



Burleson
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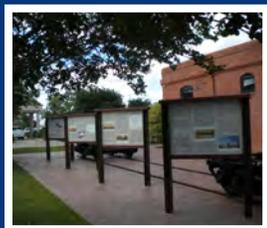


planning report



Comprehensive Plan

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Acknowledgements

City Council Members

Kenneth Shetter, Mayor
Stuart Gillaspie, Mayor Pro Tem
Carter Mahanay
Dan McClendon
Matt Powell
Chip Stephens
Jim Wadlow

Planning & Zoning Commission Members

Scott McMillan - Chairman
Matt Aiken - Vice-Chairman
Nancy Haggerty
Vicki Lewis
Walter Norwood
Doug Peterson
Glenn Wilson
Jerry Allen*
Cory Smithee*

City Staff

Curtis Hawk, City Manager
Paul Cain, Deputy City Manager
David Wynn, Deputy City Manager
Shai Roos, AICP, Director of Community Development
Surupa Sen, Senior Planner
2008 – 2010 Community Development Staff

Freese and Nichols Planning Team

Dan Sefko, FAICP, Project Manager
Erica Craycraft, Project Planner

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Introduction

Change is the law of life. And those who look only to the past or present are certain to miss the future.

- John F. Kennedy

Imagine Burleson: Roadmap to 2030 is a plan to preserve the past, realize the potential of the present, and guide the future of the City of Burleson. It is a coordinated effort of citizens, decision-makers, city staff, and other stakeholders who hold Burleson close to their hearts and choose to live or earn a living here.

The plan analyzes the issues presented by the current conditions to develop a vision for the future of Burleson, and designs the pathway to achieve that desired future. As we have seen in the last decade growth in Burleson is inevitable. This plan is meant to help us preserve our history and resources, as well as manage this growth sensibly and responsibly. This Imagine Burleson document is intended to be a dynamic, adaptable guide to help decision-makers, citizens, City staff, and other stakeholders shape Burleson's future on a continual, proactive basis.

This planning document forms the basis for policy decisions (such as development ordinances and short- and long-term action plans). Policy-makers and City staff will use this document as a guide while reviewing development projects, City budget, prioritizing capital improvement projects, and drafting ordinances to direct growth that leads to the vision identified in this document. For citizens and potential developers, this plan can be used as a guide to:

- Compare development requests or projects with the vision and strategies of this plan
- Choose the right project or realign the request to meet the vision and
- Review recommendations and implementation ideas to determine an appropriate development model



Imagine Burleson: Roadmap to 2030 is structured into four sections – Introduction, Vision, Strategies and Implementation. The process to arrive at this final plan is outlined below.

The 2010 Picture section, located within the appendix, represents the first step in developing the plan. It enables everyone to have a clear understanding of the physical and demographic characteristics of Burleson and its surrounding region.

People are the heart of any city: they are the reason for the existence of government, the need for homes and neighborhoods, the need for roads and parks. Each community has a unique citizenry and plan recommendations should be focused on meeting its specific needs. This section examines Burleson’s population growth and provides analysis of local population characteristics such as age, ethnicity, education, and employment.

An analysis of present land use patterns is included to fully assess the City’s future needs. The land use patterns that exist today have evolved to satisfy the requirements of the community as it has grown and developed. The 2010 Picture provides documentation of the people and land currently within the City, allowing policies and implementation actions to be tailored to the needs of Burleson’s current and future citizens.

Planning Process

- **The 2010 Picture**
Where are we?
- **Vision**
Where do we want to go?
- **Strategies**
How do we get there?
- **Implementation**
Actions to get there
- **Performance Measures**
Keeping on the right track



Introduction

The **Vision** section describes the future of Burleson based on the desires and dreams of Burleson’s citizens and stakeholders who participated throughout the planning process.



The vision is the formation of a mental image of something that is perceived to be possible, it is an imagination that reveals what Burleson can be. Developing a cohesive vision of the City’s future allows residents, business owners and visitors an opportunity to see what this City strives to be. This vision represents what the people of Burleson value in their community and what they want for its future.



The rapid growth experienced by the City in the last decade is anticipated to continue in the upcoming years. Depending upon how such growth, however, is directed, these changes could be extremely beneficial for the City’s residents, commerce and infrastructure. Unguided and uncoordinated growth can harm the qualities valued by the citizens of Burleson.



The vision helps guide and inform the decision-making process to define and manage the City’s future, providing the opportunity to make sound, informed choices toward accomplishing the community’s goals.

The **Strategies** section guides policy decisions over time in order to achieve the desired vision in regards to land use, transportation, neighborhoods, environment, economic development and urban design. This section is divided into six key initiatives:

1) Land Use

This subsection identifies and describes the new land use types, which have been carefully drafted in order to best meet the community’s needs and goals. These land use types incorporate and arrange employment opportunities, entertainment centers, transportation, urban design and housing for both existing and future development in ways that can decrease the use of cars, increase the use of public transit, and decrease the overall amount of developed land to promote open, green spaces. The future land use map (page 3-4) shows the locations of these land use types.



2) Complete Streets

This subsection addresses transportation strategies. It incorporates the “livable streets” principles of Context Sensitive Design (CSD), which goes beyond traditional thoroughfare planning to be more inclusive while addressing long-term land use goals. CSD relates and integrates land use and thoroughfare planning to ensure that street design responds to the character of the neighborhoods that streets pass through.



3) Community Enhancement

This subsection puts forth strategies to create strong, healthy neighborhoods and ensure that all parts of the City have equal access to quality neighborhoods with good public schools, parks and other public amenities. This subsection also focuses on creating housing options that answer the needs of a diverse population while sustaining existing neighborhoods and steering growth toward areas where it is wanted and needed.



4) Environmental Sustainability

This subsection focuses on protecting water quality and watersheds, promoting energy efficiency, increasing the urban tree canopy, improving air quality, protecting and enhancing open space, planning for more parks and maintaining important views and vistas. This strategy is intended to address the community’s desire for open space, recreational trails, adequate drainage and preservation of natural areas.



Policies to mitigate the urban heat island effect, improve storm water management, reduce smog, expand the absorption capacity of floodplains and allow the restoration and rehabilitation of riparian corridors are included in this subsection. Strategies in this subsection are aligned with and build upon Burleson’s 2008 Parks and Open Space Master Plan to ensure that residents can enjoy access to quality natural areas and recreational opportunities in the decades to come.



Introduction

5) Diversified Economy

The approach to economic development strategies in this plan is based on balancing land use as a tool for structuring a sound tax base. It also recognizes that strategically using public resources can stimulate private investment. The challenge is utilizing the City's location in the DFW region, proximity to downtown Fort Worth and availability of highway and air access to create a place where all types of people want to live and businesses want to locate because of the City's range of amenities.



Imagine Burleson stresses that economic development in Burleson should focus on enhancing the built and natural environment of the City that drew the current population to move here. Additionally, economic development efforts should recognize that diversity, and the cultural assets it brings to the City, is a path to enhancing the standard of living for all current and future residents.



Strategies in this subsection address investment in the HighPoint Business Park, enhancing IH-35W and SH-174 corridors, redeveloping Old Town, and developing SH-121 corridor and Transit Oriented Development through partnerships with BISD, Hill College, Texas Wesleyan University and the private sector.

6) Urban Design

Urban design principles deal with the sensory response of people to the community's physical environment: its visual appearance, its aesthetic quality, and its spatial character. This subsection of the plan integrates urban design considerations into the City's growth and development processes. Urban Design considerations help create an attractive and recognizable physical environment that complements the functional organization of Burleson, and reinforces a sense of "community" among the people who live here.



Urban design strategies in this subsection focus on:

- bolstering people's sense of well being and civic pride
- creating an awareness of different neighborhoods or areas within the City and
- encouraging reinvestment into the community to stabilize taxes (property values in well-designed cities tend to increase, lessening the need to raise tax rates) and create quality, sustainable developments that attract businesses and residents, expanding the tax base.

Introduction

The **Implementation** section provides action steps for accomplishing goals outlined in the Vision and Strategy sections. While the Strategies section provides a guide and framework for decision-making regarding the six key initiatives described above, the Implementation section provides specific actions for achieving the strategies related to land use, connectivity, community enhancement, environmental sustainability, diversified economy and urban design. This section also provides **performance measures** for citizens, decision-makers and City staff to create a framework for tracking progress towards achieving the vision of Imagine Burleson.



***We must ask where we are and whither we are tending.
- Abraham Lincoln***

What will the future hold for Burleson? What should the City look like in 2030?

We Are...

- ***Focused on building a dynamic future, while preserving our rich history.***
- ***Dedicated to establishing a great place to live, learn, work, and play.***
- ***Committed to being a sustainable community for all, through every stage of life.***

...Imagine Burleson

The vision for Burleson described within this plan will help shape and direct growth and development for the next twenty years and beyond. This plan is premised upon a shared vision of what Burleson should be as it continues to grow and become an increasingly mature city.



What is a vision?

a statement of shared values

a statement of what we hope to become

a statement of desires, dreams and hopes for the future

This shared vision was the culmination of a nine month long public involvement process which started in January 2009. Hundreds of Burleson residents and business owners contributed their time and ideas to Imagine Burleson. Some attended stakeholder presentations given by staff over a four-month period at 14 service clubs, at various City boards and commissions meetings, and at Chamber of Commerce events. Others participated in interactive workshops at five town hall meetings. The common themes that emerged from these meetings regarding the desires of the residents for what Burleson should be in the future were presented to the 14-member Comprehensive Plan Steering Committee. This committee (comprised of the Planning and Zoning commissioners and City Council members) over the course of several months and many meetings helped shape these common themes for the creation of this vision.

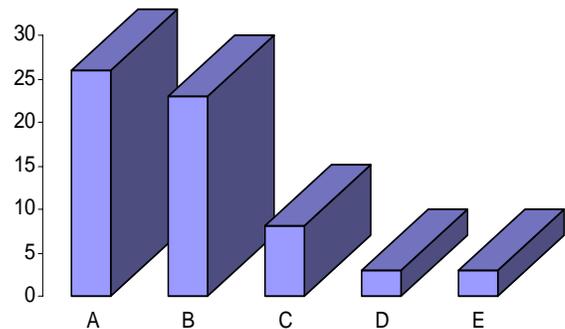
Creating the Vision

Town Hall #1

At this meeting, public input was received primarily through an exercise called a Visual Character Survey, or VCS. The VCS is a technique in which respondents are asked to score a series of photographs based on developments they find to be visually preferable and appropriate for Burleson. The VCS is an effective method of receiving attitudinal, aesthetic-based input using real-world examples of developed areas and elements, however it is not necessarily scientific in nature.

VCS Scale

- A = Love it (Have to have it)*
- B = Like it (Want it in Burleson)*
- C = Can live with it (Hmmm!)*
- D = Neutral (Have no strong opinion)*
- E = Unacceptable (Not in Burleson)*



Sample VCS picture and corresponding rating graph

Common themes that emerged at this meeting:

- *Mixed use and retail developments with façade articulation and quality building materials*
- *Context sensitive street design*
- *Pedestrian friendly developments*
- *Public spaces with sidewalks, benches, and open areas*
- *Open space featuring parks, trails, and natural landscape*

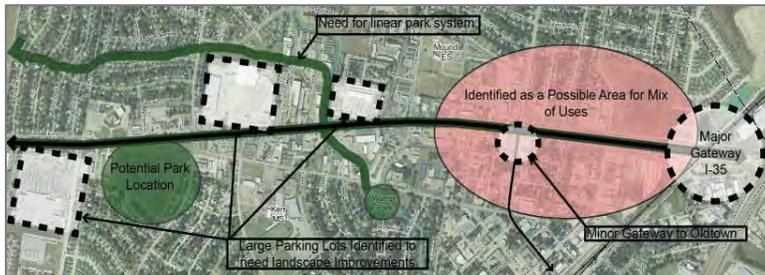
The VCS developed for Burleson included the following categories: residential development, neighborhoods, open spaces, nonresidential development, public spaces, and streets. Respondents were shown 89 images (see appendix for images and results) corresponding to these categories. They were asked to rate each image according to the scale as shown.

The results were calculated to determine the score for each image. The highest rated images were used to identify the specific characteristic(s) found desirable or undesirable for Burleson's neighborhoods.

Creating the Vision

Town Hall #2

This meeting featured an interactive exercise to identify desirable types of land use throughout the City, predominantly along Wilshire Boulevard. Participants formed several groups and received a large map of the area, as well as paper chips designating specific land uses in a particular area. Following the exercise, each group presented its map and described the selected uses and their placement.



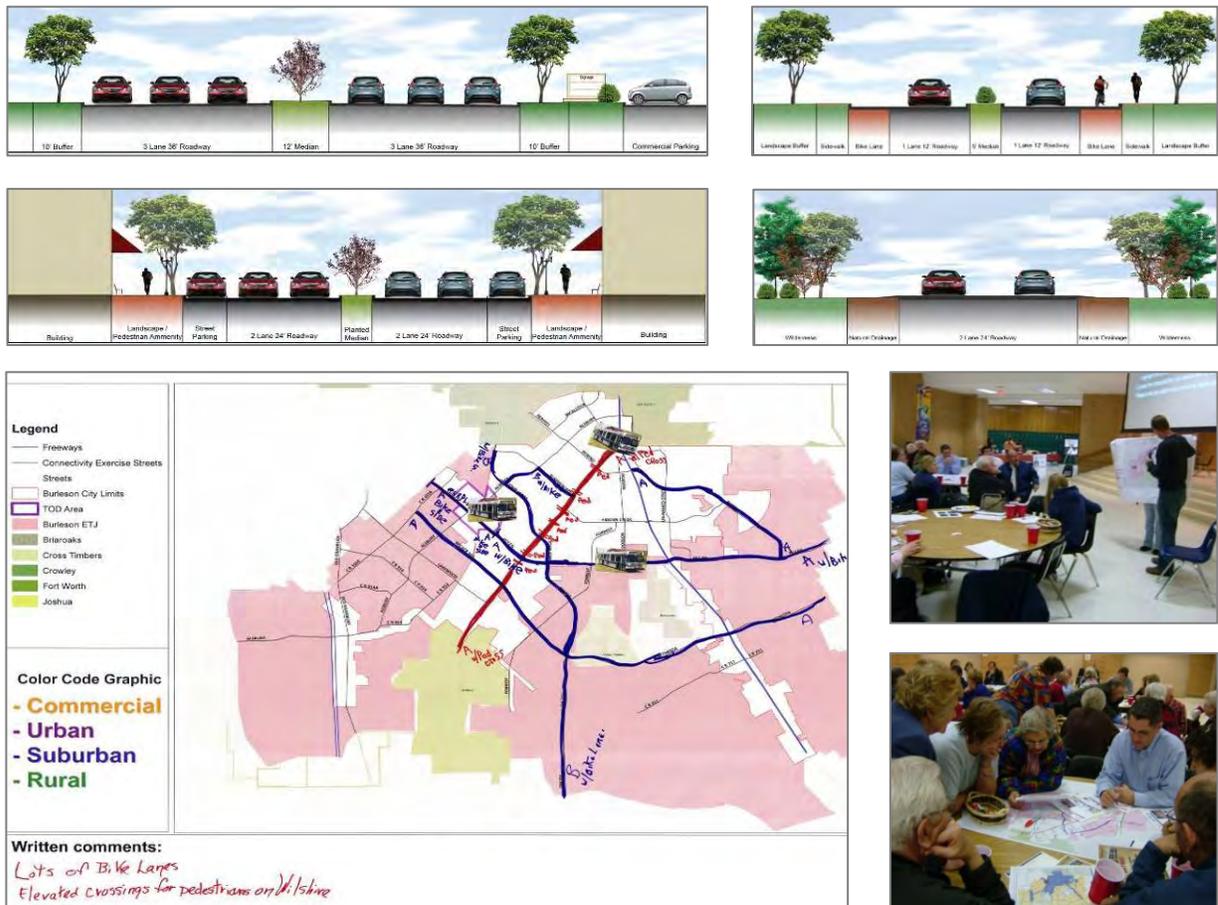
Some of the common themes that emerged at this meeting:

- *More support services in the residential areas, such as dry cleaners, day cares, small medical facilities, and grocery stores*
- *Development of the Wicker Hill area should be considered, possibly incorporating a library, a small college, a business park, local shops and restaurants, and/or townhomes*
- *Mixed use developments or form-based districts should be considered*
- *Safety near the high school (Wilshire Boulevard and Elk Drive) – better lighting, safer bike paths, and a safer crosswalk across Wilshire Boulevard*
- *A “central area” core to serve as the focal point for Burleson, incorporating pedestrian-oriented design elements*
- *Landscaped medians with wide sidewalks and gateways*
- *More parks – including dog parks, pocket parks, trails, linear parks, and open space areas*

Creating the Vision

Town Hall #3

The purpose of this meeting was to address the character of Burleson's thoroughfares. Participants formed small groups, and each group worked to create a map representing the character they hoped each corridor would possess in the future. The groups were asked to identify the overall character of each thoroughfare, and then determine whether a higher level of landscaping and pedestrian amenities was appropriate, or if a more vehicular-oriented roadway was desirable.



Common themes that emerged at this meeting:

- Additional roadway/pedestrian connectivity – context sensitive streets
- Access to public transportation, especially in Old Town – trolley cars
- Safer crosswalks, better lighting and reduced sign clutter
- Landscaped medians, street trees and sidewalks along most thoroughfares
- More trails and bike lanes

Creating the Vision

Town Hall #4

The topic of this meeting was the Old Town area. An open discussion was held to determine what residents liked or disliked about the area, as well as what they would like to see in the future for the district. Participants' comments were entered into a PowerPoint presentation as received and displayed overhead to encourage an interactive discussion among the group.



Existing Development

What is your opinion of the existing development in the Old Town area?

- Really like new buildings at Renfro & 35
- Like the restaurant variety, limited parking
- Inconsistent sidewalks, not very walkable/safe
- Parking demand shifts/shared parking is beneficial
- Need restaurants, a place for entertainment, performing arts venue
- More restaurants, shops
- Plan for the rail, protect environment/atmosphere we have now
- Trolley possibility
- Ensure green space, parks; preserve history
- Plenty of restaurants in the Main Street area, limited parking
- Wider sidewalks, better lighting, more pedestrian-friendly, connect to parks
- Connectivity, performing arts, outdoor multi-purpose venue



Common themes that emerged at this meeting:

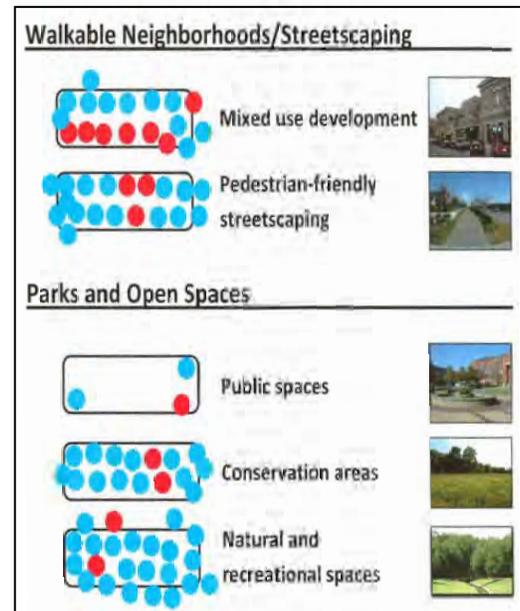
- *Mixed use developments with residential lofts*
- *A wider variety in shops and restaurants*
- *Performing arts venue, possibly a multi-purpose outdoor venue*
- *Bed & Breakfasts permitted by-right in the district*
- *Preservation of small-town charm*
- *More pedestrian friendly – wider sidewalks and better lighting*
- *A garage, remote parking, or encouraged shared parking could be helpful*
- *Connections to parks*
- *Expand boundary north along Interstate 35W*

Creating the Vision

Town Hall #5

This meeting was intended to identify top priorities among Burluson residents and stakeholders. A list of 24 community concepts was displayed, with additional space available for write-ins from the public. Each participant was given five blue dots worth one point each, and one red dot worth five points. Participants were asked to vote on the concepts most important to them by placing their six dots next to each of the categories. Following the meeting, the number of points per category was tallied to create a ranking of the priorities.

It should be noted that some of the public write-in comments have been combined with the provided concepts to determine a total point value. For example, write-ins for “speed bumps around the school” and “speed bumps in residential areas” have been combined with the traffic-calming category.



Top Ten themes that emerged from town hall meetings:

- *Mixed use developments including housing, jobs and shopping, allowing people to live, work, shop and play in the same neighborhood*
- *Variety of services allowing a range of residential densities, open spaces and parks, transit, educational institutions and industrial areas*
- *Performing arts venue, such as an amphitheatre, convention center, museum space, or auditorium*
- *Variety of jobs for available workforce to diversity the local economy*
- *Multi-purpose pathways to attractively and safely accommodate pedestrians and bicyclists, as well as cars, trucks and buses*
- *Pedestrian friendly streetscape appropriate for the character of the neighborhood*
- *Pedestrian crosswalks and connections providing a safe and pleasant pedestrian experience*
- *Traffic-calming and transportation safety*
- *Access to parks and quality natural areas and recreational opportunities*
- *Conservation areas to preserve open space, trees, areas around creeks, and floodplains*

Core Values

Core Values

Six key core values have resulted from analyzing the common themes that emerged from the public input during all five Town Hall meetings. The residents of Burleson identified the following as desirable elements:



1) Land Use

A variety of land use options in Burleson, providing for a variety of entertainment, employment, and tourism opportunities within in the City.



2) Complete Streets

Complete streets as a part of the City's transportation systems, which would allow for more safe and inviting pedestrian and bike travel, as well as automobile and public transit options.



3) Community Enhancement

Conveniently located neighborhood services and programs within residential areas and aesthetically pleasing and higher quality design in developments.

Core Values



4) Environmental Sustainability

Environmental sustainability through the conservation of natural open spaces and parks, and protection of environmentally sensitive areas throughout the City.



5) Diversified Economy

A variety of live, learn, work and play options for both employees and employers to ensure a diversified economy and stabilized tax base in the future.



6) Urban Design

A distinct identity and image for Burleson and its individual neighborhoods using urban design standards to guide future development, creating and maintaining the City's desirable neighborhoods.

Land Use

One of the emergent themes from the public involvement process was the need for a variety of land use options, especially a mix of housing options by type (owner-occupied versus renter-occupied, or single family versus multi-family), cost (average home values), and size of the homes. A desire for mixed use developments as opposed to only traditional single family neighborhoods was expressed during most Town Hall meetings. Following are the basic goals for enhancing the use of land within the City:



Diverse land use base

- *Promote mixed use areas*
- *Provide districts that will support offices, businesses, and industries that attract and maintain job opportunities*



Cultural venues

- *Promote public private partnerships*
- *Facilitate opportunities to foster artistic ventures*

Park and open space

- *Encourage implementation of 2008 Parks, Recreation and Trails Master Plan*
- *Promote developments that conserve natural open space*



Focus areas

- *Provide additional shopping, dining, and entertainment opportunities*
- *Promote development of Old Town, transportation corridors: SH-174, SH-121 and IH-35W, the Transit Oriented District, and the HighPoint Business Park and surrounding areas*

Complete Streets

Throughout the public input process, participants consistently expressed the desire to create safe and inviting road networks for everyone, including bicyclists, drivers, transit operators and users, and pedestrians of all ages and abilities. The participants placed great emphasis on a street network that is capable of efficiently and quickly moving vehicular traffic while maintaining the small town character of the City. Participants also placed a high value on relating street design to the adjacent developments and the pedestrian experience. All these values are components of a street design concept called complete streets. Following are the basic goals that will take Burleson's streets towards the vision of our residents:

Multi-modal transportation

- *Promote a transportation infrastructure that is more pleasant and safe for pedestrians, bicyclists, transit riders, and motorists*

Pedestrian friendly design

- *Promote street designs that encourage pedestrian activity*
- *Encourage developments that support walkability*

Public transit options

- *Promote various modes of public transit – rail, bus and trolleys*

Context sensitive design

- *Promote appropriate street sections and other rights-of-way design guidelines that take into consideration the context of the neighborhood in addition to the engineering criteria*



Community Enhancement

Participants in the visioning process indicated that enhancement of the character and amenities within Burleson's residential neighborhoods would be desirable. Basic goals to achieve this vision include:



Physical environment of neighborhoods

- *Promote neighborhood designs that allow easy access to basic services*
- *Promote neighborhood designs that will support full life cycles (starter families to empty nesters and beyond)*



Social sustainability

- *Promote neighborhood designs (structures, open spaces, streets, etc.) that are unique and respect Burleson's history*
- *Facilitate neighborhood designs that promote amenities that enhance the small town character (neighborhood parks, public squares, rural/natural open spaces, outdoor cafés, etc.)*



Environmental Sustainability

Burleson residents expressed a desire to become more environmentally sustainable, which means to ensure that natural resources are not used more quickly than they can be replenished. The following area goals intended to enhance the environmental sustainability of the City:

Open space conservation

- *Promote conservation of environmentally sensitive areas*

Sustainable built environment

- *Encourage environmentally sensitive building design and site layout*
- *Reduce the effect of urban heat island, lower energy costs, reduce travel needs*

Storm water management

- *Encourage developments that minimize storm water run off*
- *Protect streams, creeks and other drainage ways from pollution*

Air pollution

- *Minimize traffic congestion and trip generation*
- *Promote clean fleet or low emission fleet*
- *Promote public transit and alternate modes of transportation*



Core Values

Diversified Economy

Burleson's citizens clearly stated their desire for enhanced economic opportunities in Burleson. In all town hall meetings, residents expressed the desire to diversify both the employment and business opportunities. Following are the basic goals for enhancing economic development in Burleson:

Strategic economic development programs

- *Promote focused programs and processes that are backed by all stakeholders*



Diverse and viable economic base

- *Provide a diverse base of land uses*
- *Promote a built environment that supports long-term compatibility*



Business retention and recruitment

- *Expand the City's nonresidential tax base*
- *Create a wide range of permanent and seasonal employment opportunities*
- *Promote incentives that are based on the "but for" factor (i.e., development or improvements would not have occurred, but for the incentive)*



Workforce training and education

- *Develop community training and educational programs*
- *Promote the use of local services and labor*



Core Values

Urban Design

Citizens clearly stated their desire to create a sense of identity for Burleson. In all town hall meetings, citizens expressed the desire to enhance the City's built environment (developments, neighborhoods, open spaces, streets, signage etc.) such that it creates a unique image for the City for both residents and visitors. Following are the basic urban design goals for enhancing Burleson's physical environment: its visual appearance, its aesthetic quality, and its spatial character:

Community image and sense of place

- *Promote a built environment that incorporates unique identification elements, such as distinct districts, nonresidential development nodes, and landmarks that create a cohesive identity throughout the City*

Visual appearance

- *Provide design guidelines that enhance all elements of the City's physical structure, such as buildings, neighborhoods, and streets*



Strategy is a "how," a means of getting from here to there.
- Henry Mintzberg

The vision for Imagine Burleson: Roadmap to 2030 tells us where Burleson wants to be in the next 20 years and beyond. Strategies described in this section are the pathways to reach that destination. Burleson residents have already painted their dream city; the strategies in this section will help them realize that dream. These strategies will also provide a basis for short-term and long-term policies and projects to achieve this vision.

The strategies in this section are divided into six subsections based on the core values defined in the previous Vision section. It is important to remember that comprehensive plan strategies are essentially long term in nature. They provide the foundation for action plans, small area plans, capital improvement programs and Citywide budget allocation. These strategies will take time to mature and be successful; therefore they are meant to be a guide for long term planning, rather than programs for immediate action.

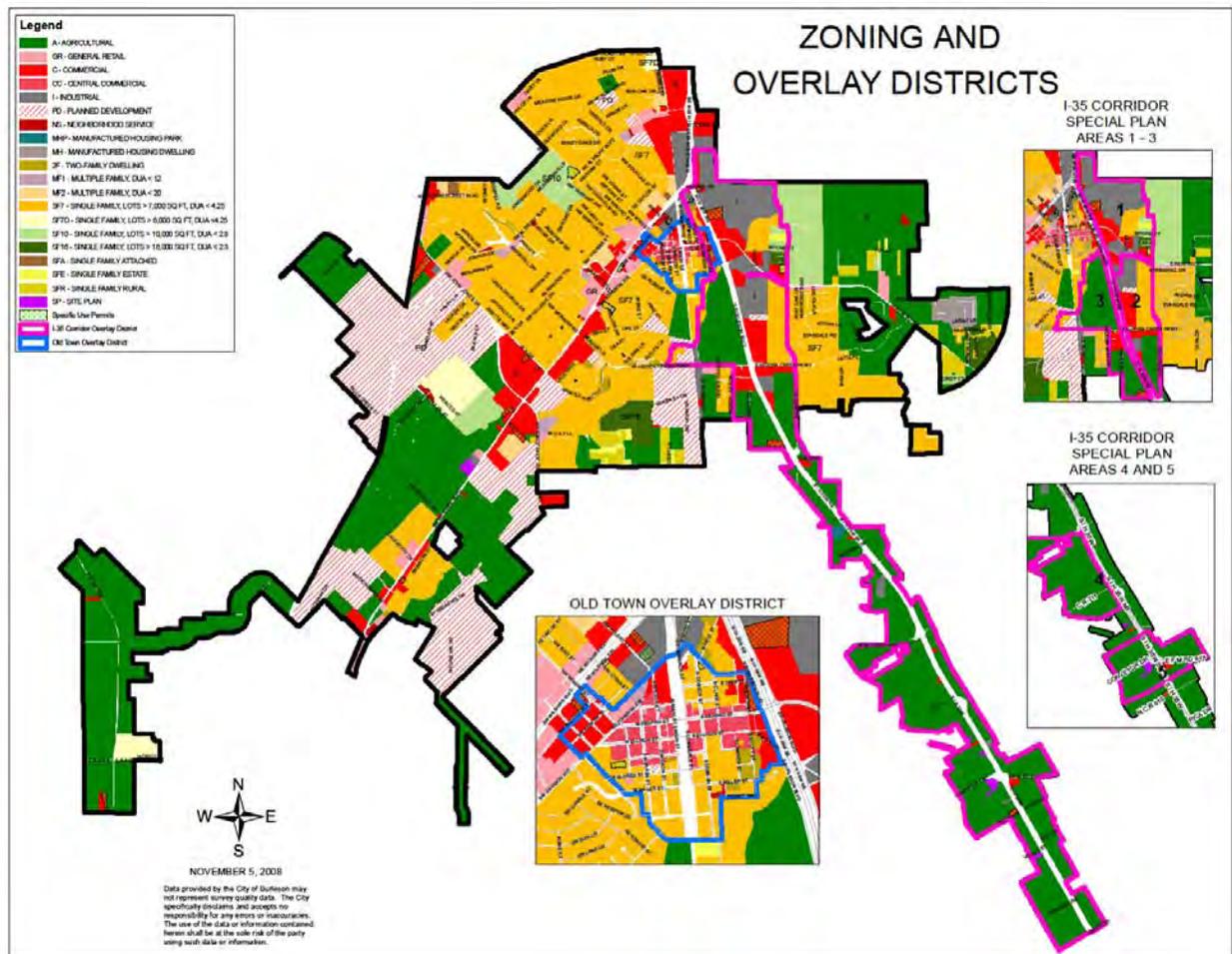
- ***Land Use***
- ***Complete Streets***
- ***Community Enhancement***
- ***Environmental Sustainability***
- ***Diversified Economy***
- ***Urban Design***



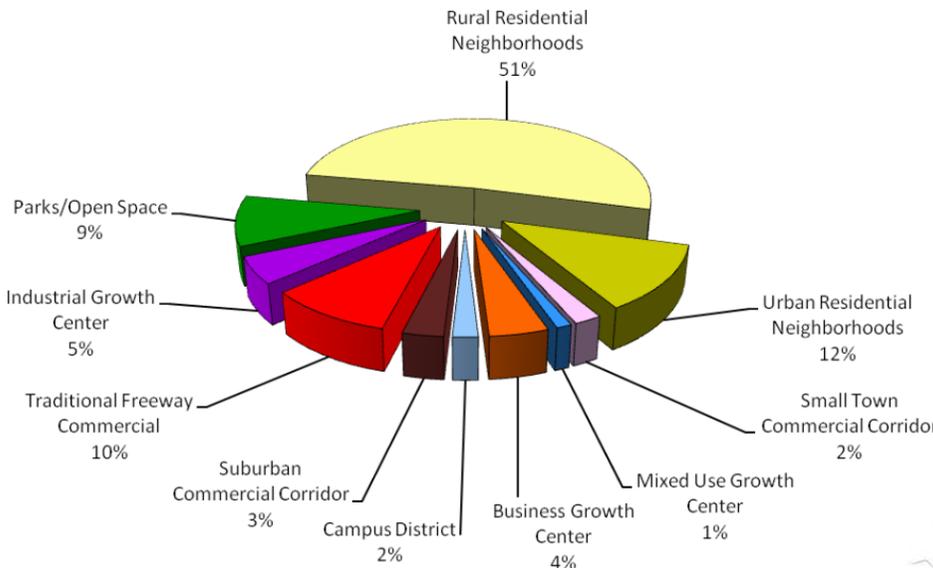
Throughout the envisioning process, citizens and business leaders expressed their interest in improving the current land uses within Burleson. Strategies in this subsection focus on improving future land uses to reflect the diversity and quality desired by Burleson’s residents.

The Future Land Use map (page 3-4) is a graphic representation of recommended land uses throughout the City and the ETJ. It is intended to guide future land use decisions. The Future Land Use map differs from the City’s zoning map, which enforces the designated land uses.

The Future Land Use map is an illustration of the collective desires and goals of residents, business owners and civic organizations. It is what the City could become in 20 years, not necessarily what exists today. This land use plan will serve as a guide during discussions and the decision-making process regarding development, land use and growth. It will not be the endpoint of discussions, but rather an additional element considered along with other more site-, area-, person-, and business-specific issues. **The Future Land Use map is not** a zoning map, which addresses specific development requirements on individual parcels.

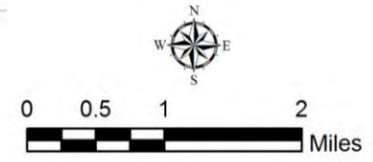
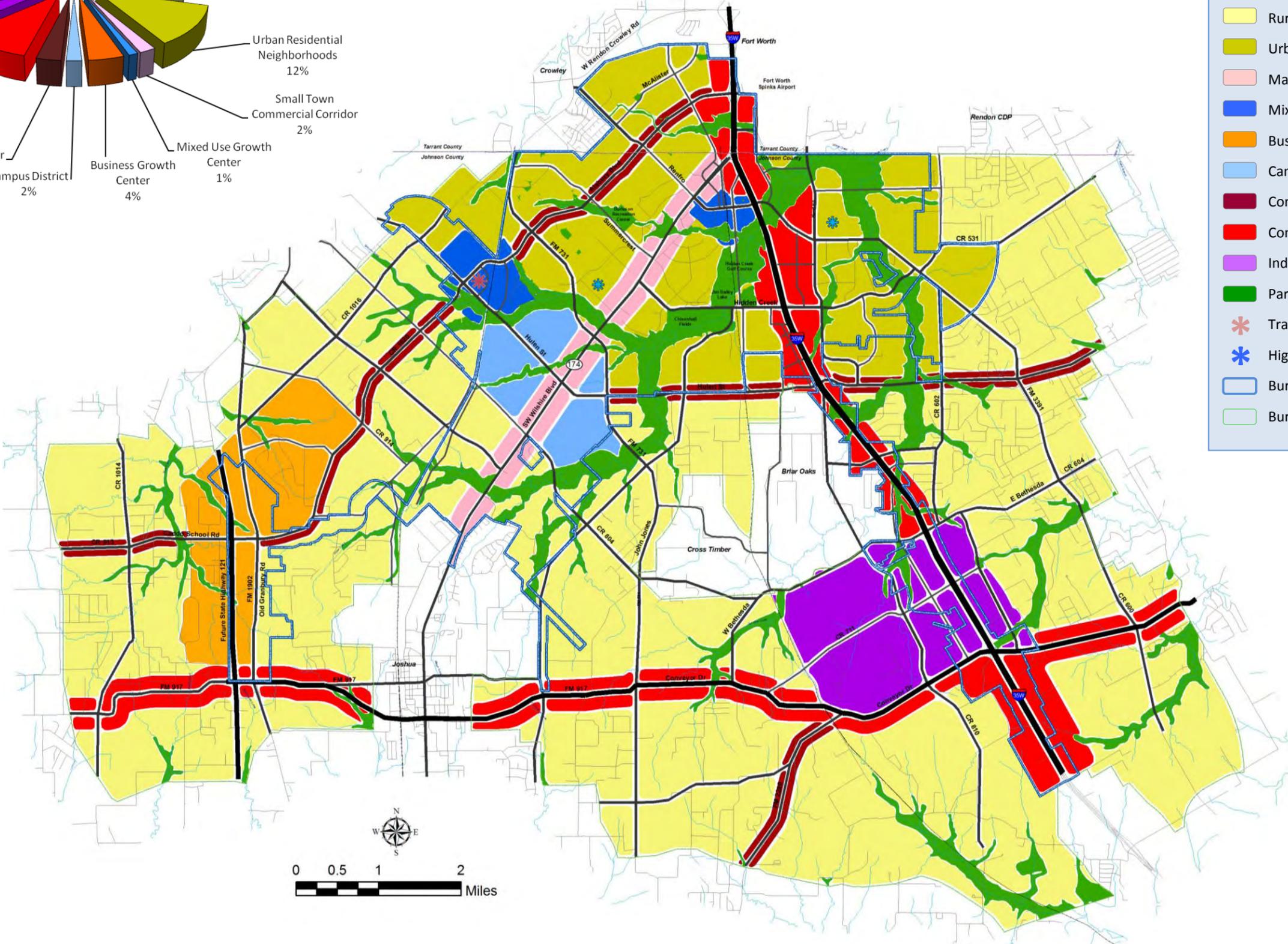


Future Land Use Map



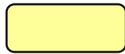
Legend

- Rural Residential Neighborhood
- Urban Residential Neighborhood
- Main Street Corridor
- Mixed Use Corridor
- Business Growth Center
- Campus District
- Commercial Corridor
- Conventional Freeway Commercial
- Industrial/Employment Growth Center
- Parks and Open Space
- Transit Oriented Development
- High Schools
- Burleson City Limits
- Burleson ETJ Boundary



Future Land Use Categories

The following section describes each of the land use categories as shown on the Future Land Use map.



Rural Residential Neighborhoods

This category represents the traditional neighborhood of large lot (one acre or more) single-family detached homes and rural large acre properties that may be involved in agricultural uses. Individual lot size, setbacks and scale of the home may vary from neighborhood to neighborhood. These areas rely primarily on cars for access to shops, restaurants or institutional land uses such as schools and religious centers, although traffic on neighborhood streets is expected to be low. Cut-through traffic from commercial areas should be strongly discouraged. While not always typical, newer neighborhoods in this category may provide better pedestrian access to community services through shorter block lengths, narrower streets, sidewalks and greenbelts with hike and bike trails.



Urban Residential Neighborhoods

This category is predominantly residential with traditional development patterns but should allow for a mix of densities, lot sizes, housing types, styles, and patterns that can be accommodated or retrofitted in a conventional single-family type structure. The primary uses in this category include single-family residences, such as duplexes, patio homes, and town homes. Supporting and complementary uses, such as open space, schools and other public or civic uses, are also encouraged in this category. Accessory dwelling units (granny flats, garage apartments and carriage houses) may be appropriate within some neighborhoods. Neighborhood retail, such as a “mom and pop” convenience grocers, dry cleaners, bakeries, and bookstores, may be appropriate in newly developing areas if developed in harmony with the residential character. Neighborhoods in this category should have increased pedestrian access to community services through shorter block lengths, narrower streets, sidewalks and greenbelts with hike and bike trails and should provide improved access to transit service.



Main Street Commercial Corridor

Main Street Commercial Corridor is a place for living, working and shopping and should mainly be located along access roads of state highways such as SH-174 or Renfro Street. The vision for this land use category is concentrations of pedestrian, retail and office activity with some mixed use and residential uses, similar to 7th Street and portions of Camp Bowie Street in Fort Worth and Lovers Lane in Dallas.

Main Street Commercial Corridors are active areas with buildings one to four stories in height and usually placed directly along the sidewalk with on-street parking. Away from the Main Street Commercial Corridor area, density should decrease to minimize impacts on nearby neighborhoods. This area should be served by some form of public transit (likely buses), and contain safe and pleasant walking environments. Streets have trees and wide sidewalks. There may even be landscaped paths from the corridor to rear parking areas, sidewalk cafés, outdoor dining areas or courtyards. The primary public investment in these areas would be upgrading streets and walkways to create safe high-quality pedestrian environments.

Mixed Use Growth Center

Mixed Use Growth Centers support a compact mix of office, retail, cultural facilities, and housing, providing the residents with a vibrant blend of opportunities to live, work, shop and play within a closely defined area. This land use category should incorporate a range of building structures and land uses, including multi-story residential above retail, townhomes and single family residences. People on foot or bike can enjoy interesting storefronts at ground level with benches, public art, on-street parking and wide sidewalks, creating an appealing streetscape. Large parking areas and other auto-oriented land uses should be discouraged in these areas. The uses in Mixed Use Growth Centers should transition quickly in scale, density, and intensity away from the centers, respecting existing single-family neighborhoods while maintaining a strong focus on transit access via rail, streetcar or bus.



Business Growth Center

This category represents concentrated major employment or shopping destinations. Examples include the SH-161 corridor through Irving and the Hulen Mall area in Fort Worth. This land use category is usually located at major intersections or along highways or major arterials and relies heavily on car access. The Business Growth Center should include high-rise office towers and may include multi-family housing. Parking lots, freeways or arterial roads would typically separate land uses from one another in this category. Streets in the Business Growth Center category should emphasize efficient movement of vehicles. Bold lighting and linear landscaping features, such as esplanades and tree-lined boulevards, should be used to distinguish and identify these areas. Public spaces should be encouraged at key entry points and central locations. Gateway landscaping, monuments and other devices will be used to provide visibility from the freeway and guide visitors to key destinations.



Campus District

The Campus District should be focused around major master-planned educational, institutional or business facilities. The vision for the Campus District includes a variety of offices, shops, services and open space to support the major campus employer and area residents. As they mature, such areas can take on a “university town” feel, such as the area around TCU in Fort Worth, a “hospital district” feel, such as the area around Harris Methodist Hospital in Fort Worth, or “religious district” feel such as the area around Beltline Road in Farmers Branch. This category should have convenient transportation access options as an integral component. Economic development efforts should focus on the spin-off employment opportunities generated by the primary employers. The Campus District may also act as a smaller version of a complete community and include a range of single family and multi-family housing for students, employees and visitors.



Commercial Corridor

Commercial Corridor is commonly located along major streets and can be easily accessed via automobiles. Buildings in these areas tend to be on separate parcels, stand one to three stories in height and include offices and a range of retail and commercial uses. In addition to jobs and services, Commercial Corridors may also include multi-family housing in low- to mid-rise apartment buildings or condominiums.

Landscaping and urban design should enhance visitor's experiences, separate sidewalks from major roads and define pedestrian routes in large parking lots. For large shopping centers, this may involve adding public plazas or other "town center" features. Quality access and visibility are important components to encourage successful auto-oriented developments.



Conventional Freeway Commercial

This land use category is intended for intense, auto-oriented uses with regional emphasis due to the area's high visibility. Uses such as corporate or professional offices, hotels, food establishments and retail centers are encouraged in this category. Mixed use developments, both horizontal and vertical, with a high-density residential component may also be appropriate within some places in this category. Conventional Freeway Commercial areas may also host regional open space such as golf courses and water parks.

This area should be served by a well-designed collector street system to facilitate quality auto-oriented developments. Uses in these areas should be less susceptible to noise and visual pollution because of the proximity to major thoroughfares. Due to the visibility from the roadways, architectural design and screening are important. Spacious landscaped areas and attractive signage and public spaces at key entry points and central locations, gateway landscaping, monuments and other devices should be used to provide visibility from the freeway and guide visitors to destinations and to transition from land uses in this category to other lower intensity uses.



Industrial Growth Center

Industrial Growth Centers offer important employment opportunities, occupy large areas of land and are generally located near major roads and heavy rail lines. Examples in the DFW Metroplex include Alliance Airport and the AgilePort. The Industrial Growth Center area in Burleson should be marketed to industries with potential for upward mobility of skilled workers such as logistics and warehousing. This land use category should include a mix of low and medium density industrial buildings and industrial yards, and have ample surface parking for cars and trucks. The Industrial Growth Center would rely on quality road access with wide street lanes and large intersections, and may be linked to rail for freight purposes. Transit, sidewalks and other pedestrian features should be limited.



Parks and Open Space

This land use category is provided to identify all public parks and open spaces within Burleson. About 5,139 acres within the planning area have been designated as parks/open space. This designation incorporates parks and trails proposed within the City's 2008 Parks, Recreation and Trails Master Plan.



Goal 1: Promote diverse land use options

Strategies:

Land use diversity within the City can be achieved through the following strategies:

- 1-a. New land use categories to address transportation, urban design and housing issues, while incorporating both existing and future development. A combination of these land use categories will create diverse housing, shopping, entertainment and employment opportunities; and
- 1-b. Review and revise development ordinances (including the subdivision ordinance, zoning ordinance, and other ordinances) to allow and encourage preferred land uses in accordance with the vision.

Burleson's land use pattern has evolved over the last several decades to become what it is today. The market, in conjunction with City policy and previous planning efforts, created the existing land use pattern. The challenge now is to maintain the current quality and history of the City while paving the way for new, quality and sustainable development that will contribute to the City in the years to come. The land use strategies section includes a set of strategies directed towards addressing the six main goals that emerged from the public involvement process and a future land use plan.



Goal 2: Promote cultural venues in the City

Strategies:

The following strategies are intended to assist in pursuing cultural venue opportunities:

- 2-a. Initiate plans to evaluate opportunities for appropriate and compatible art and cultural programs and coordinate public investment and land use regulations with development activity. Include area stakeholders in the development of these plans; and
- 2-b. Identify sponsorship opportunities and develop public-private partnerships for funding the infrastructure needed to attract and house various programs.
- 2-c. Expand library sponsored cultural programs like, reader's theatre, book club, puppet shows and other similar programs.



Goal 3: Promote Parks and Open Space Conservation

Strategies:

These strategies are designed to encourage the conservation of parks and open space:

- 3-a. Implement the 2008 Parks, Recreation and Trails Master Plan;
- 3-b. Develop regulations such as landscape and tree ordinances; and
- 3-c. Initiate incentive based regulations that allow for cluster developments and higher densities in return for conserving natural open space.



Goal 4: Promote additional shopping, dining, and entertainment opportunities by developing focus areas

Strategies:

The following strategies are identified to encourage the development of primarily retail establishments within the focus areas throughout the City:

- 4-a. Initiate review of existing Area Plans (Old Town, Transit Oriented Development, IH-35 Overlay) and development of new Area Plans (SH-174 and SH-121, expansion of business park etc) to evaluate land use opportunities for appropriate and compatible development and to coordinate public investment and land use regulations with development activity. Include area stakeholders in the development of area plans;
- 4-b. Develop a Capital Investment Program that focuses infrastructure investments in the adopted focus areas of the City; and
- 4-c. Develop form based and incentive based regulations (for parking, landscaping, etc.) that encourage private investments in the various focus areas.



Complete Streets

“Complete Streets” is a concept that refers to designing thoroughfares to allow for a safe and enjoyable experience for a variety of transportation modes, including automobile, pedestrian, bicycle and mass transit. Elements often incorporated into Complete Streets include wide sidewalks, bike or shared lanes, landscaping, raised crosswalks, controlled access and on-street parking. In addition to increased pedestrian safety, benefits of Complete Streets include more vibrant pedestrian activity, more enjoyable driving experiences and aesthetically-pleasing streetscapes which attract future investment.

Participants expressed the desire to improve the land uses and economic options within the City to prepare for anticipated continued growth in Burleson. Significant roadway construction and infrastructure improvements will be necessary to accommodate the travel needs for those who will live or work within Burleson in the coming years. The City should plan for the realignment of the existing street system to support an integrated network of multi-purpose streets in order to support the increase in demand. The land use strategies subsection defined various land use categories that describe walkable neighborhoods, mixed use centers, Main Street commercial, etc. The next step is to redefine the street system to support such developments in these land use categories.



The Complete Streets subsection presents an opportunity to coordinate transportation and land use planning. It proposes a modified hierarchy of streets as well as a new approach to designing streets.

Future Street Categories

The following section describes each of the street categories as they relate to the Future Land Use categories.

- ***Rural Residential Street***
- ***Urban Residential Street***
- ***Mixed Use Street***
- ***Old Town Street***

- ***Business Growth Center Street***
- **Conventional Commercial Street**
- **Industrial Street**

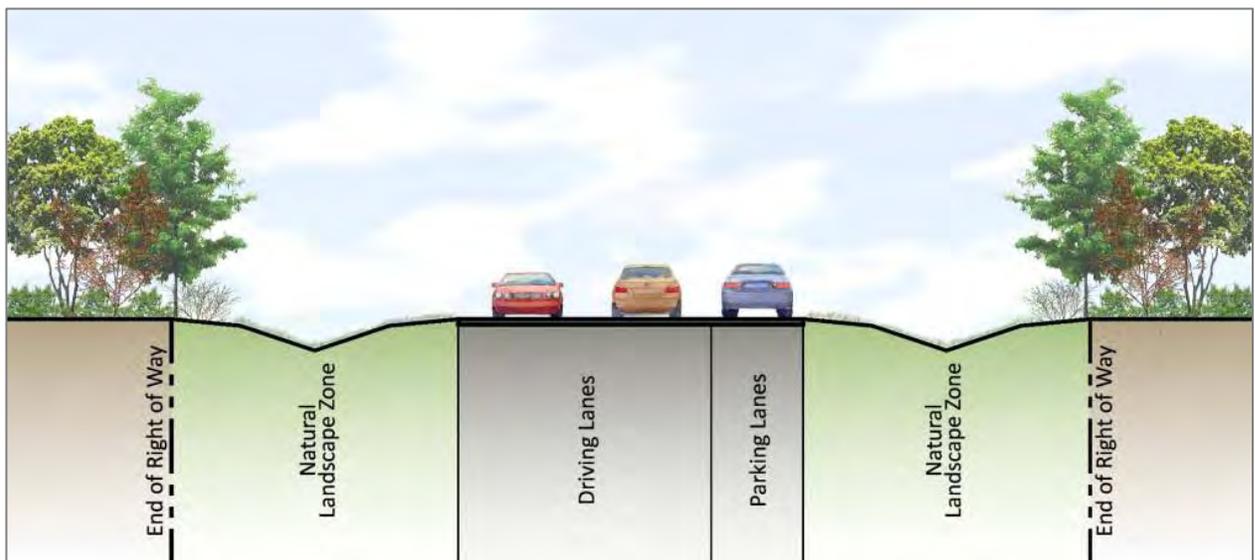
Complete Streets

Rural Residential Street

This street category serves the Rural Residential Neighborhoods land use. The development zone should be characterized by single family lots greater than one acre.

Design elements:

- Number of Lanes – Two lanes.
- Street Width – 30’.
- Landscaping – Preferably maintain the natural landscape, if required provide trees along the natural drainage ways by the street.
- Sidewalks – Sidewalks not recommended along the streets. Dedication of common open space with walking trails is recommended
- Bike Lanes – Where City’s master trail plan connects these areas, bike trails will be available. Otherwise bike lanes are not recommended on these streets.
- On-Street Parking – The 30’ street width will allow on-street parking.
- Street furniture – None recommended



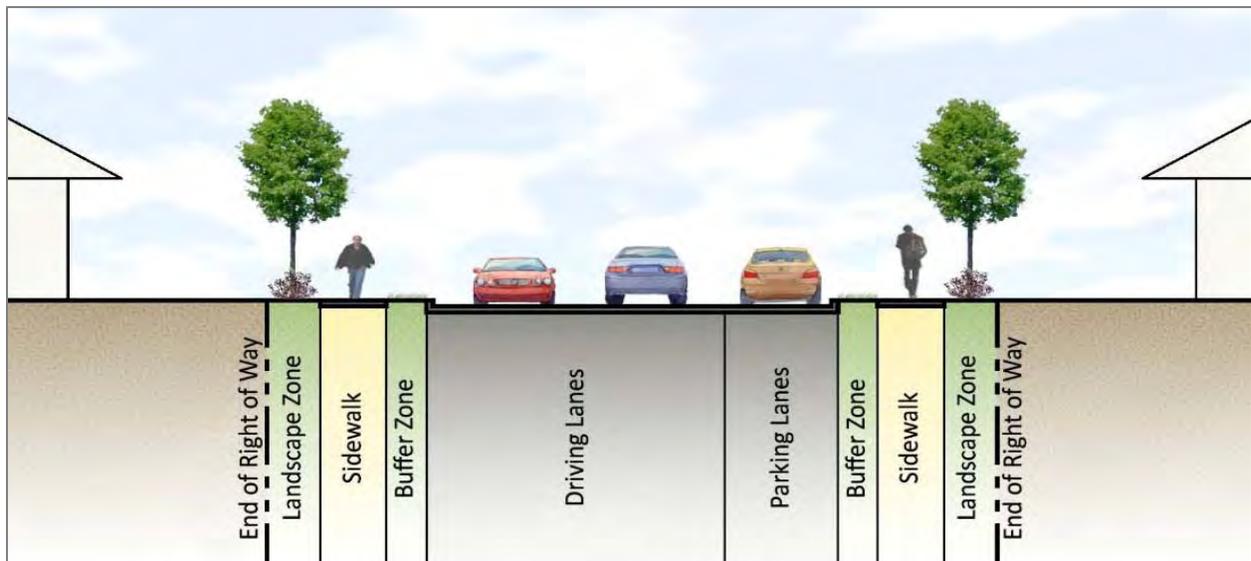
Complete Streets

Urban Residential Street

This street category serves the Urban Residential Neighborhoods land use. The development zone should be characterized by single family lots between 7,000 square feet and one acre.

Design elements:

- Number of Lanes – Two lanes.
- Street Width – 30' (at the face of curb).
- Landscaping – Landscaping behind the sidewalk between the property line.
- Sidewalks – 4' wide standard sidewalk 4' from back of curb. In pedestrian connectivity areas, sidewalks should be 6' wide, 3' from back of curb.
- Bike Lanes – Bike lanes are recommended but will be in mixed traffic not separated by median.
- On-Street Parking – The 30' street width will allow on-street parking.
- Street Furniture – None recommended.



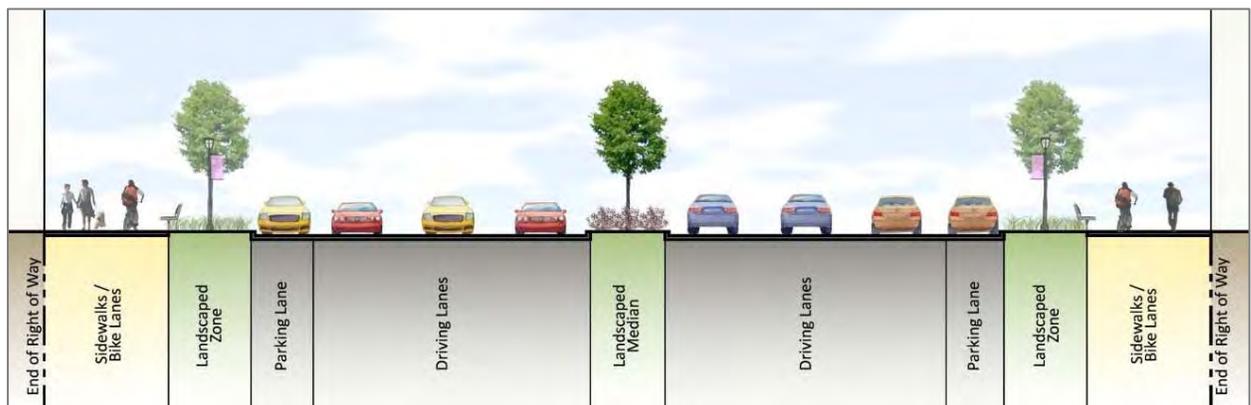
Complete Streets

Mixed Use Street

This street category serves the Campus District and Mixed Use Growth Center land uses, and other destination centers of Burleson, such as the TOD area. The development zone should be characterized by mixed use development that includes medium to high density residential, retail, restaurants, college campuses and various government, professional and academic offices.

Design elements:

- Number of Lanes – Six-lane boulevard.
- Street Width – Two 36'-wide sides of boulevard. Three lanes in each direction.
- Landscaping – Median landscaping and landscaping in 10' area between street and sidewalk. Green zone for pedestrian comfort and to provide buffer between pedestrian and motorized traffic
- Sidewalks – 15' sidewalks/bike lanes at 10' from street. 10' dedicated for sidewalk and 5' dedicated for bikes.
- Bike Lanes – 15' sidewalks/bike lanes at 10' from street. 10' dedicated for sidewalk and 5' dedicated for bikes.
- On-Street Parking – On-street parking recommended.
- Street Furniture – Shaded benches, trash cans, pedestrian scale lighting and other pedestrian friendly amenities are recommended along the sidewalk.



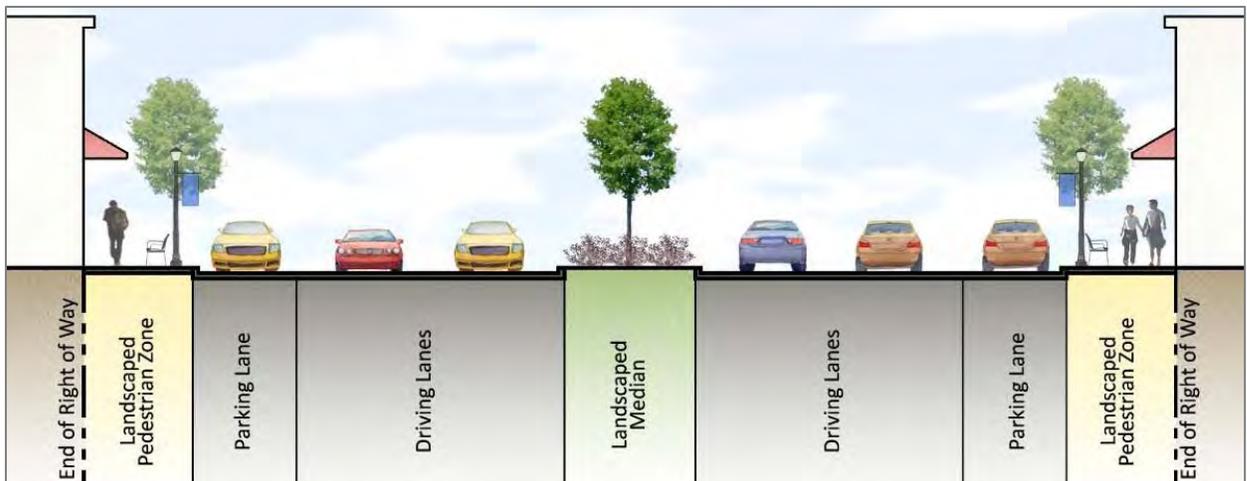
Complete Streets

Old Town Streets

This category serves the Old Town overlay area, under the Mixed Use Growth Center land use. The development zone should be characterized by retail, office, and restaurant development in a pedestrian friendly environment. This section is broken into two different street types: Arterial Street Section (Renfro Street) and Local Street Section (all other streets).

Design elements (Arterial Street Section):

- Number of Lanes – Four-lane boulevard.
- Street Width – Two 33'-wide sides of boulevard. Two 12' lanes and one 9' parking lane. 12' median.
- Landscaping – street trees behind the sidewalk or within the sidewalk in tree grates and median landscaping.
- Sidewalks – 10' sidewalks at back of curb.
- Bike Lanes – Bike racks on sidewalks and mixed traffic bike lanes recommended.
- On-Street Parking – On-street parking required.
- Street Furniture – Shaded benches, trash cans, pedestrian scale lighting and other pedestrian friendly amenities are recommended along the sidewalk.



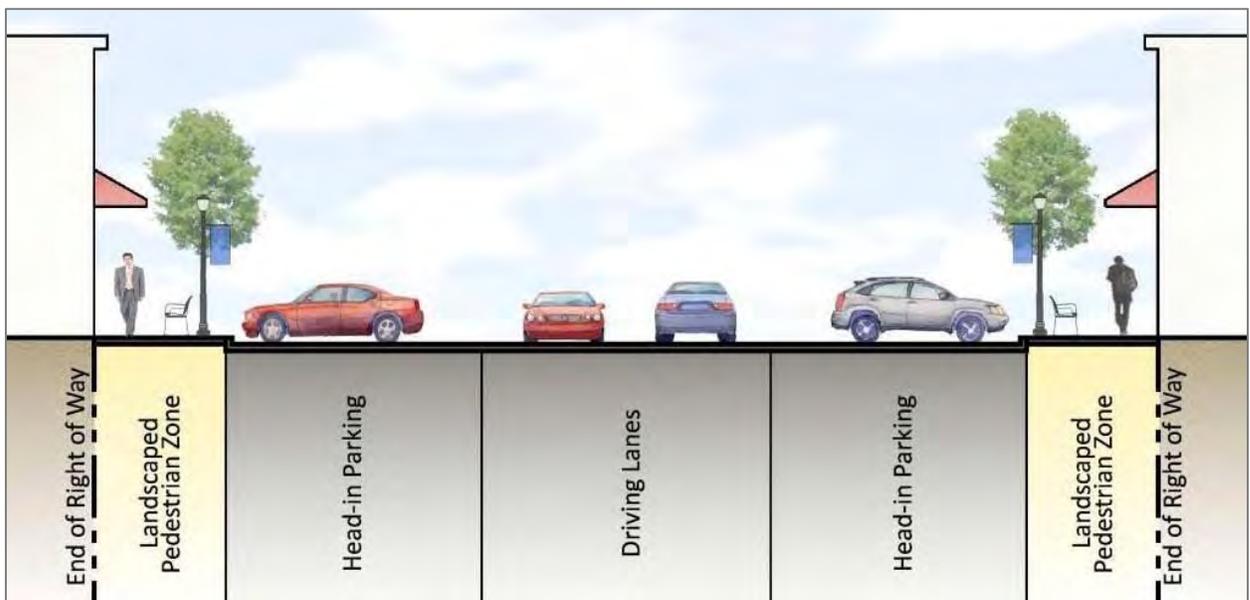
Complete Streets

Old Town Streets

This category serves the Old Town overlay area, under the Mixed Use Growth Center land use. The development zone should be characterized by retail, office, and restaurant development in a pedestrian friendly environment. This section is broken into two different street types: Arterial Street Section (Renfro Street) and Local Street Section (all other streets).

Design elements (Local Street Section):

- Number of Lanes – Two lanes.
- Street Width – 27' section at face of curb.
- Landscaping – Street trees within the sidewalk in tree grates.
- Sidewalks – 10' sidewalks at back of curb.
- Bike Lanes – Bike racks on sidewalks and mixed traffic bike lanes recommended.
- On-Street Parking – On-street parking is recommended.
- Street Furniture – Shaded benches, trash cans, pedestrian scale lighting and other pedestrian friendly amenities are recommended along the sidewalk.



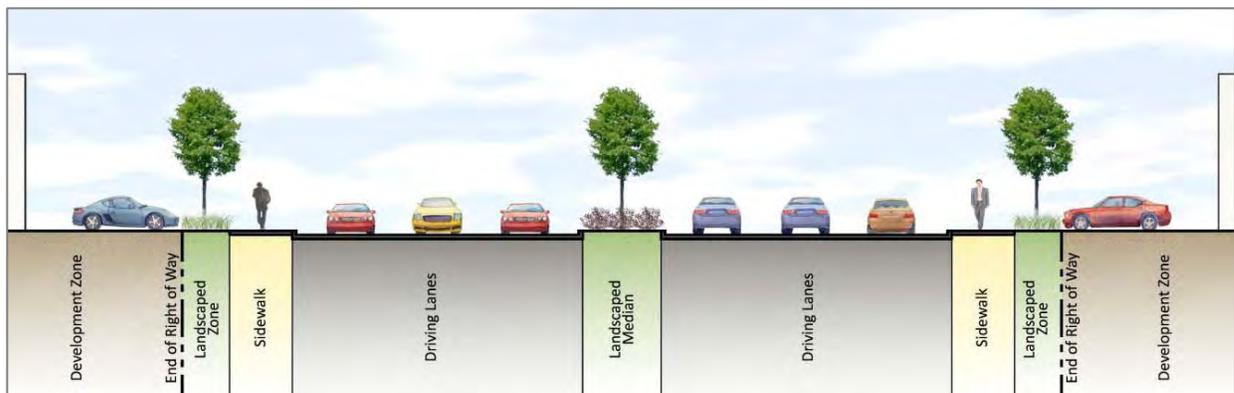
Complete Streets

Business Growth Center Street

This category serves the Business Growth Center land use. The development zone should be characterized by urban activity centers and a variety of high density residential mix. This area is located in the SH-121 corridor area.

Design elements:

- Number of Lanes – Six-lane boulevard.
- Street Width – Two 36' sides of the boulevard for Alsbury and two 24' sides for FM 1902. Three lanes in each direction for Alsbury and two lanes each direction for FM 1902.
- Landscaping – Street trees behind the sidewalk and median landscaping required.
- Sidewalks – 8' sidewalks at back of curb.
- Bike Lanes – Bike lanes are not recommended in the business center area due to heavy traffic volume and the nature of the development.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – None recommended.



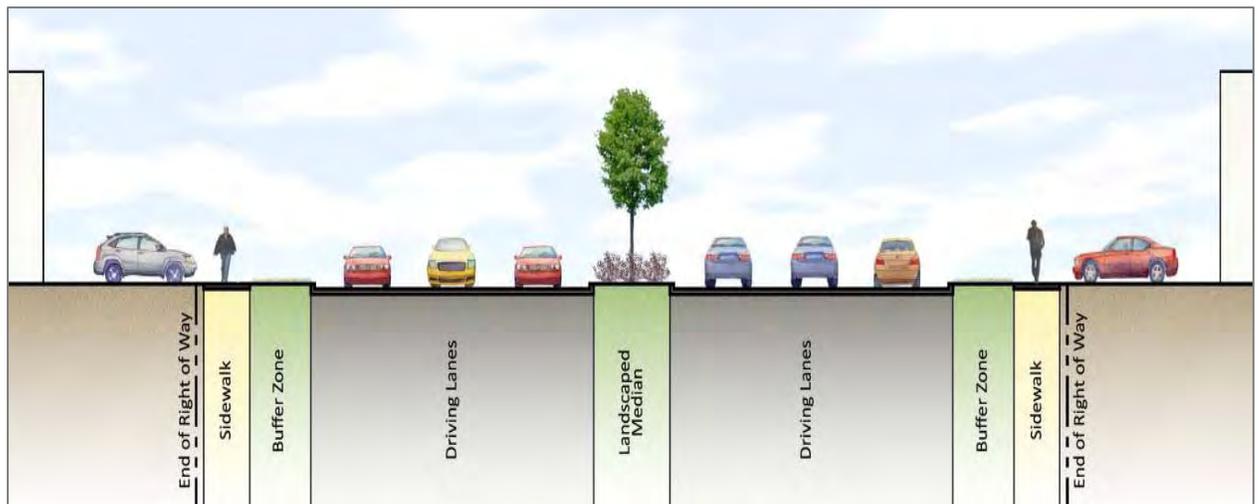
Complete Streets

Conventional Commercial Street

This street type serves the commercial corridor land uses.

Design elements (developed area):

- Number of Lanes – Four- to six-lane boulevard.
- Street Width – Two 24' or 36'-wide sides of boulevard.
- Landscaping – Median landscaping.
- Sidewalks – 6' sidewalk, 1' off of property line.
- Bike Lanes – No bike lanes recommended.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – No street furniture recommended.



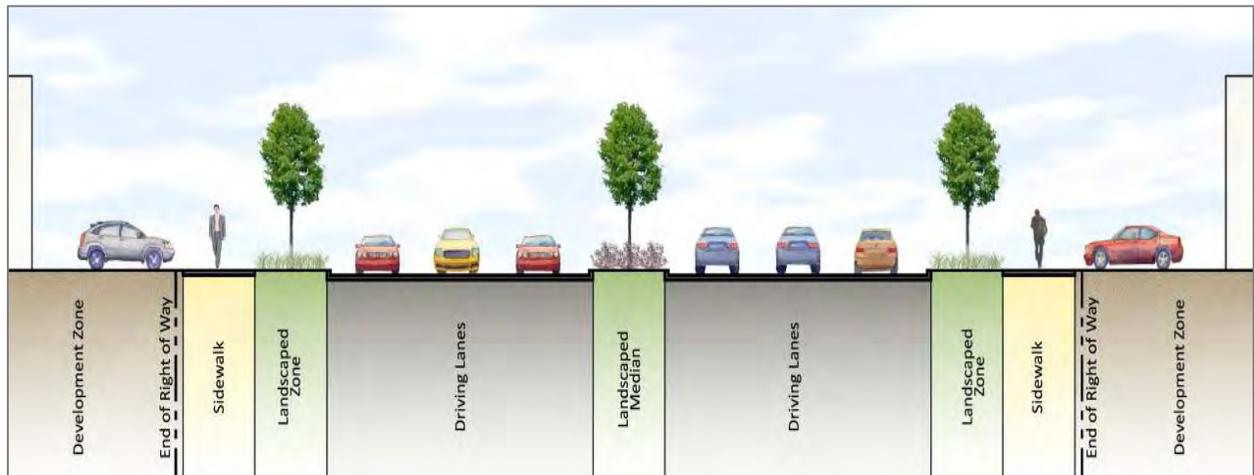
Complete Streets

Conventional Commercial Street

This street type serves the commercial corridor land uses.

Design elements (undeveloped area):

- Number of Lanes – Six-lane boulevard
- Street Width – Two 36'-wide sides of boulevard. Two lanes in each direction.
- Landscaping – Median landscaping and landscaping in 10' buffer area between street and sidewalk.
- Sidewalks – 10' sidewalks, 1' off property line.
- Bike Lanes – No bike lanes recommended.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – No street furniture recommended.



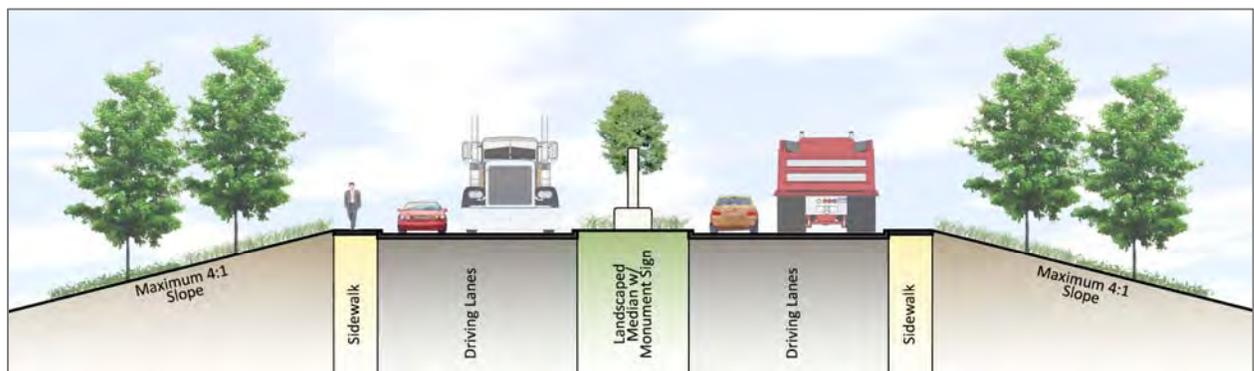
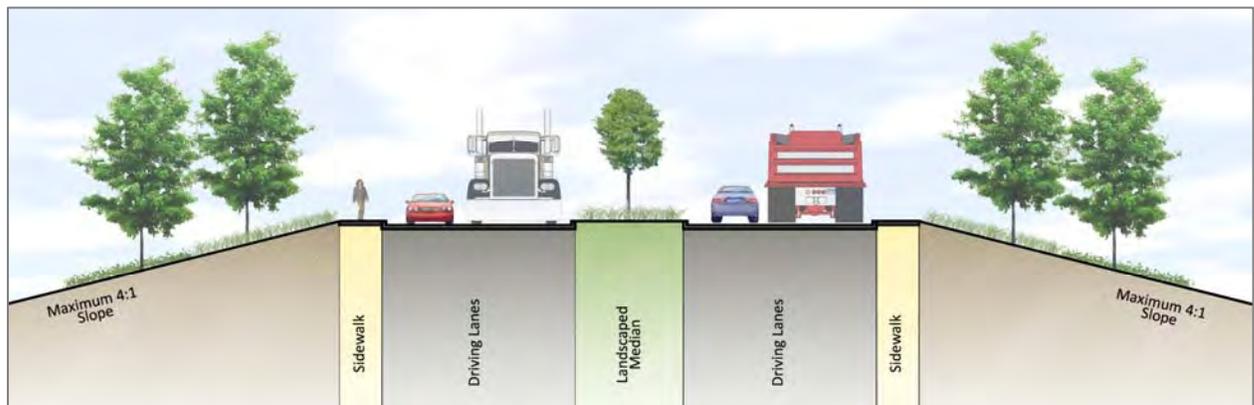
Complete Streets

Industrial Street

This category serves the Industrial/Employment Growth Center land use. The elements of this category follow the City's HighPoint Business Park master plan street sections as adopted by the City of Burleson – Business Park Master Plan:

Roadway Type A:

- Number of Lanes – Four-lane thoroughfare.
- Street Width – Two 24' sides of the thoroughfare.
- Landscaping – Landscaping within median and along roadside.
- Sidewalks – 5-6' sidewalks on each side of the thoroughfare.
- Bike Lanes – Bike lanes are not recommended in the industrial area due to heavy traffic volume and the nature of the development.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – None recommended.



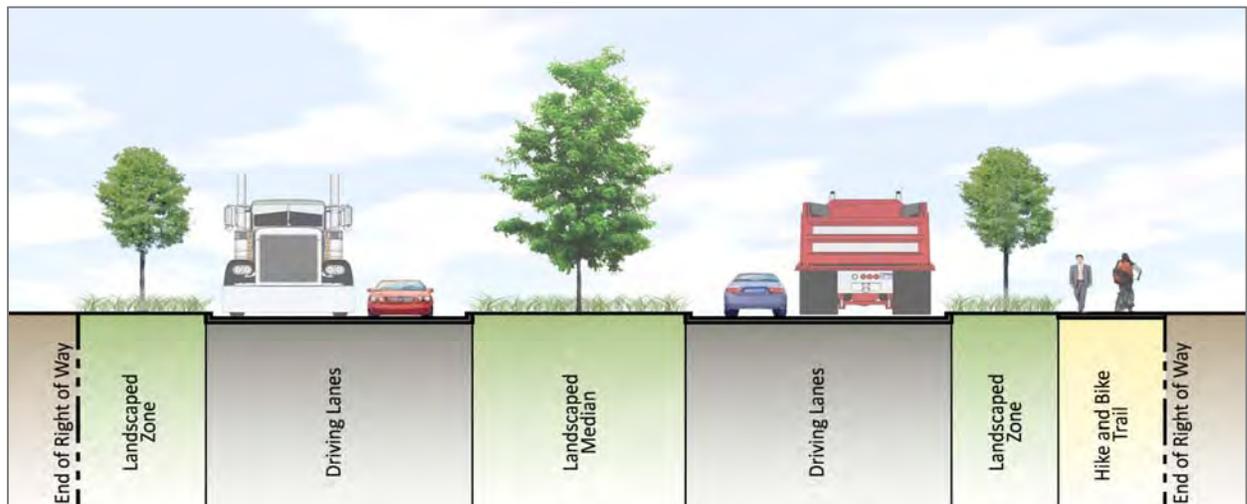
Complete Streets

Industrial Street

This category serves the Industrial/Employment Growth Center land use. The elements of this category follow the City's HighPoint Business Park master plan street sections as adopted by the City of Burleson – Business Park Master Plan:

Roadway Type B:

- Number of Lanes – Four-lane thoroughfare.
- Street Width – Two 24' sides of the thoroughfare.
- Landscaping – Landscaping within median and along roadside.
- Sidewalks – 10' sidewalk on one side of the thoroughfare.
- Bike Lanes – Bike lanes are not recommended in the industrial area due to heavy traffic volume and the nature of the development.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – None recommended.



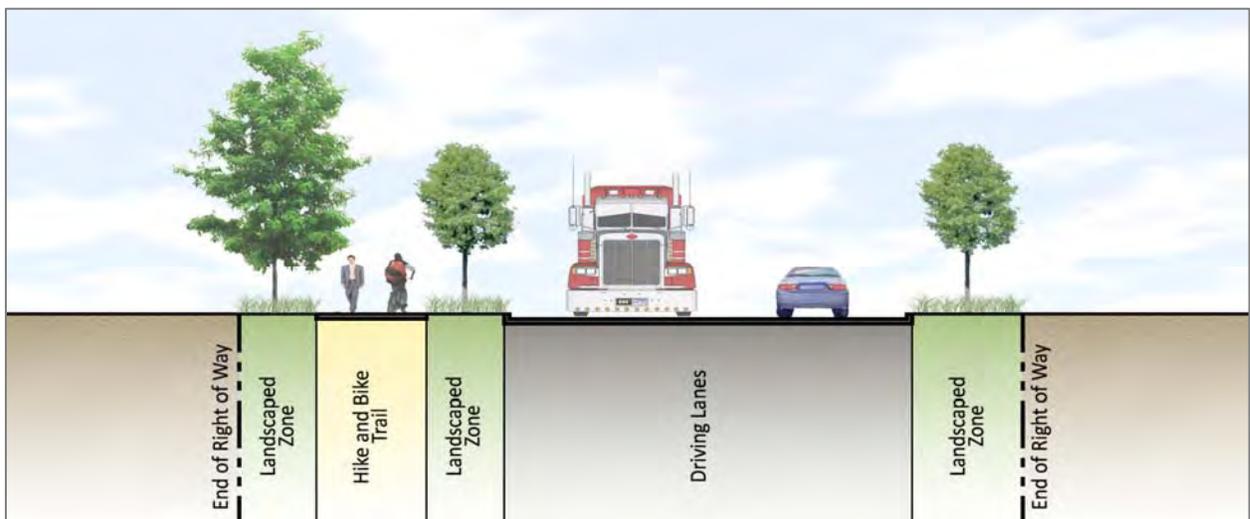
Complete Streets

Industrial Street

This category serves the Industrial/Employment Growth Center land use. The elements of this category follow the City's HighPoint Business Park master plan street sections as adopted by the City of Burleson – Business Park Master Plan:

Roadway Type C:

- Number of Lanes – Two-lane thoroughfare.
- Street Width – Two 18' sides of the thoroughfare.
- Landscaping – Landscaping within buffer and along roadside.
- Sidewalks – 10' sidewalk on one side of the thoroughfare with a 7' buffer area.
- Bike Lanes – Bike traffic may be accommodated within the 10' sidewalk.
- On-Street Parking – No on-street parking recommended.
- Street Furniture – None recommended.



Complete Streets

Goal 5: Promote a multi-modal street network that is pleasant and safe for pedestrians and bicyclists

Strategies:

These strategies focus on building a multi-modal transportation system that facilitates bicycling, walking, public transit and cars. Establishing roadway sections appropriate for the types of land uses and thoroughfares will help to meet future demand for both motorized and pedestrian traffic.

- 5-a. Adopt the revised street categories to allow for multi-modal needs, context sensitive design and pedestrian amenities, as applicable. The updated street categories are intended to respond to the varying land use types and intensities.
- 5-b. Revise subdivision regulations and Thoroughfare Plan to implement multi-modal travel options throughout the City based on the recommended street categories.
- 5-c. Create new zoning districts and amend existing districts that encourage new projects to provide enhanced pedestrian and bike amenities, such as wider sidewalks, trees, pedestrian lighting, safe bike routes and bike racks.
- 5-d. Develop area plans to identify and implement targeted thoroughfare amendments to encourage distribution of traffic volumes in situations where impacts on residential streets can be minimized to reduce congestion and increase bike and pedestrian safety. Area plans should identify locations to encourage the use of bike and pedestrian friendly options.



Goal 6: Promote pedestrian friendly street designs and developments

Strategies:

This goal can be achieved by encouraging traffic to move over multiple routes to minimize congestion and the impact on existing residential streets. This distribution should be coordinated with traffic-calming measures to reduce speeds and minimize negative impacts on the pedestrian environment and residential quality of life.

- 6-a. Develop small area plans and include thoroughfare amendments on targeted streets to encourage better distribution of traffic volumes in situations where negative impacts on residential streets can be minimized.
- 6-b. Implement traffic calming measures to reduce traffic speeds and cut-through traffic in existing residential areas and pedestrian-oriented districts.



Goal 7: Promote a variety of public transit options

Strategies:

The City should encourage an efficient public transit network, as well as a variety of transit options and technologies including rail, street car/trolley and bus rapid transit. Creation of a public transit network should address linking major destinations and focus areas within Burleson and the region and creating cross-town connections. To address this goal, the following strategies should be implemented:

- 7-a. Initiate development of a Transit System Plan for the City.
- 7-b. Coordinate closely with “The T” and NCTCOG regarding the rail line and station plan development.
- 7-c. Explore public-private partnerships with transit providers like Cleburne Transit to fund and implement lower-cost transit options such as modern streetcar and bus rapid transit that will stimulate development.
- 7-d. Explore ways to effectively integrate the transit systems, into existing public rights-of-way. Use techniques such as signal priority for transit in appropriate locations.
- 7-e. Amend the Zoning Code to provide for mixed-use districts, urban design standards for walkability and urban parking standards. Amend the Subdivision Ordinance, Design Manual



and the Thoroughfare Plan to provide for street infrastructure that will support integration of public transit with other pedestrian and vehicular uses.

- 7-f. Proactively apply these new tools in combination around the Mixed Use Growth Centers, Campus Districts, Transit Oriented District and Commercial Corridors through the area planning process to encourage development at a variety of densities in a manner that is sensitive to the character of adjoining neighborhoods.
- 7-g. Use economic incentives to encourage Transit Oriented Development catalyst projects.
- 7-h. Monitor zoning capacity and development activity around transit centers and commercial corridors to inform land use and transportation decisions.

Goal 8: Promote context sensitive street design concepts

Strategies:

Streets should be designed according to standards that are sensitive to the context of the neighborhoods through which they pass. Strategies should establish a fundamental linkage between land use in the City and transportation planning:

- 8-a. In addition to the Thoroughfare Plan functional street classifications, consideration should be given to land use and access needs. A mix of adjacent land uses and appropriate transportation modes will be reflected in the desired street type. These street types should be determined through area plans and treated as overlays on the Thoroughfare Plan functional classification.
- 8-b. The context sensitive street designs selected by residents during Town Hall meetings should serve as a guide for developing detailed design standards for each street type. In areas where the right-of-way width is constrained, the relative priority of various street design elements should be weighed using the overall vision as a guide.
- 8-c. Develop and adopt a Context Sensitive Design Manual with detailed standards based on right-of-way width allocations and prioritization criteria for various street design elements shown in this Street Strategies subsection.
- 8-d. Amend the Thoroughfare Plan to establish the Context Sensitive Design Manual as the official basis for thoroughfare design.
- 8-e. Develop small area plans with appropriate street type overlays for individual thoroughfares. Identify and fund pilot street improvement projects to demonstrate the application of context sensitive street design standards.



Complete Streets

- 8-f. Provide funding in the Capital Improvement Program to cover the additional costs of context sensitive design in focus areas.

Community Enhancement

The strategies in this subsection focus on enhancing Burleson’s residential neighborhoods. Although providing for adequate infrastructure and land development is important, the design and character of residential neighborhoods are crucial to creating livable communities.



During the visioning process, participants expressed a desire for neighborhoods that:

- Have a variety of functional attributes that contribute to residents’ day-to-day living (i.e., residential, commercial, or mixed uses);
- Accommodate multi-modal transportation (i.e., pedestrians, bicyclists, drivers);
- Have design and architectural features that are visually interesting;
- Encourage social interaction and activities;
- Promote community involvement and maintain a secure environment; and
- Promote sustainability and have a memorable character.

Goal 9: Promote an enhanced physical environment in residential neighborhoods

Strategies:

The physical environment of a neighborhood affects the quality of residents’ day-to-day life. Implementing the following strategies can enhance this experience:

9-a. Develop and adopt a Neighborhood Design Manual with detailed standards addressing building orientation, street layouts and character, open space, connectivity to neighborhood services (shops, cafés, personal services), architectural articulation, landscaping, gateways and signage that allow for a variety of neighborhood overlays with different physical characters as desired.



9-b. Promote a variety of housing options by amending existing zoning districts or creating new districts for the full life cycle of citizens and to meet the needs of different segments of the population – people of different ages, family sizes, socio-economic levels, and employment levels. The “full-life cycle” describes all stages of life – young singles, professional couples, families with children, older singles, empty nesters, retirees and seniors, including those requiring living assistance.



Community Enhancement

Goal 10: Promote social sustainability in residential neighborhoods

Strategies:

Social sustainability describes the human interactions in our communities. Small town character relates to the day-to-day interaction residents have with their community. It is a desire for the life like it was in the 1950s - people sitting on their stoop and catching up with their neighbors while children play out in the street. Neighbor helping neighbor and the whole community working together to enhance their quality of life.

Participants throughout the visioning process expressed their desire to maintain Burleson's small town character. Unguided future growth can be detrimental to the community's existing charm. Strategies that address the physical development within Burleson help to retain the small town feel of the City; However, these strategies address the social aspect and create opportunities for interaction within the neighborhoods. The following strategies are recommended to ensure Burleson's small town character is both maintained and enhanced:

- 10-a. Develop an asset based community development program.

The Asset Based Community Development idea is simple: don't look at a community and decide what's wrong – look at a community and build on what's right. All neighborhoods have assets, from people, parks, and businesses to ideas, connections, and relationships. The key is to help residents identify those assets and put them to work on the issues they think are most important.

Community based development rests on the principle that the recognition of strengths, gifts, talents and assets of individuals and communities is more likely to inspire positive action for change than an exclusive focus on needs and problems. Focusing on the community's assets is not to deny the community's challenges, but rather to focus energy on how each member contributes to community development.



Community Enhancement

10-b. Partner with the Police Department and build on their Community Services programs to develop a community development strategy in Burleson which:

- i. Focuses on bringing community stakeholders together in partnership with the City of Burleson to coordinate resources;
- ii. Strives to capitalize on the resources of our many community partners, neighbors, City services, businesses and nonprofits;
- iii. Focuses on addressing neighborhood specific issues, building neighborhood management capacity and developing a greater sense of community; and
- iv. Develops an educational program to provide community stakeholders with the tools to actively engage in the municipal government process and to manage neighborhood growth and change.



Environmental Sustainability

Environmental Sustainability

Sustainable development is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland Commission, 1987). Throughout the Town Hall meetings, participants expressed a desire to position the City as a community of choice that will accommodate every age group and income group; where a diverse economy will also support a sustainable environment. The environmental sustainability strategies in this subsection outline key action steps that would realize the dream of a greener, cleaner, and healthier Burleson.



Goal 11: Promote open space conservation

Strategies:

Open space conservation can be achieved through a conservation subdivision design concept that refers to a portion of the buildable area designated as open space in exchange for higher density development. Following step-by-step design strategies can help to achieve conservation objectives.



- 11-a. Identify environmentally sensitive areas such as wet lands, water bodies, steep slopes, floodplains, etc., and define them as unbuildable “primary conservation areas” (PCA).
- 11-b. Identify mature woodlands, upland buffers around wetlands and water bodies, prime farmland, natural meadows, critical wild life habitat, etc., and define them as “secondary conservation areas” (SCA).
- 11-c. Amend development ordinances to allow cluster developments such that structures/developments are designed around conservation areas, thereby preserving woodlands, recreational open spaces with native flora and fauna, and protected farmland – all of which may be achieved without compromising the density of the development.



Environmental Sustainability

Goal 12: Sustainable built environment

Strategies:

Encouraging environmentally sensitive building design and site layout will help reduce the urban heat island effect, lower energy costs, reduce travel needs and promote alternate modes of transportation such as biking, walking, public transit, etc. The recommended strategies are:

- 12-a. Promote green building practices or LEED Certified buildings in public and private facilities. Create incentive programs for developers to adopt design or performance standards. Examples of incentives may include:
 - i. Fast-tracking building permit or other permitting processes,
 - ii. Waiving or reducing permit fees,
- 12-b. Promote sustainable site layout in terms of maximizing potential open space availability, connectivity with different modes of transportation, etc.
- 12-c. Encourage xeriscaping to reduce irrigation needs, and reduce impervious surface by using semi-permeable paving materials.
- 12-d. Prioritize infill development.



Environmental Sustainability

Goal 13: Storm water management

Strategies:

Storm water management minimizes negative impacts of storm water runoff by establishing standards and specifications for the common elements relating to watershed management. The proper management of storm water runoff in quality and quantity will protect and improve water quality to support the designated beneficial water uses and protect the functions and values of existing and newly established water resources. Storm water management best practices are also founded on principles that protect floodplain areas and properties from dangers associated with flooding, provide plant and animal habitat and support riparian ecosystems.



13-a. Align subdivision and development ordinances to follow the City's storm water management plan, drainage area master plan, iSWM guidelines, and storm water management best practices as outlined in the Design Standards Manual.



13-b. Create an environmental checklist as a part of the site plan review criteria that encourages the following:

- i. Reduce the need for storm water management facilities by incorporating the use of natural topography and land cover such as natural swales and depressions as they exist before development to the degree that they can accommodate the additional flow of water without compromising the integrity or quality of the wetland or pond.
- ii. Minimize impervious areas and maximize open space.
- iii. Encourage infiltration and to the greatest extent possible, existing natural drainage ways, and vegetated soil surfaces should be used to convey, store, filter and retain storm water runoff before discharge into public waters or a storm water conveyance system.

3-c. Create a scorecard for an erosion control plan based on disturbance of natural soil cover and vegetation.

Environmental Sustainability

Goal 14: Reduce air pollution

Strategies:

Several North Central Texas counties are designated by U.S. Environmental Protection Agency (EPA) as nonattainment areas for the 8-hour ozone standard in accordance with National Ambient Air Quality Standards (NAAQS). Burleson is located within Johnson County and Tarrant County, which are currently considered nonattainment areas. Reducing automobile travel is an important step toward improving air quality. The following strategies, if implemented, can have positive impacts on air quality:

- 14-a. Promote clean fleet or low emission fleet in City operation;
- 14-b. Provide economic development incentives to those businesses that offer telecommuting options for their employees, encourage car pooling, and have low emission fleet of vehicles;
- 14-c. Promote public transit to most effectively reduce automobile travel needs. Increase walkability and connectivity within land uses by providing street sections that can accommodate alternate modes of transportation; and
- 14-d. Encourage reforestation by avoiding clear cutting of trees, preserving existing mature trees and carefully designing development sites to allow preservation of trees, open space and natural vegetation in general.



Diversified Economy

Diversified Economy

During the Town Hall meetings, Burleson’s residents and business owners voiced the need for a diversified economy as a key element for future growth of the City.

Burleson already has the most important advantage for working towards this vision – “location, location, and location.” Burleson is conveniently located 15 minutes from downtown Fort Worth. The City has access to an extensive transportation network that includes IH-35W, IH-20, IH-30, SH-174, US-67, FM 917 as well as future SH-121 and Loop 9, two railroad lines, two major airports within 45 minutes (DFW and Alliance) and the well-equipped and local Spinks airport, with a lighted, 6,000-foot concrete runway for commuter and executive travel. Burleson’s proximity to the Metroplex also gives the City access to a workforce drawn from quality school districts and 17 colleges, universities and medical schools within commuting distance. The City itself has an historic downtown, 300 acres of parks, state of the art and affordable Hidden Creek Municipal Golf Course, a low cost property tax environment and visionary, proactive and responsive municipal governance.

The basic desired outcomes of the vision for a diversified economy are increased economic opportunities for residents and maintaining a stable revenue base to support City services. The strategies in this subsection address creating a sustained economic development program for Burleson by building on the City’s above mentioned strengths and moving away from a “business as usual” approach.



Diversified Economy

Goal 15: Promote a strategic economic development program in Burleson

Strategies:

Economic development efforts that leave success to chance and result in chasing “deals of the moment” will undermine the long-term viability of the diversified economy vision for Burleson. Therefore, it is necessary to develop and implement a focused program, backed by all stakeholders alike.

- 15-a. Align the Economic Development Department and resources with strategic priorities by creating a unified economic development vision between the elected officials, business community and the residents.
- 15-b. Create a fact-based economic development process based on research and planning to review strategic initiatives that have a significant development impact, and incorporate appropriate input from interdepartmental work teams.
- 15-c. Maintain access to databases and software necessary for research and planning and develop a project-tracking database to account for staff and other resources applied to projects.
- 15-d. Develop a client relationship management database to track company history with the Economic Development Department.
- 15-e. Identify opportunities to partner with other organizations and businesses to improve the flow of information and leverage resources.
- 15-f. Refine the City’s economic development branding message and communicate a clear, consistent and professional image, using available technology and multiple media types. Also develop, in conjunction with the Public Information Officer, a public relations campaign to raise the level of awareness of Burleson’s economic development efforts and to distribute good news.
- 15-g. Establish a prospect handling process for leads that articulate standard procedures and messages to be expressed, use a consistent and predictable record-keeping system, have built-in follow-up, document best practices/lessons learned, and measure success.



Diversified Economy

Goal 16: Promote a diverse and viable economic base through a diverse and aesthetically pleasing built environment

Strategies:

The built environment of the City is the first impression of Burleson for future residents and businesses, and as with most first impressions this is also a lasting impression. Implementing the following strategies can enhance this experience:

- 16-a. Implement the strategies for the other five core values (Land Use, Complete Streets, Community Enhancement, Environmental Sustainability and Urban Design) of this plan
- 16-b. Embrace a holistic approach to retail and professional office development that focuses on community needs by identifying qualified developers capable of developing/redeveloping focus area commercial sites (Old Town, TOD, SH-174 and IH-35) and identify potential sites. Establish action plans to promote public-private partnerships at commercial sites in various focus areas.
- 16-c. Enhance Burleson's position in industrial development and leverage its geographic location by pursuing NAFTA Corridor objectives and creating partnerships with port cities, neighboring municipalities and federal/state agencies. This strategy will also involve completing an in-depth assessment of Burleson's role in the regional/national logistics sector.
- 16-d. Evaluate opportunities to stimulate economic development in the focus areas (Old Town, TOD and HighPoint Business Park) by using focus area land use plans for guidance to evaluate economic development opportunities and establish priorities and develop action plans around key opportunities.
- 16-e. Use existing tools to more effectively redevelop older neighborhoods by establishing a redevelopment process, which will identify an initial pilot redevelopment project and evaluate and identify neighborhoods in Burleson that would benefit from TIF and PID programs.



Diversified Economy

Goal 17: Promote a proactive retention and recruitment process

Strategies:

A city that strategically leverages its strengths and works effectively with the business community to overcome obstacles to growth and that market itself locally, regionally and nationally can gain the reputation of being business friendly and become a destination of choice for entrepreneurial activity.

- 17-a. Identify target industries and target markets for the City's focused recruitment efforts.
- 17-b. Develop marketing materials and research publications geared to customer needs and take advantage of technology to deliver the business message.
- 17-c. Work collaboratively with the Chamber of Commerce to support and encourage a systematic effort to call on key Burleson businesses and conduct site visits to execute a business climate survey.
- 17-d. Respond to business community feedback and foster open channels of communication by establishing informal business roundtables to address barriers to business success identified by the business climate survey.
- 17-e. Foster a customer friendly regulatory function and development process within the City.
- 17-f. Support Burleson's small businesses by identifying best practices in business assistance and incubator operations and create an information guide for start-up businesses.



Diversified Economy

Goal 18: Promote the importance of education and work force training to economic development

Strategies:

While economic development focuses on creating jobs, workforce development focuses on placing people in jobs. There has traditionally been a disconnect between these two fields; however, these efforts should be coordinated and work collaboratively. One of the main reasons for the disconnect is the inconsistency between the service areas of public workforce agencies and economic development organizations. The current economic conditions have led to high unemployment that has created a need for changing careers for many residents and companies looking for a highly specialized workforce. These circumstances demand that economic development efforts and workforce development efforts join forces and find common ground.

- 18-a. Improve communication between the City of Burleson and the education and work force training community and find ways to increase cooperation in business development activities.
- 18-b. Increase higher education facilities and presence in the City.



Urban Design

The creative application of specific urban design improvements should result in a more aesthetically and functionally stable community; thus creating a community that is a happier and healthier place to live in both the physical, psychological and emotional senses. Often thought of as mere beautification efforts, “community image” elements contribute to a much more complex process of utilizing a community's natural and man-made features to establish a distinct visual image and identity – a “sense of place” – for the community. Urban design can be used to bolster a sense of well-being and civic pride, awareness of different places within the community and even social behavior.

Additionally, promoting livability has long lasting financial benefits. Creating places where people want to be encourages reinvestment into the community. This reinvestment promotes a sense of ownership of the community and helps to keep taxes low (as property values tend to increase, which lessens the need to raise tax rates). Quality, sustainable development also attracts businesses and residents, expanding the tax base.

In the simplest terms, urban design creates places where people want to be. The urban design strategies in this subsection integrate considerations into the City's growth and development processes to create an attractive and recognizable physical environment that complements the functional organization of Burleson, and reinforces a sense of community and/or an identity (image) within the City.



Goal 19: Promote a built environment that incorporates identification elements to create a unique image and a sense of place

Strategies:

Communities often lack visual individuality, especially in the major metropolitan areas, like the Dallas-Fort Worth Metroplex. Smaller cities like Burleson must work to create their own identity, or signature, in ways that are both conducive and responsive to their own individual size, scale and character. A recognizable identity helps to provide orientation – a point of reference for people moving through and within a community. The following image enhancement strategies focus on creating a cohesive community identity; thus making living and/or visiting Burleson a memorable and unique experience:



19-a. Develop a campaign to establish a unique character for the City of Burleson, and establish separate and distinctive character for each focus area (TOD, Business Park, Old Town) as a part of developing focus area plans

19-b. Encourage utilizing aspects of these unique identities in new developments and redevelopment projects through urban design elements such as signage, landscaping, screening, public art, and architectural details of structures



19-c. Initiate development and implementation of a comprehensive gateways design plan that addresses strategic entry and exit points from the City as well as at entry points to focus areas and neighborhoods around the City. These gateways could include the use of signage, landscaping, and other design elements such as lighting, fencing, paving patterns, art/sculptural elements, a variety of earth forms, or other identifiers that signify arrival into the City, neighborhood or focus areas.

Goal 20: Promote an aesthetically pleasing visual appearance in all elements of the City's physical appearance – individual buildings, neighborhoods and streets

Strategies:

The visual appearance of the City can add or detract from the quality of life for its current residents. It is also the first impression of Burleson for future residents and businesses. Similar to aesthetic household upgrades or improvements, urban design applies aesthetically-pleasing elements to the City's built environment. Implementing the following urban design strategies will enhance the quality of life for residents and add to visitors' experiences:

- 20-a. Develop and adopt architectural articulation regulations for both residential and nonresidential areas of the City. This strategy can be initiated one focus area at a time
- 20-b. Initiate implementation of recommendations from the Context Sensitive Design Manual and Neighborhood Design Manual for all new developments and redevelopments in the City
- 20-c. Initiate an update and adopt development regulations that address the visual appearance of developments such as sign regulations, landscaping regulations, and so on
- 20-d. Initiate a housing program that addresses maintenance and rehabilitation of existing and/or older homes
- 20-e. Review and amend development ordinances to create developments that integrate open space and connectivity between various areas of the City.



Implementation

A plan is a list of actions arranged in whatever sequence is thought likely to achieve an objective.

- John Argenti

This Implementation section is structured into a coordinated action program so that elected officials, City staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for Burleson described within this plan. This section also makes it easy for residents to follow the progress made towards achieving the vision they have crafted through this comprehensive plan document, *Imagine Burleson: Roadmap to 2030*.

This final component of the plan document includes milestone tracking of plan goals. These milestones and measures will be monitored and maintained in a manner that is consistent with and supportive of the City's on-going staff accountability efforts such as departmental budgets, five year plans and individual performance plans.

In most cases, goals identified in this plan are long-term; therefore, performance measures are based on short-term (0 to 10 years) and long-term (10+ years) implementation. Additionally, items that will require continual updating or maintenance have been identified as on-going items. Each year, the Community Development staff will identify appropriate one-year targets for these long-term goals.

The status of the previous year targets and the new targets for the next year will be incorporated into the revised plan to be presented to and adopted by the City Council at the beginning of each fiscal year.



Goal 1: Promote diverse land use options

Desired Outcome

The City has a variety of diverse neighborhoods, with a range of housing, shopping, entertainment, and employment options to support a diverse population as a result of new land use categories and development regulations.

Milestones/Timeframes

- Adopt the future land use map as a part of Imagine Burleson: Roadmap to 2030: Short-term
- Continue to align the City's ordinances, development review and permitting process with the plan's vision: On-going
- Adopt a scorecard which measures land development proposals against the plan's vision and consistently apply it to all new developments and redevelopments: On-going

Results/Measures

- All developments/redevelopments in Burleson score at least 75% on the development scorecard

Accountability

Community Development Department

Partner

City Departments involved with the Development Assistance Committee



Goal 2: Promote cultural venues in the City

Desired Outcome

Burleson residents have access to various cultural programs and performances (theatre, art shows, music events, dance performances and so on) within City limits.



Milestones/Timeframes

- Organize a Stakeholder Advisory group: Short-term
- Partner with City's library department to develop a plan for a citywide cultural program: Short-term
- Establish a fundraising and sponsorship campaign: Long-term
- Construct facilities for art and cultural programs: Long-term

Results/Measures

- Stakeholder Advisory group meets at least once every quarter
- Staff time dedicated to the effort

Accountability

Community Development Department

Partner

Public library, Stakeholder Advisory Group

Goal 3: Promote parks and open space conservation

Desired Outcome

Burleson residents have access to worldclass parks and recreation facilities. The City's trail system is complete and connects all major neighborhoods to the Citywide park and open space system. The City's neighborhoods are green with well-landscaped properties and tree lined streets with large contiguous natural open space running along the creeks.



Milestones/Timeframes

- Implement the 2008 Parks, Recreation and Trails Master Plan: Long-term
- Organize a Burleson Conservation Group: Short-term
- Amend the Landscape ordinance to align with the plan vision: Short-term
- Add new incentive based policies to Burleson's development ordinances relating to open space conservation: On-going

Results/Measures

- 30% of land area in Burleson is conserved as parks or open space

Accountability

Parks and Recreation Department, Community Development Department

Partner

Burleson Conservation Group

Goal 4: Promote additional shopping, dining, and entertainment opportunities by developing focus areas

Desired Outcome

Burleson's Old Town becomes a thriving area and a regional draw. The Transit Oriented Development District is developed with mixed use, pedestrian oriented development, which regularly draws young professionals who live, work and play in Burleson. Commercial corridors (along IH-35, SH-174 and SH-121) see a high level of private investments regularly. HighPoint Business Park is expanded to match the future land use plan recommendation and is fully developed with a strong tax base and extensive employment opportunities for all skill levels.



Milestones/Timeframes

- Develop and adopt specific area plans that focus on development opportunities and specify action steps for each focus area: On-going
- Develop a Capital Improvement Program based on priorities identified in focus area plans: On-going
- Develop form-based and incentive based regulations (for parking, landscaping, etc.) that encourage private investments for each focus area: On-going

Results/Measures

- 60% of each area develops in accordance with the respective focus area plan as adopted
- 60% of existing property owners in Industrial Growth Center land use category voluntarily agree to expanding HighPoint Business Park on their property

Accountability

Community Development Department

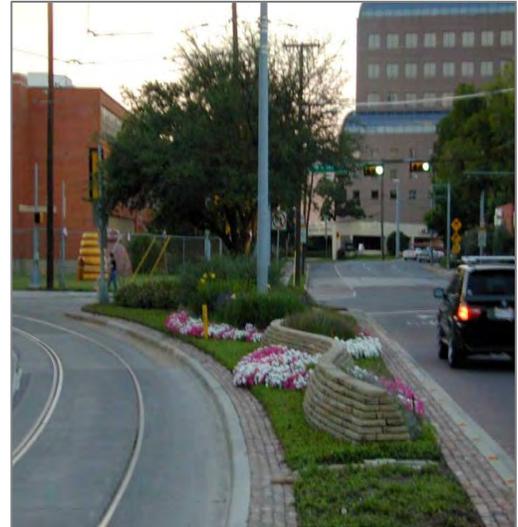
Partner

Economic Development Department, and focus area stakeholders

Goal 5: Promote a multi-modal street network that is pleasant and safe for pedestrians and bicyclists

Desired Outcome

A street system that accommodates multiple modes of transportation (car, bus, trolley, walking and bicycle), is aesthetically pleasing (tree lined streets and paving material variations) and promotes pedestrian and bicycle activity (street furniture such as benches, decorative street lighting, landscaping, bike racks and appropriately designed wayfinding signage).



Milestones/Timeframes

- Develop and integrate a Bike Plan with the 2008 Parks, Recreation and Trails Open Space Plan, Thoroughfare Plan and this Comprehensive Plan: Long-term
- Create a development scorecard to encourage incorporation of bike and pedestrian amenities (wider sidewalks, trees, pedestrian lights, bike racks and street signs designed with reflective materials) into public and private developments and rights-of-way: Short-term
- Revise subdivision regulations to incorporate convenient and reasonably direct pedestrian and bike routes from businesses to local destinations and nearby residential areas: Short-term

Results/Measures

- Thoroughfare Plan amendment submitted to Council for adoption
- One target street project construction representing a multi-modal street is funded (grants and/or municipal budget)

Accountability

Community Development Department, Public Works Department and Transportation Department

Partner

TxDOT, Parks and Recreation Department

Goal 6: Promote pedestrian friendly street designs and developments

Desired Outcome

A street system that is aesthetically pleasing (tree lined streets and paving material variations), promotes pedestrian activity (street furniture such as benches, decorative street lighting, landscaping, and appropriately designed wayfinding signage), and is in context with adjacent developments (different street sections for residential than for rural or mixed use developments).



Milestones/Timeframes

- Amend the Thoroughfare Plan to reflect the Imagine Burleson: Roadmap to 2030 vision: Short-term
- Identify and prioritize streets appropriate for pedestrian amenities and other traffic-calming measures: Short-term
- Ensure funding for design and construction for prioritized streets: Short-term
- Construct pedestrian friendly streets: On-going

Results/Measure

- One target street project construction is funded (grants and/or municipal budget)

Accountability

Community Development, Public Works and Transportation Department

Partner

TxDOT, Parks and Recreation Department

Goal 7: Promote a variety of public transit options

Desired Outcome

Burleson has a public transit network linking major destinations and focus areas within the City creating cross-town connections and linking the City to the region.



Milestones/Timeframes

- Develop and adopt a Transit System Plan for the City: Short-term
- Amend the Zoning Code to provide for mixed use districts, urban design standards for walkability and urban parking standards: Short-term
- Amend the Subdivision Ordinance, Design Manual and the Thoroughfare Plan to provide for street infrastructure that will support integration of public transit with other pedestrian and vehicular uses: Short-term
- Develop and adopt economic incentives to encourage transit oriented development catalyst projects: Long-term

Results/Measure

- Modern street car and/or bus rapid transit options are presented to City Council
- Rail/transit station plan is complete and submitted to City Council for adoption
- 60% of TOD area is developed in accordance with the plan

Accountability

Community Development Department

Partner

Cletran, The T, NCTCOG

Goal 8: Promote context sensitive street design concepts

Desired Outcome

Streets in Burleson are being designed according to standards that are sensitive to the context of the neighborhoods through which they pass.



Milestones/Timeframes

- Develop and adopt a “Context Sensitive Design” manual with detailed standards based on right-of-way width allocations and prioritization criteria for various street design elements: Short-term
- Amend the Thoroughfare Plan to establish the “Context Sensitive Design” manual as the official basis for thoroughfare design; it includes street types reflecting land use and access needs and detailed design standards and related street design elements: Long-term
- Ensure Capital Improvement Program includes funding to cover the additional costs of Context Sensitive Design in focus areas: On-going

Results/Measures

- One pilot street improvement project is identified and funded to demonstrate the application of context sensitive street design standards.

Accountability

Community Development Department, Public Works Department and Transportation Department

Partner

TxDOT, NCTCOG, Urban Design Advisory Committee

Goal 9: Promote an enhanced physical environment in residential neighborhoods

Desired Outcome

Burleson's neighborhoods are aesthetically pleasing, contain ample open spaces, feature appropriate building orientation and street character and allow for connectivity to neighborhood services (shops, cafés, personal services). Varied architectural articulation, extensive landscaping, gateways and signage describe individual neighborhood character. Residents have housing options that allow them to live in their neighborhood through all stages of life.



Milestones/Timeframes

- Develop and adopt a Neighborhood Design Manual: Long-term
- Amend the existing zoning districts or create new districts to accommodate for the full life cycle concept: Short-term

Results/Measures

- Urban Design Advisory Committee is organized and meets regularly with Community Development staff
- Identify two neighborhoods and begin planning with partners for development of streets, open spaces, landscaping, signage, gateways and so on.

Accountability

Community Development Department

Partner

Urban Design Advisory Committee, Neighborhood Associations

Goal 10: Promote social sustainability in residential neighborhoods

Desired Outcome

Residents and business owners in Burleson are active participants in the municipal government processes and actively engaged in managing neighborhood growth. Burleson is known as the City where small town character thrives with neighbors helping neighbors and community stakeholders work in partnership with the City of Burleson to coordinate resources.



Milestones/Timeframes

- Develop and launch an asset based community development program: Long-term
- Develop, adopt, and launch a community development strategy: Long-term
- Launch an educational program for community stakeholders: Short-term

Results/Measures

- Asset Based Community Development concept is tested on Oak Street
- Citizens academy is started in Burleson
- Staff time dedicated to the effort

Accountability

Community Development Department

Partner

Oak Street residents, City Departments engaged in development activities (Police, Code Enforcement, Parks and Recreation, Streets and so on)

Goal 11: Promote open space conservation

Desired Outcome

Burleson has a robust conservation society and a large contiguous natural open space running along the creeks through the entire City.



Milestones/Timeframes

- Develop and launch an open space conservation program: Short-term
- Amend development ordinances that preserve woodlands, recreational open spaces with native flora and fauna, protected farmland as conservation areas: On-going

Results/Measures

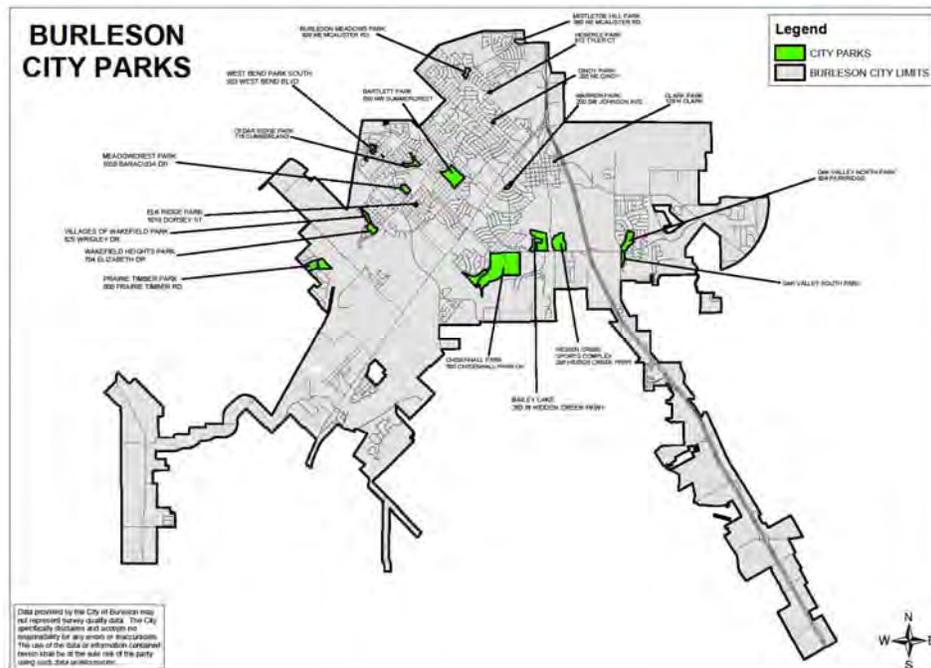
- 30% of land area in Burleson is conserved as parks or open space

Accountability

Parks and Recreation Department, Community Development Department

Partner

Burleson Conservation Group



Goal 12: Sustainable built environment

Desired Outcome

Developments in Burleson help reduce the effect of urban heat island, lower energy costs, reduce travel needs and promote alternate modes of transportation such as biking, walking, public transit, etc.

Milestones/Timeframes

- Adopt a LEED Certified buildings program: Short-term
- Development scorecard is weighted for sustainable site layout, xeriscape, semi-permeable paving materials, etc.: On-going



Results/Measures

- Increased percentage of all development activity in Burleson is infill developments or redevelopments.

Accountability

Community Development Department

Partner

Fire Marshal

Goal 13: Storm water management

Desired Outcome

Burleson is known for practicing storm water management best practices which result in protecting floodplain areas and properties from dangers associated with flooding, provide plant and animal habitat and support riparian ecosystems.



Milestones/Timeframes

- Amend subdivision and development ordinances to follow the City's storm water management plan: Short-term
- Establish a weighted development scorecard for storm water management practices and for erosion control plan: On-going

Results/Measures

- Citywide (and ETJ) storm water detention plan is developed and submitted for adoption

Accountability

Community Development Department, Public Works Department and Transportation Department

Partner

Neighborhood Services Department

Goal 14: Reduce air pollution

Desired Outcome

Burleson reduces vehicle trips generated with a successful public transit system and sustainable developments thereby helping Johnson County and Tarrant County to be removed from nonattainment level.



Milestones/Timeframes

- Ensure Burleson’s entire fleet is clean fleet or low emission fleet: Long-term
- Develop economic incentives for businesses that offer telecommuting options for their employees, encourage car-pooling, and have low emission fleet of vehicles: Long-term
- Ensure Burleson has public transit options: Long-term
- Amend/create an ordinance to require more trees and prohibit clear-cutting: Short-term

Results/Measures

- Reduction in individual car trips generated in Burleson
- Increased percentage of tree canopy

Accountability

Community Development Department, Neighborhood Services Department

Partner

Neighborhood Services, NCTCOG, EPA

Goal 15: Promote a strategic economic development program in Burleson

Desired Outcome

Economic development in Burleson is guided by a focused program, which is backed by all stakeholders alike. Economic development efforts in Burleson are targeted towards specific industry sectors and no longer involve chasing “deals of the moment”.



Milestones/Timeframes

- Develop and adopt a unified economic development vision and strategic priorities: Short-term
- Publish an economic development process guide is published: Short-term
- Ensure a project-tracking database and a client relationship management database to track company history with the Economic Development Department is online: Long-term
- Launch a public relations campaign to raise the level of awareness of Burleson’s economic development efforts and to distribute good news: Long-term
- Develop and launch a prospect handling process: Long-term

Results/Measures

- A unified economic development vision and strategic priorities are submitted for City Council adoption
- Economic Development Policy is updated

Accountability

Economic Development Department

Partner

City Manager’s Office

Goal 16: Promote a diverse and viable economic base through a diverse and aesthetically pleasing built environment

Desired Outcome

Future residents and businesses are so impressed with the City's built environment that they want to be a part of the community and make Burleson their home.



Milestones/Timeframes

- Complete an inventory of existing and potential commercial sites for possible development/redevelopment in focus areas (Old Town, TOD, SH 174 and IH 35) and identify qualified developers capable of undertaking these developments/new developments: Short-term
- Evaluate economic development opportunities, establish priorities and develop action plans around key opportunities: Short-term
- Establish a Foreign Trade Zone in Burleson: Long-term
- Identify neighborhoods in Burleson that would benefit from TIF and PID programs: On-going

Results/Measures

- Establish an action plan and identify a qualified developer for one initial pilot redevelopment project
- One new TIF or PID is established
- A partnership with Johnson County is established to work on a Foreign Trade Zone in HighPoint Business Park

Accountability

Economic Development Department, Community Development Department

Partner

Johnson County

Goal 17: Promote a proactive retention and recruitment process

Desired Outcome

Burleson generates more job growth and investment as a consequence of proactive retention and recruitment.



Milestones/Timeframes

- Complete a Target Industry Cluster study: Long-term
- Preparation of a package of targeted marketing materials and research publications geared to customer needs and to deliver the business message: Short-term
- Ensure a business climate survey has been completed and is being used in retention practices: Long-term
- Establish a business assistance center with incubator operations: Long-term
- Distribute an information guide for start-up businesses: On-going
- Establish an “angel capital program” to locate available capital for small start-up companies: Short-term
- Amend economic development incentive policy: Short-term

Results/Measures

- 100 retention visits are conducted and logged annually
- Secure one relocation or expansion project to Burleson every two years

Accountability

Economic Development Department

Partner

Burleson Area Chamber of Commerce

Implementation

Goal 18: Promote the importance of education and work force training to economic development.

Desired Outcome

Educational and work force training leaders are better aware of the City's activities and business needs, and coordination between education and work force training capabilities and economic development projects is improved. The business community has growing confidence in the potential of the local work force.



Milestones/Timeframes

- Identify and secure major education and work force development partners willing to make site visits: Long-term
- Partner with library to train workforce through skill enhancement programs like "Information Literacy".
- Develop information exchange process (meetings, communications, etc.): Short-term
- Schedule joint calling efforts when appropriate: On-going



Results/Measures

- Complete five annual retention/expansion calls with work force training and public education partners

Accountability

Economic Development Department

Partner

Worksource – Johnson and Tarrant, Hill College, Tarrant County College, Texas Wesleyan, Independent School Districts

Implementation

Goal 19: Promote a built environment that incorporates identification elements to create a unique image and a sense of place

Desired Outcome

Burleson has a recognizable image or identity that provides a memorable and a unique experience for both residents and visitors.

Milestones/Timeframes

- Develop a common brand/identity/image for Burleson that is agreed upon by all stakeholders and adopted by various public and quasi-public entities as well as the business community:
Long-term
- Develop and adopt a comprehensive gateways design plan:
Short-term

Results/Measures

- One focus area is selected as a pilot for a comprehensive identity/image enhancement



Accountability

Community Development Department, Economic Development Department

Partner

Area residents, Chamber of Commerce

Implementation

Goal 20: Promote an aesthetically pleasing visual appearance in all elements of the City’s physical appearance – individual buildings, neighborhoods and streets

Desired Outcome

Burleson has an enhanced visual appearance with aesthetically pleasing elements (such as sculptures, fountains, different paving materials on streets, street lighting, sidewalk planters, architectural articulation to the outside of the buildings and so on) as a routine part of its built environment.



Milestones/Timeframes

- Develop and adopt architectural articulation regulations: Short-term
- Adopt Context Sensitive Design Manual and Neighborhood Design Manual: Short-term
- Establish a Citywide housing program: Long-term
- Weight development scorecard for urban design elements: On-going

Results/Measures

- 75% of positive reaction (A or B score) pictures on a Visual Character Survey are from Burleson

Accountability

Community Development Department

Partner

BISD, Chamber of Commerce

Conclusion

Truly successful communities have a vision for their future. They set forth clear goals and establish strategies to achieve the vision. Planning is essential to setting the state for quality growth and development in any community. Implementation is essential to carrying out the vision for planning.



Imagine Burleson: Roadmap to 2030 is not a rigid, unchangeable document, but rather a flexible guide to help the City achieve its vision. The plan should undergo annual review in which the Planning and Zoning Commission reviews the plan, prepares a report with their findings and presents the report to City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions to the plan should be made accordingly. By such periodic reevaluations, the plan will remain functional, and will continue to give 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 plan’s basis;
- Adjustments related to capital expenditures;
- Changes to the City’s regulations or programs; and
- Changes in State and federal laws.



In addition to annual reviews, the plan should undergo a thorough review and an update every five years.

2010 Picture

The 2010 picture shows us our assets as well as what we lack in amenities in this town. It tells us the potential of certain socio-demographic trends that this city may benefit from, and it guides us on how to build the 2030 Burleson from the ground of 2010. The 2010 Picture provides a snapshot of Burleson's current characteristics, with a focus on demographics, land use, economic, and environmental characteristics.

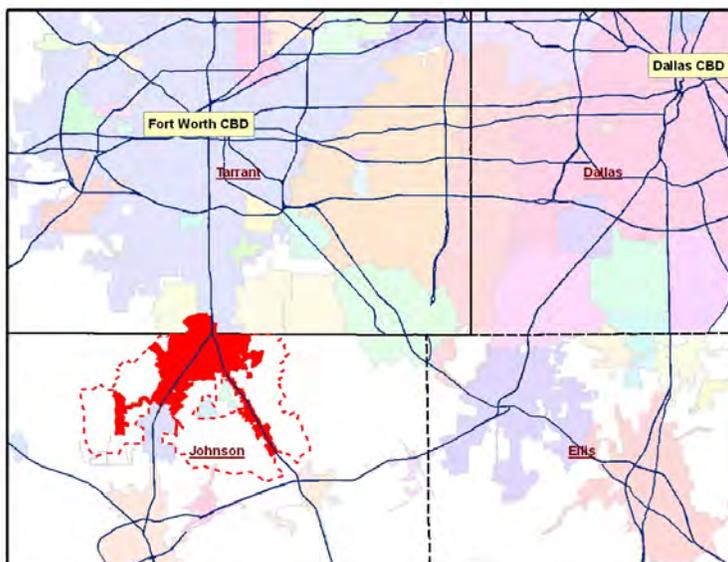


2010 picture, or the analysis of existing condition, is the stepping stone to the journey towards 2030. It is like finding your current location on a tour map first, before deciding which route will be the most suitable to reach your destination. Unless we know where the City is now we cannot decide which path will take our City to the 2030 destination.

This 2010 Picture gives us the benchmark. It analyzes current numbers and past trends – trends that may have been the cause or effect of certain regional outcomes. For example, following demographic trends shows how the citizenry changed over years and how their aspirations and desires shape the City. It also shows what elements or qualities brought these people to Burleson that should be preserved.



The goals and strategies discussed in this plan came out of the thought process that connects past to present and analyzes the strengths and weaknesses of this community.



Burleson has a geographic advantage of being within 15 minute driving distance of downtown Fort Worth.

Burleson has quick access to transportation network that includes IH-35W, IH-20, IH-30, SH 174, US 67, FM 917 as well as future SH-121 and Loop 9, two railroad lines, two major airports within 45 minutes (DFW and Alliance) and the well-equipped and local Spinks airport, with a lighted, 6,000-foot concrete runway for commuter and executive travel.

Demographic Characteristics

This section examines Burleson’s demographic characteristics, such as age, ethnicity, education, and employment. A variety of sources have been studied to compile the most accurate, precise, and relevant information for the plan. The 2005-2007 American Community Survey, which was conducted by the U.S. Census Bureau, is a frequently cited source. The data is beneficial to cities because it is more recent than the 2000 Census. The survey is conducted annually for cities over 65,000 residents, but for cities over 20,000 the survey is conducted over a span of three years – January 2005 through December 2007 – and cannot be fixed to a particular year. It should be noted that this data was collected using a smaller sample size than the decennial Census typically use. Also Demographics Now (a private market data source) has current estimates and future projections. North Central Texas Council of Government (NCTCOG) numbers have been compared as well.

The historic population of Burleson and its surrounding area is shown in **Table 1**. Burleson, Cleburne, Mansfield, Tarrant County, and Johnson County, like much of the Dallas-Fort Worth Metroplex, have all grown at steady paces.

Table 1. Population of Burleson and Surrounding Areas (1970-2007)

		Burleson	Cleburne	Mansfield	Tarrant Co.	Johnson Co.
Decennial Census	1970	7,713	16,015	3,658	716,317	45,769
	1980	11,734	19,218	8,102	860,880	67,649
	1990	16,113	22,205	15,607	1,170,103	97,165
	2000	20,976	26,005	28,031	1,446,219	126,811
Census Annual Estimates	2001	23,063	27,136	30,001	1,489,516	132,170
	2002	24,330	27,661	31,567	1,526,307	135,732
	2003	25,978	28,210	33,040	1,556,747	139,499
	2004	27,766	28,718	34,589	1,586,277	143,195
	2005	29,391	29,006	37,880	1,619,666	146,509
	2006	31,266	29,168	41,434	1,671,295	149,016
	2007	33,359	29,552	44,061	1,717,435	149,797

Source: U.S. Census

Another method of evaluating the City’s growth is to compare it to a larger regional area. Johnson County can be considered the region that has the most influence on and is the most influenced by the City of Burleson. City of Burleson is growing more quickly than Johnson County. Table 1 shows that the City of Burleson grew 59% from 2000 to 2007 while Johnson County grew 18% during the same period. **Table 2** shows the relationship between Burleson and Johnson County over a period of nearly four decades. Since early in this decade Burleson has consistently gained a larger portion of the County’s population, from about 17%, in 2001 to just over 22% of the county by 2007.

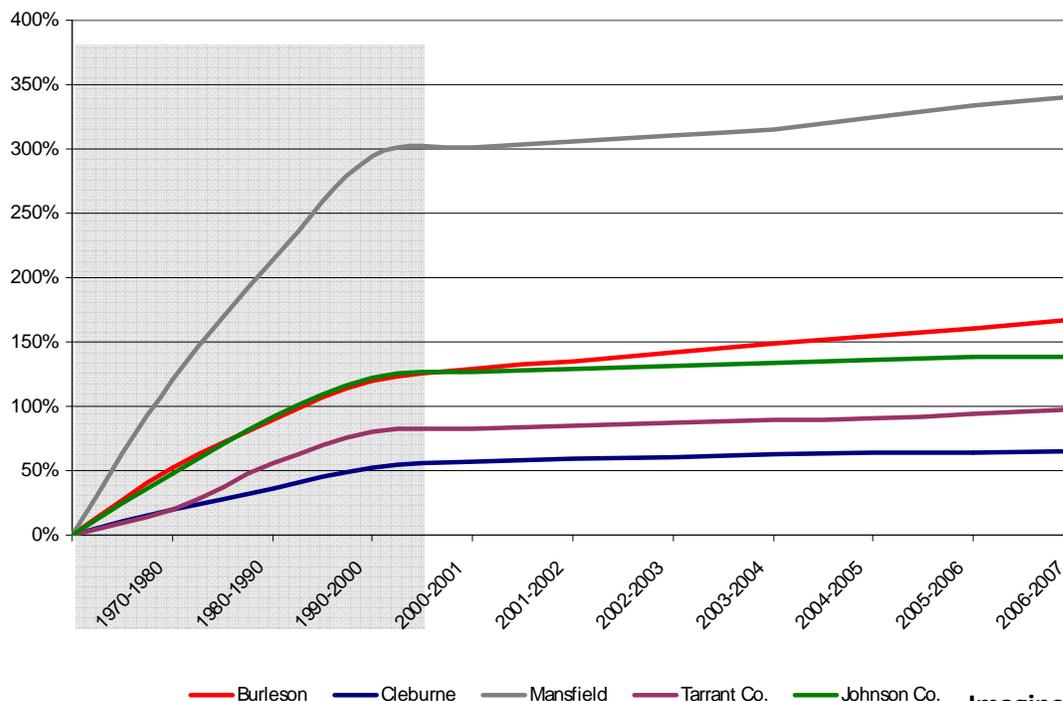
Table 2. Percentage Burleson Comprises of Johnson County

		Burleson	Johnson Co.	Percentage City of County
Decennial Census	1970	7,713	45,769	16.9%
	1980	11,734	67,649	17.3%
	1990	16,113	97,165	16.6%
	2000	20,976	126,811	16.5%
Census Annual Estimates	2001	23,063	132,170	17.4%
	2002	24,330	135,732	17.9%
	2003	25,978	139,499	18.6%
	2004	27,766	143,195	19.4%
	2005	29,391	146,509	20.1%
	2006	31,266	149,016	21.0%
	2007	33,359	149,797	22.3%

Source: U.S. Census

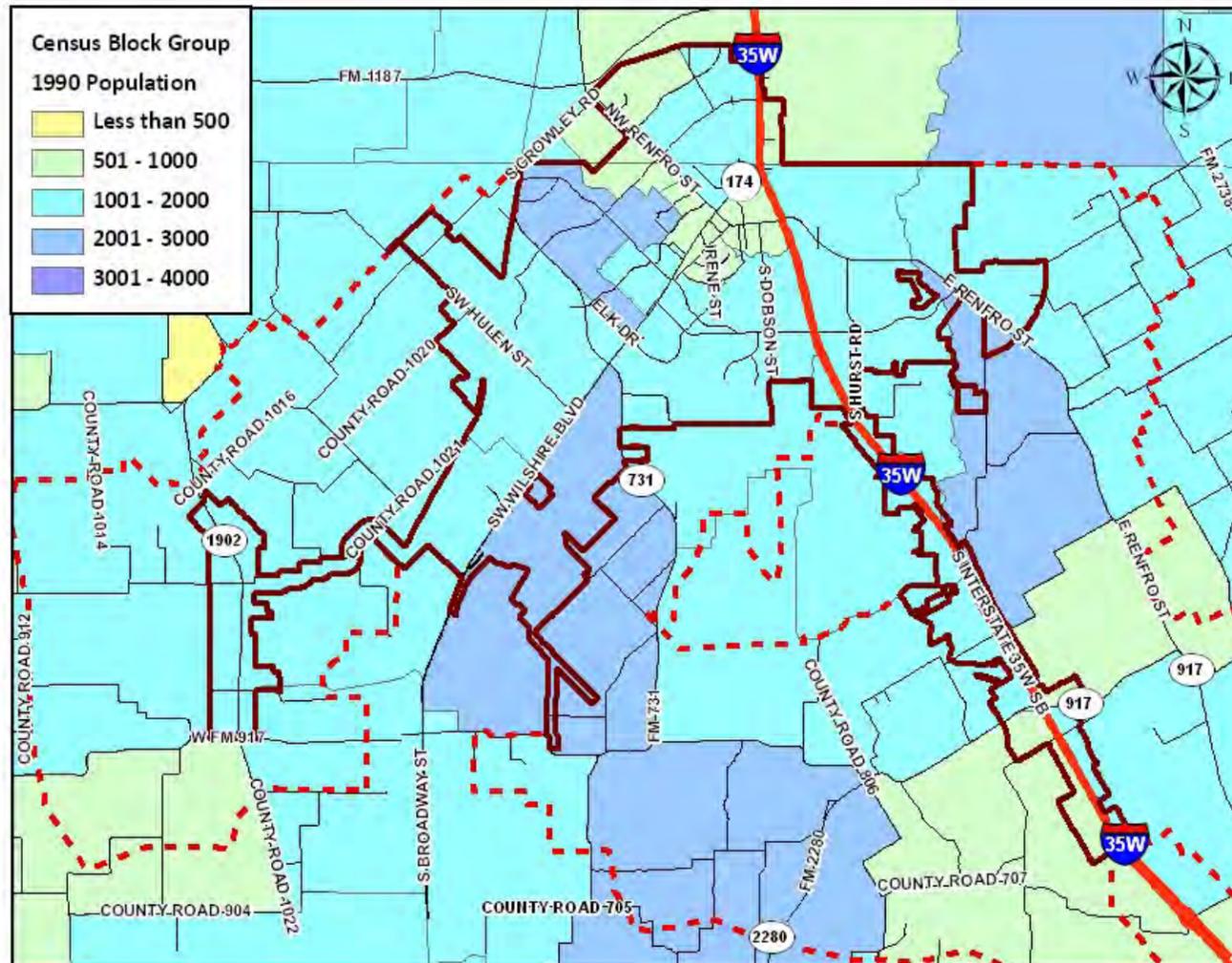
Figure 1 shows the percentage growth of each city or county from 1970 to 2007. The shaded area shows decennial growth and consequently shows a steeper slope. Notably, the unshaded area depicts yearly U.S. Census estimates. Therefore, the growth is shown as a less steep slope. As shown, Burleson has outpaced growth in Cleburne and both Johnson and Tarrant Counties. Mansfield's population grew quickly between 1970 and 2000, but has since become more similar to the cities and counties in recent years.

Figure 1. Percentage Growth (1970-2007)



Source: U.S. Census

— Burleson — Cleburne — Mansfield — Tarrant Co. — Johnson Co.



Burleson and the surrounding areas have been experiencing considerable population growth, which will impact the City's land use planning, transportation planning, and utility planning, as well as other facets of the community.

The City has experienced significant growth since 1970, particularly from 1970 to 1980 during which time the population increased by more than 52%. Burleson more than quadrupled in population size during this 37-year period.

The map to the left shows the population in each census block group in the year 1990. The darker color corresponds to higher population count.

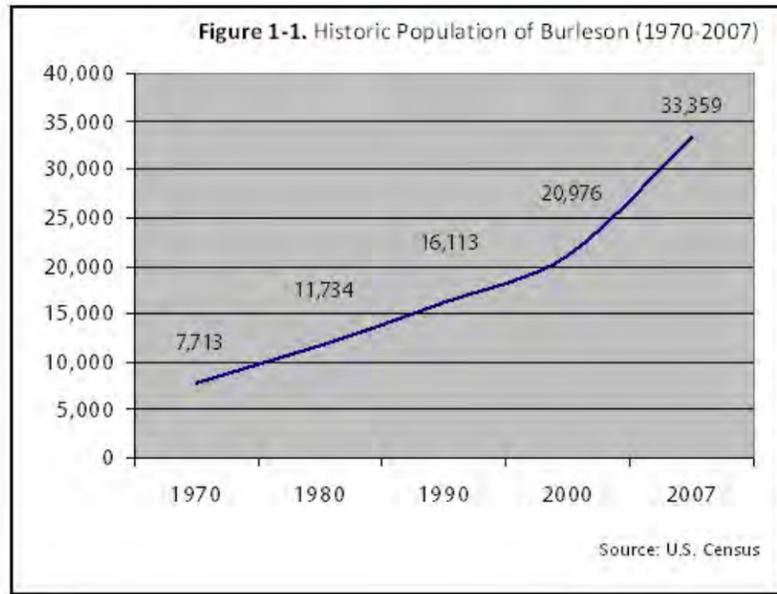
Rapid population growth has occurred in Burleson since 2000, which is relatively consistent with previous decades (see Table 1-1 and Figure 1-1).

Table 1-1. Historic Population of Burleson (1970-2007)

Year	Population	Population Change	Percent Change
1970	7,713	---	---
1980	11,734	4,021	52.1%
1990	16,113	4,379	37.3%
2000	20,976	4,863	30.2%
2007	33,359	12,383	59.0%

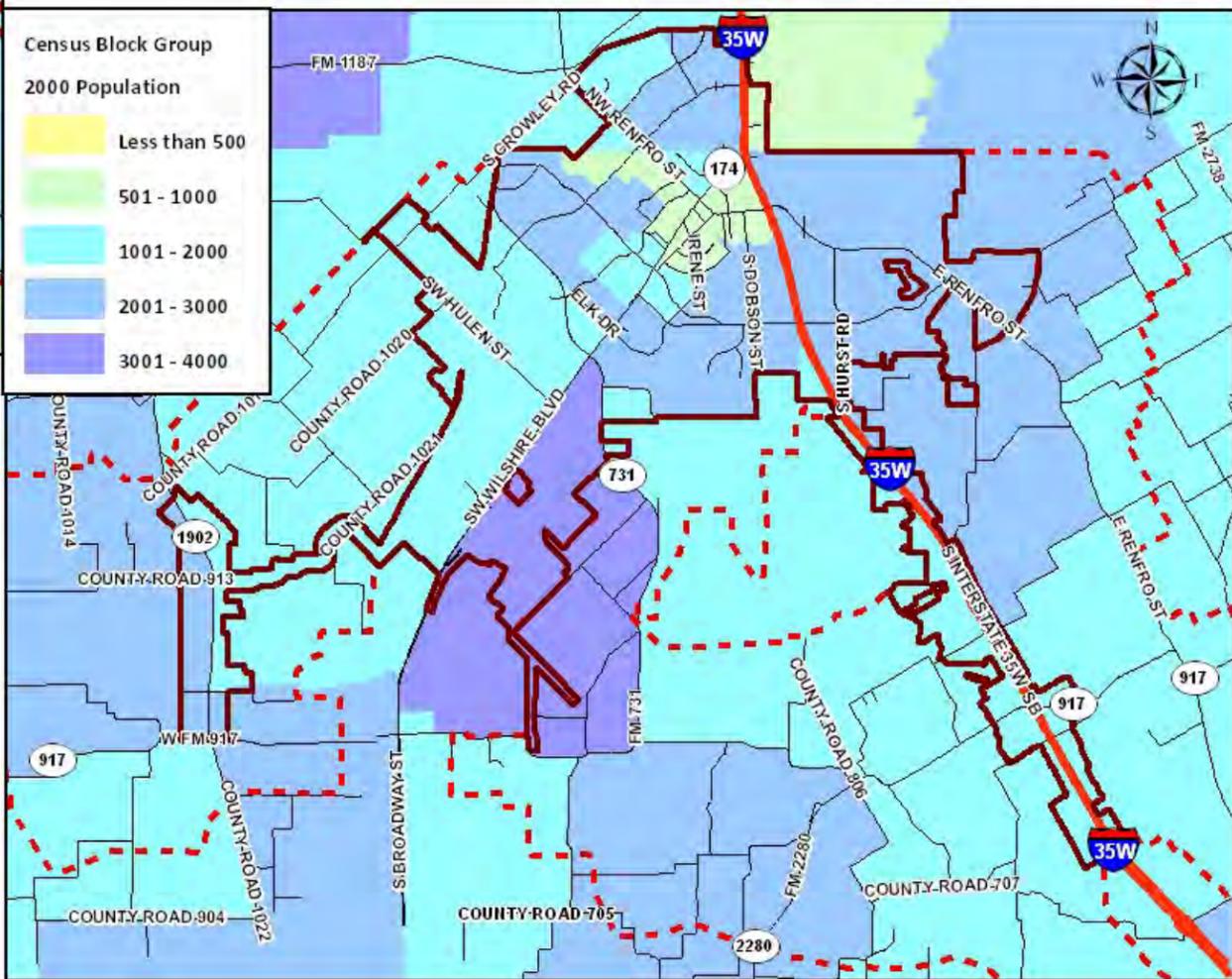
Source: U.S. Census

Source: U.S. Census & NCTCOG



The map to the right shows the population in each census block group in the year 2000. It is visible through the maps that the growth trend of past several decades is still active and the population growth distribution is geographically consistent.

The City's population is estimated to have increased by 12,383 residents between 2000 and 2007, a growth of about 59%. Burleson increased by more residents in the six-year period between 2001 and 2007 than during the previous 20-year period (10,296 increase from 2001 to 2007, compared to a 9,242 increase from 1980 to 2000).



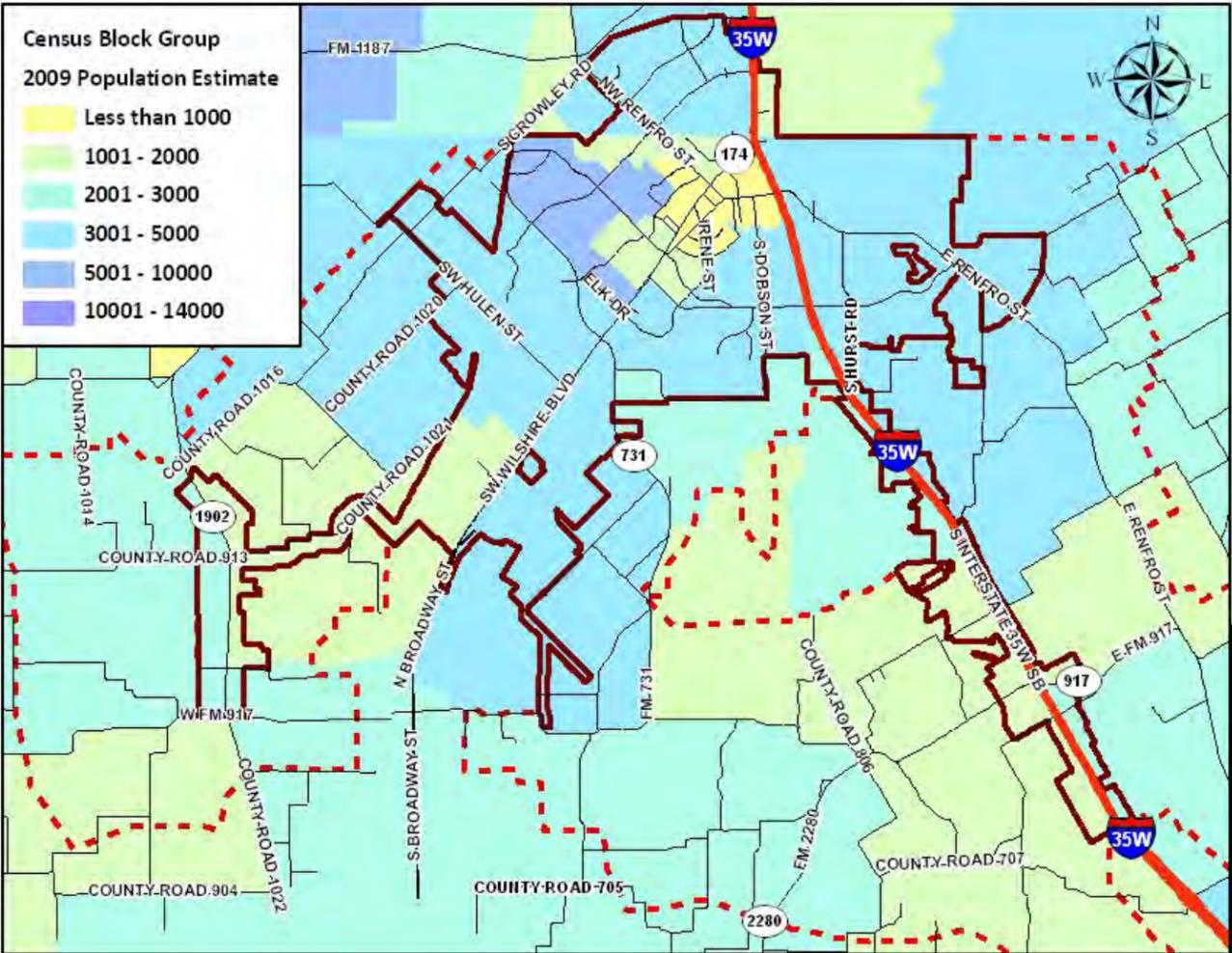


Figure 1-3 compares population estimates of Burleson for 2001-2007 from three sources: the U.S. Census, Texas State Data Center, and North Central Texas Council of Governments (NCTCOG). Multiple sources are cited to ensure accurate population estimates.

The map to the left shows population estimate for each census block group in the year 2009.

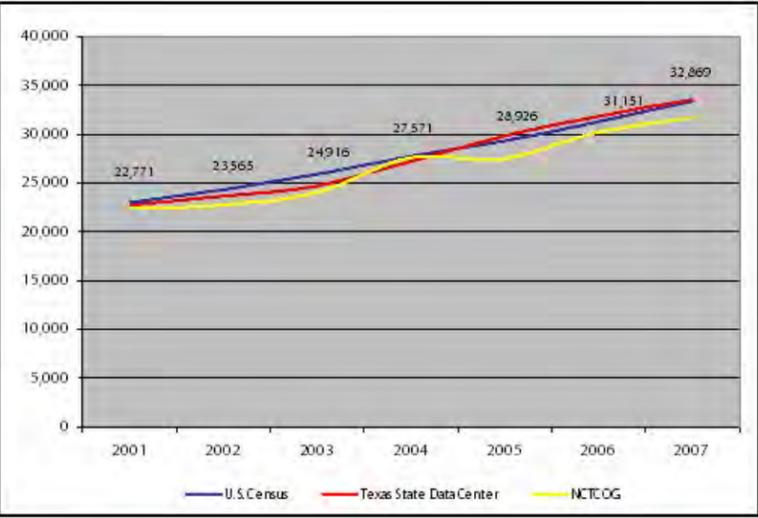
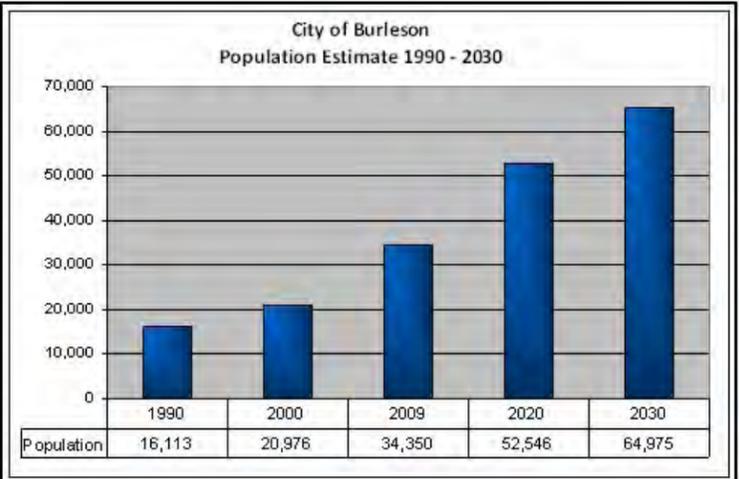


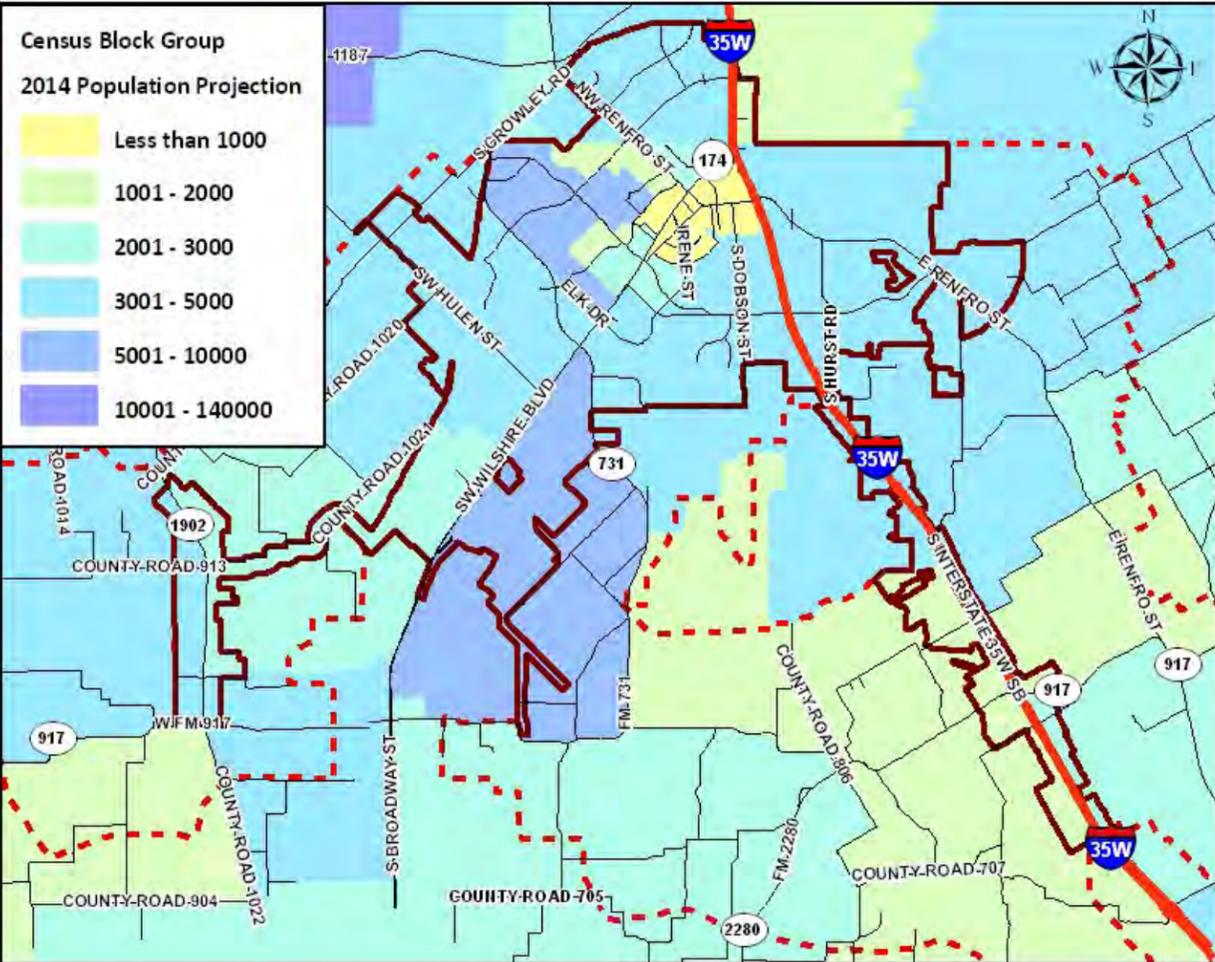
Figure 1 - 3. City of Burleson Population Estimates (2001 - 2007)

Source: U.S. Census, NCTCOG and Demographics Now



The map to the right shows population projection for 2014 in each census block group. Darker color corresponds to higher population count.

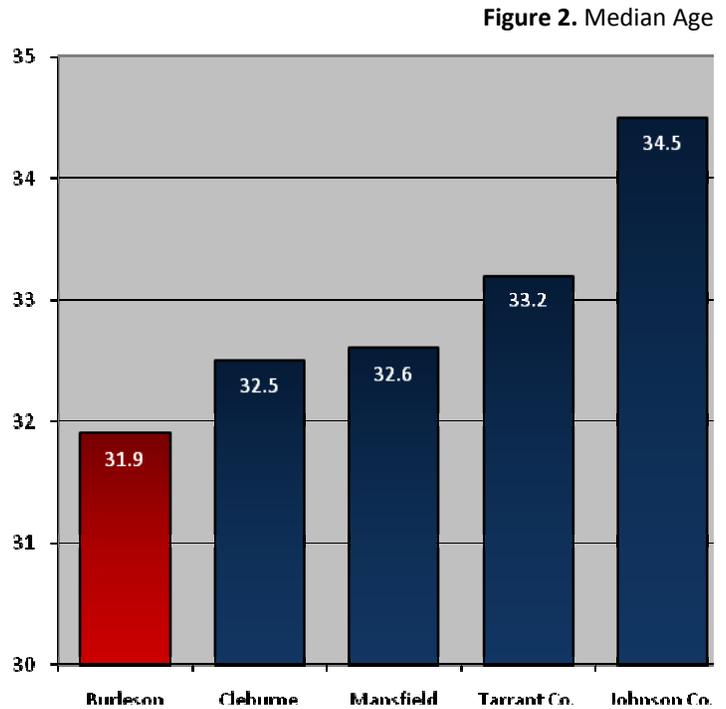
Every consulted data source that provide future population estimates, bolsters the fact that Burleson will be growing. More people will move in to the city attracted by the quality of life and the amenities within quick reach. This analysis helps us plan for future infrastructure as there will definitely be more need for new homes, more roads to serve increasing traffic. Education, medical services, sufficient retail, and other supporting land uses need to be placed in accordance with the population densities and different age groups of population.



Age and Gender

The population's age composition can provide insight into the types of facilities and services that may need to be provided in the future, such as a senior center or increased youth services. This analysis can ensure that the City is aware of the age distribution so that it can continue to meet the needs of its citizens of all ages.

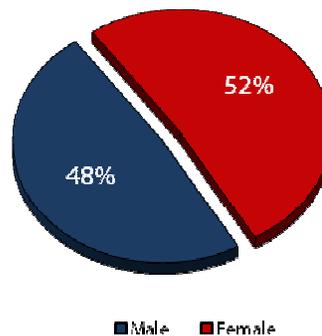
Figure 2 shows the median age of Burleson's residents as well as the median age of the surrounding areas. Burleson's median age of 31.9 is nearly three years younger than that of Johnson County and slightly younger than Cleburne, Mansfield, and Tarrant County.



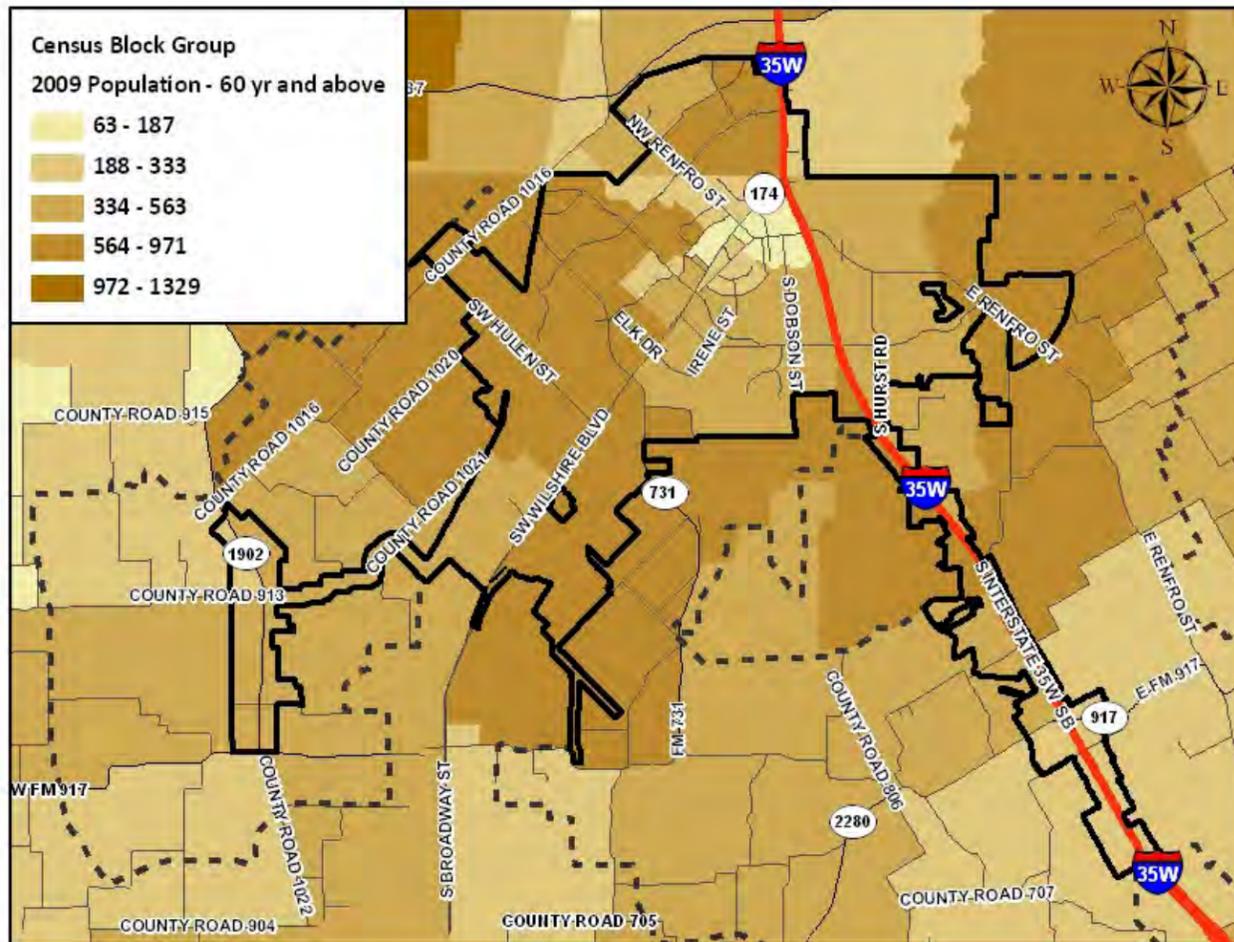
Source: 2005-2007 American Community Survey

The gender composition of Burleson is similar to that of the State of Texas, about 52% female and 48% male (see **Figure 3**). It is common to have a slightly larger percentage of females than males primarily due to females commonly having longer life spans than males.

Figure 3. Gender Composition



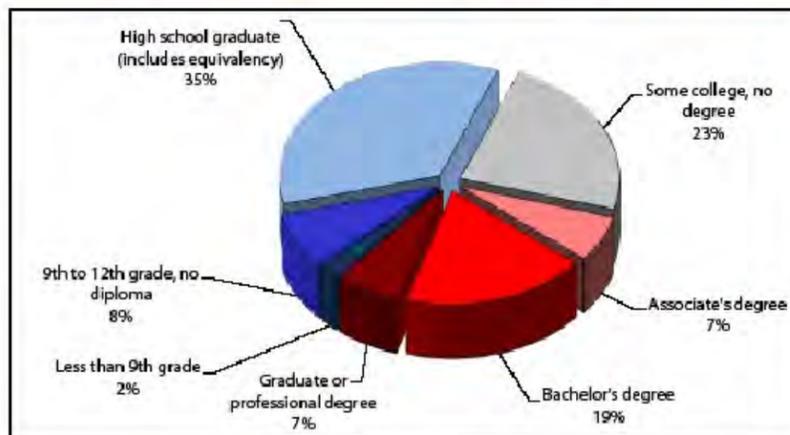
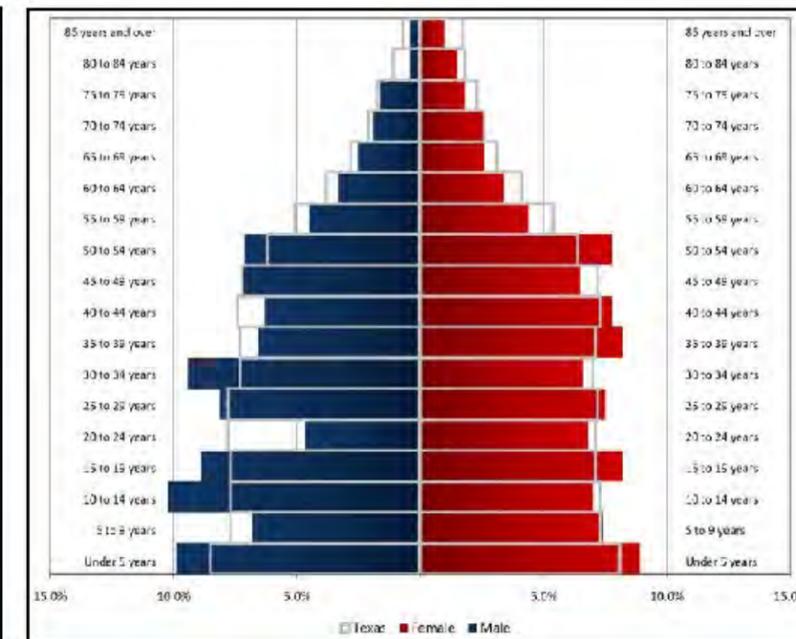
Source: 2005-2007 American Community Survey



The age distribution of Burleson population tells us which facilities to plan for and where they should be located.

The median age of Burleson population is 31.9 years, which is 3 years younger than Johnson County and slightly younger than Cleburne, Mansfield and Tarrant County.

The map to the left shows the senior population (60 years and above) distributed over census block groups. Darker color means those block groups have higher number of senior residents. This helps in planning for senior amenities, transit, medical facilities, and other services that cater to older age groups.

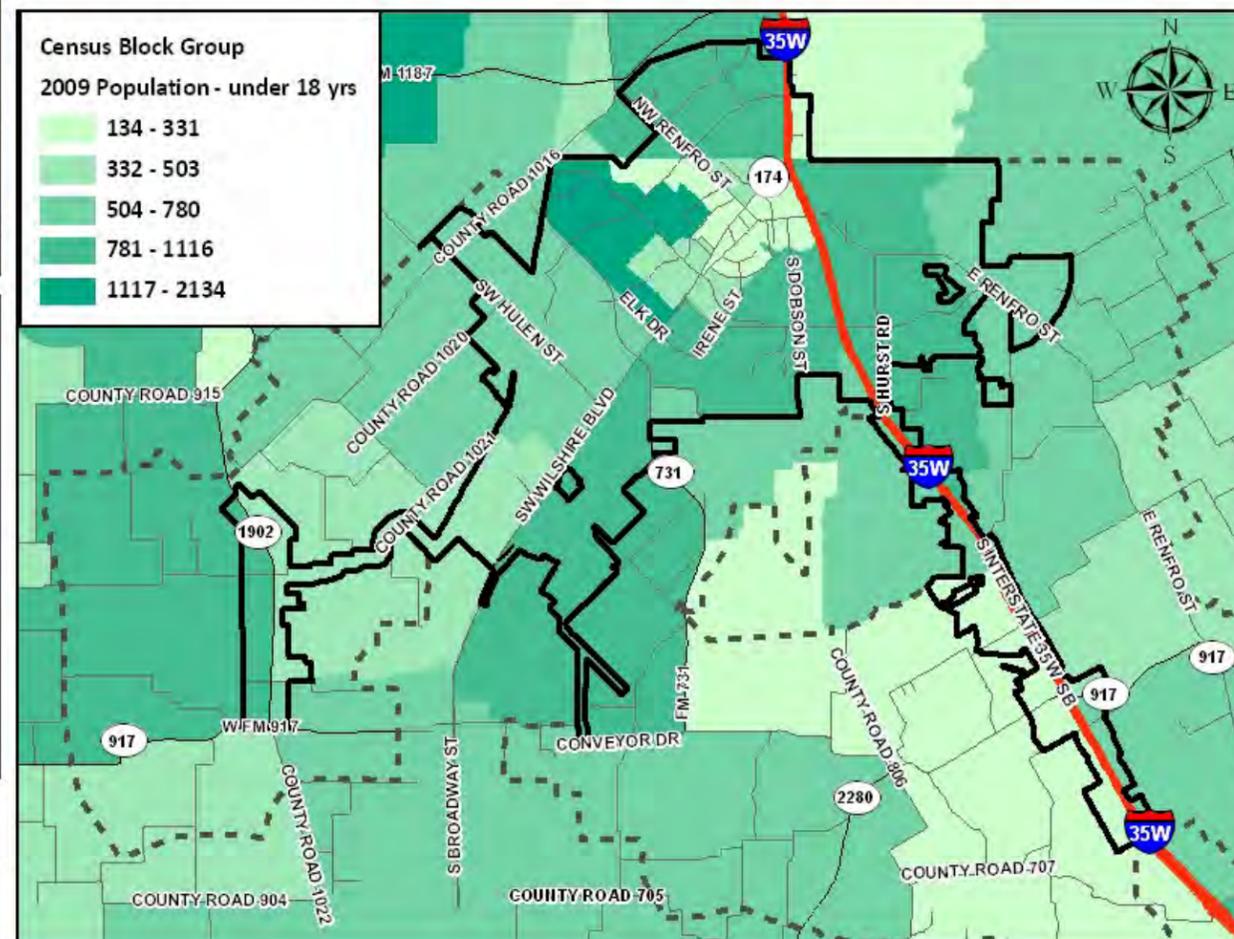


The map to the right shows the younger population (18 years and under) distributed over census block groups. Darker colors means those block groups have higher population of kids and teens.

The block groups with higher senior and younger population should be well connected with alternative modes of transportation. Transit options, bike and pedestrian trails should connect these neighborhoods with schools, parks, senior center, and day to day shopping locations.

Burleson ISD has 15 schools with more than 9000 students. Knowing where the youngers population is concentrated geographically, not only help us plan for their education, but also other facilities like parks, play ground, child care etc.

Source: Demographics Now 2009 and 2005 - 2007 American Community Survey



Ethnic Composition and Racial Distribution

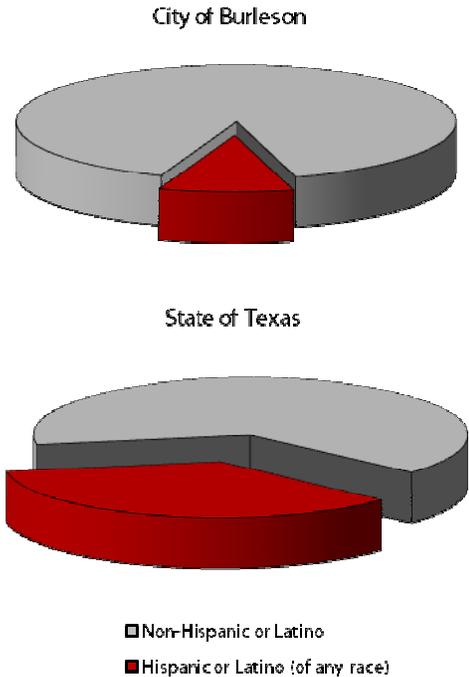
It is important for the City to understand its ethnic composition and racial distribution. The City should ensure that public input and public decision-making is representative, meaning that all ethnic and racial groups are adequately included and represented. The City of Burleson is fairly homogenous in terms of ethnicity and race. **Figure 4** shows the ethnic composition of the City of Burleson compared to the State of Texas. About 10% of Burleson’s population identifies themselves as Hispanic or Latino, compared to about 35% of the population of Texas. The Hispanic community is growing within Burleson, which is a common trend throughout the state. **Table 4** and **Figure 4** show the percentage of Burleson’s population that identified themselves as Hispanic in 1990, 2000, and 2005-2007. The Hispanic population percentage has increased steadily over recent years. This data shows 2,408 more Hispanic persons have relocated into Burleson from 1990 to 2005-2007, a 6.48% increase within the overall population.

Table 4. Ethnic Composition

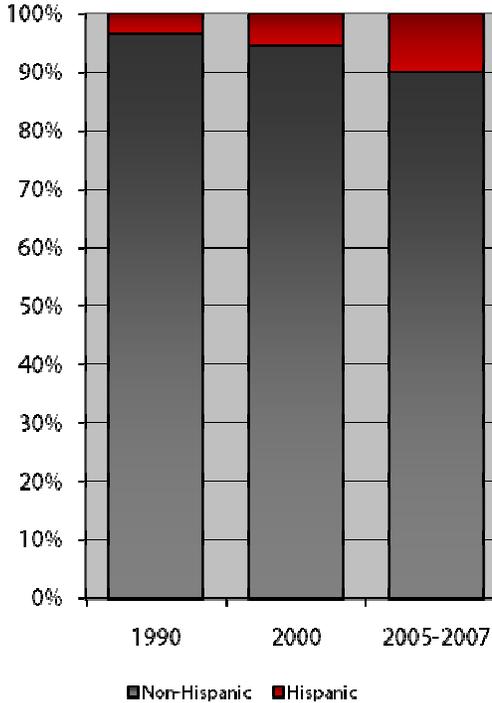
	1990		2000		2005-2007	
	Number	Percent	Number	Percent	Number	Percent
Non-Hispanic	15,569	96.6%	19,841	94.6%	27,003	90.1%
Hispanic	544	3.4%	1,135	5.4%	2,952	9.9%
Total	16,113	100.0%	20,976	100.0%	29,955	100.0%

Source: U.S. Census

Figure 4. Ethnic Composition



Source: 2005-2007 American Community Survey



Source: U.S. Census

2010 Picture

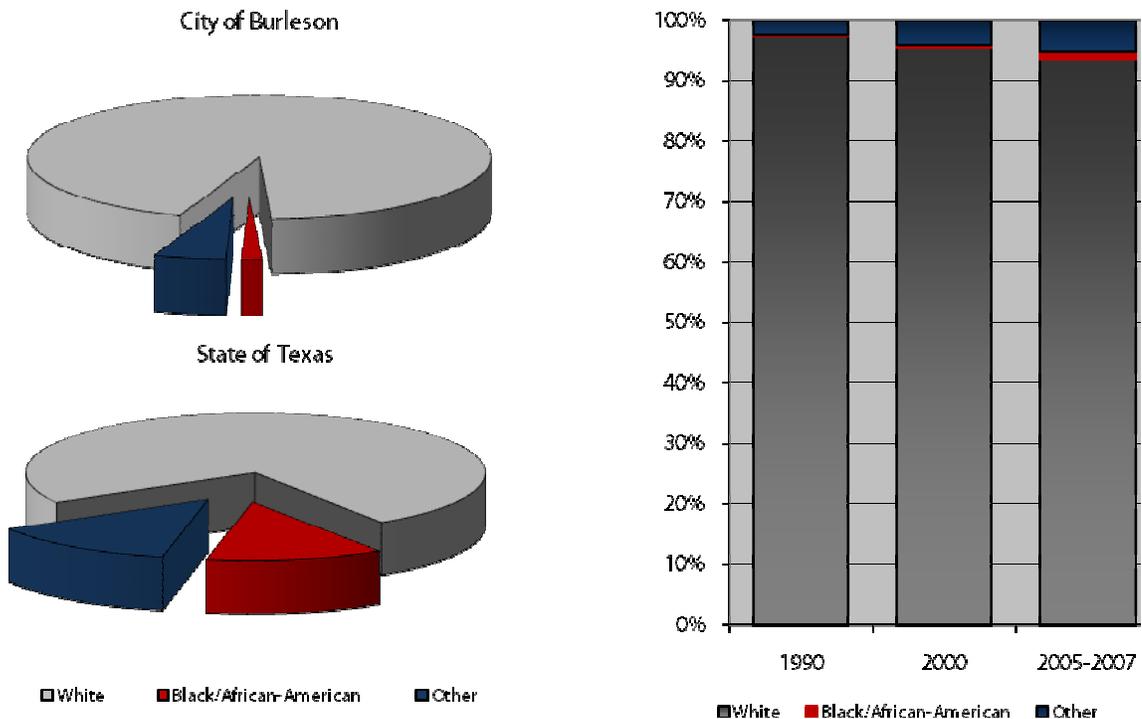
About 1% identified themselves as Black/African-American, and 6% as members of other races, meaning 93% of Burleson identified themselves as White compared to about 71% at the state level (see **Figure 5**). Although this is a relatively low percentage of minority groups when compared to the State of Texas, as with ethnicity, the racial composition of Burleson is becoming more diverse (see **Figure 5**). **Table 5** shows that in 1990, over 97% of the population identified themselves as White, less than 1% identified as Black/African-American, and just over 2% identified themselves as some other race or a combination of races. In 2000, these numbers shifted slightly toward a more diverse population with less than 96% identifying as White. The population continued to shift in the 2005-2007 survey, with about 93% identifying as White. It can be assumed that this diversification will continue to occur in the coming years.

Table 5. Racial Distribution

	1990		2000		2005-2007	
	Number	Percent	Number	Percent	Number	Percent
White	15,704	97.5%	19,841	91.0%	27,003	85.8%
Black/African American	26	0.2%	1,135	5.2%	2,952	9.4%
Other	383	2.4%	834	3.8%	1,509	4.8%
Total	16,113	100.0%	21,810	100.0%	31,464	100.0%

Source: U.S. Census

Figure 5. Racial Distribution of Burleson



Source: 2005-2007 American Community Survey

Source: U.S. Census

Household Type

Household type is an indicator that can be used by the City of Burleson to represent the current household composition of the City. This can be important in the needs assessment process in regards to what types of families live within Burleson and how to properly and efficiently meet their needs. **Table 6** shows the household type composition in Burleson for 1990, 2000, and 2005-2007, and compares them to the 2005-2007 national composition. It is important to view the City within a broader context when comparing household types for the City of Burleson. A national study¹ analyzing the 2000 U.S. Census determined:

- Suburbs now contain more non-family households – largely young singles and elderly people living alone, rather than married couples with children;
- Traditional families (married couples with children) made up only 27% of all suburban households; and,
- People living alone constituted 23.5% of households.

Table 6. Household Type

Household Type	Burleson		United States	
	1990	2000	2005-2007	2005-2007
Family households	81.9%	78.6%	77.1%	66.9%
<i>Married-couple family</i>	69.1%	64.0%	62.4%	49.8%
<i>Married-couple family with children</i>	---	32.5%	31.1%	21.7%
Nonfamily households	18.1%	21.4%	22.9%	33.1%
<i>Householder living alone</i>	15.4%	18.3%	20.1%	27.3%
Average Household Size	2.87	2.59	3.01	2.60

Source: 2005-2007 American Community Survey and U.S. Census

Although Burleson contains more traditional family households compared to the national data, a shift toward non-family households can be seen over time. The data in **Table 6** shows that traditional family households have decreased slightly, while non-family households have increased correspondingly. This change in household composition will require an adaptive approach to planning which strives to meet the needs of a variety of different household types.

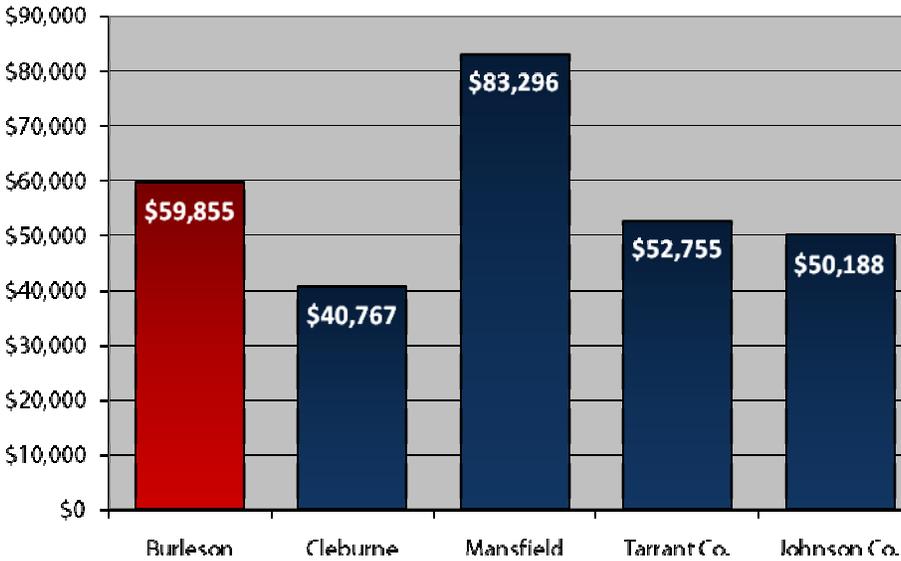
¹ Frey, William H. and Alan Berube. City Families and Suburban Singles: An Emerging Household Story from Census 2000. (Census 2000 Series) Center on Urban & Metropolitan Policy, The Brookings Institution. Washington, D.C. February 2002.

Household Income

Household income levels can be an important factor in planning Burleson's future. It influences the amount and type of retail that Burleson can support; therefore, income levels indicate to potential retailers whether or not a city is a prime site to locate their business. Income is also a major determining factor for homeownership, meaning it can play a role in the size, type, and quality of residential development the community attracts.

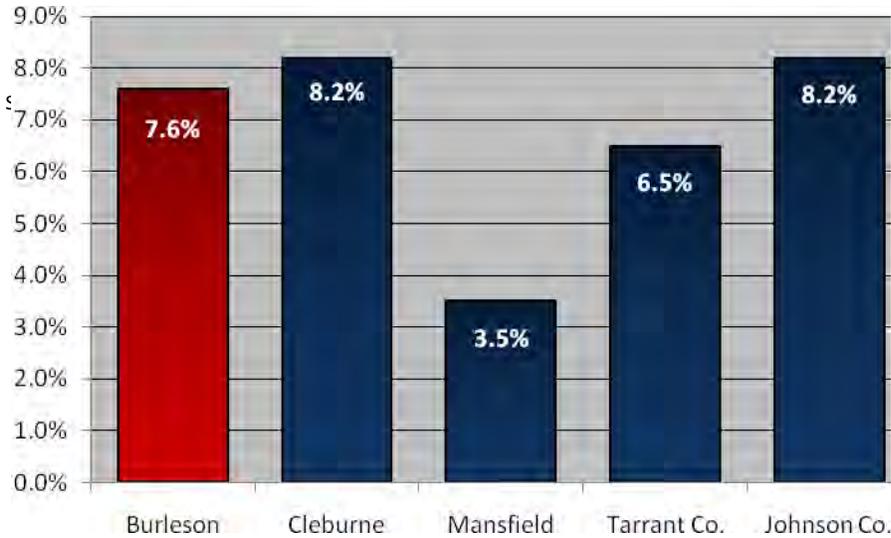
Mansfield had the highest median household income of the cities and counties shown in **Figure 6**, near \$83,000. Burleson had the second highest median household income at just under \$60,000, ranking higher than Cleburne and both Tarrant and Johnson Counties.

Figure 6. Median Household Income

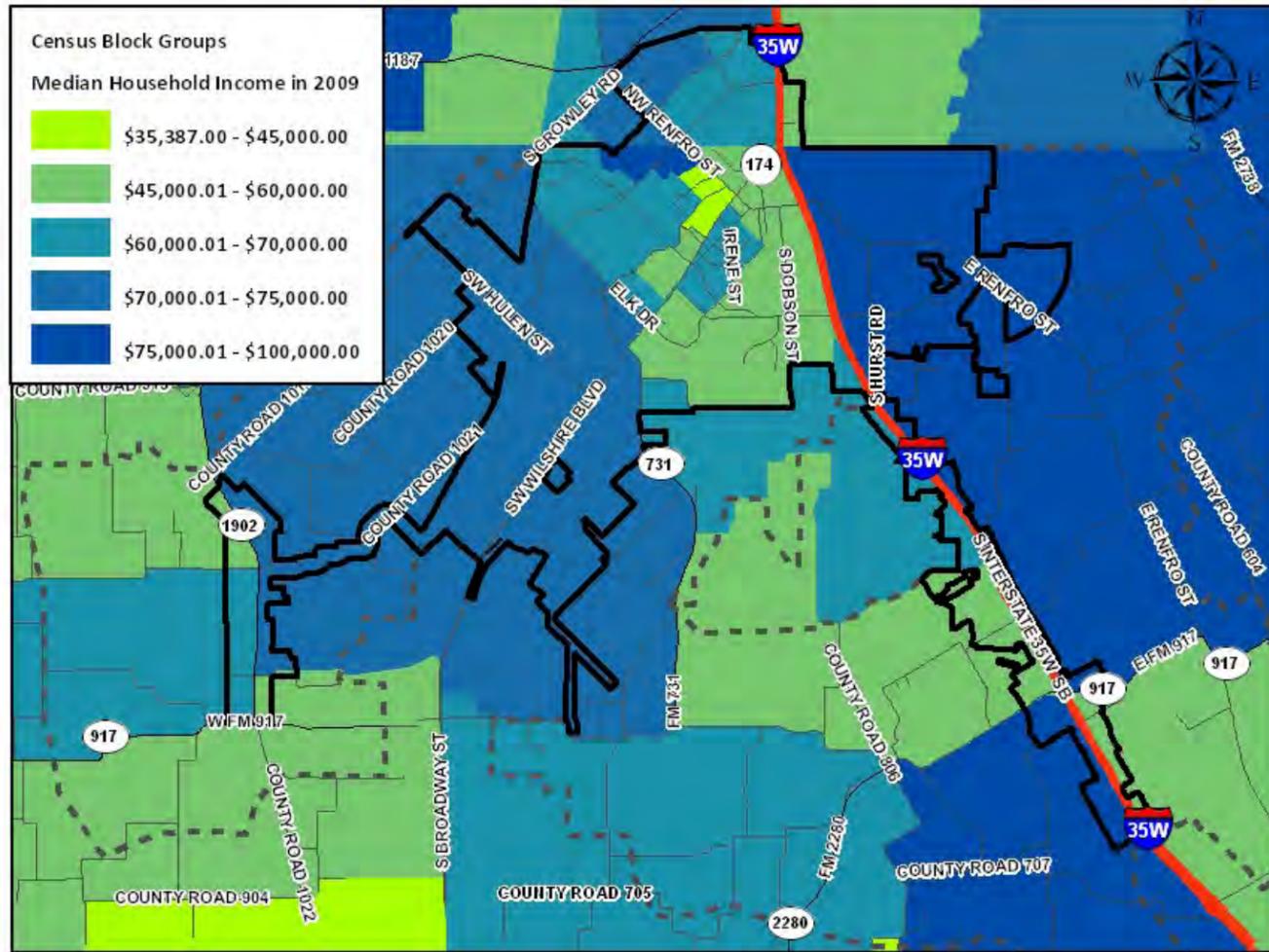


According to the 2005-2007 American Community Survey, the City of Burleson has an unemployment rate of 7.6%, which is below the Johnson County average of 8.2% (see **Figure 7**). The lowest unemployment rate in the surrounding communities is Mansfield, 3.5%, significantly lower than the area average.

Figure 7. Unemployment Rates

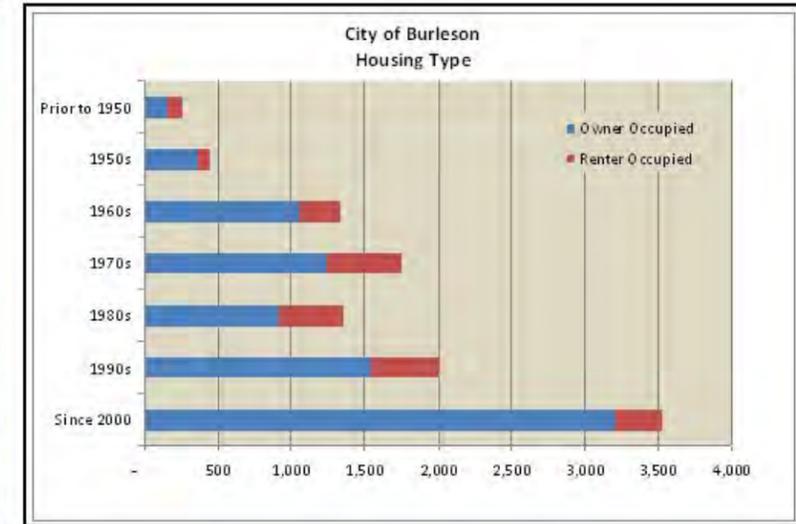


Source: 2005-2007 American Community Survey

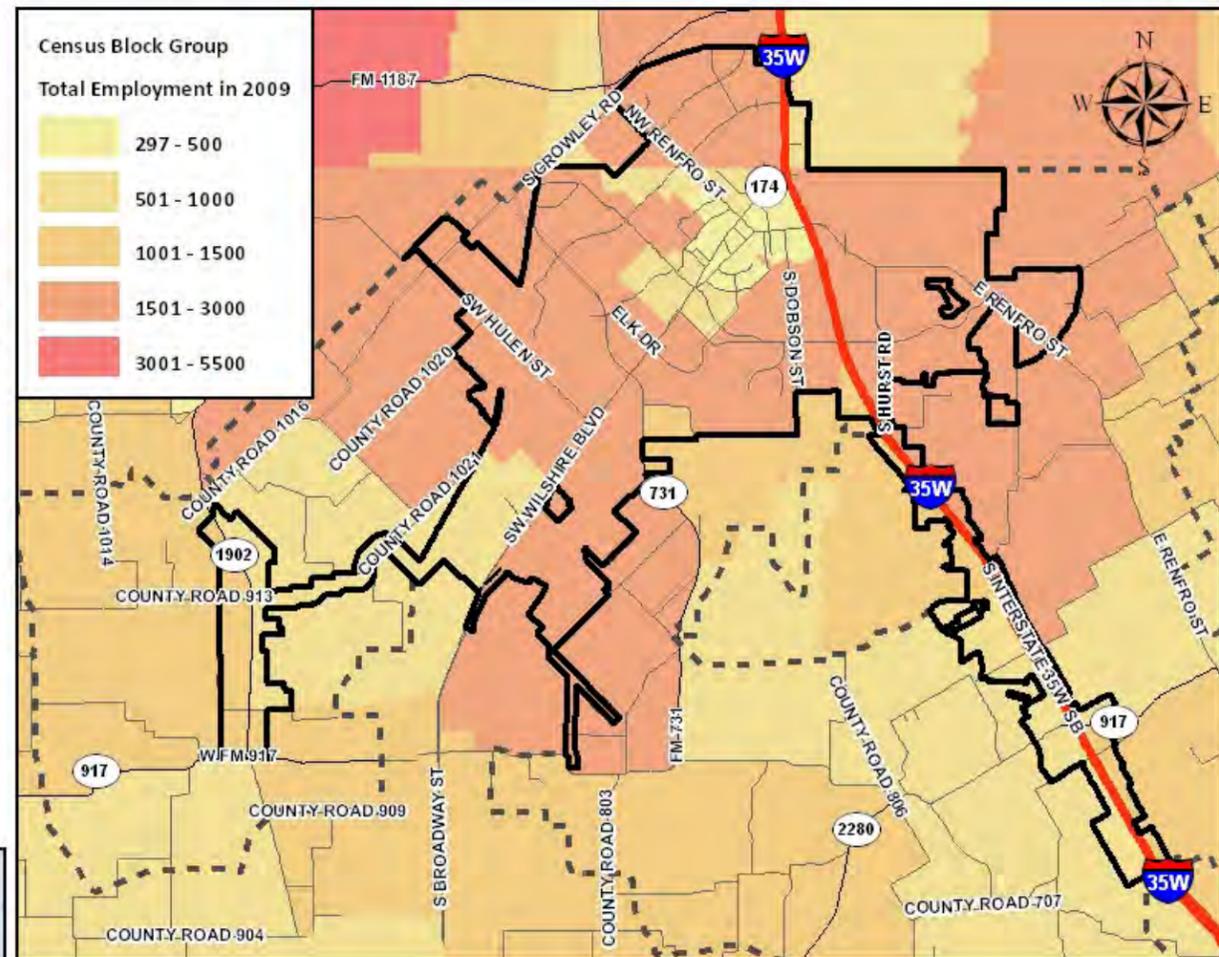


The map to the left shows the median household income of Burleson households in the year 2009. Median household income is one of the key economic indicators that tells us which income level is prevalent in the city and how the different income groups are distributed over census block groups.

This information is extremely useful for City's Economic Development recruitment and expansion program, and for private business decision making.

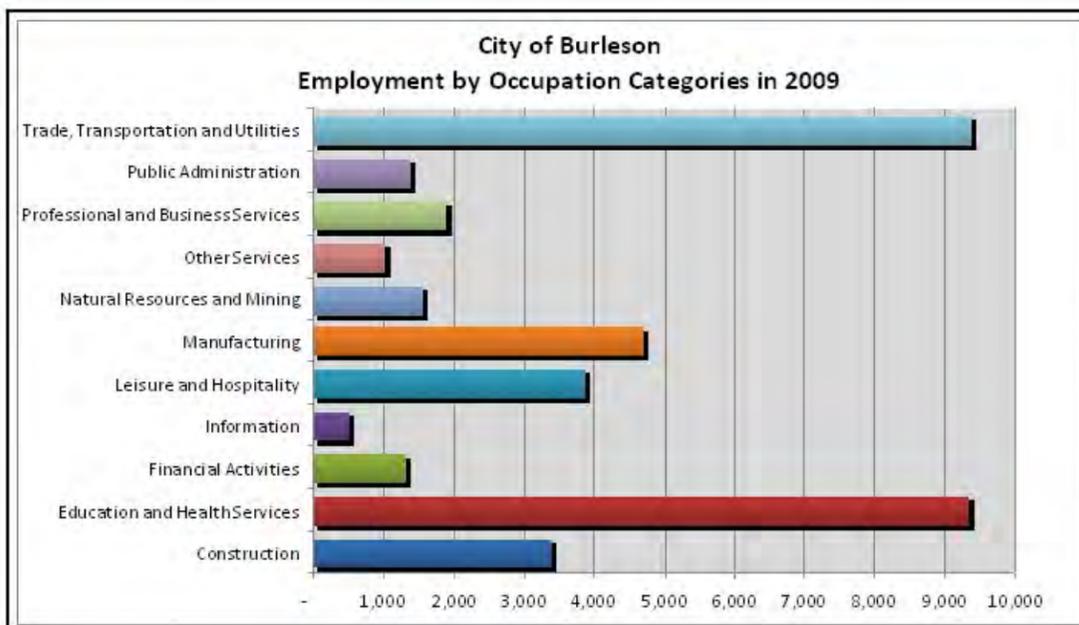


The map to the bottom right hand corner shows 2009 total employment numbers in each census block group. Darker color corresponds to higher employment numbers. Percentage of land area in the city with land use categories that support employment generators should be based on the existing employment.



The existing employment distribution geographically and by category helps us plan for target industries and locations.

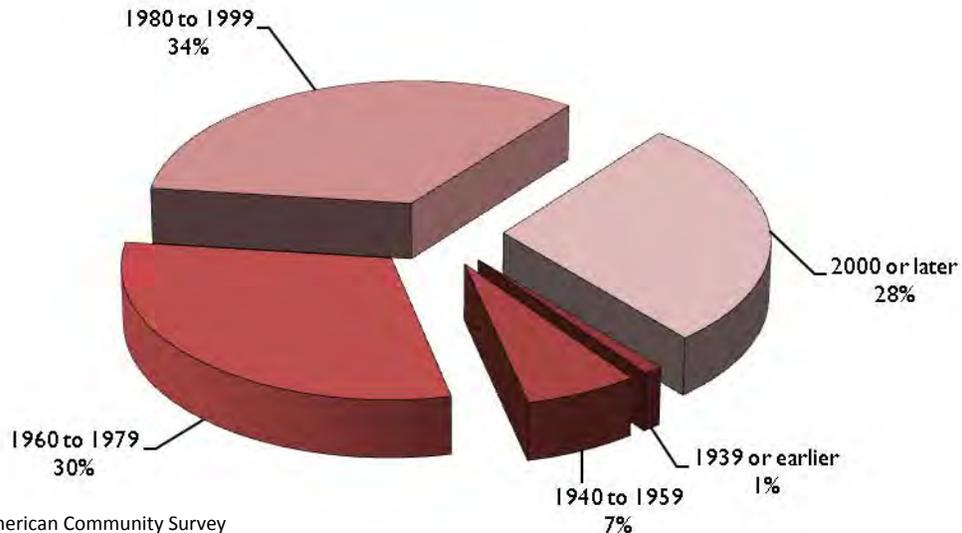
Source: Demographics Now & Census



Housing Characteristics

Figure 8 shows the percentage of homes constructed during each time period. The largest number of homes (34%) was constructed between 1980 and 1999, and the second largest between 1960 and 1979. Between 2000 and the time of the survey (between 2005 and 2007), 28% of the homes in Burleson were built. Only 8% of the existing homes in the City were built prior to 1960.

Figure 8. Year of Home Construction



Source: 2005-2007 American Community Survey

Current housing values are important to examine because they are indicative of what the City can expect its future housing stock to contribute to the economy and aesthetic quality of Burleson. **Table 7** contains information on the value of local owner-occupied units for 2000 and 2005-2007. There has been a shift toward higher home values, with a 29.2% decrease in homes valued between \$50,000 to \$99,999 and a 28.1% increase in homes valued between \$100,000 to \$199,999.

Table 7. Comparison of Housing Characteristics

	2000		2005-2007		Difference
Total Number of Homes	5,386		7,970		2,584
Less than \$50,000	454	8.4%	126	1.6%	-6.8%
\$50,000 to \$99,999	3,456	64.2%	2,789	35.0%	-29.2%
\$100,000 to \$149,999	1,065	19.8%	2,906	36.5%	16.7%
\$150,000 to \$199,999	243	4.5%	1,268	15.9%	11.4%
\$200,000 to \$299,999	154	2.9%	623	7.8%	5.0%
\$300,000 to \$499,999	8	0.1%	204	2.6%	2.4%
\$500,000 to \$999,999	6	0.1%	54	0.7%	0.6%
\$1,000,000 or more	0	0.0%	0	0.0%	0.0%
Median (dollars)	\$82,200		\$117,100		\$34,900

Source: U.S. Census

Figure 9 compares the median home value of Burleson with the surrounding cities of Cleburne and Mansfield, and with Tarrant and Johnson Counties. As shown, Burleson is between the median values in Mansfield and Cleburne, and slightly higher than the median value for Johnson County.

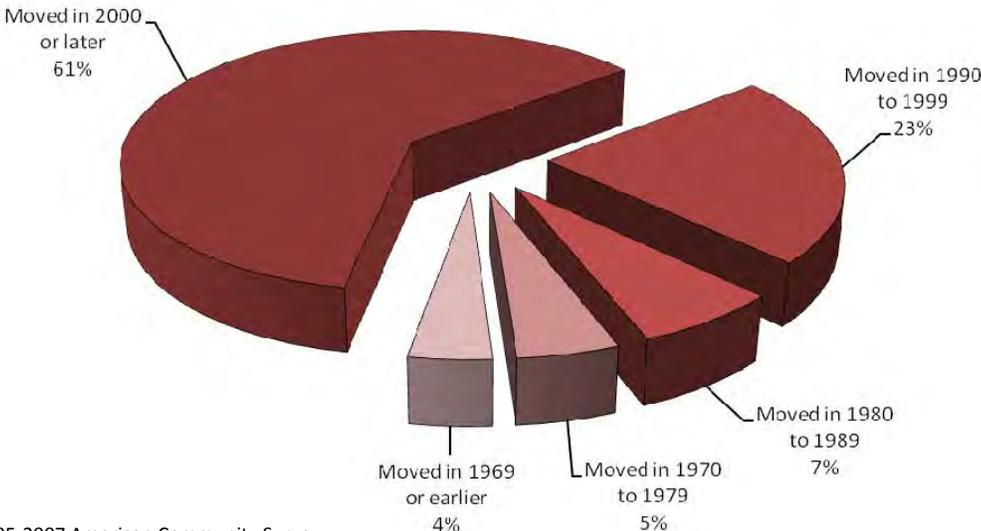
Figure 9. Median Home Value



Source: 2005-2007 American Community Survey

Figure 10 shows the percentage of residents who moved into their current homes during each period of time. Only 16% of residents moved into their homes in 1989 or earlier, compared to 61% of residents who moved between 2000 and the time of the survey (between 2005 and 2007). Nearly a quarter of residents, 23%, moved into their homes between 1990 and 1999.

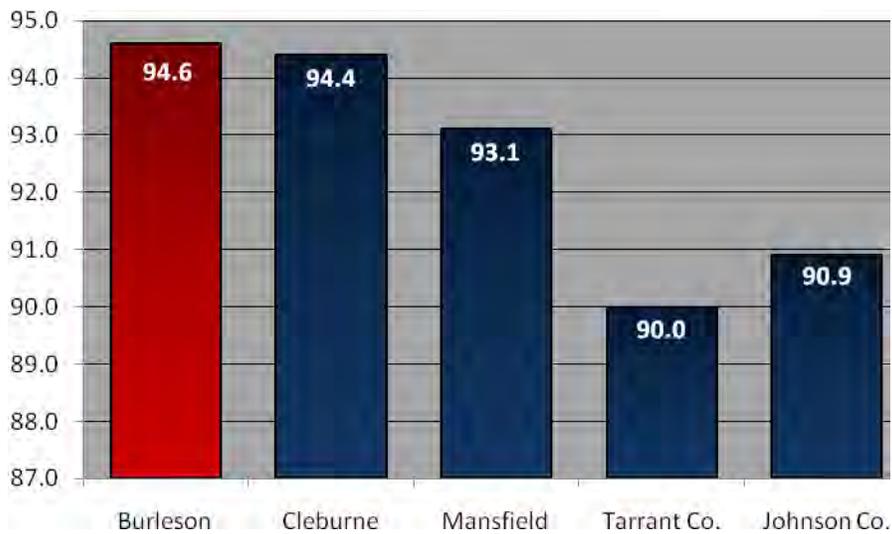
Figure 10. Year Resident Moved into Current Home



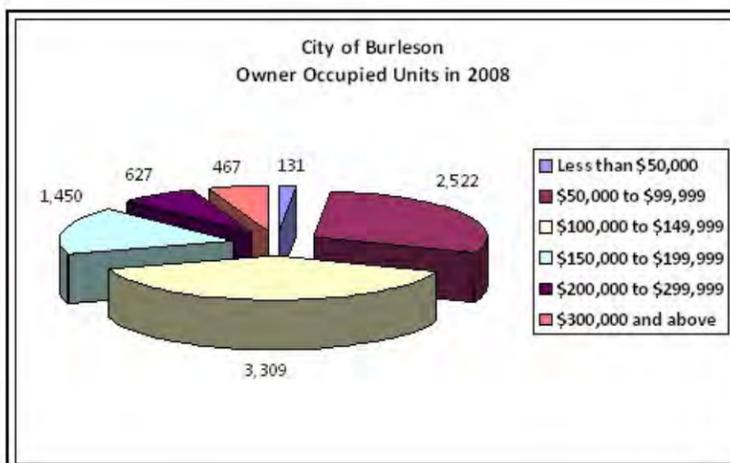
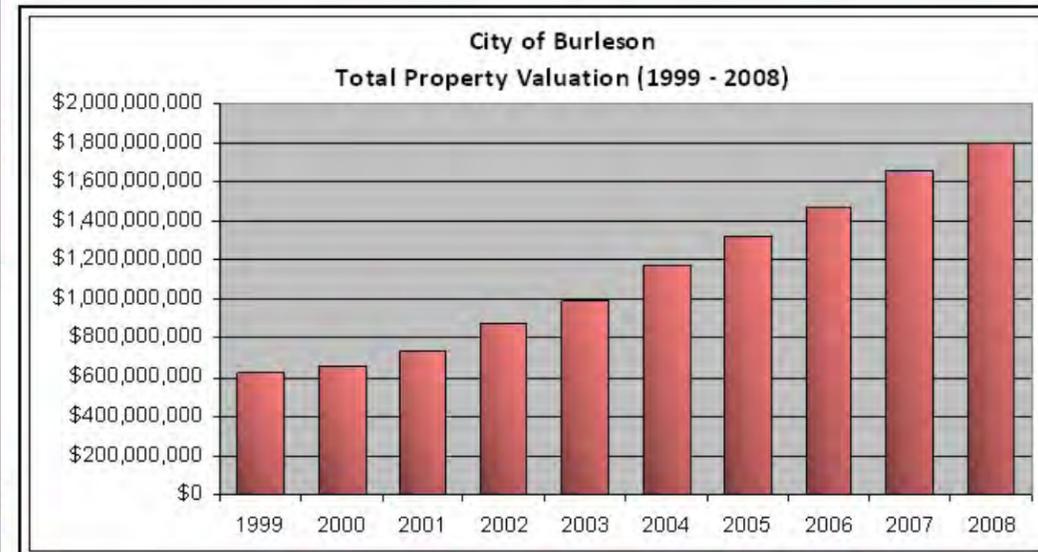
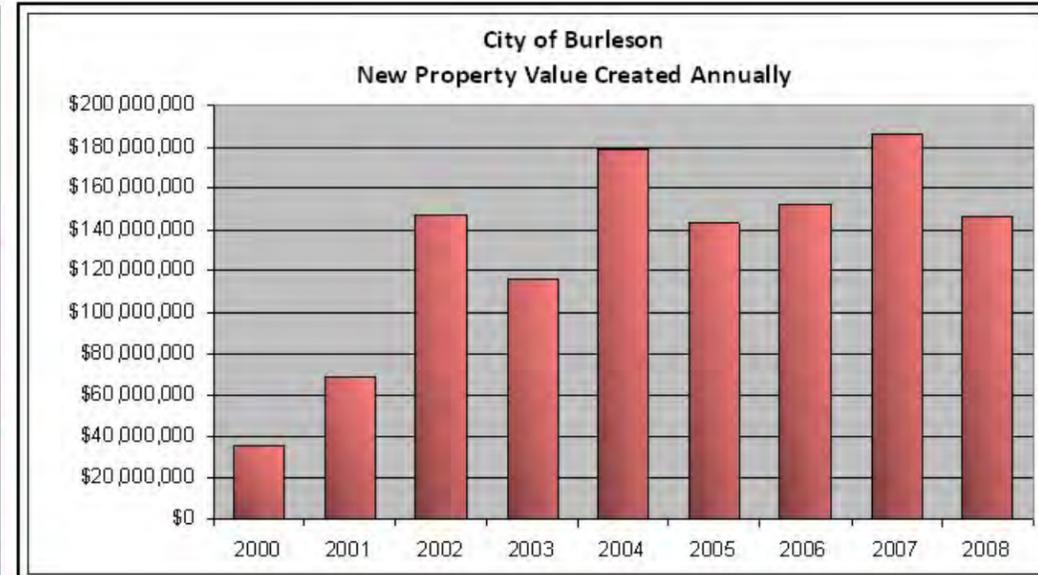
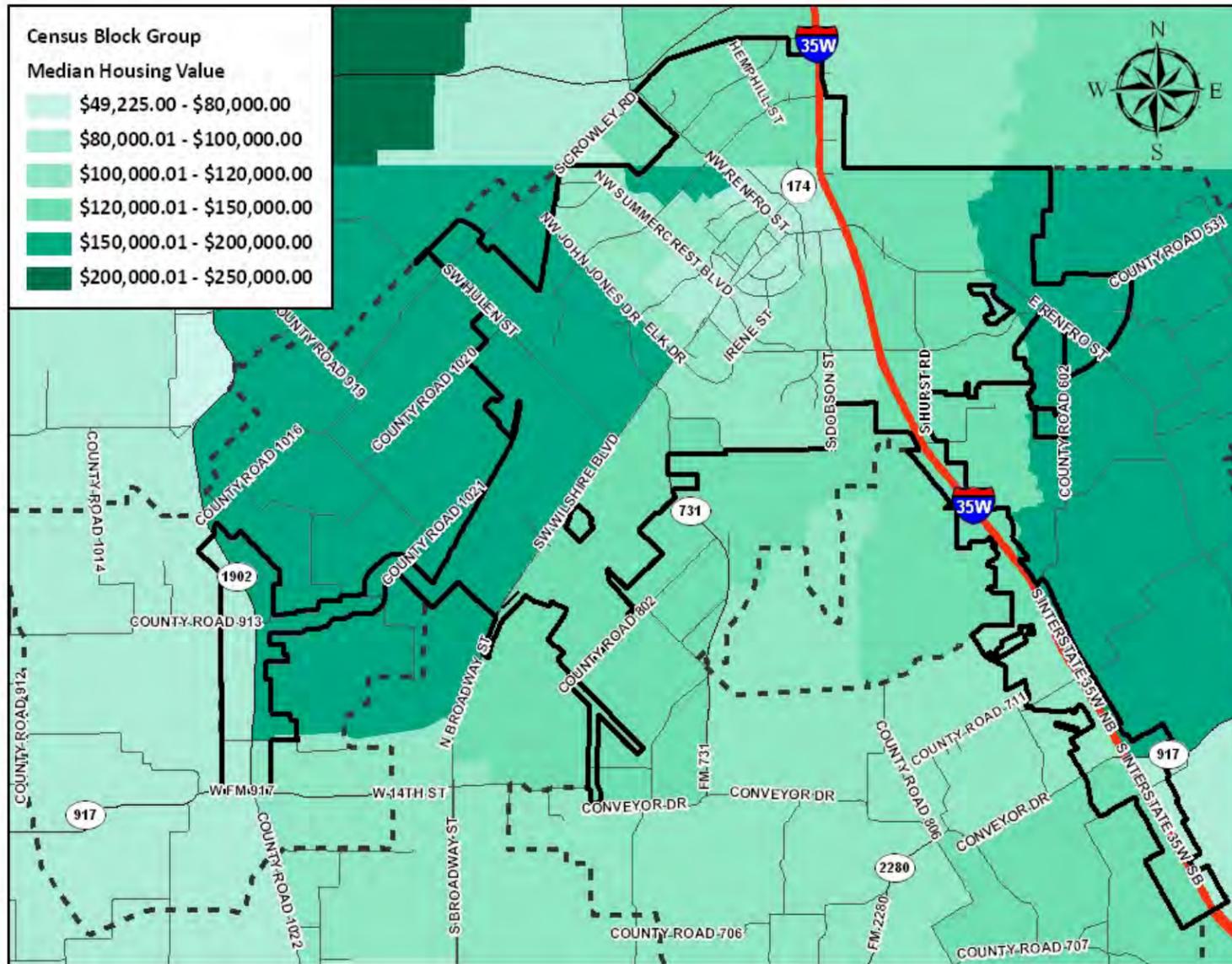
Source: 2005-2007 American Community Survey

The occupancy rate can often serve as an indicator regarding land use needs and whether or not new construction is required to meet the needs of a local community. For example, if a city has an occupancy rate of 80%, 20% of its housing units are vacant, indicating that the demand for construction of new homes is low. As shown in **Figure 11**, Burleson's occupancy rate is higher than that of Cleburne, Mansfield, Tarrant County, and Johnson County. This indicates that if additional housing was available in Burleson, it would likely be occupied in a relatively short period of time.

Figure 11. Occupancy Rate



Source: 2005-2007 American Community Survey



Median housing value provides an idea of the residential real estate worth for a city. As we can see from the charts showing property valuation in Burleson; total property value rose steadily but there has been ups and downs for new property valuation.

Source: Census, ACS & Demographics Now



Existing Land Use Characteristics

An analysis of present land use patterns should be performed in order to prepare to fully assess the City's future land use needs. The patterns of land uses that exist today within Burleson have evolved to satisfy the requirements of the community as it has grown and developed. This section of the Baseline Analysis provides documentation of the current purpose or use of each parcel in the City (see **Plate 1-2** and **Plate 1-3**). This allows for land use recommendations to be tailored to the needs of Burleson's citizens.

Land Use Types

A parcel-by-parcel land use survey was conducted to analyze the land use trends within Burleson. This survey was conducted in late 2008 for all areas within the existing City limits, and each parcel of land was color-coded according to the following land use types:

Residential

Single Family: A single dwelling unit that is detached from any other dwelling unit, is built on-site, and is designed to be occupied by only one family. Single family homes are the more prevalent housing type and developed land use type.

Two-Family: A structure with two attached dwelling units that is designed to be occupied by two families (one in each unit). Two-family units are also commonly referred to as duplex units.

Single Family Attached: This designation refers to more than two single family units that share common walls, such as townhomes.

Multiple Family: A structure with numerous attached dwelling units that is designed to be occupied by several families (one in each unit). This term can be used to describe a single structure or series of structures in a complex. Multiple family homes are also commonly referred to as apartments.

Manufactured Homes: A single family dwelling unit that is manufactured in a factory rather than on-site. These homes are usually transportable (i.e., are not on permanent foundations). Manufactured homes are also commonly referred to as mobile homes.

Office

All types of professional and administrative offices, including those of doctors, lawyers, dentists, realtors, architects, and accountants.

Retail

Business establishments that primarily sell commodities or goods to consumers. Examples include restaurants, grocery stores, beauty salons, and shopping centers.



Commercial

Business establishments that primarily provide a service to consumers. Examples include automobile services stations, automobile sales lots, self-storage businesses, and welding shops.



Open Storage

Land used for open storage of equipment and other materials.



Industrial

Business establishments that are engaged in the processing, storage, assembly, and/or repairing of materials.



Vacant Building

Nonresidential buildings that are currently unoccupied.



Parks & Open Space

Public or private park, open space, and/or recreation area that is outside.



Public/Semi-Public

Schools, churches, cemeteries, and public buildings that are generally accessible to the public.



Gas Wells

Land that is currently used for gas wells.



Rights-of-Way

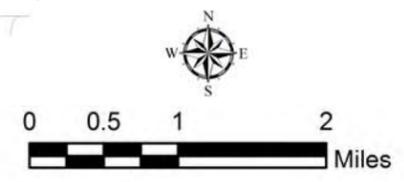
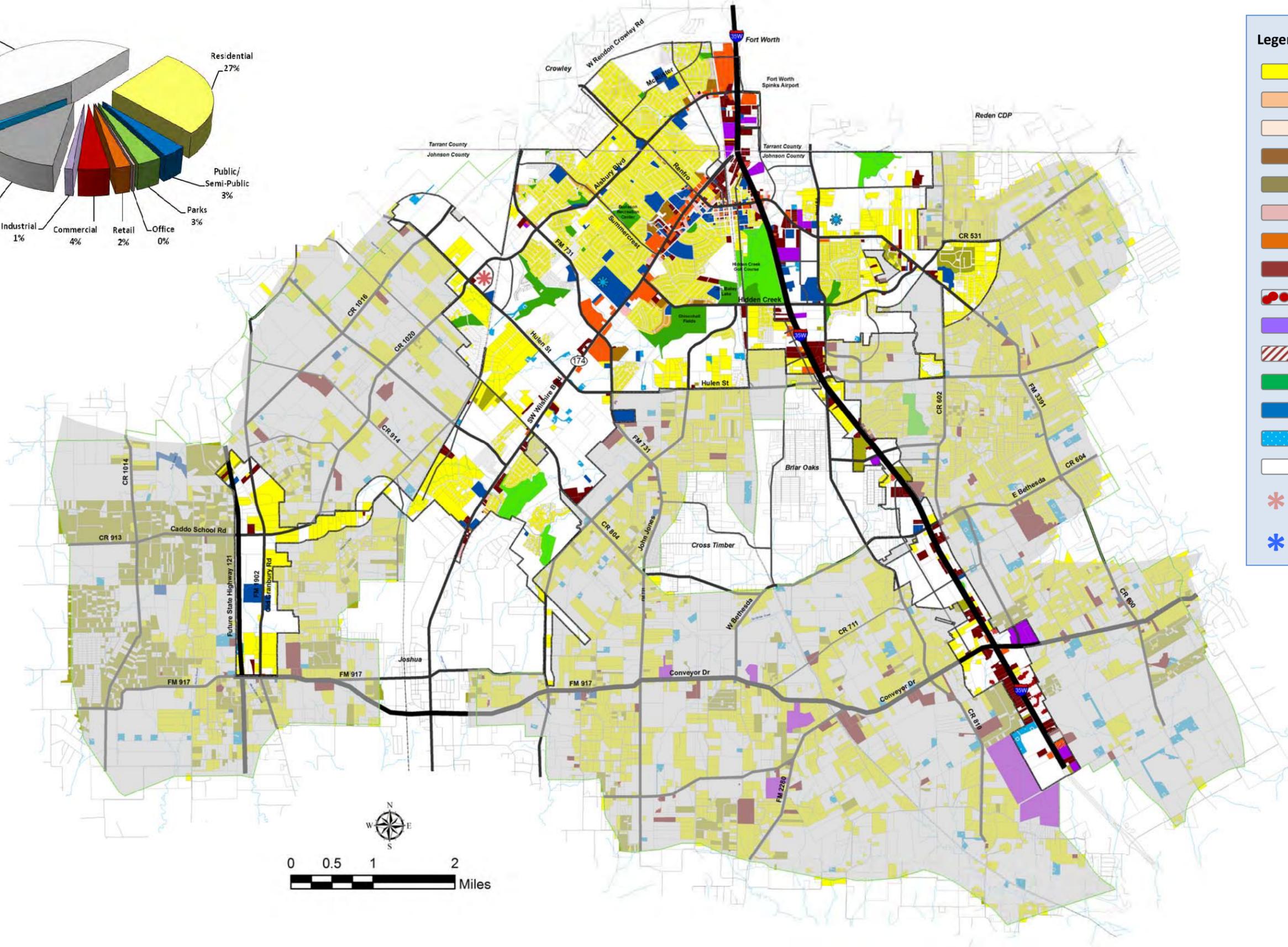
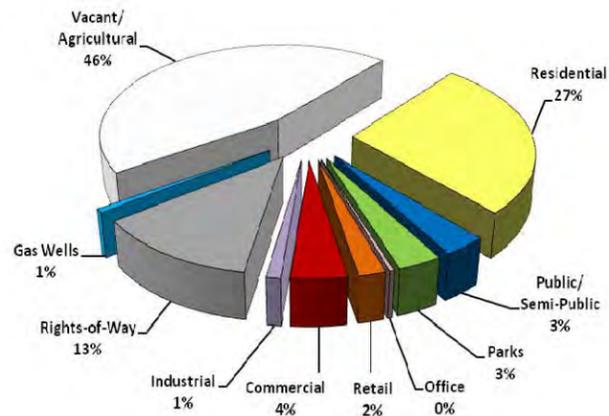
Land that is dedicated to the public use for streets, alleys, and rail lines.



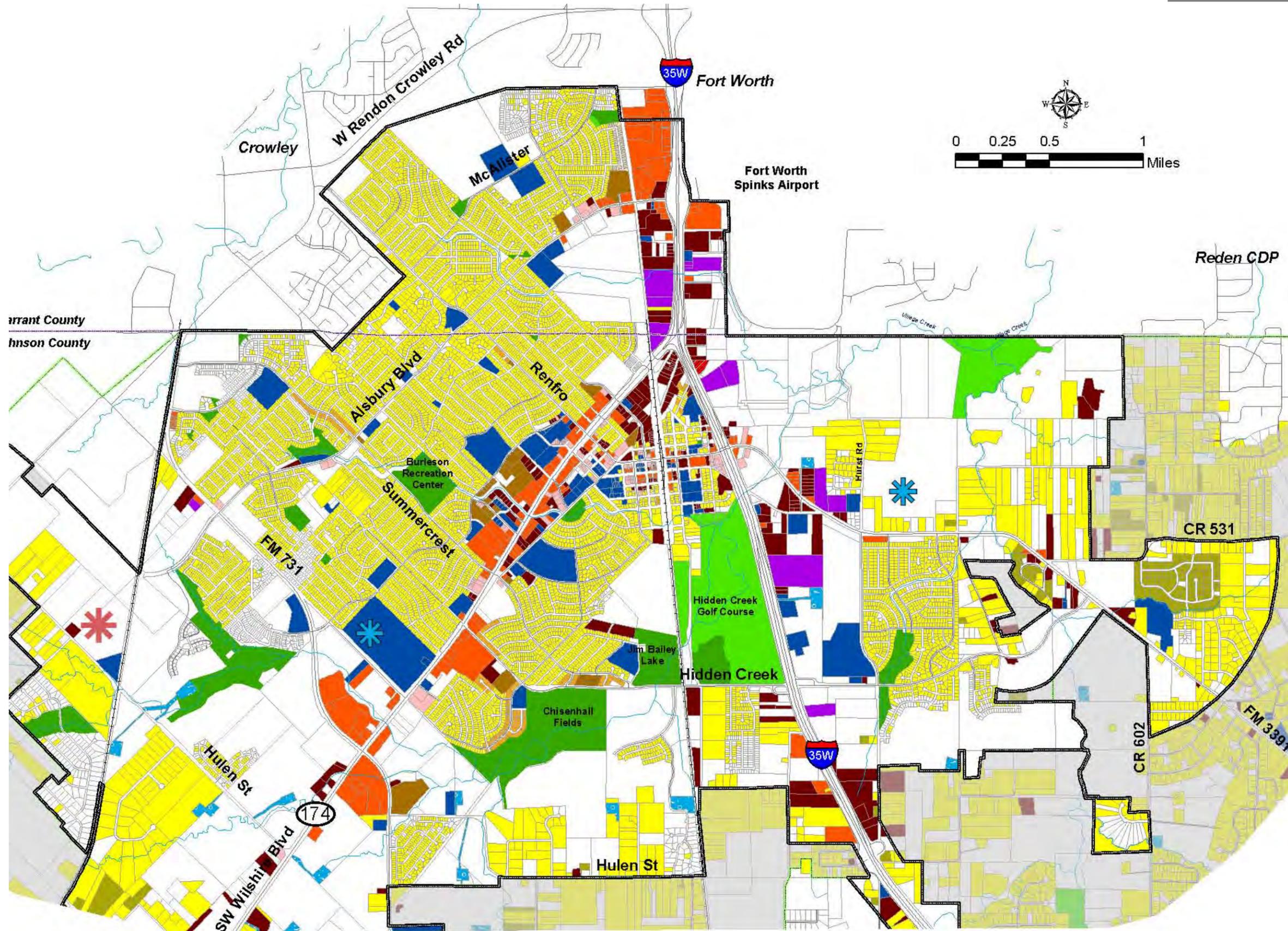
Vacant/Agricultural

Land that either has no readily visible or apparent use, or land that is used for growing crops or grazing of animals.

2010 Picture



2010 Picture



Legend

- Single Family
- Two Family (Duplex)
- Single Family Attached
- Multiple Family
- Manufactured Home
- Office
- Retail
- Commercial
- Light Industrial
- Vacant Building
- Parks & Open Space
- Public/Semi-Public
- Gas Well
- Vacant
- * Transit Oriented Development
- * High Schools

Land Use Composition

The previous maps show a graphic representation of Burleson’s existing land use pattern through 2008. **Table 8** shows the calculations of the various types of land use in terms of acreage and percentages for land within the City limits, within the extraterritorial jurisdiction (ETJ), and within the combined planning area.

Table 8. Acreage by Land Use Category

Land Use Category	City Limits		ETJ		Combined City Limits and ETJ	
	Acres	% of Total	Acres	% of Total	Acres	% of Total
Residential	4,539	27.2%	14,000	36.2%	18,539	33.5%
<i>Single-Family</i>	4,225	93.1%	11,183	79.9%	15,408	83.1%
<i>Duplex</i>	40	0.9%	8	0.1%	48	0.3%
<i>Multiple-Family</i>	76	1.7%	0	0.0%	76	0.4%
<i>Manufactured Home</i>	198	4.4%	2,809	20.1%	3,007	16.2%
Public/Semi-Public	551	3.3%	94	0.2%	645	1.2%
Parks	553	3.3%	55	0.1%	608	1.1%
Office	56	0.3%	0	0.0%	56	0.1%
Retail	340	2.0%	3	0.0%	343	0.6%
Commercial	699	4.2%	811	2.1%	1,510	2.7%
Industrial	179	1.1%	398	1.0%	577	1.0%
Rights-of-Way	2,088	12.5%	1,243	3.2%	3,331	6.0%
Gas Wells	110	0.7%	561	1.5%	671	1.2%
Total Developed Land	9,115	54.5%	17,165	44.4%	26,280	47.5%
Vacant/Agricultural	7,603	45.5%	21,478	55.6%	29,081	52.5%
Total Land	16,718	100.0%	38,643	100.0%	55,361	100.0%

Source: Freese and Nichols, Inc.

Vacant or agricultural land composes the majority of Burleson’s planning area, at 52.5%. The largest developed land use is residential, which is predominately traditional single family homes. The percentage of each land use is relatively consistent between the City limits and the ETJ area, although the City limits is slightly more developed than the ETJ area – 54.5% and 44.4%, respectively.

As shown in **Table 9**, when vacant land is removed from the analysis and only developed acreage is examined, over 70% of land within the City and ETJ is consumed by residential uses. Rights-of-way account for the second highest amount of developed acreage in the planning area, 3,331 acres or nearly 13% of the developed acreage in Burleson and its ETJ. Commercial land uses are the third most prevalent within the planning area (5.7%), followed by less than 3% of each public/semi-public, parks, industrial, retail, and office land uses, as well as land occupied by gas wells.

Table 9. Developed Land Use Acreage

Land Use Category	City Limits		ETJ		Combined City Limits and ETJ	
	Acres	% of Total	Acres	% of Total	Acres	% of Total
Residential	4,539	49.8%	14,000	81.6%	18,539	70.5%
<i>Single Family</i>	4,225	93.1%	11,183	79.9%	15,408	83.1%
<i>Two-Family</i>	40	0.9%	8	0.1%	48	0.3%
<i>Multiple Family</i>	76	1.7%	0	0.0%	76	0.4%
<i>Manufactured Home</i>	198	4.4%	2,809	20.1%	3,007	16.2%
Public/Semi-Public	551	6.0%	94	0.5%	645	2.5%
Parks	553	6.1%	55	0.3%	608	2.3%
Office	56	0.6%	0	0.0%	56	0.2%
Retail	340	3.7%	3	0.0%	343	1.3%
Commercial	699	7.7%	811	4.7%	1,510	5.7%
Industrial	179	2.0%	398	2.3%	577	2.2%
Rights-of-Way	2,088	22.9%	1,243	7.2%	3,331	12.7%
Gas Wells	110	1.2%	561	3.3%	671	2.6%
Total Developed Land	9,115	100.0%	17,165	100.0%	26,280	100.0%

Source: Freese and Nichols, Inc.

Nonresidential uses account for a relatively large percentage of the developed acreage within the City. Office, retail, commercial, and industrial uses – uses typically considered as sources of employment – account for 1,274 acres, or 12% of the City’s developed acreage. Parks and public/semi-public land uses are the final major contributor at 1,104 acres combined or 12% of the total developed acreage. Another notable land use is gas wells, which occupy over 1% of the developed land within the City.

Vacant Acreage within Burleson

Approximately 46% of the total acreage within Burleson is classified as undeveloped land – vacant/agricultural land uses and gas wells. This percentage amounts to about 7,603 acres that have the potential to be developed in the future. The importance of the calculation of undeveloped land lies in the fact that it is this land that will allow the City to grow in population in the coming years. It is also the area where decisions will have to be made regarding service provisions and roadway construction because, although this land is not currently developed, it is likely to be at some time in the future.

Most communities do not develop such that 100% of the land is utilized. Generally, approximately 10% remains vacant. However, even given this fact, the existing percentage of undeveloped land within Burleson provides ample acreage to accommodate future population growth within the City limits and ETJ.

Current Land Use Densities within Burleson

Another method of analyzing land use is by examining current land use densities – that is, establishing how much land is being consumed by the current population for each type of land use. **Table 10** contains this information with ratios of the number of acres per 100 persons calculated for each land use type. The land use with the most acres per 100 persons is single family residential uses, which indicates a relatively low density development pattern.

Park land is another type of land use that is important to note in relation to population. There are approximately 1.47 acres of parks and open space for every 100 people in the City. The National Recreation and Park Association (NRPA) recommends between 1.5 and 1.7 acres per 100 persons. Burleson’s ratio is slightly below the suggested level of the NRPA, thus suggesting that Burleson may need to consider additional park and open space to meet the needs of its citizens.

The ratio of retail uses to the population is also very important. Generally, an average ratio is 0.5 retail acres per 100 persons. Less than 0.4 generally indicates that citizens are going elsewhere for goods and services, and greater than 0.6 usually indicates that citizens from elsewhere are coming into the community from elsewhere to buy goods and services. Burleson’s ratio is 0.91 acres per 100 persons – a very high ratio indicating the City is able to meet the retail needs of the City’s residents as well as shoppers from throughout the region. Burleson’s location along Interstate 35-W and Wilshire Boulevard provides high traffic volumes, which helps to support the City’s retail base.

Table 10. Land Use Densities

Land Use Category	Total Acres	Acres per 100 Persons ⁽¹⁾
Residential	4,539	12.10
<i>Single family</i>	4,225	11.27
<i>Duplex</i>	40	0.11
<i>Multiple family</i>	76	0.20
<i>Manufactured Home</i>	198	0.53
Public/Semi-Public	551	1.47
Parks	553	1.47
Office	56	0.15
Retail	340	0.91
Commercial	699	1.86
Industrial	179	0.48
Gas Wells	110	0.29
Total Developed Land	7,037	18.76
Vacant/Agricultural	7,603	20.27
Rights-of-Way	2,088	5.57
Total Land	16,718	44.58
<small>(1) Based on 2009 population estimate of 37,500</small>		

Source: Freese and Nichols, Inc.

Environmental Characteristics

Burleson's man-made and natural environment greatly influences its future land use pattern and rate of growth. It is important to document and analyze the physical factors that will ultimately contribute to the City's urban form and content. Each element of the Comprehensive Plan must be developed with these physical factors in mind.

Defining the Extraterritorial Jurisdiction (ETJ)

Municipalities can annex land only within their extraterritorial jurisdiction (ETJ). Based on its population, Burleson's ETJ is two miles from its existing City limits. The ETJ serves two purposes: First, there is a statutory prohibition against another municipality annexing into the ETJ of another city; and second, cities can extend and enforce their subdivision regulations into their ETJ. Cities cannot, however, enforce zoning regulations into the ETJ.

Analysis of Municipal Boundaries and ETJ Areas

The current area within the Burleson City limits is 16,718 acres. The ETJ generally extends two miles beyond the City limits, meaning the City's total planning area is 55,361 acres. There are no opportunities to expand the City's ETJ to the north due to the fact that other municipalities' limits and ETJs abut the City of Burleson's boundaries, most notably Fort Worth and Crowley. Directly to the southwest of the current City limits is the City of Joshua, which limits the expansion of Burleson to the south along Highway 174. The largest areas for future expansion are to the southwest and south of the current City limits, primarily along future SH121 and Interstate 35W. In addition, there does not appear to be any immediate impediment to growth of the City's ETJ to the east of current City limits.

Burleson is neighbored by Crowley three miles to the northwest, Granbury 35 miles to the southwest, Joshua seven miles to the south, Cleburne 17 miles to the south, Mansfield 15 miles to the east, and Fort Worth 15 miles to the north. Of the neighboring cities, Fort Worth, Crowley, and Joshua are the only three that conflict with Burleson's ETJ or future annexation possibilities.

Analysis of Major Topographic Features

The elevation of Burleson ranges from 650' above sea level along Village Creek to just over 900' above sea level at Brushy Mound. Generally, the elevation change and drainage patterns are from southwest to northeast along the Village Creek drainage basin. The exception is the far southern portions of the ETJ area where a ridge is present which causes this area to begin to drain to the south.

This information is important because topography also influences the development and design of infrastructure systems such as water, wastewater, and storm water systems. Typically, these infrastructure systems have lower costs when lines follow the natural slope of the land and thus only use gravity to carry the water/wastewater to a utility plant. Systems designed against the topography of the land require the building of expensive lift stations in order to move water/wastewater to a utility plant.

Analysis of Existing Floodplain Areas and Natural Drain Features

Burleson, including its ETJ, is primarily divided into two drainage basins. The primary creek within the City is Village Creek, which flows from the southwest to the northeast into the Trinity River drainage basin. Many tributaries are present within the City creating small floodplains (see **Plate 1-4**). The largest floodplain exists in the central and eastern portions of the City along the main segment of Village Creek. The floodplains are relatively undeveloped areas and are primarily used for parks and recreation such as Hidden Creek Golf Course, Dillmore Park, Chisenhall Fields, and others. The far south and southwestern portions of the ETJ area have minimal flood plain areas. These areas are to the south of a dividing ridge and therefore begin to flow in a southerly direction into the Brazos River drainage basin.

Endangered Species

The following is a list of rare, threatened, and endangered species of Johnson County according to the Texas Parks and Wildlife Department as of September 2009.

Birds	State Status	Fishes	State Status
American Peregrine Falcon	Threatened	Sharpnose Shiner	Rare
Arctic Peregrine Falcon	Rare	Smalleye Shiner	Rare
Bald Eagle	Threatened		
Black-Capped Vireo	Endangered	Mammals	State Status
Golden-Cheeked Warbler	Endangered	Gray Wolf	Endangered
Henslow's Sparrow	Rare	Plains Spotted Skunk	Red Wolf
Interior Least Tern	Endangered		
Peregrine Falcon	Threatened	Mollusks	State Status
Western Burrowing Owl	Rare	Pistolgrip	Rare
White-Faced Ibis	Threatened	Rock Pocketbook	Rare
Whooping Crane	Endangered	Texas Fawnsfoot	Rare
		Reptiles	State Status
		Brazos Water Snake	Threatened
		Texas Garter Snake	Rare

Visual Character Survey (VCS)

During the first Town Hall meeting, a brief overview of the comprehensive planning process was presented and discussed to introduce the purpose of the public input.

At this meeting, public input was received primarily through an exercise called a Visual Character Survey, or VCS. The VCS is a technique in which respondents are asked to score a series of photographs based on what they find to be visually preferable. The images illustrate various aspects of the developed environment. Although it is not necessarily scientific in nature, the VCS is an effective method of receiving attitudinal, aesthetic-based input. This is possible because the survey allows the respondents to view and score real-world examples of developed areas and elements.

The VCS developed for Burleson included the following categories: residential development, neighborhoods, open spaces, nonresidential development, public spaces, and streets. Respondents were shown 89 images corresponding to these categories. They were asked to rate each image according to the scale shown below. A total of 67 public participants took the VCS.

Participants were asked to rate the images according to the scale shown to the right (A = “Love it” / E = “Unacceptable”). Respondents were asked to consider several questions about each image as they rated them:

- Do I like or dislike the image?
- By what value do I like or dislike it?
- Is it appropriate for our City?

Image 2 - Single Family Homes

Image 41 - Shopping Corridor

Image 50 - Industrial Area

A = Love it (Have to have it in Burleson) D = Neutral (Have no strong opinion)
B = Like it (Want it in Burleson) E = Unacceptable (Not in Burleson)
C = Can live with it (Hmmm!) 56

VCS Scale

A = Love it (Have to have it)

B = Like it (Want it in Burleson)

C = Can live with it (Hmmm!)

D = Neutral (Have no strong opinion)

E = Unacceptable (Not in Burleson)

Residential Developments

Image 1

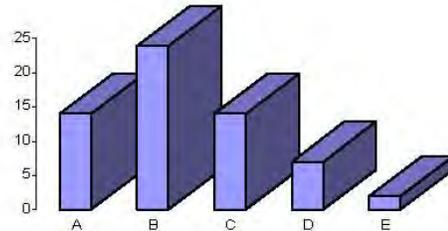


Image 2

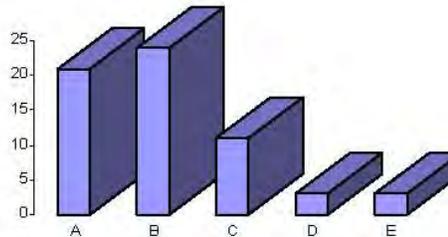
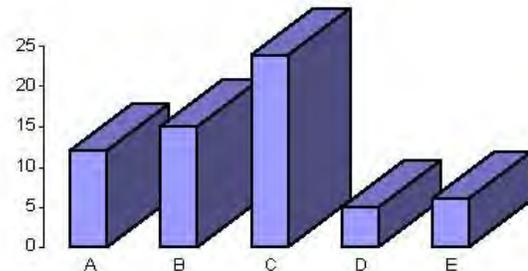


Image 3



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 4

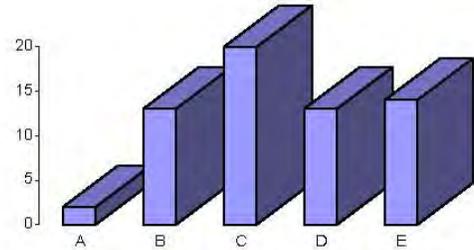


Image 5

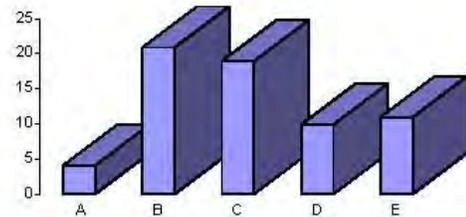
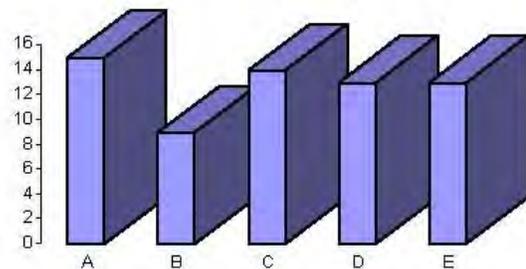


Image 6



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 7

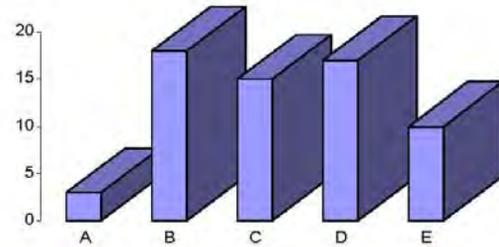


Image 8

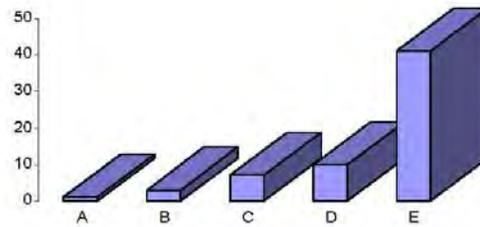
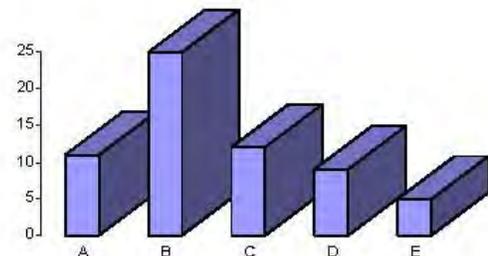


Image 9



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 10

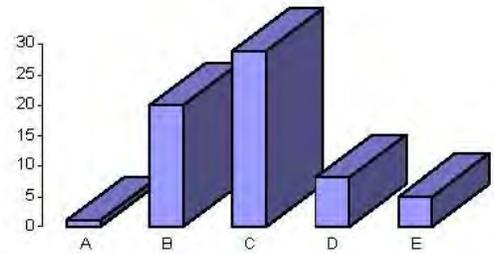


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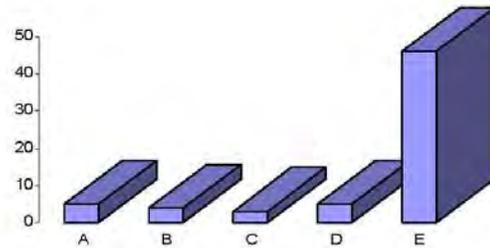
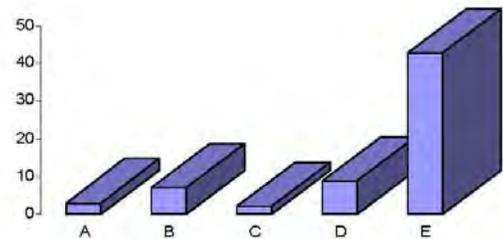


Image 12



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 13

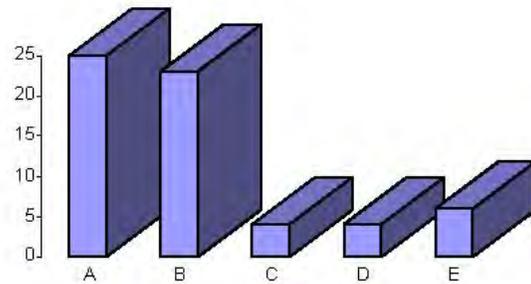


Image 14

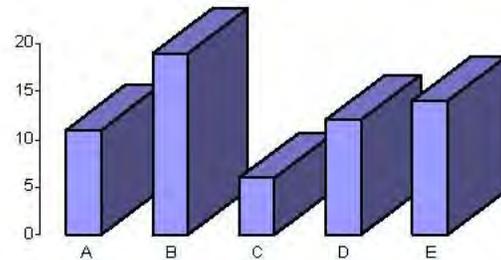
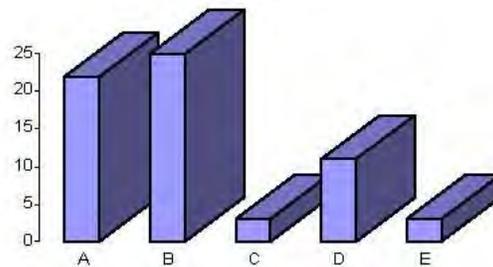


Image 15



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Neighborhoods

Image 16

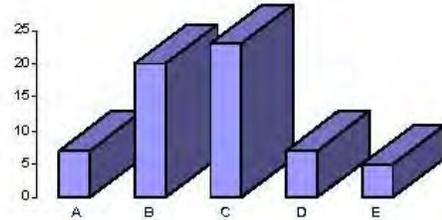


Image 17

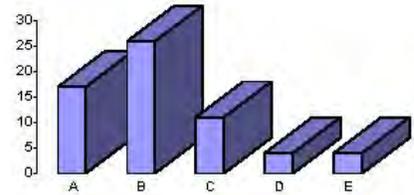
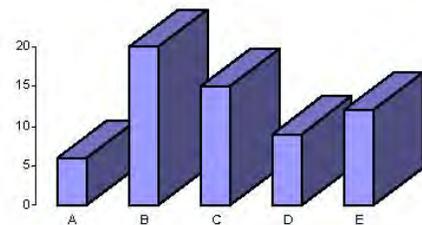


Image 18



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 19

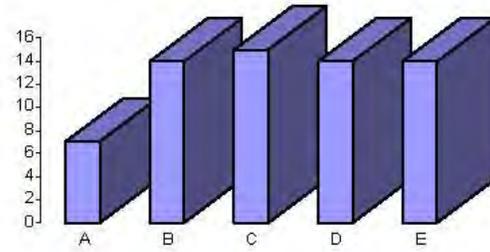


Image 20

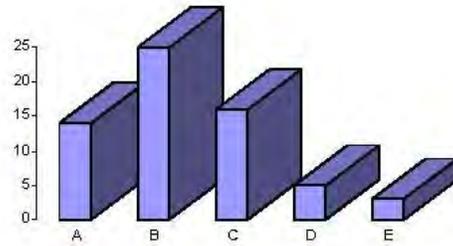
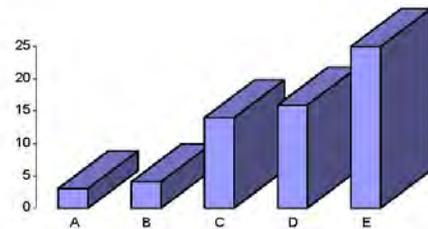


Image 21



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 22

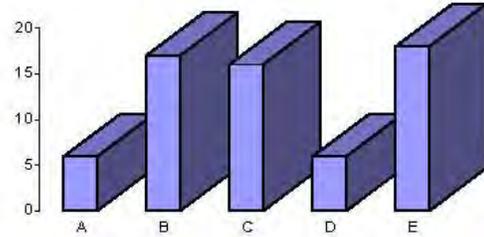


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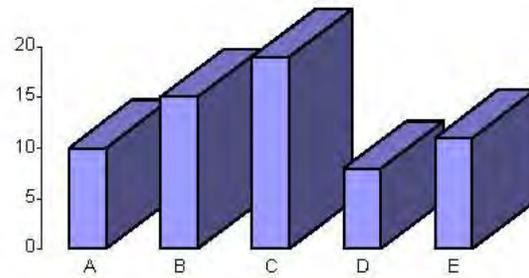
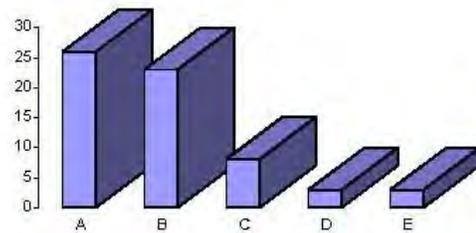


Image 24



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 25

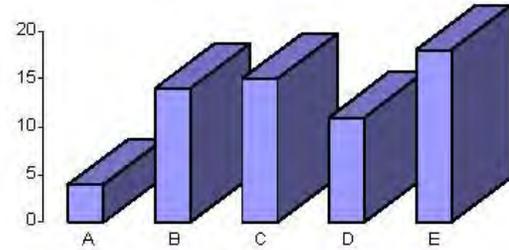


Image 26

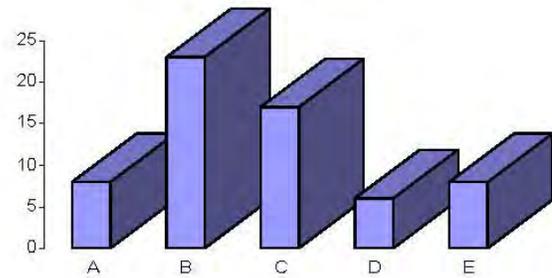
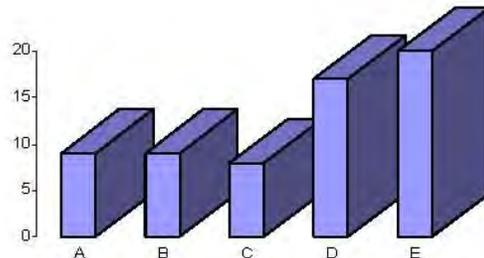


Image 27



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Open Spaces

Image 28

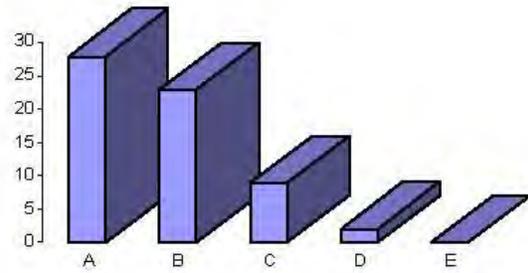


Image 29

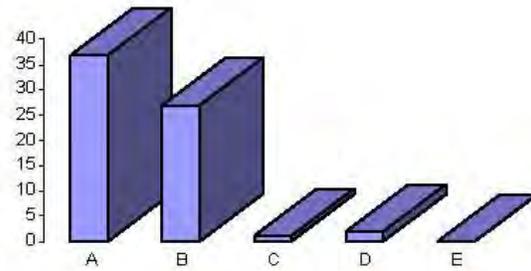
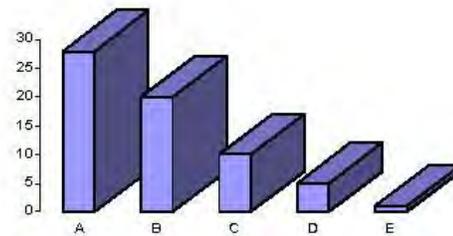


Image 30



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 31

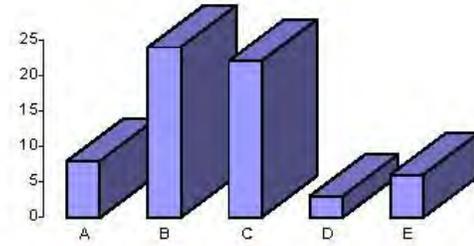
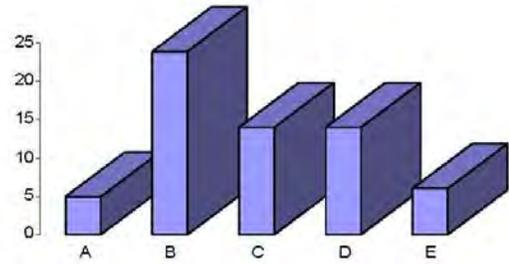


Image 32



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Nonresidential Developments

Image 33

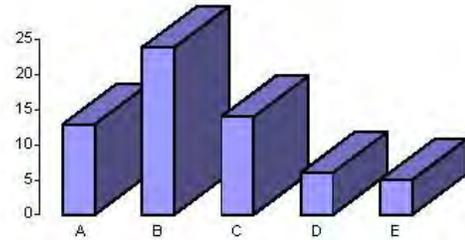


Image 34

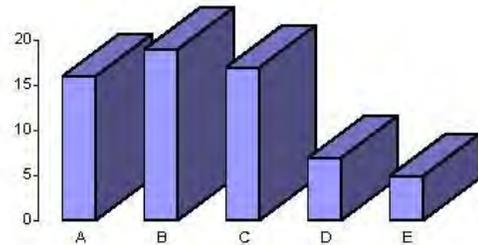
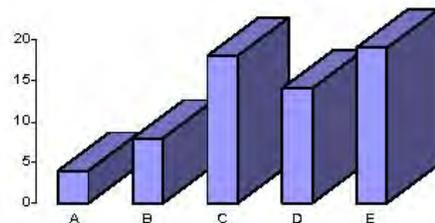


Image 35



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 36

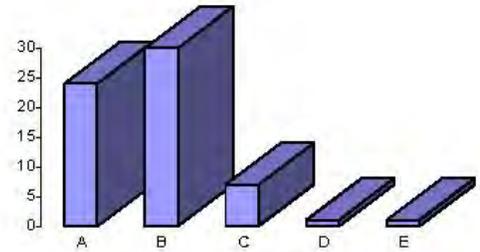


Image 37

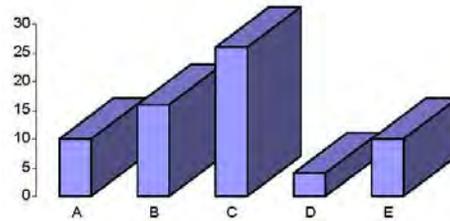
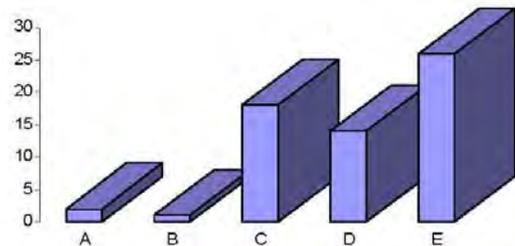


Image 38



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 39

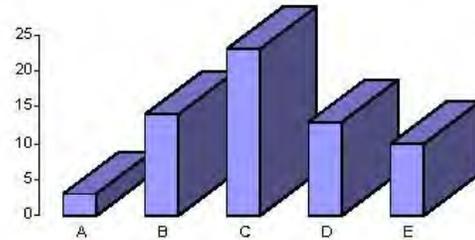


Image 40

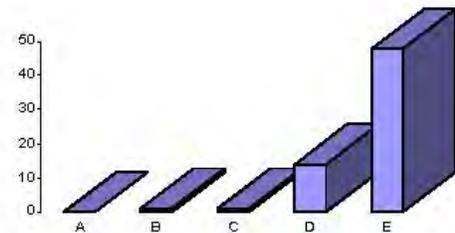
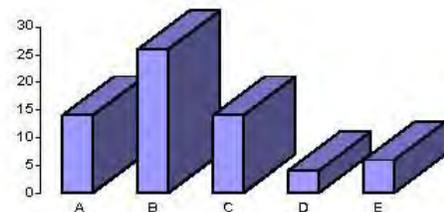


Image 41



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 42

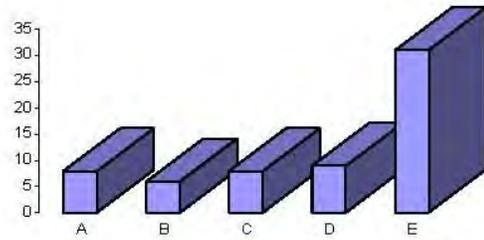


Image 43

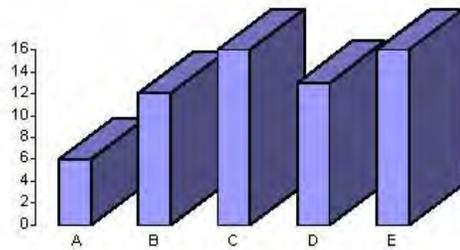
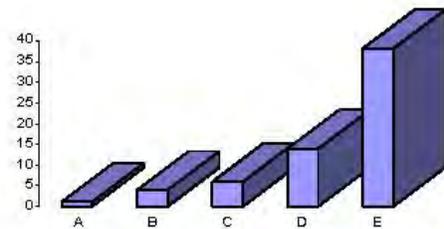


Image 44



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 45

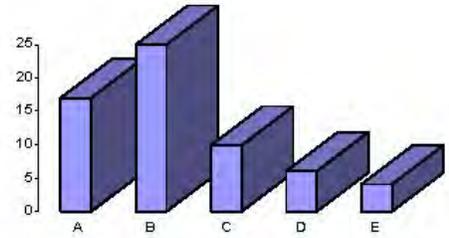


Image 46

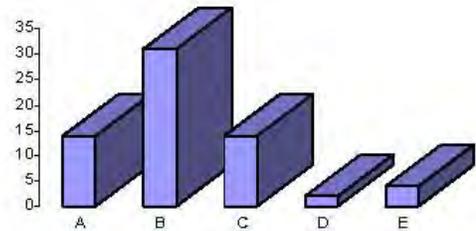
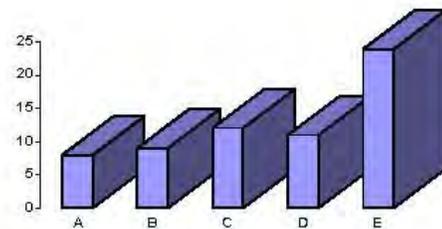


Image 47



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 48

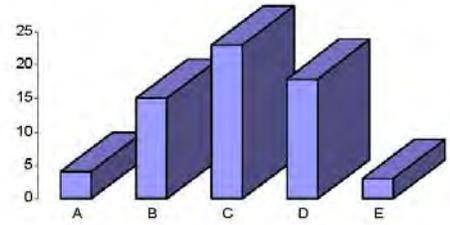


Image 49

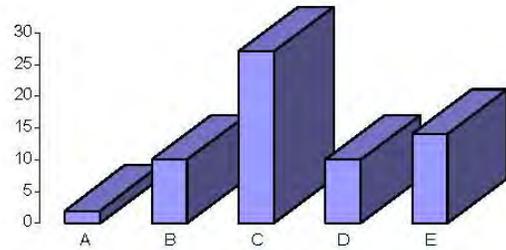
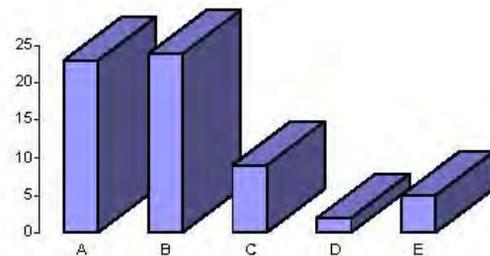


Image 50



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 51

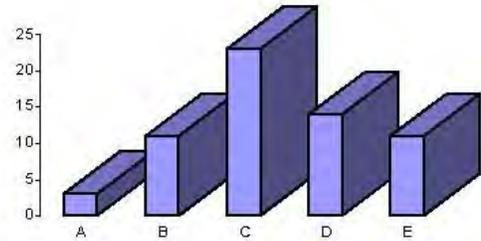


Image 52

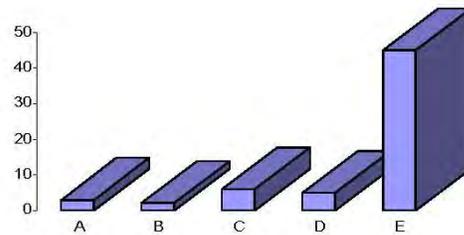
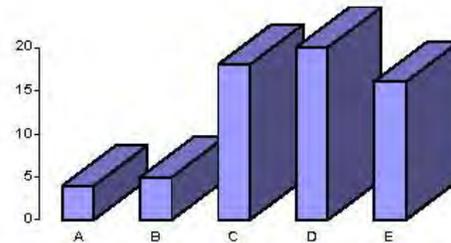


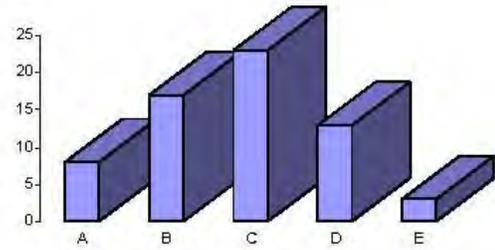
Image 53



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 54



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

Public Spaces

Image 55

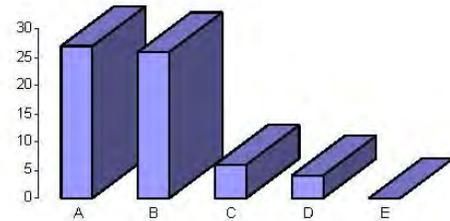


Image 56

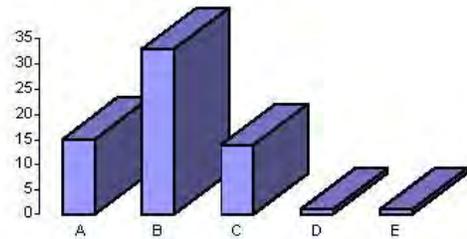
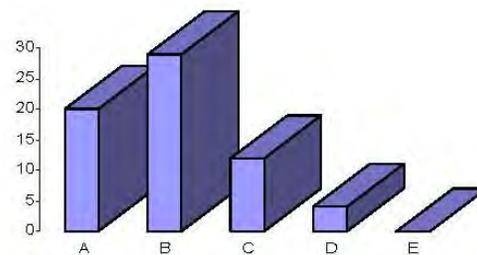


Image 57



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 58

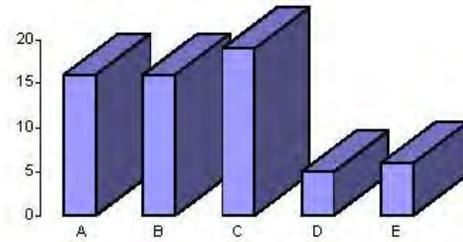
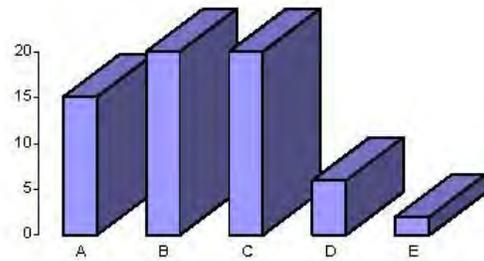


Image 59



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Streets

Image 60

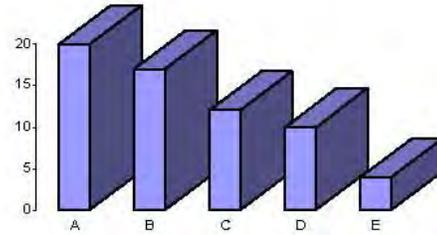


Image 61

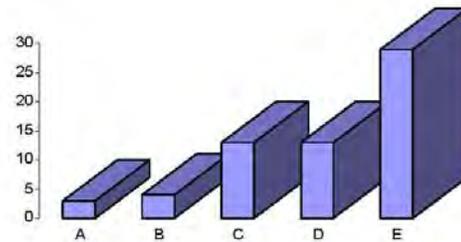
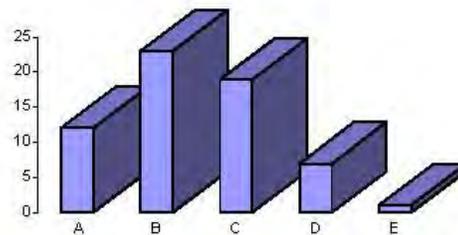


Image 62



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 63

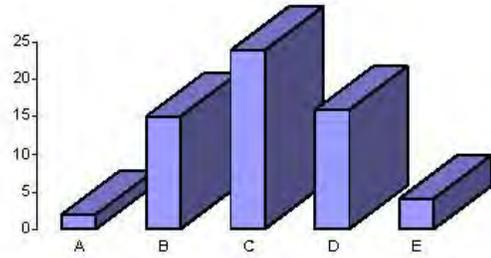


Image 64

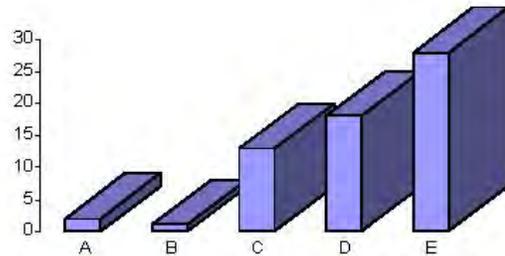
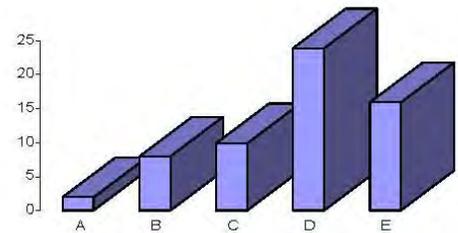


Image 65



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 66

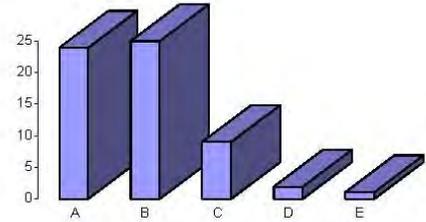


Image 67

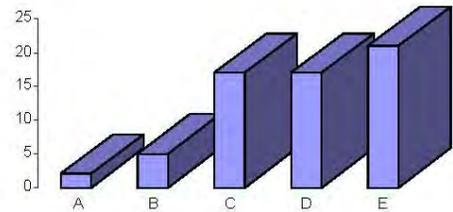
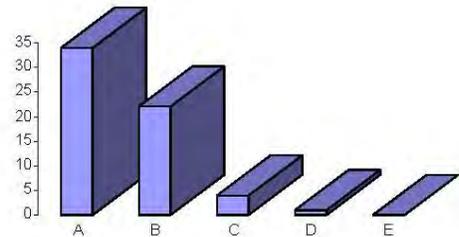


Image 68



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 69

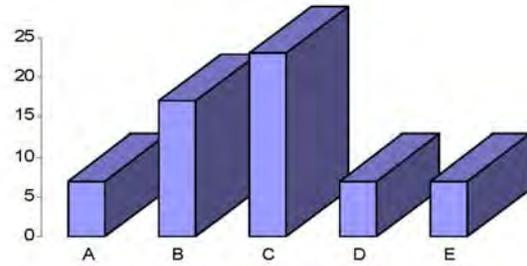


Image 70

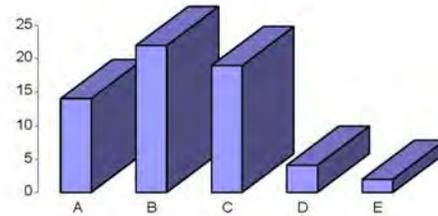
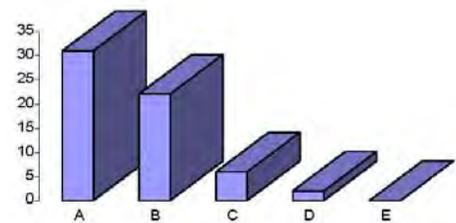


Image 71



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 72

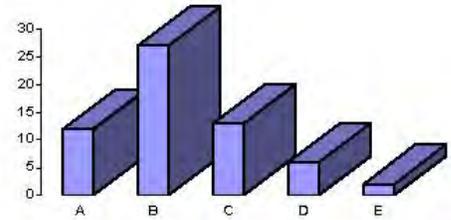


Image 73

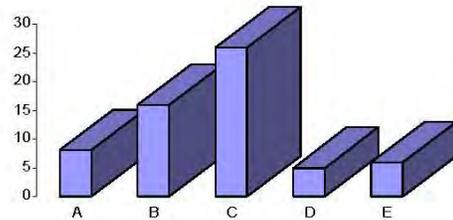
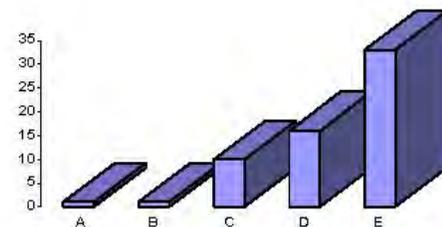


Image 74



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 75

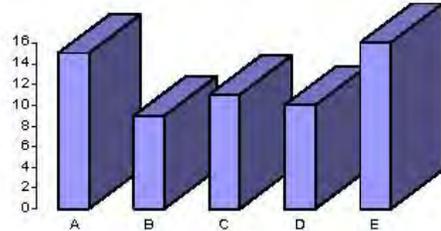


Image 76

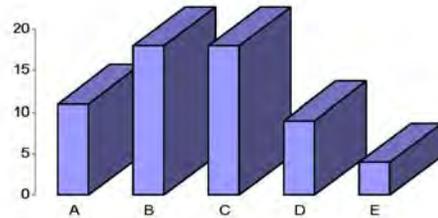
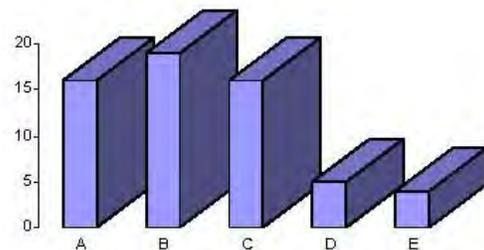


Image 77



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 78

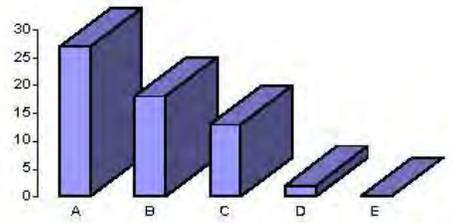


Image 79

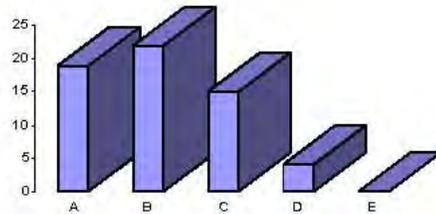
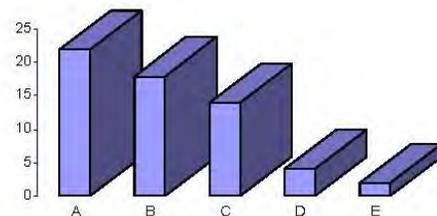


Image 80



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 81

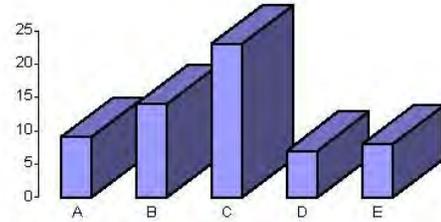


Image 82

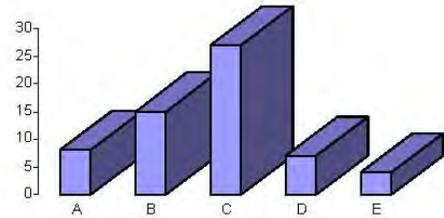
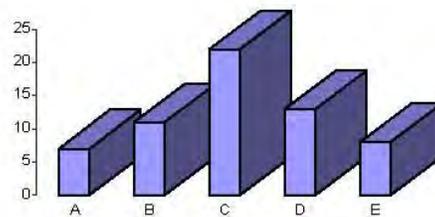
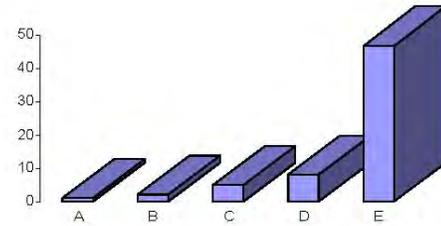


Image 83



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

Image 84



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Signage

Image 85

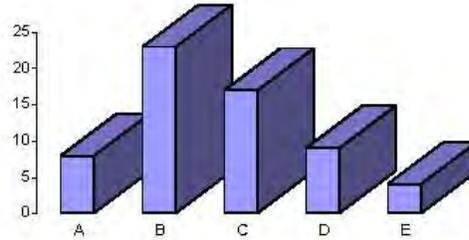


Image 86

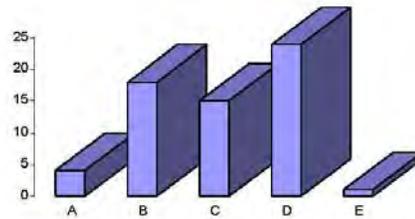
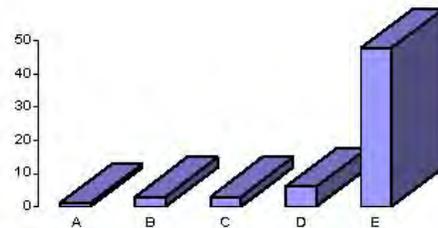
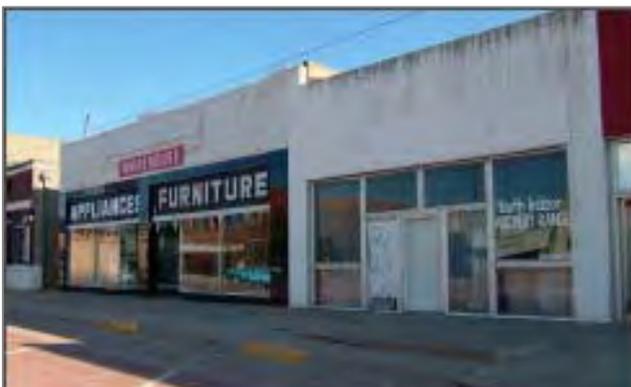


Image 87



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable

VCS Results

Image 88

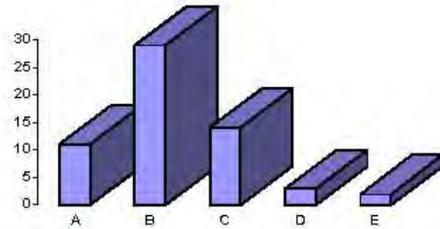
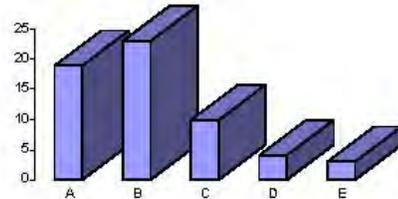


Image 89



A = Love it B = Like it C = Can live with it D = Neutral E = Unacceptable