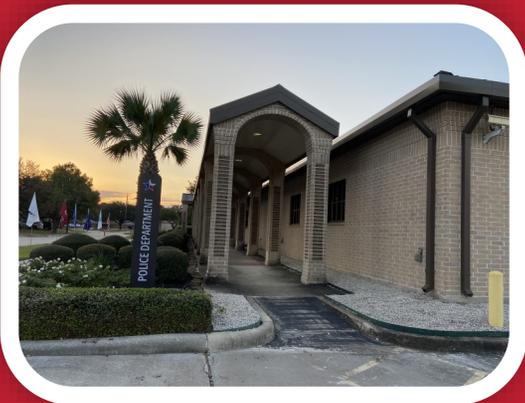
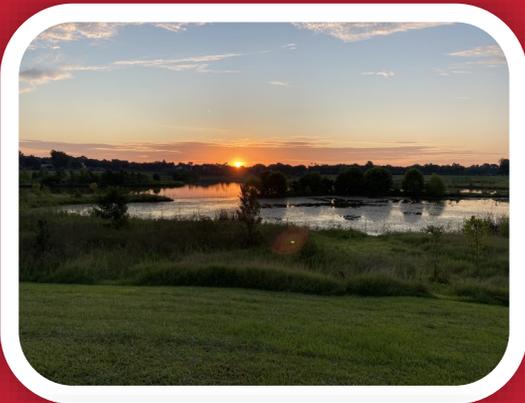


Jersey Village Comprehensive Plan 2020 Update



Letter from the Jersey Village Comprehensive Plan Update Committee Chair

As Chair, I would like to thank all the volunteers, staff, and elected officials who took part in the Jersey Village Comprehensive Plan Update 2020. From city employees and elected representatives to our dedicated community volunteers, all who took on the challenge of public service by giving generously of their time and energy have my sincere gratitude and respect.

I find volunteering on behalf of my community within Jersey Village a fulfilling obligation. With dedication, energy, and enthusiasm, my colleagues and I tackled the Jersey Village Comprehensive Plan Update 2020. Our unique city-within-a-city and location proximal to Houston make Jersey Village an ideal urban community. Members of the Comprehensive Plan Update Committee (CPUC) are Jersey Village residents who work to fortify, promote, and uplift our community. In the Jersey Village Comprehensive Update, we hope to provide a tangible guide for city officials and the council for future development. My experience is proof that anyone can benefit our city, and I hope others will participate in reflecting the diverse range of Jersey Village residents.

This year, due to social distancing and circumstances surrounding the SARS-CoV2 pandemic, our committee met digitally for thirteen occurrences to edit and improve the Comprehensive Plan. The online experience provided challenges and opportunities that benefited the CPUC. Our members did not meet in person or directly engage with each other. My colleagues and I reviewed the content of the 2016 plan ensuring previous goals were marked achieved, revised, or maintained as on-going. We honed the technical language of the document while preserving specificity for the municipality. The task was immense, but we persevered. We added to the document's gravity by recognizing accomplishments Jersey Village has achieved in the last four years. We generated and deployed a community survey endeavoring to collect input from residents. We then analyzed survey results to confirm our current aims aligned with our residents' current desires. We also brought to the forefront new technology used by Jersey Village to maintain and improve our community. We connected online resources to assist residents in everything from paying water bills to initiating a complaint about code violations or nuisances utilizing the Jersey Village app. We took these actions and made a well-rounded, readable document that will endure until the next iteration in 2024.

In this Comprehensive Plan Update, we address recent and historical issues for Jersey Village and our residents. We considered the aspects that draw people and keep generations of Jersey Village residents, including; infrastructure, safety, community engagement, quality of life, open space, or proximity to Houston. Many residents, including some CPUC members, are generational, benefiting from applying a historical context to Jersey Village improvements that serve residents. Many CPUC members are raising families in Jersey Village and appreciate the community in which we now live. Overall, we want to make positive changes that will support local organizations that endorse/ensure our community's growth and persistence. We revised and highlighted persistent issues to assist

the governing council and city staff in making improvements to Jersey Village. We strove to present the current day reality of property maintenance, upkeep of city facilities, recreational areas, improvements to parks, trails, walkability, local development, and ways for desirable local business.

Overall our goal was to support and advance existing community goals while considering current residents' feedback. With the dedication and support, we successfully made dynamic alterations to update the Comprehensive Plan document. Each of our committee members' personal experiences and background helped shape this update, and I hope we can encourage more participation in future years. This document represents many hours of collaboration and represents our collective plan and vision for the City of Jersey Village in the years to come. With a reborn sense of involvement and community spirit, we can make this happen and get back some of the hometown spirits that brought us this far.

It's people that make Jersey Village so wonderful.

Respectfully,



Courtney Standlee R.S., MPH, Ph.D.

Chair Comprehensive Plan Committee 2020

City of Jersey Village, Texas



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Introduction

Introduction

A city's comprehensive plan is well-defined as a long-range planning tool that is intended to be used by City staff, councils and boards, along with citizens, to guide the community's physical development for 10 to 20 years. A comprehensive plan has two primary and interrelated focuses. The first focus is to allow the City's residents the opportunity to create a shared vision of what they desire for the future of their community. The second is to establish methods in which a community can effectively achieve that vision.

Brief Overview of the Development of the Jersey Village Comprehensive Plan

With growth pressures to the north and tremendous redevelopment potential to the south, Jersey Village is at the doorstep of remarkable opportunities, which has created a time-sensitive opportunity for the City to plan for its future. In the past, the City of Jersey Village has utilized planning strategies, which have included regular updates to their original 1989 Comprehensive Plan. In 2014 the city began a process to create a new Comprehensive Plan, the 2016 Comprehensive Plan. This document is an update of the 2016 Comprehensive Plan. Though many of the plan's elements are still relevant today, a fresh sense of direction and collective excitement created the need for an

updating of the community's original vision.

In response to this need, the City of Jersey Village sought to update the comprehensive plan so it can continue to serve as a guide to achieve its vision and goals through growth and development over the next several years. As a result, this update brought together the City's residents, elected officials, City staff and community stakeholders for the purpose of creating a flexible plan that will serve as a living document for both current and future decision-makers. The primary intentions of the comprehensive plan include the following:

- Efficient delivery of public services;
- Coordination of public and private investment;
- Minimization of potential land use conflicts;
- Management of growth in an orderly fashion;
- Cost-effective public investments; and
- A rational and reasonable basis for making development decisions about the community.

A comprehensive plan is not a zoning ordinance, but rather it is a high-level tool utilized by the City to make development decisions. As new development applications, zoning requests and other development decisions are made, the comprehensive plan helps to safeguard coordinated growth. By determining what land uses are appropriate within Jersey Village, and where such land uses should be located, the plan helps to protect the integrity of the City's neighborhoods and

corridors. Ultimately, the synchronized land use patterns help to protect private property by maintaining and enhancing value and protecting property from incompatible uses.

The Jersey Village Comprehensive Plan examines realities of existing conditions, demographic implications, areas of growth potential and strategies for improving quality of life.

The plan focuses not only on the physical development of the city, but also on its overall goals to become a more livable and economically vibrant community. While the plan is visionary and outlines citizens' desires, it is also measurable by employing implementation-focused recommendations.

This Comprehensive Plan anticipates change and proactively addresses major issues. The purpose of proactive planning is to minimize conflicts in decision-making to more efficiently manage time, money and resources. This plan will also lay the foundation for future improvements and prioritize action items that will shape the physical and economic characteristics of the City.

Legal Authority

The State of Texas has established laws regarding the way incorporated communities can ensure maintain the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority The authority of a City to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

CHAPTER 211

[Chapter 211](#) of the Texas Local Government Code allows the government body of a community to regulate zoning.

CHAPTER 212

[Chapter 212](#) of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the City limits and within the Extraterritorial Jurisdiction (ETJ), which varies depending upon the population of the community.

CHAPTER 213

[Chapter 213](#) of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the long-range development of the municipality. Basic recommendations for comprehensive planning are to address land use, transportation and public facilities, but it may also include a wide variety of other issues determined by the community.

As previously stated, the comprehensive plan is not a zoning ordinance, but rather it is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made as specified by Chapter 211 of the Texas Local Development Code.

2020 Comprehensive Plan

Over time the vision for Jersey Village has evolved. The need to revise community livability and development expectations has arrived, and that led to the creation of the 2016 Comprehensive Plan. Four years after adoption it is now necessary to update the City's Comprehensive Plan. The City has accomplished many of its goals in recent years which include flood control improvements, residential growth, and park improvements. This plan is not a mandate, but rather it is a flexible guide for City Staff and elected officials to use in determining a clear future for the City. The plan contains ideas, graphics, policies and actions that originate from the identified vision created by Jersey Village residents.

This 2020 Comprehensive Plan will serve as an update to the City's 2016 Comprehensive Plan. The updates will include revisions to the community vision and future land use plan (FLUP) where necessary, updates to the City's goals and objectives, and new strategies for the community to elevate standards for development. These important updates will help Jersey Village continue to be a desirable community. The creation of the 2020 Comprehensive Plan will also signal to current residents, prospective residents and future business interests that the City has a vision and a plan for its future, and reassesses that plan on a regular basis to ensure it continues to meet the needs of the city. Updating the plan will also allow for the tracking of goals and strategies over time, to see what has been accomplished, and provide the historical context that is necessary to keep the city moving forward. This plan may also appeal to business and real estate investors by showing that investment in our City is part of a greater plan, supporting the long-term sustainability and viability of business and real estate investment.

DOCUMENT STRUCTURE

A deliberate plan development process involving background research, visioning, recommendations and implementation was utilized. This process is reflected in this document's ten components:

Community Snapshot

To understand where Jersey Village is going, it will first be necessary to understand its history. This section serves as the reconnaissance stage for the planning process. Historical population trends, demographics, existing conditions, physical constraints and past planning efforts are all examined for the development of a baseline from which future planning decisions should be made.

Vision, Goals and Strategies

The community's vision is reflective of the many tangible and intangible characteristics and values that Jersey Village desires to preserve and provide for current and future residents. This section identifies the primary issues provided by community stakeholders and lists the goals and strategies derived from stakeholder engagement. Goals and strategies ultimately guide action items, which will be described within individual chapters and prioritized in the Implementation Plan Matrix.

Future Land Use

The cornerstone of the Comprehensive Plan is the Future Land- Use Plan Map. This section describes the appropriate land use types within Jersey Village and graphically depicts the ideal locations for such uses on the Future Land Use Plan Map.

Transportation and Circulation Plan

This chapter will provide a transportation framework that will serve as a guide for mobility decisions within Jersey Village. Land use decisions

ultimately impact the City's transportation network, and therefore, this section's Thoroughfare Plan provides roadway recommendations that coincide with future land use decisions.

Economic Development

The City of Jersey Village does not have an Economic Development Corporation. The City's approach to economic development has been one of reaction to developer and/or business proposals on an ad hoc basis. This chapter examines existing information, incentives, economic development approaches and programs.

Parks, Recreation and Open Space

The space devoted to satisfying the active and passive recreational needs of citizens is a vital component of any community. The parks chapter provides guidance for parks and open space improvements. This chapter examines and analyzes existing recreational opportunities and makes recommendations that are consistent with present and future community needs.

Community Character

Character refers to the many tangible and intangible characteristics that contribute to the City's quality of life. This section provides recommendations pertaining to quality of life issues within Jersey Village. Community character refers to the many things that conjure community pride and help make the City attractive to visitors. This includes aesthetics, social well-being, as well as health and wellness. Community character related recommendations are outlined within this chapter.

Community Facilities

Public investment into community services and the level of community services provided are critical to manage growth and safety. This chapter

includes reviews of the existing conditions for public facilities and recommendations for maintenance.

Implementation Plan

The Implementation Plan organizes and prioritizes the recommendations contained within the various plan elements into an action items matrix.

Historical Context

There are several pieces of history that are important to include as part of any comprehensive plan. As Robert Penn Warren once said, "History cannot give us a program for the future, but it can give us a fuller understanding of ourselves, and of our common humanity, so that we can better face the future." So, as we prepare for the future this plan also looks to the past to help us understand where Jersey Village has come from.

1936

The 1936 county highway map shows multiple dwellings located at the site, which is now Jersey Village. Clark W. Henry owned 1,236 acres of land on which he operated F&M Dairy and raised Jersey cattle.

1953

The community officially began in 1953, when Clark W. Henry partnered with Mr. Leroy Kennedy to create Jersey Village Development Company and decided to develop homesites on Jersey Lake. Land was purposefully set aside in Jersey Village for schools, a park, and an 18-hole golf course.

1954

Five miles of streets, drainage, gas, sewer and water services were developed. The first family moved to the newly developed area in October 1954.

The Jersey Village Fire Department was formed.

1956

Jersey Village officially incorporates on April 16, 1956 when all 58

residents voted in favor of incorporation. The city was approximately 1.9934 square miles, with the corporate limits shown in Figure I-1.

Because of Mr. Henry's success with jersey cattle, it was decided to use this name for the new community.

City Hall was established at 16501 Jersey Drive, the site of the current Fire Station.

Mayor Leonard F. Lee called to order the first meeting of the Jersey Village City Council to order on June 18, 1956.

A volunteer police force was created.

1960

Post Elementary School was constructed. It is named for Ernest Stephen Post, who served of the Cy-Fair School District Board of Trustees for 26 years.

1972

The site for the Jersey Village City Hall was given to the city by Mr. Leonard Rauch. At the time the site was used as offices for the Fire Department and Public Works.

The Jersey Village High School opened to high school students in and around Jersey Village.

1975

City Council authorizes a swimming pool to be built at Clark Henry Park for a cost of \$102,636.

1976

Wall Street neighborhood developed.

1980

Jersey Village establishes Emergency Dispatch for Police and Fire operations.

Shopping Center at US 290 and Jones Road was constructed.

1983

Smith Street and Koester Street neighborhood developed.

1986

Due to the growth of Jersey Village, the voters approved a Home Rule Charter for the City. This home rule charter created the present Council-Manager form of Government.

1988

The City adopts the slogan “A Texas Star Community”. This slogan is chosen to highlight Jersey Village as a great community, like the meaning of the Texas Star. Just as the Texas Star “sends out its radiance to nations near and far” and is an “emblem of freedom”. The Jersey Village star radiates Jersey Village’s status as a premiere community throughout the state and nation.

1989

A comprehensive plan is adopted by the City Council for the first time.

1990

Construction on Beltway 8 on the east side of Jersey Village is completed.

Wyndham Village subdivision developed.

1991

Kube Court and Kevindale Court neighborhood constructed.

1992

Senate Avenue Park was renamed “The Carol Fox Park” to honor Mrs. Carol H. Fox who contributed her time and talent to the City as City Secretary, Treasurer, Tax Assessor-Collector, City Administrator, Acting City Manager and Deputy Court Clerk from September 25, 1975 to December 25, 1991.

1998

July - City Council establishes a citizen committee with the charge to review and evaluate the feasibility of the acquisition of a municipal golf complex.

September - Tropical storm Frances hits the Houston area, flooding approximately 200 homes in Jersey Village.

2000

August– The City purchases Jersey Meadow Golf Course to preserve the green space and continue to have the golf course amenity.

2001

June – Approximately 500 homes flood in Jersey Village during Tropical Storm Allison.

The City Council approved the first Homestead Exemption of 4%.

2002

October - Approximately 53 homes flood during severe thunderstorms.

2003

The City Council raised the Homestead Exemption to 8%.

2004

Lakes of Jersey Village subdivision built.

2007

Wyndham Lake Subdivision developed.

2009

The City did a feasibility study for the area south of US 290 to be developed as a Transit Orientated Development (TOD).

2010

The City adopts Form Based Ordinances to guide the development of the TOD.

2012

Work begins on the Jersey Meadow Recreation and Detention Facility a 98-acre detention pond on 9 holes of the 27 hole Jersey Meadow Golf Course.

2013

TXDOT begins US 290 Expansion Project to create five general lanes in each direction through Jersey Village

2016

March - The 2016 Comprehensive Plan is adopted, the first comprehensive plan in 27 years.

April – Over 230 homes were flooded in the Tax Day Flood.

September – The city begins a Long-Term Flood Recovery Plan to study what the city can do to mitigate future flooding in Jersey Village.

The Enclave At Castlebridge subdivision developed.

2017

August – Hurricane Harvey dumps 32 inches of rain on Jersey Village, however no major flooding occurred in Jersey Village.

September—City Council adopts Long Term Flood Recovery Plan.

2019

The City enters into a Master Development Agreement with Collaborate Special Projects for the development of the TOD, now referred to as Village Center.

TXDOT substantially completes US 290 Project that was started in 2013.

Nearly two years after the original grant application was submitted the first homes in Jersey Village are elevated utilizing FEMA funding.

The City Council raised the Homestead Exemption to 14%.

Planning Process

The 2020 comprehensive planning process occurred over a 7-month period, beginning in June 2020 and culminated in the December 2020. The 2016 Comprehensive Plan laid the foundation for the efforts of the 2020 Plan. Due to COVID-19 the city was unable to hold the large community engagement meetings that were done in 2015. However, the Comprehensive Plan Update Committee (CPUC) utilized community feedback from an online survey and other means to help guide their work. As a result, this planning process has provided a clear vision for Jersey Village's future, identified opportunities and challenges, and defined methods of prioritizing implementation of the vision.

The CPUC guided the development of goals, strategies, action items and the future land use for the City. Committee members were chosen and appointed by City Council, bringing together a group of residents with unique experiences, backgrounds and interests, which helped facilitate discussions and capture a wider variety of perspectives and opinions, that were ultimately considered during plan formation.

The CPUC members gathered multiple times during the project to discuss a variety of topics and issues related to the development of the Comprehensive Plan. Initial stages of the process included issue identification and reviewing all the information that led to the creation of the 2016 Comprehensive Plan. The committee's foresight, in conjunction with public participation, formulated the plan's vision and goals. The CPUC served as a sounding board for plan strategies and recommendations.

Planning Context

An understanding of the planning context sets the framework for which planning decisions can be made. This includes an understanding of both local and regional planning efforts, as well as issues which may significantly impact future planning decisions within the City.

REGIONAL RELATIONSHIP

The City of Jersey Village is in west-central Harris County, Texas, approximately 17 miles from Downtown Houston, 22 miles from Sugar Land, and 23 miles from Katy. The City is easily accessible due to its location along major transportation corridors such as Beltway 8, U.S. Highway 290, Farm-to-Market Road 529, and the Southern Pacific Railroad. Houston remains a significant draw for Jersey Village residents seeking a wider- range of entertainment and special services.

RELATED AND REGIONAL PLANNING EFFORTS

Relevant local and regional planning efforts should be considered when developing a comprehensive plan to facilitate coordinated recommendations for the entire region. This section provides an overview of these related efforts.

Previous Comprehensive Plans

To some degree, the 2016 Comprehensive Plan was informed by the 1989 - 2010 Comprehensive Plan. The 2020 Comprehensive Plan generally follows the previous plan's outline with respect to identification and analysis of plan elements, organization of demographic and statistical information, and other areas. Additionally, several important issues identified and discussed within the 1989 and 2016 Comprehensive Plan are still relevant today. Many of these issues

have been revisited within this plan update, including the following:

- Growth management, with respect to which areas of the Extraterritorial Jurisdiction (ETJ) will potentially require City services and provisions. The land uses and development patterns within the ETJ continue to impact the community;
- Housing maintenance and neighborhood aesthetics, with respect to the protection of neighborhood cohesiveness and integrity;
- Initiative-driven economic development programs to promote land uses that maintain a vibrant community fabric and increased tax base;
- Maintaining high-quality municipal services, the enforcement of zoning and subdivision regulations, signage restrictions, thoroughfare planning and similar regulatory authorities to preserve the residential quality of life; and
- Mitigating the impact of incompatible uses outside of Jersey Village.

Village Center

The Jersey Village Mixed-Use/TOD Plan was presented in 2009 to establish a framework for sustainable development options that will utilize the City's public services efficiently. Since that time discussions of a commuter rail system have ebbed and flowed. Currently there is no near-term plan for light rail services along the US 290 Corridor. It is possible the high-speed train, currently being contemplated by Texas Central, could utilize a corridor through the Village Center Area.

Today the plan for [Village Center](#) does not include a transportation component but is an upscale mixed-use development. See "Spotlight Village Center" in Chapter 3 for more on Village Center.

SH 6 Access Management Study North

In 2001, the Houston-Galveston Area Council (H-GAC) initiated a series of access management studies throughout the Greater-Houston Region. The [SH 6 Access Management Study North](#) analyzes the SH 6/FM 1960

and FM 529 corridors, and makes recommendations to improve mobility and safety, while maintaining economic viability. This study impacts Jersey Village due to FM 529 being the southernly border of the city limits and ETJ.

"Moving Our Region Into Tomorrow"- Houston-Galveston Area Council (H-GAC) 2045 Regional Transportation Plan

The [H-GAC 2045 Regional Transportation Plan](#) seeks to address greater regional growth and explore how the core values of our region's residents relate to the way the Houston-Galveston region will grow, as well as the quality of life this growth will provide. The plan illustrates the importance of linking land use, and transportation planning and policy to afford residents more options when it comes to modes of travel. Its primary focuses are on system efficiencies, opportunities to manage demand and improve safety, as well as options for adding roadway and transit system capacity.

The plan also includes recommendations for regional coordination and implementation across all 13 counties on topics, such as, system expansion, demand management, operations management, livable centers and air quality. These recommendations imply direct impacts on cities like Jersey Village that are located along major access corridors. Recommendations that influence this plan include:

- Automated and Connected Vehicles that could provide for an on-demand type of transit;
- Improving connectivity by exploring opportunities for expanding multi-modal transit facilities for connecting local services;
- Working with local transportation to develop flexible, seamless fare policies across providers;
- Exploring potential High Capacity Transit (HCT) Corridors including US 290.

"Our Great Region" - Houston-Galveston Area Council (H-GAC) Regional Plan for Sustainability

According to the summary of the [Our Great Region](#) plan, "The Regional Plan for Sustainability looks at current and future opportunities to meet the needs of the diverse communities and residents of the region in a manner that does not compromise the needs of future generations." The plan also outlines goals for the region, develops metrics to assess sustainability, analyzes regional scenarios, and makes recommendations for implementation strategies. The Our Region plan spans topics like housing, transportation, economic development, healthy communities, and the environment. It also reflects HUD's livability principles. The plan aims to:

- Enrich efforts that support workforce improvements, facilitate job growth and attract new residents, as well as conserve the natural environment and enhance the built environment; and
- Enable the pursuit of federal funding for implementation of transportation, housing, hazard mitigation, and community and economic development projects that further sustainability in the region.

This plan is important in the consideration of this Comprehensive Plan because these goals align with a number of the goals outlined in this plan, which are to preserve FEMA flood plains, enhance sustainability efforts in new construction, the facilitation of public-private partnerships, and neighborhood preservation initiatives.

Flood Mitigation Efforts

It is known that the City of Jersey Village has a history of flood issues, primarily along White Oak Bayou but also in a smaller tributary of the bayou. The White Oak Bayou watershed is in central and northwest Harris County, originating northwest of FM 1960 near U.S. 290. It flows

southeast to join Buffalo Bayou in downtown Houston—making this bayou finger an essential drainage-way for much of northwest Harris County, the City of Jersey Village, and the City of Houston. Over time the White Oak Bayou has been modified and enlarged. The largest expansion of this bayou occurred between 1964 and 1976, when the lower 10.7 miles of the bayou was included as part of a federal flood damage reduction project by the Harris County Flood Control District and U.S. Army Corps of Engineers.

In October 2002 damaged more than 200 homes during a major flood. Prior to that time, Tropical Storm Allison (2001) flooded approximately 500 homes, and Tropical Storm Francis (1998) flooded approximately 200 homes. There are currently 98-acres of detention pond/lake within city limits, comprising nearly 4.3 percent of the City's land. In May of 2011, Harris County Flood Control District (HCFCDD) applied for FEMA Hurricane Ike Hazard Mitigation Grant funding for construction improvements to the 43-acre [Jersey Meadows Stormwater Detention Basin](#) to reduce the risk of future flooding in this area. In 2012, the project was granted the funding, which would reimburse up to 75 percent of construction costs needed to complete the project.

This 30-month project began in June 2012 and included removing nearly 432,000 cubic yards of soil, constructing a weir spillway structure and re-grading the detention basin's slopes. According to the Harris County Flood Control district, the project included a 1 mile trail around the detention basin and expands the basin to hold about 114 million gallons of water.

In addition to the Jersey Meadows Stormwater Detention Basin, HCFCDD has constructed additional flood control mechanisms in close proximity to Jersey Village. Figure 1.3, HCFCDD Flood Control Projects identifies the

locations of existing, and future planned flood control measures near Jersey Village. These highlighted projects were made possible through a cooperative program which provides federal funding assistance for critical flood control infrastructure. This funding provided the necessary resources for HCFCF to complete the 7.5-mile of channel conveyance improvements along White Oak Bayou from Beltway 8 to Tidwell Drive, as well as improvements to the 2-mile Jersey Village Channel. The Jersey Village Bypass Channel (E200) is significant in that it carries 30-percent of White Oak Bayou's maximum flows around the City of Jersey Village during times of heavy rain.

In addition to regional drainage and flood prevention improvements, Jersey Village has also taken the initiative to make improvements within the city limits. The following are improvement projects undertaken: Argentina, Carlsbad, Chichester, Equador, Glamorgan, Leeds, Shanghai and Tahoe Paving Storm Sewer and Waterline Improvements; Honolulu Paving, Storm, and Water Line Improvements; and Phase III Paving, Storm, and Water Line Improvements. These projects assist in providing the necessary flood control measures to protect the residents of Jersey Village and their property.

After the 2016 Tax Day Flood, which flooded more than 230 homes in Jersey Village, the City undertook a Long-Term Flood Recovery Plan, which was adopted in September 2017. The goal of the Jersey Village Long-term Flood Recovery Planning Study was to develop a flood damage reduction plan that balances social acceptability with economic, hydraulic, and environmental feasibility. The plan identified both short-term and long-term flood damage reduction projects that can be designed and implemented as funding allows. The plan recommended four main projects:

- Widening and deepening the E100 Branch of the White Oak Bayou

- A berm around the golf course
- Drainage and street improvements in the Wall Street Neighborhood.
- Home elevations

In December 2020 HCFCF broke ground on the [E100-00-00-E005 White Oak Bayou Federal Flood Damage Reduction Project](#). According to HCFCF the plan is to widen the base of the E-100 channel to 30 feet through Jersey Village, and the E-200 (the bypass) Channel to 20 feet. This project is expected be completed in 2021.

In December 2020 the City and HCFCF began negotiations for an interlocal agreement to begin the design phase of the E127 deepening/widening project. This project should enter the construction phase in 2022, with the project being completed in 2023.

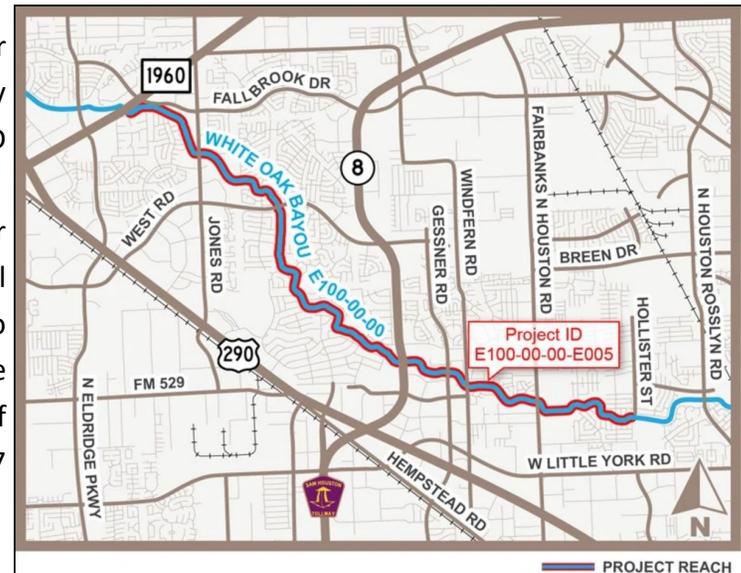


Figure I-2. Map depicting E100-00-00-E005 Project reach along White Oak Bayou.

Drainage improvements in the Wall Street Neighborhood and the Berm around the golf course have been a priority item for the city. This project is estimated to cost \$6.2 million dollars. The city has worked with the Texas Department of Emergency Management and FEMA to secure Hazard Mitigation Grant Program funding to cover approximately

\$4.3 million. Another approximately \$1.8 million in grant funding from the Community Development Block Grant – Disaster Recovery funds from the US Housing and Urban Development and Texas Government Land Office have been awarded to the City to cover the remaining costs of this project. This project received final approval from all federal agencies in December 2020 and construction should start in the second quarter of 2021.

Annually since 2017 the city has applied for grants from FEMA to elevate homes throughout Jersey Village that have flooded and are susceptible to future flooding. As of December 2020, 17 homes have been elevated, and four more are scheduled to be elevated in 2021.

EXISTING LAND USE AND PHYSICAL CONSTRAINTS

Providing for the continued orderly and efficient use of land should be a major planning consideration in Jersey Village. The pattern of land use that exists today has evolved as a result of the City's past needs. The activities of residents create a need for various land uses, as well as for the supplemental systems that support the land uses (i.e. thoroughfare systems, city services, infrastructure). The relationships of existing and future land uses will shape the character and quality of life of the community; especially, since nearly 92 percent of the City is developed. In order to accurately assess the City's future land use needs, an analysis of past trends and existing patterns is the topic of discussion in this chapter. From earlier demographic discussion, it was highlighted that more than three-quarters of the housing stock was built before 1970; also, while 55 percent of the City's households moved into homes between 2000 and 2009, only 18 percent of the housing stock was constructed during the same time period.

The City's man-made and physical environment greatly influences its

future land use pattern growth regarding FEMA flood maps updates, road expansions and new development. These factors ultimately contribute to the City's urban form and content, and therefore it is important to analyze them when fashioning the elements of this plan.

Municipal Boundaries and Extraterritorial Jurisdiction

The City of Jersey Village's ETJ comprises 704-acres of land, which is located south of U.S. 290. The City's ETJ commonly extends up to one mile from the city limits based on the 2010 population of 7,620 residents. However, due to the City being nearly landlocked by other municipalities, the ETJ may extend only where other cities and their ETJ's do not exist. The ETJ serves two purposes. The first purpose is to make sure cities only annex land only within their ETJ, because it creates a limitation against annexing into the ETJ of another city. The second purpose allows for cities to extend and enforce their subdivision regulations into their ETJ. Cities cannot, however, enforce zoning regulations in their ETJ.

The major land uses that characterize the ETJ are Industrial (43%), Commercial (28%) and Vacant (17%). There is a major difference in character and function in the land uses of the ETJ from those of the residential-oriented uses in the northern city limits. This is a situation that makes transitions and guided growth essential to successful development and sound infrastructure investment. Due to the limited area in which the City can expand, the plan's focus must be on the development of the remaining vacant land and redevelopment efforts, which will impact the overall development patterns and character of Jersey Village.

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Community Snapshot

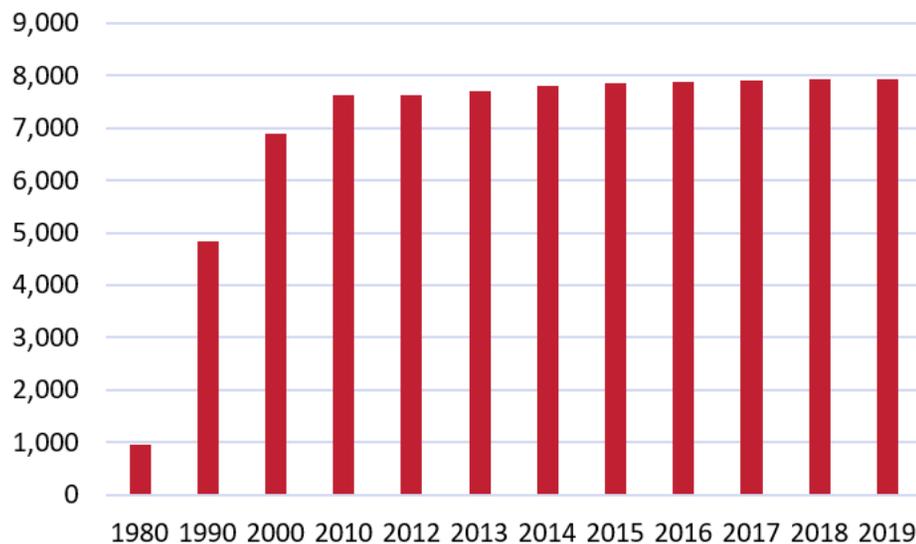
1

Introduction

The Community Snapshot chapter of this Plan explores key, data-based characteristics of the City of Jersey Village. Through this analysis, the City can better understand and identify particular demographic patterns that may impact future growth. Thus, the Community Snapshot provides the City with a comprehensive, fact-based introduction to the socio-economic conditions that exist in Jersey Village. Some of the highlights include population growth, age diversity, race and ethnicity, age distribution, educational levels, household type and income, housing value, employment industry, commute time and land use are all discussed in this section.

HISTORIC POPULATION GROWTH

Fundamentally, people are the most vital element of any community. The following discussion is intended to provide insight into the historical and existing populations of Jersey Village. The City experienced its biggest population growth between 1980, with a population of less than 1,000 residents, to almost 5,000 residents in 1990. Growth continued between 1990 and 2000, with a 43% population increase. By 2010, the City had grown by an additional 11% to a population high of 7,620 people. Since that time the city has grown by another 4% to 7,933, according to the American Community Survey (ACS) population estimates for 2019.



Source: US Census and ACS 5 Year Estimate Data.

Figure 1-1. Historical Population Growth,

Based on Table 1-1, Historical Growth Rates, Harris County experienced a 17% population growth between 1980 and 1990. Jersey Village's

Year	Jersey Village		Harris County	
	Population	Change	Population	Change
1980	966	-	2,409,547	-
1990	4,826	399.6%	2,818,199	17.0%
2000	6,880	42.6%	3,400,578	20.7%
2010	7,620	10.8%	4,092,459	20.3%
2012	7,623	0.0%	4,101,752	0.2%
2013	7,694	0.9%	4,182,285	2.0%
2014	7,795	2.3%	4,269,608	4.1%
2015	7,849	3.0%	4,356,362	6.2%
2016	7,871	0.3%	4,434,257	1.8%
2017	7,896	0.3%	4,525,519	2.1%
2018	7,945	0.6%	4,602,523	1.7%
2019	7,933	-0.2%	4,713,325	2.4%

population growth exploded in 1990 and growth rates rapidly declined over the next two decades from a nearly 400% growth rate to an estimated 2.3% in 2012. Harris County

represented in decision-making processes. Those who identified themselves as Caucasian made up the largest portion of the total population in both the 2000 and 2010 U.S. Census and the 2018 5 Year ACS Estimate as seen in Table 1-3, Race and Ethnicity. However, their total percentage decreased by 11% from 2000 to 2018, which is in line with state-wide and national trends as other ethnicities continue to grow across the country. Since 2000 Jersey Village has seen a 10% increase in those who identify as African-American. The number of people of Hispanic origin has also doubled since 2000.

JERSEY VILLAGE POPULATION PROJECTIONS

The Compound Annual Growth Rate (CAGR) is a method for analyzing annual average rates of growth. The City's annual growth between 1980 and 2010 was 7.1%. Based on historical population growth and recent population estimates, Jersey Village is projected to experience a 1% to 1.5% CAGR in the next 20 years.

similarly

Population projections are an important component of a long-range

Source: U.S. Census and ACS 5 year estimate data

Table 1-1. Historical Growth Rates

declined from 20% growth rate to an estimated 3.9% in 2012. Since 2010 the growth rate for Jersey Village has been just below 1%, while Harris County has seen a 2.4% growth rate.

RACE AND ETHNICITY

Information regarding race and ethnicity is important to local governments to ensure that all citizens are being

Race/Ethnicity	2000		2010		2018	
	Number	Percent	Number	Percent	Number	Percent
Caucasian	5,960	86.6%	5,813	76.3%	5,994	75.4%
African-American	280	4.1%	631	8.3%	1,174	14.8%
American Indian & Alaska Native	15	0.2%	29	0.4%	0	0.0%
Asian	350	5.1%	663	8.7%	629	7.9%
Native Hawaiian & Other Pacific Islander	4	0.1%	0	0.0%	0	0.0%
Some Other Race	167	2.4%	320	4.2%	63	0.8%
Two or More Races	104	1.5%	164	2.2%	85	1.1%
Total	6,880	-	7,620	-	7,945	-
Hispanic Origin	499	7.3%	1,109	14.6%	1,256	15.8%

Source: U.S. Census 2000, 2010, 2018 5-Year Census Estimates

Table 1-2 Race and Ethnicity

	0.25% CAGR	0.5% CAGR	1.0% CAGR	1.5% CAGR	2% CAGR
Year	Population	Population	Population	Population	Population
2019	7,933	7,933	7,933	7,933	7,933
2020	7,953	7,973	8,012	8,052	8,092
2021	7,973	8,013	8,092	8,173	8,253
2022	7,993	8,053	8,173	8,295	8,419
2023	8,013	8,093	8,255	8,420	8,587
2024	8,033	8,133	8,338	8,546	8,759
2025	8,053	8,174	8,421	8,674	8,934
2026	8,073	8,215	8,505	8,804	9,113
2027	8,093	8,256	8,590	8,936	9,295
2028	8,113	8,297	8,676	9,071	9,481
2029	8,134	8,339	8,763	9,207	9,670
2030	8,154	8,380	8,851	9,345	9,864
2031	8,174	8,422	8,939	9,485	10,061
2032	8,195	8,464	9,028	9,627	10,262
2033	8,215	8,507	9,119	9,772	10,467
2034	8,236	8,549	9,210	9,918	10,677
2035	8,256	8,592	9,302	10,067	10,890

Source: 2019 ACS 5 Year Estimate

Table 1-3. Population Projections Based On Compound Annual

planning process. They help determine and quantify the demands that will be placed on public facilities and services based on the potential pace and scale of the community’s physical growth. In Table 1-2, Future Population Growth, analysis was conducted to project the City’s population out to 2035; using a conservative 0.5% to 2% growth rate, it was calculated that Jersey Village’s population would reach between 8,648 and 11,125 persons by the year 2035, if such growth is allowed by the physical city limits. Table 1-2 provides a comparison of several potential scenarios for future population change in Jersey Village. The projections build on the latest ACS 5 Year Estimates figure of 7,945 persons for 2018, and identify potential population levels out to 2035.

AGE DISTRIBUTION

There have been fluctuations across the board for each age group in the City of Jersey Village. In 2019, the largest segment of the population comprised of the Prime Labor Force whose age range between 25 to 44, as seen in Table 1-4, Age Distribution. The second largest segment comprised of the Older Labor Force whose age range from 45 to 64. These two groups have stayed relatively the same since 2000 while the Elderly (65+) increased by nearly 14%. The Young, newborn to ages 14, shows a 5% population decrease over the same time period.

While the 2019 ACS 5 Year Estimate has the median age at 44.3 years old, sources such as ESRI have the median age at 41.3 years old and Applied Geographic Solutions and GIS Planning (2019) state the median age at 39 years old.

Race vs. Ethnicity

While race and ethnicity share an ideology of common ancestry, they differ in several ways. First of all, race is primarily unitary. You can only have one race, while you can claim multiple ethnic affiliations. You can identify ethnically as Irish and Polish, but you have to be essentially either black or white. The fundamental difference is that race is socially imposed and hierarchical. There is an inequality built into the system. Furthermore, you have no control over your race; it’s how you’re perceived by others.

Source: Conley, Dalton. https://www.pbs.org/race/000_About/002_04-experts-03-02.htm

Age Group	2000		2010		2019	
	Number	Percent	Number	Percent	Number	Percent
Young (0-14)	1,209	17.6%	1,121	14.7%	1,008	12.7%
High School (15-19)	464	6.7%	427	5.6%	339	4.3%
College, New Family (20-24)	446	6.5%	544	7.1%	375	4.7%
Prime Labor Force (25-44)	2,175	31.6%	1,986	26.1%	2,293	28.9%
Older Labor Force (45-64)	2,063	30.0%	2,424	31.8%	2,247	28.3%
Elderly (65+)	523	7.6%	1,118	14.7%	1,671	21.1%
Total	6,880	100%	7,620	100%	7,933	100%
Median age	37.8		41.8		44.3	

Source: U.S. Census 2000, 2010, ACS 5 Year Estimates

Table 1-4. Age Distribution

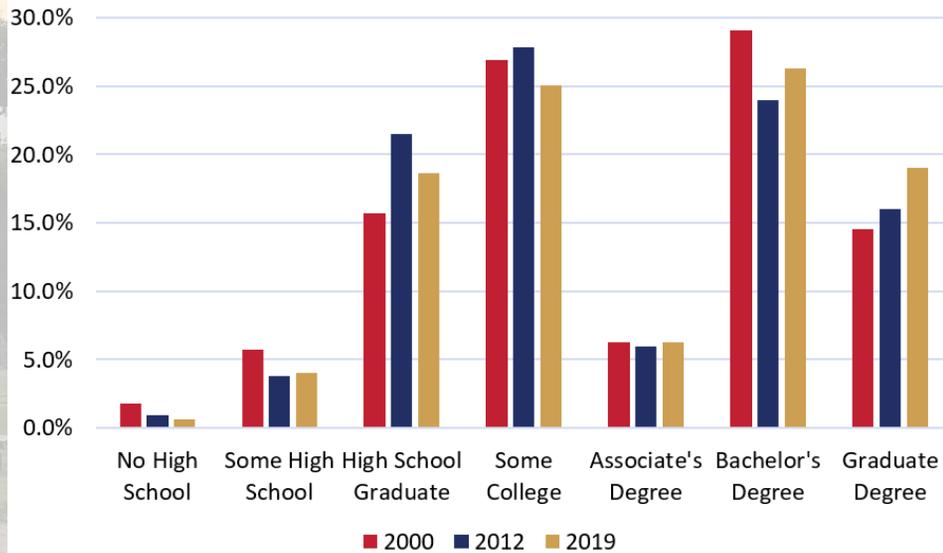


Figure 1-2. Citizen's Educational Attainment

CITIZEN'S EDUCATIONAL ATTAINMENT

The educational level of a population generally indicates the skills and abilities of the residents of the community, which then guides the City for which types of job should be provided. In general, the educational attainment rate in Jersey Village has not changed much. While the number of high school graduates has increased since 2000, the number of Bachelor's degree holders has decreased, but the number of Graduate degree holders has increased since 2012 (see Figure 1-2, Education Attainment).

This attainment rate is higher than that of the State's overall average. In Texas 19.5% of residents have a Bachelors Degree, and 10.4% have a Graduate Degree. According to a brief statistical analysis done utilizing U.S. Census Bureau data, staying in school and gaining higher education really does pay off in the long run. The connection between schooling and employability and wages exists not only today, but also existed more than 20 years prior. The more educated an individual is, the better

his or her chances of getting hired, and the more likely he or she is to earn higher wages—which ultimately leads to a higher overall standard of living. (Graham & Paul, [Does higher education really lead to higher employability and wages in the RMI?](#) 2010)

LOCAL INCOME LEVELS

Knowing local income levels in a particular area can guide the planning process to provide the right kinds of business and residential options. Income is also an indicator for the retail market; higher income levels generally mean more disposable income, therefore, more retail possibilities. In turn, this will mean a higher tax base for a community.

It is interesting to examine average income in Jersey Village compared to Harris County and the State of Texas, as seen in Figure 1-6, Income Levels. The bar graph shows that Jersey Village had a mean income of \$80,015 in 2018. Harris County has an overall mean income of \$66,148 while Texas has an overall median income of \$62,355. This is important

to note because it indicates that residents are earning higher wages than most other cities across the State.

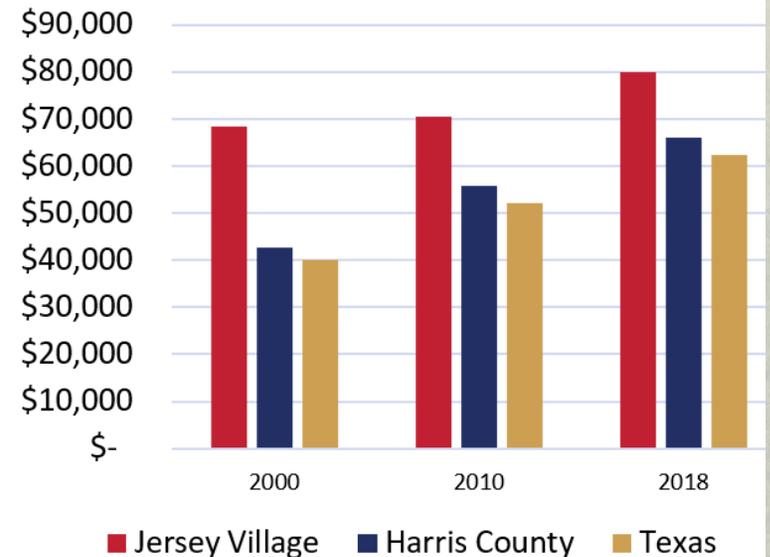


Figure 1-3. Household Income Levels

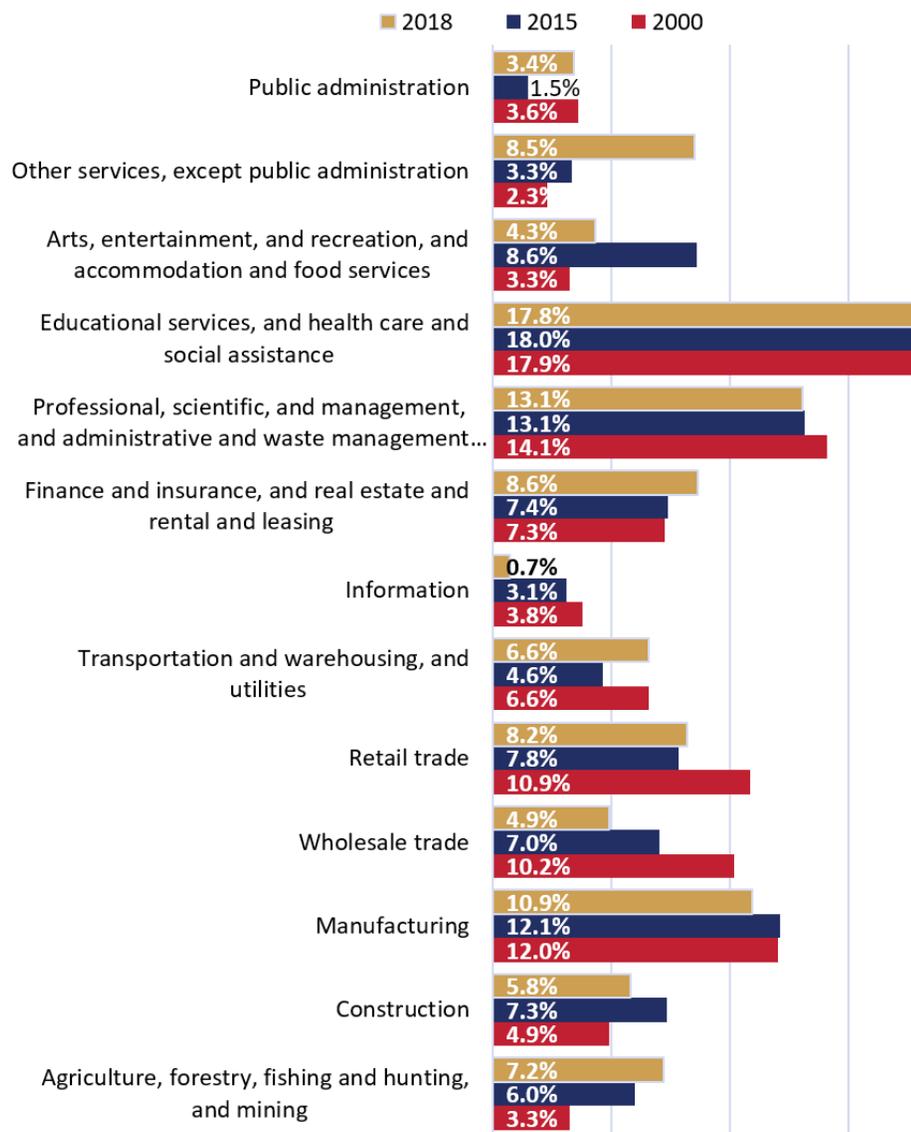


Figure 1-4. Employment Industry

EMPLOYMENT BY INDUSTRY

In 2018, the highest largest category of employment was in the educational services, health care and social assistance sector,

accounting for nearly 18% of the total employment industry in Jersey Village. The second largest employment industry belonged to the professional sector, followed by manufacturing, and then finance. All major industries are represented graphically in Figure 1-5, Employment Industry, showing which sectors of the local economy changed the most since 2000.

HOUSEHOLD TYPE

Household type refers to how the people who live within a household are related, if they do not live alone. This section looks at what types of households are found within Jersey Village, and whether those types have changed significantly between 2000, 2010 and 2018; this data can be seen in Table 1-5, Household Type.

Household composition has shifted over the past decades, from predominantly traditional nuclear families to a large percentage of nontraditional and blended families. The latter type of family is a combination of two families, single-parent families or couples without children. Between 2000 and 2018 the City of Jersey Village experienced nearly a 14% decrease in the family households percentage although the number had increased. Of the household category, Married Couple Family had the largest decrease by 15%. Non-family Households make up 45% of the population, 40% of which are householder living alone and 11% are 65 years and older. The average household size in 2000 was 2.42 persons and has decreased to 2.04 in 2018, which is also a national trend as family sizes decrease.

Household Type	2000	2010	2018
Family Households	1,943	2,134	2,127
With Own Children Under 18 Years	825	764	565
Married Couple Family	1,693	1,766	1,732
With Own Children Under 18 years	669	570	360
Female Householder, No Husband Present	176	268	258
With Own Children Under 18 Years	116	148	135
Non-Family Households	897	1,245	1,768
Householder Living Alone	704	1,069	1,559
65 Years and Over	72	299	432
Total Households	2,840	3,379	3,895
Average Household Size	2.42	2.25	2.05

Source: US Census Bureau, ACS 5 Year Estimate

Table 1-5. Household Type

HOUSING TYPE

Single family dwellings make up 58% of the total housing supply while multifamily dwellings make up 42%. The percentage of 1-unit, attached housing have decreased by two percent in 2012 while the number of multifamily housing increased. Analysis was done regarding the number of units per dwelling from 2000 to 2018, in both the City of Jersey Village and the State of Texas. The largest changes occurred among one-unit detached and 5 to 9 unit multi-plexes/apartments.

HOUSING VALUES

Housing values are important to examine because they generally indicate what the City can expect its future housing stock to contribute to the local economy. In Table 1-7 Housing Values, the majority of homes in Jersey Village are valued between \$200,000 and \$299,000. Back in 2000 the largest number was in \$100,000 to \$149,999. This

House Values (Owner-Occupied)	2000				2012				2018			
	Jersey Village		Texas		Jersey Village		Texas		Jersey Village		Texas	
Owner-Occupied Units	1,652		3,849,585		1,870		5,609,007		2,087		5,917,771	
Less than \$50,000	11	0.7%	875,444	22.7%	0	0.0%	696,888	12.4%	12	0.6%	581,011	9.8%
\$50,000 to \$99,999	167	10.1%	1,561,509	40.6%	66	3.5%	1,361,239	24.3%	29	1.4%	1,083,861	18.3%
\$100,000 to \$149,999	797	48.2%	700,830	18.2%	231	12.4%	1,238,795	22.1%	76	3.6%	1,031,400	17.4%
\$150,000 to \$199,999	402	24.3%	335,179	8.7%	719	38.4%	895,978	16.0%	388	18.6%	949,590	16.0%
\$200,000 to \$299,999	182	11.0%	223,968	5.8%	678	36.3%	758,661	13.5%	838	40.2%	1,070,333	18.1%
\$300,000 to \$499,999	55	3.3%	104,821	2.7%	162	8.7%	436,502	7.8%	573	27.5%	801,637	13.5%
\$500,000 to \$999,999	38	2.3%	37,697	1.0%	14	0.7%	167,999	3.0%	158	7.6%	314,746	5.3%
\$1,000,000 or more	-	-	10,137	0.3%	0	0.0%	52,945	0.9%	13	0.6%	85,193	1.4%
Median (dollars)	142,900		82,500		194,300		128,000		268,900		161,700	

Source: U.S. Census 2000, ACS 5-Year Estimates

Table 1-6. Housing Values

shows home values in Jersey Village have risen at a steady rate over the past 18 years. The median house value in 2000 was \$142,900 and increased to \$268,900 in 2018, an increase of nearly 88%.

YEAR BUILT AND YEAR MOVED IN

Being a relatively young city, the housing stock in Jersey Village is also fairly new. According to the 2018 ACS 5 Year Estimate nearly 30% of the homes in Jersey Village were built in 1990 to 1999, while approximately 48% of the homes in Jersey Village were built before 1990.

Jersey Village has seen just over 50% of its householders move in since 2010, according to the 2018 ACS 5 Year Estimate. Anecdotally several realtors in Jersey Village will say the majority of their home sale transactions in recent years have been retired adults selling their homes to young families that are moving into Jersey Village.

COMMUTE TIME

An important element to consider related to where people would like to live is the amount of time it takes to travel between work and home. Since the construction on U.S. 290 the commute time for most Jersey Village residents has drastically reduced. While there is no data from the US Census Bureau that reflects these changes, the survey done of residents as part of this 2020 Comprehensive Plan shows the majority of commuters say their commute time was 11-15 minutes. Just over 11% of those that work reported that they work from home, even before COVID-19. During COVID-19 commute times have decreased even more for those continuing to commute.

Means of Transportation to Work	2012	2015	2019
Workers 16 years and over	4,237	4,246	4,138
Car, truck, or van -- drove alone	86.5%	87.5%	88.0%
Car, truck, or van -- carpooled	6.4%	6.7%	3.5%
Public transportation (excluding taxicab)	2.5%	2.0%	3.0%
Walked	1.2%	0.8%	0.5%
Other means	1.5%	0.4%	2.2%
Worked at home	1.9%	2.6%	2.7%

Source: ACS 5 Year Census Estimate

Table 1-7. Means of Transportation to Work

MEANS OF TRANSPORTATION

The most common method of transportation to work for Jersey Village's residents is alone by car, truck, or van. According to Table 1-6, Means of Transportation to Work, six percent carpooled while almost three percent took public transportation. While this information is important in predicting future travel demand, recent events such as COVID-19 have made working from home much more prevalent. The commute trends should be closely monitored over the coming years to gauge the amount of pressure placed on transportation infrastructure.

Conclusion

The demographic patterns discovered through these analyses helped to inform goals, strategies, and action items presented in the plan. Demographics change, and should be evaluated annually in order for cities to adjust and respond properly to those changes.

Vision, Goals, and Strategies

2

Introduction

During the first meetings of the 2020 Comprehensive Plan Update Committee (CPUC) the committee gained a better understanding of what individual objectives were discussed during the 2016 Comprehensive Plan, as well as what the current committee felt priorities were. City residents were also surveyed to better understand how the community pulse on the topics may have changed since 2016. This understanding also includes the overarching vision, which will serve to guide daily decisions to shape, and direct growth and development for the City of Jersey Village for the next twenty years and beyond.

This update to the 2016 Comprehensive Plan is premised upon a shared vision of what Jersey Village should be as it continues to grow and mature. During the planning process, the committee reviewed the 2016 Comprehensive Plan and all of the goals that were suggested at that time. The Committee revised the goals, highlighted successful strategies for various goals that had been completed since 2016, and recrafted the remaining goals and strategies to reflect the changes since 2016 moving the community forward into the future.

As the Committee moved through the 2016 Comprehensive Plan they proposed updates to the plan that tied back into the goals and strategies.

Community Input

Due to COVID-19, citizen and stakeholder input and participation was limited to online surveys, comments at the committee meetings, and feedback that was given directly to committee members. The survey was promoted in a variety of ways including email blasts to residents, social media, on the digital marquee signs, in the Jersey Village Star, and on the mobile app.

The survey asked a variety of questions, including seeking feedback on each of the goals and strategies. The survey also asked about the resident perception of various city services. This was done to better understand how current services are viewed and to see where any areas for improvement may be.

The results of this community input was reviewed by the CPUC and helped to guide the goals listed along with the strategies to achieve them. Public comment opportunities were also held during the Planning and Zoning meeting to review the plan, and a public hearing was held at the Council meeting before the plan was formally adopted.

Comprehensive Plan Update Committee

The CPUC was appointed by the City Council in May of 2020. The Committee was made up of 10 members. Three members were also members of the Planning and Zoning Commission. The other members

are residents of Jersey Village.

The CPUC met 12 times over 6 months. During these meetings they reviewed the 2016 Comprehensive Plan in its entirety. They discussed the goals and strategies recommended and what the progress on the plan has been so far.

After all of these meetings the CPUC has recommended this update to be considered by the Planning and Zoning Commission.

Planning and Zoning

The 2020 Comprehensive Plan has been reviewed by the Planning and Zoning Commission. The Commission reviewed each of the goals and strategies and the content of the plan. The Commission also gave the public an opportunity to make comments on the plan as well.

City Council

The final stop in the process was the City Council meeting where the Council held a public hearing for people to make comments on the proposed updated plan. After the public hearing the City Council discussed the document. They approved the updated Comprehensive Plan on February 15, 2021.

Goals and Strategies

Goals and strategies are created to define what the City wants to accomplish over the next ten years. Goals are broad ideas, and strategies are steps to achieve the goals. The goals and strategies are identified within this section, and relate to various sections of the Comprehensive Plan. As this plan is an update to the 2016 Comprehensive Plan each Goal highlights some of the accomplishments since the original plan was adopted. Each goal also has a list of

strategies to pursue that can help achieve the goals in the coming years.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

Accomplishments Since 2016 Comprehensive Plan:

- Upgrade of the City Logo and Branding.
- City Street Signs have been updated with city logo and unique background color.
- The first phase of new gateways and digital marquee signs has been completed, with the new logo and landscape improvements.

Additional Strategies To Achieve This Goal:

- Complete Phase 2 of the Gateway and Entry Monuments.
- Improve the landscape character of commercial business properties.
- Reduce visual clutter by removing billboards, moving aerial utilities underground, and eliminating blighted structures.
- Improve the character of corridors throughout the community.

GOAL 2. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

Accomplishments Since 2016 Comprehensive Plan:

- Developed a fenced in, off-leash dog park where canine citizens can exercise in a clean, safe environment meeting the needs of a growing number of citizens interested in this type of open space.
- Offering more community events, of various themes and activities that encourage a broader number of residents.
- Hired a Rec and Events Coordinator to expand and improve city

events, such as:

- Expanded Easter Egg Hunt
- Improved Spring Fling
- Arbor Day
- Fourth of July Parade
- Food Truck Fest
- Movies in the Park/Pool
- Health Expo
- Doggy Dip Day
- Holiday In the Village
- Jersey Village Lights and Christmas Decorating Contest.
- Added a splashpad with shade sail in Clark Henry Park.
- Utilizing the open area between the Community Center and the Police Department HQ to host a farmer's market.
- Parks Master Plan Completed.
- Updated playground equipment with shade sails at Carol Fox Park.
- Partnered with sports groups to have youth sports offered.
- Improvements made to Jersey Meadow Golf Course.
- Improvements made to Community Pool.
- Created interactive map for city parks and recreational opportunities.

Additional Strategies To Achieve This Goal:

- Explore expanded recreational opportunities.
- Implement the goals and strategies of the Parks Master Plan. Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.
- Encourage programs and events that engage the community.
- Improve maintenance of parks and open spaces.
- Increase community connectivity, including walking, hike and bike opportunities.
- Increase community awareness of parks and recreation

opportunities.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

Accomplishments Since 2016 Comprehensive Plan:

- Ability to report ordinance violations via city's website and/or app.
- Updated building standards requiring new homes be built 2 feet above the 100 Year Flood Plain.
- Jersey Village Lights and Tour of Homes.

Additional Strategies To Achieve This Goal:

- Encourage housing and property maintenance to maintain neighborhood integrity.
- Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of single family homes.
- Ensure that single-family residential neighborhoods are protected from intensive areas of development by using screening and buffering techniques.
- Enhance existing neighborhoods infrastructure when possible (ie: sidewalks and lighting).
- Provide pedestrian connections within the neighborhoods.
- Provide residents with opportunities to submit feedback on areas that jeopardize quality and character of the neighborhoods.

GOAL 4. ENCOURAGE QUALITY COMMUNITY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE RESIDENTS.

Accomplishments Since 2016 Comprehensive Plan:

- Several new restaurants and a brewery have opened.
- Farmers Market started in 2017 as a monthly event and is now the 1st and 3rd Sunday of each month.

- New city events including Concerts In The Village and Movies In The Park.

Additional Strategies To Achieve This Goal:

- Create Economic Development Corporation.
- Hire an Economic Development Coordinator.
- Market Jersey Village to targeted businesses.
- Identify the business types most likely to be successful given the surrounding demographic profile.
- Ease the processes for business expansions and relocations.

GOAL 5. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, UTILITIES AND FLOOD MITIGATION INFRASTRUCTURE ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

Accomplishments Since 2016 Comprehensive Plan:

- Authorization of Golf Carts to be used on city streets.
- Purchased a Street Sweeper using grant funding to clean streets and storm water utilities.
- Partnered with Harris County Flood Control District (HCFCD) to push for the E100 White Oak Bayou Federal Flood Damage Reduction Project to be completed.
- Worked with HCFCD to get E127 Deepening and Widening Project included in Flood Bond.
- Increased fiber network throughout the community.
- Facilitated distributed antenna system and nodes for cellular and telecommunications through the community.
- Joined the Community Rating System (CRS) at Level 7, which provides a 15% reduction in flood insurance premiums for those in the flood plain.
- Received over \$10,000,000 in grant funding for flood mitigation projects.

Additional Strategies To Achieve This Goal:

- Continue efforts to implement the [Long Term Flood Recovery Plan](#) and mitigate future flooding in the city.
- Create policy for funding and implementation of sidewalks and connectivity in existing areas and with new development.
- Increase access to non-motorized transportation options to promote healthy living.
- Improve and maintain older existing street networks.
- Ensure that all storm runoff is handled in a high standard and quality and that streets and neighborhoods are properly drained.
- Ensure all utilities serving city residents are of the same high standards.
- Maintain or increase CRS Rating.

GOAL 6. PROVIDE PUBLIC FACILITIES TO MAINTAIN COMMUNITY SAFETY, AND SERVE EXISTING AND NEW DEVELOPMENT IN AN EFFICIENT AND COST EFFECTIVE MANNER.

Accomplishments Since 2016 Comprehensive Plan:

- New Public Works building.
- Two new Fire Trucks.
- New Jersey Village Mobile App.
- Designs and specifications have been made for Golf Course Convention Center and Club House and new City Hall.
- Upgraded City Financial and Utility Billing software for more efficient and cost effective technologies such as e-bills for utility bills and city financial transparency.
- Received Transparency Stars from State Comptroller transparency related to [traditional finances](#), [economic development](#), [public pensions](#) and [debt obligations](#).
- Installed Emergency Warning Siren utilizing grant.
- Supervisory control and data acquisition (SCADA) systems installed

to monitor water and waste water plants.

- Completion of new Sound wall along Seattle Street.
- Implementation of Flock Camera System to assist Police Department.

Additional Strategies To Achieve This Goal:

- Maintain, replace, or improve the quality of city-owned structures.
- Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.
- Continued efforts toward development of city facilities such as City Hall and Jersey Meadow facilities including the club house.
- Transparency on the improvements of existing and new developments.
- Encourage more people to join as Volunteer Fire Fighters for the Jersey Village Fire Department.

GOAL 7. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

Accomplishments Since 2016 Comprehensive Plan:

- Entrance and Marquee Signs with Jersey Village Logo – Phase I Complete.
- New buildings/businesses established on the US 290 corridor.
- Green space that was added to existing businesses.
- Increased Code Enforcement.
- Increased Telecommunications and Fiber through the community.
- Utilizing economic incentives to help bring in major anchor tenant in Northwest Village.

Additional Strategies To Achieve This Goal:

- Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Hire an Economic Development Coordinator to maximize the economic value of the Highway 290 corridor.
- Invest in infrastructure that supports the revitalization of the Highway 290 corridor.
- Remove blighted properties along the Highway 290 corridor.
- Continue code enforcement efforts to protect visual appeal.

GOAL 8. PROVIDE AND ENHANCE COMMUNITY ACCESS TO COMMUNITY FACILITIES AND POINTS OF INTEREST THROUGHOUT THE CITY.

Accomplishments Since 2016 Comprehensive Plan:

- Completion of Gateway and Landscape Master Plan.
- Created a consistent, identifiable signage design throughout the city.
- Improved traffic flow at Post Elementary and Jersey Village High School.
- Implemented street name signs with custom design for all Jersey Village streets to better indicate location and city limits.
- Improved wayfinding signage.
- Installation of identifier signs at Clark Henry and Carol Fox parks.
- Replacement of stop signs, painting of cross walks and fire hydrants city-wide.
- Completed Phase 1 of the Gateway Project.
- Provided interactive maps on website and mobile app to easily find points of interest.

Additional Strategies To Achieve This Goal:

- Continue to implement consistent, identifiable signage design, including sign poles, throughout the city.
- Complete Phase 2 of the Gateway Project.
- Engage the community through existing and new communication mediums.

GOAL 9. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

Accomplishments Since 2016 Comprehensive Plan:

- Utilized Chapter 380 Agreements to bring in large sales tax generating companies and major tenants to Northwest Village.
- Secured property on Jones Road south of 290 for Village Center Development.
- Creation of Economic Incentive Package and promoting that information on our website and in the media.
- Received over \$4,000,000 in FEMA grants for home elevations.
- Demolition of blighted buildings.

Additional Strategies To Achieve This Goal:

- Analyze annexation options for the ETJ property.
- Encourage development and investment in the Village Center area, and surrounding ETJ.
- Promote the highest and best use for vacant or underutilized properties.
- Utilize all tools available, including economic incentives and Tax Increment Reinvestment Zones (TIRZ), to achieve this goal.
- Hire an Economic Development Coordinator to promote infill and redevelopment.

Future Land Use

3

Overview

In communities worldwide, the use of land is a critical factor in the way people live and work. In the cities of the United States, most property is held in private ownership. As a result, there are three aspects of land use that must be considered and balanced. First, the owner should be able to build structures and make other improvements that enable them to use their property. Second, the adjacent property owners should be assured that their properties and lives will not be negatively impacted by the actions of the property owner. Third, all property owners in a community have a shared interest in ensuring that the property held in common (such as public land) and the cumulative results of all individual land use decisions create a community that is a stable and desirable place to live and work.

The purpose of this chapter is to establish the necessary guidance that enables the City to plan effectively for future growth, development, and redevelopment. Sound planning is essential to ensure that the community is prepared to serve anticipated infrastructure needs, as well as preserving key community areas in the face of future growth. Ensuring high quality development is as critical as providing the utility infrastructure and connecting streets.

The Future Land Use Plan

The concepts of land use and future land use are integral to other components of the Comprehensive Plan. For instance, the transportation network provides access to land, which influences the type and density of development that will ultimately be placed there. The provision or lack of utilities can also dictate the amount, location, and timing of development. Design and development character impact community aesthetics and, thus, the perceptions held by area residents and those considering investment in Jersey Village. Similarly, proximity to public facilities can impact public health and safety at specific locations and, as a result, impact the development potential of an area.

The Future Land Use goals and policies explain the community's objectives about the development, use and redevelopment of land. The Future Land Use Map provides a geographic application of these policies to the areas within the City and ETJ, for use during the development review process. The Future Land Use Plan should ultimately be reflected throughout the City's policy documents and development decisions. The ultimate purpose of the Future Land Use Plan is to serve as a flexible guide to City staff and City decision-makers. It provides a rational basis for decision-making by ensuring that each individual decision is ultimately working towards the larger community goals. The Future Land Use Plan also protects property investments by aiding in the provision of compatible development. The last, and most tangible,

purpose of the Future Land Use Plan is to help the City plan for infrastructure improvements by determining where transportation and other such improvements should be made to accommodate current and long-term needs.

The Future Land Use Plan is not a zoning map, which deals with specific development requirements on individual parcels. The zoning map should be guided by the graphic depiction of the City's preferred long-range development pattern as shown on the Future Land Use Map.

The right of a municipality to manage and regulate land use is rooted in its need to protect the health, safety and welfare of local citizens. The first step in establishing the guidelines for such management and regulation is the Comprehensive Plan. Although it is one component of the Comprehensive Plan, the significance of the Future Land Use Plan text and map cannot be overstated. Land use decisions are influenced by many of the elements of the Comprehensive Plan, including community growth, mobility, neighborhood preservation and integrity, utility infrastructure, and economic development.

Similar to the way in which a road map serves as a guide to a particular destination, the Future Land Use Plan should serve Jersey Village as a guide to its particular, unique vision for the future. Each mile driven that is represented on a map can also be compared to each individual decision that the City makes with regard to land use and zoning; these individual decisions can either lead to or detract from the City attaining its vision. In order to provide the most complete map possible, the Future Land Use Plan establishes an overall framework for the preferred pattern based principally on balanced, compatible, and diversified land uses.

Jersey Village's land use pattern has evolved over the past several decades to become what it is today. The challenge now is to maintain

the City's quality of life and treasured neighborhoods, while encouraging new, quality development in key areas that will contribute to the City for years to come.

Land use considerations and guidance are at the core of any comprehensive city plan. Effective land use planning provides a framework for successful economic development efforts, for quality and sustainable residential development, for timely investment in new and upgraded infrastructure, and for coordinated extension of the public park system and a range of other municipal services, especially critical public safety services.

Compatibility of Land Uses

Compatibility of land uses has long been an important consideration for cities, residents, businesses, and planners. In fact, zoning was originally recognized as a public, health, safety, welfare issue due to the need to separate incompatible land uses from one another. Variables like noise, pollution, light, and traffic can play a huge role in the quality of life in surrounding areas and have direct impacts on adjacent land uses and residents. It is the City's responsibility to ensure that factors such as these do not negatively impact the community or its residents. This is especially critical in a unique bedroom community like Jersey Village that is primarily made up of single-family homes and retail/commercial businesses. Therefore, an important consideration of this Future Land Use Plan is to guide the allocation of land uses in a pattern that is intended to produce greater compatibility between the different types of existing land uses.

As shown in Figure 3-1, Compatibility of Land Uses, the more intense the type of nonresidential land use is, the less compatible the land use is with residential uses. In general, office uses and small (neighborhood)

retail establishments adjacent to residential uses create positive relationships in terms of compatibility; these are considered lower intensity land uses. There are many techniques, including buffering, screening, and landscaping, that can be implemented through zoning and subdivision regulation that would help increase compatibility between different land uses—many of which Jersey Village already takes into consideration and regulates through existing policies and documents. Specific consideration should be given to how the various types of land uses relate to one another within the development as well as to how the overall development relates to the existing land uses surrounding it.

Issues Affecting Jersey Village

The following are considered the most important issues regarding future land use in Jersey Village.

Development in the ETJ – Development is slowly occurring in the ETJ. These developments will affect adjacent development going on within the City Limits, as well as the services and infrastructure provided by the City.

Fiscal Balance – Jersey Village’s Land Use pattern is a significant revenue source. Therefore giving consideration to infill and redevelopment of existing land uses, as well as new land uses, will aid in its fiscal health.

Flood Mitigation – Flood mitigation is an important issue for Jersey Village, as well as Harris County as a whole. Taking a concerted effort to mitigate future flooding via home elevations, redevelopment of the housing stock to meet new design standards, improving street drainage, utilizing the golf course for water retention, and working closely with Harris County Flood Control District to deepen and widen the bayous through Jersey Village will be vital to the future land use of the City.

Compatibility of Various Types of Land Uses

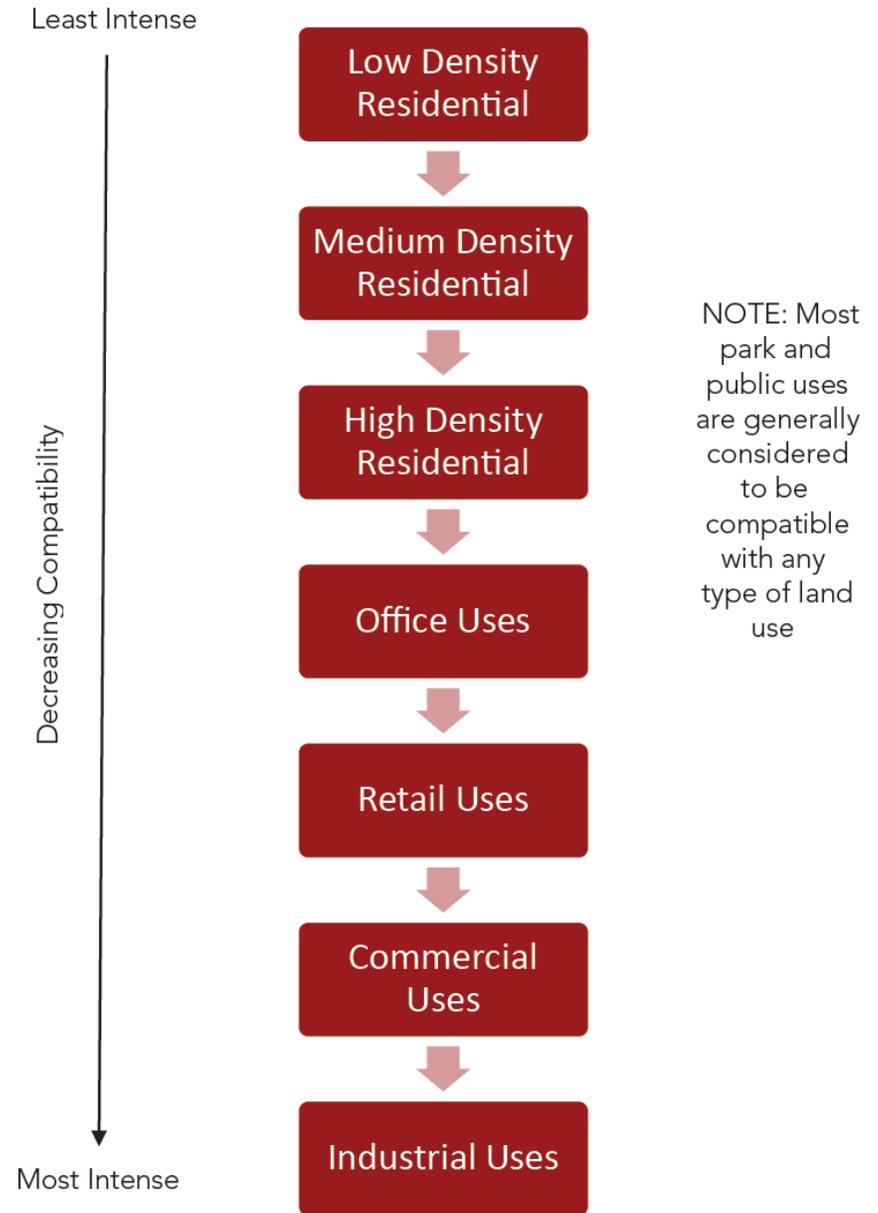


Figure 3-1. Compatibility of Land Uses

Highlight: The Differences Between Planning and Zoning Maps

This side-by-side comparison below highlights the distinct purposes and uses of a long-range land use plan map (such as Map 3-1 Future Land Use Map) relative to a City’s official Zoning District Map (Map 3-2). You can find the most current Zoning Map on the city website.

Future Land Use Plan	Vs.	Zoning District Map
<p>PURPOSE</p> <ul style="list-style-type: none"> • Outlook for the future use of land and the character of development in the community. • Macro-level, general development plan. <p>USE</p> <ul style="list-style-type: none"> • Guidance for City zoning map and related decisions (zone change requests, variance applications, etc.). • Baseline for monitoring consistency of actions and decisions with Comprehensive Plan. <p>INPUTS AND CONSIDERATIONS</p> <ul style="list-style-type: none"> • Inventory of existing land use in the City. • Elevating area character (High-Density Residential / Low-Density Residential, Mixed Use, Office, Retail/ Commercial, Industrial, Public / Semi-Public, Parks and Open Space, and Water / Detention) as a core planning focus along with basic land uses. • The map includes a notation required by Texas Local Government Code Section 213.005: “A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.” 		<p>PURPOSE</p> <ul style="list-style-type: none"> • Basis for applying unique land use regulations and development standards in different areas of the City. • Micro-level, site-specific focus. <p>USE</p> <ul style="list-style-type: none"> • Regulating development as it is proposed, or as sites are positioned for the future (by the owner or the City) with appropriate zoning. <p>INPUTS AND CONSIDERATIONS</p> <ul style="list-style-type: none"> • Future Land Use map, for general guidance. • Other community objectives, such as economic development, redevelopment, flood prevention, etc. • Zoning decisions which differ substantially from the general development pattern depicted on the Future Land Use map should indicate the need for some adjustments to the planning map the next time the Comprehensive Plan is updated.

Infill – Although Jersey Village has been growing in some areas, infill development and redevelopment are important strategic actions for the future due to aging homes.

New Business – As new businesses seek to locate in the Houston-Galveston region, it will be important to have a variety of different sites that provide mobility, accessibility, and visibility within the City.

Outdoor Recreation and Greenspaces – The discussion continues regarding the future of the Jersey Village golf course. There was strong support for renovation and update, as well as for keeping the greenspace as golf and recreation.

Redevelopment of Existing Housing Stock - As infill redevelopment occurs, the need to demolish existing housing may be necessary. The City has taken a proactive approach to minimize the impact of any future residential conversions. In 2013 a detailed study outlined the most appropriate course of action for future residential redevelopment. Future redevelopment of existing residential housing has the potential to affect infrastructure needs. It will be imperative to fully study the infrastructure needs of any future redevelopment site.

Village Center – The development of Village Center along Jones Road on the south side of US 290 will provide an advantageous opportunity for the City to create a mixed use development that does not currently exist along the 290 Corridor. This will impact the future development of the ETJ, as well as change the economic landscape for the city.

Future Land Use Types

Future Land uses in this element have been recommended based on three principal factors:

1. Recognizing existing land uses by ensuring compatibility.

2. Maximizing non-residential land uses.
3. Creating an overall balanced land use pattern. Knowledge of the recommended future land use can help the City apply zoning regulations accordingly.

This knowledge can also help the City ensure there are adequate public facilities available, such as water, wastewater, police protection, and park facilities. The various chapters of this Comprehensive Plan address these needs and have been based in part on the Future Land Use Plan. The following sections offer brief descriptions of each of the land use types portrayed on the Future Land Use Plan Map (see Figure 3.2, Future Land Use Map). The following are general characteristics that define the land use areas. More specific information related to design and community character are included within Chapter 7, Community Character of the Comprehensive Plan.

RESIDENTIAL LAND USES

Residential land uses are currently the predominant use within Jersey Village, and it is recommended within the Future Land Use Plan to maintain this trend. It should be noted that low density residential land uses can be buffered from non-residential uses with medium and high density residential land uses. The following sections discuss specific aspects of the recommended residential land uses within Jersey Village.

Low Density Residential Land Use

This use is representative of traditional, single-family detached dwelling units. Of the residential categories, it is recommended that low density residential continue to be the primary land use for the City. The areas designated for low density residential land use are isolated and generally not adjacent to other land uses. Although all single family areas have been labeled low density, the City should ensure that the

housing stock is in good shape and well maintained going into the future. For the purpose of discussing Jersey Village's ultimate population capacity, low density residential areas have been calculated at three dwelling units per gross acre within the City limits, and 3.0 units per gross acre within the ETJ.



Figure 3-2. Low Density Housing In Jersey Village

High Density Residential Land Uses

Traditional apartment-type units in attached living complexes characterize high density residential land use. There are currently three high density residential areas within Jersey Village and areas that have been recommended to become/remain used for high density are also shown. In order to ensure that multifamily areas are designed to a high standard in the future, the City should consider incorporating design guidelines into the appropriate section of the Jersey Village Zoning Ordinance.

PUBLIC LAND USES

Park and Open Space Land Uses

This land use designation is provided to identify all public parks and open spaces within Jersey Village. A community's park system is key to a high quality of life. The City has recognized this not only through its allocation of park areas (now and throughout the City's history), but also

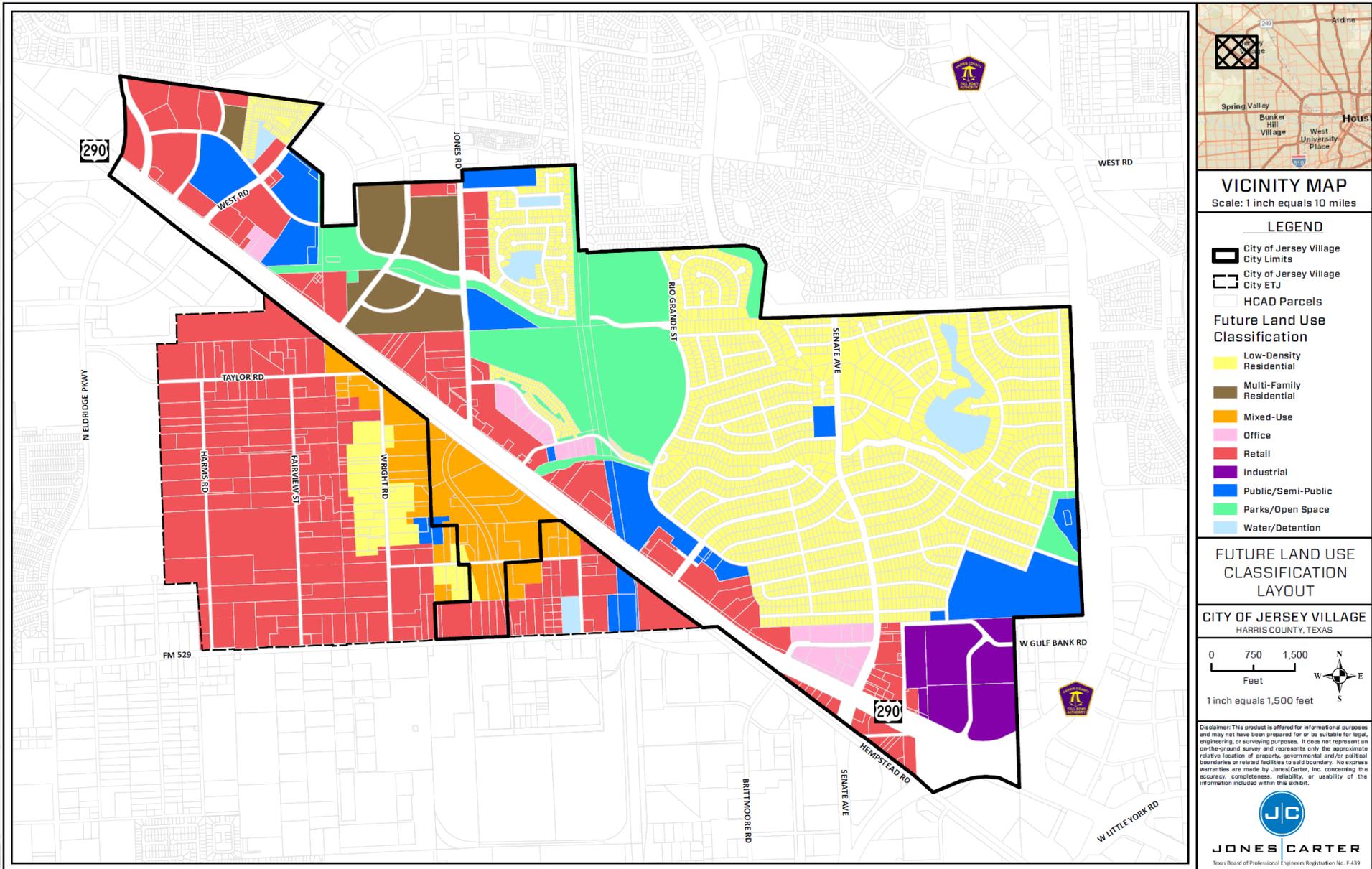
by the fact that a Parks Master Plan for Jersey Village has been incorporated as part of this Comprehensive Plan. The Parks Master Plan addresses specific future park locations, local park and open space needs, and other recreational related issues, as well as funding mechanisms. It is intended to help Jersey Village meet the park and recreation needs of its citizens as it continues to grow in population over the next two decades.

Public/Semi-Public Land Uses

This land use designation is representative of uses that are educational, governmental or institutional in nature. Public/semi-public uses are generally permitted within any area; therefore, the areas shown on the Future Land Use Plan map include the related uses that are currently in existence. However, it is anticipated that there will be a need for



Figure 3-3. Park and Open Space Land Use in Jersey Village



Map 3-1. Future Land Use Plan.

A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

Source: [City of Jersey Village Capital Improvements Plan, Future Land Use Plan, and Impact Fee Study](#). Adopted July 2020.



Figure 3-4. Semi-Public Land Use, Jersey Village Police and Fire Station

additional public uses with future population growth. The City should remain aware of necessary increases in police and fire protection based on population growth and of potential needed increases in space and personnel for city administration. The Public Facilities Assessment addresses some of Jersey Village's anticipated public facility needs based on the population projections made within this Future Land Use Plan, as well as the existing conditions of those facilities.

NON-RESIDENTIAL LAND USES

Generally, residents of a community should be able to live, work, and recreate all within the community itself; the existence of non-residential uses allows this to occur. These uses provide a positive element for residents, and the community as a whole. A key benefit is the tax base and revenue that is provided by nonresidential uses. Citizens of Jersey Village should not have to travel to other cities in order to meet their needs for employment, goods, or services; as these needs should be met within the City. Therefore, several areas of the City have been recommended for various types of non-residential use.

Retail / Commercial Land Uses

Retail land uses are intended to provide for a variety of retail trade, personal, and business services establishments. Retail establishments generally require greater visibility than do other types of nonresidential land use (e.g. office, commercial). In response to this need, retail land uses have been designated in the higher traffic areas of Jersey Village, with concentrated retail uses recommended along U.S. 290, and at major intersections. However, the type of retail that develops in each of these areas will likely be different, as described in the following sections.



Figure 3-5. Retail/Commercial Land Use in Jersey Village

Areas designated for commercial land use are intended for a variety of commercial uses and establishments. These may require outside storage, product display and sales. Examples of such uses include

automobile-related services and dealerships. Commercial uses often locate along major thoroughfares because they have a need for increased accessibility. The challenge lies in the fact that some commercial uses generally have a greater need for outside storage areas, which tend to lessen the visual quality of major thoroughfares.

For areas in which retail/commercial uses have been recommended along U.S. 290, increased design-related guidelines should be applied to future commercial development within close proximity of these corridors (e.g. 100 feet). This could be done with an overlay district, and would help to ensure these commercial uses do not detract from the positive aesthetic quality of Jersey Village along this high-traffic thoroughfare. These guidelines should, at a minimum, require: 1) open storage areas to be buffered and/or screened from public view; and 2) building facades to be of masonry material.

Within recommended retail/commercial areas, office uses should be permitted as well; however, commercial uses should generally not be permitted within office areas. Commercial uses should be permitted within industrial areas, provided they are properly buffered from less-intense uses and follow the guidelines previously recommended.

Office Land Uses (Light Intensity Business)

Today, office uses in Jersey Village are generally located intermittently between retail and commercial uses throughout the City. Office land uses are generally appropriate in all other nonresidential areas of the City, such as along U.S. 290 where many offices exist today. Office development is generally compatible with any adjacent residential area. Office uses are also appropriate within the Central Business area.

Industrial Land Uses

The industrial land use designation is applied to areas intended for a range of heavy commercial, assembly, warehousing, and manufacturing uses. Large tracts of land with easy access to roadway and rail transportation are becoming increasingly hard to find for the industrial business community. Several large areas within Jersey Village the ETJ, all with proximity to railroad lines, could be utilized for industrial land use, if desired by the City.

Examples of desirable uses within the designated industrial areas include research and technology complexes. It is recommended that the City concentrate on attracting businesses engaging in light industrial-type activities

contained within a building (i.e. a minimal amount of open storage), such as high-tech services, medical services, and software manufacturing.

Such businesses tend to have many advantages, including employment and increased tax base.



Figure 3-6. Industrial Land Use in Jersey Village

U.S. 290 – A Regional Retail Corridor

U.S. Highway 290 has currently been developed with various types of retail and commercial uses. Generally, regional retail uses draw from a service area radius of five miles or more, depending on the actual use. For example, a large single-item retailer may draw from a 5-mile radius, while a shopping mall may draw from a radius of more than 15 miles.

Another example of a regional retail use is a fitness center which draws from about a 5-mile area. It is anticipated that the U.S. 290 Corridor will continue to develop with retail and commercial uses intended to serve a larger population than Jersey Village itself provides.

It is important to note that this retail corridor is capturing sales tax dollars from people traveling from adjacent localities through Jersey Village, thereby increasing the City's sales tax revenue. The continued opportunities for regional retail development have potential positive financial impacts on Jersey Village.

Examples of regional retail uses include:

- Multi-item big box retailers, such as Target, Walmart, Sam's Club.
- Single-item retailers, such as restaurants.
- Recreation, entertainment and fitness uses, such as movie theaters, indoor amusement uses.
- Hardware stores, such as Lowe's and Home Depot.
- Food stores such as H.E.B.
- Clothing retailers, i.e., Kohl's.
- Pet-item retailers, such as PetSmart or Petco.
- Sporting goods retailers, such as Academy.
- Hotels and motels.
- Medical Office Space.

Smaller scale retail uses that serve a regional population and therefore would be appropriate within the U.S. 290 corridor include coffee shops, such as Starbucks, and dine-in restaurants.



Figure 3-7. Regional Retail Corridor along US290 in Jersey Village.

Mixed Use Description

Mixed Use Areas allow residents and workers the opportunity to utilize multiple land uses in very close proximity. The end goal is a synergy of uses in one area that captures some personal trips that would otherwise require an additional trip in a vehicle. Retail, commercial, residential and even civic uses can be combined on one site to take advantage of each other's characteristics and share infrastructure like key roadway access, site topography, water lines and drainage treatment, and proximity to activity centers. Tangible results can include reduced vehicle trips, and shared or even reduced parking needed if combined uses have separate peak use time periods. Characteristics of mixed use areas include a required mix of land use types, particularly residential and retail, or commercial and retail, or all three. Often they are oriented vertically, with retail or commercial on the first floor and residential or office on the upper floors, but the areas can also have mixed uses on different lots. Zoning ordinances will need to be addressed and modified to allow for more mixed use development in areas of the city that are already established.

Future Land Use Projections

As depicted on the Future Land Use Map, the largest land use in Jersey Village will continue to be low density residential, comprising approximately 31.85% of the total land use. The future land use plan indicates that 3.3% will be devoted to industrial, retail/commercial will cover 33.2% of the city limits, and 10.1% of the total land use will be devoted to parks and open spaces. The smaller land uses include the public/semi-public, high density residential, office, and detention/retention ponds (refer to Table 3-1, Future Land Use Categories).

In order to ensure that taxes remain low, it will be necessary for Jersey Village to diversify the tax base and capitalize on non-residential tax

generators. As depicted on the Future Land Use Plan map, the City intends to capitalize on the large amount of retail/commercial space that is available to fully maximize the sales tax potential and to not put an undue strain on property taxes of its residents.

Future Land Use	Acres Currently In City Limits	Acres Currently in ETJ	Total
Low Density Residential	736.26	56.81	792.44
High Density Residential	92.71	-	92.71
Parks and Open Space	252.33	-	252.33
Public/Semi-Public Land	179.09	17.05	196.14
Retail/Commercial	256.08	570.11	826.19
Office Land Use	45.74	-	45.74
Industrial	82.21	-	82.11
Mixed Use	43	104	147
Water Detention	41.56	12	53.56

Table 3-1. Future Land Use Categories

Parks and Open Space will comprise approximately 10.1% of Jersey Village's land use. These categories represent developed recreational spaces as well as the golf course, open spaces and floodplain preservation areas/detention ponds. This greenspace acreage will help to maintain Jersey Village's quality of life, as it was a key topic of discussion during public meetings and input. Residents of Jersey Village take pride in their parks and voiced strong support of the system's continued success and preservation into the future. Jersey Meadow Golf Club is a strong community asset that has seen a resurgence of use since 2019. The City has made strategic investments to improve the quality of

Year	Population	Percent
1980	966	-
1990	4,826	399.6%
2000	6,880	42.6%
2010	7,620	10.8%
2012	7,785	2.2%
2015	7,877	1.2%
2016	7,892	0.2%
2017	7,896	0.1%
2018	7,945	0.6%
2019	7,933	-0.2%

Source: U.S. Census and ACS 5 year estimate data

Table 3-2. Jersey Village Historical Growth

establishments that have a regional draw, as well as high-density residential and potential TOD development (see Spotlight: Village Center on page 3-13).

Growth Rates

As outlined in Table 3-2, Jersey Village Historical Growth Rates, Jersey Village's population and percent change are shown by decade, as well as the compound annual growth rate. The City experienced the largest population growth from 1980 to 1990, experiencing almost 400 percent growth that decade.

play, and that is visible in the reviews of the course as well as the number of rounds played and revenue generated.

Approximately 5.9% of Jersey Village future land use will be Mixed-Use. This is important because businesses along and south of U.S. 290 will function as income generators for the community both through tax base and sales tax revenue. This district will be largely retail and commercial in nature with

Ultimate Capacity

The ultimate capacity is the estimated build-out population of Jersey Village. It represents the ultimate population that could be accommodated if Jersey Village develops according to the land use patterns portrayed in the Future Land Use Plan Map. The ultimate capacity is important because it helps define what the implications of land use decisions are. Additionally, the ultimate capacity helps in regards to future infrastructure needs—particularly water and wastewater. Jersey Village is an encapsulated community, meaning that it will never be larger than its extraterritorial jurisdiction, thereby making the estimate of build-out more reliable.

The ultimate capacity is based upon a variety of assumptions. The 2018 American Community Survey 5-Year Estimates for Persons Per Household (PPH) was used for assumptions regarding the number of residents per household. Approximately 17 acres of vacant land remains within the low density residential category. Lot sizes within the single-family residential category are on average a half acre, and therefore an average lot size of 0.5 acres was assumed (2 dwelling units per acre). This translates to approximately 34 additional units and an additional 92 residents.

High density Residential will have more units per acre than Low Density

Vacant Residential Land Use	Ultimate Capacity within Vacant Areas					Future Projected	
	Vacant Acres	Dwelling Units Per Acre	Occupancy Rate (1)	PPH (2)	Housing Units	Households	Population
Low Density Residential	17	2	100%	2.63	34	34	89
Village Center			89%	3.29	360	320	1,054
Ultimate Capacity within Vacant Areas					394	354	1,144

(1) Occupancy Rate 2016: ACS 5-Year Estimate, Table ID DP04
(2) Person Per Household 2018: ACS 5-Year Estimate, Table ID S2501

Table 3-3. Ultimate Capacity Within Vacant Areas of Jersey Village, excluding ETJ

Spotlight: Village Center

Originally planned in 2009 and 2010 as a Transit Oriented Development (TOD) and referred to as Jersey Village Crossing, Village Center is a 45 acre mixed use development that will be a one-of-a-kind place that will transform Jersey Village. Located along Jones Road, south of US 290, this exciting new development includes residential, entertainment, retail, and hospitality.

In 2017 the City began to actively seek out developers to help make this plan a reality. After talking with several development groups, the City Council and City Staff found the right development partner in Collaborate. Collaborate is an architecture, engineering and construction (AEC) multi-discipline and development firm known for partnering and collaborating to create quality of life projects. After extensive planning and negotiations the City entered into a Master Development Agreement with Collaborate for Village Center.

Village Center will be developed as a new economic center welcoming a wide variety of residents, workers and visitors of all ages and diverse cultures. The development will create a live, learn, work and play mix-use that serve as a hub for innovation, business, education and economic engine.

Village Center will include an upscale hotel, up to 250,000 square feet of Class A Office Space, over 100,000 square feet of restaurant and retail space, and a large educational component as well. This development will have a great plaza area along with an outdoor amphitheater to host musical events, performing arts, and more. It will serve as a tourism destination in its own right, and would greatly compliment any major business looking to locate in the Houston area.

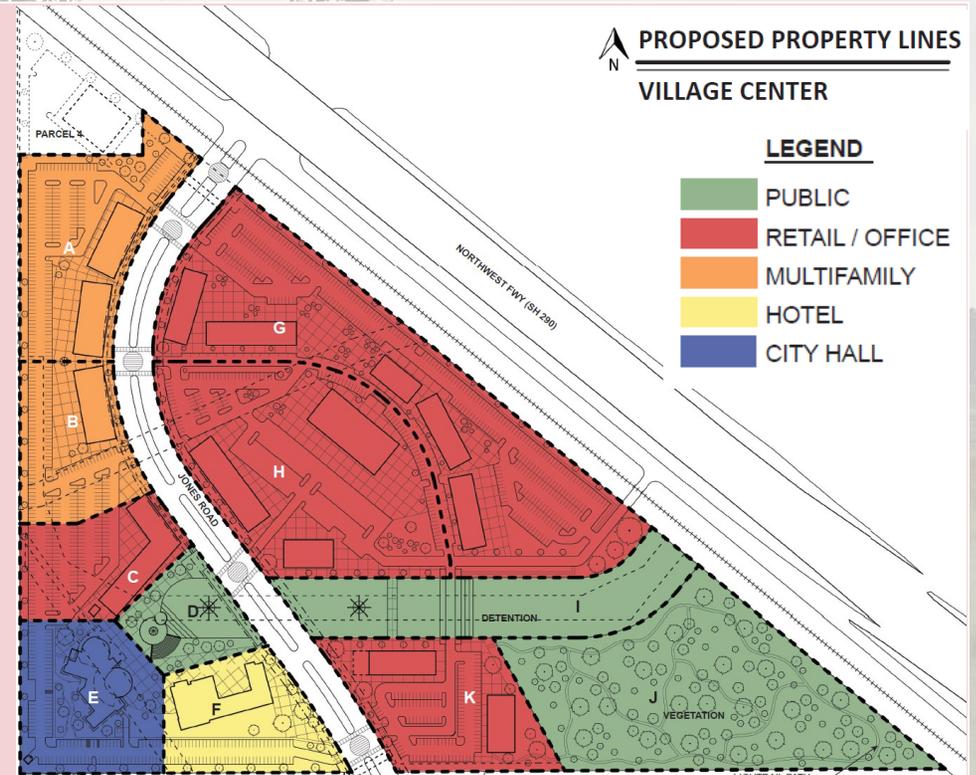


Figure 3-8. Village Center

A new City Hall building is also proposed for the building. The approximately 34,000 sq foot building is designed to be the long term home for city offices as the City grows over the next decades.

The City is actively working to make the area accessible via the bayou system under US 290, to allow for easy access from the residential areas of Jersey Village. The development itself will be pedestrian-friendly and provide great outdoor space.

It is anticipated Village Center will be the catalyst to start the redevelopment and annexation of the ETJ.

Ground breaking for Village Center should begin in 2021.

Residential areas. However because there is no vacant land designated high density there is no projected units or population growth in this classification.

Finally, Village Center will have a residential component, which will be critical to ensuring the vibrancy and synergy of the area. Currently Village Center is estimated to have approximately 360 dwelling units.

Based upon the Future Land Use Plan Map, approximately 1,144 new residents could call Jersey Village home at build-out, based on the current city limits. When combined with the 2018 population estimate of 7,945 people, the ultimate capacity of Jersey Village will be approximately 9,089 residents.

Considering that the City of Houston and its ETJ surround Jersey Village, there are no vacant areas for the City to grow geographically beyond its city limits and ETJ. This means that population increase will only occur by developing the vacant residential areas that are already within the City's limits, plus the few remaining infill parcels within the City limits and ETJ. To guide the City in planning for how many people may ultimately need to be supported, an assessment of Jersey Village's ultimate population is provided in Figure 3-9, Population Projections.

Population Projections

Population projections are based on historical growth rates and anticipated future development. Figure 3-9, Population Projections shows three different growth rate scenarios projected through 2035.

The 1.0% and 1.5% growth rates are conservative

estimates. The 2.0% growth rate is an average and consistent projection that has been seen historically in Jersey Village and is most likely to occur based on the current Compound Annual Growth Rate determination.

As shown in Table 3-3, Ultimate Capacity within Vacant Areas: Jersey Village, TX, the City is estimated to reach capacity at about 9,080 residents; therefore the projected population will likely be maxed out in 2027.

It is important to keep in mind that population projections are subject to change and can be impacted by a number of factors. The main factor impacting population would be retired residents selling their homes to

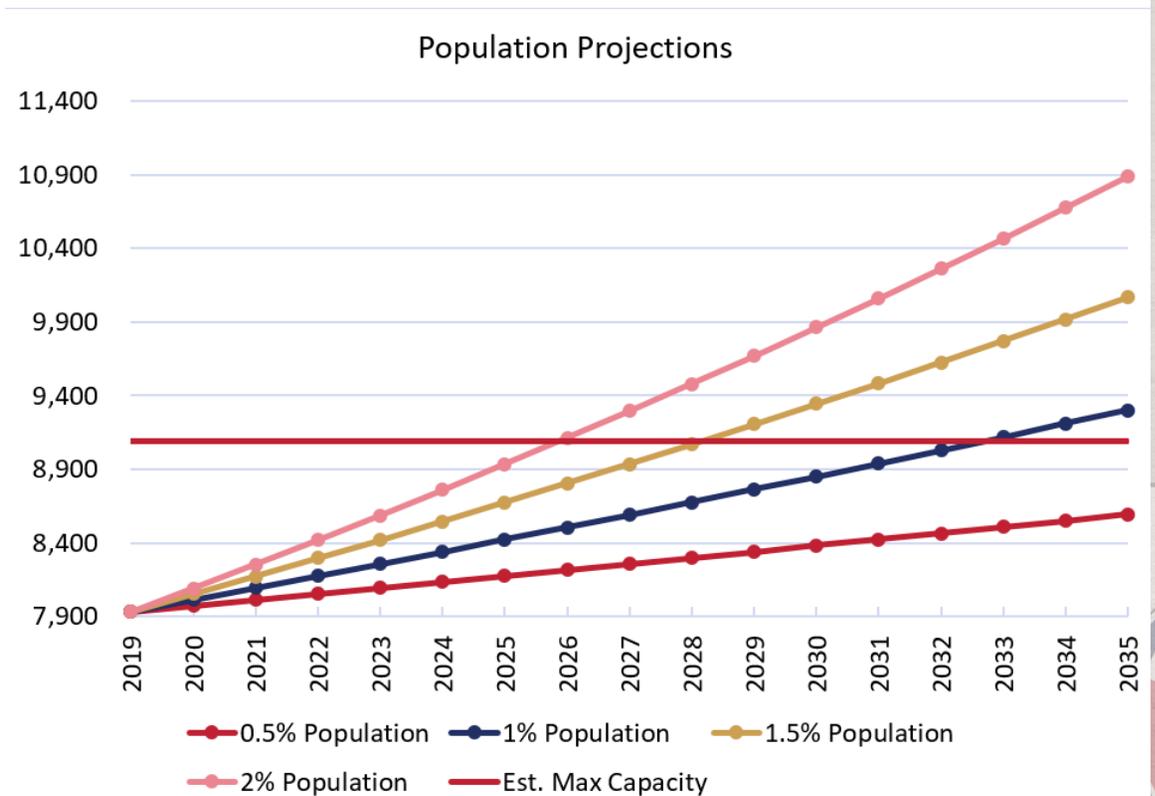


Figure 3-9. Population Projections

younger families with children that move to Jersey Village. Other factors impacting population growth include: local and national economies, the real estate market, and annexation.

Administration of the Future Land Use Plan

DEVELOPMENT PROPOSALS & THE FUTURE LAND USE PLAN

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and surrounding area?
- Is the proposed change a better use than that recommended by the Future Land Use Plan?
- Will the proposed use impact adjacent residential areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent residential areas?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety and welfare of the community? Would it contribute to the City's long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this Plan.

It is important to recognize that proposals contrary to the Plan could be

an improvement over the uses shown on the Plan for a particular area. This may be due to changing market, development and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there is a significant benefit to the City of Jersey Village then these proposals should be approved, and the Future Land Use Plan should be amended accordingly.

ZONING AND THE FUTURE LAND USE PLAN

[Chapter 211](#) of the Texas Local Government Code states that zoning regulations must be adopted in accordance with a comprehensive plan. Consequently, a zoning map should reflect the Future Land Use Plan to the fullest extent possible. See Figure 3-6, City of Jersey Village Existing Zoning Map (on the follow page) to view existing districts as they are designated today.

REACTIVE AND PROACTIVE USE OF ZONING AND THE PLAN

Approval of development proposals that are inconsistent with the Future Land Use Plan may result in inconsistency between the future Land Use Plan and zoning regulations. It is recommended that Jersey Village amend the Future Land Use Plan prior to rezoning land that would result in such inconsistency. In order to expedite the process of amending the Future Land Use Plan to ensure zoning regulations correspond, the related amendment recommendation(s) could be forwarded simultaneously with the rezoning request(s). It is recommended that the City of Jersey Village engage in regular review of the Future Land Use Plan to further ensure that zoning is consistent and that the document and the map reflect all amendments made subsequent to the Plan's initial adoption. It should be noted that specific implementation measures related to zoning are addressed within the

ZONING MAP OF THE CITY OF JERSEY VILLAGE, TEXAS

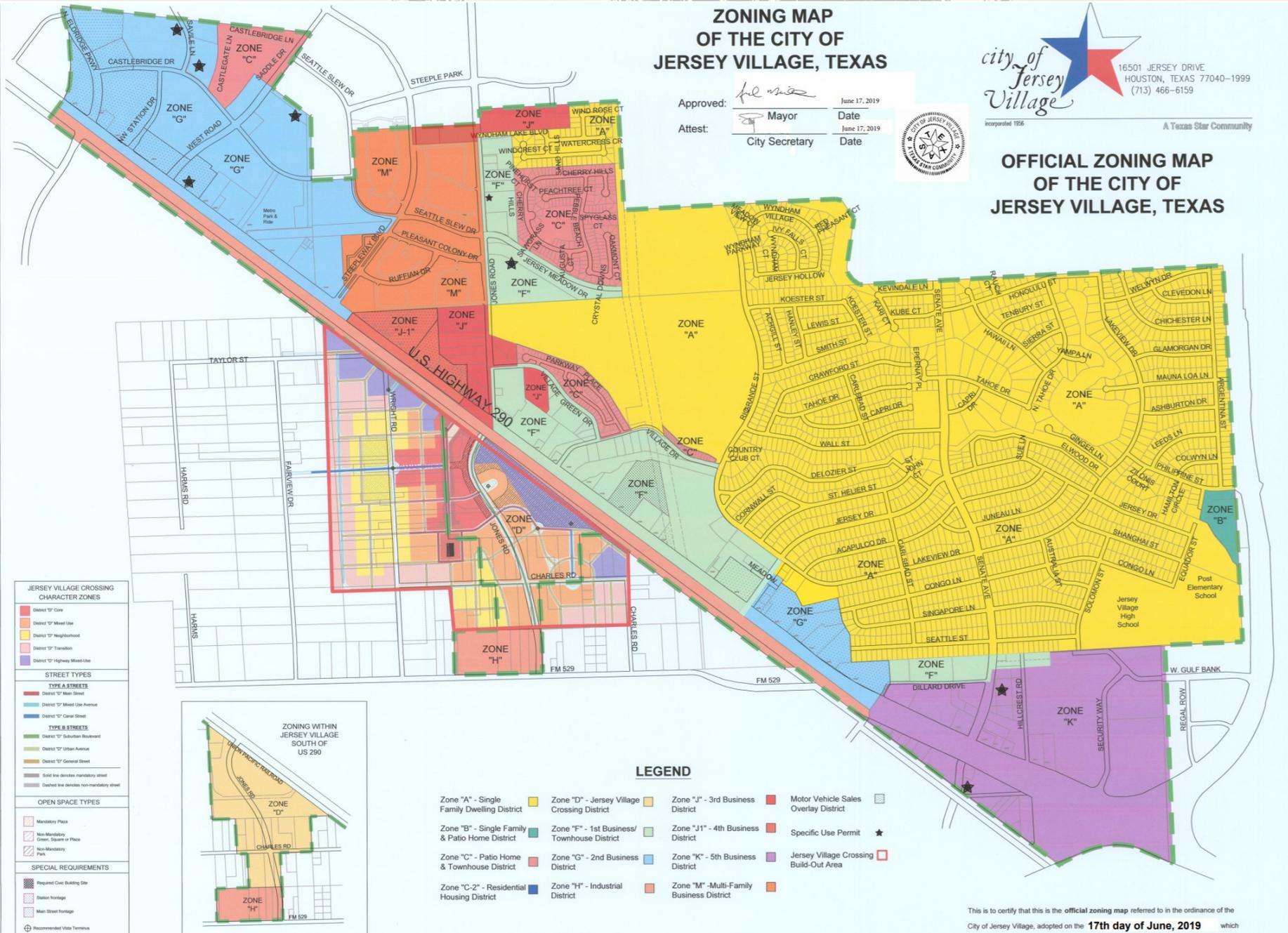


 16501 JERSEY DRIVE
 HOUSTON, TEXAS 77040-1999
 (713) 466-6159
 incorporated 1956 A Texas Star Community

Approved: *[Signature]* June 17, 2019
 Attest: Mayor Date
 City Secretary Date



OFFICIAL ZONING MAP OF THE CITY OF JERSEY VILLAGE, TEXAS



Map 3-2. Zoning Map of the City of Jersey Village. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries. Please see the Jersey Village website for the most up to date Zoning Map.

Implementation Strategies of this Comprehensive Plan.

While the recommended Future Land Use Plan map herein was partially based on existing land use and the City's adopted zoning map, some areas within Jersey Village conflict in terms of the way in which they are recommended to develop based on the Future Land Use Plan map and the way in which they are currently zoned. In certain instances, such inconsistency can be in the City's favor; this would be the case if the zoning map showed an area zoned as Agricultural, while the Future Land Use Plan showed the same area recommended for a nonresidential use. Such a reactive position can enable the City to rezone, thereby allowing the nonresidential use, when the particular proposed use is ideal for the location.

Conclusion

The recommendations contained herein should guide Jersey Village future land use planning and related policies. It is important to note that the Future Land Use Plan is not the community's official zoning map. Rather, it is a guide to decision making in the context of the City's future land use patterns. The Future Land Use Plan should be used consistently and updated as needed. As coordinated, quality development continues in Jersey Village over time. The official copy of the Future Land Use Plan map is on file at Jersey Village's City Hall. The boundaries of land use categories as depicted on the official map should be used to determine the appropriate land use category for areas that are not clearly delineated on the smaller-scale Future Land Use Plan map contained within this Comprehensive Plan document.

Land Use Recommendations

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of single family homes.

- Establish and maintain a forecast of housing type needs, and set periodic goals to meet anticipated housing demand.
- Create an inventory of current housing assets and programs. Gaining a better understanding of the assets and programs currently available to Jersey Village will help meet any future housing challenges.
- Assign a City staff person to oversee housing-related activities and concerns.
- Improve supply of housing options by identifying impediments for the creation of a greater range of housing types.
- Promote residential projects that assist young, first-time homebuyers and mature, retired residents to stay in Jersey Village when their housing needs change.
- Update ordinances to make them suitable for senior housing.

Ensure that single-family residential neighborhoods are protected from intensive areas of development by using screening and buffering techniques.

- Provide for adequate transitions between land uses using buffering and screening and other site design techniques to promote compatibility between uses.

GOAL 4. ENCOURAGE QUALITY COMMUNITY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Identify the business types most likely to be successful given the surrounding demographic profile.

- Compile all relevant demographic data regarding the economy of the City and update at least annually.

Ease the processes encountered by business expansions and relocations.

- Review existing codes to ensure they are supportive of the desired office, retail, service, and entertainment uses.

GOAL 5. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, UTILITIES, AND FLOOD MITIGATION INFRASTRUCTURE ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

STRATEGIES

Create policy for funding and implementation of sidewalks and connectivity with new development.

- Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.
- Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not

located within walking distance of other developments.

- Provide proper drainage as the city redevelops and changes.
- Ensure new development does not create drainage problems adversely affecting other properties.
- Ensure that all storm drainage facilities are maintained in good working condition.
- Continue to coordinate with the flood control district to ensure potential flood risks are minimized and for the continuation and completion of flood reduction projects that benefit the City.
- Correct any existing drainage problems as resources permit.
- Provide utility extensions, improvements, and upgrades only in a manner consistent with the city's desired growth strategies. Utility extensions and improvements should not be available except to areas where development is consistent with the city's plans for growth.
- Ensure all new development is served by city utilities or by utilities with equivalent levels of service. This will ensure a fire service rating equivalent to the city's rating.

GOAL 7. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Establish a zoning overlay district for the Highway 290 corridor.
- Review existing development codes for compatibility with desired uses (higher quality restaurants, services, and entertainment).
- Investigate code options to amortize existing billboards and private negotiations to consolidate/update remaining billboards.

Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

- Ensure that water and sewer infrastructure has adequate capacity to serve the desired intensity of redevelopment.

GOAL 8. PROVIDE AND ENHANCE COMMUNITY ACCESS TO COMMUNITY FACILITIES AND POINTS OF INTEREST THROUGHOUT THE CITY.

STRATEGIES

Create a consistent, identifiable signage design throughout the city.

- Develop commercial signage guidelines to encourage existing business to follow, as well as control future commercial development signs.

GOAL 9. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Analyze annexation options for the ETJ property.

- Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).
- Investigate any potential ETJ exchange opportunities with the City of Houston that may be mutually beneficial.

Promote the highest and best use for vacant or underutilized properties.

- Continue to encourage residential infill, especially as existing housing stock ages.

Revitalize areas of opportunities to attract new investment and activity.

- Locate uses adjacent to each other that are compatible and complimentary, such as residential and some nonresidential

development. Offices and small (neighborhood) retail establishment should be adjacent to residential uses.

- Encourage neighborhood retail nodes to develop at key intersections in order to serve the needs of adjacent neighborhood areas within an approximate one-mile radius.
- Encourage auto-oriented land uses such as drive-through conveniences to locate on major corridors with highway access (Highway 290), but discourage them in more residential and traditional neighborhoods.
- Consider and evaluate each proposed medium and high density development on its own merit, but also by using the criteria outlined within the Future Land Use Plan.
- The City should develop a Highway 290 corridor plan and updated market assessment to determine specific steps for revitalization of the corridor.
- Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.

Encourage development and investment in Village Center, and surrounding areas.

- Consider mixed use development combining residential and nonresidential uses, based principally on: 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.
- Encourage site design that promotes walking and biking.
- Allow medium density uses to be permitted in any area designated for high density use.

Update city ordinances to encourage appropriate development.

- Adopt the future land use map to guide zoning and other development decisions.

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Transportation and Circulation Plan 4

Introduction

The transportation component of the Comprehensive Plan identifies future transportation needs for the City of Jersey Village, the basis for them, and describes goals and policies to direct related decisions. The transportation component of a community is often a high-profile element of a plan, since it is experienced by residents daily as they make choices of how to connect with where they live, work, play, and learn. This plan provides a framework for a more balanced transportation system to offer choices in how people travel, and includes assessment of traffic volumes and crash statistics, corridor design, and a recommendation for a thoroughfare plan with functional classifications and multimodal components. This transportation plan serves as a blueprint for transportation investment decisions. Key principles were recognized in the preparation of the Comprehensive Plan recommendations and include:

- Ensuring that transportation, public services, and utilities are maintained;
- Enhancing transportation, public services, and utilities to meet the community's present and future needs, and;
- Increasing community connectivity.

REGIONAL CONTEXT

As noted in Chapter 1, Jersey Village is in the Houston-Sugarland-Baytown metro area, in the west-center of Harris County. From a transportation perspective, the regional context includes the Houston-Galveston Area Council of Governments (H-GAC). Regional planning by H-GAC in the 2040 Regional Transportation Plan: Bridging Communities identifies priority transportation investments over the eight central counties of the region to support the anticipated growth in households and jobs. These initiatives are aimed at addressing growth over the next 25 years. Currently, over \$75 billion in investments are recommended in the plan. Within Jersey Village, recommendations from the 2040 Plan include improvements to U.S. 290 which was completed in 2019, as well as the potential for future additional lanes in the 2034 timeframe. Additional projects include commuter bus service expansion, managed lanes on Beltway 8, and the potential for a privately operated highspeed rail.

- This Comprehensive Plan, and future updates to it, should monitor regional growth implications to pro-actively address mobility and accessibility issues to and from Jersey Village.
- Future updates should reflect and support the opportunity for a station located in Jersey Village to serve as a destination for mass transit, on demand transit, and automated and connected vehicle transit developments along the U.S. 290 Corridor, with a supporting walkable street grid surrounding the proposed station location.

LOCAL MOBILITY

Jersey Village generally has good mobility options, alternate route choices and the roadway network is largely built-out. U.S. 290 and Beltway 8 serve as the main axis for regional travel for Jersey Village, though they do not provide mobility within the City, which is instead served by freeway frontage roads and arterial roads. The thoroughfares also serve a significant portion of through-traffic from Harris County and Houston, and some effort has been made in the past to limit some planned through- street connections, such as Senate, from being completed. Some of these connections have been limited to prevent

2040 Freeway, Tollway, HOV/HOT System

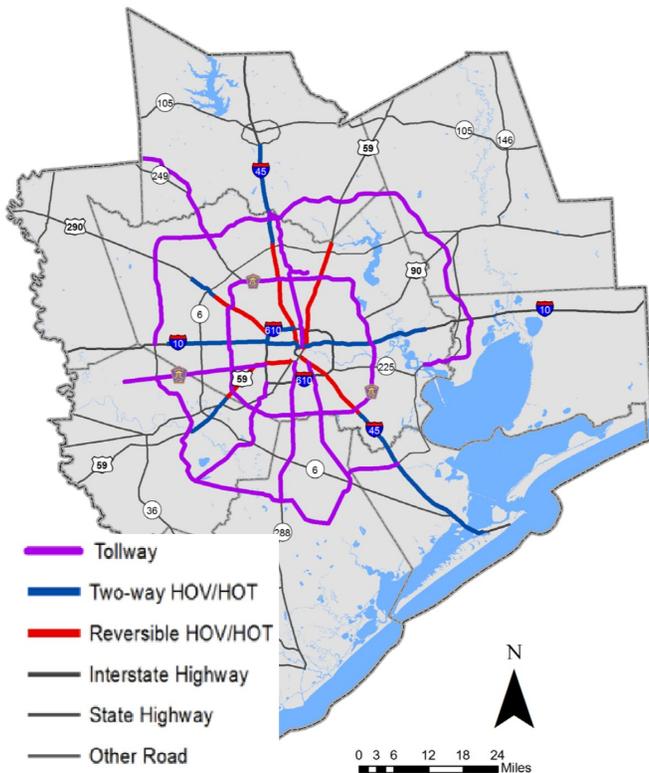


Figure 4-1. 2040 Freeway, Tollway, HOV/HOT System

an ordinance allowing golf carts to be utilized on city streets. The adoption of golf carts has seen a steady increase and provides residents another option for transportation.

The ETJ area west of Jones Road is primarily industrial, with large, long blocks with no through connection. Local connections and alternatives remain, though, and some small connections for local trip movement and to connect neighborhoods are proposed in this plan, as well as an increased fine-grid of streets south of U.S. 290 that will support mixed use development there, which also makes it a key location for any potential future mass transit station that may be planned.

some through travel from areas to the north and east occurring in neighborhoods.

Throughout the residential area the City has taken steps to encourage slower speeds on residential streets and open up alternative modes of transportation.

In 2020 the City Council passed

Potential Issue Areas

EXCESSIVE DRIVEWAYS ON MAJOR CORRIDORS

Development over time has created a situation of an excessive number of access points along major corridors. While properties have access rights to public corridors, the excessive number of driveways can reduce the carrying capacity of key corridors. As redevelopment occurs, sharing drives using cross-access easements would reduce the number of curb cuts thereby enhancing the carrying capacity of the corridor.

EXTENDING COLLECTOR NETWORK CONNECTIONS

As Jersey Village begins to experience infill redevelopment in its ETJ, the existing grid network of long, narrow blocks north of FM 529 will provide the basis for continued industrial use, but also the base network for potential redevelopment. As it does, a connected network of collector class routes should be considered in order to reduce travel time along key corridors, allow for increases in vehicle use, and allow for safe passage of pedestrians and bikes in addition to cars and trucks. A

supporting connected collector network would reduce corridor impedances on the arterial network, but also serve to provide for neighborhood connectivity as well as allow corridors for bike/pedestrian opportunities. Thoroughfare network expansion to the east would also serve to facilitate access/circulation to growth occurring in the eastern ETJ sector.

TRAFFIC VOLUMES

According to U.S. Census data, approximately 93-percent of all Jersey Village work trips are automobile-based. The percentage of total home-based work trips in single-occupant vehicles has stayed relatively stable, with some ebbs and flows over the years. In 2000 it was 89% but dropped to 84% in 2013. However, the 2018 estimate was back up to 89%. The overall rates have stayed constant over time, though the numbers of workers reporting that they worked at home has increased from 1.8-percent in 2000 to 3.6-percent in 2013. For those not working at home, the commute time varies based on the length of trip, destination, and chosen route. The performance of the local roadways (and resulting congestion) can be linked to many components – including the number of lanes, speed limit, daily traffic volumes, local

peaking characteristics, adjacent land uses, traffic signal parameters, driver types, signage, pavement conditions, road design elements, and access control. In this section, traffic volumes are reported to track average conditions at the time of the plan.

As part of the Comprehensive Plan Survey residents were asked about their commute times, before COVID. The majority of respondents who commute said their commute time to work was 11-15 minutes. This is lower than previous census estimates of 29 minutes. One main reason for this change is the completion of U.S. 290 which was not completed during the last survey done by the Census Bureau. Approximately 8% of respondents said they work from home, and over 28% said they do not commute, meaning they are retired or are not otherwise employed.

Since COVID many residents have been working from home. It remains to be seen how the Work From Home arrangements of 2020 will continue through the years to come, but it could drastically impact future transportation needs.

Average annual daily traffic (AADT) volumes were gathered from TxDOT, and other published studies. The most heavily traveled route in Jersey Village is U.S. 290, which carries upwards of 211,000 vehicles on an

Key TXDOT Roadway	2017 AADT	2018 AADT	2019 AADT	Growth 17-19*	Future Annual Growth	2035 Potential ADT
US 290	210,908	210,268	211,139	0.11%	2%	278,703
Beltway 8	Not Available	144,827	145,959	0.78%	2%	192,666
FM 529	32,705	29,515	33,478	2.31%	2%	44,191

AADT = Average Annual Daily Traffic

* Growth rate is 2018 to 2019 for Beltway 8

Table 4-1. Potential AADT at Key TXDOT Roadways

average day just north of Beltway 8. Beltway 8, in turn, carries nearly 146,000 vehicles daily. In terms of arterial routes, Jones Road, West Road, and FM 529 have the highest AADT's with segments averaging over 20,000 vehicles per day. Another busy route segment includes Senate Avenue to the north and south of U.S. 290, which serves as the main access for the western residential heart of Jersey Village, with approximately 11,700 vehicles counted in 2016, the most recently available saturation counts available. Should traffic conditions warrant additional study for potential mitigation, a Level of Service analysis of the roadway network could be conducted for an individual corridor, or the local network in conjunction with H-GAC or independently by the City of Jersey Village. Such a study could recommend further actions for mitigation, including access management, intersection improvements, and operational changes (see Table 4-1, Potential Daily ADT at Key TxDOT Roadways).

- The Comprehensive Plan recommends ensuring that roadways have adequate capacity and connectivity to serve desired levels of redevelopment.

CRASH ANALYSIS

Vehicle crashes are a source of considerable personal anguish, disruption, loss of personal property, and time, and can result in personal injury and in the worse cases, death. Analysis of crashes recorded over the prior three-year period of available data was conducted to determine if patterns were prominent and rates were compared to cities of similar size.

The analysis showed that, generally, Jersey Village has a higher number of crashes resulting in severe outcomes per year compared to communities of similar size in Texas. However, once controlled for the

number of crashes that occur on freeway or frontage roads, the number falls to average rates similar to those for other communities of similar population size.

For the three-year period, an average of 765 crashes per year were reported, but no crashes resulted in fatalities. Despite increases in vehicle safety technology such as airbags and crumple zones, higher speeds and speed differential between vehicles involved led to increasing severity of crash outcomes. The policy implications for the City of Jersey Village are that speed differentials between crash vehicles increase crash severity, and lower speeds are more appropriate for residential areas, with enforcement and education of speed risks an ongoing concern. However, it should also be noted that the majority of crashes occurred on roads that the city does not have authority to set the speed limits for.

Transportation Planning

EXISTING CORRIDOR DESIGN

The City of Jersey Village has existing roadway design components that support the intended function for each of the roadway classifications outlined in this plan according to its place in the classification hierarchy. The standards include pavement widths that correspond to number of travel lanes and posted speeds of the roadway, and lane widths to allow for higher travel speeds. Standard lane widths are also regularly 11'-12' wide, with some collector streets and streets in residential sections being wider to allow for on-street parking. Increasingly, recent standards of practice by AASHTO, NACTO and others allow and encourage narrower lane widths for street applications, which preserves mobility and traffic volumes, but also help to promote lower speeds

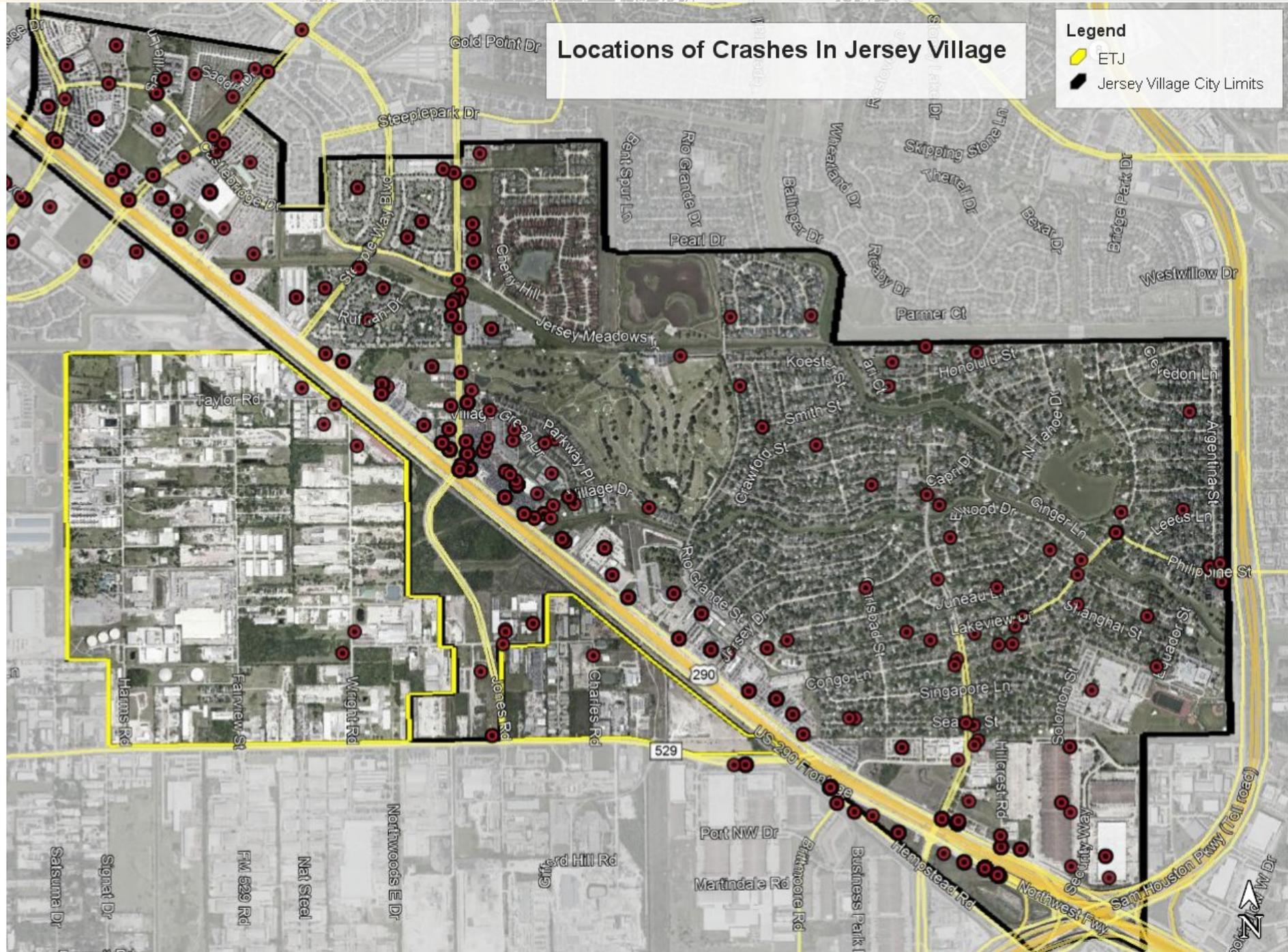


Figure 4-2. Locations of Crashes in Jersey Village

which in turn translate to reduced severity of crashes, reduced crossing times for pedestrians, shorter cross-traffic signal timing, less stormwater runoff, and less pavement to construct and maintain.

Jersey Village appears to have intended more major thoroughfare connections, such as Senate Avenue, to allow for a finer grid of major roadways as developments and communities developed in the western section of the city and to the north. In lieu of some of the connections being constructed, a larger spacing between arterials has developed, approximately 2 miles between Jones Road and Beltway 8, meaning that local trips as well as through-trips must use a route that includes one of the major thoroughfares, extending local trips in distance and time as well as adding to traffic volumes on the thoroughfare. Similarly, although sidewalks are abundant in Jersey Village, in the few areas that are without sidewalks, pedestrian and bike trips must also divert to the main roadways.

NETWORK DESIGN, SPACING AND SPEED

Jersey Village has a traditional suburban network of connected streets for most of its current geographic area, which channels vehicular trips to the regional freeway network. Local trips internal to the city are limited to collector roadways and winding through residential neighborhoods, discouraging through travel. Connectivity is generally good for thoroughfares, such as FM 529 and Jones Road. Thoroughfare spacing ranges from approximately a quarter mile in the western portion the city, to two miles between Jones road and Beltway 8, with collector roadways radiating out of the eastern portion of the city connecting residents there to the arterials at the edge. The roadway network also allows for a connected but discontinuous path parallel to U.S. 290 and the westbound frontage road, allowing for filtering of vehicles and

access to commercial services.

In general, for higher levels of the functional classification system, mobility is intended to be emphasized over providing local access to adjacent land uses. Higher levels of the functional classification system also maintain more continuity over distance. Relatively higher travel speeds and flow of traffic are emphasized on these arterial routes, though conflicts exist that can reduce travel speed and lead to an increased probability of stops that can increase the chance for crashes. These impediments include the number and spacing of traffic signals, number of access points such as driveways and cross streets, non-linked signal timing, a lack of turn lanes or median presence, and poor roadway geometrics. This can be observed as higher speeds on roadways or extended-flow signal timing at intersections.. Signalized intersections are shown in Figure 4-3.

- The Comprehensive Plan recommends promoting redevelopment and land use patterns in line with the “15 Minute City” movement. This would lead to a reduction of the number and length of auto trips, as well as supporting walking and bicycling. It would also encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers for redevelopment, such as reduced parking requirements.

COMPLETE STREETS

One of the planning concepts Jersey Village may consider incorporating in roadway design is a complete streets initiative. The focus of a complete streets initiative is to consider all modes during the planning, design, construction, operation and maintenance of the city’s street network. Effective complete streets policies help communities routinely create safe and inviting road networks for everyone, including bicyclists,



Figure 4-3. Signaled Intersections

drivers, transit operators and users, and pedestrians of all ages and abilities. Instituting a complete streets policy ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind. For the Complete Streets policy to be effective, a program of supporting policies and procedures need to be put in place in all City departments which could include a program of land use planning guidelines, a series of project development checklists, established responsibilities for addressing modal issues, and more specific design and operating standards for

implementation and maintenance. An illustrative of how this policy would apply to a Minor Residential Collector is shown in Figure 4-4. This method could be implemented in the numerous upcoming street rehabilitation projects that are a part of the 10-year Capital Improvement Plan.

To continue implementation of sidewalks in construction, the city requires all new development and significant redevelopment to provide sidewalks on both sides of collectors and thoroughfares within the developed area of the city. Where developments are not within walking

distance of other significant developments, or places where development is anticipated shortly, the city should consider a sidewalk bank to be established for payments in lieu of construction.

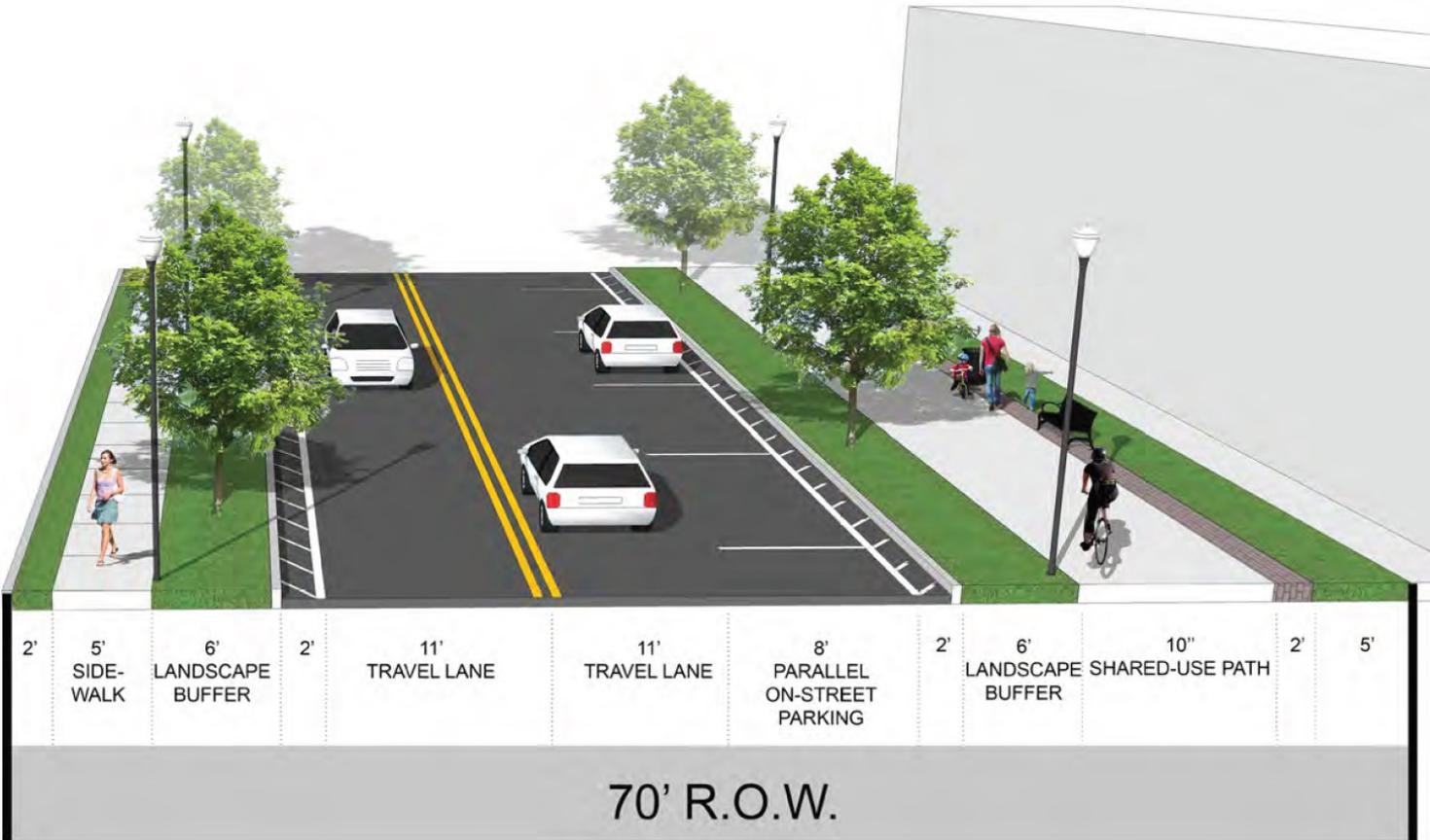


Figure 4-4. Example of Complete Street Layout.

ACCESS AND CORRIDOR MANAGEMENT

Access management refers to the practice of coordinating access connection points to a roadway by considering specific design criteria for the location, spacing, design and operation of driveways, median openings and

intersections. In general, the goal is to have access to a specific facility decreased in order to maintain the roadway efficiency and enhance traffic safety.

As access points are reduced, the mobility and capacity of a roadway are increased through the operational and geometric improvements.

Access management provides a significant benefit to the mobility and function of the roadway and reduce the potential for accidents by minimizing speed differentials between vehicles and turning movements. Research has shown that accident rates increase consistently with an increase in the number of roadway access points, while accident rates decrease with the construction of raised medians and controlled signalized cross access.

The city should consider Access Management control standards for application on frontage roads and major thoroughfares such as Jones Road and FM 529. As part of such a policy the following components may be included:

- The use of shared driveways should be considered as a standard when any more than

one driveway is requested;

- Cross access between adjacent properties should be a stated standard for development, with justification required for not providing cross access.
- Shared parking provisions for reduction in parking requirements should be established as a benefit to providing cross access between parcels and shared driveways.

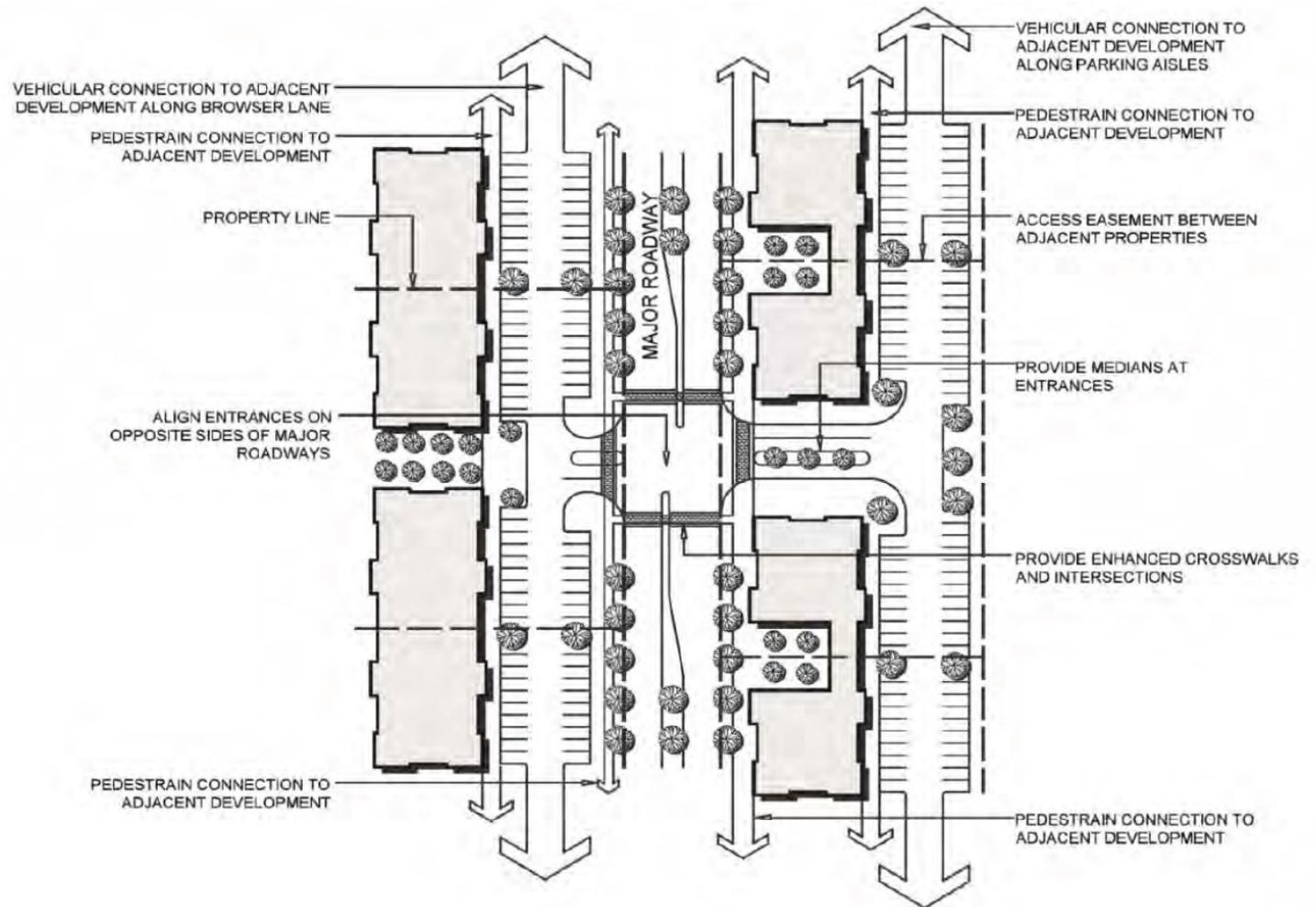


Figure 4-5. Access Management

Thoroughfare Plan

FUNCTIONAL CLASSIFICATION

The Jersey Village street network is categorized by functional classifications according to roadway function (refer to Figure 4.6, Thoroughfare Map with Classifications). Functional classification is the hierarchy by which routes are arranged into groups according to the nature of intended service (mobility and access). Higher functional classifications limit access but provide enhanced mobility (long distance, high speed trips). Lower functional classifications provide limited mobility but ample access to adjacent land uses. The City of Houston includes functional classifications for roadways which include the following:

Freeways and Tollways

Freeways are grade-separated with the highest level of mobility and full control of access via interchange ramps. Jersey Village is served by U.S. 290, an important corridor of regional significance connecting to the Houston central business district, as well as Brenham and Austin and points west. Beltway 8 is a major ring road of the Houston metro area, and provides access to George Bush Intercontinental Airport, as well as points north east and west via I-10, I-45, and I-69.

Thoroughfares

These routes serve major traffic movements within urbanized areas, connecting Central Business Districts (CBDs) and major route nodes, outlying residential areas, significant intercity communities, and major suburban centers.

Principal Thoroughfares typically offer higher travel speeds, but these routes may have a limited number of traffic signals and driveways.

Within the Jersey Village plan area, FM 529 is the only road considered a principal thoroughfare.

Thoroughfares can also typically feature medium to higher travel speeds, but these routes may have more frequent traffic signals, at-grade intersections, and driveways to access adjacent land uses. They typically can fill out a transportation network grid at approximately one-mile spacing intervals and can serve local and longer distance trips. Within Jersey Village, the following examples are routes classified as Thoroughfares:

- Jones Road
- West Road
- North Eldridge Parkway
- Senate Avenue

Collector

The collector street system features facilities that collect traffic from local streets in neighborhoods and channel traffic to the thoroughfare system. These routes typically provide access to private property, offer lower travel speeds, and serve trips of shorter distances.

Major Collectors place more emphasis on land access and typically have closer spacing for crossing streets, driveways, and traffic signals. These routes typically serve trips of moderate length at a lower through-travel speed than thoroughfares. Existing major collectors in Jersey Village include:

- Castlebridge Drive
- Steeple Way Boulevard
- Jersey Drive (from U.S. 290 to Lakeview Drive)
- Senate Avenue (from U.S. 290 to Lakeview Drive)

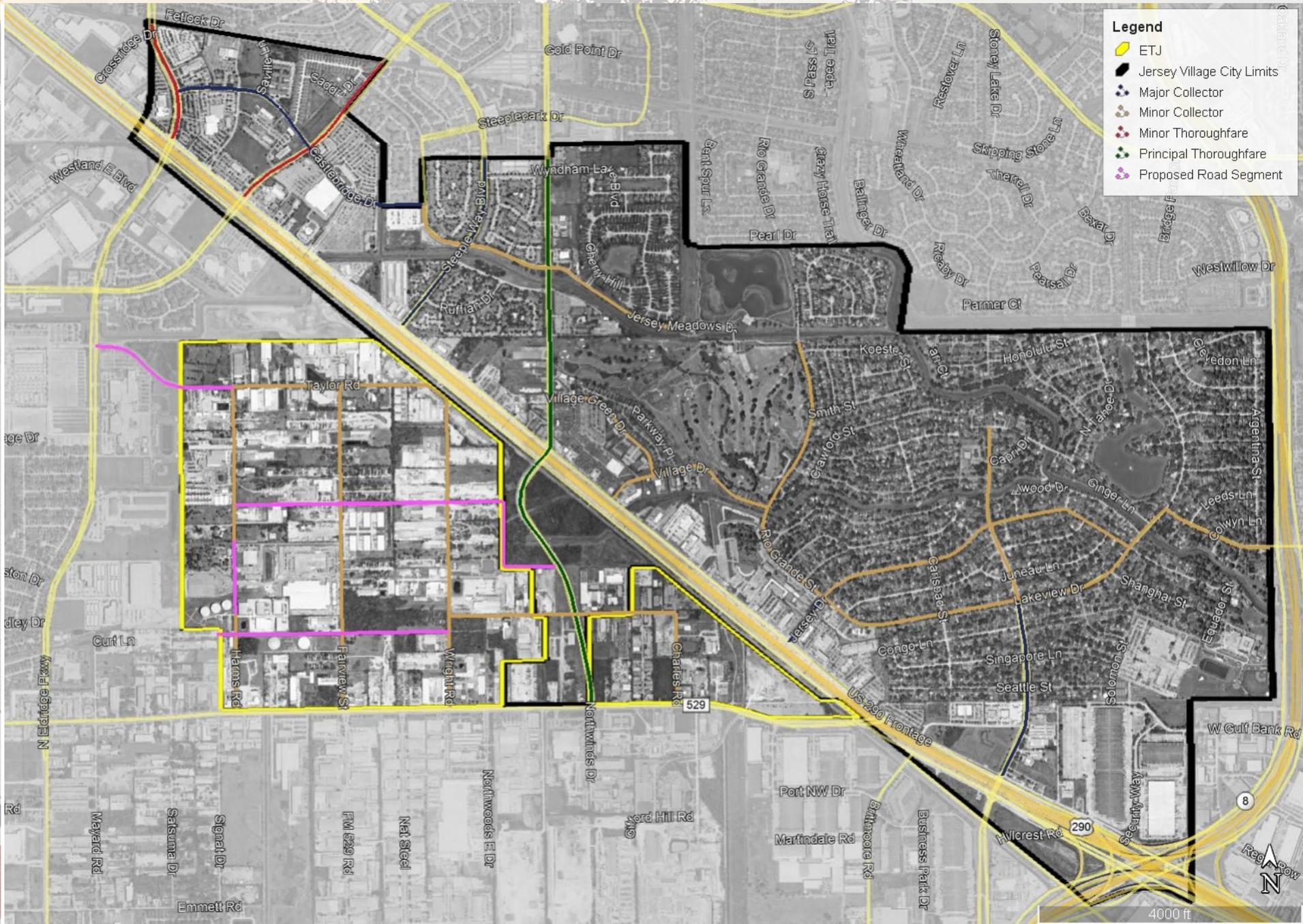


Figure 4-6. Thoroughfare Plan Map with Roadway Classifications

Minor Collectors: Minor Residential Collector and Minor Industrial Collector

These routes typically provide access to private property, offer lower travel speeds, and serve trips of shorter distances. Examples include Rio Grande Street, Jersey Meadows Drive, Taylor Road and Wright Road. Spacing and location is intended to facilitate access to the network system from neighborhoods and commercial areas as well as encourage transportation modes like biking and walking as an alternative for short distance trips.

Local Streets

The local street system offers the least mobility and the highest land access service; local access for all parcels. These streets include all facilities not classified under a higher system.

Thoroughfare Design Standards

Thoroughfare classification reflects the intended function of specific roadways that serve as part of the street and highway network. The cross section of a roadway is related to traffic volume, design capacity, and Level of Service. Standards for Freeways and Tollways are the responsibility of TxDOT or other agencies, and therefore not presented. In developed areas, varying design standards may be implemented to accommodate existing conditions.

The general roadway cross-sections used throughout the city have not changed since being identified as part of 2016 Comprehensive Plan effort. To determine the exact dimensional requirements of each intersection, a traffic analysis should be conducted at the time of facility implementation. At a minimum, each general roadway cross-section can

accommodate a separate left-turn lane. The right-of-way for the minor residential collector roadway illustrative is also designed to allow for left-turn lanes at the intersection with major arterial facilities, in lieu of on street parking near the intersection.

SIDEWALK SYSTEM AND BICYCLE ACCOMMODATIONS

Sidewalks are a vital element of the transportation system, providing access and service to activity centers, transit, homes, businesses, schools, libraries, and parks. Jersey Village provides sidewalks on most of its collector and thoroughfare network, though the collectors in the ETJ, originally constructed with industry and automobile access in mind, have sporadic and limited sidewalk connectivity. A complete streets approach includes accommodating pedestrians and cyclists safely and comfortably, with adequate space and separation from travel lanes.

In the example of the northeastern boundary of the City, there are no pedestrian and bicycle accommodations on the frontage road of Beltway 8, making a pedestrian or bicycle traverse not possible. Additional outreach should be conducted to determine where and how additional pedestrian and bike connections should be made, including taking advantage of existing right-of-way for unbuilt roadways and bayou service easements, with grants being a potential source to provide funding for planning and construction.

- In order to provide greater pedestrian connections within the neighborhood, the Comprehensive Plan recommends developing neighborhood pedestrian connections through a trail system, including securing land needed for additional paths and utilizing existing bayous and conveyance channels to help expand the trail network.
- Ensure pedestrian mobility by repairing existing sidewalks and extending missing segments.

- Encourage site design that promotes walking and biking access and egress.
- The Comprehensive Plan recommends conducting a corridor pedestrian mobility study to identify specific corridor deficiencies and potential solutions for improvement prioritization.

TRANSIT CONSIDERATIONS

Local fixed route transit service is provided by the Metropolitan Transit Authority of Harris County, or Metro. Metro’s service area consists of 1,660 miles and approximately 84,000,000 passenger trips served in 2019. In Jersey Village, the service consists of two fixed route commuter lines that serve downtown Houston from the Northwest Station Park and Ride located at West Road and Castlebridge Drive, with a direct express ramp to the U.S. 290 HOV lane. Metro has considerable success with its commuter service, and approximately 10% of the passenger trips served are via commuter busses.

REGIONAL HIGH CAPACITY TRANSIT

The H-GAC 2045 transportation plan includes High Capacity Transit (HCT) which could be considered regionally significant. The HCT could be a combination of light rail, commuter rail, bus rapid transit, and barrier separated HOV lanes. The City should continue to proactively plan with H-GAC and/or other interested agencies to further advance the idea for an HCT connection to the city. The City should also promote active dialogue for long-term investment within or adjacent to the existing rail corridor.

With the optimal location of the Jones Road Station, adjoining road and planned non-motorized connectivity, and proximity to the Metro Northwest Park and Ride, this potential site could serve a dual purpose as an intermodal hub serving. This hub would also be used to connect

potential transit service throughout the community and points beyond. Village Center should be planned with the potential to accommodate this type of site.

The Comprehensive Plan recommends exploring TxDOT and H-GAC funding opportunities for multi-modal transportation alternatives.

Transportation and Circulation Recommendations

The following action items address issues related to transportation and circulation discovered through the planning process.

GOAL 1. HIGHLIGHT THE CITY’S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY’S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

STRATEGIES

Improve the corridor character throughout the community.

- Conduct a corridor pedestrian mobility study to identify specific corridor deficiencies and prioritize potential improvements.

Complete Phase 2 of the Gateway and Entry Monuments.

GOAL 2. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

Increase community connectivity.

- Explore TxDOT funding opportunities for multi-modal transportation

alternatives.

- Ensure pedestrian mobility by repairing existing sidewalks or extending missing sections.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Provide pedestrian connections within the neighborhoods.

- Develop neighborhood pedestrian connections through a trail system.
- Acquire/secure land needed for initial paths of trail system.
- Utilize existing bayous and conveyance channels to help expand the trail system.

GOAL 5. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, UTILITIES AND FLOOD MITIGATION INFRASTRUCTURE ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

STRATEGIES

Create policy for funding and implementation of sidewalks and connectivity with new development.

- Create a Thoroughfare Plan to be used as a mechanism for securing H-GAC funding for streets within existing and developed areas of the city.
- Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.
- Require all new development to provide sidewalks on both sides of all collector and minor arterial roadways and key principal arterials

within the developed/developing area of the city. Establish a sidewalk bank for payment in lieu of sidewalks for developments not located within walking distance of other developments.

- Increase access to non-motorized transportation options to promote healthy living.
- Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority. Solicit available funding for these types of pedestrian mobility accommodations.
- Enhance the safety of pedestrian crossing of major thoroughfares and other high traffic volume streets by providing accessible pedestrian signals at no less than one-quarter mile spacing within the developed areas of the city.
- Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Jones Road, Jersey Meadows Drive, and Castlebridge Drive.

Improve and maintain older existing street networks.

- Through the development process, secure additional right-of-way at critical intersections to enable the implementation of channelized turn movements, as well as adequate pedestrian landings and ramps at the corners.
- Identify and define minimum design and construction standards to be met by 2025.
- Maintain implementation priorities for all street improvements through a capital improvement planning process.
- Identify funding alternatives and resources available for roadway maintenance implementation.
- Develop a policy and programs for City consideration of public/private partnerships and donations to fund transportation infrastructure, amenities and aesthetics.
- Extend West Gulf Bank Road to Hillcrest Road.
- Realign Village Drive, moving existing road south, connecting to Rio

Grande Street.

- Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.

GOAL 7. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

- Ensure that roadways have adequate capacity and connectivity to serve the desired intensity of redevelopment.

GOAL 9. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Encourage development and investment in the Village Center area, and surrounding ETJ.

- Encourage site design that promotes walking and biking.

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Economic Development

5

Background and Existing Conditions

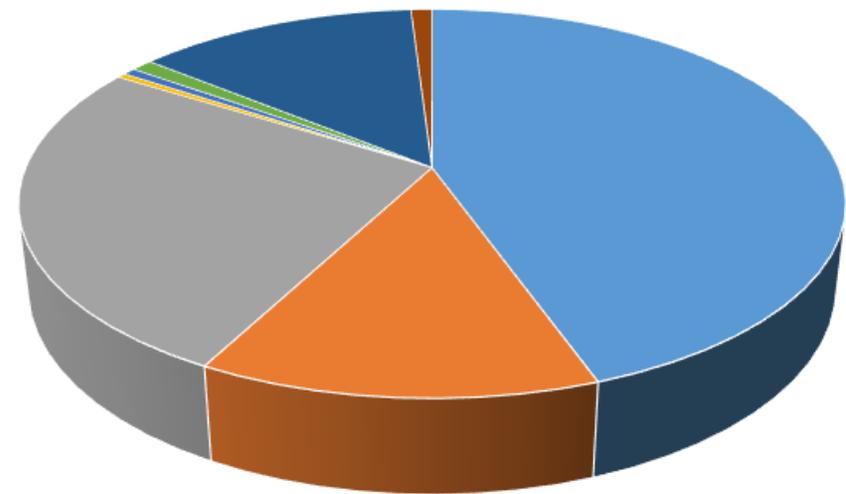
The non-residential development history of Jersey Village is largely one of “retail following rooftops” along a freeway system increasingly extending outward from Downtown Houston. Over the last three decades Jersey Village has endured significant impact to its commercial areas and enterprises as US 290 has been widened, elevated, and upgraded from highway to freeway status with changing ramp locations and access conditions. During this time, the City’s strong residential base and appeal remained constant. Prior to 2017 the City’s modest approach to economic development had been to react to developer proposals, involving a few requests for tax abatements and sales tax rebates.

Since 2017 the City has taken a more aggressive approach to economic development. The City has entered into three Chapter 380 agreements in that time which have added to the job base and sales tax growth of the City. The City has created guidelines for property tax abatements and Chapter 380 grants. These items are actively promoted as part of the outreach efforts the city undertakes to find new businesses and developers.

The City’s tax structure includes both ad valorem taxes and sales tax. The ad valorem tax rate from 2006 through 2020 was \$0.7425/\$100 of value. In Fiscal Year 2021 the ad valorem tax rate decreased to

\$0.723466/\$100 of value. This stable tax rate through the recessionary period beginning in 2008 reflects the stability and discipline of council leadership and city management’s budgetary practices. Additionally the City collects \$0.015 of sales tax for its general fund and \$0.005 of sales tax for its Crime Control and Prevention District.

2020 Certified Taxable Value



- Residential & Rural Improved 45%
- Commercial 26%
- Industrial 1%
- Commercial Personal 13%
- Multi-Family 13%
- Vacant Land 0%
- Utility 1%
- Industrial Personal 1%

Figure 5-1. 2020 Certified Taxable Value

The previous pie chart (Figure 5-1) indicates the breakdown of categories of properties and the percentage of the property tax revenue they make up for Fiscal Year 2021. Figure 5-2 shows how the property values have changed over the past 10 years. It is important to note that with very little vacant land within the corporate limits, policies and programs to maximize the taxable value of existing non-residential use is critical to maintaining or reducing the percentage of revenues needed from homeowners.

The City also has taken steps to increase the marketing of the community and its businesses. The City has launched a Jersey Village Business Directory in which businesses can register and promote their

locations to residents. They can also offer exclusive deals to residents with promotions that can be found using the Jersey Village Mobile App.

Economic Development Going Forward

As part of the 2016 Comprehensive Plan the public meeting processes overwhelmingly confirmed that Jersey Village residents value the residential character of their community and are eager to maintain that character for future generations, yet they understand that the long term vibrancy of the community requires a balance of land uses and a stable or growing tax base.

To see how that may have changed, the CPUC surveyed residents on the same question. The community survey set the stage for the economic development goals of the community. The second largest response was attracting restaurant and entertainment venues, followed closely by improved retail development. The greatest threat to achieving these goals cited in the survey was related to the loss of commercial base due to the Highway 290 expansion.

Since the completion of US 290 in 2018 that threat has subsided. As is shown in Figure 5.2 the commercial property values have increased from 2010 to 2020.

Therefore, the concepts of growing the tax base (both property and sales), providing locally-serving establishments, and improving the image of the community all have a nexus with economic development policies aimed at the revitalizing the Highway 290 corridor.

Growing the tax base in conjunction with maintaining

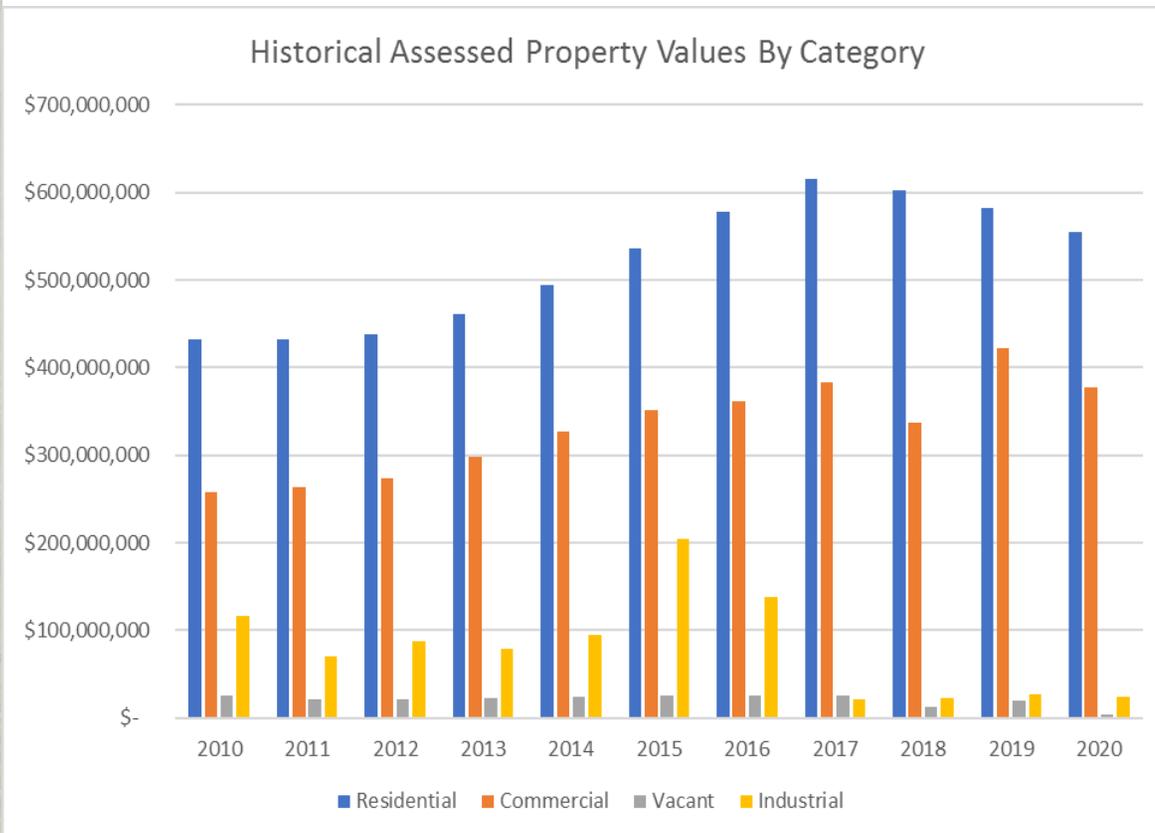


Figure 5-2. Historical Assessed Property Values By Category

community character and values was a main focus of the CPUC. These discussions clearly indicated that the community recognizes the linkage between a strong and diverse economic base and the City’s ability to provide efficient, high-quality infrastructure, municipal services, education, and responsive governance. In general, the CPUC feedback indicated that primary focus of future economic development efforts should be directed toward adding targeted non-residential locally-serving businesses that complement existing residential uses and that enhance the tax base.

With regard to economic development, the residents were asked two questions:

- What do you want to achieve?
- What are you willing to fund?

These two questions were designed to elicit opinions regarding the future vision of the community and the level of effort with which they are comfortable in order to achieve those goals. The ultimate balance of what is achievable is a result of the level of desire to achieve a particular goal, and the public will and ability to invest toward achieving the goals.

In response to the first question, the residents’ responses are tabulated in Figure 5-3.

The responses illustrate that the Jersey Village residents put a large emphasis on reducing the flood risk in the city. A common theme in the comments for the survey related to the stigma that Jersey Village floods. The city should continue its efforts of flood mitigation via the implementation of the Long Term Flood Recovery Plan. The residents also want to achieve more and higher quality restaurants/services/entertainment opportunities. With the new restaurants that have recently opened, and with the planned Village Center the City is well



Figure 5-3. What do you want to achieve?

poised to achieve this goal of the residents.

Tied for third in goals to achieve were retail development and improved city infrastructure. The City works with owners of retail space within the city to provide assistance, both financially and marketing-wise, to attract new retailers to the community. Village Center will also increase the amount of retail development within the city bringing in some more in-demand tenants. The City should continue to actively pursue other ways to attract higher quality retail development. All of these goals reflect the community’s desire to have locally-serving establishments and retailers that will enhance community cohesion for the next generation of residents.

The responses to the question “What are you willing to fund?” show where the residents feel the city should put its resources to help achieve these economic development goals.

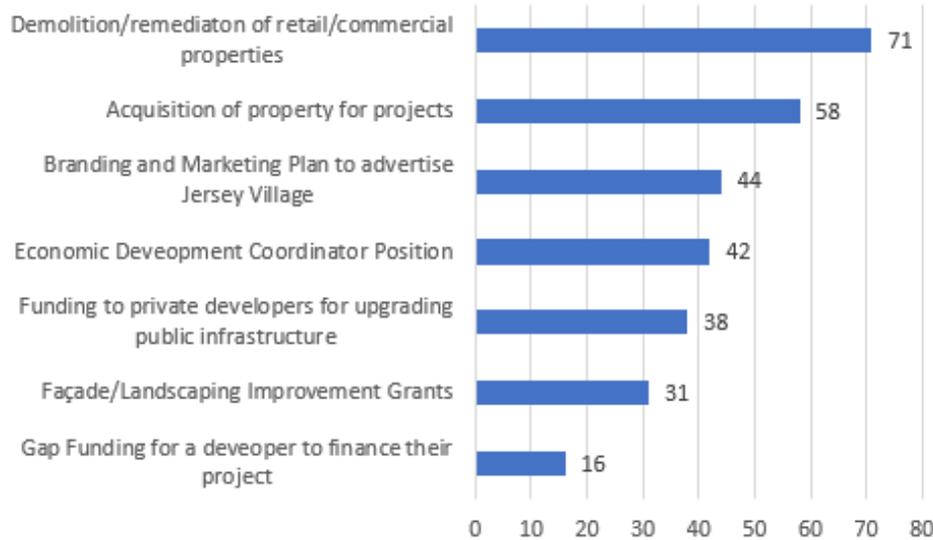


Figure 5-4. What are you willing to fund?

Based on these responses, the residents see the need for the City to take an active role in the cleanup of properties that may be considered blighted. The corner of Senate Ave and US 290 was one commonly mentioned area residents felt should be cleaned up.

It is also clear the residents support the city acquiring property for projects that work to achieve these goals. Some examples of this could include the city buying a blighted property to clean it up and then sell it to a developer for the development of something that meets the needs and desires of the city. Another example is the city purchasing land to control the future outcomes of what is placed on the land.

Before economic development priorities and tools can be framed, the current threats which must be addressed and the assets that can be built upon must be analyzed. These threats and assets were compiled from public meeting feedback, surveys, and comprehensive plan advisory committee comments.

Potential Threats

In the current setting and longer term, the community has recognized several threats that may negatively impact the economic vibrancy and sustainability of the quality of life experienced by current residents.

These threats are listed and described below:

Flooding was highlighted by the residents as a threat to Jersey Village.

- Assessment: Working with Harris County Flood Control and continued implementation of the Long Term Flood Recovery Plan will be key to overcoming this threat.

Potential legislative changes the state may pass limiting local control on municipal budgets.

- Assessment: This could reduce the amount of money Jersey Village could put towards economic development.

Potential decline of surrounding areas: Jersey Village is surrounded by either City of Houston city limits, ETJ, or unincorporated Harris County over which Jersey Village has no control.

- Assessment: Therefore, efforts to preserve the character and property values within the city are doubly important. Annexation of the ETJ would provide greater control of the growth on the southwestern side of the city.

Competition from new master planned communities with more contemporary amenities: As the Houston metro continues to grow, newer master-planned communities draw population into newer homes with a broader range of amenities than currently available in Jersey Village.

- Assessment: Efforts need to be focused on strengthening, enhancing, and promoting the existing valuable assets of the community.

Community Assets

Counterbalancing these potential threats is a wide range of community assets. These assets are valued by current residents and have a positive impact on the overall quality of life experienced by residents. Economic development efforts targeted toward enhancing these strengths and counteracting the potential threats will create the best opportunities for success.

LOCATION

The community's location at the corner of Beltway 8 and US 290 is seen as a great asset. From this location, residents have ready freeway access to other areas of Houston and access to public transit and park and ride locations.

- Assessment: In the long run, this location provides a convenient location for residents and also serves as a magnet for development and redevelopment.
- Assessment: According to a 2018 HGAC Study over 50,000 new jobs will be added to a 6 mile area surrounding Jersey Village between 2015 – 2045.

PUBLIC SAFETY

The City's police and fire services are highly regarded and frequently cited as a major community asset which promotes a sense of security for residents.

- Assessment: Ensuring that these services, and other City services, can be adequately funded is a top priority.

SCHOOLS

Jersey Village is in the Cypress Fairbanks ISD and has two public schools located within its corporate limits. Local schools are often cited as a major attraction for new residents with young families.

- Assessment: Adapting the locally available retail and services that add to tax base and appeal to the demographics of the community as an aging population turns over is critical.

Economic Development Priorities

Inherent in the definition of economic development is the concept of improving the standard of living in a community, including enhanced quality of life assets that are valued by the community and improved public services. The economic development priorities identified through this comprehensive planning process are:

REDUCED FLOOD RISK

While not always thought of as a consideration in economic development, reducing the hazards (in this case flooding) associated with development should be a top consideration. For all new economic development the city should encourage low impact development and flood mitigation efforts that go above the minimum requirements. This type of eco-friendly development can help attract visitors to it as a marketing point in itself.

EXPANDED RESTAURANT/SERVICES/ENTERTAINMENT ALONG WITH RETAIL DEVELOPMENT OPTIONS

The highest economic development priorities continue to be expanded restaurant/services/entertain and retail development options. Since 2016 the City has seen an increase in these areas. The Northwest Shopping Center has seen new restaurants, along with new restaurants on Senate Ave at Dillard Drive. The new Village Center will also serve to increase these opportunities along with the potential for entertainment options as well.

IMPROVED CITY INFRASTRUCTURE

Businesses can only locate in an area that has the infrastructure in place, or planned to be developed, to support their operations. Accordingly city infrastructure is a high priority for the residents when it comes to economic development. A strong focus on the infrastructure of the city will be seen by businesses and developers as a positive factor in their decision to locate in the City.

SALES TAX GROWTH

Closely related to restaurants/services/entertainment and retail development, priorities number 2 and 3, is the priority to grow the sales tax base. Growing and diversifying the sales tax base benefits the local economy and also provides revenue enhancements for needed

	Sales Tax
FY14	\$ 2,160,169.00
FY15	\$ 2,192,087.00
FY16	\$ 3,261,209.00
FY17	\$ 3,060,036.00
FY18	\$ 3,158,223.00
FY19	\$ 5,945,841.00
FY20	\$ 6,360,623.00

Table 5-1. Historical Sales Tax

Village. Table 5-1 shows the growth of sales tax over the past 7 fiscal years.

PROPERTY TAX BASE GROWTH

A natural byproduct of new economic development will be property tax base growth. Being the basis for the most stable and predictable municipal revenue stream, growth of property values is a key component of an economic development strategy.

services provided by the City. Since the City has a half-cent sales tax for crime prevention, increased sales tax revenues not only benefit the general fund, but also assist with funding high priority public safety services.

Since 2014 sales tax has increased for the City of Jersey

Table 5-2 shows the growth of the property tax base since 2010. Overall it has averaged a 3% increase annually. The tax base decline in 2019 was due to increased homestead exemptions provided on residential properties.

These five priorities have the potential to have a synergistic effect, with each component building upon and strengthening the other components. Improved locally-serving restaurants, services, and entertainment venues not only enhance the direct quality of life for residents, they enhance the City's property and sales taxes and these new facilities will also enhance the visual appearance of the City. Employment centers supported by these priorities not only support restaurants and service establishments, but also rely on those businesses in the conduct of operations within those offices. The interconnected cycle of these priorities enhances the resident's quality of life and generates critical revenue streams to support important municipal services.

Year	Assessed Value
2010	\$830,303,009
2011	\$787,129,394
2012	\$820,200,617
2013	\$860,055,138
2014	\$941,267,101
2015	\$1,118,155,370
2016	\$1,102,521,149
2017	\$1,044,852,267
2018	\$1,086,952,212
2019	\$1,041,684,512
2020	\$1,098,106,157

Table 5-2. Historical Property Tax Base

Economic Development Tools

Good public policy aims to achieve long-term, sustainable improvements through the prudent use of Economic Development tools. With very rare exceptions any public participation in an economic development project should be in the form of a reimbursement funded from the revenues created by the project. Any form of public participation should only be considered when the proposed project

further overall City goals and implements one or more of the economic development priorities described above.

The tools most appropriate for use toward achieving the priorities described above and the recommended conditions for their use are:

TAX INCREMENT REINVESTMENT ZONE (TIRZ)

A TIRZ can be utilized to reimburse developers for large scale water, sewer, drainage, and roadway improvements needed to serve the area if the proposed development plan conforms to the Comprehensive Plan goals. The City has created TIRZ Number 2 for the Village Center area. Additional zones should be considered as necessary to help achieve the goals of the Comprehensive Plan.

CHAPTER 380 AGREEMENTS

Chapter 380 agreements can be structured in a variety of ways, but for Jersey Village the structure should be limited to reimbursement of a portion of the sales tax or property tax generated by a conforming project. Reimbursement for project costs under a Chapter 380 agreement could be applied to new retail/service/entertainment and office uses. Chapter 380 incentive programs could also be structured to incentivize rehabilitation of existing buildings by reimbursing owners for a portion of the costs associated with improving the appearance or landscaping of existing buildings.

MUNICIPAL MANAGEMENT DISTRICTS (MMD)

A MMD adds an additional layer of taxation or assessment to properties within the district. An MMD could be established along the US 290 corridor, for example, as a vehicle to fund esthetic enhancements, extra levels of maintenance, and additional security protection.

Recommendations

COORDINATION OF ECONOMIC DEVELOPMENT ACTIVITIES

The community recognizes the need for the municipal tax base to continue to grow to at least minimally keep pace with rising operating costs, and to finance infrastructure maintenance and rehabilitation as the community ages. A concerted effort with a specific focal point is needed in order to effectively manage economic development programs. To that end, the following two components of an economic development program are recommended: an Economic Development Coordinator and Branding/Marketing.

Economic Development Coordinator

A coordinator would ensure that the City's efforts from various departments are focused in the same direction. A coordinator can also serve as a single point of contact and information clearinghouse for entities wishing to develop within the City. In this capacity, the coordinator would also be responsible for preparing and compiling demographic and real estate data that may be valuable in the decision-making process of outside entities interested in relocating to or developing within the City. This position should focus on implementing the economic development and Highway 290-related goals identified in the comprehensive plan, with a particular focus on marketing to outside businesses and coordinating Highway 290 corridor redevelopment. This position does not necessarily need to be an added staff member; currently the City Manager handles these duties, but in the future this may warrant a full time or contract position.

Branding/Marketing

Residents overwhelmingly have a positive image of the community and its people. The chief concern is that the "outside world" does not

recognize the assets that the community offers. Since 2016 the community has attracted a new generation of young families, but as the population continues to age continuing to do so to a high level is seen as vital to the long term vibrancy of the community and the school system. A branding and marketing program is seen as essential in promoting the community and making sure that Jersey Village is recognized as one of the premier first-tier suburbs of Houston.

GOAL 4. ENCOURAGE QUALITY COMMUNITY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Identify the business types most likely to be successful given the surrounding demographic profile.

Market Jersey Village to targeted businesses.

- Prepare marketing materials highlighting the assets and advantages of Jersey Village.
- Establish a program to contact targeted office, retail, service, and entertainment businesses.
- Establish working relationships with commercial brokerages.
- Expand marketing of the golf course for tournaments and other special events.

Ease the processes encountered by business expansions and relocations.

- Appoint a designated contact point and coordinator for business permitting inquiries and processes.
- Establish a business-owners council as a resource learning about the needs of business and communicating the City's goals to the business community.

- Prepare a job description for a full-time economic development coordinator to be considered by city management and the City Council.

GOAL 5. ENSURE THAT TRANSPORTATION, PUBLIC SERVICES, UTILITIES, AND FLOOD MITIGATION INFRASTRUCTURE ARE MAINTAINED AND ENHANCED TO MEET THE COMMUNITY'S PRESENT AND FUTURE NEEDS.

STRATEGIES

Continue efforts to implement the Long Term Flood Recovery Plan and mitigate future flooding in the city.

GOAL 7. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Establish a zoning overlay district for the Highway 290 corridor.
- Establish a 380 grant program to reimburse a portion of the costs associated with updating building facades and landscaping to new standards.

Maximize the economic value of the Highway 290 corridor.

- Consider the creation of a Tax Increment Reinvestment Zone (TIRZ) as a financing mechanism for upgraded public improvements in partnership with redeveloping properties.
- Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.

Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.

GOAL 9. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

Promote the highest and best use for vacant or underutilized properties.

- Encourage convenient commercial services to support neighborhood needs.

Revitalize areas of opportunities to attract new investment and activity.

- Identify potential redevelopment sites and create proposal packages to incentivize developers.

Analyze annexation options for ETJ.

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Parks, Recreation and Open Spaces

6

Background

Parks and open spaces enhance a community's quality of life by facilitating active play, quiet reflection, healthy lifestyles, and community interaction. A healthy, vibrant parks system should provide diverse opportunities for passive and active play. A well developed park system can help a new community grow and an older community to re-establish itself. For the purposes of this review, parks and open spaces are meant to include open landscape space, trails, and recreational facilities such as ball fields, athletic courts, and senior, youth, and community centers.

The parks, recreation, and open space review seeks to compliment and reinforce the long range vision for the City of Jersey Village. The scope of this chapter, although encompassing parks and open spaces citywide, serves as a brief overview of the Parks and Recreation Master Plan. The 2016 Comprehensive Plan recommended a Parks Master Plan be completed to provide a more comprehensive review of the City's current and future needs. In 2020 the City engaged Burditt Consultants to assist in a Parks and Recreation Master Plan. That plan was completed in 2020.

The Parks and Recreation Master Plan is a working document that serves as a guide for improvements to the City's parks system. That plan

seeks to address the need to continue to provide the parks and recreation facilities and programs that have made Jersey Village such a desirable place to live. Additionally, that plan identifies opportunities to enhance public space for events, connectivity and overall quality of life.

As such this chapter of the Comprehensive Plan only covers the information on a high level. Rather than duplicating the work for this review interested parties can view the Parks and Recreation Master Plan on the city website under the "[Plans and Studies](#)" page.

Parks Summary

Jersey Village currently has eight city-owned parks and open spaces with a total of 53 acres of park land. The Jersey Meadow Nature Trail and Dog Park, Carol Fox Park, and Clark Henry Park are the primary parks with developed amenities that serve recreation needs for residents. The remaining parks and open space are less than one acre in size and distributed throughout the community

The Jersey Village park system has a total of 2.48 miles of trails for recreation. Sidewalks are available throughout the community as well, which provide additional recreation and connectivity, but were not counted in the total trail mileage.

The parks and open spaces inventoried fell into three classifications, as

defined by the National Recreation and Park Association (NRPA): Mini-facility such as the City-run Jersey Meadows Golf Club. The total private parks, neighborhood parks, and community parks. Table 6-2 NRPA Park open spaces is 163.85 acres for a total parks and open space total of 222.47 acres. Classifications discusses these definitions and all classifications used by the NRPA.

In addition to public parks, the city has additional parks and open space that has limited access to adjacent residences only or is a pay to use

Park Name	Park Classification	Acreege	Trails (miles)	Backstops	Basketball Court	Benches	Dog Play Structure	Drinking Fountain	Gazebo/Pavilion	Picnic Areas	Pet Waste Stations	Playgrounds	Pool	Restrooms	Sandbox	Soccer Practice Fields	Splash Pad	Swing Set	Trash Cans
Jersey Meadow Nature Trail & Dog Park	Community Park	41.73	1.13			X	X	X			X								X
Carol Fox Park	Neighborhood Park	1.41	0.23			X		X	X	X		X			X			X	X
Philippine Park	Neighborhood Park	1.68	0.21			X			X										X
Clark Henry Park	Neighborhood Park	7.35	0.91	X	X	X		X	X	X		X	X	X	X	X	X	X	X
Country Club Park	Mini Park	0.29				X													
De Lozier Park	Mini Park	0.49				X													
St John Park	Mini Park	0.29				X													
Welwyn Drive Park	Mini Park	0.39				X			X	X		X						X	
Totals		53.63	2.48	1	1	8	1	3	4	3	1	3	1	1	2	1	1	3	4

Table 6-1. Existing Parks Summary

CLASSIFICATION	DESCRIPTION	CRITERIA	SIZE
Mini-Parks	Used to address limited, isolated, or unique residential needs.	Less than 1 mile distance in residential setting.	1/2- 1 acre
Neighborhood Parks	Basic unit of the park system & serves as the recreational & social focus of the neighborhood.	1/4 to 1/2 mile distance in residential setting.	5 - 10 acres
School Park	Depending on circumstances, pursuing joint opportunities can fulfill space requirements.	Determined by location of school property.	Variable
Community Parks	Focus is on meeting community-based recreation needs, as well as preserving unique landscapes & open space.	Serves two or more neighborhoods at 1/2 to 3-mile distance.	30 - 50 acres
Park Trail Trails	Located within greenways, parks, & natural resource areas.	Separated, multi-purpose, surfaced trails.	Variable
Natural Resource Area	Lands set aside for preservation of significant natural resources, landscapes.	Resource availability.	Variable
Greenways	Effectively tie the park system components together to form a continuous park environment.	Resource availability and opportunity.	Variable
Special Use	Area for specialized purpose recreation activities such as campgrounds, golf courses.	Variable depending on specific use.	Variable
Private Park	Privately owned facilities that contributes to the public park and recreation system.	Variable depending on specific use.	Variable

Table 6-2. NRPA Park Classifications

Jersey Meadow Nature Trail and Dog Park

Due to a number of flood events over the years, the Harris County Flood Control District, in partnership with Harris County Precinct 4 and the City, established the Jersey Meadow Stormwater Detention Basin in 2014 to manage stormwater flows within the watershed. While most flood control basins in Harris County do not retain water, the 42-acre facility in Jersey Village contains “a permanent wet-bottom basin with wetlands that naturally filter stormwater and provide natural habitat to wildlife.” The wetland is surrounded by a 1.1 mile perimeter recreation trail. The facility includes a small bird nesting area on an island, for migratory waterfowl. The sustainability and recreational functions of this facility earned an award from the Houston Galveston Area Council of Governments for Project of the Year. The West Houston Association awarded the facility the Sustainability Stars award in 2017. Meanwhile, the park has become one of the most popular parks in the City.

Taking advantage of an attractive landscape, the City decided to build a dog park on the high bank of the southeast corner of the property. The Jersey Village Dog Park includes separate large dog and small dog areas and was completed in 2019. Most of the amenities are within the dog park and in excellent condition.



Figure 6-1. Pictures from Jersey Meadow Nature Trail and Dog Park



Clark Henry Park

Clark Henry Park is the second largest park in Jersey Village, encompassing more than 7 acres of land. The park is located at the



Figure 6-2. The Splashpad at Clark Henry Park

and baseball practice fields are highly utilized by students from Post Elementary School as well as residents. This park is currently home to most of the outdoor community events in Jersey Village, taking advantage of the covered pavilion and ample open space.

Carol Fox Park

Carol Fox Park is a 1.4-acre neighborhood park located in the center of the community. This park attracts children with its unique play structures, with a variety of play structures suited for all ages.



Figure 6-3. Calvin III Ship and shade structure at Carol Fox Park

The park was renovated in 1992, with the help of 400 volunteers from Jersey Village. A total of 263 families contributed \$50 each and left their hand and foot prints on the concrete pathways along with their best wishes and vision for the park. The design of the park amenities was inspired by input from children who were invited to illustrate their vision for the park. This park has been a great success and shows the value of community involvement.

Philippine Park

Philippine Park is located north of Clark Henry Park, immediately across White Oak Bayou from the City Pool. A pedestrian bridge connects with Clark Henry Park and the Jersey Village Hike and Bike Trail. This area has many trees and serves as a passive park with amenities such as a gazebo, sidewalks, and benches.

Country Club Park

Located at Country Club Ct. and Rio Grande Street, adjacent to the Jersey Meadow Golf Course, this mini-park offers a 0.29 acre shady spot to relax on an island within the cul-de-sac. Benches are provided for visitors.

De Lozier Park

This park takes advantage of a 0.49-acre island of open space at the intersection of De Lozier St. and Rio Grande St. De Lozier Park is located across street of the Champion Forest Baptist Church Park, where a variety of amenities are offered. The open space is used as a gathering spot for local residents for block parties and similar events. During the Christmas season, the space is decorated with lights and ornaments.

St. John Park

Similar to Country Club Park, St John Park consists of a small island within a cul-de-sac. This 0.29 acre open space provides shade trees and a bench for residents to enjoy.

Level of Service Analysis

The purpose of a level of service (LOS) analysis is to determine how well the existing City of Jersey Village Parks and Recreation system is meeting the needs of City residents. According to the National Recreation and Parks Association (NRPA), the basic definition of LOS is expressed as an allocation mechanism for the delivery of park and recreation facilities throughout a community. By adopting LOS standards, a community says that all residents, regardless if they pay taxes or use the parks and recreation facilities, have equal opportunity to share in the basic services in the standards.

	Residents Per Park	Park acreage per 1,000 residents	Population	Number of Parks
National Median of Jurisdictions with a population of less than 20,000	1231	11.8		
Jersey Village	1,030	6.51	8,240	8
Jacinto City	3,542	2.23	10,625	3
Fulshear	5,995	2.25	11,990	2
Bellaire	1,355	2.43	18,966	14
Katy	2,402	3.55	19,216	8
Tomball	1,680	6.48	11,762	7
Brenham	2,457	6.52	17,198	7
Sealy	1,308	13.22	6,538	5
Seabrook	681	48.14	14,291	21

Table 6-3. Parks and Park Acreage per resident

Park Land

The City of Jersey Village has a total of approximately 53.65 acres land dedicated to parks and open space throughout the city. This does not include the 108-acre City-operated Jersey Meadow Golf Course. Park land is typically measured in terms of ‘developed park land’, which generally includes all maintained parks and open space. This allows a community to compare their total park land to that of comparable communities.

The National Recreation and Parks Association (NRPA) has conducted surveys of park agencies across the country to depict the condition of parks level of service. The survey results from NRPA measure “Residents per Park” and “Park Acreage per 1,000 residents.”

Another popular method is to measure park land acreage as percentage of city area. The Trust for Public Land’s 2019 City Park Facts indicates that the medium to low-density cities have an average of 8.3% of a city’s total area in park land. Jersey Village’s park land is 3% of the city area. This number is in a medium range as compared with similar density cities in Texas.

Park Facilities

NRPA also measures the number of residents served by a population size. Some types of facilities (such as recreation centers) are often only found in larger cities. The existing Jersey Village Civic Center is serving the community not only as the City Council Chambers, but also as a place for public and private events. The City does not have a designated event venue such as an amphitheater, instead most events area held in the covered pavilion in Clark Henry park.

The planned Village Center will include a new City Hall, as well as an

amphitheater for community events. With the relocation of City Hall and Council Chambers, the existing Civic Center and surrounding area could be re-purposed for recreation uses such as indoor recreation or green space.

A Park Within a 10 Minute Walk from Home

A collaborative effort between The Trust for Public Land, the Urban Land Institute, and the National Recreation and Park Association initiated a campaign called “10 Minute Walk” with a goal to “ensure there’s a park within a 10 minute walk of every person, in every neighborhood, in every City across America”.

City	Percent of Population within a 10 minute Walk to a park	Population within a 10 minute Walk to a park
Jersey Village	80.20%	6,771
Bellaire	79.60%	13,786
Deer Park	71.20%	24,929
Seabrook	59.50%	8,475
Texas City	58.80%	32,135
La Porte	55.30%	19,538
Brenham	48.40%	8,213
Jacinto City	47.90%	5,261
Missouri City	45.90%	38,831
Baytown	45.70%	18,641
Katy	39.50%	6,764
Sugar Land	37.80%	34,750
Pearland	23.50%	28,525

Table 6-4. Percent of Population in a 10 minute walk to a park.

To understand where Jersey Village currently measures against the “10 Minute Walk” test, an analysis was conducted using Geographic Information Systems (GIS) software to calculate the proximity of households to parks in the City, both public parks and private. Rather than using a simple circular radius, the analysis considers only the practical means of walking to the park along

existing roads, which have sidewalks in most cases. This provides a more meaningful illustration of where service gaps exist in the parks system.

According to the most recent data from Parkserve™, the 10 Minute Walk database from the Trust for Public Land (TPL), Jersey Village has 80.2% of the population living within a 10-minute walk to a park, and 19.8% of residents living further away. Comparing with other cities in Texas, Jersey Village has significant park coverage. The TPL data is based on the ESRI Demographic Forecast Block Groups data.

The map on the following page (Figure 6-4) illustrates the areas of the community within a 10-minute walk of a park in green. The red circles highlight residential areas that are not within that distance and are known as “service gaps”. Where opportunities are available, these are target areas to consider for development of parks if land is available. This visualization was conducted using ESRI’s ArcGIS Online platform to perform the ‘proximity analysis’. The analysis only considers public parks, and proximity is measured as a distance along streets to park access points. Private parks, such as those located on apartment complex grounds and the one in the Enclave At Castlebridge are not included on this map.

Sports and Programs

Currently, the sports demand in Jersey Village is fulfilled by private organizations. The city works with private organizations to allow the use of city facilities. Some sports that are offered by these private groups include soccer, t-ball, swimming. The city had planned to start doing adult sporting leagues in 2020, but COVID-19 forced a change of those plans.

Jersey Village began to offer several new recreational programs in 2019. These programs included youth and adult sports, camps, art classes,

fitness in the park and more. Some of these programs are led by city staff and some are led by private groups.

Community Events

Jersey Village has a vibrant community atmosphere, where a variety of community events bring residents together each year. Jersey Village provides many annual community events based on the local interests.

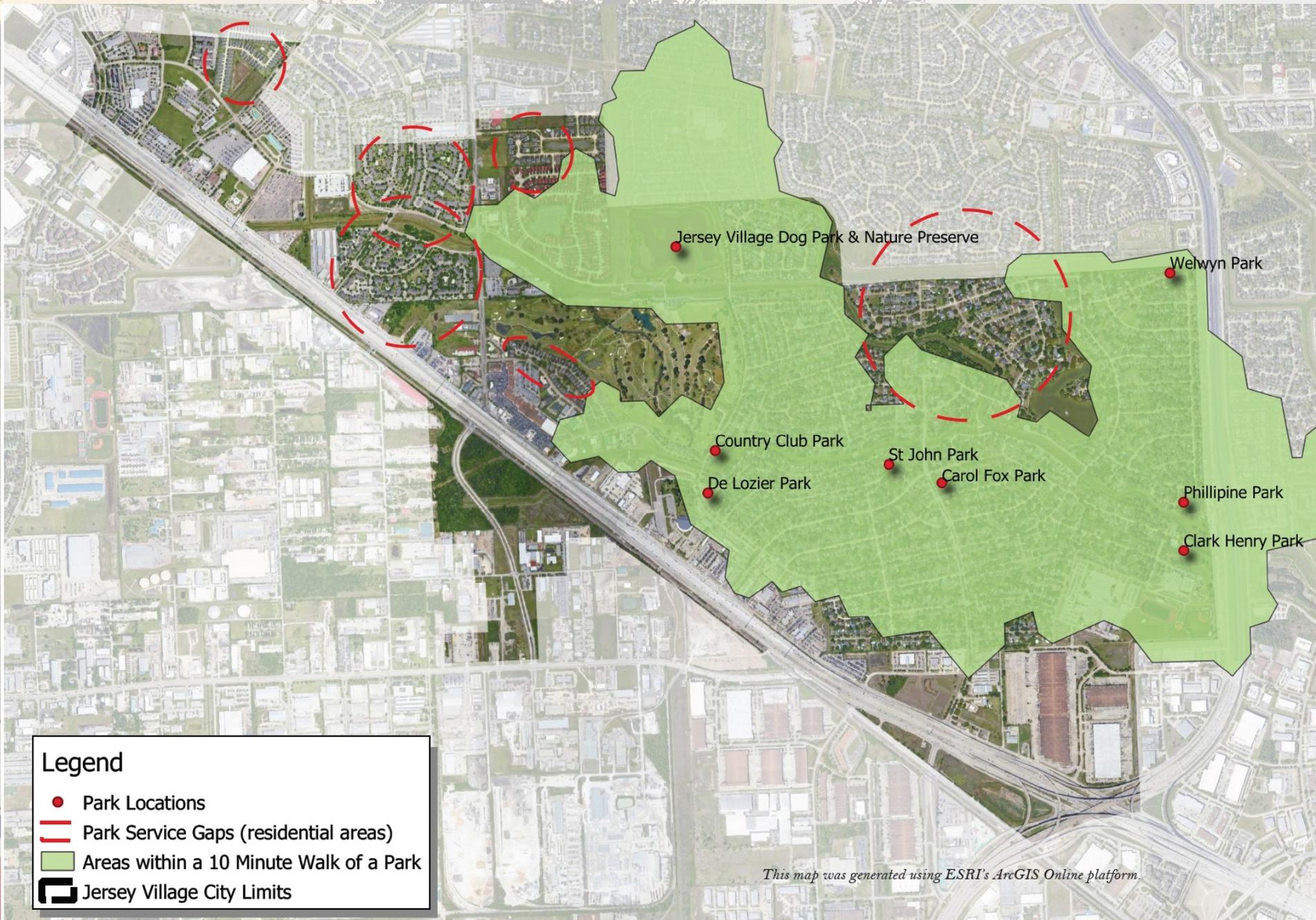
The following popular events are offered:

- Bingo Nights
- Health Expo with Jersey Village Senior Outreach
- Concerts in the Park Series
- Spring Fling Nature Festival
- Easter Egg Hunt
- Adult Easter Egg Hunt
- Independence Day Parade
- Movies in the Village
- Eats in the Streets Food Truck Festival
- Fall Frolic Trunk-or-Treat
- Texas State Arbor Day
- Holiday in the Village
- Farmer’s Market
- Santa visits sponsored by the Volunteer Fire Fighters Association
- Family Night at Jersey Meadow

Most events are held in the open space and covered pavilion at Clark Henry Park. The events are scheduled throughout the years and have a high-level participation in the community.

Jersey Meadow Golf Club

Jersey Meadow Golf Club is the single largest piece of open space in Jersey Village. After several years of declining conditions and revenue



Legend

- Park Locations
- - - Park Service Gaps (residential areas)
- Areas within a 10 Minute Walk of a Park
- ▭ Jersey Village City Limits

This map was generated using ESRI's ArcGIS Online platform.

Figure 6-4. 10 Minute Walk Analysis

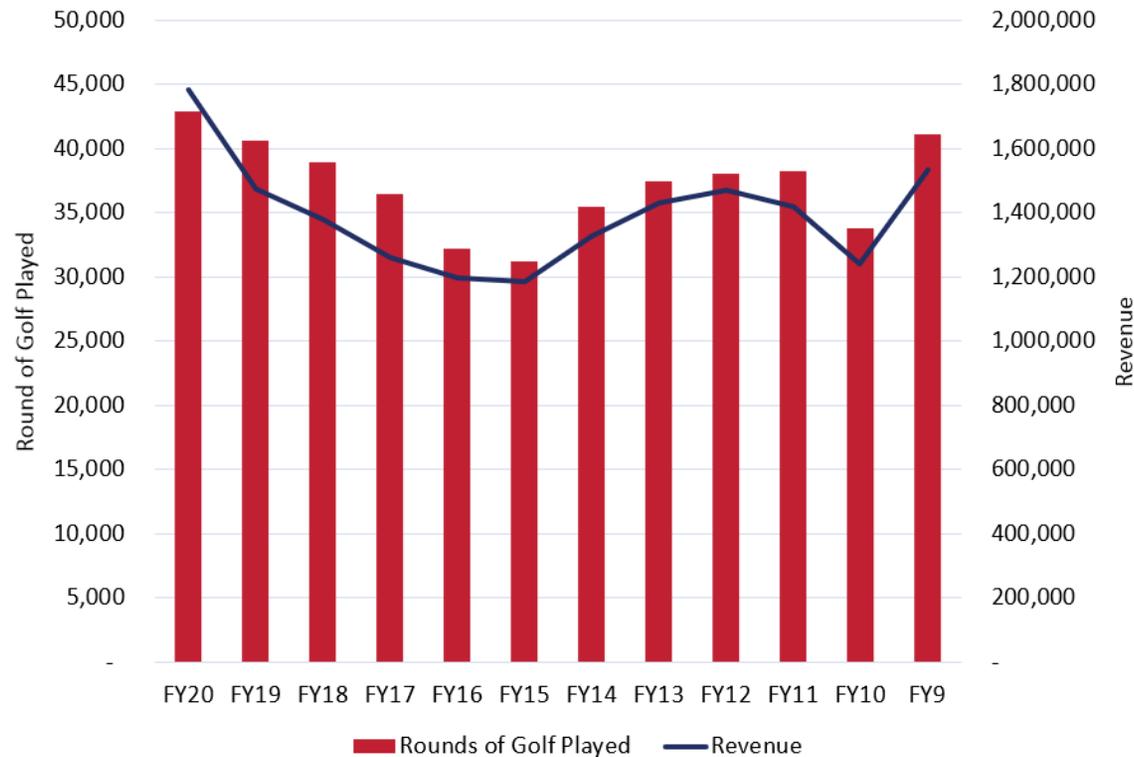


Figure 6-5. Rounds of Golf Played and Revenue Generated at Jersey Meadow

the City made significant investment in quality staff and course improvements that have led to the revitalization of the golf course. the course while enjoying delicious food on the patio.

In Fiscal Year 2020 (which ran from October 2019 – September 2020) Jersey Meadow had nearly 43,000 rounds played. Jersey Meadow saw nearly \$1.8 million in revenue for the year, which shatters the previous record by nearly \$250,000. It should be noted that these achievements were done with virtually no play occurring in April 2020 due to the Governor’s order that golf courses be shut down due to COVID-19.

While residents must pay to play golf, Jersey Meadow offers discounts on membership rates to Jersey Village residents. The concessionaire that serves Jersey Meadow has good menu options and the club house is open to the public for meals. People can enjoy some great views of

Conclusion

The City of Jersey Village has significant parks and open space facilities when the private facilities and golf course are included in the overall analysis. Jersey Village is competitively positioned against several other communities in the Houston area and around the state.

As part of the Parks Master Plan over 380 people completed surveys providing feedback on improvements that should be made, and potential projects. Rather than duplicating the work for this review interested parties can view the Parks Master Plan on the city website under the [“Plans and Studies”](#) page.

Parks, Recreation and Open Space Recommendations

The following are action items related to parks, recreation and open space.

GOAL 2. ENHANCE AND EXPAND PARKS, OPEN SPACES, TRAILS, AND RECREATIONAL OPPORTUNITIES AND EXPERIENCES.

STRATEGIES

Explore expanded recreational opportunities.

- Review TPWD and other grant opportunities.
- Explore future funding potential to acquire additional park space based on parks and open space master plan.
- Convert FEMA acquired flood properties into usable park space.
- Review underutilized open spaces and convert to local mini parks.

Update existing parks and open spaces.

- Continue to conduct playground safety inspections of all parks to determine high priority repairs and/or maintenance items.
- Continue to update playground equipment at parks to current safety standards.
- Review and incorporate additional park improvements such as those recommended in the Parks Master Plan.
- Update City's pool buildings and add new equipment, slides and amenities to the pool.
- Implement Parks Master Plan Projects.
- Incorporate outdoor exercise equipment into parks.

Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.

- Identify potential corporate sponsorships to provide additional recreational opportunities.
- Explore potential community volunteer opportunities to support the parks and recreation program.
- Work with CFISD to continue to allow the public to use their recreational amenities.

Encourage programs and events that engage the community.

- Continue to add programs and events, modify events that have lower turnouts, or discontinue events that don't meet a participant level that warrants the event.

Improve maintenance of parks and open spaces.

- Review procedures to solicit community feedback on maintenance of parks and open spaces.
- Increase maintenance funding for parks and recreational facilities.

Increase community connectivity.

- Coordinate with HCFCO on future trail connectivity along White Oak Bayou.
- Build trail to Lakes of Jersey Village and on the electrical high line corridor to connect the Detention Pond Park to the White Oak Bayou trail system.

GOAL 6. PROVIDE PUBLIC FACILITIES TO MAINTAIN COMMUNITY SAFETY, AND SERVE EXISTING AND NEW DEVELOPMENT IN AN EFFICIENT AND COST EFFECTIVE MANNER.

STRATEGIES

Continue efforts for construction of new Jersey Meadow Club House.

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Community Character

7

Introduction

Jersey Village has a unique history in northwest Harris County having been incorporated in 1956 and establishing itself as one of the stable, attractive communities in the area. As northwest Harris County continued to grow, the city the edges and entrances that once defined the Jersey Village began to become ‘blurred’ by this development.

This section addresses the less tangible aspect of community character. Community character is less quantifiable than other aspects of the comprehensive plan such as parks and open spaces, but it is equally important to the vitality of the community. Community character encompasses the physical built environment and social attributes that make one neighborhood different from another.

Sense of Place

Describing, let alone trying to improve upon, a community’s character is a difficult task. Communities all have a certain feel about them. Certain communities you know when you have arrived without having to see a sign and others you might pass right through without even knowing you were there. When you visit a community you receive visual cues from the built environment, many of which you are not even aware of. These visual cues help shape your view of what you see and experience. It can be the building architecture, the types of materials, and the age of the

buildings. Streets could be nicely landscaped or just concreted over. There could be traffic jams on crowded, boulevard streets, or there could be light traffic on a smaller street with lots of pedestrian wandering about in small boutique shops. All of these visual cues, and much more, together suggest a “Sense of Place”.

Taking all of these things together helps to create a meaningful sense of place that, as Peter Kageyama in his book “For The Love Of Cities” articulates it, makes a city more loveable.

This is what makes a discussion about community character a very subjective endeavor that is very much rooted in a community’s history, culture, and expectations.

Regional development can affect a community’s character in a positive or negative way depending on the manner in which the growth occurs. Factors such as architectural style, building development, freeway expansion, streetscape, buffers, scale, and accessibility can all influence whether development is distinctive and build on the community’s character, or lack authenticity or are out of character.

Opportunities to Improve Community Character

During the development of 2016 Comprehensive Plan, the Comprehensive Plan Advisory Committee and citizens comments created goals action items related to community character. The

participants of the public process helped to shape a distinct series of themes that were important to them. The themes, described below, summarize the community's understanding of the important aspects of wayfinding that are important to the future of Jersey Village.

The following description elaborates on those items found in 2016:

- Improved Gateways, Entrances, and Wayfinding Signage
 - Reinforcement of the entrances into the City of Jersey Village.
- Freeway Corridor Landscaping
 - The freeway edges of Highway 290 and Beltway 8 are considered important to improving the character of the community and to better define the 'edges' of the city.
- Community Landscaping
 - Many residents feel that the streets and open spaces should be well landscaped and brought up to the quality that is found along Senate Street.
- Code Enforcement
 - The importance of maintaining a minimum level of expatiation for residences and businesses to maintain their properties to protect the overall value of the community.
- Pedestrian Mobility
 - Reinforcement of a walkable community that is interconnected with sidewalks, trails, and open spaces.
- Wayfinding Signage
 - Street signage is an effective way of identifying and helping residents and visitors navigate throughout the city. These signs were updated in November 2020.

Gateway Entry Analysis

Gateway entrances serve as the residents and visitor first impression of the city. As the 2016 Comprehensive Plan found the entrances are inconsistent in their landscape and signage approach which was also identified as a potential negative impact on the community. The following issues were highlighted as part of the 2016 Comprehensive Plan

IDENTIFIED ISSUES

Quality of Landscape

Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements

HWY 290 Construction Activity Impact

The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs were removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape will be needed. However, due to the increased road widths putting a sign at this location will prove difficult.

Inconsistent of Signage Design and Materials

Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.

Logo and Font Consistency Lacking

The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project it's brand.

Improving Gateways

The City of Jersey Village limits are irregular in shape and are dominated by the edges of Hwy 290 to the south and Beltway 8 to the east. Jones Road bisects the city but provides two key entrance points into the city to the east and west. Senate at Hwy 290 is widely seen as the main entrance into Jersey Village with Jones Road at Hwy 290 a close second.

To address each of these items the City has undertaken projects to improve the gateways. The first step in this process was completion of the Gateways and Wayfinding Master Plan. The Gateways and Wayfinding Master Plan addressed branding standards (including colors, materials, and fonts) for the city, landscape standards, and signage designs. This plan is available on the City Webpage under the [“Plans and Studies”](#) page.

That plan identified the various gateways of the city and laid out a plan to put consistent monuments at each gateway. A map depicting these gateways is shown in Figure 7-1.

Addressing These Issues

QUALITY OF LANDSCAPE

The Gateways and Wayfinding Master Plan identified a landscaping palette of ornamental trees and shrubs the city now uses for its landscaping in medians and entrances. Some of these include Natchez Crape Myrtles, Salvia, Plumbago, Bottlebrush, Firecracker Plant, and White Lantana. Knockout Roses in red, white, and blue, to incorporate the official colors of the city, are also utilized.

HWY 290 CONSTRUCTION ACTIVITY IMPACT

With construction activities completed the city is now able to move forward with entrance monuments at these locations.

INCONSISTENT OF SIGNAGE DESIGN AND MATERIALS

The Gateways and Wayfinding Master Plan identified a family of signage materials to be used for city signs. The materials include Clay/Brick Masonry, Cast Stone, Metal, and Limestone. These materials are being used in the new signs that are being built.

New Street Signs were designed and installed in 2019 with a consistent

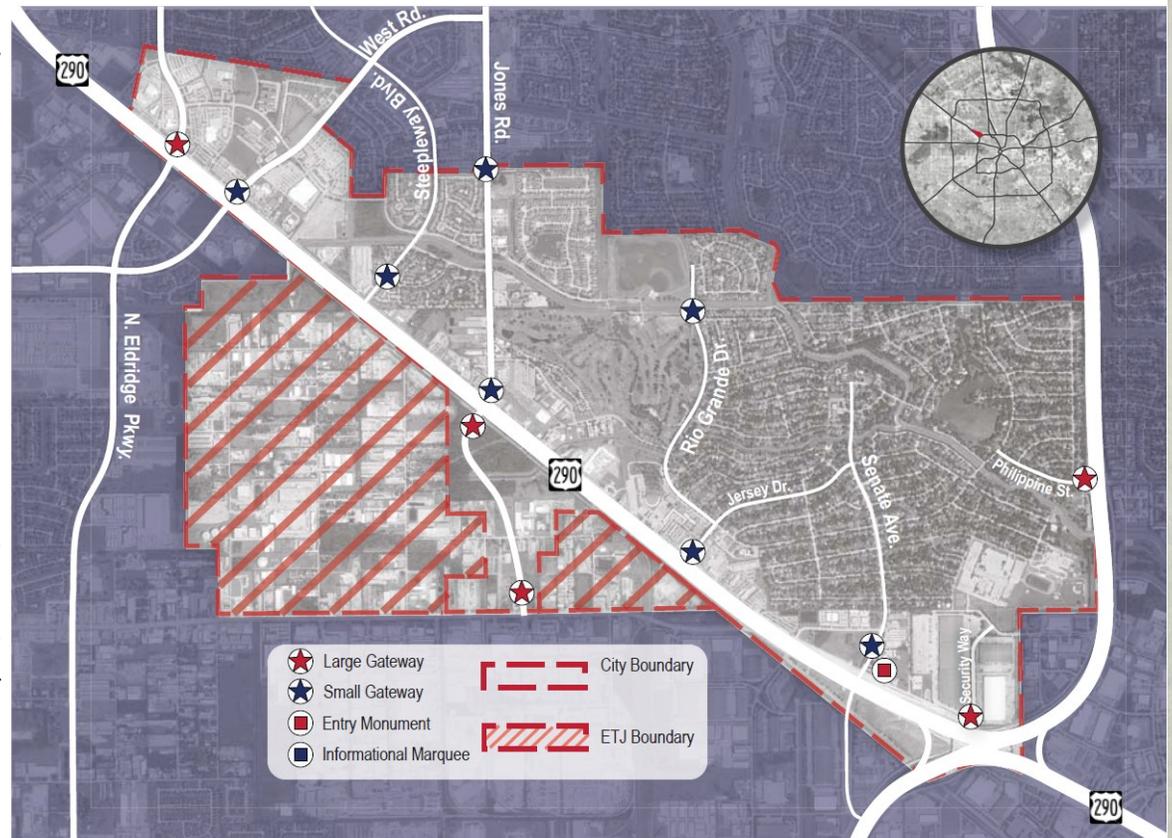


Figure 7-1. The Gateways into Jersey Village and type of monument selected.

look which incorporates the Jersey Village Star.

New “Welcome to Jersey Village” signs that are at entrances like Jones Road traveling South, North Eldridge Parkway traveling south, Philippine, Gulf Bank and Steeple Way. These were installed in August 2020.

Wayfinding Signs were installed in late 2020 providing consistent signs that provide directional assistance for the traveling public.

LOGO AND FONT CONSISTENCY LACKING

The Gateways and Wayfinding Master Plan created a consistent logo and font to be used in all signs. This has been implemented in the design of the new signs.

Another step in addressing these issues was the design and construction of new Gateway and Marquee signage. For budgetary reasons the improvements to the gateways became a phased project and were split over Fiscal Year 2019 and Fiscal Year 2020. The City Council allocated \$1 million each year, for \$2 million total. The types of signs, locations for them, and the phase for each listed in Table 7-1.

Phase 1 of the project was completed in November 2020, and Phase 2 should be completed in 2021. For more information on the progress of the gateway project please visit the [City Project Page](#).

Landscape Design

Landscaping is an opportunity to make a bare area look appealing. It is a small but simple thing that increases the community character and makes a connection between people and a place. When done correctly landscape design achieves the added benefit of improving storm water management.

Sign Location	Sign Type	Project
North Eldridge Pkwy and US 290	Large Gateway	Phase 2
Philippine and Beltway 8	Large Gateway	Phase 2
Jones Road near FM 529	Large Gateway	TBD
Jones Road south of US 290	Large Gateway	TBD
Jersey Drive at Lakeview near Fire	Marquee Sign	Phase 1
Senate Ave and Seattle St	Marquee Sign	Phase 2
Philippine Street and Equador Street	Marquee Sign	Phase 1
Village Drive and Rio Grande	Marquee Sign	Phase 1
Jones Road at Jersey Meadow	Marquee Sign	Phase 1
Jones Road near Wyndham Lake Blvd	Small Gateway	Phase 2
Senate Ave at US 290	Small Gateway	Phase 2
Jersey Drive at US 290	Small Gateway	Phase 1
Jones Road north of US 290	Small Gateway	Phase 2
Steeple Way and US 290	Small Gateway	Phase 2
West Road and US 290	Small Gateway	Phase 2

Table 7-1. Phasing of Gateway Project

Freeway Corridor

Freeways by their nature are meant to move people as quickly as possible from place to another. This condition requires a type of landscape that is appropriate for the scale and design speeds along the freeway.

1. **Simple, Maintainable Landscape Design** - Urban landscapes take a lot of environmental abuse and should be native plantings that are hardy and easy to maintain.
2. **Buffer Business and Parking Lots** - There currently is a lack of landscape consistency along the highway 290 corridor specifically at local businesses.



Figure 7-2. A Small Gateway Sign

3. **Enhance Community Borders** - A consistent landscape theme along the corridors would help to identify the edges of the city.
4. **Reinforce Community Gateways** - Freeway landscaped edges will also provide a reinforcement of the gateway entrances into city by providing advance notice of a change in landscape design and approach.

Freeway corridor landscaping need not be elaborate and can be achieved in a number of ways which could include the following:
Landscape Ordinance – The City has an ordinance addressing future business development and include minimal landscape standards. This ordinance should be updated to conform more with the Comprehensive Plan and Gateway and Landscape Master Plan.

Strategic Business Partnerships - Work with local businesses to see what can be done to improve the overall landscape character of their businesses.

Capital Improvement Projects - Look to fund future landscape projects through city funded revenue sources.

Grant Funding - There are a number of state and federal grant programs that may be available to help fund freeway corridor enhancements which could be explored in the future.

Community Landscape

Residential streetscape design can help define individual neighborhoods, promote safety, and create a transition from public to private spaces. The character of a residential streetscape can vary from one neighborhood to the next, but should be of a similar quality. Senate Avenue is the main corridor within the city and is well maintained and recognizable to residents and visitors alike.

Future landscape development should build-off the recognizable properties and the individual residences. Residences must be willing to maintain their property's landscape or must be guided in that direction by appropriate levels of code and community enforcement guidelines. An integral part of the overall community landscape character requires a partnership between the city owned

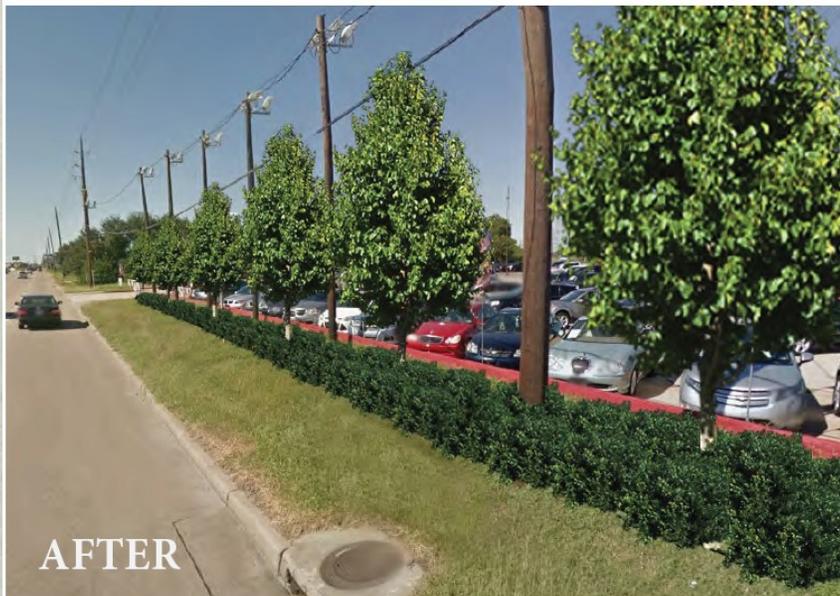


Figure 7-3 Rendering of Potential Landscape Improvements

properties and the individual residences. Residences must be willing to maintain their property's landscape or must be guided in that direction by appropriate levels of code and community enforcement guidelines.

A successful residential streetscape design should generally include the following features:

SIDEWALKS

Sidewalks should be separated from automobile traffic by raised curbs and/or trees and lawns; they should meet all accessibility standards.

STREET TREES AND LANDSCAPING

Street trees and landscaping should provide a natural buffer between pedestrians and automobiles. The city should review city-wide opportunities for additional landscaping opportunities where they are needed.

STREET FURNITURE

Street furnishings should be coordinated in design and type with the overall character of the neighborhood.

ENTRY SIGNAGE

Phase 1 of the entry signage was installed in 2020 and Phase 2 is scheduled for 2021. This is coordinated with the unique character of the neighborhood through the use of appropriate materials, colors and architectural elements. Examples of the Small Gateway can be found in Figure 7-2 and the marquee signs in Figure 7-3.

CONSISTENT MAINTENANCE

The commitment to long term maintenance of public landscapes is critical to the overall landscape character of the city.



Figure 7-4. Marquee Sign on Jersey Drive at the Fire Station.

CODE ENFORCEMENT

The importance of maintaining a minimum level of expectation for residences and businesses to maintain their properties to protect the overall community character has been an underlining theme of the public input process. Code enforcement should not be a punitive measure, but a guideline for a public commitment to the overall quality of life in Jersey Village. While the city has some codes that require a minimum level of maintenance, the City should consider adopting the International Property Maintenance Code to aid in the protection and promotion of the Community Character.

PEDESTRIAN MOBILITY

Many residents have stated that they want a walkable community and uninterrupted access to parks, open spaces, and local businesses. While the city has invested heavily into public infrastructure in the past ten

years their appears to be gaps in accessibility. Community connectivity as it relates to parks and open spaces is discussed in greater detail in the Parks Master Plan.

Pedestrian mobility would ideally include a comprehensive analysis of each community's existing pedestrian conditions and needs with an emphasis on community input throughout the process. The plan would identify pedestrian routes to activity centers and infrastructure improvement projects along these routes. The Parks Master Plan is a key resource and advantage for the City when seeking grant funding needed to implement pedestrian projects that promote pedestrian safety, walkability, mobility, and neighborhood quality.

An accessible community should have the following attributes:

- **Community Connectivity** - Develop a complete pedestrian network that provides direct and convenient connections for neighborhoods, employment centers, transit stations, public places and community destinations.
- **Park and Open Space Connectivity** - Multi-modal transportation opportunities along existing streets and/or open space corridors within the city are opportunities that can be explored.
- **Walkability** - Create pedestrian facilities that offer amenities to encourage usage and to enhance the pedestrian experience.
- **Safety** - The creation a safe pedestrian network free of barriers and tripping hazards, that has sufficient street crossings, buffer pedestrians from vehicles and has facilities wide enough to accommodate peak pedestrian use
- **Accessibility** - Make facilities accessible to pedestrians of all abilities and meet all local, state and federal requirements.

Wayfinding Signage

The goal of Wayfinding Signage, both regulatory and non-regulatory, has the potential to impact the greatest number of people over the entire city. When implemented at major intersections and city 'Gateways', wayfinding signage are a highly visible design element to project a collective, positive image of the community. Figure 7-5 shows the updated wayfinding and building identifier signage. The goal of the wayfinding signage system is to reinforce the city's "sense of place" as previously discussed, by informing and guiding users as they travel throughout the city, enhancing the city's visual appeal and identity, and ultimately making the city more memorable to residents and visitors.



Figure 7-5.

Updated street signs (top left), building identifier signs (top right), and directional signs (bottom left).

OBJECTIVES OF WAYFINDING SIGNAGE

- Celebrate the unique character of the city.
- Reinforce the city's 'Sense of Place'.
- Reinforce the boundaries of the city.
- Identify and increase awareness of important activity or destination points within the city.
- Improve the streetscape character for the city's corridors.
- Identify and reinforce linkages and pathways between the different parks and open spaces within and out of the city.
- Effective, low cost design that can be easily implementable on a city-wide basis.

EXISTING CITY SIGNAGE

The 2016 Comprehensive Plan found the city did not have a comprehensive signage program that is unique to Jersey Village. The city has a definable logo and brand that has been used for some time and it appears that the majority of residents identify with the logo.

To improve this issue the city undertook the Gateways and Wayfinding Master Plan. This created a plan that incorporates a common theme and laid the groundwork for the update to existing city signs that have already been completed. Examples of the updated signage are pictured in Figure 7-5.

ONLINE ACCESSIBILITY

In the 21st Century having a robust online presence is also important for wayfinding. In addition to traditional signage the City uses a Mobile App, interactive maps on its website and a presence on multiple social media platforms. To help further the accessibility there is included as an appendix to this Comprehensive Plan a list of websites with links that are useful for Jersey Village resources.

COMMUNITY CHARACTER IMPORTANCE

A common refrain during the planning process in 2016 was that the residents of Jersey Village are proud of their community and want to strengthen the perception of the neighborhood. The 2020 Update Committee did a survey of residents and over 60% responded that they choose to live in Jersey Village in part because of the Community Character. Approximately 93% of respondents of the survey Agreed or Strongly Agreed that the City should protect the quality and increase existing character of residential neighborhoods.

The following are just a few of the many comments from the public outreach conducted as part of 2020 Update relating to Community Character :

“Encourage housing and property maintenance to maintain neighborhood integrity. “

“Carefully and consistently enforce all ordinances relating to property maintenance.”

“First impression, lasting impression.”

“The appearance of the neighborhood hinges on the appearance of the homes.”

Community Character Recommendations

The following are action items related to community character based on input throughout the planning process.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

STRATEGIES

Improve the City's entrances with landscaping and monumentation.

- Complete Phase 2 of the Gateway and Marquee Sign Project.
- Improve the landscape character of commercial business properties.
- Create landscape ordinance that requires new properties, and major renovation projects to be landscaped to a minimum standard for areas adjacent to public rights-of- way.
- Create commercial development guidelines to encourage new development to build to minimum landscape standards.
- Create signage ordinance for local businesses that is consistent with the overall signage master plan.
- Coordinate with local businesses to encourage a uniform sign design standard.
- Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.
- Sponsor a beautification award for businesses to encourage landscape development of their properties.
- Review code enforcement procedures for their effectiveness, and make necessary changes.

Reduce visual clutter.

- Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character.
- Create architectural design guidelines to encourage minimum design standards.
- Remove overhead power lines as new infrastructure projects are implemented.
- Reduce the number of billboards that are in the City.

Improve the character of corridor character throughout the community.

- Review and improve landscape maintenance procedures for City crews.

- Partner with Trees for Houston or other organizations that can provide assistance in planting trees.
- Create a more stringent tree preservation ordinance to protect existing tree resources.
- Promote increase canopy along streets, parks, and open spaces.
- Expand thematic street light standards to all City streets.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

STRATEGIES

Encourage housing and property maintenance to maintain neighborhood integrity.

- Develop a recognition/reward program to encourage homeowners to enhance or maintain their properties through lawn maintenance, and exterior upgrades and upkeep.
- Provide and coordinate programs to prevent the deterioration of homes.
- Educate citizens on code enforcement requirements. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.
- Develop an annual or semi-annual neighborhood clean up to promote community pride.

Enhance existing neighborhood infrastructure when possible.

- Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.

GOAL 7. INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

Partner with local property owners and CenterPoint Energy to identify back-of-lot utility easements to provide options for removing overhead lines from the 290 frontage.

GOAL 8. PROVIDE AND ENHANCE COMMUNITY ACCESS TO COMMUNITY FACILITIES AND POINTS OF INTEREST THROUGHOUT THE CITY.

STRATEGIES

Create a consistent, identifiable signage design throughout the city.

- Develop commercial signage guidelines to encourage existing business to follow as well as control future commercial development application.

GOAL 9. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

Promote the highest and best use for vacant or underutilized properties.

- Ensure property and building maintenance codes are up to date and compatible with current City values.

Revitalize areas of opportunities to attract new investment and activity.

- Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.

Community Facilities

8

Introduction

During the 2016 Comprehensive Planning process, the planning team conducted thorough facility assessments to identify deficient areas among the City's primary buildings. The buildings evaluated were:

- Civic Center/City Hall
- Police Station
- Fire Station
- Golf Course
- City Garage/Shop

These buildings each had unique issues, though many of the buildings are experiencing the same issues to varying degrees. The 2020 CPUC did not tour the buildings, but relied on city staff to provide them with an update to this chapter. The CPUC also included additional buildings within the Parks and Recreation department and the Water and Wastewater facilities.

Summary of Findings

FIRE STATION

Originally built in 1979 and remodeled/added onto in 2003 and 2008, the Fire Station has served many different purposes over the years. Prior to 2003 the Fire Station building served as City Hall. In 2003 it was

remodeled to better suit the needs of the Fire Department as the City Hall functions were moved to a different location.

The 2016 Comprehensive Plan found the building to be in fair condition. It noted several issues and recommended the following maintenance and repairs:

- Multiple windows throughout the building were poorly sealed and showed signs of water infiltration into the structure.
- Temperature control in offices are an issue for staff.
- A water heater and water pump both leak water onto the ceiling.
- Heavy Condensation from the HVAC system created water spots on ceiling tile, and drain into the building at various locations.
- Positive drainage in the apparatus bays is an issue. Standing water was noted.
- Downspouts from gutter drain to flat area at base of building creating standing water.
- The paint on the floors and walls of the apparatus bays of the building are delaminating.
- Upstairs, a lounge area showed evidence of significant, regular water infiltration, perhaps from a standing seam in the roof of the building. This water is infiltrating through and around light fixtures.
- An area between the roof of the older section of the building and the newer section of the building has trapped water and is not draining properly.
- CMU coatings at the apparatus bay are delaminating. Appears the

delamination was caused by efflorescence.

- The building will eventually need to be expanded when it hits the lack of storage and is at capacity limits.

Since the 2016 Comprehensive Plan, the City has taken a proactive approach at fixing and maintaining the Fire Station. The windows have been properly sealed to prevent water infiltration. Temperature control issues have been corrected with updated heating and cooling units. The apparatus bays have been repainted, and water leaks in the roof have been fixed.

The Dayroom and Kitchen for Fire Fighters recently completed a remodel in the fall of 2020. Much of this work was done by the Fire Department staff which saved several thousands of dollars in costs. With more full-time staff being added to the Fire Department, these living and sleeping quarters will become more important to be maintained. The Fire Department employees, including full time, part time and volunteer fire fighters take great pride in this building. They are eager to use their talents and skills to make improvements to the building at great savings to the city.

At some point in the future the building may need to be expanded, however that is not anticipated within the next 5-10 years.

GOLF COURSE - CLUB HOUSE

Originally built in 1974, with a small addition added in 1987, the golf course club house was a lightweight construction that has outlived its useful life. The 2016 Comprehensive Plan found the Club House to be in poor condition and suggested that replacement may be warranted. Some of the issues found include:

- The canopy around the building is deteriorating and falling.
- Downspouts empty onto sidewalk covered by the canopy.
- Soil has built up around the exterior walls in several areas. This has

led to exterior corrosion of the structure.

- Window units around the building are poorly sealed.
- Security camera wiring is exposed and accessible.
- On the interior, the A/C is ineffective and must be supplemented with several fans throughout the building.
- The A/C unit seems to be leaking condensation onto the ceiling, creating a potential for mold in various areas in the building.
- The ceiling tiles are sagging and cracking in several areas.
- Ceiling tiles show water stains from potential roof leaks.

In 2017 the City Council authorized an assessment of the current Club House to completed by Ray+Hollington Architects Inc. Their assessment found the original construction was not of high quality. The lightweight construction coupled with a lack of thermal protection over time has resulted in numerous leaks, water infiltration and damage.

The assessment gave a cost estimate of \$757,500 to fix the building and bring it into code compliance and redesign the entire interior of the club



Figure 8-1. The Canopy around the Golf Course Club House. You can see the deterioration and damage that has happened due to weathering.

house. Based on this the City Council decided it was better to replace the building and create a convention center with it in order to utilize Hotel Occupancy Tax Funds.

The architect firm PGAL was selected to design a new club house. The new building was designed to be a two-story club house with a total of 12,500 square feet. The building could hold conventions and large golf tournaments. However, when bids came back at \$5 million, approximately double what was anticipated, the City Council decided to hold off on the project until other city projects were completed.

The City has undertaken some economic fixes to some of the issues found in the 2016 Comprehensive Plan. However replacement of the Club House should remain a priority to be considered after the other projects are completed.

GOLF COURSE - CART BARN

The 2016 Comprehensive Plan found the Golf Course Cart Barn to be in poor condition, and recommended replacement. Some of the issues found include:

- Structural members show signs of corrosion and failure.
- There are no gutters or an overhang around the structure.
- Electrical systems do not function properly. There is exposed wiring adjacent to water sources.
- Soil has built-up around multiple areas at the base of the building which is causing corrosion of the structure.
- Tree vegetation has overgrown into the building power source.
- Overhead storage is poorly connected to structure, sometimes with wires, sometimes tack welded.

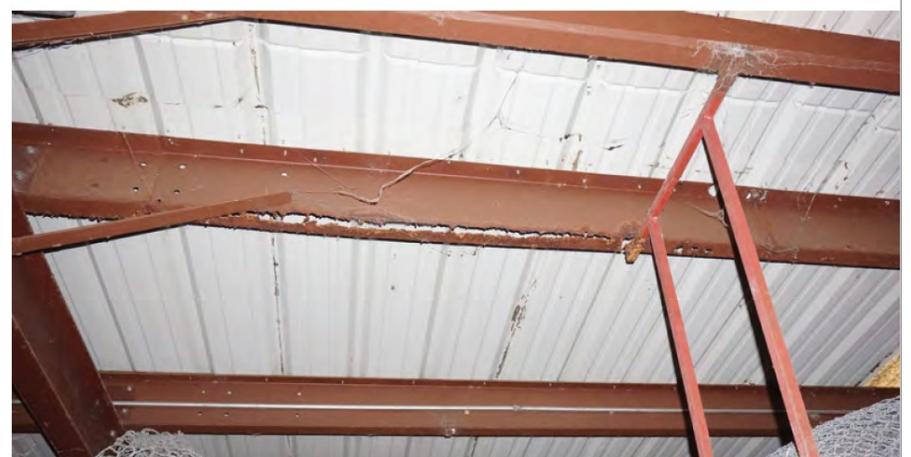
Overall, the Golf Course Cart Barn will need to be replaced in the near future. The electrical system for the building is not only outdated, but is currently ineffective and exposed to water sources within the building. Structural components of the building show signs of corrosion and have

had overhead storage shelves welded onto them. It is unclear if the loads carried by these shelves was something that was considered when the structure was designed. The cost of repairing all of these issues is significant and likely would not lead to an increase in lifespan proportionate to the cost of repair.

While some issues that were cost effective have been addressed, this building should be replaced after a new club house is built so the look



Figure 8-2. Above: Vegetation around Cart Barn power source. Below the structural members of the roof are showing major corrosion.



and feel of the new buildings can be maintained.

GOLF COURSE – MAINTENANCE BUILDING

The Golf Course Maintenance Building was found to be in fair condition. There are multiple issues affecting the functionality of the building and related areas.

Some of those issues found include:

- Power supply inadequate for demand, breaker is tripped often trying to keep up with demand.
- Hot water is not consistently available in the building.
- Insulation in the shop area is falling off the roof.
- Overall lack of storage for equipment.
- Overall lack of storage for materials.
- Parking inadequate for workforce.
- Storage of hydraulic oil and chemicals outside of the shop area has caused respective containers to corrode.
- Gutters are clogged and ineffective, downspouts empty onto building foundation.
- Vegetation around the site is coming into contact with the shop building and in some cases penetrating the building.
- Septic System is in disrepair. There are signs of raw sewage on ground adjacent to septic system.
- Water faucets leak.

It is concluded that the Golf Course Maintenance Building requires a moderate number of minor repairs and a moderate amount of immediate maintenance. The most serious issue facing the building is the electrical system; the current electrical system is ineffective and needs replacement or repair. It is likely that this system is inadequate for the needs of the building as currently configured. In addition, maintenance in the shop area (to address the insulation and partitions for the offices, bathroom, storage, etc.) and outside of the shop area

(vegetation overgrowth, clogged gutters, storage of materials and equipment in adjacent area, etc.) should adequately address the remaining issues in the short-term. Regular maintenance of the building will help to ensure that the building stays in an acceptable condition. Expansion of the facilities is not necessary, but would be helpful in storing equipment and materials in order to better maintain their respective conditions.

While several of the issues found in the 2016 Comprehensive Plan that were easy to fix have been addressed, there are still many that exist. If the Golf Course Maintenance Facility is replaced or expanded consideration should be given to elevating the building, or moving the building, out of the flood plain. Consideration should also be considered for creating enough space to house the equipment used by the Parks and Recreation Department, so it is kept on this side of US 290 where it is utilized the most.

POLICE STATION

The Police station was originally built in 1995 and added onto in 2010. The 2016 Comprehensive Plan found the building to be in good condition. It noted several issues and recommended the following maintenance and repairs:

- Cracking in walls and around windows was noted in most rooms on the west side of the building
- The evidence room lacked proper ventilation and staff noted fumes from collected evidence
- A mechanical room routinely leaked water into a hallway. Clogged drain was the apparent cause of the overflow.
- The ceilings at the showers in the Men’s Locker Room showed signs of water damage due to high humidity and steam during use.
- The current kitchen/lounge was not functional
- Sealant around doors and windows on the exterior at the south elevation of the building were damaged and unserviceable.

- Downspouts on the north side of the building emptied onto the foundation

After evaluation, it was found that the Police Station needs only very minor repairs and maintenance. Further inspection of the foundation is warranted based on observed indications of settling. Ventilation for the evidence room and locker rooms should be installed. One-time and (thereafter) regular maintenance should address the remaining issues listed above. If the building is renovated in the future, expansion of the kitchen/breakroom should be considered based on user comments and inspection.

Since the 2016 Comprehensive Plan several of these items have been addressed. However, the Police Department Evidence Room should be expanded at some point in the next 5-10 years. The remodel should focus on improving the ventilation system in the room and include a separate office space for the evidence technician. The built in area to lock weapons should also be included.

CITY HALL

The area that currently serves as administration and offices for City Hall was originally built between 1961-1963 as a church. In 1991 the church added on and built a new sanctuary. The City purchased the building from the Church of Christ in Jersey Village in June 1999. Today the 1991 sanctuary is the Civic Center and City Council Chambers. The 2016 Comprehensive Plan found City Hall to be in poor condition. A few of the key issues they found include:

Electrical:

- Exposed wiring for lighting, outlets, and boxes observed throughout the building.
- Various fixtures are broken and/or mismatched, various outlets are exposed.

Chapter 8

- Shorts in the wiring were noted; an “Exit” sign would flicker when an adjacent door was closed.

Plumbing:

- Urinal lines in Men’s Bathroom (multiple) are backed up.

Water Damage:

- Water stains observed on the ceiling throughout building.
- Most rooms in the building employed 5-gallon buckets to catch water during rainfall events.
- Drywall and paint were peeling from the ceiling throughout the building due to water damage.
- Paint and brick faces were damaged (eroding) due to the condensate lines from the HVAC system.
- Holes in the exterior walls of the building allow free passage of water into the building.



Figure 8-3. Exposed wiring in City Hall

- Metal doors were corroding, light could be seen through the holes.
- High potential for formation of mold because of standing water in ceiling and walls. Observed black residue adjacent HVAC vents and on ceiling tiles.

Structural Issues:

- Walls were cracking throughout the building.
- Structural cracks were observed throughout the building.
- Various doors were not functioning properly due to potential foundation and structural issues.

The 2016 Comprehensive Plan recommend that City Hall should be replaced. The severity and extent of water penetration throughout the building, and the potential it creates for the growth of mold within the building, is highly concerning. The electrical system within the building is highly exposed and likely to be affected by water intrusion. Furthermore, the electrical system itself is both unattractive and ineffective—it is often plagued by numerous shorts, both witnessed and reported by users. Finishes, fixtures, doors, windows, etc. are often broken, in disrepair, or show wear beyond what can be addressed through simple repairs. The basic functionality of the space is poor; it is clear that the City Hall buildings are being used outside their original conceived purpose. Circulation around the buildings is confusing and not at all intuitive, offices are configured poorly, and storage space is inadequate. Based on the cost and nature of the repairs, maintenance, replacement, etc. that would be necessary to make the building functional again, it is recommended that the entire building be replaced in the immediate future.

Until the building can be replaced the City should make improvements that are suitable, comfortable, and palatable. The City should not

overspend to make these improvements, but should improve conditions until the building can be replaced.

In 2019 the City hired Collaborate Architects to design a new City Hall that would be located in the new Village Center Development. The building is fully designed and is ready for construction to begin when construction on the other pieces of the development begin.

The new building was designed with staff and residents in mind. The building will have all of the services citizens use on a regular basis on the first floor, with other functions on the second floor. By working with the developer of Village Center for the design and construction of City Hall the city is utilizing the economies of scale to provide cost savings.

The current City Hall should be demolished, with the possible exception of the current Civic Center. That area should be studied to see if a repurposing of it is feasible. The property should be retained by the city and utilized for green space, a park or other recreational opportunities. If future expansion of the Police or Fire Station is necessary, this land could be utilized for the growth.

CITY MAINTENANCE STAFF BUILDINGS

The 2016 Comprehensive Plan found the City Maintenance Staff Buildings, which housed the Public Works and Parks and Recreation maintenance departments, to be in good condition. There are a few minor issues that affect the functionality of the buildings and adjacent area. The major issues are listed below:

- Municipal staff noted that the site retains up to 1 foot of water during rain events. Adequate site drainage is needed to alleviate this issue.
- Power surges occur during light to moderate rain events.
- Plumbing does not function as intended. Port-a-potties are used as the septic system does not function during or after rain.
- The building is too small for the needs of the department.

Mechanics must do work outside in the elements. There is no office space for any administrative type of work.

- Parking does not appear to drain properly.

After evaluating options to fix plumbing and drainage issues, the City Council determined it in the best interest of the City to purchase a new building just down the road from the current one for these departments. The new building was purchased in 2018. The new building allows for the city mechanics to work on all city vehicles inside, whereas the old building required most vehicle maintenance, especially on large apparatus, to be done outside.

The old buildings and property are still owned and maintained by the city. The buildings house city equipment that is not needed on a daily basis, and also provides easier access to Parks and Recreation equipment. The property should be retained by the City for possible future needs, which could include another water treatment facility when the ETJ is annexed into the city.

PARKS AND RECREATION

There is a desire to renovate the pool house and pump room in the future that will improve the standard both aesthetically and in regards to operations. The City should expand the guard room/entrance both to allow for additional space for guards, managers and cashiers. This new space would be taken from the storage area directly behind it. This would allow for window fans and/or air conditioning units to help circulate the air during the hot summer months.

In addition, it should be investigated to relocate the restroom entrance to the east side of the building to ensure that the main corridor is only used for entering and exiting the pool area. This will provide for better operational security, limit crowds, and ensure children enter and exit the bathroom area from a more central location separate from the pool

exit. The fixtures in the restrooms are also in need of replacement.

For the pool pump room, the floorplan should be altered to allow for additional chemical storage that is separate from the pool pumps. Creation of a more discrete chemical storage area that is better ventilated to reduce the spread of un-desirable odors is strongly preferred.

Another opportunity that should be considered is the solicitation of an artist to paint a themed mural on the pump room to provide for a more aesthetic experience for our pool users moving forward.

Overall the pavilion and associated restrooms, concession stand, and storage area are in good condition. The city should evaluate the installation of basketball goals that could be raised/lowered when necessary and also allow for other uses of the facility as warranted.

WATER AND WASTEWATER TREATMENT FACILITIES

While not often thought of when discussing community facilities, water and wastewater facilities are critical structures in our community. While the Comprehensive Plan Update Committee did not tour these sites, they are worth noting in this plan.



Figure 8-4. Village Drive Water Plant

The water and wastewater facilities are inspected on a regular basis to ensure compliance with the [Texas Commission on Environmental Quality \(TCEQ\) Standards](#) and the higher standards the city imposes on itself. Those inspections dictate the majority of what needs to be done, and those inspection reports can be viewed for those recommendations. While the CPUC does not make specific recommendations on the more technical aspects of the facilities, there are some areas that should be considered for future upgrades.

The pump house on Seattle Street could be redone to have the appearance of a single family home. This would allow the property to blend in more seamlessly with the neighborhood.

The City should also consider working with an artist to utilize the ground storage tanks as potential pieces of art to help improve the character of the community. By incorporating art into these otherwise bland looking areas, it can help set Jersey Village apart from other communities.

The City should also consider repainting the elevated storage tanks and incorporating the new branding standards and logo into them. These can serve as billboards for the city and advertise to the people that pass through Jersey Village on US 290 and Beltway 8 on a daily basis.

Community Facilities Recommendations

The following action items help address issues related to public facilities discovered through community input, CPUC meetings, and the 2016 Comprehensive Plan.

GOAL 6. PROVIDE PUBLIC FACILITIES TO MAINTAIN COMMUNITY SAFETY, AND SERVE EXISTING AND NEW DEVELOPMENT IN AN EFFICIENT AND COST EFFECTIVE MANNER.

STRATEGIES

Maintain, replace, or improve the quality of city-owned structures.

- The golf course Club House should be replaced with a Club House that can serve to maximize the potential of the golf course.
- Replace the golf course Cart Barn.
- Perform minor repairs and maintenance on the golf course maintenance building.
- Add public facilities to be constructed or renovated to the annual update of the capital improvements program in order to plan for future availability of funding.
- Update and maintain existing public facilities to maximize usefulness, before constructing newer facilities.

Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.

- Continually follow and update the long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.
- Utilize tools such as value engineering (as applicable) to develop the most cost-effective facilities.

Implementation Plan

9

Overview

This final section of the Comprehensive Plan describes specific ways in which Jersey Village can take the recommendations within this Plan from vision to reality.

The importance of city planning can never be overstated — planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Jersey Village will be shaped with the policies and recommendations developed in this Plan. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments.

Jersey Village has taken an important leadership role in defining its future with the adoption of this Plan. The Plan will provide a very important tool for City staff and civic leaders to use in making sound planning decisions regarding the long-term growth, development, and redevelopment of Jersey Village. The future quality of life in Jersey Village will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, and this Plan is designed to be a tool that can be modified and periodically

updated to keep it in tune with changing conditions and trends. Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are also recommendations that will involve community involvement.

Sustainment of Core Activities

By its very nature, comprehensive planning is prospective in scope and focus. In the course of developing the Comprehensive Plan for the City of Jersey Village, it would be easy to overlook ongoing operations of the community. As part of the community survey, residents expressed a strong desire to maintain certain aspects of city operations that residents regard as centers of excellence. Expanding on this thought, during the 2016 Comprehensive Plan members of City Council created the following Sustainment Goals and incorporated these goals as an integral component of the Comprehensive Plan.

It is the desire of City Council that the Sustainment Goals serve to inform future City Councils of municipal priorities. It continues to be the desire of the council that the operations and programs associated with

the Sustainment Goals not be compromised by future actions. It is the belief of council that the goals represent those aspects of city operations that make Jersey Village unique among Texas communities. It is why people chose to live and raise their families in Jersey Village.

A degradation or compromise of any one of the Sustainment Goals will have a material impact on the quality of life within the community.

MAINTAIN EXCELLENCE IN ALL POLICE AND FIRE OPERATIONS

The city currently maintains an ISO (Insurance Service Organization) rating of 2. Going forward, the city shall take all reasonable measures to maintain this rating. The city has adopted a Crime Control and Prevention District (CCPD). Continuation of this program is critical to the effective operation of the Police Department. The city funds Public Safety vehicle replacements through the CCPD and the vehicle and technology replacement funds. The city shall strongly resist efforts to use vehicle and technology replacement funds for activities not related to their intended purpose.

CONTINUE INFRASTRUCTURE REPLACEMENT AND RENEWAL EFFORTS

The City takes a proactive approach to inspect the sewer infrastructure to ensure it is in good working condition and minor repairs can be made before major work is completed. Additionally the City has an aggressive 10 year Capital Improvement Program for street rehabilitation projects, including water lines, storm sewers, and sidewalks, that should continue to be implemented.

RECRUIT AND RETAIN COMPETENT STAFF

City operations begin and end with competent staff members. Rapid turnover among the employee base leads to lower morale, incurs a significant financial cost and reduces the quality of service provided to residents. The city shall strive to pay a competitive and fair wage rate in order to attract and retain knowledgeable staff. City leadership shall encourage employees to learn and grow in their positions through training and meaningful performance evaluations.

MAINTAIN THE CITY'S AA+ BOND RATING

The city maintains a bond rating that sets it apart from its peers. The city's bond rating reflects a commitment on the part of elected and appointed officials to exercise sound financial stewardship of city resources. The city shall maintain adequate financial reserves to maintain its bond rating. In addition, the city shall periodically review financial policies and adjust policies where required to maintain a AA+ rating.

PROMOTE THE LONG-TERM FINANCIAL STABILITY OF THE CITY

We live within our means. City leadership shall place an emphasis on making long-term decisions that result in a betterment of the city's financial condition. We shall avoid a short-term, quick-fix mentality that characterizes a preponderance of state and local governments. The city shall regularly engage in long-term, strategic planning to identify problems and challenges.

ENSURE THE CITY PRESERVES ITS FAMILY-FRIENDLY CHARACTERISTICS

Jersey Village is a tight-knit community. A large number of families are second and third-generation families. In many circumstances, homes are passed down between generations. The city is increasingly becoming a destination community for young families. In addition to a comparatively low crime rate, the city sponsors numerous recreation activities that are attractive to families. The city shall continue to conduct these events, and, where appropriate, look for opportunities to expand its recreation opportunities.

Implementation Responsibility

Perhaps the most important method of implementing the Comprehensive Plan comes in the day-to-day commitment by elected and appointed officials, staff, and citizens. The Comprehensive Plan must be understood as a useful and capable tool to direct the City's future. The Plan in its entirety along with individual components such as the Future Land Use Plan should be available for reference by officials, staff, and citizens. The Comprehensive Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. High visibility will make the Plan successful, dynamic, and a powerful tool for guiding Jersey Village's future growth.

The responsibilities for actually initiating and monitoring the goals, strategies and actions of the Comprehensive Plan are multi-tiered:

CITY COUNCIL

The City Council will:

- Establish overall action priorities and timeframes by which the strategic recommendations will be initiated and completed.
- Appropriate funds, consider and set the funding commitments for this plan's implementation measures.
- Offer final approval of projects/activities and associated costs during the budget process.
- Provide policy direction to the Planning and Zoning Commission and City staff.

PLANNING AND ZONING COMMISSION

The Planning and Zoning Commission will:

- Recommend to City staff an annual program of actions to be implemented, including guidance as to timeframes and priorities.
- Prepare an Annual Progress Report for submittal and presentation to the City Council (see Annual Review Process later in this chapter for more detail).
- Ensure decisions and recommendations presented to the City Council are consistent with this plan's policies, strategies, and recommendations.
- Help to ensure the plan is considered in the decisions and actions of other entities.
- Amend, extend, or add plan revisions as necessary and appropriate.

CITY STAFF

City Staff should take the lead in the following general areas:

- Managing day-to-day action items relating to plan implementation, including coordination with and solicitation of community partners.
- Supporting and carrying out a Capital Improvements Plan (CIP).
- Managing the drafting of new or amended land development regulations in partnership with the appropriate boards and commissions.
- Conducting studies and developing additional plans (including management of consultant efforts, as necessary).
- Negotiating the specifics of development agreements.
- Administering collaborative programs and ensuring open channels of communication with various private, public, and non-profit implementation partners.
- Providing briefings on plan implementation progress and activities to the Planning and Zoning Commission no less than once annually.
- Maintaining an inventory of potential plan amendments, as suggested by City staff and others, for consideration during annual and periodic plan review and update processes.

City Council

As the director of plan implementation, the key responsibilities of the City Council are to decide and establish priorities, set timeframes by which each action will be initiated and completed, and determine the budget to be made available for implementation efforts.

City Staff

City staff manages the everyday implementation of the plan. Particularly, City staff is responsible for supporting the Planning and Zoning Commission and City Council.

Planning and Zoning Commission

The Planning and Zoning Commission makes recommendations to the City Council based on principles laid out in the Plan. The Commission should prepare an Annual Progress Report to ensure plan relevance.

Coordination and Partnerships

Increasingly, jurisdictions are acknowledging that issues are regional, rather than local, in nature. Watersheds and other ecosystems, economic conditions, land use, transportation patterns, housing, and the effects of growth and change are issues that cross municipal boundaries, impacting not only the City, but also neighboring municipalities, unincorporated places, Harris County, and surrounding counties in the Houston-Galveston region. As a result, the economic health of Jersey Village is partly reliant upon its various regional neighbors.

Given Jersey Village's relatively small size, some initiatives or community needs identified in this Comprehensive Plan cannot be accomplished by the City on its own. They may require direct coordination, intergovernmental agreements, or funding support from other public entities or levels of government. Additionally, the ability of potential private and non-profit partners to advance the community's action agenda should not be underestimated. This may occur through cooperative efforts, volunteer activities and in-kind services (which can count toward the local match requirements for various grant opportunities), and public/private financing of community improvements.

Proactive and Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Jersey Village are described within this Implementation Chapter.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet strategies cited within the Plan;
- Updating zoning regulations; and
- Updating subdivision regulations.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.

Education and Training

A necessary first step is to make sure each group, Planning and Zoning Commission, City Council, and key staff members, all know their role and the role each other have in the plan implementation. These are the groups who, individually and collectively, will be responsible for implementation. The importance of their collaboration, coordination, and communication cannot be overstated. The education initiative should include:

- Discussion of the roles and responsibilities of each individual entity, and its function as to plan implementation.
- A thorough overview of the entire plan, with particular emphasis on the segments that most directly relate to their charge.
- Implementation tasking and priority-setting, allowing each group to establish their own one-, two-, and five-year agendas, in coordination with the strategic agenda of the City.
- A concluding question-and-answer session.

Roles of the Comprehensive Plan

GUIDE FOR DAILY DECISION-MAKING

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Jersey Village’s physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

FLEXIBLE AND ALTERABLE GUIDE

This Comprehensive Plan is intended to be a dynamic planning document for Jersey Village—one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Jersey Village officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan’s goals and policies, and whether it will be beneficial for the long-term health and vitality of Jersey Village. In addition, flexibility is paramount for the city. As

opportunities arise, the City must have the ability to adjust focus or change direction to capitalize on existing opportunities. While implementation strategies must remain in line with the overall goal and vision of the Plan, the need to recalibrate is also an important component of a successful implementation strategy.

ANNUAL REVIEW

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the Plan in light of current conditions. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City’s progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan’s goals, strategies, and actions; and
- Changes in State laws.

The full benefits of the Plan for Jersey Village can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the City’s decision-making needs.

QUADRENNIAL UPDATE

In addition to providing for annual reviews of the comprehensive plan, City Council shall establish a framework for broader updates of the document. It is recognized by council that the assumptions that initially informed the plan are not static. At various stages of the document's life, council will need to determine the ongoing relevancy of the plan. Such updates are broader in scope than the annual reviews, and serve to periodically reset the plan to adapt to changing circumstances.

To facilitate broad plan updates, City Council shall appoint a Comprehensive Plan Update Committee (CPUC). The CPUC shall be modeled after the City's Charter Review Committee. The CPUC shall meet no less frequently than every four years, but may meet sooner as warranted by exigent circumstances. Specific language regarding the formation and responsibilities of the CPUC was incorporated into the [Adoption Ordinance](#) of the 2016 Comprehensive Plan, and remains applicable to this 2020 Update.

In general, it shall be the primary function of the CPUC to review the Comprehensive Plan in total and receive reports from staff regarding Plan progress and implementation. The CPUC shall recommend any plan changes to the city's Planning and Zoning Commission, who in turn shall make a final recommendation to City Council. The CPUC shall also forward a list of recommended project additions and deletions as a part of their review. City Council shall determine a final list of projects and initiatives for subsequent adoption and implementation.

TOP PRIORITIES

The efforts conducted to complete the Comprehensive Plan generated a wealth of information and direction for Jersey Village. In order to refine

and focus future efforts, the 2016 Comprehensive Plan Update Committee worked to identify the top priorities of the Plan. A review of approximately 187 goals, strategies, and recommendations yielded 20 action items to be considered the City's top priorities for implementation. The 2020 Comprehensive Plan Update Committee started with this same list, and has created a list that should be focused on moving forward.

Table 9-1 contains the highest scoring action items identified by the CPUC. A number of the individual priorities are focused on similar concepts or focus areas. These items may be implemented concurrently achieving multiple goals within the scope of a single project. The highest scoring action items are centered around Community Character and Community Facilities.

With a focus on maintaining community character and reducing visual clutter, the CPUC prioritized the continuation of Phase 2 of the Gateway and Entrance Project. The continued implementation of the Long Term Flood Recovery Plan to reduce future impacts of flooding are also a high priority for the CPUC. Community facilities that meet the current and future needs of the city are vital to the success of it, and have also been identified as a major recommendation for the city to focus on. Another priority is the update of city codes to simplify the process of new construction and promote new development that conforms to this plan.

Priority Recommendations

Strategy	Description	Recommendation Type
Reduce Visual Clutter.	Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character, and identify remedies/action plans available to address concerns.	Policy/Ordinance
Mitigate Future Flooding.	Continue to implement the findings in the Long Term Flood Recovery Plan, including home elevations and construction of new buildings above the flood plain.	Capital Improvements, Administrative and Partnerships
Update City Development and Building Codes.	Update codes to simplify the process of new construction and promote new development that conforms to this plan.	Policy/Ordinance
Explore Expanded Recreational Opportunities.	Work with partner organizations or create city-run sport leagues for youth and adults.	Administrative and Partnerships
Enhancing Neighborhood Infrastructure.	Proactively replace sidewalks and expand decorative street lighting throughout the city.	Capital Improvements
Increase Character of Residential Neighborhoods.	Effective use of Code Enforcement to ensure upkeep of homes. Consideration should be given to adoption of the International Property Maintenance Code.	Policy/Ordinance
Market Jersey Village to Targeted Businesses.	Develop and implement an expanded Marketing Plan to target desired businesses.	Administrative
Encourage Quality Community-oriented Retail and Restaurants.	Actively seek out businesses, both start-ups and established, to locate in or expand to Jersey Village.	Administrative and Partnerships
Encourage Quality Community-oriented Entertainment.	Work with property owners and developers to actively pursue quality entertainment opportunities to increase quality of life.	Administrative and Partnerships
Adequately Address Storm Runoff.	Update city ordinances to achieve higher levels of storm runoff mitigation.	Policy/Ordinance

Table 9-1. Priority Recommendations

Priority Recommendations

Strategy	Description	Recommendation Type
Maintain, Replace, or Improve the Quality of City-owned Structures.	Replace City Hall and the Golf Course Club House. Continue with proactive maintenance and updates to Fire and Police Stations.	Capital Improvements
Maximize the Economic Value of the Highway 290 Corridor.	Attract the right businesses that add value to Jersey Village by increasing the tax base and providing a higher quality of life for residents.	Administrative and Partnerships
Analyze Annexation Options for the ETJ Property.	Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).	Plan/Study
Provide the Necessary and Appropriate Technology, Buildings, Equipment and People for Delivery of Quality Services Now and in the Future.	Keep pace with technology and staffing to provide high quality service to residents. Ensure municipal buildings and equipment are built and maintained to fit the needs of the community for the next generation.	Administrative and Capital Improvements
Increase Access to Non-motorized Transportation Options to Promote Healthy Living.	Adopt a Complete Streets Policy and implement it when reconstructing streets.	Capital Improvements
Promote the Highest and Best Use for Vacant or Underutilized Properties.	Create development packages to encourage and market to the type of development the city wants to see.	Administrative
Encourage Housing and Property Maintenance to Maintain Neighborhood Integrity.	Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.	Community Outreach

Table 9-1. Priority Recommendations

Financing the Comprehensive Plan

A common element of municipal comprehensive plans is an exhaustive list of capital projects. A large portion of these capital projects center on the construction of new facilities or additions to existing facilities. The Jersey Village Comprehensive Plan is no different in this regard. A significant number of the Priority Recommendations involve new construction or expansion of existing city facilities. In addition, several Priority Recommendations involve lengthy, complex studies of various aspects of municipal operations. These studies incur a non-trivial expense and ultimately will lead to further capital expenditures.

A necessary consideration of the comprehensive plan involves financial matters. By what strategies will the city fund implementation of the various components of the comprehensive plan?

The City of Jersey Village has utilized several methods to fund past initiatives. In 2003 and again in 2007, the city funded roadway replacement efforts using general obligation (G.O.) debt. G.O. debt was also used to fund construction of a new fire station in 2002. In 2012, the city financed a substantial roadway replacement effort using cash reserves.

Although debt issuance of the city is subject to State of Texas regulation, the city does not operate under a formal debt program. Decisions regarding debt structure are the prerogative of the incumbent City Council. As a part of the annual budget process, the city does publish and adopt a five- year Capital Improvement Program (CIP).

There are three main options for financing capital projects associated with the comprehensive plan, or any major city project:

STRUCTURED DEBT FINANCING

City Council appoints a Citizen Bond Committee to prepare a list of projects to forward to the electorate. The bond committee meets on a predetermined periodic basis (every four years) to select projects and provide a recommended list of projects to council. City Council establishes a formal debt program for the city and commits to a sustained program of General Obligation debt.

PAYGO FINANCING

City Council utilizes existing cash reserves to fund comprehensive plan initiatives (Pay As You Go). The city continues to make debt payments until such time that all current obligations expire in 2027. As a matter of policy, the city will issue no new debt. As of the completion of this 2020 Comprehensive Plan Update, the city maintains a General Fund balance of approximately \$13 million. The city typically maintains a minimal floor of General Fund balance of 90-120 days of operating expenses. The remaining balance would serve as seed capital for projects associated with comprehensive plan initiatives.

A HYBRID APPROACH

Under this approach, City Council issues debt as the need arises. Project selection is determined as a product of the annual budget process. Concurrent with project selection, City Council will determine the methods of financing selected improvements (debt or cash). Project selection does not adhere to a predetermined schedule, but is dependent on City Council initiatives.

Implementation Matrix

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this Comprehensive Plan will be difficult to realize. It is important to note that the strategies and action items are derived from the goals and vision established previously within this Plan.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Jersey Village is no exception. Plan implementation, therefore, must be prioritized to guide short-term priorities, mid-term priorities and long term/on-going priorities. These priorities must be balanced with timing, funding, and City Staff resources. While all the recommendations share some level of importance, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer timeframe.

The following matrix is a summary of the recommendations within this Comprehensive Plan and is intended to provide the City with specific tasks to work toward implementing the vision of this Plan. The individual tables are organized by goals and strategies, and action items established in previous chapters.

Action items are assigned a recommended time frame for implementation actions to commence. The approximate established time frames and general budget assumptions are as follows:

SHORT-TERM RECOMMENDATIONS

Implementation of these action items should begin following plan adoption. Approximate time line: zero to four years.

MID-TERM RECOMMENDATIONS

Implementation of these action items will likely follow short term recommendations. Approximate time line: four to seven years.

LONG TERM

Implementation of these action items will likely follow mid-term term recommendations. Approximate time line: 7 years or more.

ON-GOING RECOMMENDATIONS

These action items should be conducted on a regular basis, at least annually and more frequently as required.

BUDGET ASSUMPTIONS

\$ Small Ticket Items

These typically have minimal costs associated, and include things such as administrative policy items that can be accomplished with grant, general funds, or relocation of resources, regulations, plans or studies.

\$\$ Medium Ticket Items

These typically have higher costs associated with them and include such things as minor parks improvements, neighborhood improvements, and aesthetic enhancements.

\$\$\$ Large Ticket Items

These are large scale projects that require grants, bonds or major capital investment. They are typically CIP items.

TRACKING THE PROGRESS

Residents can track the progress of these projects as they happen on the city website: <https://www.jerseyvillagetx.com/page/city.projects>.

Future Land Use Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Establish a zoning overlay district for the Highway 290 corridor.					\$
Review existing development codes to identify incompatibility with the vision and desired uses (higher quality restaurants, services, and entertainment), and to protect residential neighborhoods.					\$
Compile all relevant demographic data regarding the economy of the City and update at least annually.					\$
Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).					\$
Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.					\$
Consider mixed use development, combining residential and nonresidential uses.					\$
Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.					\$

Public Services, Utilities and Flood Mitigation Infrastructure

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Ensure a fire service rating equivalent to the city's current rating is maintained.					\$\$
Continue positive working relationship with Harris County Flood Control.					\$
Continue to implement the Long Term Flood Recovery Plan.					\$\$

Transportation & Circulation Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system if necessary.					\$\$\$
Explore TxDOT funding opportunities for multi-modal transportation alternatives.					\$
Conduct a corridor pedestrian mobility study to identify specific corridor deficiencies and prioritize potential improvements.					\$
Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority.					\$\$
Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Jones Road, Jersey Meadows Drive, and Castlebridge Drive.					\$
Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.					\$\$\$

Economic Development Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.					\$
Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.					\$\$
Identify and target underserved retail market segments.					\$
Prepare marketing materials highlighting the assets and advantages of Jersey Village.					\$
Establish working relationships with commercial brokerages.					\$
Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Course.					\$
Assemble a package detailing the Jersey Village development process and available incentives.					\$
Establish a business-owners council as a resource learning about the needs of businesses and communicating the City's goals to the business community.					\$
Procure an Economic Development Consultant to be considered by city management and the City Council.					\$
Identify potential redevelopment sites and create proposal packages to incentivize developers.					\$\$
Review current processes encountered by business expansions and relocations to reduce inefficiencies and make it easier for businesses.					\$

Parks, Recreation & Open Space Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Implementation of the projects identified in the 2020 Parks Master Plan.					\$\$
Explore future funding potential to acquire additional park space based on parks and open space master plan.					\$\$
Review underutilized open spaces and convert to local pocket parks.					\$\$
Review and consider additional park improvements, such as outdoor exercise equipment and improved volleyball courts.					\$
Update City's pool facility with new equipment, slides and buildings.					\$\$
Explore potential community volunteer opportunities to support the parks and recreation program.					\$
Encourage league sports for youth and adults.					\$
Coordinate with HCFCD on future trail connectivity along White Oak Bayou.					\$

Community Character Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Construct Phase 2 of the Gateway and Marquee Sign Projects to highlight the entrance to the City.					\$\$
Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.					\$
Review code enforcement procedures for their effectiveness, and make necessary changes. Potentially adopt the International Property Maintenance Code.					\$
Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character and identify remedies/ action plans available to address concerns.					\$
Consider a more stringent tree preservation ordinance to protect existing tree resources.					\$
Promote increasing the canopy along streets, parks, and open spaces.					\$\$
Reduce visual clutter by reducing the number of billboards and encouraging utilities be located underground.					\$\$
Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community.					\$
Actively pursue the elimination of blighted conditions and properties.					\$

Community Facilities Recommendations

DESCRIPTION	SHORT TERM	MID TERM	LONG TERM	ONGOING	BUDGET
Construct new facilities for City Hall and Golf Course Club House.					\$\$\$
Update and maintain existing public facilities to maximize usefulness.					\$\$

Appendix

List of Abbreviations

AADT—Average Annual Daily Traffic

AASHTO—American Association of State Highway and Transportation Officials

ACS—American Community Survey

AEC—Architecture, Engineering and Construction

CAGR—Compound Annual Growth Rate

CBDs—Central Business Districts

CCPD—Crime Control Prevention District

CFISD—Cypress Fairbanks Independent School District

CIP—Capital Improvement Plan

CMU—Concrete Masonry Unit

COVID-19—SARS-CoV-2

CPAC—Comprehensive Plan Advisory Committee

CPUC—Comprehensive Plan Update Committee

CRS—Community Rating System

ETJ—Extraterritorial Jurisdiction

FEMA—Federal Emergency Management Agency

FLUP—Future Land use plan

GIS—Graphical Information Systems

GO—General Obligation

HCT—High Capacity Transit

HCFC—Harris County Flood Control District

H-GAC—Huston-Galveston Area Council

HOV—High Occupancy Vehicle

HVAC—Heating, ventilation, and air conditioning

HUD—U.S. Department of Housing and Urban Development

ISO—Insurance Service Organization

LOS—Level Of Service

MMD—Municipal Management Districts

NACTO—National Association of City Transportation Officials

NRPA—National Recreation and Park Association

PAYGO—Pay As You Go

PPH—Persons Per Household

SCADA—Supervisory Control And Data Acquisition
TCEQ—Texas Commission on Environmental Quality
TPL—Trust for Public Land
TIRZ—Tax Increment Reinvestment Zone
TOD—Transit Oriented Development
TPWD—Texas Parks and Wildlife Department
TXDOT—Texas Department of Transportation

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