#)). The topic of “density” was discussed by the Planning and Zoning Commission on February 26, 2018, during their Board Input Session ([Packet/Video](#)). That topic was forwarded to the Council for consideration during their 2018 SPS. Council did not take up that topic during the 2018 SPS, however, during the 2019 SPS, Town Council directed staff to compile a list of remaining infill locations and provide to Town Council ([2019 SPS Summary](#)). Staff presented the list of potential infill locations to Town Council during the June 19, 2020, SPS. Council directed staff to discuss the identified infill locations and undeveloped property with the Planning and Zoning Commission during a Joint Work Session. That joint work session occurred on October 15, 2020, ([video link](#)) and staff was directed to obtain ballpark estimates on a consultant led study and to provide more detailed information on the sites.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Planning & Zoning Commission
4. Take no action

d) Warehouse Use

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss warehouse uses and discuss making a distribution center a distinct and separate use. This item was requested by Councilmember Schiestel on May 27, 2022.

Below is the current definition of *Warehousing and wholesale, general* under [Chapter 98-2](#):

Warehousing and wholesale, general, means an establishment offering wholesaling, storage or warehousing services not classified in any other land use category. Typical uses include, but are not limited to, wholesale distributors, storage warehouses, moving and storage firms, and trucking and shipping operations.



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The following link delineates the zoning districts where *Warehousing and wholesale, general* are permitted: [Schedule of Use Regulations](#).

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Refer to the Planning & Zoning Commission
4. Take no action

Item 12 – New Resident Development Education/Information

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss increasing development education and information for new residents. This request was made by Councilmember Martin at the February 21, 2022, TC Meeting. There was consensus from Council to discuss.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 13 – Regulatory Relief for Mandatory Sewer Connections

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss creating a variance process to mandatory sewer connections.

The issue of mandatory sewer connections comes up periodically. There are generally two situations in which this issue may be brought to Council attention. The first is when a property owner is looking to sell/develop land in a sewer services area where no convenient connection to sewer exists. This issue can be especially significant if the scope of the development is small and the added infrastructure costs exceed what is anticipated. The second situation is when an existing homeowner in a sewer service area has a septic system that fails. Under Town code, if sewer is within 300 feet of the property, the owner must connect to the sewer system. There are multiple factors that can impact the cost to abandon a failed septic system and connect to sewer. Staff is seeking feedback from Council on creating a variance process for property owners to seek a variance to mandatory sewer connections.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 14 – Dedicated Sales Tax Elections

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this discussion is to consider the options the Town has for the upcoming dedicated sales tax election. The next renewal election for the Crime Control and Prevention District and the Fire Control, Prevention, and Emergency Medical Services District is November 2022. Staff is requesting direction from Town Council on whether the reauthorization period for both districts at the November 2022 election be for 10, 15, or 20 years.



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Additionally, staff is requesting direction on whether the Street Maintenance and Repair sales tax dedication election be reauthorized for November 2022 or May 2023 instead of November 2023 in order to realize cost savings for the Town. Please see the table below for more information:

Sales Tax Use	Voter Authorization Time Line	Renewal Period	Expiration Date (if no election)	Next Renewal Election	Council Input Needed	Election Results
Crime Control and Prevention District	Nov 2007; Nov 2011	<ul style="list-style-type: none"> 1st year reauthorization 5 years Optional thereafter: 5, 10, 15, or 20 years FM opted for 10 years in 2011 	March 2023	Nov 2022	Should the reauthorization period for the Nov. 2022 Election be for 10, 15, or 20 years? Outreach to other cities that have these districts, found that this renewal period varies greatly.	2011: For: 65.81% Against: 34.19%
Fire Control, Prevention, and Emergency Medical Services District	Nov 2007; Nov 2011	Same as above.	March 2023	Nov 2022	Same as above.	2011: For: 70.40% Against: 29.60%
Street Maintenance and Repair	Nov 2007; Nov 2011; Nov 2019*	Every 4 years	April 2024	Nov 2023	Propose reauthorization proposition for Nov 2022 instead of a stand-alone election in Nov 2023 (\$18,000 savings). This same proposition could be on the May 2023 ballot instead.	2019: For: 79.80% Against: 20.20%
Parks	Nov 2007	N/A	N/A	N/A		

*special effective dates apply

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action



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Item 15 – FM Historical Commission

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss creating a Flower Mound Historical Commission.

The forward to the book, “Sweet Flower Mound Land” references that on “November 21, 1988, the Town Council created the Flower Mound Historical Commission as an official entity for the purposes of producing a book that would reflect the rich and existing history of the Town.” That Book was copyrighted in 1995 with the first printing occurring in April 1995. Fourteen years later on February 2, 2009, the Town Council approved Resolution 02-09 expressing support for the Historical Preservation Project. A resident had approached the Parks Arts and Library Services (PALS) Board about beginning a project to collect and preserve the history of Flower Mound. An ad hoc committee from the PALS Board was formed and later became known as the “Cross Timbers Historical Society.” Bylaws were initially drafted, and the group researched becoming a 501(c)(3) non-profit organization. The group never formed a non-profit.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action

Item 16 – Murals and Public Art

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss murals and public art. This item was requested by Mayor France on June 6, 2022.

OPTIONS:

1. Discuss and provide direction during SPS
2. Schedule for future work session
3. Take no action