

CITY COUNCIL MEMORANDUM

FROM: Office of the City Manager **DATE:** May 20, 2019
SUBJECT: Presentation and discussion of the Vision 2030 Land Use Plan and Vision 2030 Economic Development Plan.
PRESENTER: Clayton Comstock, Planning Director

SUMMARY:

The Vision 2030 Strategic Plan has been recommended by the Strategic Plan Committee and has been referred to the Planning & Zoning Commission for their formal recommendation to City Council. The Planning & Zoning Commission will hold a public hearing on the plan on May 16, 2019. Because of the large scope of the Vision 2030 process, staff will use this work session opportunity to introduce two components of the Vision 2030 Strategic Plan, the Land Use Plan and Economic Development Plan.

In February 2017, City Council approved the creation of the Strategic Plan Committee with the charge to update the comprehensive plan for North Richland Hills. The plan is an extension of the [City Council's 2017 Goals](#) and includes recommendations for economic growth, revitalization, and beautification of the city over the next 10 years.

The Strategic Plan Committee includes three City Council members, two Planning and Zoning Commission members, ten members at large, and one alternate. The committee held 19 meetings between March 2017 and May 2019 to discuss and develop policy recommendations that best reflect the community's vision.

Understanding that North Richland Hills is more than 90% developed, the vacant land that remains has significant importance. An appropriate mix of land uses is a major component to a successful community.

The committee's recommended draft of the proposed Vision 2030 Land Use Map and descriptions of the various land use designations are attached. The chart at right summarizes the mix of land uses proposed by the Vision 2030 Land Use Plan.

Land Use Designation	Acres	%
Parks / Open Space	1,069	9%
Residential Estate	259	2%
Low Density Residential	6,290	55%
Medium Density Residential	289	3%
High Density Residential	408	4%
Urban Village	878	8%
Office Commercial	371	3%
Retail Commercial	1,169	10%
Industrial	78	1%
Public / Semi-Public	662	6%
Total*	11,473	100%

COMMUNITY "SWOT" ANALYSIS: In Summer 2017, an extensive public outreach campaign was conducted to provide public direction on issues and priorities for the community. This SWOT analysis identifies the strengths, weaknesses, opportunities,



and threats for the City of North Richland Hills to assist in making the Strategic Plan and other decisions. A realistic recognition of the weaknesses and threats that exist for community planning efforts is the first step to countering them with a robust and creative set of strengths and opportunities.

SWOT is a simple yet comprehensive way of assessing the positive and negative influences within and outside a community, so community leadership can be better prepared to plan and act effectively.

The more stakeholders involved in preparing the SWOT, the more valuable the analysis will be. In this particular analysis, 237 individuals were engaged across 15 different locations over approximately 67 hours. Questions were simplified to encourage thoughtful discussion and ideas:

- What is best about NRH?
- What would you change about NRH?
- What is best about your neighborhood?
- What is the one issue facing NRH?

Staff then categorized all responses, ideas, and discussions into a comprehensive list, to which the Strategic Plan Committee ranked at their meeting on August 10, 2017. Ranking the issues helps prioritize and determine what warrants the most attention on which to focus efforts for solutions. Attached is a full and prioritized SWOT analysis.

LAND USE GOALS & SPECIFIC RECOMMENDATIONS: The following goals have been identified through the Land Use Plan process. Additional goals are provided through the Economic Development and Transportation Plans.

- » Plan for multi-modal transportation
- » Plan for transit-oriented development
- » Coordinate regional transportation investments with job clusters
- » Plan for mixed land-use patterns that are walkable and bikeable
- » Plan for infill development
- » Encourage design standards appropriate to the community context
- » Discourage development in hazard zones
- » Upgrade infrastructure and facilities in older and substandard areas
- » Plan for physical activity and healthy lifestyles
- » Encourage water conservation
- » Protect and manage streams, watersheds, and floodplains
- » Plan for a balanced land-use mix for fiscal sustainability

- » Provide a range of housing types
- » Plan for a jobs/housing balance
- » Plan for the physical, environmental, and economic improvement of mature neighborhoods
- » Provide accessible parks, recreation facilities, greenways, and open spaces near all neighborhoods
- » Plan for access to healthy foods for all neighborhoods

Specific Recommendations:

- » Conduct further study and develop long-range land use and transportation plans for the Bedford-Euless Road corridor and adjacent commercial properties.
- » Conduct further study and develop long-range land use and transportation plans for the South Triangle – Glenview, Rufe Snow and Boulevard 26.
- » Create flexible and high quality residential design standards that are more responsive to the market and enhances neighborhood appeal.

ECONOMIC DEVELOPMENT PLAN: The below goals and objectives were developed by the Economic Development Advisory Committee and the Strategic Plan Committee as part of the strategic plan update.

1. Redevelop and reuse vacant and underutilized properties.
 - » Revitalize and reinvest in existing commercial properties.
 - » Reenergize mature transportation corridors.
 - » Develop City Point into a vibrant urban village.
 - » Implement the Freeway Corridor Overlay Plan.
 - » Redevelop existing neighborhoods.
2. Promote a positive business climate.
 - » Retain and foster a quality business environment.
 - » Support a regional approach to business recruitment.
 - » Provide infrastructure capacity for economic growth.
3. Develop and promote an attractive, diversified, and thriving community.
 - » Maintain quality development standards.
 - » Maximize the benefits of commuter rail service.



- » Promote awareness of the historical areas of NRH.
- » Promote tourism, hospitality, and entertainment.
- » Continually market to enhance the image of NRH.

The Economic Development Advisory Committee held the following meetings in preparation of the plan.

DATE	MEETING TOPICS
May 2017	City overview and discussion of the 2003 Economic Development Plan
July 2017	City Deep Dive: business, development, property, and societal trends
March 2018	Review and discuss plan goal #1
May 2018	Review and discuss plan goals #2 and #3
June 2018	Joint meeting of the Economic Development Advisory Committee and Strategic Plan Committee
September 2018	Confirm, discuss, and recommend plan