



NOTICE OF A MEETING

(In compliance with Sec. 551.041, Et. Seq., Tex. Gov't. Code)

Notice is hereby given of a Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village to be held on Thursday, September 3, 2020, at 7:00 p.m. via videoconferencing. All agenda items are subject to action. The Committee reserves the right to meet in closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

Pursuant to Section 418.016 of the Texas Government Code, on March 16, 2020, the Governor of the State of Texas granted the Office of the Attorney General's request for the temporary suspension of certain provisions of the Texas Open Meetings Act to allow for telephonic or videoconference meetings of governmental bodies that are accessible to the public in an effort to reduce in-person meetings that assemble large groups of people, as a precautionary measure to contain the spread of novel coronavirus COVID-19.

Accordingly, the public will not be allowed to be physically present at this Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village, Texas, but the meeting will be available to members of the public and allow for two-way communications for those desiring to participate via telephone. To attend the meeting via telephone, please use the following toll-free number: **346-248-7799 along with Webinar ID: 927 5580 5324.**

Any person interested in speaking during the public comment item on the agenda must submit his/her request via email to the City Manager at ableess@jerseyvillagetx.com. The request must include the speaker's name, address, topic of the comment and the phone number that will be used for teleconferencing. The request must be received no later than 12:00 p.m. on September 3, 2020.

The following will be observed by the public participating in the meeting:

- Callers will be called upon to speak by the Chairperson.
- Once called upon for public comment, speakers should state their name and address before speaking.
- Callers will mute their phone unless called upon to speak (*to eliminate background noise*).
- Callers should use handsets rather than speakerphone whenever possible.

The agenda packet is accessible to the public at the following link: https://www.jerseyvillagetx.com/page/cpuc.ag.s_min.

For more information or questions concerning the teleconference, please contact the Public Works Administrative Assistant at 713-466-2133. The agenda items for this meeting are as follows:

ITEM(S) to be discussed/acted upon by the Committee are listed on the attached agenda.

AGENDA

- A. Call the meeting to order and the roll of appointed officers will be taken. *Dr. Courtney Standlee*

B. CITIZENS' COMMENTS

Any person who desires to address this Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.

C. Consider approval of the Minutes for the Regular Meeting held on August 18, 2020. *Harry Ward, Public Works Director*

D. Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances. *Austin Bleess, City Manager*

E. Adjourn.

CERTIFICATION

I, the undersigned authority, do hereby certify in accordance with the Texas Open Meeting Act, the Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located at City Hall, 16327 Lakeview, Jersey Village, TX 77040, a place convenient and readily accessible to the general public at all times, and said Notice was posted on the following date and time: August 30, 2020 at 8:00 a.m. and remained so posted until said meeting was convened.



Harry Ward
Public Works Director

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending City Council meetings. Request for accommodations must be made to the City Secretary by calling 713 466-2102 forty-eight (48) hours prior to the meetings. Agendas are posted on the Internet Website at www.jerseyvillagetx.com

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly." posted on the Internet Website at <http://www.jerseyvillagetx.com/>

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE
COMPREHENSIVE PLANNING UPDATE COMMITTEE**

August 18, 2020 – 7:00 p.m.

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on August 18, 2020, at 7:00 p.m. via videoconference.

A. The meeting was called to order by Dr. Courtney Standlee, Chairperson at 7:01 p.m. and roll was taken. The following Committee members were present for the meeting:

Courtney Standlee	Amy Weyer
Debra Mergel	Judy Tidwell - Alternate
Ashley Hart	Gabriella Cole - Alternate
Brittany Davies	Anthony Martin – Alternate
Peter Jessup	
Jennifer McCrea	

City Staff in attendance: Austin Bless; City Manager, Harry Ward; Director of Public Works, Christian Somers; Building Official, and Danielle Cordova; Administrative Secretary.

Also in attendance: Council Liaison Drew Wasson.

1. Designate alternate members to serve in place of any absent Committee Members.

No action was taken; all committee members were in attendance.

B. Consider approval of the Minutes for the Regular Meeting held on August 4, 2020

Ashley Hart moved to approve the minutes of the meeting held on August 4, 2020. Peter Jessup seconded the motion.

All were in favor; the motion carried.

C. Citizen’s Comments

No action was taken; there were no comments from citizens.

D. Discuss and take appropriate action regarding a review of the City’s 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.

The Committee continued discussion from the August 4, 2020 meeting on the 2014 drafted developed strategies of the Comprehensive Planning Advisory Committee. Committee members

noted the following additional accomplishments to add to goal four, which had previously been discussed:

- The addition of HTX Kitchen, Cuppo, as well as an increased number of family friendly restaurants and a local brewery scene located within the new business development along Senate Avenue and Highway 290.

Dr. Standlee proceeded the discussion to goal seven: Invest in infrastructure, activities, and opportunities that will revitalize the Highway 290 corridor to maximize its visual appeal, sense of place, and economic value. The Committee recognized the historical accomplishments of goal seven as follows:

- Construction of a visually appealing sound wall along Highway 290 separating commercial and residential districts
- Construction of the Jersey Village Emergency Room along Highway 290 between Jersey and Village Dr.
- New entrance ramp and turn only lane near Highway 290 and Senate Avenue
- Clean up of the Super 7 motel
- Completion of phase one of the main corridor entrance signage

Committee members indicated additional strategies of goal seven for consideration as follows:

- Utilizing the Texas Star Community slogan more
- Clean up of the old car wash and Chevron locations along Highway 290 and Senate
- Beautification of power lines near corridor entrances
- Advertise the farmer's market in the City's main corridors to draw more people in to the event

Council Liaison Wasson notes the primary purpose of goal seven is about maximizing the City's location to Highway 290 and Beltway 8. He suggests economic development goes hand and hand with the idea of Village Crossing and the new businesses along Dillard Dr. More conformed business without blight will allow the City to get more tax dollars from the people that are drawn in to these businesses. City Manager Bless reiterates that goal seven is more business-related, whereas goal five might encompass more of a residential aspect. Accordingly, the Committee reorganizes the following accomplishments and strategies:

- Add as an accomplishment to goal five the addition of new telecom lines and fiber optic cable
- Add as an accomplishment to goal five the addition of distributed antenna system and nodes for cell service
- Add as an accomplishment to goal five JV lights and tour of homes
- Add as an strategy to goal five the improvement of the City golf course and pool
- Add as an accomplishment to goal six the utilization of license plate readers
- Add as an accomplishment to goal seven the addition of anchor tenants to the Northwest Village Shopping Center

Dr. Standlee proceeded the discussion to goal eight: Preserve, protect, and enhance the City's identity and sense of community by implementing wayfinding improvements throughout the City.

The Committee recognized the historical accomplishments of goal eight as follows:

- New design and installation of street signs throughout the city
- Completion of gateway master plan
- Installation of signs at Clark Henry and Carol Fox parks
- Improvement of traffic patterns around schools
- Replacement of stop signs, painting of cross walks and fire hydrants city-wide

Committee members indicated additional strategies of goal eight for consideration as follows:

- Enforcement of non-compliant signage
- Extension of Gulf Bank at dead end near high school
- Installation of directional signage for city facilities (wayfinding signs)
- Identification of city facilities on an interactive map to be made available on the city website and application
- Identification of historical city sites and other points of interest
- Advertise special events on digital marquee signs

The committee considered broadening the scope of goal eight to include protecting and enhancing the community's access to public facilities such as parks, pools municipal buildings and points of interest.

The Committee shifted the discussion to the topic of goal nine: Promote infill and redevelopment of vacant or underutilized parcels.

The Committee recognized the historical accomplishments of goal nine as follows:

- Commitment to the development of Jersey Village crossing
- Provide incentives to retailers to encourage economic development
- Limitation of sexually oriented businesses
- FEMA grants for home elevations
- Demolition of home along Jones Rd. near Wyndham Lake

Committee members indicated additional strategies of goal nine for consideration as follows:

- Persist with growth and economic incentive tools
- Annexation of ETJ
- Maintain effective emergency response times
- Promote commercial redevelopment and utilization to benefit the city tax base
- Continue to strengthen code enforcement regulations

Additionally, the Committee discussed the removal of the previously defined strategy of conducting a study to explore the possibility of a municipal power company as well as developing a city ordinance to establish energy efficiency improvements as the city already utilizes the International Energy Conservation Code.

With no further discussion, Chairperson, Dr. Standlee proceeded to the following agenda item.

E. Set Date/Time for future meetings.

Bi-weekly meetings were suggested as members indicated there is still much to cover. The next two meetings are scheduled for September 3, 2020 and September 17, 2020 at 7:00 p.m.

F. Adjourn

Chairperson, Dr. Courtney Standlee adjourned the meeting at 9:08 p.m.

Respectfully submitted,

Danielle Cordova
Administrative Secretary, City of Jersey Village

Harry O. Ward, P.E.
Director of Public Works, City of Jersey Village

**COMPREHENSIVE PLANNING UPDATE COMMITTEE
CITY OF JERSEY VILLAGE, TEXAS
AGENDA REQUEST**

AGENDA DATE: September 3, 2020

AGENDA ITEM: D

AGENDA SUBJECT: Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.

Department/Prepared By: Austin Bless, City Manager **Date Submitted:** August 30, 2020

EXHIBITS: 2016 Comprehensive Plan
(<https://www.jerseyvillagetx.com/page/open/1499/0/2016%20Comp%20Plan.pdf>)
Draft Goals Update from August 18, 2020 Meeting
Chapter 3 overview with discussion questions

CITY MANAGER APPROVAL: AB

BACKGROUND INFORMATION:

We've gone through the initial list of goals. We can do a quick overview of them all again if the committee desires.

We should also begin to look at Chapter 3. An overview with questions is provided in the packet that can guide the discussion on this.

RECOMMENDED ACTION:

No formal action required.

Draft Jersey Village Comprehensive Plan Goals and Strategies

Draft 9-3-2020 : CPAC-developed Strategies

All additions and/or topics mentioned by the CPUC committee are highlighted in Yellow.

Items the CPUC committee deemed completed or near completion are struck through.

Goals that have been starred (*) are pending discussion.

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.

Historical Accomplishments:

- Upgrade City's Logo & Branding

Comprehensive Plan Goals & Strategies (per CP 2016):

- Improve the City's entrances With Landscaping and Monumentation
- Improve the landscape character of commercial business properties
- Reduce visual clutter. (ie: billboards)
- Improve the character of corridor character throughout the community
- ~~Upgrade City's Logo & Branding~~

Additional Strategies:

- Strengthen city ordinances to require landscaping along US 290, Jones Rd, Eldridge Rd and other roadways to soften the commercial images by such things as grassy areas (esplanades?) between the roadway and the parking lot/display lot/front of businesses with flowered bushes, trees, shrubs, etc. (the goal is not to "hide" the business but to suggest the area is attractive and inviting.)
- decreased reliance on homeowners to be responsible for trees planted in the public R-O-W as these trees were planted by the City, but the homeowners were required to keep the trees properly pruned...as a result of this, there are quite a number of trees that are not properly cared for in the City's R-O-W.
- ~~Design or utilize the current unique City of JV logo (or a new logo featuring a Jersey Cow?) to be placed on all street signs within the city limits of JV along with use of a unique background color to signify that the viewer has entered or is in the city limits of JV.~~
- Place entrance landscape and signage that indicates to drivers that they are entering the city of JV. (I'm thinking something along the lines of the entrance markers that were in existence at Senate Ave at Westbound service road of US 290.)
- Locate the fiberglass jersey cow replica that was purchased for the city's 50th anniversary celebration and display it prominently at one of the city entrances along with a plaque describing the city's founding.
- Add better lighting and landscaping @ entrances + signs (both street signs and entrance signs)--utilize the JV slogan and logo—"A Texas Star Community."
- ~~Design Street signs with the current City of JV logo the Texas star.~~

- ~~Replace all street signs within the city limits of JV.~~
- Place entrance landscape and signage that indicates to drivers that they are entering the city of JV like that at senate and 290 before it was destroyed. Get businesses to fund the project for a sign that advertises their business.
- ~~Install and improving existing city entrance signs with a consistent look in all entrances.~~
- Choose an updated visual display marking the beginning of the city limits for all major entrances into JV.
- Restore landscaping and signage at the main entrances of Jersey Village: Senate Avenue, Philippine Street, and Jersey Drive.
- Implement digital signs to announce events, meetings, emergencies, water restrictions, etc.
- Work on sign ordinances to eventually eliminate billboards along 290 similar to the area around Hollister/Tidwell.
- Improve upon entrances once 290 is complete, possibly adding flag poles at Jersey Drive at 290.
- Would love to see power lines on north side underground, but that is a pipe dream.
- Develop an award for businesses that help beautify the city; a nice framed letter presented at a city council meeting; a plaque at the civic center, etc.
- Enforcement ensure that code compliance issues are compatible and support the revitalization goals/objectives.

*Goal 2

Enhance and expand parks, open spaces, trails, and recreational opportunities and experiences.

Historical Accomplishments:

- Develop 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.
- Offer more community events, of various themes and activities that encourage a broader number of residents. Hired Rec/Events Coordinator - Expanded Easter Egg Hunt, Improved Spring Fling, Arbor Day, Fourth of July Parade, Food Truck Fest, Movies in the Park/Pool, Health Expo, Dogg Dip Day, Eats In the Streets, Holiday In the Village.
- Bringing back JV Lights.
- Add a splashpad onto the existing city pool
- Utilize the open area between the Community Center and the Police Department HQ to host a farmer's market and food truck gathering every month.
- Parks and Rec Master Plan Completed
- • Update playground equipment at Carol Fox Park
- City league for children sports (soccer/running/biking)

Comprehensive Plan Goals & Strategies:

- Explore expanded recreational opportunities.
- Update existing pool, parks and open spaces.
- 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.

Additional Strategies:

- Remove the small child's wading pool from the city pool complex.
- Implement a small "water park" type environment for children in the pool complex. – Maybe do a survey question on this.
- Initiate discussions with the Harris County Flood Control District to utilize flood control easements for hike & bike trails in JV.
- Initiate discussions with Cy-Fair ISD to permit use of JVHS baseball and football fields for sport events that could be partially/wholly funded by the hotel/motel tax collected by the city in coordination with non-profit organizations such as the American Legion Baseball Program.
- Encourage and support Parks & Rec. committee---ADVERTISE!---form "block captains" advertise door to door—Facebook, Next-door Neighbors,, etc..
- Fix all damaged and cracked sidewalks in the city.
- Add sidewalks to the houses that don't have sidewalks so you can walk down a street on a continuous sidewalk and not have to walk in the street.
- Such as the missing sidewalk at the house just west of the White Oak Bayou on Tahoe. There are many other missing sidewalks.
- The four (4) properties that were flooded and bought out by FEMA could be turned into Pocket Parks by the city.
- The road access at the north end of Senate could be turned into a city park. That property goes from Tahoe to the bayou.

- Build the walking trail around the city as recommended by the Park Review Committee; especially along the diversion channel to the north. That trail could be connected to the Winchester Trail on the north side of the diversion channel if a deal was made.
- Complete the other recommendation of the Park Review Committee.
- Create and improve current parks and recreation facilities and encourage community involvement through the recruitment of volunteers.
- Explore options for turning golf course into green space that includes a splashpad/updated pool/park/fields and commercial frontage.
- Update existing city pool
- Match the landscaping and trails across the bayou on Hawaii st.
- Add bridge to the newer area of green space
- Consider a city league for adult sports (basketball/running club/etc.)
- Have the city control the city pool...the current situation is deplorable
- Consider corporate partnerships (HEB) for splashpad
- Update the “pocket playground” on Wellwyn to current structures
- Consider purchasing FEMA flood property from the county to develop into park spaces
- Remove the city pool’s child wading pool and install a splash-pad area in its place. Also install a better slide for the main pool to replace the basic one currently in place.
- Implement a jogging/biking trail throughout the city starting at Lakes of JV, through the retention pond loop, along Rio Grande, then running along the top of the bayou banks to Clark W. Henry Park.
- Improve Clark W. Henry Park to match the quality of play areas and equipment as Carol Fox Park.
- Covered some of this in Goal 4. Tennis courts need to be reopened for those on west side of Village. Also removing the ugly fence will help on Rio Grande. Never have heard as many complaints as this year on our swimming pool. Poorly run, poorly trained lifeguards, some residents embarrassed to take friends there. Having a fenced dog park would be nice.
- Adult calisthenics park equipment to parks or near trails.

Goal 3

Protect the quality and increase existing character of residential neighborhoods.

Historical Accomplishments:

- Ability to report ordinance violations via city's website and/or app
- Creation of the monthly Farmer's Market
- JV Lights

Comprehensive Plan Goals & Strategies:

- 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 housing types **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 & lighting)**
- Provide pedestrian connections within the neighborhoods.

Additional Strategies:

- More stringent ordinances, and enforcement of those ordinances, to keep up appearances in the various neighborhoods;
- For those people who do not have the financial resources to maintain their homes, both the structure and the landscaping, some sort of program to assist them, and this may include something like a subsidy from the City to help with things like water bills so that people on a fixed income can afford to keep their lawns from turning into bare dirt;
- Need to find ways for better code enforcement for both commercial and residence.
- When building codes are revised by the national authority, review and modify those code modifications that discourage residents from improving their property in a cost effective manner, i.e. do it yourself with review by the code enforcement officer. Ensure that the code enforcement officer understands his/her job is to be of service to the residents rather than be a slave to the national code writers (i.e. his/her salary is paid by residents so he/she should work FOR them).
- The city should initiate programs that encourage residents to replace Federal Pacific electric breakers with more modern electric wiring. (This could be by conducting educational programs to educate residents of electrical panel improvements that should be made AND accompany that by facilitating a program to have residents ban together and obtain more advantageous pricing from electricians, i.e. a group discount).
- Develop a feedback survey request form that would be attached to all building permits issued that ask for comments from residents/contractors/vendors regarding their experience with the building permit process. Urge that such feedback be posted on the city website or directed to the City Manager's email to avoid any hesitancy in making comments for fear of retributions from staff. Require the City Manager to report the results at least semi-annually to the City Council at a public meeting. (Many contractors are telling residents that the City of JV is too hard to deal with. This causes contractors to decline bidding for JV jobs or else raise their prices due to what they consider as "harassment" from permit authorities. Let's get some feedback and track performance from the users of this city service).
- Develop an informational pamphlet that informs building permit seekers that if they disagree with a ruling from the code enforcement officer or permit issuance officer that they have the right to appeal such ruling to the Building Board of Adjustment. (This is just like the police department that furnishes anyone with a complaint against an officer with a pamphlet advises the person of their rights to file a complaint with the city.)

- Review the current city ordinance that restricts the parking/storage of boats, campers & RV's behind a fence on a resident's lot. (This is overkill and unduly restricts the rights of residents to use their property as they wish so long as no harm comes to any neighbor. Historically JV has not had the typical HOA problems and that tradition is a sought-after condition by buyers looking for a home in this area. Recent actions such as the "no RV, boat parking behind a fence" ordinance smack of this HOA-type overkill and need to be revisited.)
- Conduct a "home improvement show" periodically at the Civic Center or other venue that features local businesses who do home improvements. Especially seek participation by vendors that are owned by residents and provide services that are particularly needed by the type, age and condition of homes existing in JV. Seek and encourage feedback from vendors/service companies/tradesmen of their interactions with the JV permits and inspections process without fear of retribution.
- ~~Have the Parks & Recreation Board sponsor and/or partner with some non profit organization (Ladies Club, Garden Club) to periodically conduct a "Farmer's Market" on Saturday mornings at the Civic Center parking lot (or another city location).~~
- Have annual or semi-annual beautification and clean up weekends--this will promote community pride and spirit.
- The city needs to improve the codes to match or closely match an HOA where the city has more authority over the structures within the city. The house at 15721 Lakeview is a good example of a house in need of extensive repair that reduces the curb appeal of the whole city.
- The abandoned houses within the city need to be removed or sold. What are the city ordinances that deal with abandoned houses?
- Complete all the missing sidewalks inside the city.

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- Ensure that code compliance issues are compatible and support the revitalization goals/objectives.
- Implement codes and/or ordinances that increase visual appeal among residential homes.
- Enforce code consistently and equitably among residential areas.
- Check codes and ordinances to make sure they are up to date and include items that will enhance neighborhood appeal and prevent "decay"
- Make sure that all streets have lamp posts and good sidewalks
- Maintain city landscaping
- Stricter ordinance codes for house paint color options and landscape maintenance
- Implement one-way street options or increase police traffic patrol to cut down speeding issues.
- Implement more strict landscaping requirements into the city Code of Ordinances and empower Code Enforcement officers to give warnings and fines faster. There are currently too many violations going uncited in the village. Clearly "pride for your home" is not a driving factor in keeping properties maintained. Every City Council meeting there are residents complaining about unkempt lawns, overgrown bushes, rotting wood, etc.
- City to stay on top of homes with unsightly conditions due to unkempt lawns, poorly maintained residential structures, etc.
- Promote a "JV Pride" day where neighbors all get out and clean up their yards, etc. followed by a big community BBQ.

Should these strategies stay here or potentially move to Goal 6 (or some place else?)

- The flood risk needs to be seriously addresses by the city government.
- The new houses being built in the flood way are 5 feet above the street.
- That elevation is sending a message to future residents that houses in JV are at risk of flooding.
- The four (4) properties that were flooded and bought out by FEMA could be turned into Pocket Parks by the city. The reason it hasn't been done is the cost of O&M.
- The city needs a formal representative to lobby all external governmental agencies and departments to solve the flood risk problem in JV. There are solutions to the flood risk in JV.

Goal 4

Encourage quality family-oriented retail, restaurant, and entertainment opportunities to provide the goods and services valued by Jersey Village's residents.

Accomplishments:

- Creation of a local brewery. Senate Ave Brewing to open Fall 2020. Little Kitchen HTX, Chik-fil-a
 - Contact the Whataburger Corporation home office and urge the retention and enlargement of a Whataburger in Jersey Village following the US 290 construction.

Comprehensive Plan Goals & Strategies:

• Create Economical Development Corporation

- Market Jersey Village to targeted businesses.
- Identify the business types most likely to be successful given the surrounding demographic profile.
- Ease the processes encountered by business expansions and relocations.

Additional Strategies:

- ~~Develop a “Business Development Committee” to develop business ideas that particularly lend themselves to JV's history and/or perceived needs. (i.e. JV was formed from F&M Jersey Farm which had a jersey cow herd that provided milk that was used to make ice cream and other milk products. F&M had a public ice cream parlor that sold ice cream to the public and was a “local attraction” for the surrounding area in the 1950's. What if a “custom” ice cream producer opened a retail outlet and utilized the F&M history to assist in their marketing?)~~
- Continue to lobby the US Postal Service to develop a single, unique ZIP CODE for all of JV rather than the fragmented 4 ZIP CODES now in use in the city limits of Jersey Village. This distorts the analysis of business data collected by ZIP CODE which fails to identify JV as a unique entity/market in this area.
- Form a study group to search for a business partner to re-develop the Golf Course Pro Shop and Grill so as to develop a restaurant that could become an attraction for diners.
- Annex the current ETJ so JV can implement zoning and control over the development of the area. (Failure to annex can allow development of sexually orientated businesses, businesses that present future pollution or image problems that could hinder positive development, more run-down trailer parks, Section 8 housing, etc. We cannot control area we have not annexed. Previous studies were based on short-term financial goals but ignored the impact our lack of control can exert upon our desired lifestyle).
- Contact higher end boutiques, stores and upscale family restaurants--learn when and where they are planning to expand or relocate.
- The Cypress Historical Society September 2014, newsletter had an article about JV. JV was formed from F&M Jersey Farm which had a Jersey Cow herd that provided milk that was used to make ice cream at the F&M public ice cream parlor on Hempstead Highway in the 1950's. Could that store be rebuilt?
- Why doesn't JV have its own postal zip code? **The city needs to work to get that zip code. – Here's a report from Congress in 2011 on new zip codes: <https://www.evercrsreport.com/reports/RL33488.html>**
- Consider developing the golf course into a city park. The golf club house could be the nucleus of a business development that would contain business from the club house to Jones Road. Those

businesses could be similar to those planned in the study for Jones Road south of 290. The golf course property would be a better area for such a development than 290 at Jones and it would be in the center of the city. That intersection on Jones Road could be the JV City Center.

- Consider trading the ETJ on Jones road south of 290 to the city of Houston for their ETJ property on Jones Road north of 290 to Fallbrook or 1960.
- The city needs to become more business friendly. The business owners I know say that if they had known about the JV ordinances that caused them problems they would not have moved their business to JV.
- JV needs to publicize the businesses in JV and encourage residents to use those businesses.
- The City will collaborate with business organizations to promote successful business ownership in Jersey Village.
- Explore the possibility of corporate partnerships to develop retail that is higher-end
- Annex ETJ.
- Implement ordinances restricting adult-oriented businesses from operating in JV
- Work with current property management companies to encourage quality businesses to locate in JV, perhaps using tax breaks to improve signing, modernize facades, re-pave parking lots, improve entrances/exits
- Create a business council or hire a consulting firm to seek out and attract quality businesses to JV
- ~~Work with local beer brewing guilds to open a local brewery and/or brew pub development. This is happening in Pearland, Katy, and Sugarland. JV has the history, the land, the location, and the population to support this kind of development.~~
- Looking forward to the day the cheap motels are gone. What to encourage at the old Houston Plants & Garden location is an opportunity. Don't know what revenues we derive from car dealerships but hope to avoid that. Would be nice to see some sort of destination center with retail, nicer restaurants, etc.

***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:

- Authorization of Golf Carts to be used on city streets
 - Street Sweeper
 - Home Elevations using FEMA Funds
 - Flood mitigation grants
 - E100 project
 - Increased Fiber, distributed antenna system and nodes for cellular and telecommunications through the community
 - JV Lights and Tour of Homes
 - Improvements made to Jersey Meadow Golf Course and Community Pool

Comprehensive Plan Goals & Strategies:

- Create policy for funding and implementation of sidewalks and connectivity 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 safe and efficient manner and that streets and neighborhoods are properly drained.
- Ensure that all utilities serving city residents are of the same high standards.
- Continue efforts to implement the Long Term Flood Recovery Plan and mitigate future flooding in the city.

Additional Strategies:

- No bus stop in JV and discouragement of "cut through" traffic
- Cut - Through Traffic: Declare the City of Jersey Village a "No Cell Phone While Driving" area. This might deter non-residents from driving through the residential areas. This will require signs, police enforcement and an educational campaign.
- Continue to support fully staffing and equipping the Police, Fire & EMS organizations to provide superior service and response to citizens.
- - That land could be turned into a huge linear park that could be joined with the park and business development created on the old golf course land.
 - If the fire department volunteers drop below the minimum requirement for service what will the city do for a fire department? There are two choices: o Create a professional fire department with a fully paid staff at an estimated cost of \$4 million per year; or
 - o Contract with Cypress-Fairbanks Volunteer Fire Department to take over the duties.
- Don't encourage Houston METRO to run any service up Jones Road or any Road in JV. That service creates Federal Government Section 8 houses and low income houses.
- Don't encourage any low income housing in JV or the JV area.
- Conduct frequent drive-thru's to check areas for improvement and maintenance
- Consider tearing down current Police and City building and building a newer, better building that will show city pride
- Research options for updating the city water and sewer plants that are visible to residents

- Implement speed cushions (not speed bumps) along major cut-through routes and along most-travelled routes to/from the school complex. Speed cushions are cheap, easy to remove if needed, and don't require a full stop.
- Create easier, more direct routes to the W. Little York METRO Park & Ride and Northwest Station METRO Park & Ride facilities, including accommodations for bikes.
- Continue with street Capital Improvements. This is a great program that should continue in a controlled manner.
- Extend Gulf Bank Road through and linking up to Hillcrest and eventually to Dillard Drive, creating a new business corridor with easy access/visibility to Hwy 290. This will also be a potential alternative ingress/egress road for JVHS drivers.
- Certainly continue to maintain police and fire departments. Continue making infrastructure improvements. Complete street lighting enhancements/upgrades throughout the city.

Suggest these are moved to Goal 6, as that Goal relates to “Community Safety”

The city needs to develop a plan that reduces the risk of flooding in the city and work that plan.

- The city needs to develop a plan for the city should flood number 4 come to the city; that flood could destroy 600+ homes. How will the city make up that lost tax revenue should those homes be bought out by FEMA and Harris County Flood Control.
- Removing the 600+ homes in the White Oak Bayou flood way could be positive for the city if the city develops a plan for that possibility.
- Implement strategies that improves traffic safety and minimizes nonresident cut through.
- Analyze speed limits within the city for equitable travel and safety.
- Analyze high traffic roads and the options for off street parking (e.g. Parking spaces on Village Green) -Implement and enforce strategies to minimize on street parking.

***Goal 6**

Provide public facilities to maintain community safety, and serve existing and new development in an efficient and cost effective manner.

Accomplishments:

- New Public Works building on ETJ.
- Two new Fire Trucks
- New Jersey Village Mobile App
- Designs 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 Awards from State Comptroller
- Installed Emergency Warning Siren utilizing grant
- SCADA systems installed to monitor water and waste water plants
- Completion of new Soundwall along Seattle Street
- Implementation of Flock Camera System

Comprehensive Plan Goals & Strategies:

- 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 to development of city facilities such as City Hall and Jersey Meadow Club House
 - Transparency on the improvements of existing and new developments.

Notes from Peter Jessup:

I think Flood Mitigation should be added to Goals & Strategies as it is a significant issue affecting “Community Safety”.

“Community Safety” is a major factor in attracting house buyers and businesses to locate to JV. As an example, the cost of flood insurance is high unless you are lucky enough to be grandfathered into a pre-existing policy. Or you can satisfy an underwriter your property has never been flooded and/or an elevation survey can prove you are not at risk.

Additional Strategies:

- ~~Start a movement to put a referendum on the May ballot for bond issuance for a new city hall~~
- ~~ETJ When this area is developed, we will need another Police and Fire Station in that area. Other residents have mentioned the possibility of needing a non-volunteer, fully paid Fire Dept.~~
- ~~Flood Control The city is addressing this problem, but it needs to be TOP PRIORITY for all residents because if a large portion of the city floods again or if the insurance rates are not lowered soon, it will affect all residents, businesses and employees. This could result in the loss of tax base through attrition of current residents and the inability to attract new residents and businesses.~~
- Need to replace the current City Hall. The current building is energy inefficient, lacking in supporting a computer network, leaks when it rains and is termite infested; we need a building that is energy efficient, designed for 21st century computer networks and doesn't leak.
- Within the next 3-5 years construct a new city hall building with up-to-date energy efficiency, computer connectivity and design to serve the citizens of JV.

- ~~Develop a media presentation to educate the citizens of JV of the current poor condition (water leaks, termites, lack of computer connectivity, health issues, etc.) and high costs of operation of the current city hall building.~~
- ~~Form a City Maintenance Barn Committee to evaluate the current barn's condition and usefulness in maintaining city equipment and plan for its improvement or replacement.~~
- ~~Start now to put a referendum on the 2016 May ballot for new city hall and long range improvements – it takes 16 to 18 months for a referendum to be successful.~~
- ~~Don't construct any city buildings until all the infrastructure projects are completed; roads, water pipes, sewer pipes, storm water pipes, etc. There are many citizens that will fight against those city building until the infrastructure is complete. The city paid too much for the civic center and golf course because they did a poor job estimating the worth of those properties.~~
- Deals could be made with developers to build the city hall in their development such as a new development between the existing golf course club house and Jones Road.
 - Construct new City Hall, utilizing agreements with developers for it to be in a new development.
- ~~The city needs to reevaluate the maintenance barn. Perhaps alternate property could be obtained or that existing property could be repurposed.~~
- Renovate or create facilities that benefit the community in as many ways as possible -renovate the golf course to serve lunch and dinner so residents feel welcome and encouraged to use as a restaurant option.
- Improve city hall to meet the needs of the community and to create a sense of pride and ownership by the residents.
- ~~Facilities should be clean and we'll maintained.~~
- Consider tearing down current Police and City building and building a newer, better building that will show city pride
- Research options for updating the city water and sewer plants that are visible to residents
- Modernize City Hall, municipal court, Community Center, and Jersey Meadows Golf Course clubhouse.
- How much to buy the Burgess property next door to the Fire Station office? Certainly an eyesore and an opportunity that will go away with someone else purchasing. Certainly, as stated before, a new and improved City office complex.
 - Offer CPR courses and car seat installation to residents
 - Citizens Police and Citizens Fire Academy's

***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:

- Sound wall
- Entrance and Marquee Signs with JV Logo – Phase I Complete.
- New buildings/businesses going up on 290.
- Green space that was added at old business
- Tour of Homes
- Increased Code Enforcement
- Increased telecommunications and Fiber through the community
- JV Lights has made a comeback
- Utilizing economic incentives to help bring in major anchor tenant in Northwest Village

Comprehensive Plan Goals & Strategies:

- Create a sense of place and maximize the visual appeal of the Highway 290 corridor.
- Maximize the economic value of the Highway 290 corridor.
- Invest in infrastructure that supports the revitalization of the Highway 290 corridor.

Additional Strategies:

- Explore creation of videos to be posted on social media, i.e. YouTube, etc. that highlight why businesses should develop in JV or point out desirability of locating your business in JV. (This is a cheap way of doing “image” advertising. Stress lower crime rates, faster police response times, etc.).
- Explore creating a Jersey Village specific Chamber of Commerce to provide information to potential business development venues. (The Cy-Fair Chamber of Commerce “sells” Cy-Fair and included JV in its boundaries but has not truly marketed JV itself.)
- ~~Add better lighting and landscaping @ entrances + signs (both street signs and entrance signs) – utilize the JV slogan and logo – “A Texas Star Community.”~~
- The city needs to work with existing businesses along 290 to improve the looks of their property along the corridor. See Goal #1-c idea.
- The city needs to investigate all the ordinances that are NOT BUSINESS FRIENDLY and make them business friendly.
- Work closely and cooperatively with potential APPROPRIATE businesses to encourage new commercial neighbors.
- Consider options to acquire visually appealing walls between 290 and residential areas on JV.
- Consider some visual changes to enhance appeal as a community that will draw in economic options.
- Infrastructure:
 - Make dedicated right-turn lanes into the city from ~~290 onto Senate Ave. and Beltway 8 onto Phillipine St.~~
 - Enter into an agreement with Clear Channel Communications to implement digital billboards (the current proposals would reduce the number of static billboards, give the City of JV free digital sign impressions to advertise city events, and Clear Channel will maintain the landscaping around the signs).
 - ~~Work with AT&T, Comcast, and other telecommunications companies to improve network infrastructure, which will encourage business relocation to JV.~~
 - Activities:
 - ~~Arrange a “Tour of Homes” for JV.~~

- ~~o Encourage more streets to participate in themed Christmas decorations~~
- o Bring back Founder's Day incorporating the origins of JV as a Jersey Cow ranch I believe FNI helped Frisco, TX with the Comprehensive Plan and Frisco had a local holiday in the main square where they actually had a controlled cattle roundup down Coleman Blvd. in Frisco Square into a pen.
 - Food trucks can provide food/drinks
- Opportunities: Implement a Jersey Village Chamber of Commerce to become a one-stop place for potential businesses to gather information about opening a business in JV, act as a liaison between business owners and city government/city staff, attend trade shows to encourage business development in JV.
- (Really a subsection of Goal 1) Eliminating power lines and billboards will help. JV is ugly on 290 on both sides---don't understand what "activities" will revitalize the 290 Corridor.
 - Utilizing the Texas Star Community slogan more
 - Clean up of the old car wash and Chevron locations along Highway 290 and Senate
 - Beautification of power lines near corridor entrances
 - Advertise the farmer's market in the City's main corridors to draw more people in to the event

***Goal 8**

Preserve, protect, and enhance the City's identity and sense of community by implementing wayfinding improvements throughout the City.

Provide and enhance community access to community facilities and points of interest throughout the city.

Accomplishments:

- Completion of gateway master plan
- Create a consistent, identifiable signage design throughout the city.
- Improved traffic flow at Post and JVHS
- Changing the street signs
- Improved wayfinding signage
- Implement street name signs with custom design for all JV streets to better indicate location and city limits.
- Installation of signs at Clark Henry and Carol Fox parks
- Replacement of stop signs, painting of cross walks and fire hydrants city-wide

Comprehensive Plan Goals & Strategies:

- Create a consistent, identifiable signage design throughout the city.

Update city app with points of interest map

Update website with points of interest,

Move the additional strategies highlighted in green somewhere else – location TBD

Additional Strategies:

- Need to find ways for better code enforcement for both commercial and residence.
- Explore an awareness campaign together with Cy-Fair ISD targeting JVHS drivers who are prone to speed on our streets.
- Partner with Cy-Fair ISD to encourage school traffic to access and egress the high school and elementary school via Gulfbank Road or Equador. This would include exploring constructing a bridge over White Oak Bayou on Equador Street to allow present traffic entering via Philippine to more quickly enter/exit the school area with the least impact on city residents. (NOTE: this was proposed over 30 years ago and would have been paid for by Harris County but the “no birds” prevented it as it would “cause increased traffic in the village”. Of course, the traffic increase came anyway and impacts are more severe).
- Seek to have Harris County extend Taylor Rd from Harms Rd to Eldridge to open up another entry/exit to further development of the current ETJ. (The right of way appears to be there already but we need to encourage the county to extend the pavement to connect to the existing Taylor Rd coming from Eldridge behind Cypress Ridge High School).
- Work with TxDOT to insure that there is at least a 2 lane right hand turn permitted on the westbound feeder road of US 290 with Jones Rd. Urge signage to inform drivers of an alternate route for traffic going northbound from US 290 at Jones Rd by continuing straight on the feeder road past Jones Rd to Steepleway.
- Re-evaluate the extension of Gulfbank Rd from its current westernmost termination to connection with Hillcrest Rd to divert school traffic to US 290 and away from residential streets.

- Research the cost and financing of creating a road off Village Drive across the bayou (just west of the electric power lines) and then paralleling the bayou to Rio Grande. Once constructed make the new roadway one-way going east and make the current portion of Village Drive one-way going west.
- Beautify the city by landscaping the city property at strategic corners of the major streets inside JV. That could be done by businesses. They would be allowed to place a small sign saying this beautifying project was sponsored by XXXX business.
- Reroute the school traffic congestion by opening other streets such as Gulfbank.
- Encourage developers to improve the business properties at 290 and Senate with family friendly businesses that will bring in revenue to the city.
- Replace existing signs for city services and school complex with more aesthetically appealing signs.
- Install and improving existing city entrance signs with a consistent look in all entrances.
- Choose a design and install new street signs that are unique to JV.
- Updated signage on 290/BWY8/Jones/Senate/Jersey to show city limit markings
- Install clean, clear signs at the entrances of JV directing drivers to the school complex, parks (Clark W. Henry, Carol Fox), golf course, swimming pool, and government complex. These signs should be placed *after* the entrance/digital announcement signs.
- ~~Implement street name signs with custom design for all JV streets to better indicate location and city limits.~~
- All signs should have the same basic design, font, color, etc.
- Wayfinding? I think we need to clarify what that actually means unless it means “finding a way to enhance”. I think our fire, police add to our identity. Our location is excellent. We can add to sense of community with maybe a more inviting venue at golf course, rework and reopen the tennis courts, and enhancements at swimming pool. Also more community events...July 4th Parade, Founder Day, etc.

***Goal 9**

Promote infill and redevelopment of vacant or underutilized parcels.

Accomplishments:

- Utilized Chapter 380 Agreements to bring in Cemex, Argos USA, 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 website.
- FEMA grants for home elevations
- Demolition blighted buildings
-

Comprehensive Plan Goals & Strategies:

- Analyze annexation options for the ETJ property.
- Promote the highest and best use for vacant or underutilized properties.
- Create an Economic Development Corporation to....
- To promote redevelopment for residential in compliance with overall community atmosphere. the appeal and value for residential
- To promote Commercial redevelopment to provide more shopping and dining opportunities for the community and add to the tax base.
- Strengthen city ordinances and enforcement of them to promote redevelopment of underutilized properties

Additional Strategies:

- ~~Develop an ordinance to establish energy efficiency standards for multi-family dwellings and provide for increasing such standards when efficiency improvements are developed. (Needed to encourage multi-family units from deteriorating over time).~~
- ~~Pursue with the State of Texas the donation of state owned land at Charles and FM 529 for use as a future fire station to serve the current ETJ once it develops and/or is annexed. (The state of Texas owns approximately 2 acres that is currently a pond. We should ask the state to fill in the pond (perhaps with dirt left over from US 290 construction) and donate the land to JV so we can build a fire station to serve the area south of US 290. This land is identified as Parcel #601 (US Hwy 290) by the State and as parcel #064 015 000 0053 by the Harris County Appraisal District.)~~
- ~~Conduct a study to determine if the City of JV can form a municipal power company to replace the de-regulated state designed electricity market in existence with the goal of providing cheaper electric rates to businesses and residents thus encouraging business expansion in JV.~~
- Form an Economic Development Corporation to market the open or underutilized business zoned areas of JV such as Dillard Street, ETJ and land along Jones Rd. Produce informational material, videos, etc. for mail outs or distribution at business shows such as commercial real estate shows, oil industry technical shows.
- Organize and hold a commercial real estate development show at the Civic Center featuring information about development opportunities in JV. Invite commercial real estate brokers as well as media and local businesses.
- Advertise and contact corporations and charities regarding having their golf tournaments in JV-- also JV High School tournaments

- The city needs to develop communication with the developers to help them develop the vacant property in JV especially for family friendly businesses and restaurants.
- JV needs an Economic Development Committee or Commission to help market the vacant land inside the city to family friendly developers.
- Refine and implement a collaborative plan for Planning and Code Enforcement to evaluate all vacant buildings throughout the city, and continually peruse options to redevelop or remove such properties.
- Annex the ETJ and make desirable for big business options
- Annex the ETJ and zone an area to encourage development of a mixed-use facility much like CityCentre (this was VERY highly ranked by citizens during the Open Comments session).
- Provide tax incentives to current landowners to encourage quality developments of retail and/or business areas and avoid storage/motel/strip mall developments
 - **Promote the appropriate mix of land uses within the city limits and extraterritorial jurisdiction.**
- ~~Develop an “SOB” (sexually orientated business) ordinance as soon as possible to preclude the development of SOB's in the ETJ or city limits of JV.~~
- **Encourage development companies--offer tax incentives**
- ~~The city should stop the development of sexually orientated businesses in the city and the city's ETJ as soon as possible.~~
- The city needs to encourage family friendly developers to work their magic inside the city.
- Enforcement ensure that code compliance issues are compatible and support the revitalization goals/objectives.
- Pretty vague goal since JV is 90% or more built-out.
 - Maintain effective emergency response times
 - Promote commercial redevelopment and utilization to benefit the city tax base
 - Continue to strengthen code enforcement regulations

Chapter 3 - Future Land Use

Overview..... 3.1

- Does this section provide an adequate but concise overview of the entire section?

The Future Land Use Plan..... 3.2

- Does this section adequately cover:
 - Why a FLUP is important
 - Purpose of the FLUP
 - How it is used/applied to better the city

Compatibility of Land Uses..... 3.4

- Does this section adequately cover:
 - Definition/explanation of compatibility
 - Importance of compatibility
- Does the chart of intensity levels (Figure 3.1) make sense? Is it helpful?
- Does the “Highlight: Differences between Planning & Zoning Maps” make sense? Is it helpful?
- Issues Affecting JV
 - Do all these issues still apply?
 - Do they need to be reordered to reflect changing importance levels? If so, please reorder them & bring your suggested list to the meeting.
- Does the FLUP map (Figure 3.2) make sense? Any comments/suggestions?

Future Land Use Types 3.8

- Does this section adequately explain the different types of land uses?
 - Does the intro provide a good summary of the section?
 - Residential Land Uses:
 - Is Low Density & High Density explained well?
 - Is the plan for these areas clear?
 - Public Land Uses:
 - Is the plan for Park & Open spaces explained well?
 - Is Public/Semi-Public Land defined/explained well?
 - Is the plan for it clear?
 - Non-Residential Land Uses:
 - Does the intro explain the purpose of the section well?
 - Office Land Uses
 - Retail / Commercial Land Uses
 - Is this defined/explained clearly?
 - Is the plan for these land uses in JV clear?
 - Is there anything additional that you recommend adding?
 - U.S. 290 - A Regional Corridor
 - Is it clear how the retail and commercial land uses along 290 benefit the city?
 - Industrial Land Uses
 - Is the plan for JV clear?

- Mixed Use Description
 - Is it explained well?
 - Is the plan for mixed use areas in JV clearly described?
- Spotlight: JV Crossing & TOD
 - Is this all still applicable?
 - Does Figure 3.3 make sense?

Future Land Use Projections..... 3.14

- Do the goals described here (visualized in Figure 3.4 & Table 3.1) still apply? Do we want to update them?

Historical Growth Rates..... 3.15

- Does this rate need to be updated? (including Table 3.2)

Ultimate Capacity 3.15

- Does the explanation of the concept make sense? Does it make sense why it's important and useful for planning purposes?
- Does Table 3.3 make sense?

Population Projections 3.17

- Does Figure 3.5 make sense, and the explanation given for it in the text?

Administration of the Future Land Use Plan 3.18

- Development Proposals & the FLUP
 - Does this section adequately explain how the FLUP should be implemented when considering development proposals?
 - Should any questions be added or removed from the list of considerations?
- Zoning and the FLUP
- Reactive and Proactive Use of Zoning..
 - Does it makes sense why the FLUP and Zoning Maps sometimes differ?
 - Does it make sense how inconsistencies between them should be handled? And what the benefits and reasons for inconsistencies are?
 - Does Figure 3.6 make sense?

Land Use Recommendations..... 3.20

- Should these be reordered to reflect the new order we agreed upon already?

- Is there anything missing in this chapter that you think should be included, removed, or updated, that you didn't mention above?

- Any other suggestions?