

# 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

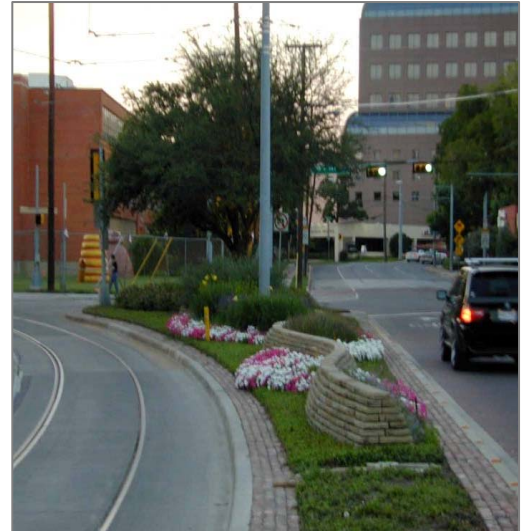
### Partner

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

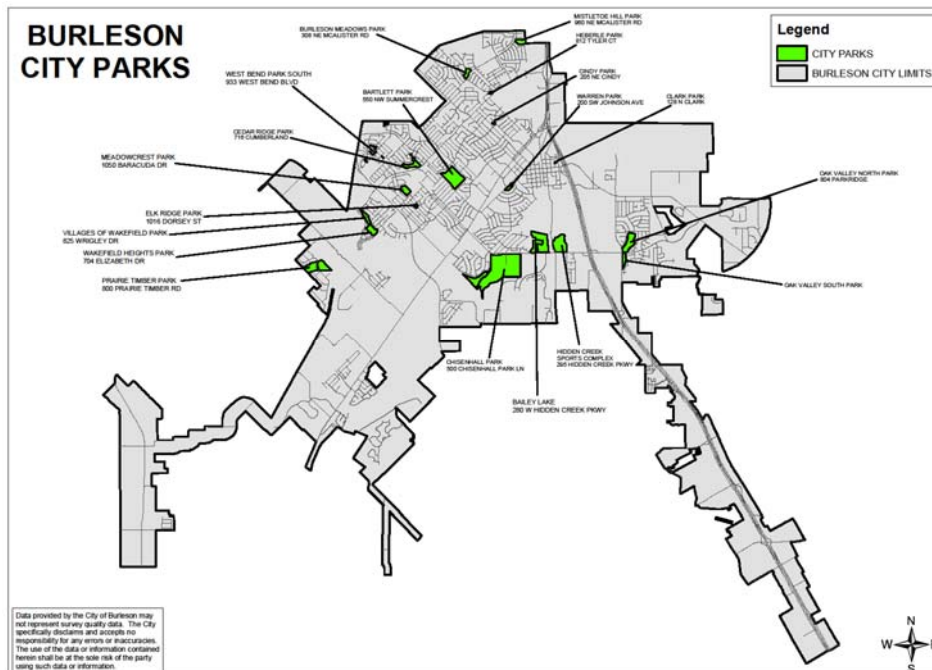
- 30% of land area in Burleson is conserved as parks or open space

### 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