



2018 Strategic Planning Session – July 17, 2018

TO: Town Council

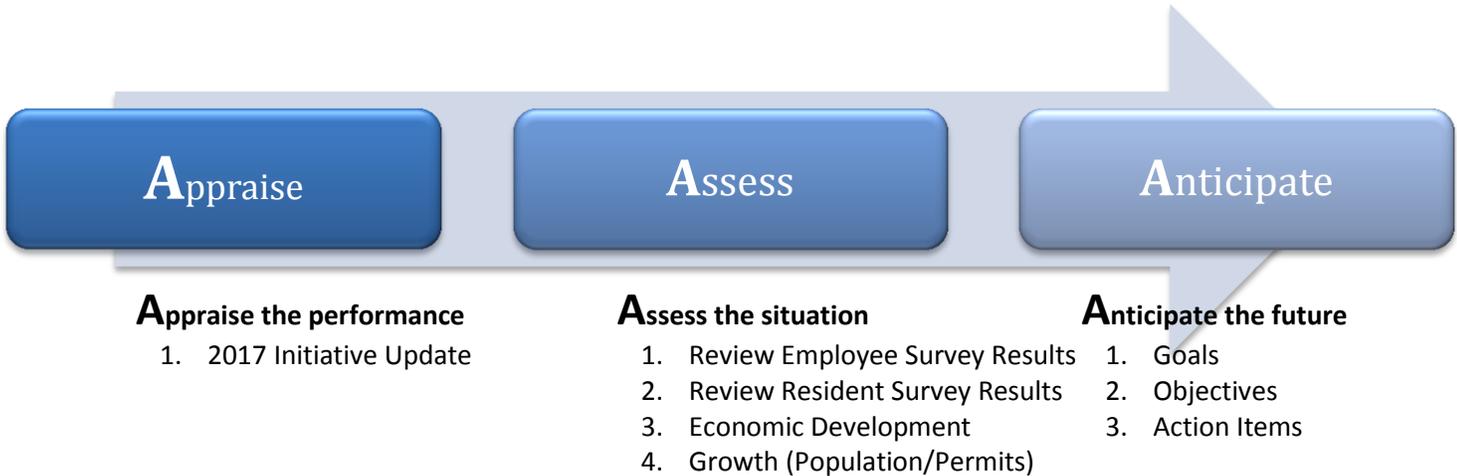
FROM: JP Walton, Assistant to the Town Manager

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. Generally, the discussion can be categorized in two parts. Part 1 is separated into three sections. The first section outlines discussion regarding past performance on the 2017 Council initiatives. The second section visits the results of the 2018 Employee Survey, revisits the most recent resident survey (2017), and provides discussion on development and growth. The third section provides opportunity to review current Goals and discuss Objectives, and Action Items for next year.

Part 2 provides an opportunity to review Board input and individual topics for discussion that were raised by boards, staff, and/or Town Council. This year the Parks Board ([video link](#)), Planning & Zoning Commission ([video link](#)), and the Transportation Commission ([video link](#)) elected to conduct a board input session. Background is provided for the individual topics along with a recommended action. It’s recognized that many, if not all, of the individual items may be raised during Part 1 discussion due to relevance of the item to any given section in Part 1.

PART 1





2018 Strategic Planning Session – July 17, 2018

PART 2

Item	Topic	Department/Division	Notes
1.	Park Land Dedication Fee Review	Parks/Development	Revisit the discussion of updating the dedication requirements in regards to multi-family dwelling units
2.	Lakeside Business District “limited residential”	Development	Discussing parameters that define what “limited residential” constitutes in the Lakeside Business District
3.	Lakeside Village TIRZ District	Economic Development	Review options for the possible Lakeside Village TIRZ District
4.	Undergrounding Utilities	Development	Discuss options to require undergrounding utilities
5.	Rental Inspections	Development	Discuss residential rental standards and inspections
6.	Additional Morriss Road Improvements (North of 1171)	Public Works	Discuss possible additional Morriss Road improvements north of 1171
7.	Thoroughfare Plan (Silveron)	Public Works	Discuss Thoroughfare Plan as it pertains to Silveron
8.	Traffic Flow	Public Works	Discuss signal timing, roadway improvements, road projects, and the idea of extending Garden Ridge
9.	DCTA Public Transit	Public Works	Discuss DCTA Mobility on Demand options
10.	Water Re-use Implementation	Public Works	Update on water re-use implementation.
11.	CIP Notification Process	Public Works	Discuss the CIP Notification Process and possible further improvements
12.	Homestead Exemption	Financial Services	Discuss the impact of a Homestead Exemption on the budget
13.	Monthly Community Highlights	Town Secretary’s Office	Discuss a group or organization of people who would highlight positive happenings within the community
14.	Outstanding Citizenship Recognition Program	Town Manager’s Office	Discuss the Outstanding Citizenship Recognition Program
15.	Address Resident Concerns	Town Manager’s Office	Addressing and discussing resident concerns
16.	Board Input Discussion	Town Manager’s Office	Discussion and direction on board input topics discussed by the Parks Board, Planning and Zoning Commission, and Transportation Commission

ATTACHMENTS

1. Individual Topic Background



2018 Strategic Planning Session – July 17, 2018

Item 1 – Park Land Dedication Fee Review:

RECENT SPS DISCUSSION: August 4, 2017, July 22, 2016

BACKGROUND: The last comprehensive Park Land Dedication ordinance was adopted on February 17, 2000. Changes to the park development fee component of the ordinance were approved on August 6, 2007. Discussion of the Town’s ordinance occurred during the processing of the Highland Court development application in 2015. Staff was directed by the Town Council to review the ordinance, specifically how land values are calculated. This led to an overall review of the ordinance where it was identified that the dedication requirement has not been reviewed in 16 years and the fee requirement has not been reviewed in 9 years. Realizing this, it became apparent that a spot review of appraisal values would not be an adequate review of the Town’s parkland dedication ordinance. Staff conducted a comprehensive evaluation of the Town’s ordinance, as well as the Town’s survey cities’ ordinances. Staff conducted further research to determine the best methodology for maintaining the Town’s parkland level of service while also maintaining rough proportionality with development applications (what is each development’s roughly proportionate share to the Town’s park system).

The purpose of this topic is to analyze our park land dedication cash in lieu of calculations more specifically as it pertains to MU’s, PD’s, and developments with multi-family units. Additionally, consider incorporating a park land dedication cash in lieu of calculation for multi-family units that allows for a separate calculation to be administered. Park land dedication calculations have been discussed in the past two Town Council SPS, in 2016 and 2017. During the October 2, 2017, Town Council meeting, staff was directed to bring forward amendments to the Town’s Code of Ordinances that exempts certain development projects from Park Board consideration ([video link](#), fast forward to 2:19). Direction was given to present options for proposed changes that would exempt any proposed development utilizing the Town’s current Mixed-Use zoning district, or the Town’s Planned Development zoning district that proposes development with a mixture of uses (residential, office, and commercial uses) from review by the Parks Board. Town staff presented two options to P&Z on 12/11/17 for the proposed amendment (LDR17-0002), that would allow a qualifying project to propose alternative park and open space standards with their zoning (in context to the proposal), and generally for multi-family uses in a “mixed-use” environment. The Town Council will consider those standards against the merits of the project during their review of the zoning application. LDR17-0002 – Parks and Recreational Areas was tabled with a vote of 6-0 by P&Z until further information can be provided and additional feedback from staff and Council. During the December 18, 2018 Town Council meeting additional feedback was requested from Town Council ([video link](#), fast forward to 1:04). No direction was given to move forward with the proposed LDR17-0002.

Both the Planning and Zoning Commission and the Parks Board have requested that this topic be re-visited and that a possible solution be decided on.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Refer to the Parks Board
4. Take no action

Item 2 –“Limited Residential” in LBD:

RECENT SPS DISCUSSION: August 4, 2017

BACKGROUND: To discuss the definition of limited residential in the Lakeside Business District Master Plan and clarify its meaning and relationship to the development of the district. The current plan was adopted in 2013



2018 Strategic Planning Session – July 17, 2018

and the use of “limited residential” was added to the Lakeside Business District. The Lakeside Business District was a topic discussed at the 2017 SPS and Town Council reaffirmed current Master Plan that focuses on job creation, place making, walkability, and to use limited residential as a tool to demand jobs and expansion of the tax base.

Lakeside Business District

Large scale commercial and/or light industrial developments such as corporate offices, office parks, industrial parks, clean manufacturing, hotels, commercial, similar uses, and may include limited residential development. The intent is to create a vibrant area that encourages dynamic economic development focused around live, work, and play opportunities. A mixture of uses is important as well as its design details, amenity quality, and the use of natural areas and open spaces to provide a unique quality of life and sense of place.

OPTIONS:

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

Item 3 – Lakeside Village TIRZ District:

RECENT SPS DISCUSSION: None

BACKGROUND: The Lakeside Village TIRZ District was first discussed during the October 19, 2017 Town Council Work Session ([video link](#)). It was then discussed during the MPA17 – 0010 and MU17-0002 Lakeside Village application process at P&Z ([video link](#)), a Town Council Joint Meeting with P&Z ([video link](#)), and Town Council ([video link](#)). At the request of developer, Realty Capital, the Town has been asked to consider establishing a second TIRZ District in order to facilitate the development of Lakeside Village. Realty Capital has indicated to the Town, that the TIRZ will aid in expediting the project and allow it to be developed in one single phase in lieu of multiple phases over a longer period of time. Staff will present the request to Council to gauge their interest in the TIRZ. Staff is not seeking support of the TIRZ from the Council at this time, only interest in whether they feel the TIRZ is something they could support, and only after a feasibility study is conducted indicating a positive return to the Town. Staff will act based on Council direction from the planning session; however, if Council indicates their desire to explore the feasibility of the TIRZ District, staff will proceed with the development of a feasibility study.

OPTIONS:

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

Item 4 – Undergrounding Utilities:

RECENT SPS DISCUSSION: May 29, 2015

BACKGROUND: The requirement for underground overhead utilities began with the adoption of SMARTGrowth. Language below:

B. CRITERION: On-Site Utility Distribution Facilities. No development application or project shall be approved unless all on site utility distribution facilities are designed to be placed



2018 Strategic Planning Session – July 17, 2018

underground, including the land-wire distribution facilities of electrical, cable, telephone and telecommunications providers.

Discussion will focus on Town attorney legal opinions and staff implementation policies since the requirement for undergrounding overhead utilities began, to include past, current and future development projects in which have been or will be affected.

OPTIONS:

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

Item 5 – Rental Inspections:

RECENT SPS DISCUSSION: None

BACKGROUND: The topic of rental inspections was first discussed in 2008, and staff provided a Council Communication on September 18, 2008 regarding home inspections using water service changes. An updated review including benchmark cities and legal opinions will be presented to the Town Council and further direction will be requested.

OPTIONS:

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

Item 6 – Additional Morriss Road Improvements (North of 1171):

RECENT SPS DISCUSSION: August 4, 2017, July 22, 2016

BACKGROUND: The Morriss Road Improvement Project was considered by the Transportation Commission on April 10, 2018 ([video link](#)) and by the Town Council on May 21, 2018 ([video link](#)). The Morriss Road Improvement Project presented several possible improvement options along Morriss Road to the Transportation Commission and then the Town Council. During the May 21, 2018 Town Council meeting the Council selected improvements along Morriss south of FM 1171 to be made from the list of options and directed staff to bring any improvements along Morriss north of FM 1171 to Council during the SPS. The SPS discussion on additional Morriss Road improvements involves possible improvements that are located north of 1171. The possible Morriss improvements north of FM 1171 to be discussed are Kirkpatrick crosswalk, Eaton crosswalk, and the Valley Ridge intersection.

OPTIONS:

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



2018 Strategic Planning Session – July 17, 2018

Item 7 –Thoroughfare Plan (Silveron):

RECENT SPS DISCUSSION: None

BACKGROUND: On February 13, 2018 the Transportation Commission considered a Thoroughfare Plan Amendment for the section of Silveron Boulevard from approximately 400 feet east of Long Prairie Road (FM 2499) to approximately 500 feet east of the Tarrant/Denton County Line ([video link](#)). Currently Silveron is classified as an Urban Minor Arterial, four lane divided road in the Thoroughfare Plan. The request was to examine a pedestrian friendly design that includes on-street parking along this section of Silveron, mainly a two lane divided with parallel or angled parking. In the process, if approved, it would create a new two lane divided thoroughfare plan classification (A2D with parallel parking A2DPP, A2D with angled parking A2DAP). The Transportation Commission recommended denial by a vote of 6-0. The Planning and Zoning Commission considered the amendment on March 12, 2018 ([video link](#)), and recommended denial by a vote of 6-0. The Town Council considered the request on March, 19, 2018 ([video link](#)), and tabled the discussion until a date uncertain with an update to be given on, or before August 20, 2018.

OPTIONS:

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

Item 8 – Traffic Flow:

RECENT SPS DISCUSSION: None

BACKGROUND: Discussion on improving overall traffic flow, more specifically, signal timing, roadway improvements, and road projects. As well as, discussion on the Town’s current standard operating procedure’s regarding town wide signal timing and possible improvements or additional options that could assist with managing the Town’s traffic signals. Discussion may include the idea of extending Garden Ridge.

OPTIONS:

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

Item 9 – DCTA Public Transit:

RECENT SPS DISCUSSION: August 4, 2017, July 22, 2016, May 29, 2015, and June 6, 2014

BACKGROUND: A general election was held in November, 2003, to determine whether or not to approve a ½-percent sale and use tax to participate in and fund public transit through the Denton County Transportation Authority (DCTA). This proposal was voted down by Flower Mound residents. The Lakeside Shuttle was identified as a mobility option with the [2009 Transportation Plan](#). That option was not pursued by the Council. In January 2014 the 2013/2014 TRC included this item on their list of work topics for that year. The Town’s Transportation plan including public transit options was discussed during the Strategic Planning Session (SPS) on June 6 2014. Adding public transit was discussed at the September 9, 2014, Transportation Commission meeting ([packet, video](#) – fast forward to 17:46). The TRC liked the idea of a shuttle and mass transit, in general not just Lakeside, and would like the Town staff to get together and discuss further. Discussions have occurred with DCTA, specifically on a “testing phase” to determine demand. An update on discussions was provided to the Council on [March 21, 2016](#) (fast forward to 2:10). DCTA representatives attended the July 22, 2016 SPS to discuss potential services. The Council provided direction to pursue a needs assessment with the North Central



2018 Strategic Planning Session – July 17, 2018

Texas Council of Governments. Staff will utilize the NCTCOG report and present DCTA Mobility-on-Demand options to Town Council for review.

OPTIONS:

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

Item 10 – Water Reuse Implementation:

RECENT SPS DISCUSSION: None

BACKGROUND: The Denton Creek Reuse Water Master Plan was discussed during the April 17, 2014 Council Work Session ([video link](#)), and was presented to the Council on October 20, 2014 ([video link](#)). An update on the progress of the implementation of the Denton Creek Re-use Master Plan will be discussed.

OPTIONS:

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

Item 11 – CIP Notification Process:

RECENT SPS DISCUSSION: None

BACKGROUND: A review of current Town standards in regards to the CIP notification process. This review will focus on the notification process that staff employs to communicate and engage with residents directly affected by on-going and future CIP projects. Also, discussion on how the process can be further improved.

OPTIONS:

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

Item 12 – Homestead Exemption:

RECENT SPS DISCUSSION: None

BACKGROUND: To discuss the impact of a homestead exemption on the budget. A Councilmember added this item for discussion.

OPTIONS:

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

Item 13 – Monthly Community Highlights:

RECENT SPS DISCUSSION: None

BACKGROUND: An initiative to create a group of community partners that identify positive happenings within the Town of Flower Mound. These positive happenings can be a variety of actions that help send a positive message throughout the community. The Town's communications department would team up with this group of



2018 Strategic Planning Session – July 17, 2018

community partners to promote these positive happenings on social media. Further direction on the possible creation of and operating procedures of the group will be requested of the Town Council.

OPTIONS:

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

Item 14 – Outstanding Citizenship Recognition Program:

RECENT SPS DISCUSSION: None

BACKGROUND: The Outstanding Citizenship Recognition Program was originally initiated by Mayor Tom Hayden on September 2, 2014. In January 15, 2015 direction was given to go forward with creating the program and on October 19, 2015 the Outstanding Citizen Committee was formed and its members appointed. The first Outstanding Citizen Committee meeting occurred on November 9, 2015. The Outstanding Citizenship Recognition Program created the Outstanding Citizen Committee which selects a recipient for the Outstanding Citizenship Award. The Outstanding Citizenship Award is designed to recognize an outstanding individual or group each year that demonstrates exemplary service to the community. Each year, the committee holds a nomination process and selects a recipient for the award. The recipient will be announced and honored at either the last Town Council meeting in November, or the first Town Council meeting in December. Direction from Council is requested on whether to continue this program due to it being a previous Mayoral initiative. In addition, if the program is to continue a review of the selection and nomination process and possible improvements.

OPTIONS:

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

Item 15 – Address Resident Concerns:

RECENT SPS DISCUSSION: None

BACKGROUND: Discussion on resident concerns regarding mixed use projects, Southgate, major project quarterly updates, staff presentations, personal electronic devices during meetings, and CIP projects.

OPTIONS:

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

Item 16 – Board Input Discussion:

RECENT SPS DISCUSSION: None

BACKGROUND: This year the Parks Board ([video link](#)), Planning & Zoning Commission ([video link](#)), and the Transportation Commission ([video link](#)) elected to conduct a board input session. Topics from these various board input sessions that are not already being covered in specific items will be discussed in this section. Staff



2018 Strategic Planning Session – July 17, 2018

will present and discuss the topic in order to receive direction. The board input topics that will be discussed in this section are as follows.

Parks Board Input

Item	Parks Topics
1.	Park Land Acquisition
2.	CAC Expansion/Western Rec Center/Tennis Center
3.	CTCDD Park Development

P&Z Board Input

Item	P&Z Topics
1.	Fencing Requirements
2.	Developer Road Timelines
3.	Public Hearing Signage
4.	Definition of Density
5.	Walkability
6.	Proactive Development Standards
7.	Incentivize Class A Office
8.	Development Process Review

Transportation Board Input

Item	Transportation Topics
1.	2499 Traffic Solutions
2.	Thoroughfare Master Plan Update
3.	Intelligent Transportation System /Adaptive Signal Control

OPTIONS:

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